

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 efficient 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 facets 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



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.



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 weak points and these influence their behavior. Which persona could fit your user or could be interesting to think about? Think creatively!



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?



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.

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

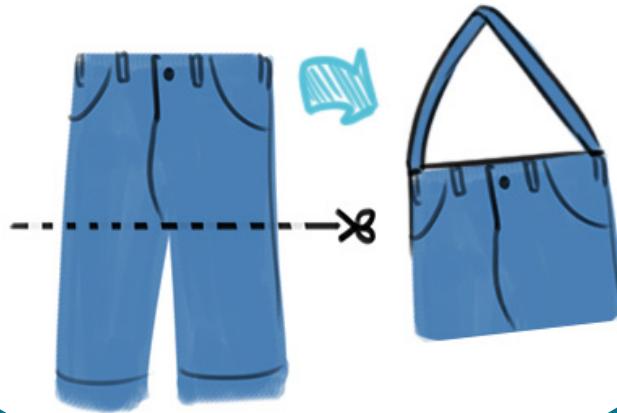
PRODUCT CARE TYPE

REPAIR



PRODUCT CARE TYPE

CREATING SOMETHING NEW/DIFFERENT



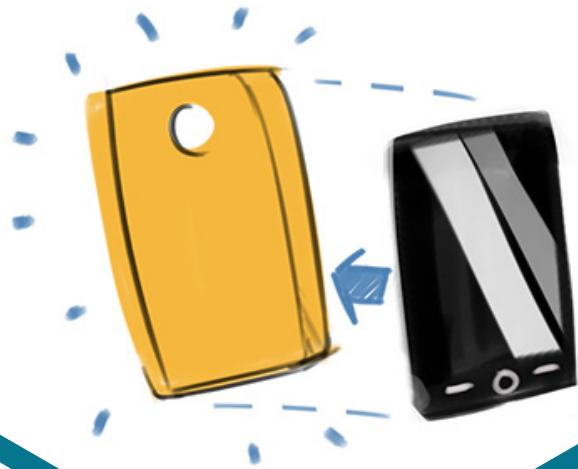
PRODUCT CARE TYPE

PRODUCT REVIVAL



PRODUCT CARE TYPE

PREVENTIVE MEASURES



PRODUCT CARE TYPE
SMALL CARE



PRODUCT CARE TYPE
INSTRUCTED & MINDFUL
HANDLING



PRODUCT CARE TYPE

ROUTINE ACTS



REPAIR

The product or a part of the product broken. This prevents it from performing completely, performing a certain function or performing poorly. The user performs reparation activities that will make the product function again. This can be the repair or the replacement of broken parts.

What parts of your product need repairing?

What kind of actions are expected from the user?

Has been paired often with the following strategies:

- Informing
- Enabling
- Social

CREATING SOMETHING NEW/DIFFERENT

There are different sort of activities that a product can undergo with this behaviour. The product is created by the user themself or the product is made specifically for the user. Or an existing product is remodeled/rebuild/reformed so it feels like a new, different or unique product.

In what ways could your product be transformed or altered by the user?

In what ways can creativity of the user be used to create a new or different product?

Has been paired often with the following strategies:

- Appropriation
- Reflecting
- Social

PRODUCT REVIVAL

The product is revived to a certain standard. This can mean that product care is performed in order to make the product work more fluently/better/faster, perhaps even as well as when it was new. It can also mean that after these care activities the product regains a certain look or appearance.

In what ways could the product be revived so it looks like new (even after a long time of use)?

What can be done so that it functions better than before?

Has been paired often with the following strategies:

- Change
- Reflecting
- Experiences

PREVENTIVE MEASURES

Preventive care are measures that are taken to make sure a product breaks or deteriorates slower than usually. Or preventive measures that try to prevent sudden breakages. These measures often consist of external products or services that equip or protect the product against its environments.

What kind of breakages or deterioration should be prevented or postponed?

What does the user need to do to make that happen?

Has been paired often with the following strategies:

- Appropriation
- Enabling
- Control

SMALL CARE

Small care is done when nothing of the product is broken. These are small activities that are performed consciously to freshen up the product again, to maintain the quality of its aesthetics or its performance. Or activities that eventually help to slow down the process of deterioration.

What sort of small activities can be done (regularly) to ensure the quality or performance of the product is upkeep?

Has been paired often with the following strategies:

- Experiences
- Change
- Control

INSTRUCTED & MINDFUL HANDLING

This means that the user knows or feels what kind behaviors or actions would be bad for the product. This could for example be by having read a manual, learning about it (from others), through intuition or by experience. The product is kept in a good state because the user abstains from behaviors or actions that negatively influence the state/lifetime of the product. Or they only perform acceptable behaviors or actions.

Which actions can have a negative impact?

What are desired behaviors or actions of the user?

Has been paired often with the following strategies:

- Reflecting
- Informing
- Experiences
- Control

ROUTINE ACTS

Routine acts are product care related activities that the user performs unconsciously. These are activities that they have learned to do and have never thought about doing differently or activities that were made into habits. These activities can be similar to other product care types. The difference is that those activities are often performed consciously.

What sort of daily patterns or routines does your user have?

How could necessary product care activities fit into the user's daily patterns and routines?

Has been paired often with the following strategies:

- Experiences
- Informing
- Control

DESIGN STRATEGY
ENABLING



THINK ABOUT HOW YOU CAN MAKE PRODUCT CARE
BEHAVIOUR EASIER FOR THE USER TO PERFORM, HOW TO
PROVIDE THEM WITH THE NECESSARY TOOLS, MEANS OR HELP
AND THUS LOWER THE THRESHOLD FOR THEM TO
PERFORM PRODUCT CARE
BEHAVIOR.

DESIGN STRATEGY ANTECEDENTS & CONSEQUENCES



THINK ABOUT HOW YOU WANT PRODUCT CARE ACTIVITIES
TO BE EXPERIENCED BY THE USER. MAKE USE OF THE
EMOTIONS THAT CAN BE FELT BEFOREHAND DUE TO THE USER'S
EXPECTATIONS AND LOOK INTO THE EXPERIENCES
AND EMOTIONS EXPERIENCED DURING
AND AFTER PRODUCT
CARE ACTIVITIES.

DESIGN STRATEGY
AWARENESS



THINK ABOUT HOW THE DESIGN CAN CREATE A CHANGE OR
DISRUPTION IN THE DAY TO DAY ROUTINES OF THE USER TO
BRING ATTENTION TO PRODUCT CARE.

DESIGN STRATEGY INFORMATION



THINK ABOUT HOW YOU CAN HEIGHTEN THE KNOWLEDGE OF THE USER: THROUGH TRADITIONAL FORMS OF INFORMATION, THROUGH INTERACTIVE SOURCES OF INFORMATION OR THROUGH INFORMATION HIDDEN IN YOUR DESIGN.

DESIGN STRATEGY
REFLECTING



THINK ABOUT HOW TO MAKE THE USER REFLECT ON WHAT
VALUE A DESIGN HAS TO THEM, THROUGH THE MEANING OF THE
DESIGN, OR THE MEMORIES OR STORIES
THEY REPRESENT.

DESIGN STRATEGY
SOCIAL CONNECTIONS



THINK ABOUT MAKING USE OF THE USER'S SOCIAL
CONNECTIONS. THINK ABOUT SOCIAL CONNECTIONS
AS A RESULT OR AS THE FACILITATOR
OF PRODUCT CARE.

DESIGN STRATEGY CONTROL



THINK ABOUT IF YOUR DESIGN PLAYED THE DOMINANT ROLE
IN THE RELATIONSHIP. IF IT WOULD MAKE DECISIONS ITSELF,
STEER THE USER UNCONSCIOUSLY OR EVEN FORCE THE USER
TO PERFORM PRODUCT CARE.

DESIGN STRATEGY
APPROPRIATION



THINK ABOUT CREATING APPROPRIATION POSSIBILITIES FOR
THE USER: BY PROVIDING PERSONALIZATION POSSIBILITIES,
CHANGEABLE PRODUCTS OR STIMULATING THE USER'S
CREATIVITY.

Possible directions to think in:

Providing flexibility

How can you make your design compatible with standard tools and means that the user has at their disposal? How can you make the necessary tools for product care activities accessible?

Providing necessary means

Can your design provide the necessary tools or means?

Providing a service

How can your design support the user with their product care activities? How can you provide product care to the user?

ENABLING

MEANS

Possible directions to think in:

Anticipating effects

How can you make the user associate product care with feeling positive emotions? How can you make the user associate failing to do/ postponing product care with feeling negative emotions? How can you make the user anticipate what will happen if they do/or do not perform the product care activity?

After-effects

How can you create positive feelings after a user performed product care? Or negative feelings if they didn't?

ANTECEDENTS &
CONSEQUENCES

Possible directions to think in:

Push messages

How can your design make them want to perform product care? How can your design push them to perform product care? How can your design indicate what type of product care is needed? How can your design notify or remind users of the product care activities?

Product changes in appearance

How can your design change appearance or behavior to get attention for product care? Can you indicate in a direct or subtle way that product care is needed? How could it make use of sounds, of its shape/texture, of its way of interacting or other characteristics?

Product changes in functionality or performance

How can your design change its functionality or performance to tell that product care is needed?

AWARENESS

Possible directions to think in:

Static info

What forms of traditional information can heighten the knowledge of the user? Try to support the user with manuals or tutorials to perform product care.

Interactive info

What forms of interactive information can heighten the knowledge of the user? Try to make the information adapt to what the user wants or needs to know.

Physical information

How can your design explain what kind of product care would be necessary through its form? Try to use affordances in your design to explain or stimulate the act of product care.

INFORMATION



Possible directions to think in:

Meaningful memories

How can you make your design represent or stimulate making memories? How can you enable the user to connect personal meaning to your design? Try to stimulate product care by making the user feel an emotional attachment to your design.

Showing traces

How can your design tell a story? How can your design show beauty in the wear or traces of use of your design? Try to make the user reflect on the meaning of those traces and the user's relation with your design.

Experience of the product care activity

Can you create a more pleasurable experience for someone performing product care? How do you evoke the desired emotions and experiences during the product care activity?

REFLECTING



Possible directions to think in:

Social connections as a result of product care

How can your design evoke social connections or interactions? How can your design make social activities part of product care activities? Try to see how the act of product care can lead to social interactions between your user and other people.

Social connections as facilitators for product care

How can your design make social connections or interactions support the act of performing product care? Try to see how you can use the social connections the user has (or could have).

Shared ownership

How do people treat products that they share with others? Try to see how shared ownership can affect how people treat products.

SOCIAL CONNECTIONS

Possible directions to think in:

The product takes initiative

How can your design take the first step of product care?
Try to push the user to perform the product care activity.

The product handles product care itself

How can your design update or fix itself? Can your design ensure that the user does not need to act?

Unconscious takeover

How can your design fit an act of product care into the user's daily habits or routines? How can the design, unconsciously, make the user want to perform product care? Try to make the user unconsciously perform product care.

Forcing product care

How would your design force the user to perform product care? Or can your design refuse to work if product care is not performed?

CONTROL



Possible directions to think in:

Personalization

How can your design provide the user with the possibility to alter their product before/after purchase? Try to see how you can make the user alter the design so it fits their personality or identity better.

Ever-changeable products

How can your design be altered during the use-phase? How can your design adjust themselves to the changing needs of the user?

Creative change

How can your design trigger the user to tap into their creative side? Try to inspire and enable the user to appropriate the design.

APPROPRIATION

PERSONA CARD

ROBERT



PERSONA CARD

CELESTE



PERSONA CARD

LUCAS



PERSONA CARD

THORSTEN



PERSONA CARD

NOAH



PERSONA CARD

JULIA



PERSONA CARD

JEAN LUC



PERSONA CARD

MARLEY



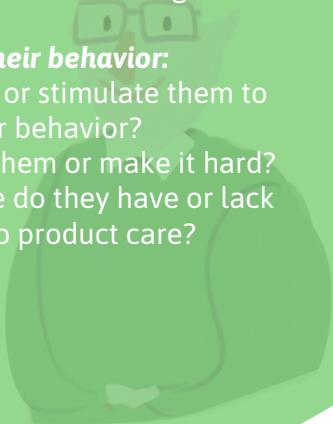
ROBERT

Think about who this person is:

Describe a day from their life.
What is their home situation like?
What do they like/dislike doing?

Think about their behavior:

What would motivate or stimulate them to
change their behavior?
And what would stop them or make it hard?
What skills/knowledge do they have or lack
when it comes to product care?



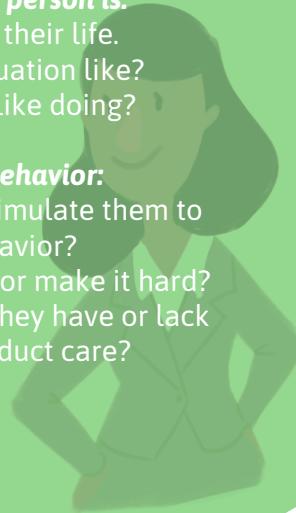
CELESTE

Think about who this person is:

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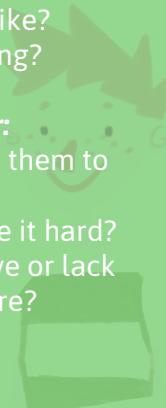
LUCAS

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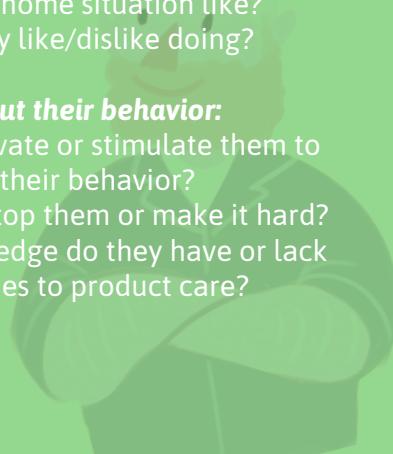
THORSTEN

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NOAH

Think about who this person is:

Describe a day from their life.
What is their home situation like?
What do they like/dislike doing?

Think about their behavior:

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change their behavior?
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when it comes to product care?

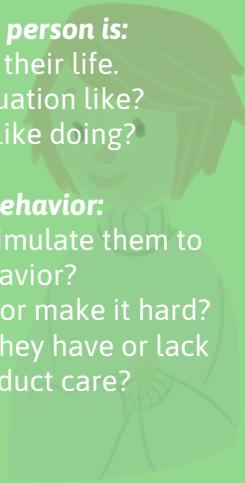
JULIA

Think about who this person is:

Describe a day from their life.
What is their home situation like?
What do they like/dislike doing?

Think about their behavior:

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when it comes to product care?



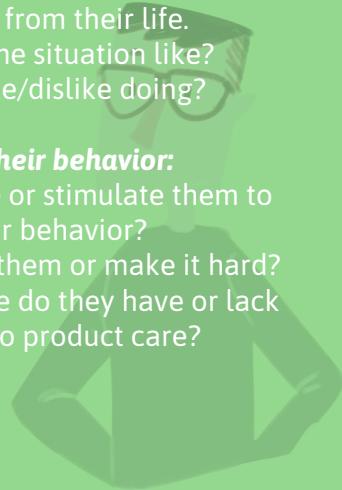
JEAN LUC

Think about who this person is:

Describe a day from their life.
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What do they like/dislike doing?

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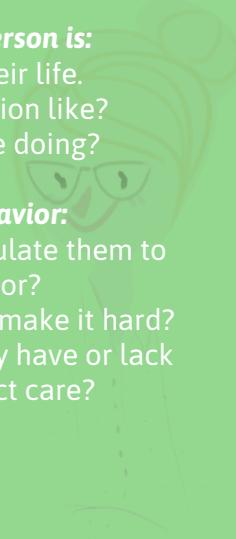
MARLEY

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What do they like/dislike doing?

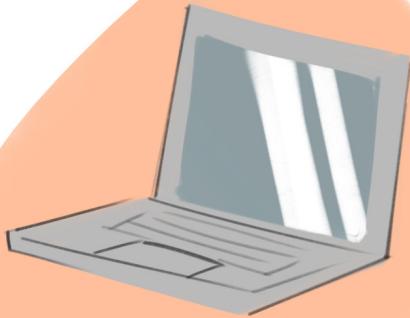
Think about their behavior:

What would motivate or stimulate them to
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PRODUCT CARD

LAPTOP



PRODUCT CARD

CAR



PRODUCT CARD

BACKPACK



PRODUCT CARD

YOUR DESIGN



PRODUCT CARD

DESK CHAIR



PRODUCT CARD

HIKING BOOTS



LAPTOP

Think about this product:

Why do you use it?

How do you use it?

Where and when do you use it?

Think about how it is treated:

What interactions does the user have with it?
(From pre-purchase to disposal.)

In what non-intended ways is it also used?

Which forms of product care can be applied to
this product?

CAR

Think about this product:

Why do you use it?

How do you use it?

Where and when do you use it?

Think about how it is treated:

What interactions does the user have with it?
(From pre-purchase to disposal.)

In what non-intended ways is it also used?

Which forms of product care can be applied to
this product?

BACKPACK

Think about this product:

Why do you use it?

How do you use it?

Where and when do you use it?

Think about how it is treated:

What interactions does the user have with it?
(From pre-purchase to disposal.)

In what non-intended ways is it also used?

Which forms of product care can be applied to
this product?

YOUR DESIGN

Think about this product:

Why do you use it?

How do you use it?

Where and when do you use it?

Think about how it is treated:

What interactions does the user have with it?

(From pre-purchase to disposal.)

In what non-intended ways is it also used?

Which forms of product care can be applied to this product?

DESK CHAIR

Think about this product:

Why do you use it?

How do you use it?

Where and when do you use it?

Think about how it is treated:

What interactions does the user have with it?

(From pre-purchase to disposal.)

In what non-intended ways is it also used?

Which forms of product care can be applied to this product?

HIKING BOOTS

Think about this product:

Why do you use it?

How do you use it?

Where and when do you use it?

Think about how it is treated:

What interactions does the user have with it?
(From pre-purchase to disposal.)

In what non-intended ways is it also used?

Which forms of product care can be applied to
this product?



DESIGN STRATEGY

SOCIAL

SOCIAL CONNECTIONS AS A RESULT
OF PRODUCT CARE



DESIGN STRATEGY

SOCIAL

SOCIAL CONNECTIONS AS A RESULT
OF PRODUCT CARE



DESIGN STRATEGY

SOCIAL

SOCIAL CONNECTIONS AS
FACILITATORS FOR PRODUCT CARE



DESIGN STRATEGY

SOCIAL

SOCIAL CONNECTIONS AS
FACILITATORS FOR PRODUCT CARE



DESIGN STRATEGY
REFLECTING
SHOWING TRACES



DESIGN STRATEGY
REFLECTING
SHOWING TRACES



DESIGN STRATEGY
REFLECTING
MEANINGFUL MEMORIES



DESIGN STRATEGY
REFLECTING
MEANINGFUL MEMORIES



DESIGN STRATEGY
INFORMATION
INTERACTIVE INFO



DESIGN STRATEGY
INFORMATION
INTERACTIVE INFO



DESIGN STRATEGY
INFORMATION
STATIC INFO



DESIGN STRATEGY
INFORMATION
STATIC INFO



DESIGN STRATEGY
INFORMATION
PHYSICAL INFORMATION



DESIGN STRATEGY
INFORMATION
PHYSICAL INFORMATION



DESIGN STRATEGY
AWARENESS
PUSH MESSAGES



DESIGN STRATEGY
AWARENESS
PUSH MESSAGES



DESIGN STRATEGY
AWARENESS
PUSH MESSAGES



DESIGN STRATEGY
AWARENESS
PUSH MESSAGES



DESIGN STRATEGY
AWARENESS
PUSH MESSAGES



DESIGN STRATEGY
AWARENESS
PUSH MESSAGES



DESIGN STRATEGY

AWARENESS

PRODUCT CHANGES IN
FUNCTIONALITY OR PERFORMANCE



DESIGN STRATEGY

AWARENESS

PRODUCT CHANGES IN APPEARANCE



DESIGN STRATEGY

ENABLING

PROVIDING FLEXIBILITY



DESIGN STRATEGY

ENABLING

PROVIDING FLEXIBILITY



DESIGN STRATEGY

ENABLING

PROVIDING NECESSARY MEANS



DESIGN STRATEGY

ENABLING

PROVIDING NECESSARY MEANS



DESIGN STRATEGY

ENABLING

PROVIDING A SERVICE



DESIGN STRATEGY

ENABLING

PROVIDING A SERVICE



DESIGN STRATEGY
ANTECEDENTS &
CONSEQUENCES
ANTICIPATING EFFECTS



DESIGN STRATEGY
ANTECEDENTS &
CONSEQUENCES
ANTICIPATING EFFECTS



DESIGN STRATEGY

REFLECTING

EXPERIENCE OF THE PRODUCT
CARE ACTIVITY



DESIGN STRATEGY

REFLECTING

EXPERIENCE OF THE PRODUCT
CARE ACTIVITY



DESIGN STRATEGY

CONTROL

UNCONSCIOUS TAKEOVER



DESIGN STRATEGY

CONTROL

UNCONSCIOUS TAKEOVER



DESIGN STRATEGY

CONTROL

PRODUCT HANDLES PRODUCT
CARE ITSELF



DESIGN STRATEGY

CONTROL

PRODUCT HANDLES PRODUCT
CARE ITSELF



DESIGN STRATEGY
CONTROL
FORCING PRODUCT CARE



DESIGN STRATEGY
CONTROL
FORCING PRODUCT CARE



DESIGN STRATEGY

APPROPRIATION

EVER-CHANGEABLE PRODUCTS



DESIGN STRATEGY

APPROPRIATION

EVER-CHANGEABLE PRODUCTS



DESIGN STRATEGY

APPROPRIATION

PERSONALIZATION



DESIGN STRATEGY

APPROPRIATION

PERSONALIZATION



DESIGN STRATEGY

APPROPRIATION

CREATIVE CHANGE



DESIGN STRATEGY

APPROPRIATION

CREATIVE CHANGE



DESIGN STRATEGY

CONTROL

PRODUCT TAKES INITIATIVE



DESIGN STRATEGY

CONTROL

PRODUCT TAKES INITIATIVE



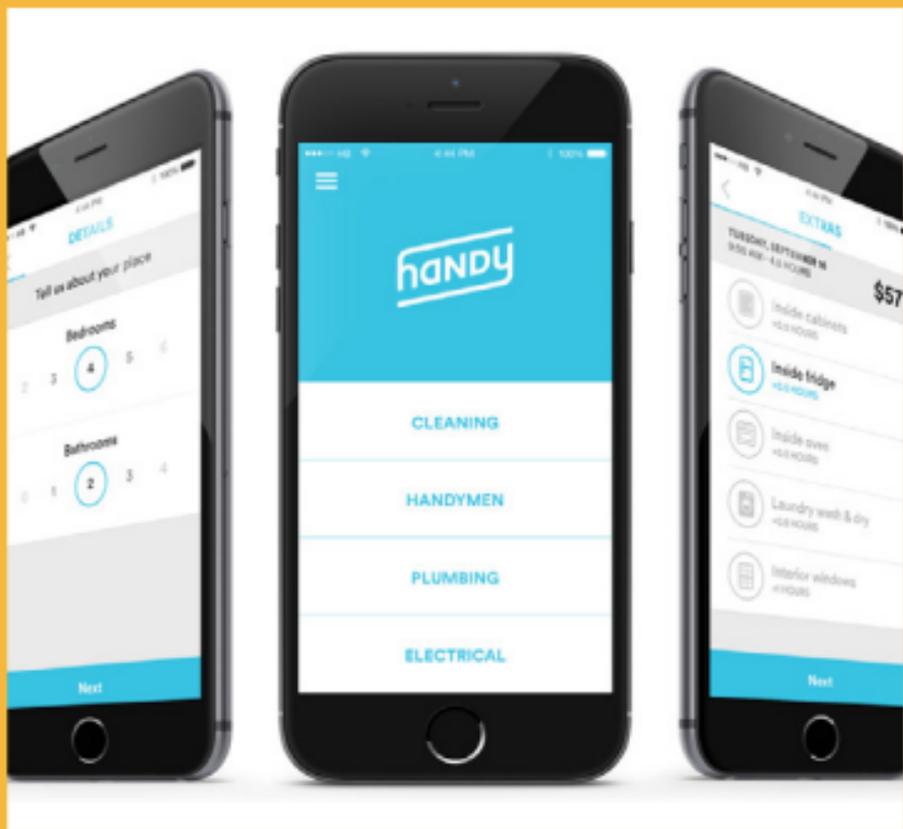
DESIGN STRATEGY
ANTECEDENTS &
CONSEQUENCES
AFTER EFFECTS



DESIGN STRATEGY
ANTECEDENTS &
CONSEQUENCES
AFTER EFFECTS



repaircafes organize events where people can get help from other people, from their town or city, with repairing



some repair apps let you get in contact with other people or experts which can give tips or explanations



teaming up users as repair buddies, so they can help and motivate each other



for some product care tasks
two pairs of hands are needed,
so the user is required to ask
someone else for help



the japanese art of 'kintsugi'
sees these broken products
that are repaired as even more
unique. Ceramics are broken
(on purpose) and glued together
again



Ripening Rugs present a positive take on wear/traces. As the yarn/weave becomes worn it reveals a different colour, texture or pattern. The gradual erosion heightens its attractiveness



this lamp shows the growth of your child over time, making it not only a lamp, but also a recording of the growth of your child over the years



the product has strong ties to strong emotions or times, such as the crib of a baby



a post-apocalyptic game that has a storyline related to the world ending due to a lack of product care and teaching inhabitants on how to prevent this



some garages allow people to try and repair their car themselves and can receive help and tips if they need it from the mechanics there

the classic guide, now completely revised
over 750,000 copies of previous editions sold

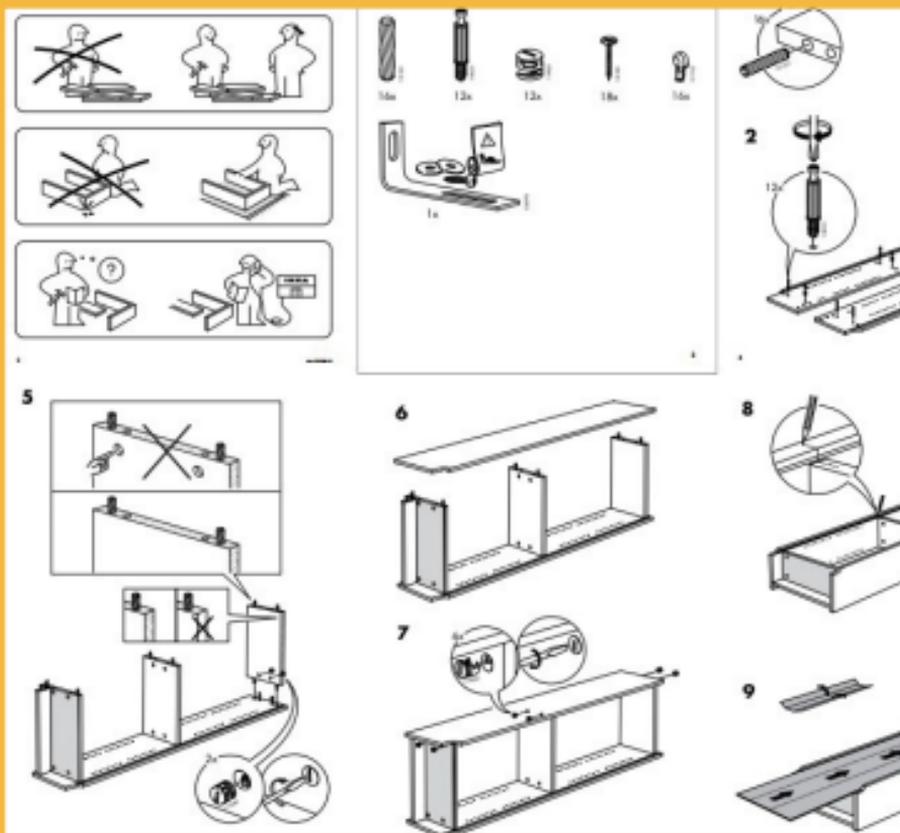
Auto Repair

FOR

DUMMIES[®]



traditional books and manuals explain in text (and sometimes visually) how the product can be repaired



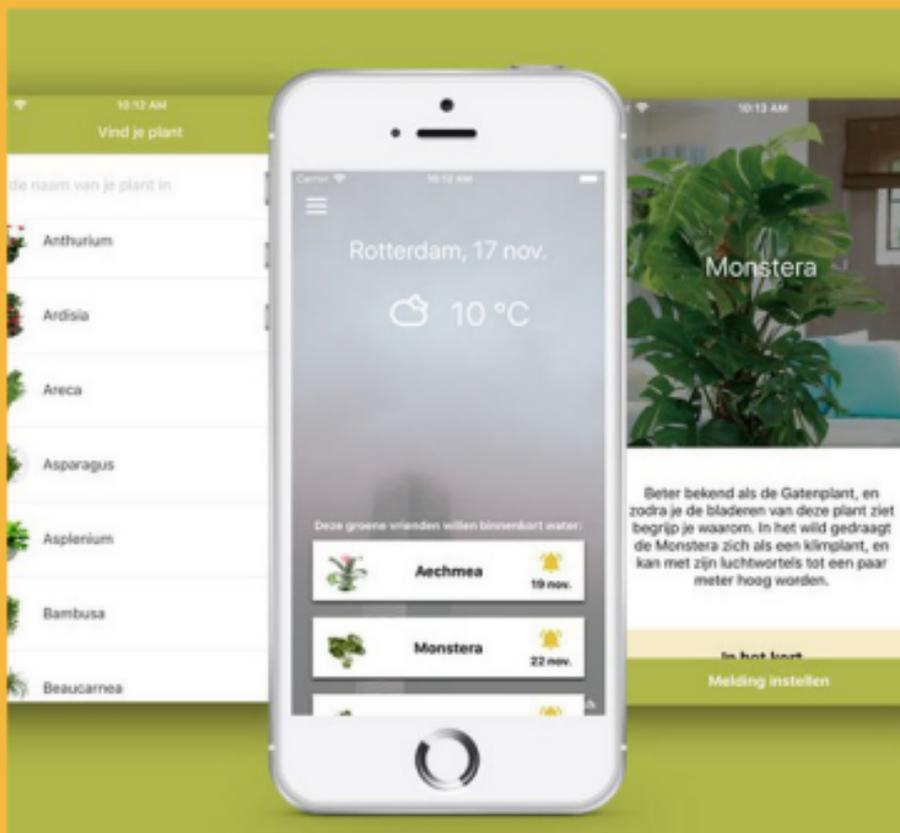
visual manuals give people insights in the different parts of their products, this way the user gets more insights in how the parts are linked and what their function is



some materials or colours, such as white fabrics, make people aware of the fact that dirt gets visible easily so people need to mind the way they use them



de dopper design shows the user how it can be opened and makes it clear that it can be cleaned easier than a regular waterbottle



the app plantsome tracks which plants the user owns and notifies the user when they need to water the plant or perform another action with it

30 DAYS TO A CLEAN HOME

SPRING CLEANING CALENDAR

1 STOVE	2 OVEN	3 FRIDGE	4 MICROWAVE	5 KITCHEN SINK
6 PANTRY	7 KITCHEN COUNTERS	8 CUPBOARDS & DRAWERS	9 DISHWASHER	10 TOILET, SINK & TUB
MEDICINE CHEST & LINEN CLOSET	WINDOWS	WALLS	BASEBOARDS	DOORS

a monthly calendar that tells
you each day what to clean that
day



a sticker with a motivational text covering the camera of your laptop which has a funny pun related to making a backup/ cleaning up your laptop



an app that links product care acts with fun things you want to do, or want to have. When completing a product care task you can reward yourself with that fun thing



signals/alarms for cars are universally used and are a direct indication of what type of product care is needed



flashing lights and alarms when
product care is needed



de steam of a waterboiler that colours grey when it needs to be decalcified, giving meaning to a change (such as the smoke from a papel election)



a waterbottle which after time shows patterns of (fake) mold creeping down every few days, reminding you that it is unsanitary after a while



the city of Rotterdam placed pumps for bikes near bikepaths, making it more accessible for cyclists to pump their tires



a pocketknife can be carried around whenever you want and has a few basic tools that can be used for quick repairing



clothes often provide the user with one or a few extra parts that are often the first to get lost, such as buttons on a shirt which are sewn on the inside of a shirt



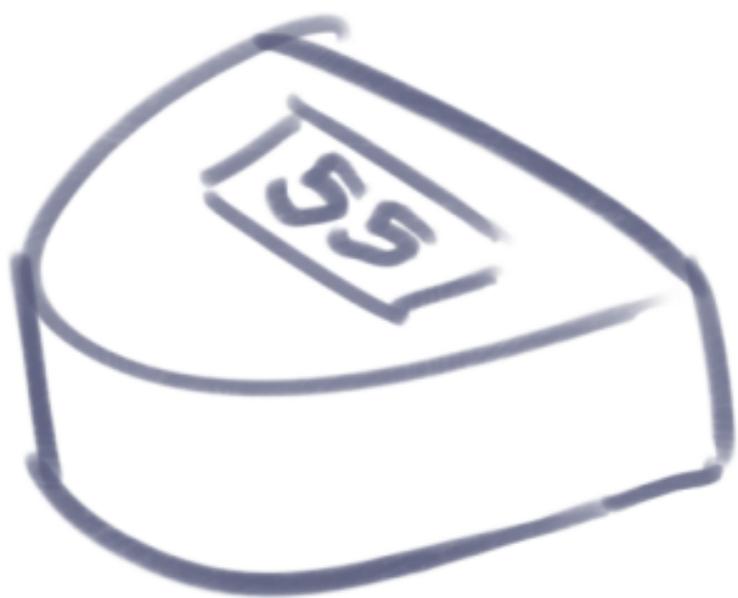
some phone brands provide simple phonecovers when users buy their phones for free



Swapfiets takes over the repair/
maintenance task of users, the
user pays per month for
functioning bike & gets a
different one if their bike breaks



a service that sends a box to your home in which you put your broken electronics that need fixing. They collect it for you & return it again when it is fixed



a mouthguard case showing
how much money you have lost
or broken up till now since you
didn't store it properly



a reward in the shape of likes through your social media after you've performed product care



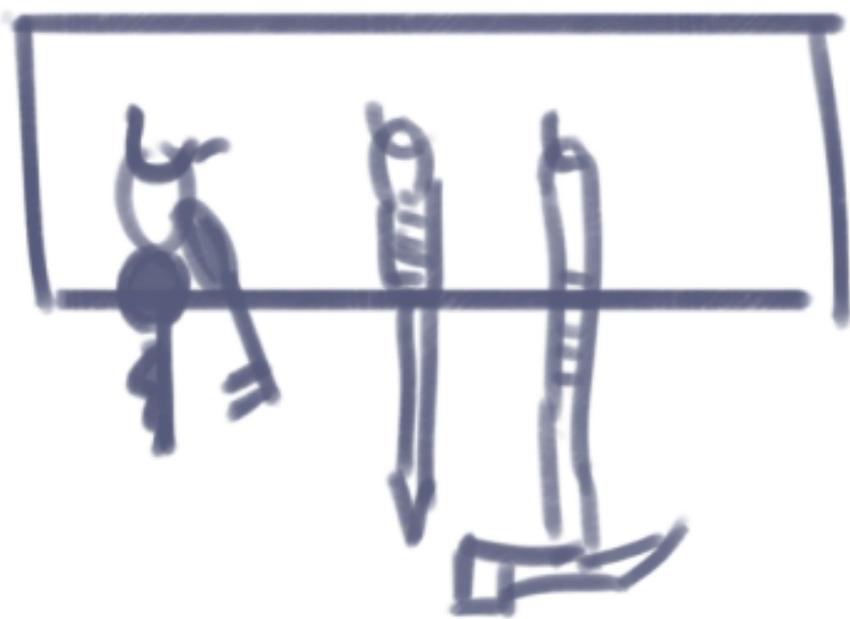
gloves that can be worn and act as a wiping towel, it changes the experience of cleaning because you are much more physically touching your products



the product care activity is
made into a game mission,
together with an app on your
phone



in the beginning of using your car it gives notifications of necessary maintenance & gives off a distinctive smell. After a while it only gives of a scent to unconsciously let users know



toolrack is incorporated into the keyrack near the door, so the user will always see the tools when leaving and coming home

update
done!

A hand-drawn speech bubble with a dark blue outline and a tail pointing downwards. The text inside is written in a casual, handwritten style.

laptop makes automatic updates and changes which will benefit the user



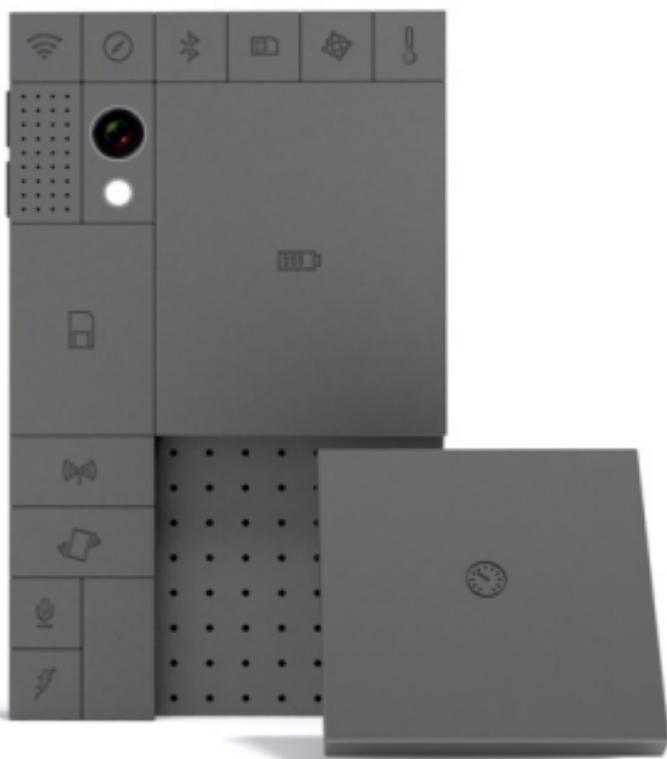
Nissan developed a car with a dirt resistant coating, making it very easy for the user to keep their car clean



a mandatory check-up of the product, such as the APK of cars



the coffeemachine stops working if decalcifying is needed, it indicates it needs maintenance and refuses to make coffee until the machine is decalcified



phoneblocks lets the user change and upgrade the parts of their phone to their current needs



adjustable glasses, they can be altered based on the strength of your eyes. So you'll never need new ones

SUPER.FLY 2 id

Step by Step until success

SIZE

SAVE

1 ✓ 2 ✓ 3 ✓ 4 ✓ 5 ✓ 6 ✓ 7 ✓ 8 ✓ 9 ✓



some shoe brands give options to customize shoes before purchase making it match their identity or preferences



these lamps can be customized by the user by popping their own desired patterns and thus making it fit their preferences for the lamp



the site IKEA hackers gives consumers ideas and inspiration on how to alter IKEA products to make them more unique and fit your desires



an augmented reality app where you can film your furniture and it shows possibilities for customizing/pimping



electronic products are linked to a digital device that sends messages to your contacts, asking them to help you with or a repair activity or maintenance task



coffeemachine pushes out its
water basin to be decalcified.
Like it's showing that it's ready
to be cleaned



a wooden table looks dusty and old over time. After putting a new coat of varnish on it, it can look like new again, the result is visible immediately



if you postpone fixing your bike
you will feel the result. For
example, when you fail to repair
your splash-board your clothes
and stuff can get dirty