

## YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service: Match

ASIS 2015

### STRENGTHS

- everyone needs it
- today it has several functionalities (you can switch the colours)
- easy to add more functionalities

### WEAKNESSES

- high competition
- easy to break
- no many services exist

### OPPORTUNITIES

- short life time
- personalize colour, design, functionalities
- connect with your facebook, linkedin account

### THREATS

- short life time → be fast with the technical innovations

## YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service: Watch

WILLBE 2025

### STRENGTHS

- connection to a cloud
- camera, music and outlook
- health functions, gps
- it will be need all time, also in the future
- still a short-life time

{ more functions  
can be added

### WEAKNESSES

- security about all the data
- size of a watch is always small
- for some older people they will prefer camera & mobile phone because of easier reading

### OPPORTUNITIES

- develop more services to support the maintenance
- using environmental friendly parts with low CO<sub>2</sub> impact
- EOL services and maybe reuse of watches
- personal design → like the Nike shoes app/homepage

### THREATS

- mobile phones of the future
- virtual glasses



## YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

Your ideas for solving problems in "WillBe"

Idea Descriptions

- It should be adaptable to your mobile phone, virtual glasses via Bluetooth.
- There must be different watches with functionalities for kids, families, old people, business people.
- The data security could be solved if the personal data will be anonymized and with password for log-in your phone.

Conceptual Images



# TOTAL INFORMATION SERVICE

Target Product/Service:

TOBE 2015-2025

## STRENGTHS

- It's ~~also~~ connectable to other devices.  
e.g. mobile phone,
- Functionality  
↳ depend on your demand / needs  
↳
- Multi-functionality (Apps, outlook, data)
- Security e.g. log in with eyes, finger prints

## WEEKNESSES

- user → complex
- producer → knowhow gap in IT-technology  
↳ work together with ~~apps~~ software suppliers

## OPPORTUNITIES

- could be a niche market

## THREATS

- overload of information
- too many personal data (easy to lose a watch)
- high competition ~~of~~ because changing the branche

