

Framework of Product Detachment

Consumer product detachment has been explored in this project. This exploration has resulted in a framework of detachment. The framework shows the process consumers go through when detaching themselves from their possession. It has functioned as the basis for the design tool that has been developed in this project.

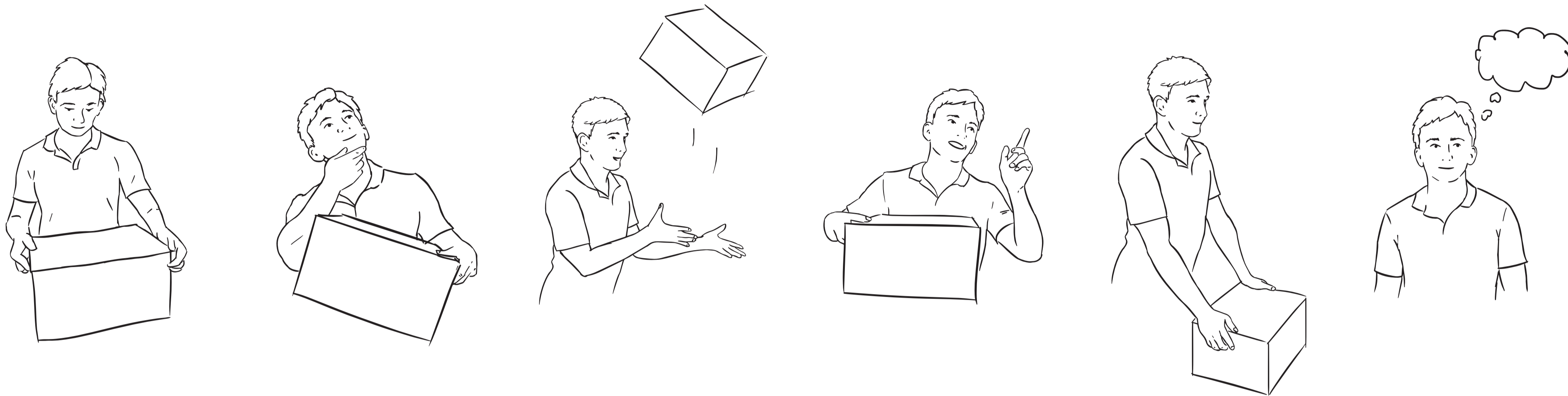
The detachment process consists of two parts:

1) Dispossession
the mental process of distancing yourself from your product

2) Separation
the physical act of removing the product from your life

This framework could give insights into the consumer experiences at the end-of-use. These insights can be used to design an end-of-use experience beneficial for a company.

- 1. Consider End-of-Use
- 2. Mental Evaluation
- 3. Dispossession Behaviour
- 4. Decision making
- 5. Separation
- 6. Reflection



- The consumer is considering to stop using the product even though it is still functioning
- The consumer mentally evaluates the product to decide what it is still worth to him
- Through a dispossession behaviour, the consumer prepares himself for separation
- The consumer makes the decision to separate himself from the product
- The consumer physically removes the product from his life
- The consumer reflects on how he feels after the separation

Exploring the Detachment Process

Designing for the End-of-Use Consumer Experience

Contribution

This study focused on exploring the end-of-use phase and the experiences involved. The insights are relevant for a circular economy where used products are the resources to make new products. Consumers are co-responsible to keep the product in the circular cycles. Companies can stimulate their consumers to return the product back to the cycle through

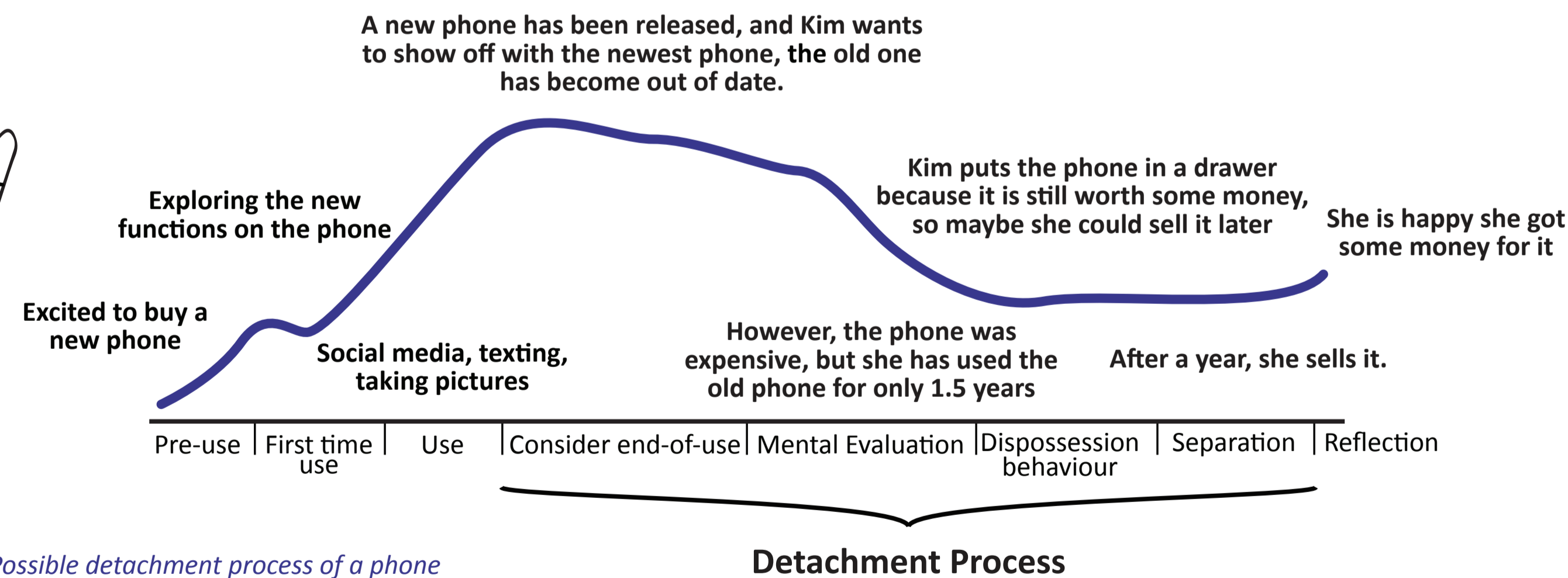
an end-of-use experience. This experience can be designed, and for this needs to be knowledge on what the current experiences are and which factors play a role in establishing this experience. These insights can give directions to what kind of experience could be designed that stimulates the consumers to return the product, and how this can be achieved.

Application

In order to explore the current detachment process a consumer-product lifecycle can be used, which is the technique used in the design tool. For a specific product and consumer can be described how this detachment process applies to each step of the lifecycle. In the end, a conclusion can be drawn on how the consumer has experienced this end-of-use phase and where could be intervened with a design.



Example: Possible detachment process of a phone



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