

The Blackberry

There is a distinct gap in the market for Blackberry customers. Blackberry themselves have stated that in recent years, development has focussed on visual aspects and aesthetical diversity. Therefore, by enhancing from in a more ergonomical design and simplifying the functional aspects of the device, Blackberry can fill this gap.

Objectives/Methods:

- **Conduct surveys**

Gain an understanding on what customers are looking for in a product. To determine what social factors may affect the consumers choice of product.

- **Gather secondary research**

By finding existing data, comparisons of today's statistics with previous figures can be made. Trends and distinct changes can be easily noticed and Blackberry's popularity can be easily spotted and justified.

- **Interviews**

Interviewing gives a much more personal response as opposed to surveying. From the results, information on the customers attitude towards the product can be found.

This research aims to identify how the Blackberry might be designed to facilitate a wider market.



With the combination of full diversity of the product functionality alongside the well known, highly reputable brand, Blackberry can achieve market capitalisation.

