

Possible directions to think in:

Providing flexibility

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

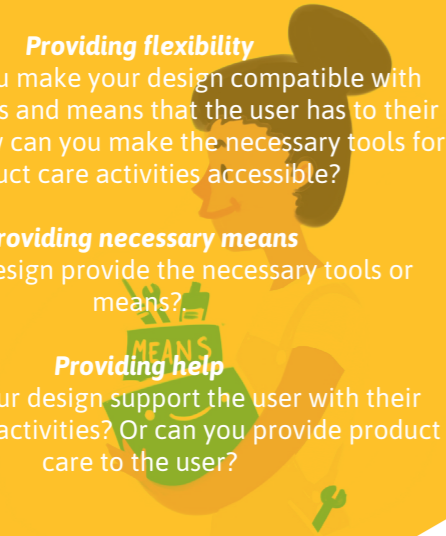
Providing necessary means

Can your design provide the necessary tools or means?

Providing help

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

ENABLING



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/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?

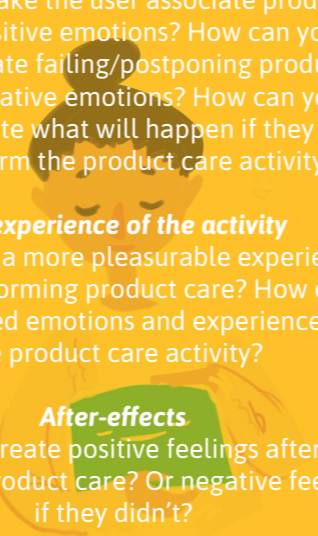
The experience of the activity

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?

After-effects

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

EXPERIENCES



Possible directions to think in:

Motivational triggers

How can your design make them want to perform product care? How can your design push them to perform product care?

Awareness triggers

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

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?

Change in functionality/performance

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

CHANGE



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
EXPERIENCES



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
CHANGE



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.

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.

INFORMING

Possible directions to think in:

Meaningful memories

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

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.

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 a facilitator 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).

SOCIAL

DESIGN STRATEGY
INFORMING



THINK ABOUT HOW YOU CAN HEIGHTEN THE KNOWLEDGE OF THE USER: THROUGH TRADITIONAL FORMS OF INFORMATION, THROUGH INTERACTIVE SOURCES OF INFORMATION AND 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 CONTAIN.

DESIGN STRATEGY
SOCIAL



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

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

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.