

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

ASIS 2015

STRENGTHS

- Connection with Smartphone
- ~~Other~~ Sustained Monitoring
- Social Interaction
- Complementary products \Rightarrow income
- Reduction of Battery disposal

OPPORTUNITIES

- Social Interaction and other social network
- Gathering customer data and behaviour
- Provide suggestion for the healthier life
- Open market of door

WEAKNESSES

- ~~Security issue~~ Bigger screen with respect to ~~block~~
- Exclusive use with phone/PC
- Need to be charged
- High cost,
- Easy damage
- Security issue/Reluct. of user
- High technology \rightarrow not all customer able to deal it

THREATS

- High environmental impact
- Reluctancy of customer to be controlled
- Other system that can work with phone

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

WILLBE 2025

STRENGTHS

- consolidated market for integrated Apple products
- High market share for this "Product"
- Allow need to change Battery
- Small dimension
- High resistance to hurts
- Customer need monitoring of customer need

WEAKNESSES

- Many competitors
- well-known technology
- short lifecycle

OPPORTUNITIES

- Bundles of Apple products sold together offered with a discount for service monitoring

THREATS

- Reliability of customer to be controlled
- Overcrowded by new wearable devices in the market

↙

YOUR PRODUCT-SERVICE SYSTEM

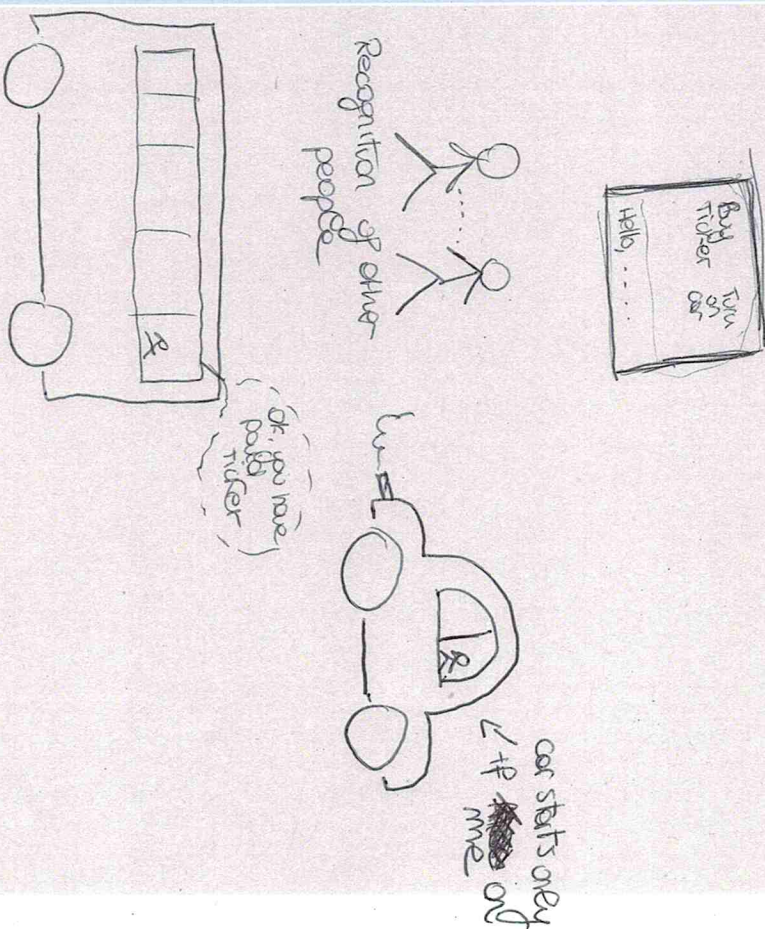
Target Product/Service:

Your ideas for solving problems in "WillBe"

Idea Descriptions

- Flat screen and robust design.
- Without need of Big screen / Bracelet free
- Integrated with public Transport ticket app
" with payment and checking system
- Possible to give it for free if other Apple devices bought
- Training for non-expert ~~customers~~ (Maybe not needed)
- Availability of interaction with car (Turn off/on)
- Recognition of the customer together with other people

Conceptual Images



TOTAL INFORMATION SERVICE

SWOT x buy product

Target Product/Service:

TOBE 2015-2025

STRENGTHS

- Shared information about people → Social
- Foster activities (e.g. Buy ticket, check-in ...)
- Low weight
- Instant information about other people

WEAKNESSES

- Security issue given the old technology of
- Fast changing design
- All customer information stored in IT.
- ↳ loose everything

• Required software improvement
(need to manage increase privacy of data)

OPPORTUNITIES

- Integration with increasing features / App.
- More & more functionality
- Partnership

THREATS

- People do not share personal information
- ↳ Privacy

