Key Components of a Gap Analysis for A Product

Current State

1.Features:

\*The processor is a normal range processor with a decent speed.

\*Standard camera quality i.e. 50 MP.

\*Battery Life is normal i.e. 4000mAh.

\*4G network.

2.Market Position:

\*Competition is in the mid-range segment.

\*High demand in local markets but low demand in international presence.

3.Customer Feedback:

\*Complaints about the slow software updates.

\*Innovative features are very low compared to the competitors.

\*Short battery life and doesn’t support fast charging.

Desired State

1.Features:

\*High-speed processor i.e. latest Snapdragon/MediaTek.

\*Increased standard camera quality i.e. 220 MP with advanced AI features.

\*Longer battery life i.e. 6000mAh.

\*5G support network.

2.Market Position:

\*Gain significant market worldwide.

\*Build a reputation for innovation and reliability in the market.

3.Customer Feedback Goals:

\*To make them satisfy with the product.

\*Mainly focus on eco-friendly practices and designs.

Identified Gaps

1.Feature Gaps:

\*Lack of 5G support network.

\*Camera technology lagging comparing with the competitors like Google Pixel or iPhone.

\*Limited battery optimization for heavy usage.

2.Market Gaps:

\*Weak brand presence in international segment.

\*There is a poor collaboration with teleoperators for building deals.

3.Customer Experience Gaps:

\*Delaying in releasing the software updates and security updates.

\*The performance of the phone is slow and not responding quickly to the actions made.

4.Sustainability Gaps:

No emphasis on recyclable materials or carbon-neutral goals.

Action Plan

Feature Improvements:

\*Spending money and resources in research and development to create a longer life battery and advanced cameras with AI integrated in it for smartphones.

\*Make sure that it works with 5G networks.

\*Introduce high-capacity batteries with fast charging and longer duration usage.

Market Expansion:

\*Launch targeted marketing campaigns worldwide.

\*Develop localized features like language support regional apps etc.

Customer Experience Enhancements:

\*Enhanced security.

\*Commit to the software and security updates.

Sustainability Initiatives:

\*Use recycled materials for phone bodies and other materials.

\*The old smartphones or materials can be recycled instead of throwing it away.

Benefits of Closing the Gap

\*Enhanced competitiveness worldwide.

\*Improve customer loyalty.

\*Increase market share and recognition.