

THE WORLD'S FIRST CAMERA PHONE

TheCaseSolutions.com



Chris Madden

Implementation Plan for Different Cluster

Cluster	Phase 1	Phase 2	Phase 3
Cluster 1	100%	100%	100%
Cluster 2	100%	100%	100%
Cluster 3	100%	100%	100%
Cluster 4	100%	100%	100%
Cluster 5	100%	100%	100%

Survey Questions

Data Analysis

Alternatives

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IT'LL NEVER CATCH ON.

Implementation Plan for @Mosaic Cluster

Phase	Start	End	Owner
Phase 1	1/15/17	2/15/17	John
Phase 2	2/15/17	3/15/17	John
Phase 3	3/15/17	4/15/17	John
Phase 4	4/15/17	5/15/17	John

Survey Questions

Question	Response
Q1	A
Q2	B
Q3	C
Q4	D
Q5	E

Data Analysis

Category	Value
Category 1	10
Category 2	20
Category 3	30
Category 4	40
Category 5	50

Alternatives

Alternative	Pros	Cons
Alt 1	Low cost	Low quality
Alt 2	High quality	High cost
Alt 3	Medium cost	Medium quality

Ontela Picdeck (A&B)

Group 5
Chen Wei
Qiu Chen



- Ontela is a company that sells a digital product to wireless carriers
- Wireless carriers then brand and market the product
- Ontela receives a percentage of the sales