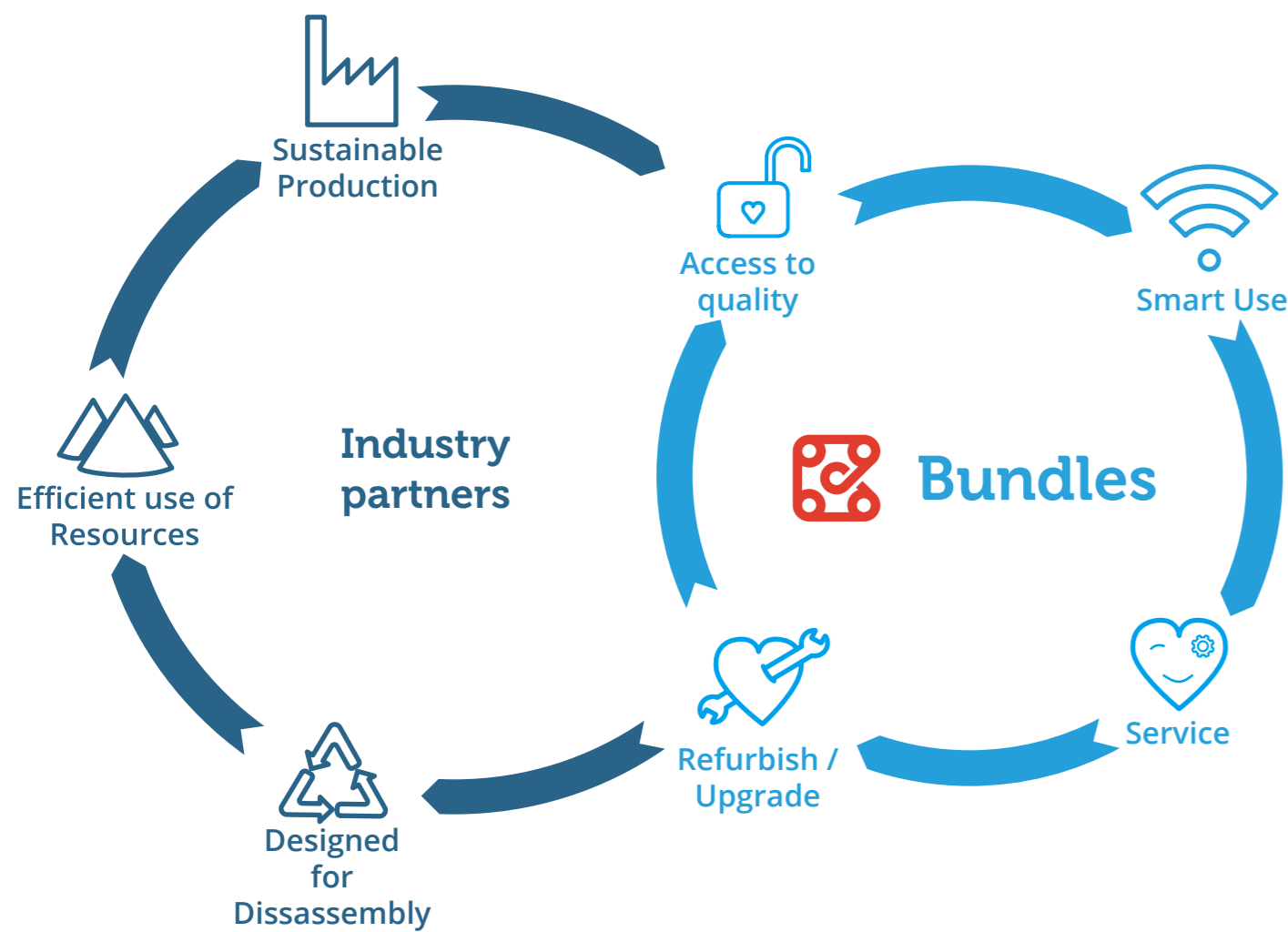# Design for circular service engagement
A strategic design for consumer product subscriptions by Bundles

## BUNDLES & THE CIRCULAR ECONOMY: THE BEST STUFF AS A SERVICE

Bundles offer

With a pay per use system, access to the best products without investments. Shifting ownership and responsibility to Bundles and its partners.

Appliances are connected to the Internet. This connectivity enables data-driven services to be designed for a better customer experience.

Lifelong performance guaranteed with a full service approach: maintenance, delivery & customer care.

Bundles remains owner and makes sure products are refurbished and reused for as long as possible

Project Focus: data-driven design offering sustainable comfort.

Traditionally, products are designed for linear business models that cause environmental burdens and limit consumer comfort. In a circular product-service system, it is possible to enrich the consumer experience while increasing the profitability from a product and improve the sustainable impact.
This project applies the design theory of product-service systems to increase the value for consumers and companies in a washing machine subscription by Bundles.

THE BUNDLES WHEEL: A PRODUCT-SERVICE STRATEGY

Comparing the concepts:
- Current PSS state
- Laundry planner
- Personal clothing manager
- Bundles Life-hacks
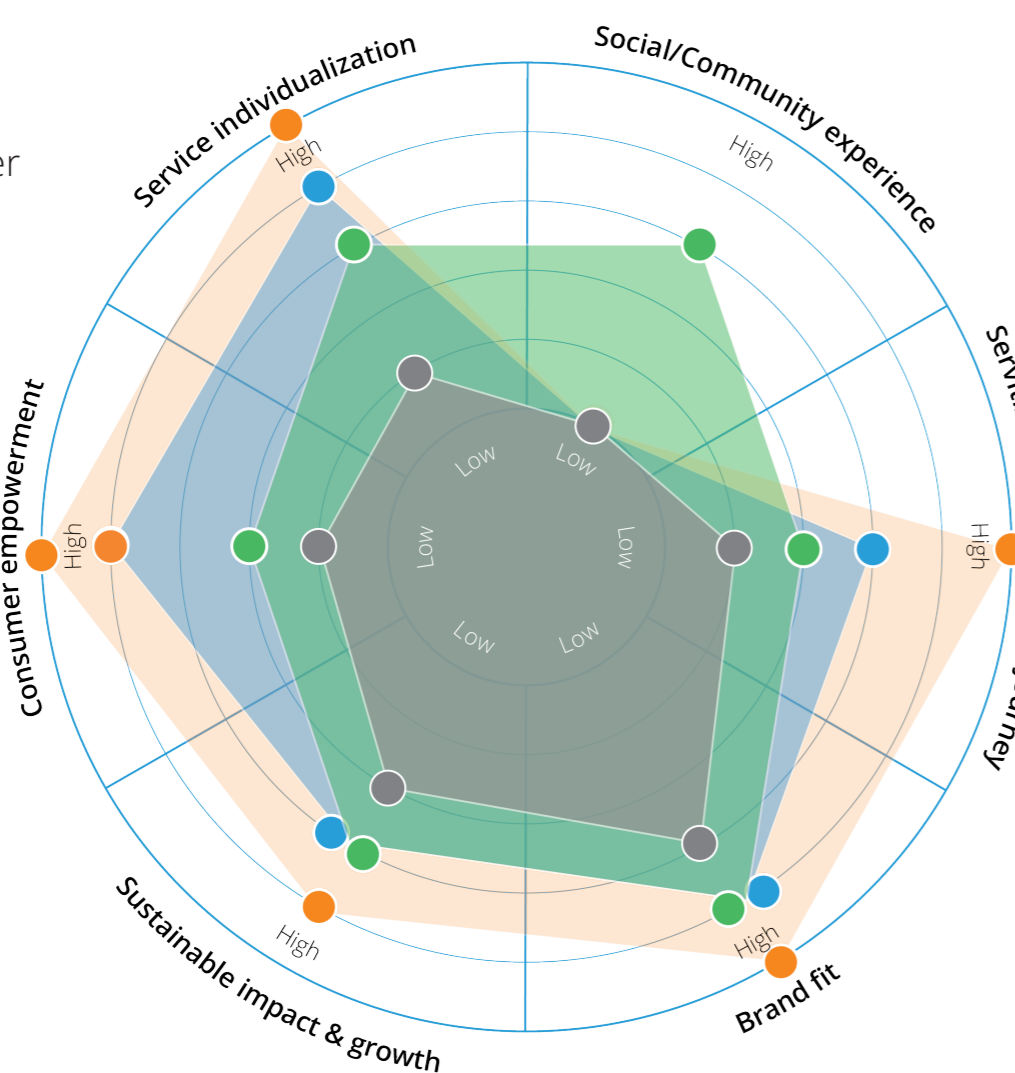
The Bundles wheel is based on the Smart Product-Service System characterizations by Valencia et al (2015). The model is adjusted to Bundles its sustainable vision. The following design elements for the strategy for the design of subscriptions by Bundles.

Social & Community experience
Enable people to add value to the Bundles community by facilitating interactions with each other or with Bundles via the app.

Servitization of customer journey
The product-service system should enrich the customer journey with recurring services. Ultimately making the subscription more desirable for a customer than owning a product.

Brand fit
The product-service system should contribute to the vision of Bundles: A circular world in which companies create better solutions, which are accessible for everyone and materials are preserved for the next generation.
The six Bundles personalities to be represented in the touchpoints: Charming, Up-to-date, Spirited, Daring, Cheerful, Honest.

Sustainable impact and growth
Maintain the value of products and services over time; ideally with a self-learning system that stimulates/supports sustainable consumer beaviour. Increasing the customer satisfaction, customer lifetime and its business value; as well as the lifetime and value of assets.

### Consumer empowerment
Evoke an increased perception of control over their experience. Provide the user with insights and feedback to make the right decisions and enabling them to control the interaction with the product-service elements.

Service individualization
Let the user feel unique and understood, by tailoring experiences to his/her personal interest built.

Valencia, A., Mugge, R., Schoormans, J. P., & Schifferstein, H. N. (2015). The Design of Smart Product-Service Systems (PSSs): An Exploration of Design Characteristics. International Journal of Design, 9(1).
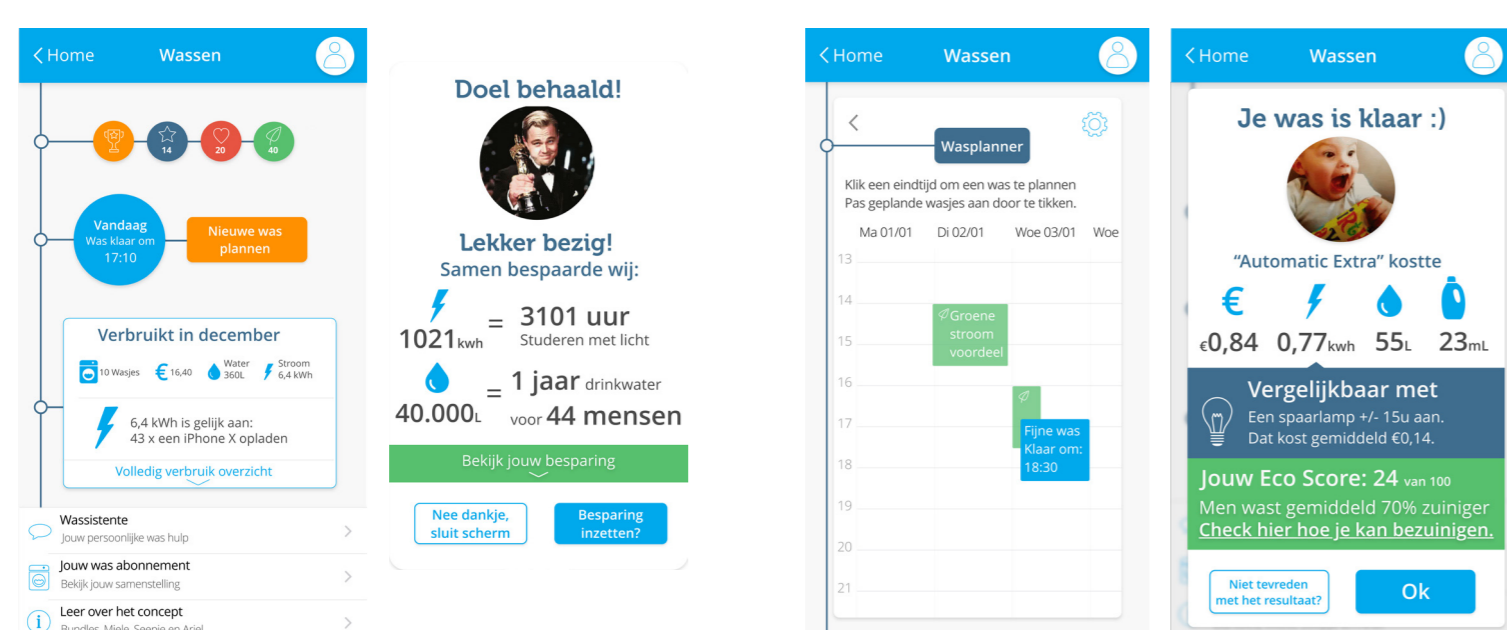
The laundry dashboard & Life-hacks
The laundry dashboard provides information about:
- Upcoming events (laundry, delivery, maintenance)
- Insights in used resources.

"Life-hacks" is a section with tips (by Bundles and users) and offers actions to improve the laundry performance and save resources. The community is stimulated to save resources and make sustainable impact together.

Planner tool
Laundry planner gives feed-forward of renewable energy. The user can programme the machine from the app or with the appliance controls. The program selector presents a responsive EcoScore to the user input. The EcoScore is an indication of the environmental impact of a program selection. Link your personal calendar integrate laundry in your planning. Set your desired notifications: to be reminded up front to prepare, when your laundry is almost finished.

Digital clothing manager
The digital clothing manager is a long-term concept, based on blockchain technology and the promise of the fashion industry to become more circular.
The concept uses RFID-wash labels in clothing and modular sensors to place optionally in: laundry bin, closet, washing machine. Tracking the state of your wardrobe to offer digital services as illustrated.
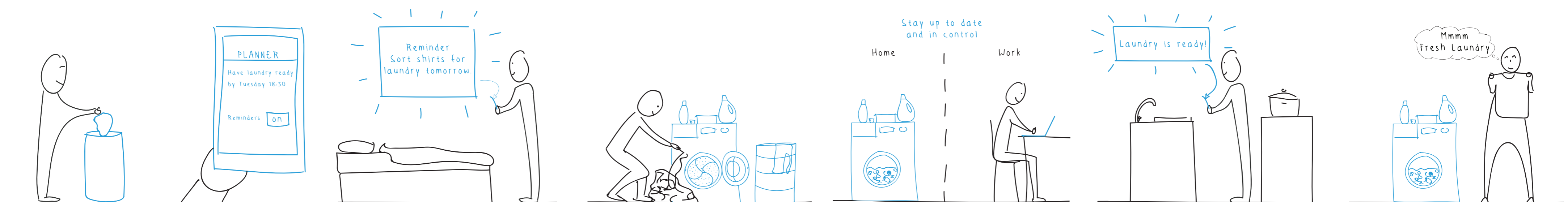
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