



and encourages circular behavior in case of end-of-life

more efficient use of valuable materials

saves Senseos by extending longevity

intervention

prevents and reduces giving up

behavior of user

decreases nr. of premature obsolescence

want to spend minimal amount of money and time

consumers' main interest is to have access to coffee

therefore willingness to fix malfunctioning product (believe it's the quick and easiest way to coffee)

unaware of the life extension options

difficult to find clear and reliable support

desires no external help, wants to solve problem on his/her own

when searching, people typically do not end up at Philips website

targets behavior of the user

the design

Philips aims to becoming a circular business

Philips desires more customer touchpoints

Philips desires a better customer relationship

creates more touchpoints

stimulates the customer relationship

Philips stimulates and enables circular behavior which leads to brand loyalty