

PRODUCT ASSESSMENT EXAMPLES

The table shows four products and an assessment for each one.

The circle represent advantageous, disadvantageous and intermediate product characteristics.

PRODUCT CHARACTERISTICS		PRODUCT ASSESSMENT			
ADVANTAGEOUS	CHALLENGING	Philips "MRI scan-as-a-Service"	Jonna AB "Bicycle-as-a-Service"	Rolls-Royce "Engine-as-a-Service"	Foxway "Laptop-as-a-Service"
Expensive	Cheap	●	●	●	●
Durable	Consumable	●	●	●	●
High complexity and/or cost of maintenance and repair	Low complexity and/or cost of maintenance and repair	●	●	●	●
Resource inputs constitute considerable part of TCO	Resource inputs constitute minimal part of TCO	●	●	●	●
Infrequently used	Frequently used	●	●	●	●
High material value after use	Low material value after use	●	●	●	●
High insurance cost	Low insurance cost	●	●	●	●
Low emotional involvement	High emotional involvement	●	●	●	●
Non-personal	Personal	●	●	●	●
Modular product design	Non-modular product design	●	●	●	●
Smart integrated product	Analogue product	●	●	●	●

- Challenging
- Advantageous
- Intermediate