

## YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service: Apple Watch

ASIS 2015

### STRENGTHS

- Multifunctional / Customisation
- Convenience to have close to you all the time
- Human & world interaction
- Easy to use

### WEAKNESSES

- Dependency on gadget
- Face reality / perception of what Watch delivers

### OPPORTUNITIES

- Reshaping multifunctional to better suit customer
- Full integration with human
- Apple get info / desires / wishes about human / customer
- Watch for pets / etc.

### THREATS

- Social isolation for human & different related physical deviation health issues
- Use that info in dangerous way or to manipulate human.



## YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

Apple Green Watch

WILLBE 2025

### STRENGTHS

- Reuseable / reman. all parts
- Customers design their functions / lease / share between
- Profit from ~~leasing~~ goes to restore the harm from production in 2020
- ~~Different~~ design / form ... etc.

### WEEKNESSES

- Too advanced, that customers do not able to follow up updates / know-how

### OPPORTUNITIES

- Minimise any ecological/environmental & social, economical effect caused by ~~any~~ any activity related to watch.

### THREATS

- Anti apple watch movement to save privacy &
- Grass-root movement in society ... / watch increases difference between human classes / and ~~bring~~ brings info = power to rich



## YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

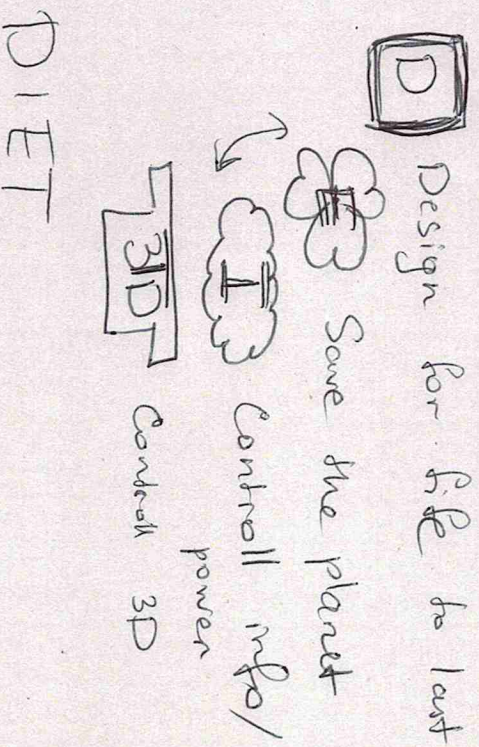
~~Red~~ Green Apple

Your ideas for solving problems in "WillBe"

### Idea Descriptions

- Design product from renewable / easily rechargeable components from recyclable material to reduce effect on Tripple Bottom Line.
- Information use / ownership issues have to be negotiated with representatives of society
- 3D printing / scanning → integrated in watch has to be restricted / controlled to protect negative actions in support with watch functionality.

### Conceptual Images





# TOTAL INFORMATION SERVICE

Target Product/Service:

- Green Apple DIET

TOBE 2015-2025

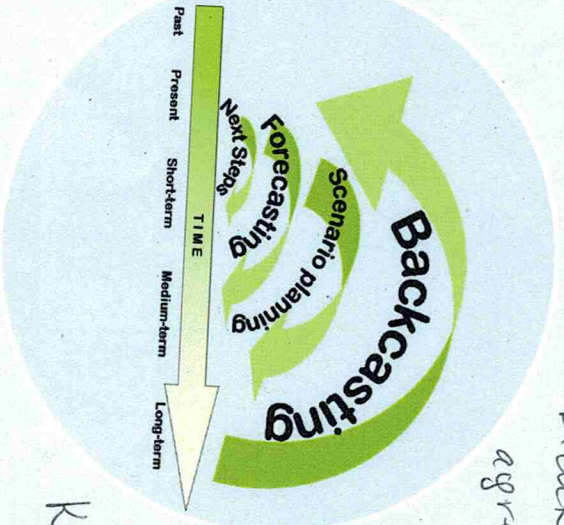
## STRENGTHS

- DIET focus supported by society, who ~~please~~ ~~the~~ cooperates with Apple watch

- Watch improves ecosystem by enabling (gardening, business wealth) human to go back to nature / no need to be in city since you can do all at any place / any condition

## OPPORTUNITIES

Watch that is focused on diagnosing better condition for human to work / live / relax, like support function determined by ~~the~~ the childrens important for sustainable earth development



## WEEKNESSES

Difficult to stop using info in a way that avoid any punishment / too many black holes in info control agreement)

Same for 3D Tech.

## THREATS

One powerfull stakeholder keeps control of info