PRODUCT CARE KIT

CIRCULAR ECONOMY

Over the years, multiple studies and reports have tried to make us consumers face the facts: our materialism has put a strain on the resources of the world that we live in. The **scarcity of resources** will be a huge problem in the future for production and it will become more valuable to bring these resources back into production.

The world we currently know runs as a linear economy, with a 'make, use, throw' mentality. We need to shift towards a **circular economy**, where the resource flow is being slowed down and materials are kept in the loop (longer). This can be achieved through **timeless design, maintenance, repair, reuse, remanufacturing, refurbishing and recycling.**

This design tool focuses on changing the user's behavior and to make them perform **repair, maintenance and care activities** to extend a product's lifetime and creating emotionally durable designs.

These sustainable behaviors can also be called **Product Care.**

PRODUCT CARE

Product care can be understood as **any action that helps to prolong the lifetime of a product**, such as maintenance or repair. These product care activities could be conducted by the consumer itself or by a service.

The throwaway culture that we live in has made it often far easier to throw away products and buy new ones, instead of maintaining and repairing the things we have. By evoking behavior within the consumer that persuades or stimulates them to maintain or repair their belongings, the **lifetime of products** can be lengthened and thus can be considered **more sustainable**.

Product care is a very efficiënt and low energy consuming way of keeping resources in the loop. For other actions, such as recycling, energy has to be put into the resources to break them down to be usable for new products. With product care, the user puts energy into the loop in the shape of effort and time.

CARD SET

This tool was designed to teach designers about Product care and provide inspiration on how to design for it.

The card set consists of:
7 Product care type cards - These describe the different types of product care activities.
8 Design strategy cards - These describe the different design strategies a designer can use.
8 Persona cards - These can be used as inspiration for designing for a specific user.
6 Product cards - These can be used as inspiration for designing for a specific product.
A bunch of example cards! - These are examples of the design strategies to derive inspiration from.

The Product care kit will help to get a feeling for the many facettes that one needs to take into account when designing for Product care. After using this card set, you should have a better idea on how to make the user perform more repair & maintenance activities!

On the **other side of this booklet you can find an example** of how this card set can be used! Feel free to try it out, but also feel free to use and be inspired by the cards in any way you want.

Example: how to use the Product care kit?

There is not one strict way or order to use the cards. However, to get a feeling for how you can use the cards, I'll give an example of a process.

This example process starts of with a product card. It is advised to at least practice this process once before using the kit for your own projects.

Start: what do you need?

1 or a few enthusiastic designers

this card set!

surface to brainstorm on
(ideally a whiteboard, paper will also work! Did you know that the cards are magnetic?)

1 Getting to know the tool
When you want to ensure your design stimulates product care, or you want to learn about it, check the different cards the set contains.

2 Setting a goal
It makes it easier if you set a goal for yourself. What do you want to get out of this? For example, it could be as broad as an overview of the context and as concrete as a design idea. During first time use, try to end up with 1 or 2 small concepts.

3 Defining the product
Pick a product card. Put it on the paper or whiteboard! On the back of the cards are questions. Discuss these questions, write/doodle your thoughts down around the card. (You may want to keep some space to put new cards!)
When you already have a conceptual design or have a product you would like to design for, pick the 'your design' product card.

PRODUCT CARD
BACKPACK

4 Who's your user?
Place a persona card on your surface and check its questions. Your type of user can have a big impact on your design and how you reach the desired product care behavior. Different users have different strong and weaks points and these influence their behavior. Which persona could fit your user or could be interesting to think about? Think creatively!

PERSONA CARD
THORSTEN

5 Defining the desired behavior
Now look at the *product care type* cards. Pick a few, place them on the surface and answer the questions. Which types of product care do you want to aim for? Keep in mind which user your designing for. How easy/difficult are the different product care types for them?

PRODUCT CARE TYPE
PREVENTIVE MEASURES

6 Don't limit yourself
If you notice a card you picked didn't fit that well, you can always swap them around! Or pick an extra!

7 Design strategies
Now you have mapped the context with your product, your user and the desired behaviors. Next step is delving into the design strategies. Read up on the different design strategies. Some might be more interesting for this specific product, this specific user, the desired behavior, or the context it is used in. Try out a few different strategies.

On the small rectangle cards you can find product examples for each design strategy for inspiration.

DESIGN STRATEGY
CONTROL

DESIGN STRATEGY
REFLECTING

8 Ideate!
If you think you've gained enough inspiration, you can start ideating and create some small product ideas!

There is not one set way of using the cards, just..

feel free & feel creative