

Former Nokia engineer explained the cause of Windows Phone's failure

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Microsoft's dominance of Windows-based computing devices around the world has never appeared in smart phones, and so far it can be said that Windows Phone is a regretful project. of the Redmond giant. It cannot be said that Microsoft is superficial with this project, they have spent billions of dollars, recruiting the best engineers, and even asking for expensive hardware production lines.

In fact, smart phones running Windows Phone have been sticking for years on the market, and have even built a certain user segment along with notable successes. But after all, this is still a bitter failure project. And although the Windows Phone experience is unique, Microsoft has struggled for years to maintain profits in both hardware and software.

1. Smartphone hybrid phone phones will become a new trend, more popular than smartphones in many parts of the world



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The mobile industry is moving faster than Microsoft can keep up. By the time they decided to enter the competition with Apple and Google with Windows Phone 'strategic weapon', it was almost too late, the market was formed and divided relatively significantly, while Windows Phone not necessarily that the product is completely superior to the competition, not only that there is a huge disadvantage, that is the application store is too modest.

Microsoft was late in the "feast" in the first smartphone market with Windows Phone 7 in 2010, and they needed serious efforts to keep up with the market that was dominated by iOS and Android.

After nearly 9 years, the result is that as we know, Microsoft no longer develops new phones, and the company will only provide users with security patches until the end of the support term. Windows 10 Mobile, in December 2019.

Over the weekend, a famous former engineer of Nokia shared a topic on Reddit to discuss the main reasons for the collapse of the smartphone platform that Microsoft has really seriously invested, as well as revealed some unknown details, related to Nokia's secret Android project - Nokia X.

The former Nokia employee is believed to be one of the key individuals responsible for Windows Phone-related software development projects. So what is this person's perspective? We will find out later.

1. Samsung: No one in the world will use smartphones for another 5 years

Windows Phone and Nokia X

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The cause of failure of Windows Phone from Nokia's former engineer perspective

Overestimated rival Google



Microsoft underestimated Google's prospects for the Android project

According to an unnamed engineer, the first and biggest reason for Microsoft's failure is not the technical or product quality factor, but in the wrong strategy planning of those leader. Microsoft leaders have underestimated Google's business model and its level of success. The former Nokia engineer said that at the time of September 8, Google was just a rookie in the smartphone business, but Mountain View's potential and development strategy did not. mediocre at all, and Microsoft misjudged these two factors.

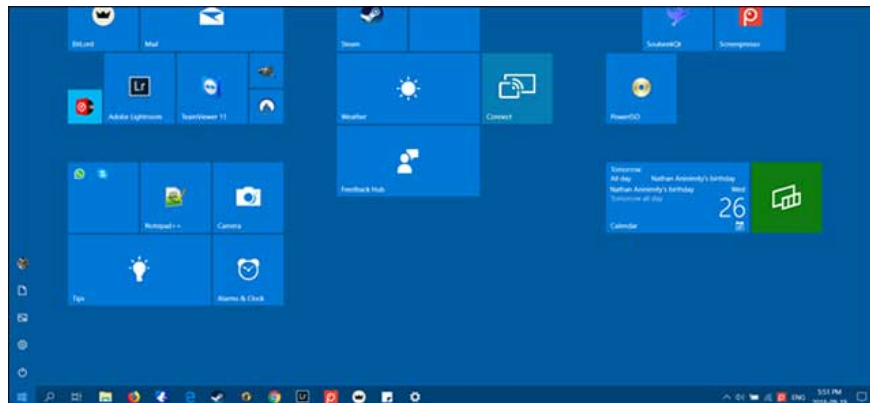
The moment Microsoft started to launch the Windows Phone project, Android was just in the early stages of development with a myriad of gaps and problems related to system performance. However, Google is highly appreciated that they know how to create some services that smartphone users need to meet their daily requirements, thereby directing users' attention to the service. Application and silently perfect your platform

through each update. Until now, it can be confirmed that Google has succeeded with this strategy.

'Google has completely surpassed Microsoft in mobile application development. Look at YouTube, Maps, Gmail . These apps themselves make Windows Phone look cheap and completely 'no door' compared to Android, "the engineer concluded.

1. Bill Gates acknowledged the biggest mistake he ever made was to lose the smartphone market to Google

Deep into the trouble with Windows 8



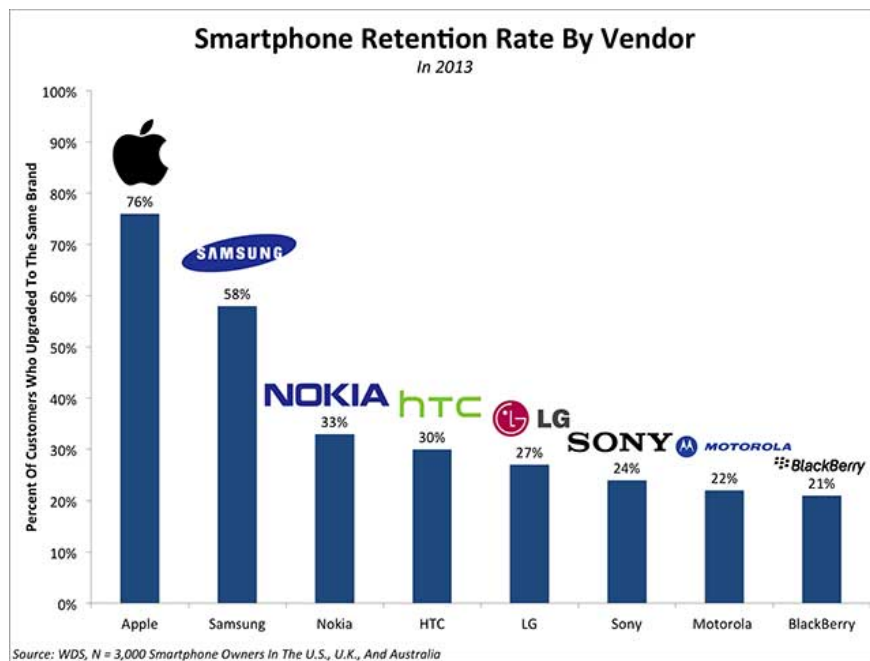
The failure of Windows 8 on the PC platform has had a big impact on Windows Phone

With the Windows 8 desktop project, Microsoft tried to promote the superiority of both desktop and mobile devices when running Windows 8 as a full support package. However, shortly after the launch, Windows 8 was turned away by both individual and business consumers due to dozens of bad disadvantages appearing on this platform, and according to the former engineer, the reception under. That estimate from the desktop, laptop market has also seriously affected Microsoft's mobile devices.

'After Windows 8 came out and failed, the users naturally thought that Microsoft's smartphone software was so bad, in part because of their previous false advertising policies.'

1. How Nokia has been dropped by Samsung and Apple, the answer will be in a GIF image

Do not create loyalty from the user community



Loyalty rate for some major phone carriers in 2013

The loyalty of the user community is too luxurious for Windows Phone. Rarely do anyone decide to buy the second Windows Phone after the awful experience they had to go through with the first product, and one of the main factors in the operating system's app store is too small. costly.

Besides, the loyalty of users for Android and iOS also greatly affects the sales of Windows phones, simply because users feel comfortable with the platform they are using. There is no reason to switch to another platform and then take time to learn how to get used to it from the beginning, we can see this clearly on the iPhone with iOS.

'Even now, being a technology worker, I still feel reluctant to change the software platform I am using and have a good experience. In fact, the proportion of users from iOS to Android and vice versa is quite low, 'the engineer explained.

1. US police believe Android smartphones are harder to penetrate than iPhones

Nokia X project



Nokia has now switched to producing Android phones, after being bought by HMD

Nokia is the main hardware partner for Microsoft in Windows Phone project. However, the manufacturer has secretly deployed a plan to produce Android smartphones called Nokia X while still working with Redmond Company (before being HMD - a big technology group). Acquired from China). But in the end it was discovered and Finnish smartphone manufacturers were not allowed to launch their first Android phone, as part of a deal with Microsoft.

According to analysts, the Nokia X project is part of Nokia's Plan B plan, deployed in case everything goes wrong with Windows Phone and slips out of control of the whole family. produce this smartphone and Microsoft.

1. Samsung, BlackBerry or Nokia all wanted to develop their own operating systems but still had to return to Android

'Nokia X is a secret project, in other words a Nokia' night trip 'deal, so we can't be openly public and plan for extensive advertising, but instead, they are I only hire Java engineers to design the application and redefine some internal factors'.

The above are a few reasons for the failure of Windows Phone and information about the Nokia X project, revealed from an insider's point of view. What do you think about this engineer's point of view? Please leave a comment below!

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