E. What did they do well in determining/designing their solution?

What the IBN staff did best was taking all the elements of the project into consideration - cost, current technology, hardware requirements and their markets. By using technology such as multicasting, they were able to serve an astounding 2000 users at a very low cost. They clearly state realistic base hardware requirements and the resulting audio or video. Finally they list a couple examples of the unlimited possibilities of their product to catch the attention of consumers.

C (F?). What did they do poorly?

I don’t feel like they did anything poorly and only through nitpicking did I see possible improvements. Instead of a problem-solution approach, they found a revolutionary product that is able to appeal to many markets. Although it worked here, it would not work in a normal problem situation. I also wish they offered a more detailed solution for us geeks, but that might be giving their product away. Again, I am only nitpicking.