

CT&DT-SPSU-"ANONYMOUS"-TASK#01

TASK#01 - PRODUCT FAILURE ANALYSIS

PRODUCT - GOOGLE GLASS

LAUNCHED - 2014

DOWNFALL - 2015

FAILURE REASONS:

1. PRIVACY CONCERNS
2. POOR BATTERY PERFORMANCE
3. HIGH COST
4. LACK OF A CLEAR TARGET MARKET
5. EYE STRAIN AND DISCOMFORT

PRODUCT - VIDEOCON TELECOM

LAUNCHED - 2008

DOWNFALL - 2012

FAILURE REASONS:

1. MARKET COMPETITION
2. FINANCIAL ISSUES
3. INFRASTRUTURE PROBLEMS
4. BRAND PERCEPTION

PRODUCT - SEGWAY

LAUNCHED - 2001

DOWNFALL - 2007 TO 2010

FAILURE REASONS:

1. OVERHYPED EXPECTATIONS
2. HIGH PRICE
3. LEGAL ISSUES
4. COMPETITION
5. SAFETY CONCERNS

PRODUCT - HP TOUCHPAD

LAUNCHED - 2011 JULY

DOWNFALL - 2011 AUGUST

FAILURE REASONS:

1. MARKET TIMING
2. PERFORMANCE ISSUES
3. PRICE AND VALUE
4. MARKETING AND DISTRIBUTION
5. OPERATING SYSTEMS

PRODUCT - MICROSOFT ZUNE

LAUNCHED - 2006

DOWNFALL - 2010

FAILURE REASONS:

1. LATE ENTRY INTO THE MARKET
2. POOR MARKETING AND BRAND PERCEPTION
3. COMPATIBILITY ISSUES
4. LIMITED GLOBAL AVAILABILITY
5. LIMITED APP ECOSYSTEM

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