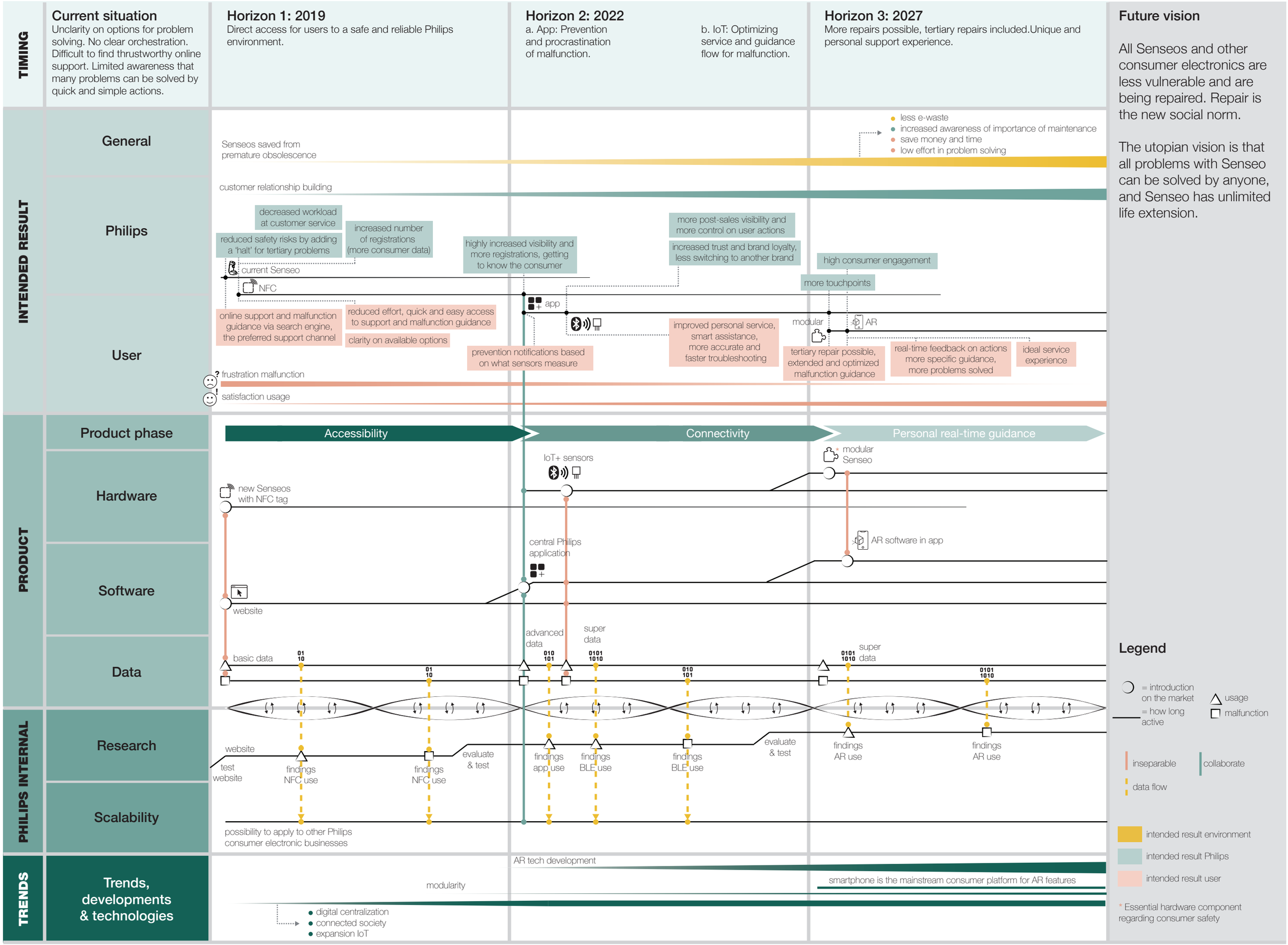
TIMING
Current situation
Unclarity on options for problem solving. No clear orchestration. Difficult to find thrustworthy online support. Limited awareness that many problems can be solved by quick and simple actions.
Horizon 1: 2019
Direct access for users to a safe and reliable Philips environment.
Horizon 2: 2022
a. App: Prevention and procrastination of malfunction.
b. IoT: Optimizing service and guidance flow for malfunction.
Horizon 3: 2027
More repairs possible, tertiary repairs included.Unique and personal support experience.
Future vision
All Senseos and other consumer electronics are less vulnerable and are being repaired. Repair is the new social norm.
The utopian vision is that all problems with Senseo can be solved by anyone, and Senseo has unlimited life extension.
INTENDED RESULT
General
Senseos saved from premature obsolescence
less e-waste
increased awareness of importance of maintenance
save money and time
low effort in problem solving
customer relationship building
Philips
decreased workload at customer service
reduced safety risks by adding a 'halt' for tertiary problems
increased number of registrations (more consumer data)
highly increased visibility and more registrations, getting to know the consumer
more post-sales visibility and more control on user actions
increased trust and brand loyalty, less switching to another brand
high consumer engagement
more touchpoints
current Senseo
NFC
app
User
online support and malfunction guidance via search engine, the preferred support channel
reduced effort, quick and easy access to support and malfunction guidance
clarity on available options
prevention notifications based on what sensors measure
improved personal service, smart assistance, more accurate and faster troubleshooting
modular
AR
tertiary repair possible, extended and optimized malfunction guidance
real-time feedback on actions more specific guidance, more problems solved
ideal service experience
frustration malfunction
satisfaction usage
PRODUCT
Product phase
Accessibility
Connectivity
Personal real-time guidance
Hardware
new Senseos with NFC tag
IoT+ sensors
modular Senseo
Software
central Philips application
AR software in app
website
Data
basic data
advanced data
super data
super data
PHILIPS INTERNAL
Research
website
test website
findings NFC use
findings NFC use
evaluate & test
findings app use
findings BLE use
findings BLE use
evaluate & test
findings AR use
findings AR use
Scalability
possibility to apply to other Philips consumer electronic businesses
TRENDS
Trends, developments & technologies
AR tech development
modularity
smartphone is the mainstream consumer platform for AR features
digital centralization
connected society
expansion IoT
Legend
= introduction on the market
= how long active
usage
malfunction
inseparable
collaborate
data flow
intended result environment
intended result Philips
intended result user
* Essential hardware component regarding consumer safety