

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service: *Apple watch.*

ASIS 2015

STRENGTHS

*Innovation concept.
Multi-functional city.
Expertise and knowledge of the product.
New market.*

WEAKNESSES

We need mobile and Internet.

OPPORTUNITIES

*open new market.
new customers.*

THREATS

competit. market.

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service: *Apple Watch*

WILLBE 2025

STRENGTHS

*Product we need it
Large market.
adaptability
multi brand's availability*

WEAKNESSES

*Environmental impact
Health impact?*

OPPORTUNITIES

Large market

THREATS

*Competity market. (by others)
Innovation
New segment market.*

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service: *Apple Watch*

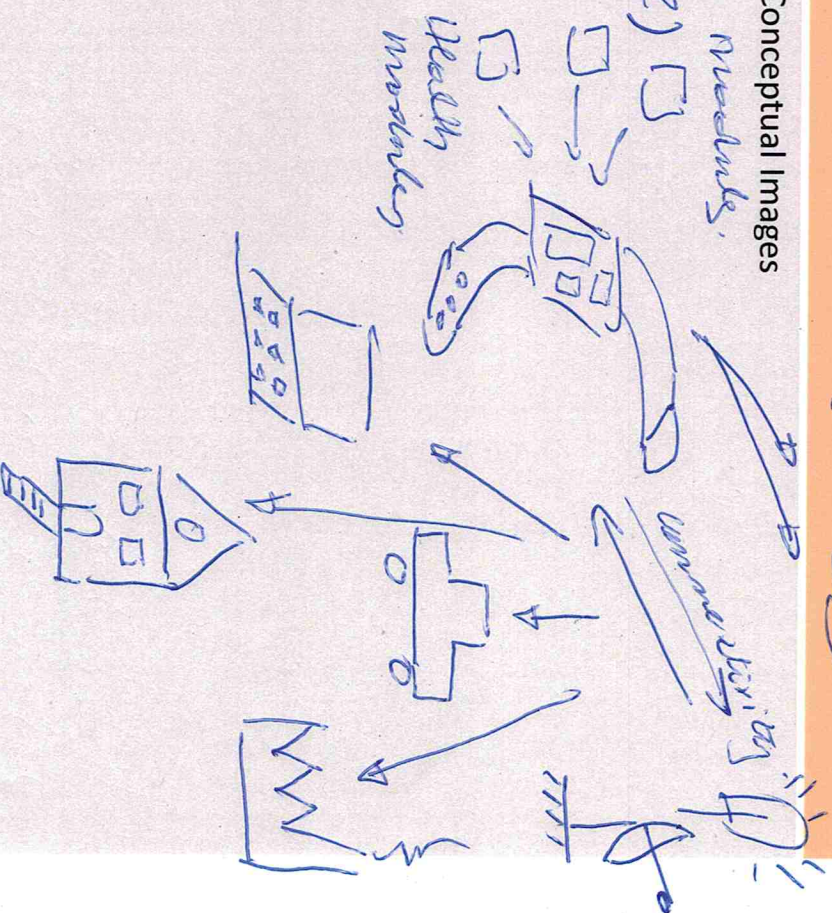
Your ideas for solving problems in "WillBe"

CO 11115

Idea Descriptions

- *Modularity (modules to add)*
- *sustainable concept (bamboo material)*
- *mass customization*

Conceptual Images



TOTAL INFORMATION SERVICE

Target Product/Service: *Apple watch.*

TOBE 2015-2025

STRENGTHS

*Established input
Health input
adaptability*

WEAKNESSES

adaptability to new innovations

OPPORTUNITIES

THREATS

