Exam 1: Case Study

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Clocky's was prosperous and growing business during the first year of Nanda with it because it had some unique features as compared to other alarm clocks. It had unique ideas and the organization believed to provide many unique products to its customers. For instance, it added some features in clocks which provided positive feedbacks in medical problems, assisted in wake-up problems, psychological issues, and the physical design of clocks. Its shape was designed in a unique way of wheel-shaped clocks, that differentiated it from other clocks. Its shape was unique, and clocks were available in different colors. So the market of the products was expended in different customer segments. The benefits of this clock were not limited to show time and alarm, but it also helped the users in their physical and mental health and abilities. This clock assisted the user to reduce the risk of obesity, learning disabilities, and other psychological issues. The sale of the clock was higher in its pre-phase because of its distinguished shapes and features. It provided many advantages to users such as resolved wake-up problems and other psychological problems, so Clocky got positive feedbacks when it launched its products. The downfall in sales of Clocky was affected by many factors, despite its successful entry to the market. It adopted many strategies to boost its sales, such as promotions on the weekend days from 20 percent to 40 percent on its products. Clocky also introduced products for some special events like a raspberry color clock for valentine day and some other products, and it sold well. Nanda realized that if she had to boost the sales of her products, she had to think differently and find new ways of paid marketing and sales. The sales of Clocky reduced due to a continuous increase in counterfeits in the market. She didn't get the services of professional marketing experts and sales force which could be one of the reasons for the sales decline.

2. Do you believe the new alarm clocks Nanda is planning to launch will fare well among consumers? How will they impact Clocky sales?

Innovation is the key to the survival of any business. According to the theories of business and management, every product has its life cycle, when the product is matured the business has to introduce new products or the same product with new features. The arrival of a new alarm clock with additional changes would soar its sales to a certain level. The value-added feature will be appealing to the customers. The latest user-friendly products with updated features and the new design will boost the sales of the products. The taste and requirements of the customers changed due to technology advancement. The smartphones deem the needs of the clock, however, the wall clocks and table clocks are used as room décor. The ticky classic analog clock and the tocky digital interface customization is a perfect combination which would be used for personal wake up messages. The touch sensors and the silicone skins will make it more attractive, and the addition of mp3 players and songs downloader would be the perfect package. These value additions will increase the sales of Clocky's products. The addition of new products extensions will change the interest of people in the Nanda Clocky products.

What insights do you glean from the market research that Gauri has conducted on consumers’ perceptions of alarm clocks and the new ideas she is considering? Do you recommend further development of any of these ideas?

The insights I gleaned from the market research of Gauri on the consumer's perceptions of alarm clocks and the innovative ideas for future considerations are the series of in-depth qualitative ZMET interview and the focus group discussion for new products. The questions included age, gender, and their interest in busing the Clocky for personal use or as a gift. She also asked the customers how they heard about the product. Her main concern was to find that still, we have loyal customers who are interested in our products to purchase and use. According to one of the customers, she learned about the Clocky online, and she ordered it for her daughter who was not getting up with other alarm clocks. She used it for a week, and her daughter is getting up on time for her job interview and other routine activities. It was the success report of the product. She added that she had found her Clocky behind the refrigerator, so it works for her. The insights from the Gauri's research for prototype highlighted the following points. In exhibit 8, the images that are associated the people with Clocky are not appreciated by some people. They believed that the product had a sharp image of something which is emotionless and unpleasant. Some people thought that it is a kind of bully, and spit did not have good connotations. People also did not appreciate the idea of jumping out of something from the socket is creepy. People also suggested that the voice telling would be a better idea, that the device should ask for being charged. For new product ideas, Follo provided an amazing idea of a personal assistant robot. For assisting the blind person, the product should have an advanced vision and GPS technology. The product will also follow its user around the home. It will identify the location of the user, and it will customize the content delivery applicable to that room. When you waked up Follo will tell you about your plans and to do a list of the day. Follo will also tell you about the weather forecast before getting dress. When you go to the kitchen, Follo will tell you about your dietary plan or provide you the recipes. Follow will also stream all the blogs and podcasts which the user has subscribed. Follo will use the Wi-Fi technology to access the personal computer of the user and access the contents.

4. Can Nanda replicate Clockys success with the launch of her new product ideas? Which aspects of Clockys launch are replicable and which are serendipitous and, hence difficult to replicate?

There are some features which can be replicable for launching her new product idea. The ideas that Nanda can replicate Clocky's success with her new products are the self-starting of the clocks and alarms. Moreover, it ensures that the need is catered to keep the plants healthy and fresh. It is a plant which can take care of itself, as when it needs sunlight, and it can move in its innovative pot which is covered with solar panels. The idea which could not be replicated is that people would not spend much amount on the devices. The advanced features of devices will cost more which will be difficult for many people to afford. It will also reduce human interaction and dependence on others. It also requires the internet, wifi, and GPS to work which is difficult to replicate.

5. Do you believe the general concept of adding human character to everyday objects can be applied to other products besides alarm clocks? If so, which ones? Are there certain consumer segments that are more open to the humanization of the products they possess?"

The humanization features of the products could be extended to other home appliances, some robots working for domestic and commercial purposes, and the self-driven cars. These are our everyday objects to which we can apply the features of automation and sensors to help humans in their routine lives. The robots are made through the concept of artificial intelligence which allows them to work as human beings. There are still many examples of humanization of home appliances such as the light sensors, which switch on and off when the intensity of sunlight changes. The self-driven cars are also one of the needs of human which could overcome the chances of accidents and will be driven with more accuracy (Harvard Business School: Preparing for Life after Clocky, n.d).

References

Harvard Business School: Preparing for Life after Clocky