

# YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

ASIS 2015

## STRENGTHS

- integrated SW with smartphone (iPhone/iPad)
- substantial health monitoring
- reduction of battery lifespan
- social interaction
- complementary products (that means income)

## WEAKNESSES

- screens are only with iPhone and Mac
- need to be charged
- higher dimensions ~~costs~~ than other clocks
- easy damage
- high technology  $\rightarrow$  not all customers

## OPPORTUNITIES

- late gathering for research
- prevent migration in real life to live better and healthier
- open market of phone-clocks

## THREATS

- more energy consumption
- low willing of people to be monitored
- other clocks working with all mobile devices

# YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

WILLBE 2025

## STRENGTHS

- Established market for ~~multitasking~~ Apple products
- High market share
- no/little need to change battery
- Small business
- High maintenance to hosts
- ~~more~~ more friendly and technology more suitable for the new customer generation

## WEAKNESSES

- many competitors
- well known technology
- short life cycle

## OPPORTUNITIES

- bundle (not a product) of Apple sold together for ~~more~~ monitoring services
- Small monitoring of customer needs

## THREATS

- customer ~~not~~ known by companies (intended)
- new wireless devices in the market



## YOUR PRODUCT-SERVICE SYSTEM

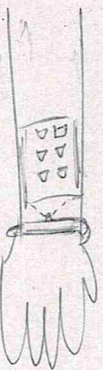
Target Product/Service:

Your ideas for solving problems in "WillBe"

### Idea Descriptions

- Small budget ~~data~~ projecting the owner on your side
- Battery optimization (environmental friendly energy).
- Integration with all possible solar and ships / ... through a ship, means of transport (bus, mechanical)
- Feasibility to extract microphones for the phone

### Conceptual Images





BACKCASTING

SCAT for new PSS (idea)

# TOTAL INFORMATION SERVICE

Target Product/Service:

TOBE 2015-2025

## STRENGTHS

- comparing time for activities (how working time)
- ~~low~~ strength and biomass
- recognition of other people near you in community

## WEAKNESSES

- too centralized system, nearly miss and all customer information could it
- miss lack releasing power needed

## OPPORTUNITIES

- Integration with other complementary services / new partnership with other entities.

## THREATS

- no complete availability to share all information

