

□□□

□Now

□Dream Small

□Life as an Album

□Thoughts from Work

□Links

Thoughts from Work / Museum of Failure - MOF

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#ProductManagement #Go-to-Market #GTM #Failure

Each failed attempt is merely another data point to collect, the more you make mistakes, the more the mistakes become irrelevant, the key is learning!



I recently stepped into the MOF museum of Failure, and to my surprise, I discovered a quirky collection of gadgets I once adored, and still use! Little did I know, they were now hailed as legendary failures.

Nokia N·GAGE

My first encounter with the Nokia N·GAGE, a sleek, horizontal gaming phone that never officially made it to China. I still recall the thrill of venturing to the electronic market with my friend to snag one of these parallel imports, mainly from Hong Kong. Unlocking its full potential demanded some serious geek cred – installing games, burning ROMs, and loading up apps. It felt like having a PlayStation in the palm of my hand. Alas, my beloved N-GAGE was stolen on the street, and at that time, I couldn't scrape together another 1,400 RMB to buy another one.

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I don't consider it a failure, NO! you can say it's not Popular. Com'on, a Gameboy can make phone calls, what more can you expect, and you can also play Realplay videos.

Okay, Done gaming, Let's turn our attention to music. Enter the Sony MiniDisc Player, a unique creation from the very inventors of the Walkman. At the time, it was battling for dominance with the emerging MP3 format. With the MiniDisc Player, sourcing and burning music onto discs was a labor of love. But, I must confess, the ease of downloading MP3s and simply copying them to an MP3 player ultimately lured me away from this innovative gadget.

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| I say it's failed try.

the last one, is very recent, the company played a game of cat and mouse with fans, never revealing where the elusive vending machines would appear. By chance, I stumbled upon one in Venice Beach and, without a second thought, grabbed a pair for myself and my better half. Over the years, these Spectacles have captured countless memories and moments for us. In my definition, they're far from a failed product; they're a smashing success.

Failed products are just the tries of successful byproducts. But the timing of launching product is really important.

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