

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

Apple Watch.

ASIS 2015

STRENGTHS

- Trendy
- Improving user experience with digital world.
- Continuity with apple's ecosystem / cloud.
- New markets with Health monitoring
- Apple Store
- Better knowledge of the customers.
- Personal object /

WEAKNESSES

- Limited autonomy. (battery. lifetime)
- requires an iPhone & internet
- personal data recording / privacy

OPPORTUNITIES

- Health care (advanced functionalities)
- Applications development to shape the way of the product
- Hone applications
- Continuous experience mobility - communication - home experience
- Improved advertising. Big data

THREATS

- Android watches / pebble.
- Material competitors (batteries for ex.)
- Manufacturing market.

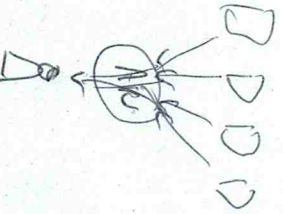
YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service: Apple Watch

WILLBE 2025

STRENGTHS

Strongly linked with the consumer
 multi-link like development of interfaces



WEAKNESSES

- ecosystem - dependant. → after action
- material consumption.
- requires to be connected
- closed ecosystem.

OPPORTUNITIES

hab to deliver services like
 health-care treatments,
 way to offer mobility bookings,
 market shifting towards a service operator.
 collaborative and professional pool.
 link to personal robot.
 service

THREATS

- regulations & laws.
- IoT in open-philosophy.
- linked to the expansion of connected services.

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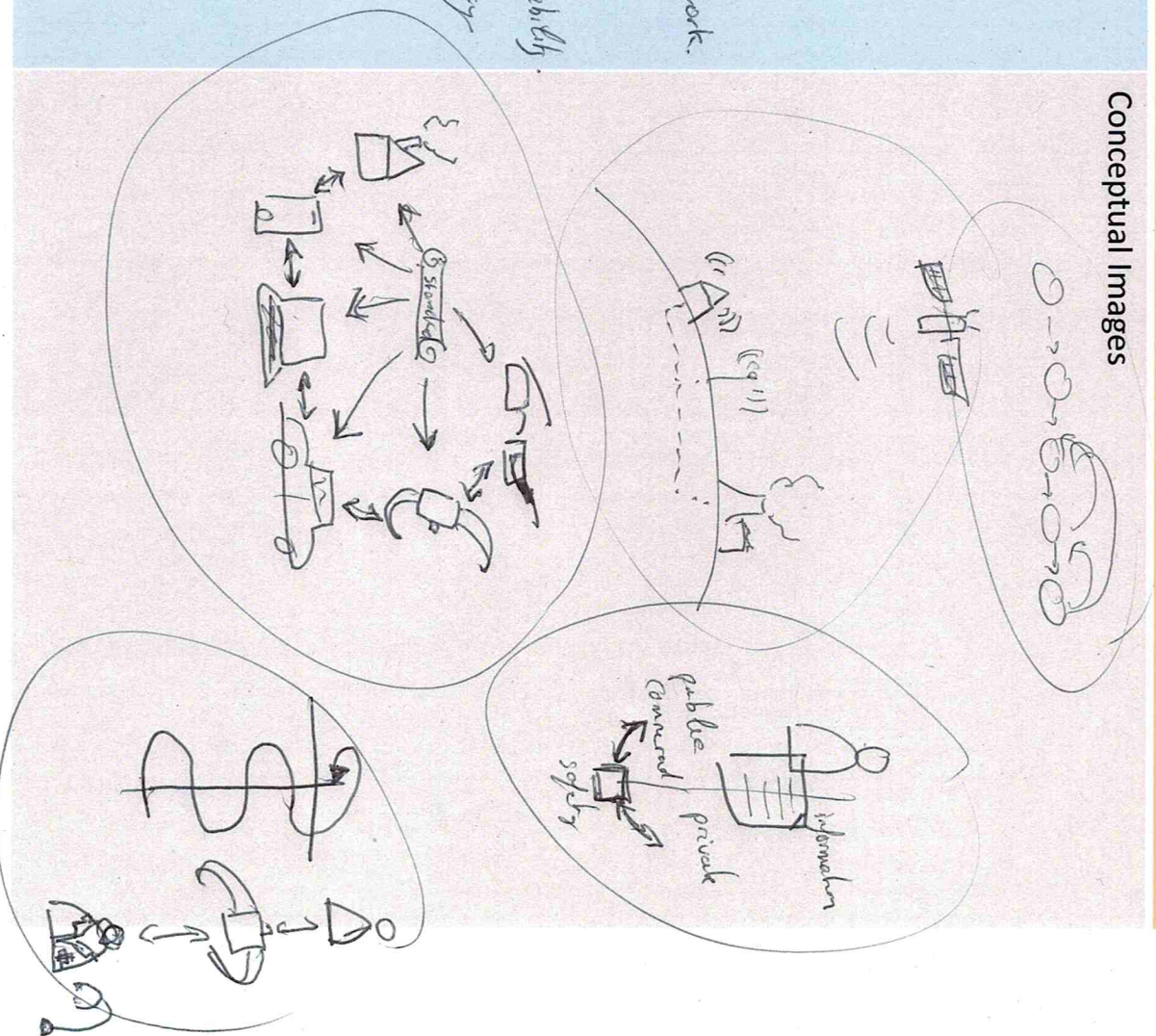
Your ideas for solving problems in "WillBe"

2020.

Idea Descriptions

- Ecosystem dependant:
 - gather information (read info and add own info)
 - Interoperability.
- Platformed consumer
 - closed loop approaches.
- Consumer requirement:
 - strong partnerships to develop network.
 - o GSM o home networks
- Regulation of laws / govern
 - develop lobby and Social Responsibility.
 - work on data encryption / privacy.
- Links with numeric work
 - more link dev.
 - standards

Conceptual Images



TOTAL INFORMATION SERVICE

Target Product/Service:

TOBE 2015-2025

STRENGTHS

WEEKNESSES

- Watch connected to GSY /Wifi -> independent from the phone
- Interoperability,
- Health monitoring and health services connected with medical world.
- Opened to other actors

OPPORTUNITIES

THREATS

