

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service: APPLE WATCH

ASIS 2015

STRENGTHS

Lightweight / Portable
Large market
Integrated use
Social status
Fashion item

WEAKNESSES

Little service involved
Sole model -
Little feedback from user base
"One size fit all"
Small market
Little diversified use
Small spectrum of functions

OPPORTUNITIES

Connectivity through embedded miniaturized processors
Multimedia enhancements
Cheaper electronics
Biosourced materials
Responsible supply chain
Bio tracking
Client knowledge increase
Upgradability

THREATS

Increasing competition
Substitution by smart phones
Social value degradation (luxury items, had something or environmental burden)
Drwell ...

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

APPLE WATCH

WILLBE 2025

STRENGTHS

- Deep knowledge of clients
- Broad spectrum of functions
- Connectivity with other products
- HMI

WEAKNESSES

- Limited innovation
- Reluctant/Rejection by part of society

OPPORTUNITIES

- Miniaturization
- Dematerialization
- More social involvement / social apps

THREATS

- Replacement by other wearable type
- Material scarcity
- Large competition
- Rejection by part of society

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

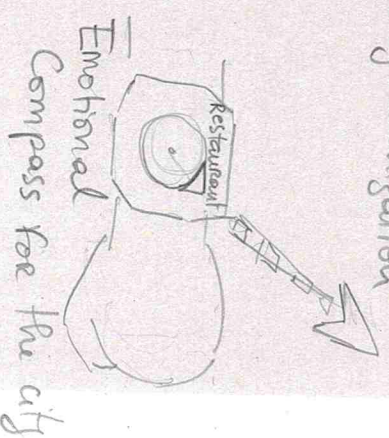
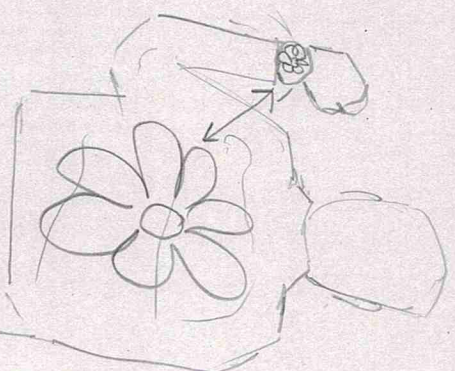
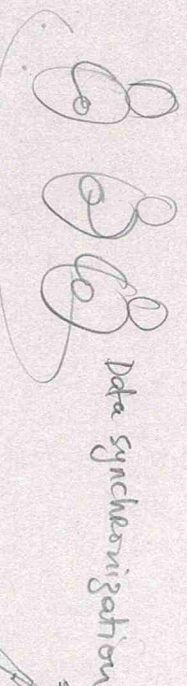
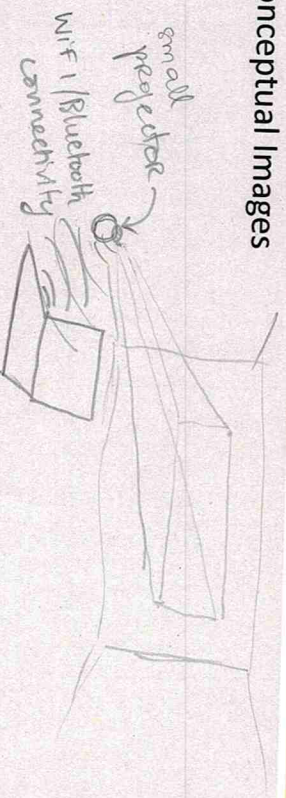
APPLE WATCH

Your ideas for solving problems in "WillBe"

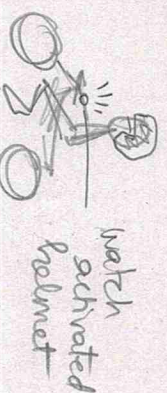
Idea Descriptions

- Upgradability service to foster Recovery after use
- Connectivity allows multimedia interface
- Social synch
- Integration with other wearables such as helmets jackets

Conceptual Images



multimedia jacket



TOTAL INFORMATION SERVICE

Target Product/Service:

APPLE WATCH

TOBE 2015-2025

STRENGTHS

- Several products
- Increased client relationship/knowledge
- Deep relations with external developers and associated business partners
- Control of supply chain and end of life
- Big data collection

WEAKNESSES

- Complex network to manage
- Intense design cycles
- Increased range of products

OPPORTUNITIES

- Improve ~~image~~ brand image
- Focus on social aspects, less on individual
- Improve distribution network and logistics

THREATS

- Dependence of external partners
- Increased upgradability risk

