

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

ASIS 2015

STRENGTHS

- Apple is a well known and well established company
- Connects your phone to your watch
- Creates new kind of services

WEAKNESSES

- Too expensive
- Only works with iPhone

OPPORTUNITIES

- Implement more functionalities to get more customers
- Provide more services and thus differentiate from competitors
- Get user experience

THREATS

- Customer does not accept the watch
- ~~Get~~ Not everybody likes the design
- Other companies may copy the OS

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

WILLBE 2025

STRENGTHS

- Customer specific services
- Long experience from the time the market is on the market

WEAKNESSES

- Too expensive (if Apple strongly plays the value)
- Design does not fit to customer expectations

OPPORTUNITIES

- Use information can be used to generate new user-specific services
- Create new PS with experiences

THREATS

- Market will be replaced completely by other innovative product
- Data security

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

Your ideas for solving problems in "WillBe"

Idea Descriptions

- Design the watch like a "normal" watch
- Make sure that the collected data is safe
- Make the watch connect to other phones too

Conceptual Images

TOTAL INFORMATION SERVICE

Target Product/Service:

TOBE 2015-2025

STRENGTHS

- Design fits the customer expectations
- Uses cell safe with their data
- Can connect to all phones
- Big customer base

WEAKNESSES

- Too expensive
- Does not make people buy the iPhone

OPPORTUNITIES

THREATS

- Other companies may copy the PSS

