



IEM ASSIGNMENT

Product Analysis - Wireless Earbuds

Presented by Group 15





Group members

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Our Competitors



Apple AirPods



**Samsung Galaxy
Buds**



Sony WF-Series



Customer Requirements

1 Sound Quality

2 Comfort and Fit

3 Battery Life

4 Connectivity

5 Durability





Design Characteristics

- 1** Driver Size & Type
 - 2** Ergonomic Design
 - 3** Battery Capacity
 - 4** Bluetooth Version & Range
 - 5** Materials & IP Rating
- 



QFD (House of Quality)





THANK YOU