

Apple Watch

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

ASIS 2015

STRENGTHS

- (emotional)
- Social Banding (Sim. Smart Phone)
- Multimedia
- Synchronising with Clouds
- Easy to carry
- Strong Image already
- additional Sensors
- " always etc.

WEAKNESSES

- not easy to use (compared to SP) (small screen requires additional Device (iPhone) 11 and)
- exposed to environment
- Price and competition against Strong Luxury Prod.

OPPORTUNITIES

Creating a new Market
Stronger Services (More)

THREATS

User Acceptance (compared to Luxury use " (Samsung and BB)

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

WILLBE 2025

STRENGTHS

can plate bonding to the user
included additional Services (HC when needed)
~~these options~~ combining with
other Services (car, Home etc.)
big service network
cloud based system
voice using
full size Product (garbage disposal)

WEAKNESSES

bond to medium and conductivity
tread loss

OPPORTUNITIES

minimizing physical Product
bonding

THREATS

Cheaper or easier to use competitors
new devices (glasses, lenses, implants)
(loss of HighTech status)
loss of BR

YOUR PRODUCT-SERVICE SYSTEM

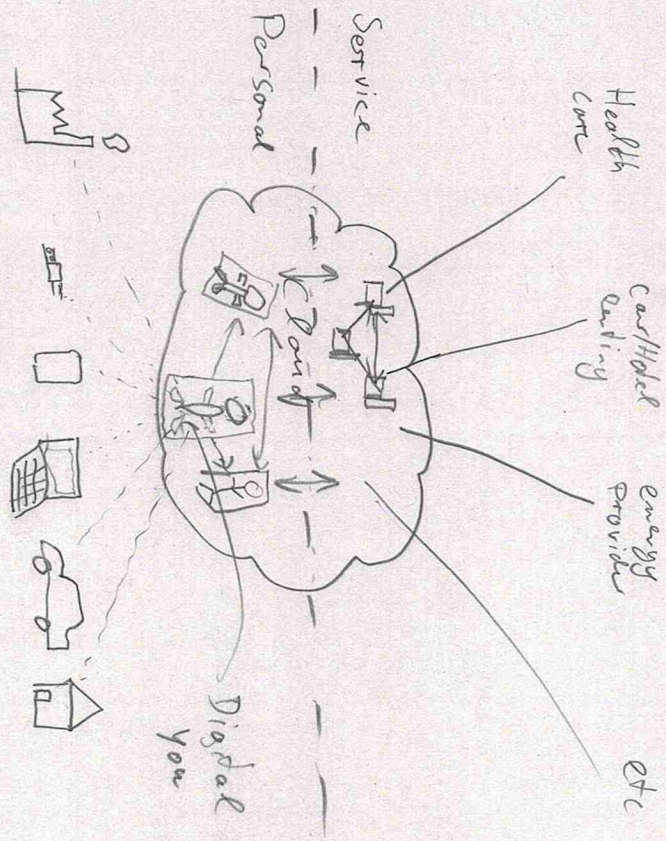
Target Product/Service:

Your ideas for solving problems in "WillBe"

Idea Descriptions

- can be cloud based Product
- not the code is the Product but the Service Network.
- Multi Device connection.
- Big Service Network with own and third party services
- "sell the digital buying"

Conceptual Images



TOTAL INFORMATION SERVICE

Target Product/Service:

TOBE 2015-2025

STRENGTHS

new services included
not the device but the product
big service Networks
user adjusted service

(optimized Service pipelines
by Analysing users)

WEAKNESSES

connectivity band
third Party Product for your service
(no real Product building)

OPPORTUNITIES

selling best service for
Prod. +

THREATS

both and fast service
user Acceptance of Digital You
for of BB.

