

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service: Apple Watch

ASIS 2015

STRENGTHS

- Strong Ecosystem
- High brand recognition

WEAKNESSES

- Quickly obsolete
- Works only with iPhones with latest OS
- Delivers little value ~~in~~ in add to phone
- Highly dependent on iPhone's connectivity & processing power
- Battery life low

OPPORTUNITIES

- Turn into standalone device with less dependency on phone
- Draws people into ecosystem & want watch & need iPhone
- Medical control device

THREATS

- Failure/repairing is a threat to the closed ecosystem
- Cheaper competitors offering same/superior functionality cross-platform (Fitbit)
- Many people don't wear watches

YOUR PRODUCT-SERVICE SYSTEM 2025

Target Product/Service: Apple Watch

WILLBE 2025

STRENGTHS

Improved processing power - less depend on long battery life

WEAKNESSES

Large number of competitors in the market
~~affordable to wear~~

OPPORTUNITIES

Full integration in growing ecosystem
More functions

THREATS

Next steps: (unplanned chips)
⇒ no more water needed
① Difficult to maintain market position over long time

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

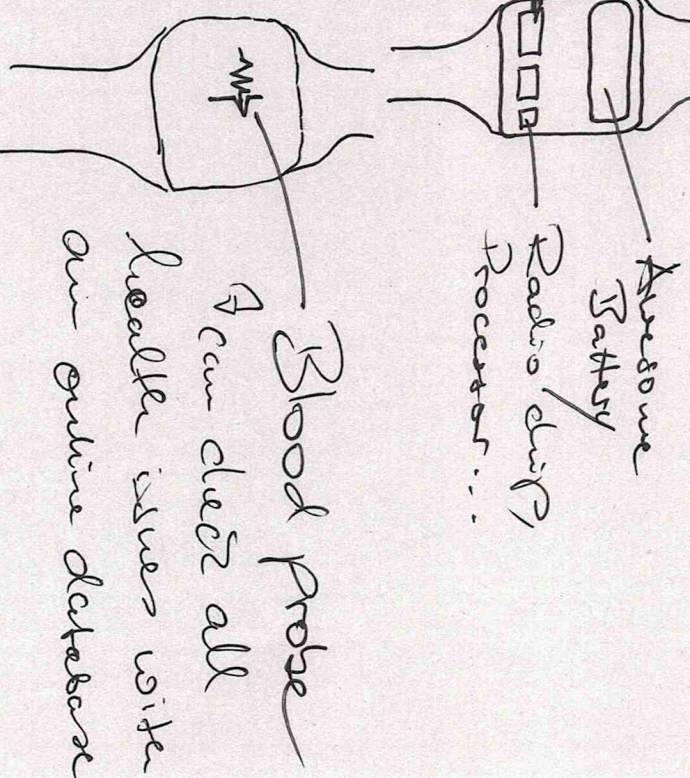
Your ideas for solving problems in "WillBe"

Idea Descriptions

- New battery technology
- Faster and smaller chips

Check bodily functions...

Conceptual Images



TOTAL INFORMATION SERVICE

Target Product/Service:

TOBE 2015-2025

STRENGTHS

Much better knowledge of health information → we were surprised

WEEKNESSES

~~Privacy~~ ✓

OPPORTUNITIES

Answers were clear → solve health problems even for those who do not have Apple Watch

THREATS

Privacy, control of data..

