

A Service Plan for Providing Easily-Transportable Data and Processing

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We decided to look at why users choose laptops over other available options and what services they were really looking for. In this analysis, we determined that the laptop is popular because of the ease with which one can carry their data with them and access their programs where it is convenient for them.

We also looked at why the typical cycle of laptop disposal is around two years. Clearly this is due to the rapid increase in computational power and data storage space available in new computers.

With this in mind, we developed a two-part business model that centers around creating a smaller device that would provide the mobile processing and data carrying capacity desired by users and a service package that would keep the users as upgraded as they are willing to pay to be.

With the service package, parts are reused, refurbished, and recycled efficiently, and with the smaller device with docking station approach, the longer-lasting peripherals of the computer are kept in service longer instead of being disposed of with each processor upgrade.

Service Plan

Users will not own their smart phones – rather pay a yearly lease that includes a new phone every 2 years. By having the mini-computers returned to the same company, they can more efficiently reuse and recycle outdated components.

By offering a service hierarchy with premium and standard plans, the company could reuse old processors from the premium line in the new models for the standard line. A summary of likely 2 year services include:

