

## YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service: iWatch + app servers

ASIS 2015

### STRENGTHS

- ✓ Connection with the Apple platform and other devices such as iPhone and iPad
- ✓ Accessibility to the application services in the Apple Store
- ✓ Data Collection about my health and daily life (e.g. walking distance, e.g. bio-signal)
- ✓ It looks luxury and carries the Apple image
- ✓ Connection with other parties like hospitals

### OPPORTUNITIES

- ✓ Applicability of existing applications & improvement for customized to the watch
- ✓ Rapid development of sensing/data collection technology
- ✓ Great needs for health care
- ✓ A lot of contents available already

### WEAKNESSES

- ✓ It can be useless for someones. Believe it can be too much for them.
- ✓ Expensive
- ✓ Limited types of data that can be collected
- ✓ Limited variety of services that can be delivered via the watch

### THREATS

- ✓ Samsung, Sony, Fitbit, Google, ...
- ✓ Regulations about human health data
- ✓ Patent issues
- ✓ Cost
- ✓ Difficulty of understanding what to deliver to the users



# YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service: *Watch for the future.*

**WILLBE 2025**

## STRENGTHS

- ✓ Integrated system of Watch, iPhone, Mac, and applications services
- ✓ A lot of contents for the users available
- ✓ Data that have been collected for "10" years
- ✓ Health care

## OPPORTUNITIES

- ✓ More developed technologies
- ✓ New materials to produce new/better products
- ✓ A lot of contents available

## WEAKNESSES

- ✓ It is expensive
- ✓ ~~For some have to use this watch? when the watch~~
- ✓ Privacy and Security Issues caused from personal data

## THREATS

- ✓ Competitors
- ✓ Regulations
- ✓ Cost

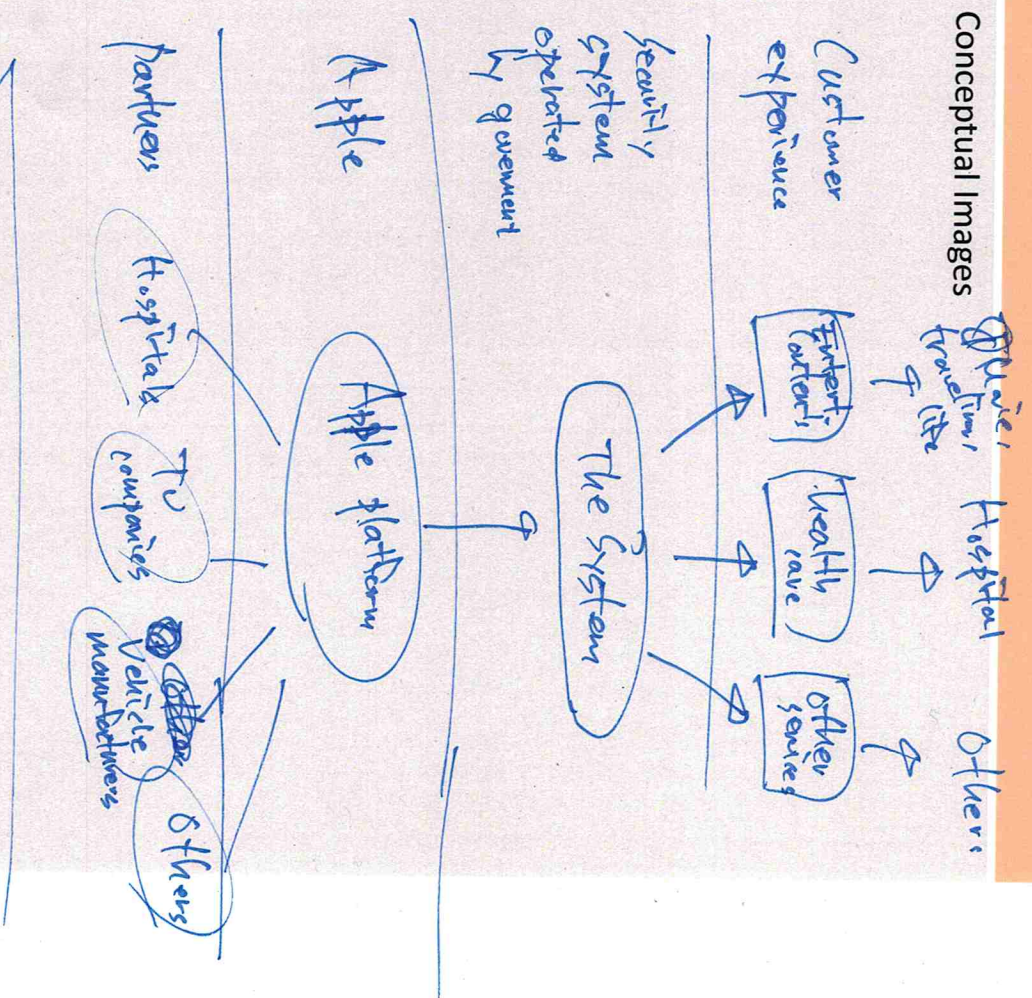


# YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

Your ideas for solving problems in "WillBe"

Idea Descriptions	
Problem	Idea
<p>It is expensive</p> <p>Privacy and security issues</p> <p>Competitors</p> <p>Regulations</p>	<p>Use new / cheap materials through smart factory to reduce the cost</p> <p>Use the best security system under parental regulation</p> <p>Use the healthcare capabilities to beat competitors</p> <p>Follow the regulations</p>





# TOTAL INFORMATION SERVICE

Target Product/Service:

TOBE 2015-2025

## STRENGTHS

## WEAKNESSES

✓ Already developed platform and available contents to continuously elaborate

✓ ~~Data~~ Data analytics capability to produce effective information

✓ Accumulation of data

✓ Lack of capability for manufacturing with new materials

## OPPORTUNITIES



## THREATS

✓ Many small and medium size companies that own new tech. Apple can buy them

✓ Competitors

✓ Regulations

✓ People's motivation to follow the

Apple's strategy

✓ ~~High~~ Customer loyalty

High.