

# YOUR PRODUCT-SERVICE SYSTEM

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Target Product/Service:

Apple watch.

ASIS 2015

## STRENGTHS

- \* Well recognized brand - value in
- \* confidence in developing relationship,
- \* high technology products

## WEAKNESSES

- \* not so many apps for watch -
- \* its a closed platform,
- \* no important apps to boost the sales for watch.

## OPPORTUNITIES

- \* necessity to be connected
- \* population more willing to new
- \* ~~new~~ technologies
- \* technology convergence
- \* ~~convergence~~
- \* inherent of things

## THREATS

- \* the habit to use cell phones
- \* competition against cell phones
- \* new important competition with some power
- \* new entrants in this potential market (Microsoft people)
- \* substitution (cell)

# YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

WILLBE 2025

## STRENGTHS

- \* Brand still will be important
- \* strong value provided to their customers
- \* the problem with the small quantity of apps was solved (important portfolio of products / services).

## WEAKNESSES

- \* problems to make the transition to new organizational context
- \* difficult to build a net of stakeholders.

## OPPORTUNITIES

- \* new technologies that allow to monitor the health through devices
- \* internet of things will be developed and prove its value
- \* learning in use of different technologies
- \* ~~investing~~ growing the market for this product

## THREATS

- \* the question of breaking technologies that over the time of apple
- \* strong competitor
- \* future substitutes (glasses)
- \* open culture / sharing culture (against the actual culture)
- \* new service demands



# YOUR PRODUCT-SERVICE SYSTEM

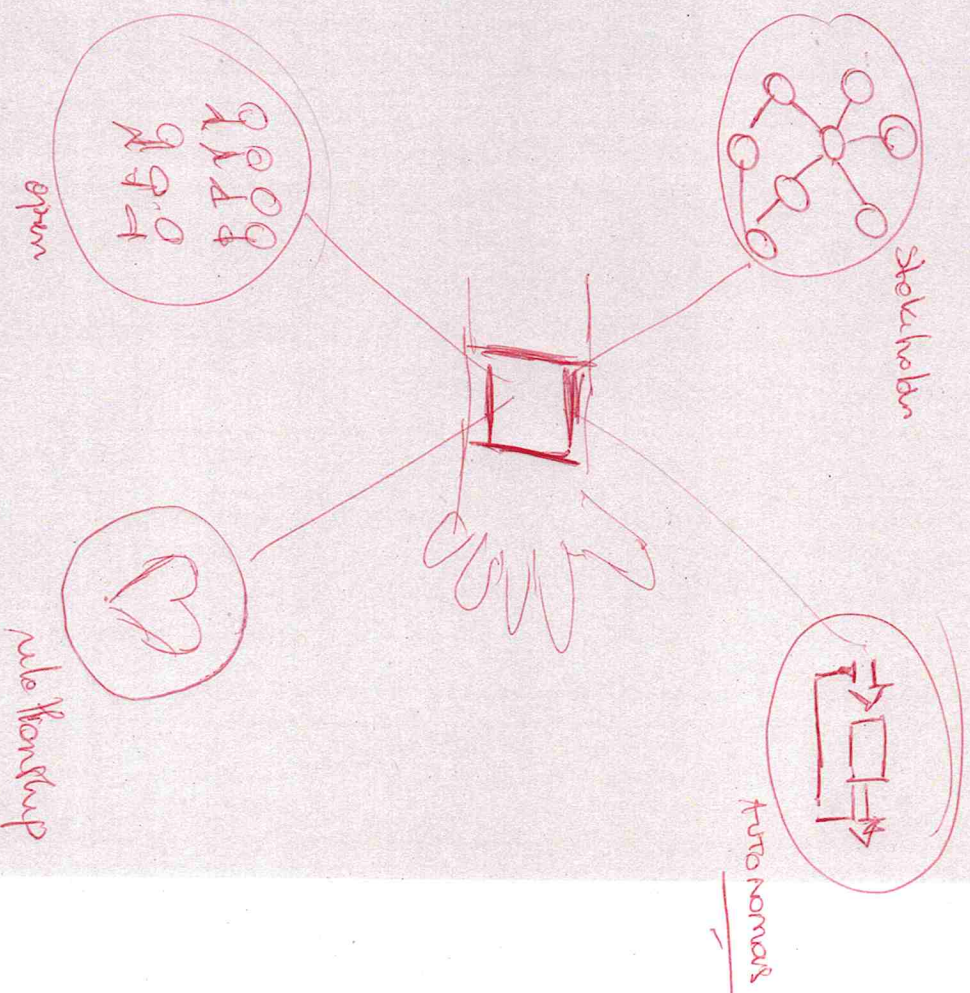
Target Product/Service:

Your ideas for solving problems in "WillBe"

## Idea Descriptions

- \* more open company
- \* new ways to gain revenues
- \* skills to better understand the future needs of Apple's customer
- \* ~~also~~ invest in a net of different stakeholders (new tech and new service providers)
- \* more autonomous tech and.
- \* invest in more central technologies
- \* create value in relationship

## Conceptual Images





# TOTAL INFORMATION SERVICE

Target Product/Service:

TOBE 2015-2025

## STRENGTHS

- \* open platform
- \* multi platform (product + services)
- \* Brand ~~assets~~ recognition

## WEAKNESSES

- \* agility
- \* internal barriers to implement this new business model

## OPPORTUNITIES

- \* converging technology
- + demand for new integrated product/services
- \* population more ~~with adapted~~ adapted to this world. (generation Y and Z)
- \* ~~intense~~ environment willingness.

## THREATS

- \* the breakthrough technologies
- \* new competitor.

