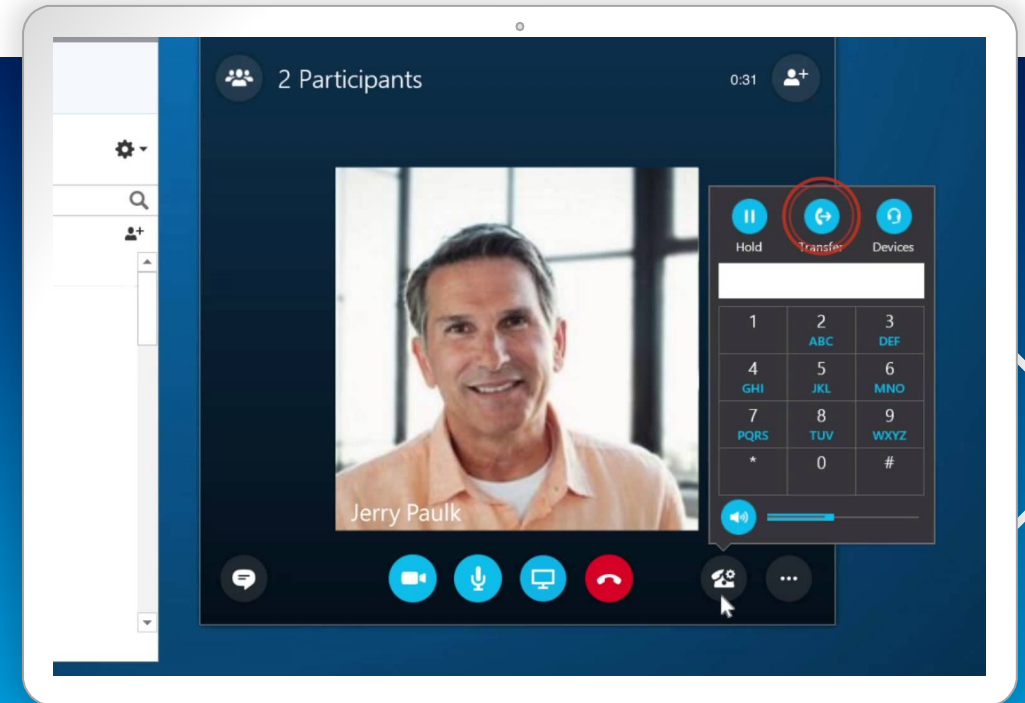# Digital Darwinism of Skype

Team 22

Background

- Application that allows you to text, voice chat, and video chat

- Founded in 2003

- Based in Luxembourg [2]

- Acquired by Microsoft 2011 for $8.5 Billion [4]
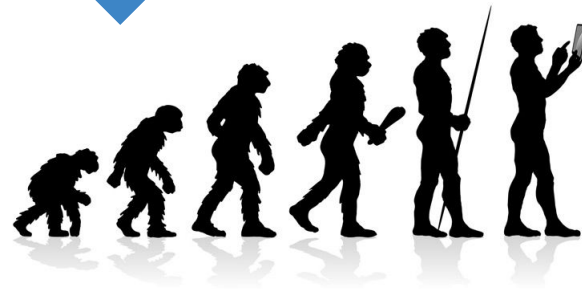
A Professional Comment on Skype

In March 2018, tech investor and commentator Om Malik summarized the negativity by tweeting that Skype was "a turd of the highest quality" and directing his ire at its owner: "Way to ruin Skype and its experience. I was forced to use it today, but never again." [3]

How Skype Became a Victim of Digital Darwinism

❖ Staying stagnant while the the chat companies around them evolved adding new features such as in-game overlays, free international calling, and over complicating their UI to the point where it does not look like their own

❖ With the lack of updates to keep up with improving video chat quality and keeping their customers engaged, Skype failed to construct and provide an evolving service for their customers and lost to other video chat services such as FaceTime and voice and chat programs such as Discord or Slack

Solution 1 - Modernize User Aesthetic and Quality

❖ Maximize screen real estate [8]

❖ Minimize steps to accomplish certain tasks [8]

❖ Clean UI w/little distractions [8]

  ➢ Avoid cluttering the interface

❖ Simplify Skype from trying to become a bunch of

other businesses [7]

❖ Stick to what they are and improve their brand

[7]

❖ Familiar and uniform across different devices [8]

Solution 2 - Focus on Priority Problems

❖ Attempting to roll out new interface that

takes away a lot of things users enjoy [6]

❖ Phasing out their desktop app in favor of a

mobile design [5]

❖ Should focus on improving what their

customers want fixed instead of trying to

expand into other areas

Solution 3 - Catching up rather than competing

❖ When Skype has attempted to produce new functions these have been buggy, broken, or later become lost or discontinued completely [1]

❖ Focus on improving simpler things such as "poor call quality to gluttonous battery demand" before moving on to bigger ventures [3]

❖ Another point is that in order to compete once more Skype needs to retrace their strategy to targeting their estimated 300 million users rather than corporations like they attempted to do [3]

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