



# An Empirical study on WizPhone WP006 launched in Indonesia with Google Assistant and Indian Feature Phone Market with Special Reference to Reliance Jiophone and its Users

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**Abstract:** The concept of research paper came up with the news Wizphone launched a feature [WizPhone WP006] phone with 4G and Google Assistant in the Indonesian market and that generates many news and views about the upcoming changes in the market views and opinion about the Jiophone and comparison with WizPhone WP006 if launched in Indian market. In this paper the author is going to study the facts and views about the phone from WizPhone WP006 and what if scenario, if it is launched by Google or some other company in near future in India then it is going to become a strong competitor of Reliance Jiophone. To understand the views of costumers of Jiophone the author is going to take the help of survey questions it will be offline / online survey as per the situation. The time frame of this research paper is at the launch of the phone in Indonesia and Jiophone is already in the Indian market and people are using it, in this paper the future outcome of Jiophone and Google's future plans to enter in the feature phone market is premeditated.

**Keywords:** Google, WizPhone WP006, Reliance, Jiophone, India, Indonesia, feature phone, Indian market

## I. INTRODUCTION

The launch of WizPhone WP006 in Indonesia with the assistance of Google created turbulence in the Indian feature phone market. The new device was announced at Google for Indonesia on December 4, 2018 along with Kai's partnership with WizPhone, the device manufacturer, and franchise convenience store Alfamart. People can purchase this device through locally available vendor machine. After the launch people started saying that the newly launched phone is "Jiophone Killer" due to its introductory price like it is below INR 500, if we convert the currency of Indonesia. Moreover, the features and looking is very similar to the currently used phone "Jiophone" by Reliance. If we talk about the similarity between both of them like Wizphone WP006 and Reliance Jiophone, let's look at the features and specification of both the phones.

Reliance JioPhone Specifications

The following table showing Reliance Jiophone specification, the phone is already in the Indian market with a big number of it was introduced to tap the customers who cannot afford higher range mobile phones but wish to use 4G connectivity mostly rural users many urban people are using device as a secondary / backup device. [1]

Table 1: Showing Reliance JioPhone Specifications  
Source: <https://www.gadgetsnow.com/mobile-phones/Reliance-JioPhone>

Display	2.4" (6.1 cm) 240x320 px, 167 PPI
Performance	Dual Core 1 GHz, 512 MB RAM
Storage	4 GB 128 GB (Expandable)
Camera	2 MP (Primary) 0.3 MP(Front)
Battery	2000 mAh 12 h talk time (2G)
Expert Rating	
User Rating	3.9/5 based on 9,328 ratings
Best Prices	Rs. 1,449 @Tata CLiQ Rs. 1,569 @Paytm Mall
Launch Date	October 1, 2017 (Official)
Brand	Reliance
Model	Jio Phone
Operating System	KAI OS
SIM Slot(s)	Single SIM, GSM
SIM Size	SIM1: Nano
Network	4G: Available (supports Indian bands) 3G: Available, 2G: Available
Fingerprint Sensor	No
Quick Charging	No
Screen Size	2.4 " (6.1 cm)
Screen Resolution	240 x 320 pixels
Pixel Density	167 ppi
Display Type	TFT
Touch Screen	No
Chipset	Spreadtrum SC9820A
Processor	Dual core, 1 GHz, Cortex A7
Graphics	Mali-400
RAM	512 MB
Storage	
Internal Memory	4 GB
Expandable Memory	✓ Up to 128 GB
Camera	



Resolution Main Camera	2 MP Primary Camera
Autofocus	No
Optical Image Stabilization	No
Image Resolution	1600 x 1200 Pixels
Camera Features	Digital Zoom
Front Camera Resolution	0.3 MP Front Camera
Autofocus	✗ No
Flash	✗ No
Battery Capacity	2000 mAh
Type	Li-ion
User Replaceable	✓
TalkTime	Up to 12 Hours(2G)
Standby time	Up to 360 Hours(2G)
Network & Connectivity	
SIM Size	SIM1: Nano
Network Support	4G (supports Indian bands), 3G, 2G
VoLTE	✓
SIM 1	4G Bands: TD-LTE 2300(band 40) FD-LTE 1800(band 3) / 850(band 5) GPRS: Available EDGE: Available
Wi-Fi	✓ Wi-Fi 802.11, b/g/n
Bluetooth	✓ v4.1
GPS	✓
NFC	✓
USB Connectivity	USB 2.0
FM Radio	✓ Wireless FM
Loudspeaker	✓
Audio Jack	3.5 mm
Video Player	✓ Video Formats: H.263, H.264, MPEG4
Ring Tone	Music ringtones, Vibration
Music	✓ Music Formats: AAC, AAC+, AMR, eAAC+, MIDI, MP3, OGG
Special Features	Torch Light, Multi Languages
Fingerprint Sensor	✗ No
Games	✓
Browser	✓ HTML
Phone Book	✓ Practically Unlimited
Email	✓ Microsoft Exchange
Other Facilities	Calculator, Converter, Countdown timer, Stopwatch, Timer, World clock, Calendar, Alarm
Applications	MyJio, JioTV, JioCinema, JioChat, JioMusic, JioXpressNews, WhatsApp

If we look at the WizPhone WP006 specification, the WizPhone WP006 comes with KaiOS, 512MB RAM, 4GB internal storage, expandable to 128GB, a 2.4-inch screen, 2MP rear camera and VGA front camera, 1800 mAh battery and Qualcomm Snapdragon MSM8905 chipset, Wi-Fi, with stand by time 250 hrs. More detailed specification and price with availability in India with the proper and official launch in Indian market.



Fig.1. Showing WizPhone WP006, launched in Indonesia



The WizPhone WP006 specifications:



Fig.2. Showing Jiophone from Reliance fully operational in Indian Telecom Market

If we look at the major specification and look and design of both of the mobile devices they are more or less same with a smart difference it comes with special version of WhatsApp installed on it, and its users will be able to awake Google Assistant on WizPhone WP006 with voice commands.

Google has also been instrumental in this launch by ensuring their digital services operate on the WizPhone via the KaiStore, so consumers have access to a suite of Google apps, including the Google Assistant, Google Maps, and Google Search. Further, the Google Assistant works in Bahasa Indonesia, bridging the digital divide by allowing users to easily access the internet and apps through voice in Jiophone only Reliance SIM can be used but in Wizphone WP006 any SIM can be used, there is no restriction of using any specified SIM for communication till now, after [if] launched in India the conditions may be different in future.

In a gist what we can say that the both mobile devices are more or less same with different flavor according to the region where they are launched.

## II. WIZPHONE WP006: NEWS AND VIEWS

The media was flooded with news and views about the so called “Google Phone”, Website, newspapers, blogs, YouTube etc. were full of news saying that Google has launched its new feature phone in the market, it will be Reliance Jiophone Killer in terms of Price like the Jiophone is available in India at the price of INR 1500 and the WizPhone WP006 is at the price of below INR 500 when we convert the Indonesian currency for price comparison. [3]



Fig.3. Showing News published in India Today's Website  
Source: <https://www.indiatoday.in/technology/news/story/google-launches-a-rs-500-jiophone-competitor-called-wizphone-wp006-not-available-in-india-yet-1402919-2018-12-05#close-overlay>

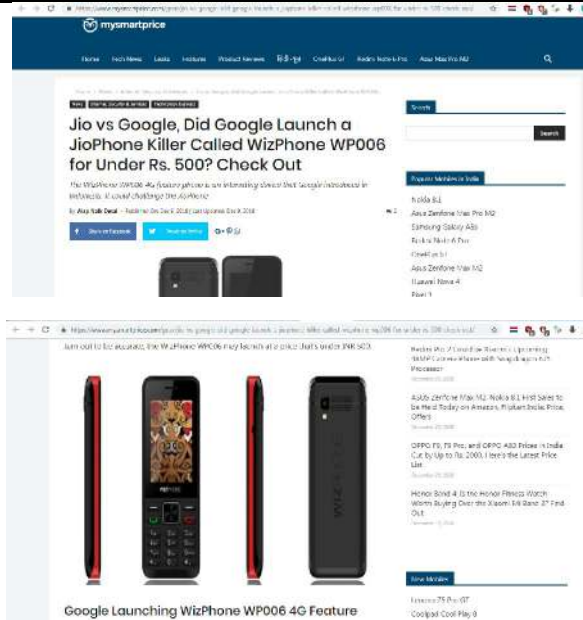


Fig.4. Showing News published in mysmartprice.com Website  
Source: <https://www.mysmartprice.com/gear/jio-vs-google-did-google-launch-a-jiophone-killer-called-wizphone-wp006-for-under-rs-500-check-out>



Fig.5. Showing News published in indiatimes.com Website  
<https://timesofindia.indiatimes.com/gadgets-news/google-launches-jiophone-competitor-wizphone-wp006-at-rs-500/articleshow/66969344.cms>

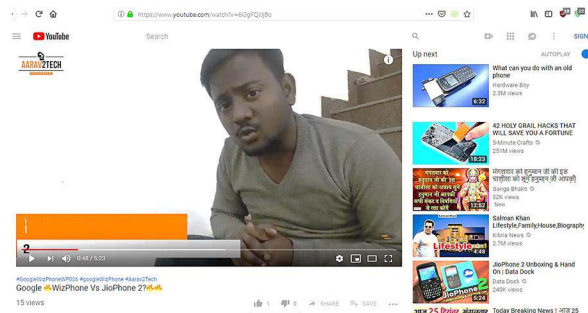


Fig.6. Showing Image of Video Published on YouTube on Google  
Wizphone vs. Jiophone  
Source: <https://www.youtube.com/watch?v=6i0gFQJJjBo>

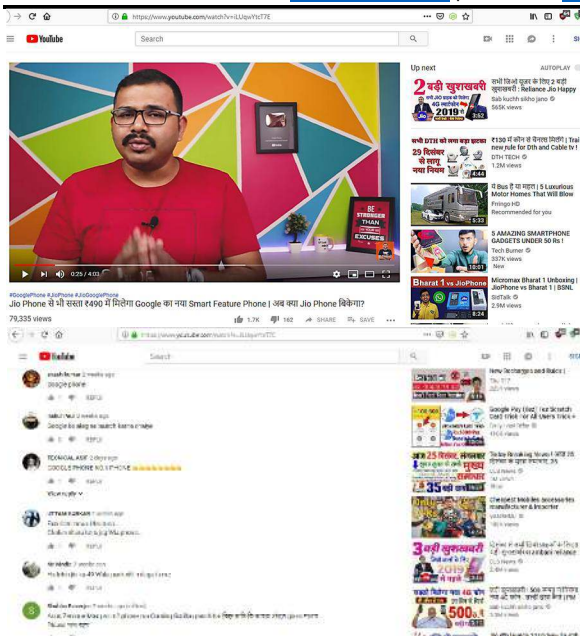


Fig.7. Showing Image of Video Published on YouTube on Google phone with more than 70K Views and comments

Source <https://www.youtube.com/watch?v=iLUqwYtcT7E>

People are waiting for the “Google phone” to be launched in Indian market if we look at the reviews and comments at the

YouTube videos made by people,

- Vikash Meena 2 weeks ago*
- India me kab lonch hoga*
- DINKAR KUMAR 2 weeks ago*
- Google lena pasand karege*
- Mirza Rahmathullah Baig 2 weeks ago*
- Google phone is best no.1. Best Google best of luck google.*
- Good work. Thank you Google Jai hind*
- Rahul Paul 2 weeks ago*
- Google ko alag se launch karna chaiye*

Source <https://www.youtube.com/watch?v=iLUqwYtcT7E>

Enquires, wait, suggestion etc. all could be seen over the media for “Google Phone”, but these news needs some correction like it is not a “Google Phone” as people are predicted at first sight, it has Google assistant and other features to support users of Indonesia for better navigation and assistance. The WizPhone WP006 is reportedly the first 4G feature phone in Indonesia. The device is extensively similar to the first generation of Jio Phone. The device runs on KaiOS, just like both the Jio Phones. More importantly, Google has invested in the development of the KaiOS operating system. These aspects make Google’s involvement in the project quite noteworthy and critical to the deployment of a highly affordable 4G capable feature phone.

### III. WIZPHONE: REAL FACTS



Fig.8. Showing Image of Wizphone Company

Source: <https://glints.com/companies/pt-wiz-indonesia-nirwana/edc2100a-2331-469b-be81-d7df095a1621>

PT Wiz Indonesia Nirwana is the first mobile device company with complete platform to endorse e-commerce growth in Indonesia. PT WIN will enter the market as the first smartphone device with purpose.



Google For Indonesia 2018: Let's Advance Indonesia Rame-Rame  
Tuesday, December 4, 2018

Fig.9. Showing Image of Blog “Google for Indonesia”  
Source: [https://indonesia.googleblog.com/2018/12/google-for-indonesia-2018-ayo-majukan\\_4.html](https://indonesia.googleblog.com/2018/12/google-for-indonesia-2018-ayo-majukan_4.html)

The new device was announced at Google for Indonesia on December 4, 2018 along with Kai’s partnership with WizPhone, the device manufacturer, and franchise convenience store Alfamart. People can purchase this device through locally available vending machine.



Speakers in Google for Indonesia 2018

At its third annual “Google For Indonesia” event, Google announced a variety of products and partnerships that would help Indonesians to “make a move” in this rapidly growing digital economy. Important products launched: Jobs on Google Search that helps job seekers in Indonesia find and post relevant job openings; Google Go, an application that helps users find the best content on the internet; and Google Assistant on WizPhone, the first middle class cellphone made in Indonesia that is equipped with Google Assistant. In addition, Google also developed its digital training program to help application developers, small businesses, and women entrepreneurs in Indonesia continue to advance.

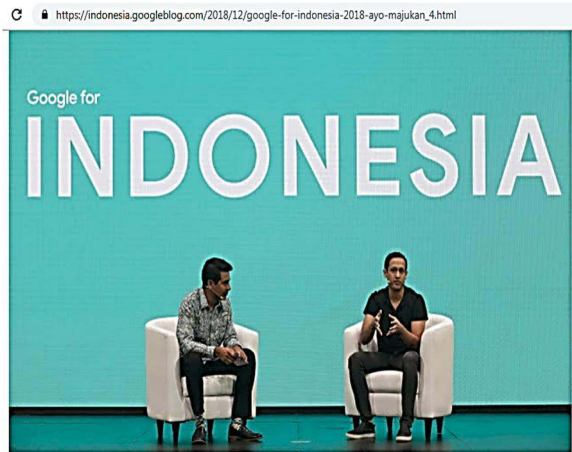


Fig.10. Showing Image of Blog "Google for Indonesia"

At its third annual "Google For Indonesia" event, Google announced a variety of products and partnerships that would help Indonesians to "make a move" in this rapidly growing digital economy. Important products launched: Jobs on Google Search that helps job seekers in Indonesia find and post relevant job openings; Google Go, an application that helps users find the best content on the internet; and Google Assistant on WizPhone, the first middle class cellphone made in Indonesia that is equipped with Google Assistant. In addition, Google also developed its digital training program to help application developers, small businesses, and women entrepreneurs in Indonesia continue to advance.

More Indonesian assistants we localize the Assistant to make it more suitable for Indonesians, for example with News Briefings. Thanks to Google's partnership with the five largest media in Indonesia, you can get relevant local news directly from your Assistant. Just say "Listen to the news today" to hear the latest updates, anywhere, and without having to type. Assistant for more people on WizPhone

WizPhone is the first Indonesian-made mobile phone equipped with Google Assistant. Created jointly by WizPhone and Alfamart, WizPhone uses KaiOS, a lightweight mobile operating system that delivers sophisticated applications and services in middle class mobile phones. WizPhone equipped with Google Assistant is launched through Alfamart stores throughout Indonesia, at a price of only IDR 99,000. [8]



Caesar Sengupta, Vice President, Payments and Next Billion Users Initiative and Nadlem Makarim, CEO of GO-JEK discuss the future of digital economics in Indonesia

Fig.11. Showing Advancing Indonesia with Google Maps. [https://indonesia.googleblog.com/2018/12/google-for-indonesia-2018-ayo-majukan\\_4.html](https://indonesia.googleblog.com/2018/12/google-for-indonesia-2018-ayo-majukan_4.html)



Fig.12... Showing News published in Times of India Source: <https://timesofindia.indiatimes.com/gadgets-news/google-launches-jiohone-competitor-wizphone-wp006-at-rs-500/articleshow/66969344.cms>

The KaiOS-powered WizPhone WP006 supports 4G connectivity and is essentially a feature phone like the JioPhone in India. Interestingly, the device has been launched without any carrier contract.

In Indonesia, buyers can get the WizPhone WP006 from vending machines at any Alfamart stores. Then, with the built-in All Wizapp, customers can unlock shopping benefits in Alfamart by scanning barcodes on each product and making their purchase directly via the app on their WizPhone.

As per an official statement, KaiOS runs on more than 50 million phones across North America, Asia, Europe, and Africa. Based on HTML5, KaiOS and the KaiStore will provide features like games, messaging, streaming apps, and social media to WizPhone users. The device runs on Qualcomm MSM8905, making 4G/LTE more accessible without sacrificing functionality and battery life. It also supports Wi-Fi, Bluetooth, and GPS.

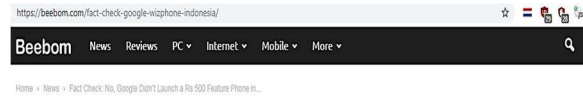
KaiOS made its India foray with JioPhone in July 2017 and gained a 15% of the mobile OS market beating Apple iOS as the second-most-widely used in India, as per DeviceAtlas' latest Mobile Web Intelligence Report. To keep up with the demand, Facebook-owned WhatsApp also introduced a separate app for KaiOS-based feature phones. Also, Google also launched another YouTube app for KaiOS phones in India. Apart from the JioPhone, Nokia has also launched a KaiOS-based handset in the form of Nokia 8110.

Everyone is hyped to see Google finally take on JioPhone with the debut of its own \$7 4G feature phone, which is quite affordable, but sadly, I will have to burst that bubble for you. The story is misleading at best, and fake news at worst.

Google hasn't launched any feature phone and it's time for fact check right now. I too was surprised to see stories mentioning the launch of WizPhone WP006 by Google but something didn't seem right. So I decided to look around as the Android maker stepping a foot into the feature phone market is a massive deal, and there would surely be more than third-party



reports about it. Well first, it seems to me that it all started right here. The KaiOS Technologies team sent out this particular tweet on December 4, part of which says “Google just announced the new US\$7 (!!) WizPhone that runs on KaiOS.” And if you haven’t caught the hint, the phrasing of this statement is quite misleading and many people have already been fed the wrong info. There are many stories on Internet telling “it’s a phone by Google” “Reliance Jiophone Killer” and many more, the fact is that Wizphone is not a Google made phone. There are some websites and people who are clarifying the fact about the whole hyped Google thing.



### Fact Check: No, Google Didn't Launch a Rs 500 Feature Phone in Indonesia

By Armod Sachdeva - December 6, 2018 2:07 pm



If you haven't been living under a rock, I'm certain that you would come across a number of stories – even from leading publications – talking about a Google 4G feature phone called the WizPhone WP006, which was supposedly launched by Google at its 'Google for Indonesia' event earlier this week.

Everyone is hyped to see Google finally take on JioPhone with the debut of its own \$7 4G feature phone, which is quite affordable, but sadly, I will have to burst that bubble for you. The story is misleading at best, and fake news at worst.

Google hasn't launched any feature phone and it's time for fact check right



India Gets Most Spam Calls; Scam Rate Doubled in 2018: Truecaller...

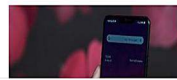
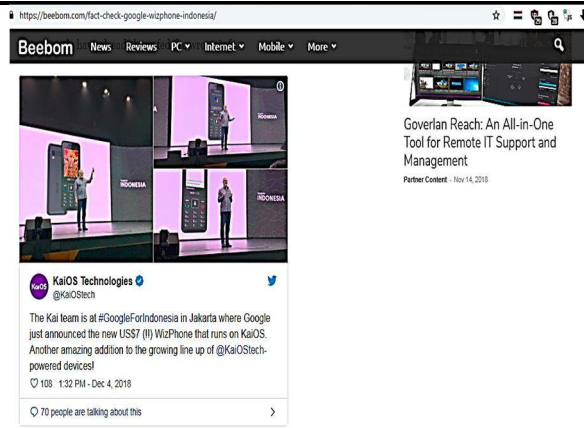


Fig. 13. Showing clearing the facts about Wizphone and Google- beebom.com

Source: <https://beebom.com/fact-check-google-wizphone-indonesia/>



Not a Google Feature Phone

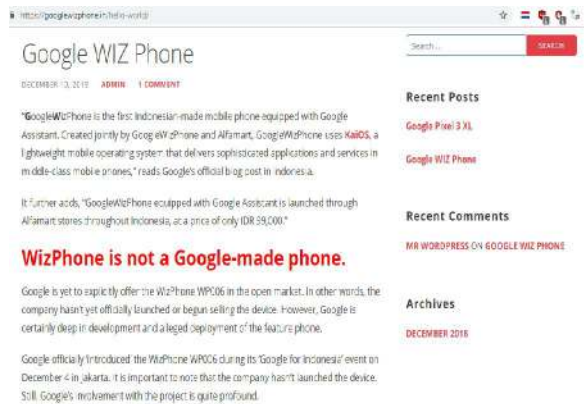


Fig. 14. Showing clearing the facts about Wizphone and Google- googlewizphone.com

Source: <https://googlewizphone.in/hello-world/> [11]



IV. THINGS BY GOOGLE IN INDIA

The crux of the story is wizphone is not from Google and it is not launching in India by Google, till now. Google is offering many other things in India like smartphone range, Google Home, Chromecast, Daydream – virtual reality thing. There is no presence of Wizphone on the Google store website. [11]

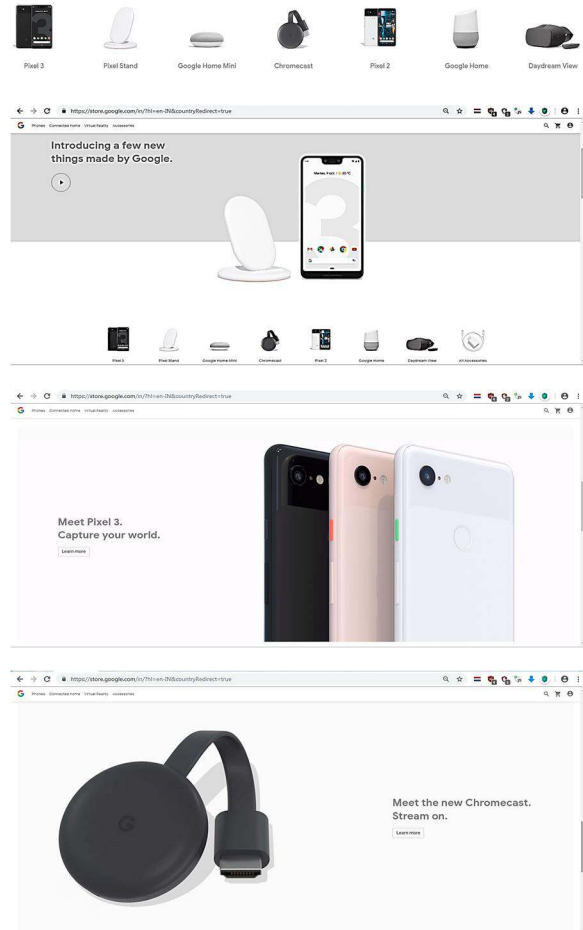


Fig. 15. Showing Tings marketed by Google in India.

Source: <https://store.google.com/in/?hl=en-IN&countryRedirect=true>

V. WHAT IF SCENARIO:



It looks like Google is now getting into the feature phone market. Or rather the market for a feature phone but with some smart functionality. The company has launched a new phone, which has a rather weird name, called the WizPhone WP006. This new Google phone looks like a feature phone, similar to how JioPhone looks, but comes with KaiOS and some smart functionality including Google Assistant that can be given voice commands.



To understand the scenario in a better way, to know the expectation of people from a biggest search engine company in the world people are waiting to get it at the earliest majorly due to its price comparison with Indonesian telecom market. Not only the availability of Wizphone WP006 in the Indian market but the fact that cannot be ignored that look like or more or less similar mobile device is already in the circulation in the market, in that case will Google will think to make an entry to the market.

The What-If Analysis is a decision making method that helps to make the right decision and think about what effect it will have beforehand. It can also prevent that no single person can make a decision, but that a number of people are responsible for that. The What-If analysis is helpful for that as well.

This method is a suitable way for both companies and individuals to come up with different scenarios. It is particularly useful if data is limited or if a company needs more information before they can make a decision. The best result can then be carefully chosen by examining the various results.[12]

Here, the what if analysis will reflect the scenario when Google has made the decision to launch the Wizphone WP006 or similar device in India against the competition to the Reliance JioPhone, to understand the current market is a must do step for Google, but within the scope of this research paper the author is going to administer the survey questions to understand the market views to understand “what if” there is a competitor like Google in front of Reliance, what could be the people reaction as of now people are waiting for so called “Google Phone”. There will be online survey question link as the population base is large every mobile phone user can answer the survey question, the important fact from the



question is how many are Jio users, how many would like to migrate etc.

VI. SURVEY QUESTIONS

The survey was floated over Internet though online survey making website, the population is very vast like from 15 years to above 36 years all the users who use a mobile device in India are having very typical choice and taste of choice. To understand according to the proposed research paper in terms of so called Google Phone and its Indian competitor Reliance Jiophone as people saying, the following questions were floated to get the insight. The following section deals with the analysis and conclusion part of the questionnaire.

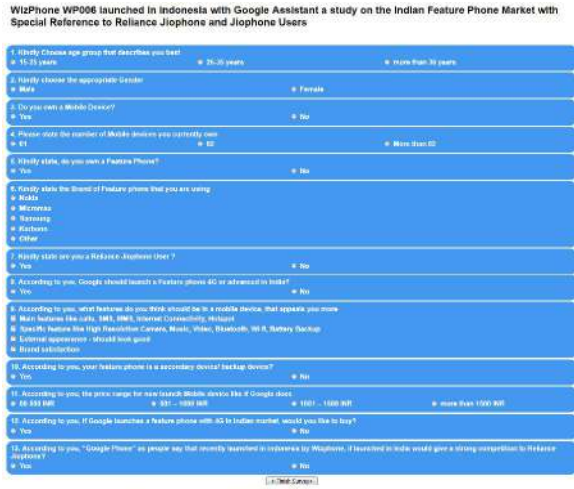
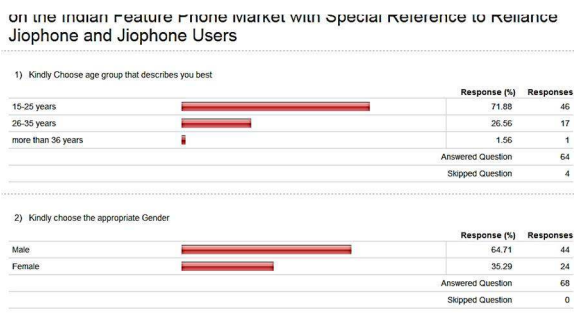


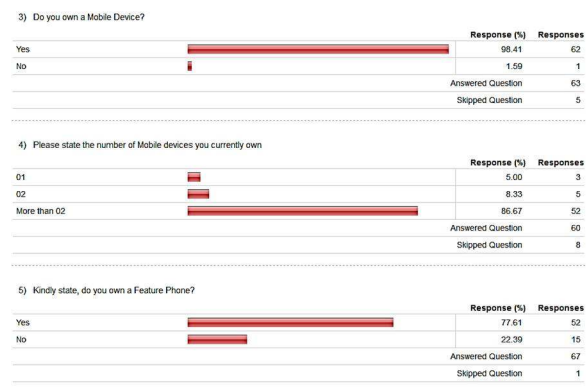
Fig.16. Showing Survey questions floated online for seeking response from respondents

VII. ANALYSIS OF SURVEY QUESTIONS

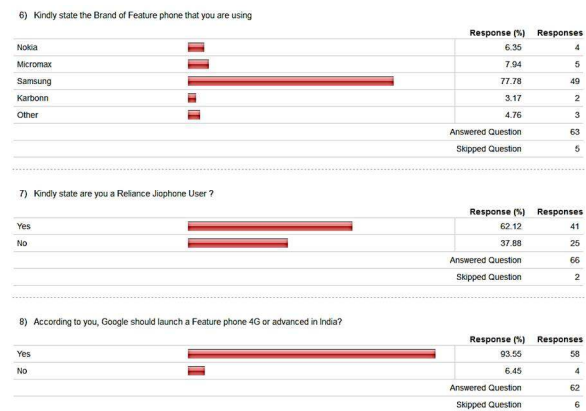
After floating questionnaire and inviting people to fill the questionnaire although it was online and youth is almost online all the time, still we get more than 60 respondents they give a clear glimpse what most of the people are thinking about Google, new launched 4G phone and about Reliance Jiophone. Lest analyze each question and try to find out the inference from it, that should justify the title & concept of research paper.



The first two questions are about the age group and Gender of the respondents, the respondents are majorly from the age group of younger section of the society, like 15 -35 years of age, and other question about the gender they are mostly males but there is not much difference from females. Other dominant part from the age group comes from the 25 – 35 years of age group that implies to the fact younger generation are responding and using mobile devices and they are frequently updating their mobile devices than other people, they need more technology up gradation then other people.



Here we are having three questions that deals with owing a mobile device, number of mobile devises and feature phone. Almost all the respondents are equipped with mobile devices and most of them are having more than 2 mobile devices and one is a feature phone. That gives a hint that smartphones are having their respective place but they are having battery backup issues and future phones have good backup and talk time, although they lack in some of the smart apps or things. Mostly people now a days wants to remain connected and they are keeping an additional feature phone as a secondary device for communication.



The next three questions deals with, brand of feature phone, are they Reliance Jiophone users and Google should launch its phone in India. The popular feature phone brand according to the respondents is Samsung followed by Micromax and Nokia. The question referring to the Jiophone users, more than 60%





respondents are using Jiophone as communication device. The next question about Google should launch its phone in India, the response was as anticipated, people are eagerly waiting to get mobile device from Google, although there are smartphones already from Google in market but people are looking forward to get a feature phone from Google. After looking at the responses from people, people are using Reliance Jiophone for its features like 4G, Internet connectivity and battery backup and lower monthly recharge but there is a condition with reliance no other SIM can be used other than Reliance in Jiophone .

9) According to you, what features do you think should be in a mobile device, that appeals you more

	Response (%)	Responses
Main features like calls, SMS, MMS, internet Connectivity, Hotspot	29.86	43
Specific feature like High Resolution Camera, Music, Video, Bluetooth, Wi-Fi, Battery Backup	45.14	65
External appearance - should look good	17.36	25
Brand satisfaction	7.64	11
	Answered Question	67
	Skipped Question	1

10) According to you, your feature phone is a secondary device/ backup device?

	Response (%)	Responses
Yes	96.92	63
No	3.08	2
	Answered Question	65
	Skipped Question	3

11) According to you, the price range for new launch Mobile device like if Google does

	Response (%)	Responses
00-500 INR	56.72	38
501 – 1000 INR	38.81	26
1001 – 1500 INR	2.99	2
more than 1500 INR	1.49	1

The question 9, 10 and 11 deals with the features people look in a mobile device, usage of feature phone and price range of “Google phone” if launched in India. The question which deals with the features which look in a mobile device the respondents selected majorly the Specific feature like High Resolution Camera, Music, Video, Bluetooth, Wi-Fi, Battery Backup followed by, Main features like calls, SMS, MMS, Internet Connectivity, Hotspot then comes the external looking and brand name. nowadays, mobile device manufacturers are concentrating upon the camera quality phones are coming up with four mobile camera in a single smartphone followed by quality of sound/ music is another attracting feature mobile devices are with Dolby sound and bigger battery life. The next question asking about the phone usage most of the respondents are using their feature phone as secondary / backup device for communicating, many of the respondents are also using Jiophone as secondary device for its 4G connectivity and Internet data usage. The price range, chosen by the respondents gives a typical Indian market feeling, more than 50% people who responded want the mobile phone from Google in the price range of 00 – 500 INR and 38% had opted the price range of 501 – 1000 INR. However the selected price range for so called “Google Phone” may be due to the news and views viral over the Internet and other media that Google phone in Indonesia is launched below 500 INR.

12) According to you, if Google launches a feature phone with 4G in Indian market, would you like to buy?

	Response (%)	Responses
Yes	100.00	67
No	0.00	0
	Answered Question	67
	Skipped Question	1

13) According to you, “Google Phone” as people say that recently launched in Indonesia by Wizphone, if launched in India would give a strong competition to Reliance Jiophone?

	Response (%)	Responses
Yes	98.46	64
No	1.54	1
	Answered Question	65
	Skipped Question	3

The following questions like question number 12 and 13 asking about Google phone launched in India, will people are ready to buy it , 100% respondents are willing to purchase the so called Google phone. The following question about the competition to the reliance Jiophone, 98% people are saying that it will give a strong competition to the Reliance Jiophone. The point to ponder is here that many of the respondents are currently using Reliance Jiophone and they are ready to purchase “Google Phone” with low price range if launched that gives the picture that Indian market is price sensitive market.

### VIII. CONCLUSIONS AND SUGGESTIONS

To conclude the research paper, according to the responses from respondents and news and views spread in the market and over Internet, the basic features of both the phones Wizphone and Reliance Jiophone are almost same even in external appearance they are not too different. The Wizphone is launched in the Indonesian market where the population contains a significant number of Indian over there, although Google is making a sincere effort to upgrade Indonesian market like program “Google for Indonesia” and providing “Google Assistant” in newly launched Wizphone WP006 is a proof. Could be this launched or assistance in the product be a test ground for Indian market, as the Reliance Jiophone with the same specification is already in the market. Other strong competitor in the market is Samsung followed by Nokia as per the respondents. Various responses collected from respondents reflects that people are in wait for “Google Phone” with price range below 500 INR or in between 500 – 1000 INR.

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