MKT 618 2-2 Final Project I Submission: New Product Idea

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Product Selection:

The new product idea that I chose to market is Apple/Beats real-time language translation earbuds. These earbuds would be made of the same great quality standard Apple/Beats are known for but with new capabilities to revolutionize the travel industry.

New features:

- Able to filter through input noises
- Employ speech recognition for human voice
- Language recognition
- Language processing
- In-ear speech processing

Currently, Beats ear pods are some of the best Ear Pods for your money and are very popular with Millennials and Gen Z for some of the following reasons:

Designed for comfort.

Beats Fit Pro are equipped with comfortable, secure-fit wingtips that flex to fit the ear. The universal wingtip design was put to the ultimate test by athletes of all kinds so you can trust these earbuds will stay put through work days and workouts. Complete with pressure-relieving vents, you can comfortably wear these earbuds all day long (Apple, n.d.).

Three soft silicone ear tip options make it easy to find the right size. The Fit Test setup for both Apple and Android helps ensure proper fit for a customized acoustic seal and optimal performance (Apple, n.d.).

Surrounds you in sound

Beats Fit Pro is engineered to deliver powerful, balanced sound via a custom acoustic platform that stays with you through your daily activities. A proprietary, dual-element diaphragm driver resides within a two-chamber housing, resulting in clear sound with outstanding stereo separation. An advanced digital processor then optimizes audio performance for loudness and clarity, while simultaneously ensuring clean noise cancellation.

Beats Fit Pro supports Spatial Audio with dynamic head tracking for immersive music, movies and games. Dynamic head tracking uses gyroscopes and accelerometers to adjust the sound as you turn your head, for a multi-dimensional experience that makes you feel like you're inside of it (Apple, n.d.).

Hear what matters

With two distinct listening modes, you are in control of what you hear. Fully adaptive Active Noise Cancelling (ANC) uses real-time audio calibration to continuously pinpoint unwanted external sounds and optimize sound output. When you need to be aware of your surroundings, easily switch to Transparency mode. The external-facing microphones capture environmental and ambient sound around you to mix in with your music. Now, you can always choose the listening mode that fits your needs (Apple, n.d.).

Equipped with Apple H1

Powered by the Apple H1 chip, Beats Fit Pro is ready to help you handle whatever the day throws at you. Instantly one-touch pair with all your Apple devices. When you switch from your iPhone to your Mac or iPad, Automatic Switching re-routes your audio. Audio Sharing with

another pair of Beats headphones (or Apple AirPods) means you can easily share your favorite music with all of your friends (Apple, n.d.).

Power your day

The earbuds have up to 6 hours of listening time with 18 additional hours provided by its pocket-sized charging case. That means that Beats Fit Pro gives you up to 24 hours of combined playback. With ANC or Transparency mode turned off, you'll get up to 7 hours of listening time. If you need a little extra juice, 5-minute Fast Fuel charging gives up to 1 hour of playback when battery is low(Apple, n.d.).

Loud and clear

With a built-in accelerometer and Class 1 Bluetooth® technology, Beats Fit Pro can detect when you're speaking to help you sound your best. Dual beam forming microphones pinpoint your voice while a digital processor cuts out external noise and wind, so your voice is clear and easy to hear (Apple, n.d.).

Works with Android

Beats Fit Pro easily connects to Android devices via Bluetooth® straight out of the box. With the Beats app for Android, you'll get enhanced features like one-touch pairing, customized controls, battery levels, firmware updates and a Fit Test to help you get the best sound and fit out of your earbuds(Apple, n.d.).

Company Overview:

Apple Inc. is one of the Big Four tech companies with its headquarters in California. The company is known globally for its innovative solutions for computer software, electronics, and online services. Since its inception in 1976, the company has been a global leader in the technology industry.

It is the leader as the single source of revolution in designs of personal computers among other software transformations. Apple sees itself as a technological invention leader with the highest standards to provide quality products and services for its customers.

Apple's mission statement is " to bring the best user experience to its customers through its innovative hardware, software, and services. " Apple exists to offer its clients the best service and products that it can. By focusing on the dynamic technological changes over time, Apple stays clear that impacting positive change through innovation is its main goal.

Apple does this by embracing these components of its mission statement.

•**Best user experience**

The component of 'best user experience 'shows that Apple's priority is ensuring its client base has an easy time while using their products. Rather than be a source of just entertainment, Apple designs its products to be user-friendly. The security features added to each product also help to enhance user experience. It is no surprise, therefore, that Apple products are well-crafted and masterfully designed to the last detail (2022).

•**Improving the lives of people**.

Apple remains steadfast that the duty of the company is to stimulate ease in the lives of its users through simplified and user-friendly technology. The company has broadened the services its customers can enjoy evidenced by its education, business and healthcare reach (2022).

•**Empowerment of the public**.

Innovation is another crucial component for Apple. They are dedicated to helping close any gaps when it comes to the technology space. Given that technology is ever-evolving, Apple is continually coming up with new designs that meet its clients 'evolving needs as well. Apple considers its products to be more than just tools of entertainment. They're a source of empowerment (2022).

•**Top-quality products**.

Most importantly, one rule never changes, provide the customers with the best quality products. The company aims to deliver high-quality on all aspects of its products. The integration of quality hardware, software, and services gives the company leverage over its competitors in the market.(2022).

The research tools that could be used in this analysis are primary research (qualitative and quantitative data) , secondary research (surveys), social media listening audit, web searching and web scraping. Prior to product launch I will research my target demographic and create a buyer persona and use surveys to find out what they want in a

pair of EarPods that translate languages. All of these methods of gathering research, along with listening, scarping and engaging with prospective consumers in the target demographic will allow me to produce the best product, market it accordingly to the buyer persona and meet and exceed their expectations.

Resources:

Top Real-time Translator Earphones Help You Fluently Speak In 40 Languages. (2020, April 26). Timekettle. Retrieved June 17, 2022, from https://www.timekettle.co/blogs/tips-and-tricks/top-10-language-translator-earbuds-for-travelers-and-businessmen

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