

# YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

ASIS 2015

## STRENGTHS

- Assemblage of <sup>many</sup> ~~services~~ functions in a ~~same~~ device;
- Control of time and activities

## WEAKNESSES

- Ergonomics ~~not~~ → Interaction human - computer)

## OPPORTUNITIES

- New consumers: ~~youngsters~~ children)  
(Teenagers / children)  
↳ New generations

## THREATS

- Change of customer behavior
- Technology obsolescence

# YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

WILLBE 2025

## STRENGTHS

- Becomes a practical device for a life more stressed ~~with~~
- optimizing time ~~and~~ for people workaholics.

## WEAKNESSES

Don't incorporate ~~the~~ future needs ~~and~~ people?

## OPPORTUNITIES

Follow technologies trends

## THREATS

People ~~prefer~~ prefer less virtual connectivity and more personal connectivity.



# YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

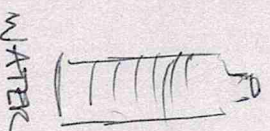
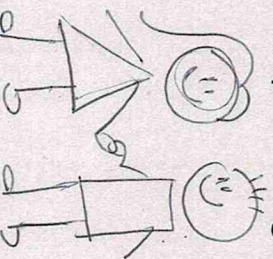
Your ideas for solving problems in "WillBe"

Idea Descriptions

- Less virtual connectivity
- More personal connectivity

future needs ???

Conceptual Images

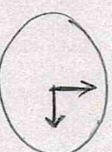


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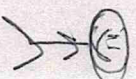
FOOD



+



=



CONTROL  
TIME  
(WORK)

PRIORITY

SECUNDARY



# TOTAL INFORMATION SERVICE

Target Product/Service:

TOBE 2015-2025

STRENGTHS

Approximate people

WEAKNESSES

OPPORTUNITIES

- HELP TO save water and food
- Help to feed other people
- Help shy people

THREATS

~~Attract poor~~  
Attractivity for people

