

# YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service: WATCH - Connected watch.

ASIS 2015

## STRENGTHS

- Always on people (open gate to people) - Connectiveness
- Fashion artifact
- Social "recognition"

→ direct contact with people intimacy.

- provide hour
- very long autonomy.

## WEAKNESSES

- Small artifact (Screen).
- Fashion object.

only one user		user +	user + internet.
mechanics	electronics	informatics.	

## OPPORTUNITIES

Connectiveness

- Multi-factor artifact (health application, information provider, etc...)
- "personal assistant"
- Sensors integration

## THREATS

- Every object (cell phones etc) do the primary function of a watch. Smart phones.
- other devices does the same work

# YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service: Future Model.

WILLBE 2025

## STRENGTHS

- Full connectedness with other artifacts (universal remote for the internet of the object)
- Sensors // direct assessment of biological constants.  
↳ the only device that is able to measure those constants

## WEAKNESSES

- Friction object! → design dependency.

## OPPORTUNITIES

- "Intelligent" device → personal assistant.

## THREATS

- Whatever the device, only the device (convenience) is important.



# YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

## Your ideas for solving problems in "WillBe"

### Idea Descriptions

Universal remote for connected objects (commands + feedback)

(1) ↳ communication skills

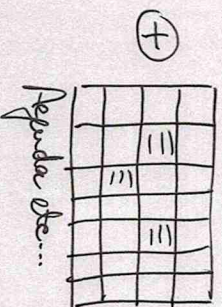
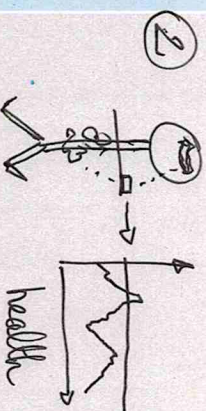
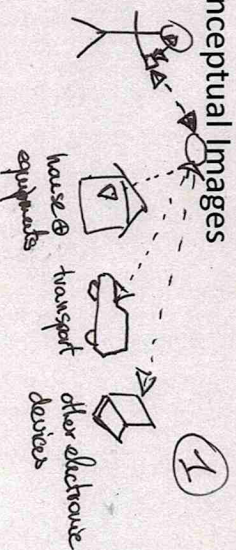
Personal assistant (health, work...) - (2)

↳ Communication skills.

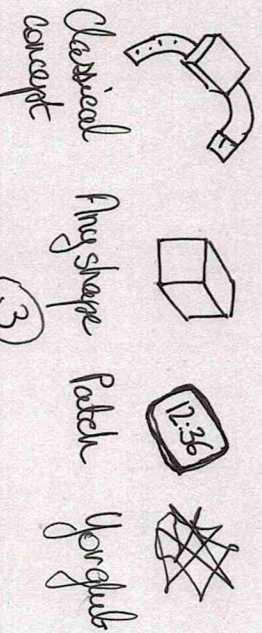
Kill the design! (3)

Self-made design.

### Conceptual Images



Knowledge (internet/interaction life)





# TOTAL INFORMATION SERVICE

Target Product/Service:

TOBE 2015-2025

## STRENGTHS

● Interest of the object in dev. ①②

## WEAKNESSES

● Lack of multiple comparisons from numerous ST  
 ↳ health  
 ↳ telecom (IT)  
 ↳ software dev.  
 ↳ etc.  
 ①②

## OPPORTUNITIES

③ ● Personal manufacturing means in dev.

## THREATS

①② Lack of internal knowledge to develop these concepts.

③ ● What the water do, every system can do  
 Smartphone || fridge...  
 ● Acceptability → who wants to be monitored?!

