

**vox.bio**

# Looking back to look forward

Snapshots of failed innovation from  
digital leaders in big tech...

what can we learn?



Innovation is at the heart of technological progress, and big tech is renowned for its ambitious projects and ground-breaking inventions.

As healthcare begins its journey into its own digital transformation, we take a quick look into some of the most **high-profile tech innovations** from digital leaders that **ultimately failed** to achieve their intended goals. We explore the **reason behind their failures** and the **lessons that the healthcare industry can learn** as it moves into its own digital revolution.



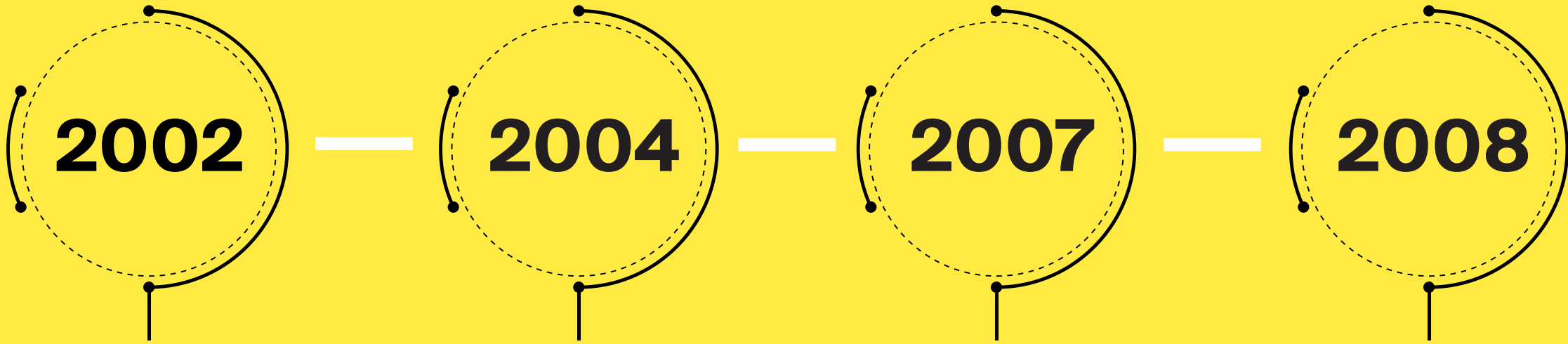
Google

Microsoft

Alibaba.com



## Spot Watch



Microsoft **unveils the MS SPOT**, a smartwatch featuring wireless connectivity, a touch screen and notification services at the Consumer Electronics Show

MS SPOT **launches**

Microsoft announces plans to **discontinue production** of SPOT watches

Microsoft officially **stops production** of the MS SPOT



## Why did it fail?

- **Market timing:** 2004 was in the midst of the mobile phone revolution; mobile phones managed to satisfy consumers' communication needs at a much lower price point
- **Lack of supporting digital infrastructure:** The tech landscape in 2004 didn't offer the complimentary digital assets to maximise the features of the MS Spot



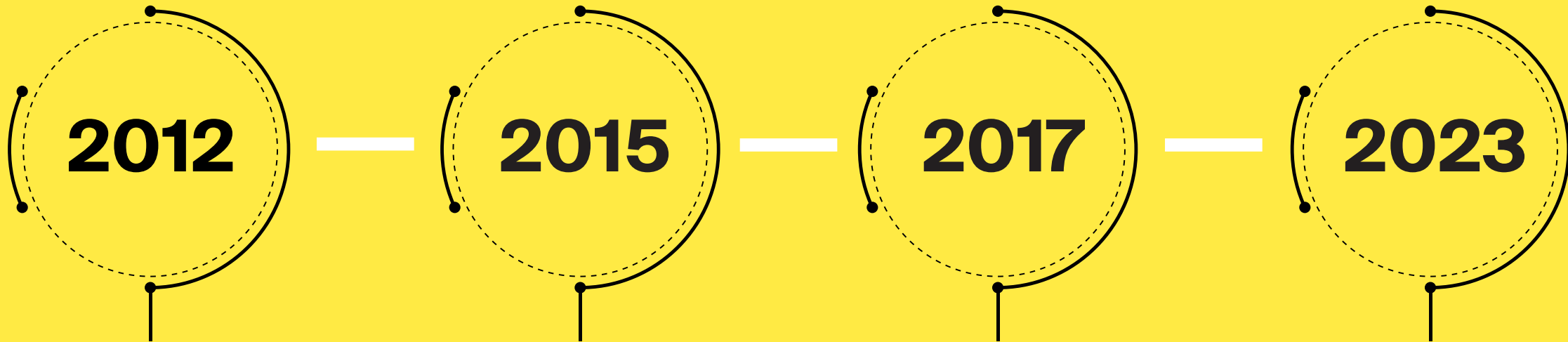
## ...what lessons can healthcare learn?

**Digital solutions are being used as a key tool in the decentralisation of healthcare systems**, and with this, healthcare organisations will depend increasingly on the patient to take responsibility for monitoring their own health. Therefore **understanding the connections between consumers and their digital landscape is critical** to ensure your asset's success.

Vox.Bio's digital health division can **map salient touchpoints in the digital patient journey**, equipping you with the knowledge to build a comprehensive digital strategy

**Know your strategy will succeed**

# Google Glasses

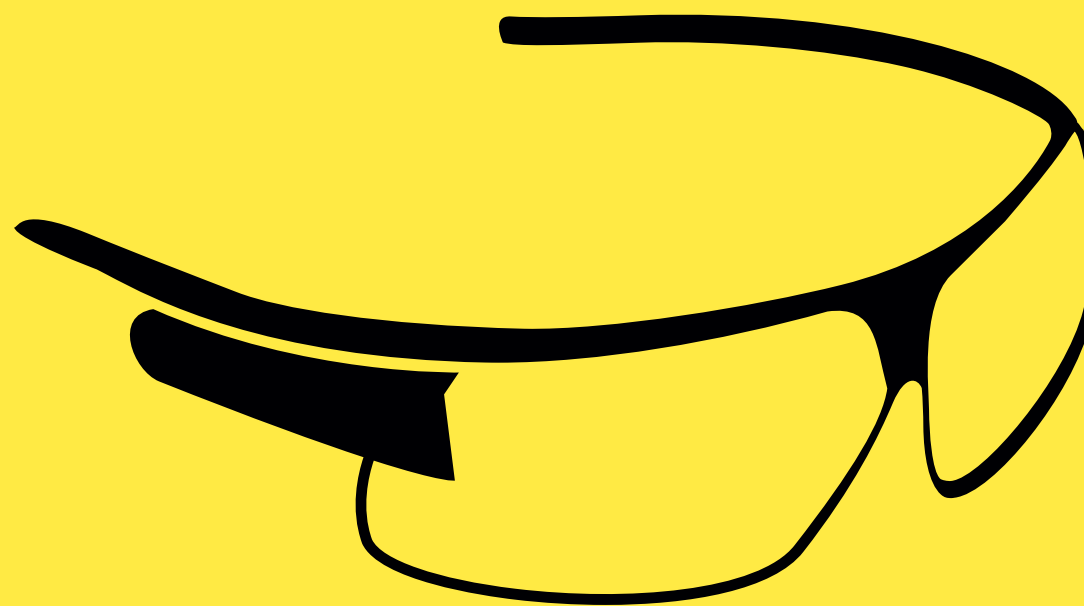


Google announced the **Google Glass project** (voice- & motion-controlled device that displays information in the user's field of vision)

'**Glass Explorer Edition**' model **announced** limited to 8000 devices

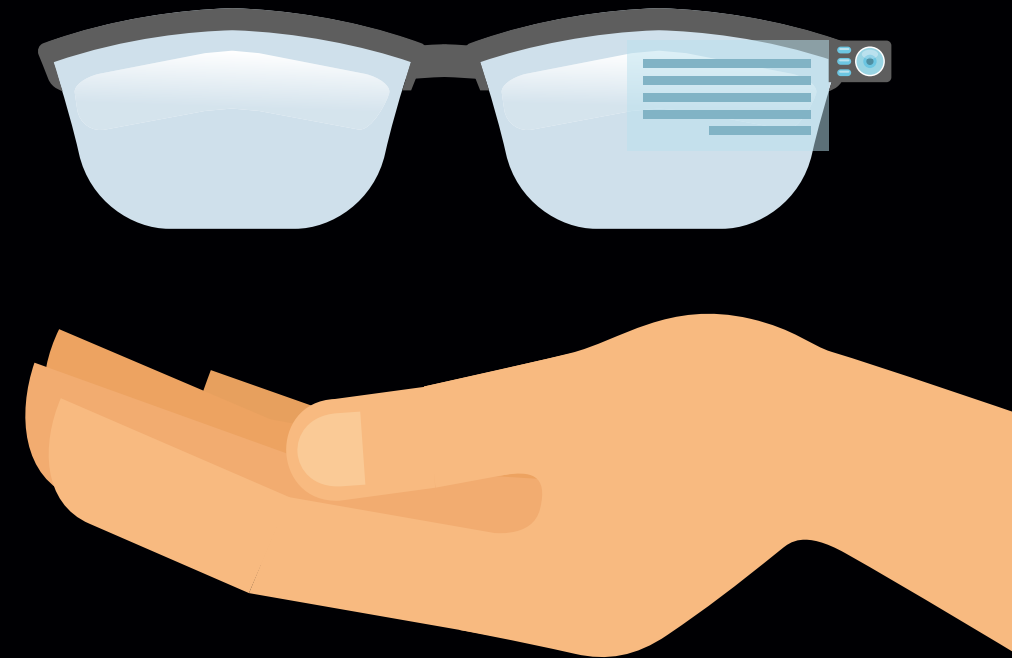
Google announced **suspension** of the programme & **stopped sales**, citing the need to re-evaluate the product's direction & focus

The **final iteration** of google glasses 'the glass enterprise edition' is **discontinued**



## Why did it fail?

- **Limited use case:** Google glasses offered no added benefit vs. other devices, leading to an undifferentiated value proposition
- **Social stigma:** Described as looking “ridiculous”, the unattractive design paired with having to verbalise commands in public spaces limited its adoption
- **User privacy concerns:** With a built-in camera, the device was capable of recording video and audio anywhere, at any time – opening the door to ethical concerns around surreptitious recording



## ...what lessons can healthcare learn?

The failure of google glasses underscores the significance of comprehending and catering to the specific requirements of the target audience. As healthcare moves into a more consumer-centric market, **companies’ digital strategy must have a deep understanding of the patient population from a consumer perspective.**

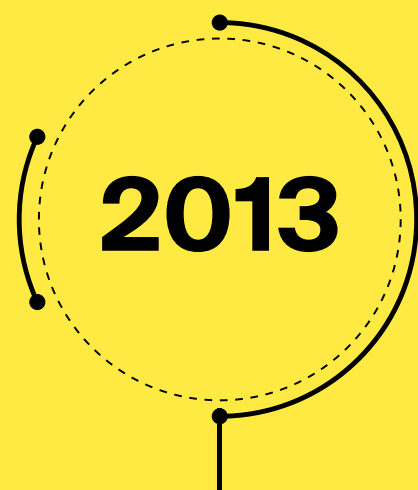
**Vox.Bio’s specialist digital health division can help unlock the patient-to-consumer pathway ensuring your device fulfils not just healthcare needs but also the needs from a consumer standpoint**

**Know your offering is optimised**





## Laiwang (来往)



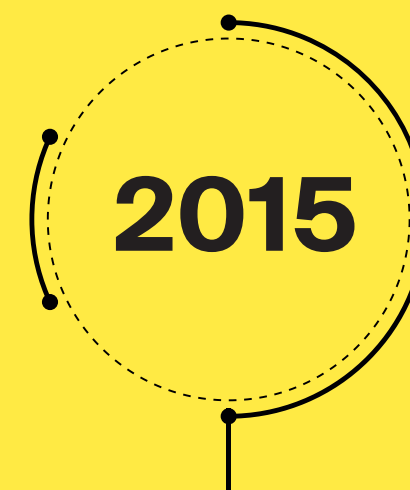
Alibaba Group launched Laiwang, a **messaging and social networking app**



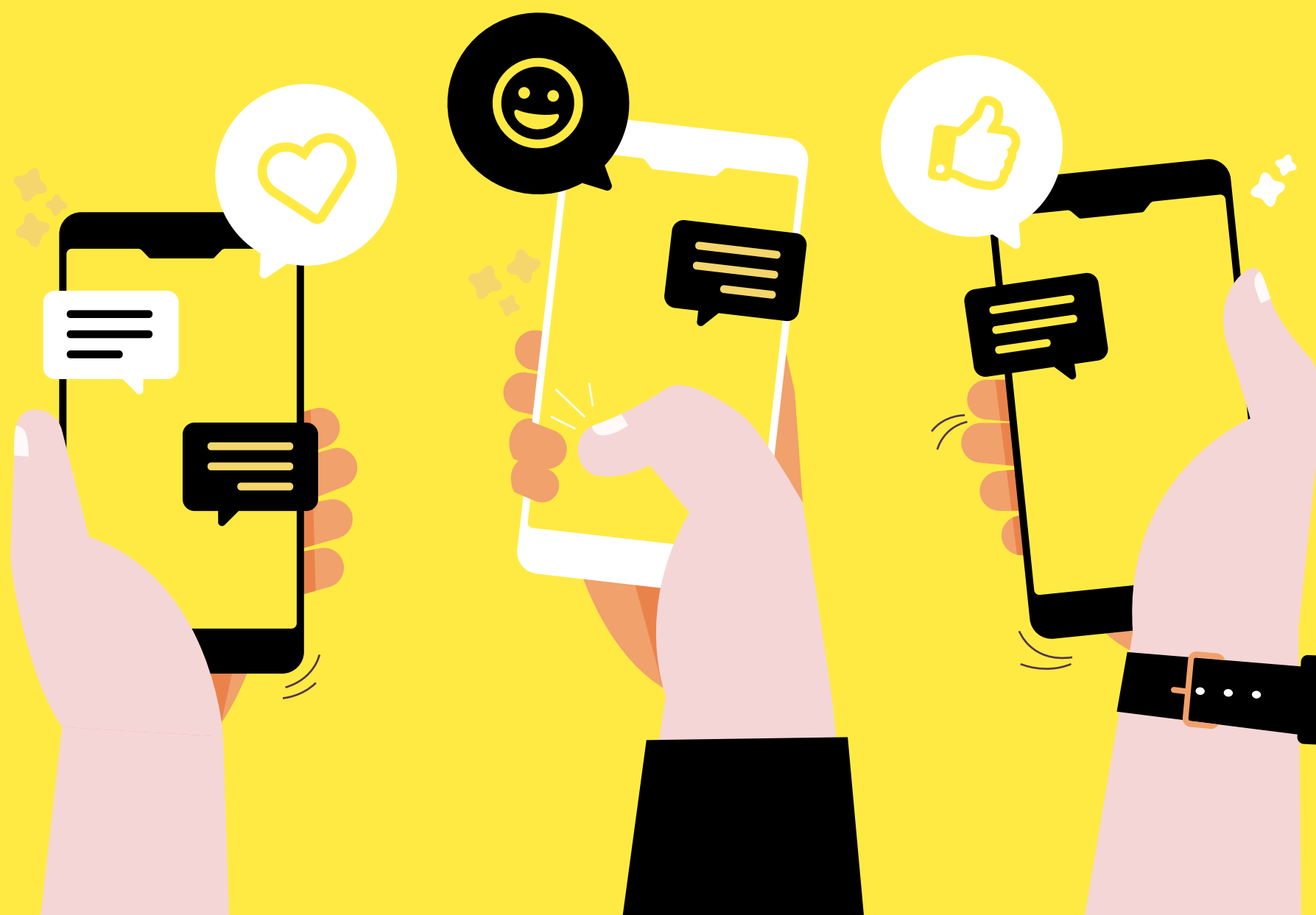
Laiwang **re-brands** its logo and user interface



Alibaba announced that it **would discontinue Laiwang as a standalone app** and integrate its features into its other platforms



Laiwang was **officially shut down**



## Why did it fail?

- **Poor understanding of consumer needs:** Laiwing's drab and boring branding failed to capture Chinese consumers' imagination, severely hampering its success when launched.
- **Lack of differentiation compared to competitors:** Competitor 'WeChat' had already established itself as a popular messaging platform which offered a range of features (e.g. social networking, mobile payments, gaming). Laiwang, however, failed to offer any significant differentiation.



## ...what lessons can healthcare learn?

Healthcare companies will **face increasing pressure from 'new' competitors as tech-focused firms expand into healthcare**. This new form of dynamic competition will mean it's vital for healthcare strategies to have a comprehensive understanding of the future facing competitive landscape

**Vox.Bio's specialist digital health division can help map out the competitive landscape, ensuring your digital approach shifts with the fast-evolving digital health eco-system**

**Know that your device will differentiate**



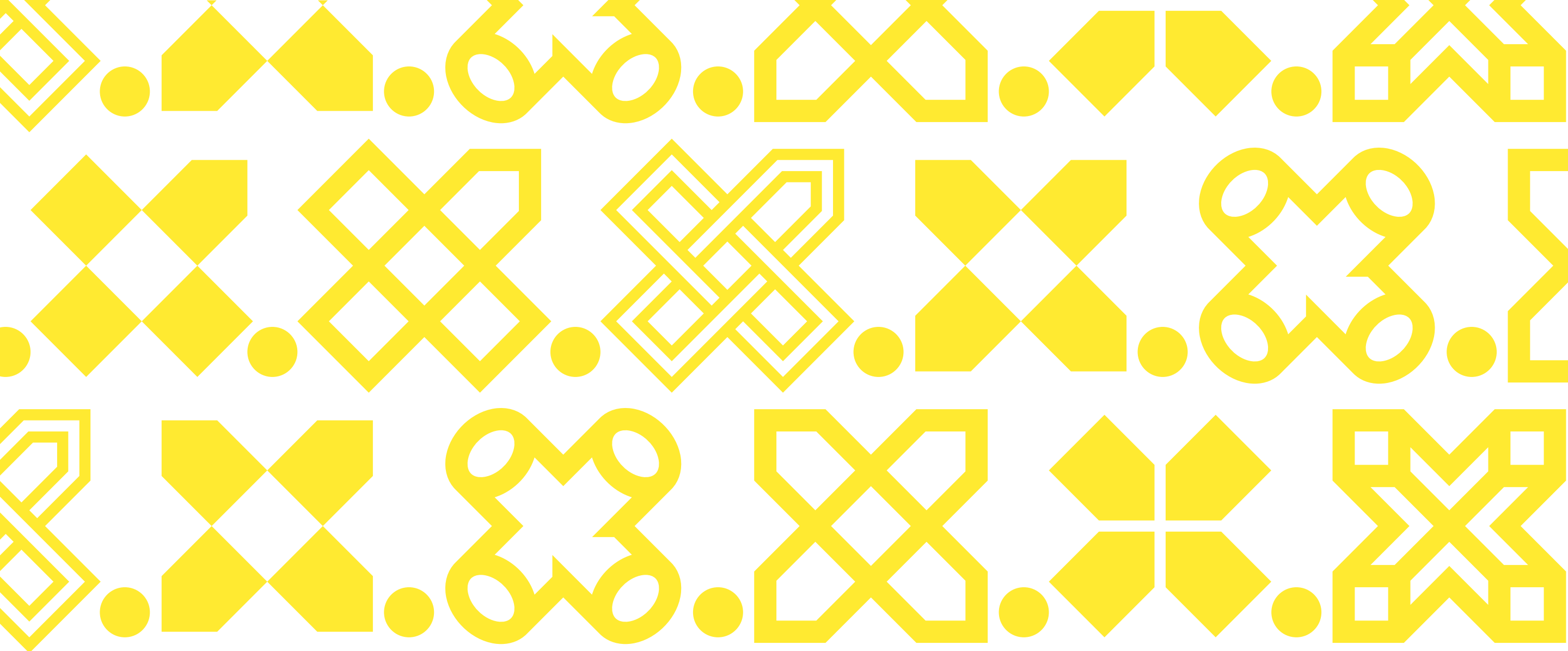
# How can Vox.Bio help you?

Beyond traditional patient interviews and online communities, at Vox.Bio we offer multiple methodologies that healthcare companies can utilise to ensure your digital **strategies will succeed**.

Whether you are looking to **navigate the digital health development process** exploring solutions to **knock down digital health adoption barriers** or aligning **key digital touch points in the patient purchasing path**; using the collective power of different sources, we can show you the bigger picture.

**Vox.Bio's specialist digital health division** can support and inform your digital health strategy; we gain unrivalled understanding and unlock unexpected insights





**We are driven by excellence. Intelligence and insight make for better informed recommendations leading to the right decisions for your brand at any stage**

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