



APPENDIX.

Table of Contents

Appendix A	06
Questionnaire sample per country, total sample answers	
Appendix B	108
Sample analysis	
Appendix C	124
Theoretical models	
Appendix D	134
Iterative process, app architecture, feature-set	
Appendix E	170
Project brief	

A cross cultural Study

The project context takes into account differences regarding long-term orientation and individualist mindsets.

Cultural backgrounds are researched in order to find the relevance for design propositions

3

Product care was assessed **in three countries.**



Appendix A

The research study in three countries. Questionnaire sample Austria

Design for Product Care

Thank you for agreeing to take part in this survey. As part of a collaborative research project between the TU Delft University of Technology, and the Salzburg University of Applied Sciences, we're conducting studies on different possibilities to improve Design for Product Care. We'd love to hear from you about what products you use the most and what is your interest in conducting care activities. This will help us bridge current gaps between product care and consumer behaviour.

The survey should only take 5 minutes, and your responses are completely anonymous. Share your thoughts with us and you will automatically be entered to win a sustainable water bottle. We are giving away 10 Doppo bottles for the lucky winners.

If you have any questions about the survey, please email us: s.acevedoolaya@student.tudelft.nl
We really appreciate your input!

In case you were wondering what a Doppo looks like...



What is Product Care?

The group of activities conducted by consumers to prolong the lifetime of products such as repair and maintenance. This behaviour according to research of Laura Ackermann, is defined as product care. In order to promote more sustainable consumption, products should remain usable as long as possible.

Please select the frequency in which you take care of the listed products

*

	Weekly	Monthly	Less often than a month
Watch	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shoes	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bike	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Glasses	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leather garments	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Car	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Backpack	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Hiking shoes	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Personal Laptop	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Kettle or pot	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

How relevant it is for you to take care of these products? If you are answering on your mobile, please swipe right to rate from 1 to 7. *

	1 Not very relevant	2	3	4	5	6	7 Very relevant
Watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Shoes	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Glasses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Leather garments	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Backpack	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiking shoes	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal laptop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Kettle or pot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is the main reason to take care of your products? Please select all answers that apply *

- Save maintenance fees which can be used for other purposes
- Ensure that the product works as you expect along its lifetime
- Personal interest in reducing waste and impact on the environment

Do you take care of most of your products normally? *

- Yes, always
- Yes, sometimes
- Yes, rarely
- No, never

If yes, you take care of your products by... Please select all answers that apply

- Cleaning e.g. removing dust, mopping
- Repairing e.g. replacing broken parts
- Conducting maintenance e.g. testing the functions of the product
- Tweaking the product to a point I prefer to use it e.g. adjusting the angle and position of a bicycle saddle
- Conducting a periodical inspection e.g. tightening the screws of a pair of glasses / greasing and lubricating components
- Contacting friends to share care tips / receive support from them
- Another reason

Do you have another reason? Please type your additional reason...

I prefer taking care with little effort to replacing products or buying new ones or having to make expensive repairs

Do you know how to take care of the products you own? *

- Yes, I think I am an expert
- Yes, I can know quite well
- Yes, I know the basics
- No, not always
- No, I don't know very well
- No, I have no clue

Do you share care tips with your friends? *

- Yes, I usually contact friends to know how to do it
- Yes, I go to places such as Repair Cafés to know how to do it
- Yes, I sometimes ask friends
- Yes, I am very up to date on this sort of tasks and tips
- No, I prefer to ask an expert
- No, I like to solve it by myself

Do you have the tools you need to take care of your products? *

- Yes, I have everything I need
- Yes, I have some of them
- No, I have only one
- No, not always
- No, I don't have any tools

Do you have the tools you need to maintain your products? *

- Yes, I have everything I need
- Yes, I have some of them
- No, I have only one
- No, not always
- No, I don't have any tools

Do you have the required tools to repair your products? *

- Yes, I have everything I need
- Yes, I have some of them
- No, I have only one
- No, not always
- No, I don't have any tools

Do you have access to these tools within your social circle? *

- Yes, always. I have friends with a lot of tools
- Yes, for some products I do have access
- No, rarely
- No, I never find what I need
- Another option

Another option? Please type your additional option...

What are the major limitations for you to take care of your products? *

- Repairment fees are expensive
- I don't have the required tools
- I prefer to take the product to an expert
- I am afraid of damaging the product
- I lack knowledge to do it
- Another reason

Another reason? Please type your additional reason...

The products are sometimes not made to be repaired

What is your age? *

- 18 - 24
- 25 - 34
- 35- 44
- 45 - 54
- 55 - 64

What is your gender? *

- Male
- Female
- Other

Where are you from? *

Austria

What is the highest degree or level of school you have completed? *

- Less than a high school diploma
- High school degree
- Technical/vocational training
- Bachelor's degree
- Master's degree
- Doctorate degree

Are you currently ... *

- Self-employed
- Full time employee
- Out of work but looking for work
- A student
- A Homemaker
- Retired

1-9-2019

Design for Product Care

If you want to take part in the contest to win a Dopper bottle, please share your email address with us. (Only the winners will get a reply)
Thanks for participating

lisa.winkler@fh-salzburg.ac.at

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Appendix A

The research study in three countries. Questionnaire sample The Netherlands

Design for Product Care

1-9-2019

Design for Product Care

Design for Product Care

Thank you for agreeing to take part in this survey. As part of a collaborative research project between the TU Delft University of Technology, and the Salzburg University of Applied Sciences, we're conducting studies on different possibilities to improve Design for Product Care. We'd love to hear from you about what products you use the most and what is your interest in conducting care activities. This will help us bridge current gaps between product care and consumer behaviour.

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We really appreciate your input!

In case you were wondering what a Dopper Special edition looks like...



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Car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Hiking shoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Laptop	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Another option? Please type your additional option...

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- I am afraid of damaging the product
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- Another reason

Another reason? Please type your additional reason...

What is your age? *

- 18 - 24
- 25 - 34
- 35- 44
- 45 - 54
- 55 - 64

What is your gender? *

- Male
- Female
- Other

Where are you from? *

Netherlands

What is the highest degree or level of school you have completed? *

- Less than a high school diploma
- High school degree
- Technical/vocational training
- Bachelor's degree
- Master's degree
- Doctorate degree

Are you currently ... *

- Self-employed
- Full time employee
- Out of work but looking for work
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1-9-2019

Design for Product Care

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Thanks for participating

Mereldub@gmail.com

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Appendix A

The research study in three countries. Questionnaire sample Colombia

30-8-2019

Diseño para el cuidado del producto

Diseño para el cuidado del producto

Gracias por aceptar participar en esta encuesta. Como parte de un proyecto de investigación en colaboración entre la Universidad de Tecnología de TU Delft y la Universidad de Ciencias Aplicadas de Salzburgo, estamos realizando estudios sobre diferentes posibilidades para mejorar el diseño para el cuidado del producto. Nos encantaría saber su opinión sobre que productos utiliza con más frecuencia y cual es su interés en realizar actividades para cuidar sus productos. Esto nos ayudará a cerrar las brechas actuales entre el cuidado del producto y el comportamiento del consumidor.

La encuesta sólo deberá tomar 5 minutos, y sus respuestas son completamente anónimas.

Comparta sus pensamientos con nosotros y automáticamente entrará a participar en un sorteo de una botella sostenible, que fue acreedora al premio de diseño Red Dot. La botella Dopper es una alternativa que busca crear conciencia acerca del uso de plástico en botellas desechables y está ayudando a incrementar el acceso a agua potable alrededor del mundo. Estamos regalando cuatro botellas Dopper para los afortunados ganadores.

Si tiene cualquier inquietud sobre la encuesta, porfavor contactactenos en: s.acevedoolaya@student.tudelft.nl
Apreciamos su participación y aporte! Que tenga un buen día.

30-8-2019

Diseño para el cuidado del producto

En caso de que se estuviera preguntando cómo es una Dopper...



¿Qué es el cuidado del producto?

Es el grupo de actividades realizadas por los consumidores para prolongar la vida útil de productos, tales como la reparación y el mantenimiento. Este comportamiento según Laura Ackermann, se define como el cuidado del producto. Con el fin de promover un consumo más sostenible, los productos deben ser utilizados el mayor tiempo posible.

Por favor seleccione la frecuencia con la que realiza actividades para cuidar los productos de la siguiente lista

	Semanalmente	Mensualmente	Con menos frecuencia que un mes
Reloj	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zapatos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicicleta	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gafas	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prendas de cuero	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Morral	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Zapatos para hiking	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Computador portátil	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Olla o Kettle	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

¿Que tan relevante es cuidar estos productos para usted? * Si está respondiendo en su teléfono móvil, deslícese hacia la derecha para calificar de 1 a 7.

	1 No muy relevante	2	3	4	5	6	7 Muy relevante
Reloj	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zapatos	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicicleta	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gafas	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prendas de cuero	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Morral	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zapatos para hiking	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portátil personal	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Olla o Kettle	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

¿Cuál es la razón principal para cuidar de sus productos? Puede seleccionar todas las respuestas que apliquen *

- Ahorrar las tarifas de mantenimiento que pueden utilizarse para otros fines
- Asegurarse de que el producto funcione como espera a lo largo de su vida útil
- Interés personal en la reducción de residuos e impacto en el medio ambiente

¿Cuida la mayoría de sus productos normalmente? *

- Sí, siempre
- Sí, ocasionalmente
- Sí, raramente
- No, nunca

En caso afirmativo, cuida sus productos... Puede seleccionar todas las respuestas que apliquen

- Limpiando e.g. trapear/remover el polvo de una superficie/equipo
- Reparando e.g. reemplazo de partes dañadas
- Realizando mantenimiento e.g. probando las funciones del producto
- Ajustando el producto a la manera en que prefiero utilizarlo e.g. ajustando el ángulo y la posición del sillín de una bicicleta
- Llevando acabo una inspección periódica e.g. apretando los tornillos de unas gafas / engrasando y lubricando los componentes
- Poniendose en contacto con amigos para compartir consejos de cuidado / recibir apoyo de ellos cuando no conoce el proceso
- Otra razón

¿Tiene otra razón? Por favor escriba su otra razón...

¿Sabe como cuidar los productos que tiene? *

- Sí, creo que soy un experto
- Sí, puedo saber bastante bien
- Sí, se lo básico
- No, no siempre
- No, no sé muy bien
- No, no tengo ni idea

¿Comparte consejos sobre el cuidado de los productos con amigos? *

- Sí, suelo contactar a amigos para saber cómo hacerlo
- Sí, voy a lugares como Cafés de reparación para saber cómo hacerlo
- Sí, a veces le pregunto a mis amigos
- Sí, estoy muy al día en este tipo de tareas y consejos
- No, prefiero consultar un experto
- No, me gusta resolverlo por mi cuenta

¿Tiene las herramientas que necesita para cuidar de sus productos? *

- Sí, tengo todo lo que necesito
- Sí, tengo algunos de ellos
- No, sólo tengo uno
- No, no siempre
- No, no tengo ninguna herramienta

¿Tiene las herramientas necesarias para hacerle mantenimiento a sus productos? *

- Sí, tengo todo lo que necesito
- Sí, tengo algunos de ellos
- No, sólo tengo uno
- No, no siempre
- No, no tengo ninguna herramienta

¿Tiene las herramientas necesarias para reparar sus productos? *

- Sí, tengo todo lo que necesito
- Sí, tengo algunos de ellos
- No, sólo tengo uno
- No, no siempre
- No, no tengo ninguna herramienta

¿Tiene acceso a estas herramientas dentro de su círculo social? *

- Sí, siempre. Tengo amigos con muchas herramientas
- Sí, para algunos productos las tengo
- No, raramente
- No, nunca encuentro lo que necesito
- Otra opción

¿Tiene otra opción? Por favor escriba su otra opción...

¿Cuáles son las principales limitaciones para que usted cuide de sus productos? *

- Las tarifas de reparación son caras
- No tengo las herramientas necesarias
- Prefiero llevar el producto a un experto
- Me preocupa dañar el producto
- Me faltan conocimientos para hacerlo
- Otra razón

¿Tiene otra razón? Por favor escriba su otra razón...

¿Cuál es su edad? *

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64

¿Cuál es su género? *

- Hombre
- Mujer
- Otro

¿De dónde es usted?

¿Cuál es el grado o nivel más alto de educación que ha completado? *

- Menos que un diploma de escuela secundaria
- Diploma de secundaria
- Entrenamiento técnico / vocacional
- Licenciatura / pregrado
- Maestría
- Doctorado

Está actualmente... *

- Empleado por cuenta propia
- Empleado tiempo completo
- Sin empleo pero buscando empleo
- Estudiando
- Dedicado al hogar
- Retirado

Si quiere participar en el concurso para ganar una botella Dopper, comparta su dirección de correo electrónico con nosotros. *Sólo los ganadores recibirán una respuesta. Gracias por participar

Este contenido no ha sido creado ni aprobado por Google.

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Appendix A

The research study in three countries. General results

Individual	Country	Age	Gender	Degree	Current activity							
1	1	1	2	2	4	4	1	1	2	1	4	4
1	1	1	2	2	4	4	1	1	2	2	4	4
1	1	1	2	2	4	4	1	1	3	1	4	4
1	1	1	2	2	4	4	1	1	2	1	4	4
1	1	1	2	2	5	4	1	1	2	2	5	2
1	1	1	1	2	4	4	1	1	2	2	4	4
1	1	1	1	2	4	4	1	1	2	2	4	4
1	1	1	1	2	4	4	1	1	1	2	4	4
1	1	1	2	1	4	4	1	1	1	2	2	4
1	1	1	1	2	4	4	1	1	2	1	6	2
1	1	1	2	1	4	4	1	1	2	2	5	3
1	1	1	1	2	4	4	1	1	2	1	5	2
1	1	1	2	1	5	4	1	1	2	2	5	4
1	1	1	1	1	4	4	1	1	2	2	4	5
1	1	1	2	2	5	4	1	1	2	2	5	2
1	1	1	2	1	4	4	1	1	2	2	4	2
1	1	1	2	2	4	4	1	1	2	2	5	3
1	1	1	2	2	4	4	1	1	1	1	4	4
1	1	1	2	2	4	4	1	1	2	2	5	2
1	1	1	1	2	4	4	1	1	1	1	4	4
1	1	1	2	2	5	4	1	1	2	2	5	4
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Watch frequency	Shoes frequency	Bike frequency	Glasses frequency	Leather frequency
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Car frequency	Backpack frequency	Hiking shoes frequency	Laptop frequency	Kettle frequency
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Watch relevance	Shoes relevance	Bike relevance	Glasses relevance	Leather relevance
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Car relevance	Backpack relevance	Hiking shoes relevance	Laptop relevance	Kettle relevance
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Another care reason

Know how to

Share tips

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2	3
4	3
4	6
4	3
4	5
4	1
3	3
3	3
2	1
2	4
4	3
3	1
4	1
3	3
3	1
2	5
2	3
3	3
3	3
3	3
2	3
4	3
2	1
3	3
3	3
4	3
3	5
2	1
3	6
4	3
3	1
5	3
3	3
3	6
4	5
4	3
2	3
2	3
3	6

Social acceptance

Something is off / free time

Avoding repurchase

Swap tasks with friends

Depending on the interest of a product (bike parts)

Updated software

For fun/hobby

Youtube tutorials

Emotional bond/ attachment

Appearance

Little effort to replace or expensive fees

Careful treatment avoid maintenance

4	1
2	1
3	6
3	3
3	3
4	1
2	3
4	6
2	3
3	3
4	5
3	3
3	3
3	5
3	3
3	3
3	3
3	3
3	1
3	1
3	5
3	6
2	6
3	3
2	1
3	1
3	5
4	5
5	3
4	1
3	6
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4	3
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3	3
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2	1
2	6
3	3
2	1
3	1
2	3

Economic reasons expensive

3	3
2	3
2	4
3	6
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4	3
2	1
3	3
3	5
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3	3
2	6
2	3
1	3
2	6
2	6
3	6
2	1
1	6
2	5
1	1
2	4

Making new products with old parts

Personal interest in the bike

Careful use

Safety reasons

Useful life
Reduce fees/avoid waste

2	6
2	3
3	3
4	3
3	5
2	1
2	5
2	6
4	3
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3	3
4	3
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4	6
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	3	1
	3	6
	2	4
	3	3
	3	5
	3	3
	3	6
	4	3
	2	4
	4	5
	3	3
	3	3
	3	6
	3	6
	3	5
	3	3
	6	6
	2	6
	4	3
	3	3
	3	3
	3	3
Following use instructions/careful use behaviour	2	3
	4	3
	3	3
	3	6
	3	3
	2	4
	1	1
	3	3
	3	5
	3	3
	4	6
	2	3
	3	3
	2	1
	2	5
	2	3
	2	3
	3	3
	2	3
	3	1
Give away to other people	4	3
	2	1
	2	3
	3	5
	2	1
	3	3
	3	3
	3	3
	3	3
	3	6
	2	1
	3	3
Repairing broken products/recycling functional parts	1	3
	4	6
Quality of the product/safety related to the service	2	1
	3	6

	4	5
	4	5
	3	6
	4	3
	3	4
	3	3
	3	5
	3	5
	3	4
	4	3
	3	3
	3	3
	3	3
	3	3
	3	5
	3	1
	3	1
	3	3
	3	5
	3	6
	3	3
	4	6
	3	3
	3	5
	2	3
	4	3
	3	3
	3	3
	3	2
	3	3
	3	3
	3	3
	3	3
	3	6
Ethics	3	3
	3	3
	3	3
Avoid unnecessary expenses	3	6
Archives backup/save	3	5
	3	5
	3	3
	2	1
	2	1
Extend the product lifetime	3	3
	3	3
	3	3
	3	3
	3	3
	3	1
	4	3
	2	5
using the product for the task it was designed	3	3
	3	3

Care tools	Maintenance tools	Repair tools	Social access	Another opt	
4	3	4	2	0	
4	4	4	1	0	
2	2	4	3	0	
4	4	4	2	1	
2	2	2	1	0	
2	2	3	2	1	
2	2	2	2	0	
2	4	4	2	0	
2	4	5	2	0	
1	1	1	2	0	
4	4	4	1	0	
5	5	5	3	1	
2	2	2	1	0	
2	2	4	3	0	
2	2	4	3	0	
2	4	4	2	0	
5	2	3	3	1	
2	4	3	1	0	
4	4	2	2	0	
2	4	2	2	0	
4	4	4	2	0	
2	2	2	1	0	
2	2	3	2	1	
2	2	1	5	1	
2	2	2	3	0	
4	4	4	5	1	
2	2	2	2	0	
2	2	4	2	0	
2	2	4	3	0	
2	4	5	2	0	
2	2	2	3	0	
2	2	2	2	0	
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4	4	4	3	0	
2	2	2	2	0	
4	4	4	3	0	
2	2	2	1	1	
2	2	2	1	0	
4	2	4	2	0	
4	4	4	2	0	
4	2	5	3	0	
2	2	2	2	0	
3	4	4	3	0	
4	3	3	3	0	
2	4	4	2	0	
4	4	5	2	0	
2	2	2	2	0	
4	2	4	2	0	
2	3	3	3	0	
2	2	4	2	0	
2	2	2	2	0	
2	2	4	2	0	

4	4	5	2	0
2	2	2	2	0
4	4	4	2	0
2	2	4	3	0
2	2	2	2	0
2	2	2	1	0
4	4	5	3	0
4	4	4	2	0
2	2	2	2	0
2	4	4	3	0
2	2	2	2	0
4	4	4	3	0
2	2	2	2	0
2	2	2	2	0
2	4	4	2	0
4	4	4	2	0
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2	3	3	1	0
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2	5	3	2	0
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4	4	4	2	1
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1	2	2	2	0
2	2	3	2	0
2	2	4	3	0
3	2	3	2	0
1	2	2	1	0
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4	5	4	2	0
4	3	4	2	0
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2	3	4	2	0
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2	2	2	2	0
2	2	2	1	0
1	4	2	2	0
2	2	2	2	0
2	1	2	2	0
2	2	3	3	0

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2	2	2	1	0
1	2	2	2	1
2	2	2	2	0
1	2	2	2	1
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2	2	2	1	0
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2	2	2	2	0
2	2	2	2	0
4	4	4	1	0
2	2	2	2	0
2	2	2	2	0
4	4	4	2	0
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1	1	1	1	0
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2	2	2	1	0
2	2	4	2	0
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2	2	2	2	0
2	2	2	2	0
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2	2	2	1	0
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3	3	2	1	0
1	1	3	1	0
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2	2	3	2	0
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1	1	2	2	0
4	2	2	2	0
1	1	1	1	0
1	1	1	1	0
2	2	2	2	0
2	3	2	1	0
1	1	1	2	0

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2	2	2	1	0
2	2	2	1	0
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2	2	1	3	0
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1	1	3	2	0
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1	2	2	1	0
4	4	4	2	0
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4	4	4	2	0
4	4	2	2	0
2	4	3	1	0
1	1	1	1	0
2	4	4	2	0
4	4	4	1	0
1	1	1	3	0
2	2	2	2	0
4	4	4	2	0
2	2	4	1	0
2	2	4	3	0
4	4	4	3	0
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2	2	2	2	0
2	2	2	2	0
2	2	2	2	0
2	2	2	3	0
2	2	2	2	0
2	2	4	2	0
1	1	4	2	0
2	2	4	1	0
2	2	2	2	0
4	5	4	3	0
4	4	4	2	0
1	1	4	4	0
2	3	4	3	0

	Limitations fees	Limitations tools			
Another option	0	0			0
	0	1			1
	1	0			0
Knowledge confidence depending on the task difficulty	0	1			0
	0	0			0
Borrow from other places (faculty, station)	0	1			0
	1	0			0
	1	1			0
	1	0			0
	1	0			0
Take from roomates	1	1			1
	0	1			0
	1	1			0
	1	1			1
	0	1			1
Buy them	0	0			0
	1	0			0
	1	1			0
	0	0			0
	1	0	IO Workshop		0
	0	0			1
FB house group neighbours	0	1			1
University's workshop	0	1			0
	1	1	Peerby sharing apps		1
Personal questions are uncomfortable	1	0			0
	0	0			1
	0	0			0
	1	1			0
	0	0			0
	1	0			0
	1	1			1
University's workshop	1	1			0
	1	1			0
Parents	0	0			1
	1	0			0
	0	1			1
	0	1			0
	0	0			0
	1	0	free services / optometristis offer glasses polishment		1
	0	1			1
	0	0			1
	0	1			1
	0	0			1
	0	1			0
	1	0			1
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	1	0			0
	1	1			0
	0	0			1

Share tips with parents' friends

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Sharing is caring

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Family

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Knowledge how to do it

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Open workshops

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Youtube tutorialas

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	1	0		0	0
	0	1		0	0
	1	0		1	0
	1	1		0	1
	0	1		1	0
	0	0		0	0
	1	0		1	0
	0	0		0	0
	1	0		1	1
	0	1		0	1
	1	1		0	0
	1	0		1	1
Repair contract	0	0		0	0
	1	0		0	0
	0	0		1	0
	0	1		0	1
	1	0		0	0
	0	0		0	0
	0	0		0	1
	0	0		1	0
	0	0		0	0
	0	0		0	0
	0	1		0	0
	0	0		0	1
	0	0		0	0
	0	0		0	0
	0	1		0	0
	0	0		1	1
	0	1		1	0
	1	1		1	1
Access to repair and maintenance specialized service	0	0	Expert	0	0
	0	0		0	0
	0	0		0	0
	1	0		1	0
	1	0		0	0
Small repair shops	0	0		1	1
	1	1		0	0
	0	0		1	0
	0	0		1	0
	1	0		0	1
	1	0		0	0
	0	0		0	0
	0	0		1	1
	0	0		0	0
	0	0		0	0
	0	0		0	0
	0	1		0	0
	1	1		0	0
	0	1		0	0
go to the factory/dealer shop	0	0		0	0
	0	0		0	0
	1	0		1	1

Limitations expert	Limitations damage	Limitations knowledge	Other limitations
1	1	1	0
1	1	1	0
0	0	0	0
1	0	0	1
0	0	1	1
0	0	0	1
0	0	0	0
0	0	1	0
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0	1	1	0
1	1	1	0
1	1	1	0
1	1	1	0
0	0	1	1
1	1	1	0
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0	0	0	1
0	1	1	0
0	0	1	0
0	0	0	1
1	0	0	1
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0	0	0	1
1	1	1	0
0	1	0	0
0	1	0	0
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	1

0	0	1	0
0	0	1	0
0	0	0	0
0	0	0	0
0	0	1	0
0	1	0	0
0	1	1	0
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1	1	1	0
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0	1	1	0
0	0	1	0
0	0	0	0
0	0	1	0
0	0	1	0
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0	0	1	0
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0	0	0	0
0	0	0	0
0	0	0	1
0	0	0	0
0	0	1	0
0	0	0	0
0	0	0	0
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0	0	1	0
0	0	0	1
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
0	0	1	0
0	0	0	1
0	0	0	0

Limitations

Lack of time
Clumsy

Effort vs result

Prefer to replace/ buy a new one

Time

Spare parts availability

Time limitations

Don't care about things. Only good quality / longlasting
Procrastination/ no way to test what is wrong
Time / expert
Time / only when broken

Laziness

Unrepairable products

Laziness/ only expensive products

Time

Time

Use until tear
Time

Time / expert fees

Depening on the products lifespan changes
Depending on the product
Depending on the product

Time/busy priorities

Unrepairable designed

Unrepairable designed

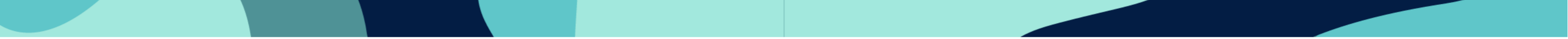
Workshop preference due to the spare parts

Sometimes expert revision

Time

Time

Time



Time

Lack of interest to care/ low value of the product

Keep the product as it comes from factory

Laziness/lack of interest/ is not a priority

Quality of the product

APPENDIX B

Sample analysis

Quantitative research was conducted in three different countries

Appendix B

The research study in three countries quantitative results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Individual	332	1	3	2,18	,848
Country	332	1	3	2,18	,848
Age	332	1	5	2,17	1,158
Gender	332	1	3	1,55	,510
Degree	332	2	6	3,82	1,124
Valid N (listwise)	332				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Watch frequency	332	0	3	2,34	,969
Shoes frequency	332	0	3	2,03	,849
Bike frequency	332	0	3	2,30	,905
Glasses frequency	332	0	3	1,71	,965
Leather frequency	332	0	3	2,35	,952
Car frequency	332	0	3	1,98	,978
Backpack frequency	332	0	3	2,26	,878
Hiking shoes frequency	332	0	3	2,34	1,005
Laptop frequency	332	0	3	1,76	,853
Kettle frequency	332	0	3	1,86	1,012
Watch relevance	332	0	7	3,51	2,329
Shoes relevance	332	1	7	4,69	1,855
Bike relevance	332	0	7	4,05	2,138
Glasses relevance	332	0	7	4,54	2,336
Leather relevance	332	0	7	3,11	1,926
Car relevance	332	0	7	4,27	2,452
Backpack relevance	332	0	7	3,72	1,963
Hiking shoes relevance	332	0	7	2,76	1,944
Laptop relevance	332	0	7	5,55	1,745
Kettle relevance	332	0	7	3,52	2,224
Valid N (listwise)	332				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Economic care	332	0	1	,35	,477
Functional care	332	0	1	,94	,233
Personal care	332	0	2	,41	,498
Normal care	332	1	4	1,72	,670
Cleaning	332	0	1	,93	,259
Repairing	332	0	1	,68	,467
Maintenance	332	0	1	,48	,501
Tweak	331	0	1	,45	,498
Inspection	331	0	1	,40	,492
Friends	332	0	1	,30	,459
Another care	332	0	1	,08	,274
Valid N (listwise)	330				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Know how to	332	1	6	2,88	,786
Share tips	332	1	6	3,46	1,504
Care tools	332	1	5	2,39	,991
Maintenance tools	332	1	5	2,57	1,039
Repair tools	332	1	5	2,80	1,143
Social access	332	1	5	2,03	,798
Another opt	332	0	1	,07	,259
Limitations fees	332	0	1	,41	,492
Limitations tools	332	0	1	,30	,458
Limitations expert	331	0	1	,33	,470
Limitations damage	332	0	1	,41	,492
Limitations knowledge	332	0	1	,39	,489
Other limitations	332	0	1	,11	,308
Valid N (listwise)	331				

Country					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	94	28,3	28,3	28,3
	2	83	25,0	25,0	53,3
	3	155	46,7	46,7	100,0
	Total	332	100,0	100,0	

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	105	31,6	31,6	31,6
	2	136	41,0	41,0	72,6
	3	47	14,2	14,2	86,7
	4	19	5,7	5,7	92,5
	5	25	7,5	7,5	100,0
	Total	332	100,0	100,0	

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	152	45,8	45,8	45,8
	2	178	53,6	53,6	99,4
	3	2	,6	,6	100,0
	Total	332	100,0	100,0	

Degree					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	74	22,3	22,3	22,3
	3	15	4,5	4,5	26,8
	4	146	44,0	44,0	70,8
	5	90	27,1	27,1	97,9
	6	7	2,1	2,1	100,0
	Total	332	100,0	100,0	

Current activity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	54	16,3	16,3	16,3
	2	87	26,2	26,2	42,5
	3	12	3,6	3,6	46,1
	4	166	50,0	50,0	96,1
	5	5	1,5	1,5	97,6
	6	8	2,4	2,4	100,0
	Total	332	100,0	100,0	

Case Processing Summary						
Cases						
Valid						
Missing						
Total						
	N	Percent	N	Percent	N	Percent
Country * Shoes frequency	332	100,0%	0	0,0%	332	100,0%
Country * Glasses frequency	332	100,0%	0	0,0%	332	100,0%
Country * Laptop frequency	332	100,0%	0	0,0%	332	100,0%
Country * Shoes relevance	332	100,0%	0	0,0%	332	100,0%
Country * Glasses relevance	332	100,0%	0	0,0%	332	100,0%
Country * Laptop relevance	332	100,0%	0	0,0%	332	100,0%

Country * Shoes frequency Crosstabulation						
Count						
		Shoes frequency				Total
		0	1	2	3	
Country	1	3	8	42	41	94
	2	0	13	32	38	83
	3	6	66	46	37	155
	Total	9	87	120	116	332

Country * Glasses frequency Crosstabulation						
Count						
		Glasses frequency				Total
		0	1	2	3	
Country	1	5	40	14	35	94
	2	7	40	13	23	83
	3	6	82	23	44	155
	Total	18	162	50	102	332

Country * Laptop frequency Crosstabulation						
Count						
		Laptop frequency				Total
		0	1	2	3	
Country	1	0	41	33	20	94
	2	1	45	27	10	83
	3	10	51	45	49	155
	Total	11	137	105	79	332

Country * Shoes relevance Crosstabulation								
Count								
Shoes relevance								
	1	2	3	4	5	6	7	
Country	1	2	5	14	18	32	11	12
	2	8	8	14	11	17	15	10
	3	16	9	16	14	22	29	49
Total		26	22	44	43	71	55	71

Country * Shoes relevance Crosstabulation		
Count		
Total		
Country	1	94
	2	83
	3	155
Total		332

Country * Glasses relevance Crosstabulation								
Count								
Glasses relevance								
	0	1	2	3	4	5	6	
Country	1	3	25	3	8	12	16	5
	2	5	13	8	1	11	8	14
	3	0	22	3	13	16	17	24
Total		8	60	14	22	39	41	43

Country * Glasses relevance Crosstabulation			
Count			
Glasses relevance			
Total			
Country	1	22	94
	2	23	83
	3	60	155
Total		105	332

Country * Laptop relevance Crosstabulation								
Count								
Laptop relevance								
	0	1	2	3	4	5	6	
Country	1	0	1	0	7	2	25	25
	2	1	2	1	3	5	10	22
	3	3	12	4	10	17	27	16
Total		4	15	5	20	24	62	63

Country * Laptop relevance Crosstabulation			
Count			
Laptop relevance			
Total			
Country	1	34	94
	2	39	83
	3	66	155
Total		139	332

Case Processing Summary						
Cases						
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Country * Functional care	332	100,0%	0	0,0%	332	100,0%
Country * Personal care	332	100,0%	0	0,0%	332	100,0%

Country * Functional care Crosstabulation				
Count				
Functional care				
Total				
Country	1	6	88	94
	2	3	80	83
	3	10	145	155
Total		19	313	332

Country * Personal care Crosstabulation					
Count					
Personal care					
Total					
Country	1	75	19	0	94
	2	34	48	1	83
	3	89	66	0	155
Total		198	133	1	332

Case Processing Summary ^{a,b}					
Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
332	100,0	0	,0	332	100,0

- a. Squared Euclidean Distance used
- b. Average Linkage (Between Groups)

Average Linkage (Between Groups)

Agglomeration Schedule						
Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	295	296	,000	0	0	96
2	146	246	,000	0	0	13
3	223	230	,000	0	0	79
4	14	15	,000	0	0	92
5	200	274	5,000	0	0	36
6	37	47	5,000	0	0	30
7	287	328	6,000	0	0	11
8	190	307	7,000	0	0	187
9	121	298	7,000	0	0	22
10	33	51	7,000	0	0	42
11	287	291	9,000	7	0	17
12	65	257	9,000	0	0	23
13	18	146	9,000	0	2	72
14	203	280	11,000	0	0	17
15	17	191	11,000	0	0	61
16	6	23	11,000	0	0	181
17	203	287	11,500	14	11	31
18	218	311	12,000	0	0	37
19	61	235	12,000	0	0	100
20	82	173	12,000	0	0	117
21	154	159	12,000	0	0	109
22	121	267	12,500	9	0	73
23	65	258	12,500	12	0	94
24	228	324	13,000	0	0	113
25	87	254	13,000	0	0	149
26	207	250	13,000	0	0	127
27	56	152	13,000	0	0	152

28	98	117	13,000	0	0	59
29	11	19	13,000	0	0	158
30	37	331	13,500	6	0	52
31	203	322	13,800	17	0	58
32	68	285	14,000	0	0	50
33	241	243	14,000	0	0	103
34	12	93	14,000	0	0	105
35	2	9	14,000	0	0	72
36	200	281	14,500	5	0	45
37	218	332	15,000	18	0	98
38	101	182	15,000	0	0	60
39	7	142	15,000	0	0	74
40	63	136	15,000	0	0	108
41	79	91	15,000	0	0	99
42	33	36	15,500	10	0	86
43	233	317	16,000	0	0	79
44	106	214	16,000	0	0	136
45	185	200	16,000	0	36	157
46	38	138	16,000	0	0	163
47	83	127	16,000	0	0	90
48	42	94	16,000	0	0	158
49	32	88	16,000	0	0	113
50	68	69	16,000	32	0	58
51	16	34	16,000	0	0	99
52	37	292	16,667	30	0	106
53	21	284	17,000	0	0	87
54	137	189	17,000	0	0	116
55	86	102	17,000	0	0	138
56	40	77	17,000	0	0	105
57	72	76	17,000	0	0	150
58	68	203	17,389	50	31	120
59	98	259	17,500	28	0	109
60	101	209	17,500	38	0	95
61	17	46	17,500	15	0	106
62	145	313	18,000	0	0	116
63	208	289	18,000	0	0	154
64	126	206	18,000	0	0	144
65	149	327	19,000	0	0	94
66	253	312	19,000	0	0	143
67	99	237	19,000	0	0	117
68	122	232	19,000	0	0	119
69	164	226	19,000	0	0	147
70	163	177	19,000	0	0	180
71	28	35	19,000	0	0	202
72	2	18	19,000	35	13	88
73	57	121	19,333	0	22	107

74	7	96	19,500	39	0	152
75	264	314	20,000	0	0	133
76	248	310	20,000	0	0	170
77	60	277	20,000	0	0	203
78	157	242	20,000	0	0	207
79	223	233	20,000	3	43	248
80	180	204	20,000	0	0	262
81	118	198	20,000	0	0	198
82	168	186	20,000	0	0	104
83	112	174	20,000	0	0	143
84	52	144	20,000	0	0	130
85	27	123	20,000	0	0	147
86	33	75	20,000	42	0	156
87	21	62	20,500	53	0	110
88	2	8	20,800	72	0	125
89	109	306	21,000	0	0	174
90	83	213	21,000	47	0	188
91	13	210	21,000	0	0	174
92	14	201	21,000	4	0	167
93	10	24	21,000	0	0	210
94	65	149	21,167	23	65	124
95	101	212	21,333	60	0	107
96	119	295	22,000	0	1	118
97	194	271	22,000	0	0	166
98	197	218	22,000	0	37	125
99	16	79	22,000	51	41	146
100	50	61	22,000	0	19	167
101	44	45	22,000	0	0	208
102	211	273	23,000	0	0	196
103	120	241	23,000	0	33	121
104	168	221	23,000	82	0	214
105	12	40	23,000	34	56	195
106	17	37	23,000	61	52	139
107	57	101	23,250	73	95	128
108	58	63	23,500	0	40	182
109	98	154	23,667	59	21	128
110	21	114	23,667	87	0	164
111	239	300	24,000	0	0	173
112	39	231	24,000	0	0	161
113	32	228	24,000	49	24	139
114	178	184	24,000	0	0	160
115	147	172	24,000	0	0	200
116	137	145	24,000	54	62	146
117	82	99	24,000	20	67	175
118	97	119	24,333	0	96	205
119	85	122	24,500	0	68	189

120	68	276	24,556	58	0	124
121	120	263	25,000	103	0	183
122	134	245	25,000	0	0	151
123	90	153	25,000	0	0	193
124	65	68	25,260	94	120	129
125	2	197	25,917	88	98	189
126	268	316	26,000	0	0	215
127	207	244	26,500	26	0	176
128	57	98	26,750	107	109	176
129	65	272	26,933	124	0	168
130	52	305	27,000	84	0	179
131	220	293	27,000	0	0	221
132	199	283	27,000	0	0	253
133	59	264	27,000	0	75	172
134	5	262	27,000	0	0	243
135	49	252	27,000	0	0	194
136	106	227	27,000	44	0	173
137	183	193	27,000	0	0	212
138	80	86	27,500	0	55	156
139	17	32	27,750	106	113	165
140	261	330	28,000	0	0	149
141	249	297	28,000	0	0	168
142	279	288	28,000	0	0	263
143	112	253	28,000	83	66	165
144	126	236	28,000	64	0	231
145	22	171	28,000	0	0	232
146	16	137	28,125	99	116	192
147	27	164	29,000	85	69	210
148	155	161	29,000	0	0	247
149	87	261	29,500	25	140	224
150	72	238	29,500	57	0	195
151	31	134	29,500	0	122	201
152	7	56	29,500	74	27	216
153	266	325	30,000	0	0	274
154	196	208	30,000	0	63	237
155	71	105	30,000	0	0	175
156	33	80	30,333	86	138	194
157	165	185	30,500	0	45	239
158	11	42	30,500	29	48	192
159	318	329	31,000	0	0	303
160	107	178	31,000	0	114	222
161	39	167	31,000	112	0	253
162	48	129	31,000	0	0	188
163	38	84	31,000	46	0	181
164	21	55	31,250	110	0	203
165	17	112	31,886	139	143	179

166	194	275	32,000	97	0	257
167	14	50	32,111	92	100	211
168	65	249	32,750	129	141	196
169	78	308	33,000	0	0	263
170	248	301	33,000	76	0	225
171	95	205	33,000	0	0	235
172	20	59	33,000	0	133	205
173	106	239	33,333	136	111	202
174	13	109	33,500	91	89	240
175	71	82	33,500	155	117	240
176	57	207	33,949	128	127	204
177	192	255	34,000	0	0	221
178	1	4	34,000	0	0	293
179	17	52	34,489	165	130	204
180	163	234	34,500	70	0	236
181	6	38	34,500	16	163	229
182	58	64	34,667	108	0	232
183	66	120	34,750	0	121	223
184	286	304	35,000	0	0	230
185	29	141	35,000	0	0	235
186	113	140	35,000	0	0	200
187	190	321	35,500	8	0	222
188	48	83	35,500	162	90	241
189	2	85	35,867	125	119	212
190	315	323	36,000	0	0	294
191	104	110	36,000	0	0	294
192	11	16	36,313	158	146	219
193	90	92	36,500	123	0	265
194	33	49	36,643	156	135	213
195	12	72	36,750	105	150	219
196	65	211	36,889	168	102	278
197	269	270	37,000	0	0	267
198	118	187	37,000	81	0	236
199	53	131	37,000	0	0	315
200	113	147	37,500	186	115	261
201	31	240	37,667	151	0	225
202	28	106	37,700	71	173	214
203	21	60	37,800	164	77	250
204	17	57	38,403	179	176	224
205	20	97	38,500	172	118	226
206	256	260	39,000	0	0	259
207	157	162	39,000	78	0	213
208	44	148	39,000	101	0	216
209	67	130	39,000	0	0	268
210	10	27	39,250	93	147	254
211	14	290	39,500	167	0	249

212	2	183	39,962	189	137	227
213	33	157	40,778	194	207	247
214	28	168	40,952	202	104	243
215	3	268	41,000	0	126	244
216	7	44	41,800	152	208	276
217	302	320	42,000	0	0	251
218	160	179	42,000	0	0	291
219	11	12	42,131	192	195	270
220	166	278	43,000	0	0	242
221	192	220	43,000	177	131	302
222	107	190	43,000	160	187	238
223	66	89	43,000	183	0	273
224	17	87	43,015	204	149	237
225	31	248	43,083	201	170	264
226	20	156	43,500	205	0	271
227	2	133	43,933	212	0	245
228	103	188	44,000	0	0	289
229	6	181	44,400	181	0	272
230	217	286	44,500	0	184	267
231	74	126	44,667	0	144	264
232	22	58	44,750	145	182	282
233	282	326	45,000	0	0	283
234	26	294	45,000	0	0	310
235	29	95	45,000	185	171	301
236	118	163	45,333	198	180	277
237	17	196	45,342	224	154	256
238	107	215	45,500	222	0	262
239	151	165	45,800	0	157	254
240	13	71	46,000	174	175	259
241	48	309	47,200	188	0	258
242	43	166	47,500	0	220	286
243	5	28	47,600	134	214	258
244	3	30	47,667	215	0	278
245	2	176	47,688	227	0	257
246	100	170	48,000	0	0	300
247	33	155	48,333	213	148	260
248	108	223	49,000	0	79	268
249	14	265	49,143	211	0	274
250	21	158	49,286	203	0	256
251	219	302	50,000	0	217	303
252	135	139	50,000	0	0	323
253	39	199	51,500	161	132	277
254	10	151	51,833	210	239	281
255	81	175	52,000	0	0	312
256	17	21	52,088	237	250	271
257	2	194	52,196	245	166	270

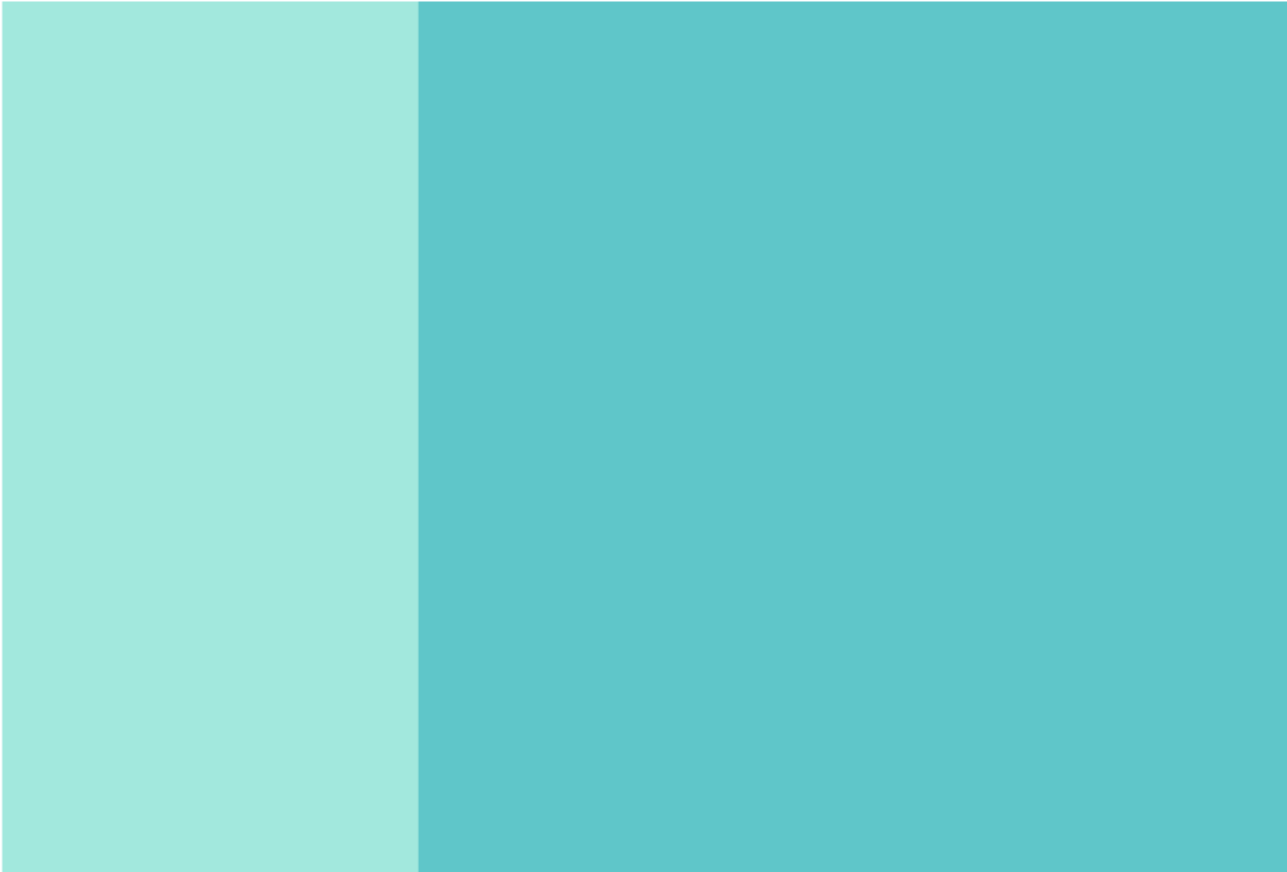
258	5	48	52,333	243	241	276
259	13	256	52,500	240	206	280
260	33	116	52,857	247	0	273
261	113	132	53,250	200	0	284
262	107	180	53,429	238	80	297
263	78	279	53,500	169	142	307
264	31	74	53,643	225	231	280
265	25	90	53,667	0	193	290
266	111	128	54,000	0	0	304
267	217	269	54,167	230	197	298
268	67	108	54,900	209	248	292
269	125	150	55,000	0	0	293
270	2	11	56,295	257	219	286
271	17	20	56,392	256	226	284
272	6	225	56,667	229	0	290
273	33	66	57,456	260	223	295
274	14	266	57,875	249	153	296
275	70	124	58,000	0	0	287
276	5	7	58,861	258	216	281
277	39	118	58,867	253	236	314
278	3	65	59,575	244	196	288
279	229	319	60,000	0	0	302
280	13	31	60,348	259	264	292
281	5	10	60,788	276	254	299
282	22	41	61,000	232	0	291
283	54	282	61,500	0	233	301
284	17	113	61,590	271	261	288
285	202	251	62,000	0	0	326
286	2	43	64,350	270	242	296
287	70	143	65,000	275	0	305
288	3	17	65,448	278	284	298
289	103	247	66,000	228	0	304
290	6	25	66,250	272	265	306
291	22	160	68,571	282	218	309
292	13	67	68,925	280	268	295
293	1	125	69,500	178	269	316
294	104	315	72,000	191	190	305
295	13	33	72,840	292	273	308
296	2	14	73,110	286	274	299
297	107	115	73,778	262	0	312
298	3	217	75,161	288	267	308
299	2	5	77,301	296	281	300
300	2	100	80,389	299	246	311
301	29	54	81,167	235	283	306
302	192	229	81,750	221	279	325
303	219	318	83,167	251	159	315

304	103	111	85,333	289	266	311
305	70	104	85,667	287	294	313
306	6	29	86,182	290	301	318
307	78	216	86,250	263	0	309
308	3	13	86,816	298	295	313
309	22	78	89,511	291	307	320
310	26	222	90,500	234	0	327
311	2	103	91,152	300	304	314
312	81	107	91,500	255	297	316
313	3	70	92,129	308	305	320
314	2	39	92,470	311	277	317
315	53	219	95,300	199	303	322
316	1	81	99,958	293	312	326
317	2	195	100,694	314	0	318
318	2	6	101,867	317	306	321
319	73	169	104,000	0	0	330
320	3	22	107,001	313	309	321
321	2	3	108,727	318	320	323
322	53	299	110,714	315	0	324
323	2	135	111,997	321	252	327
324	53	224	118,875	322	0	325
325	53	192	122,796	324	302	328
326	1	202	127,750	316	285	329
327	2	26	129,173	323	310	328
328	2	53	142,344	327	325	329
329	1	2	150,800	326	328	330
330	1	73	176,629	329	319	331
331	1	303	222,665	330	0	0

APPENDIX C



Theoretical models



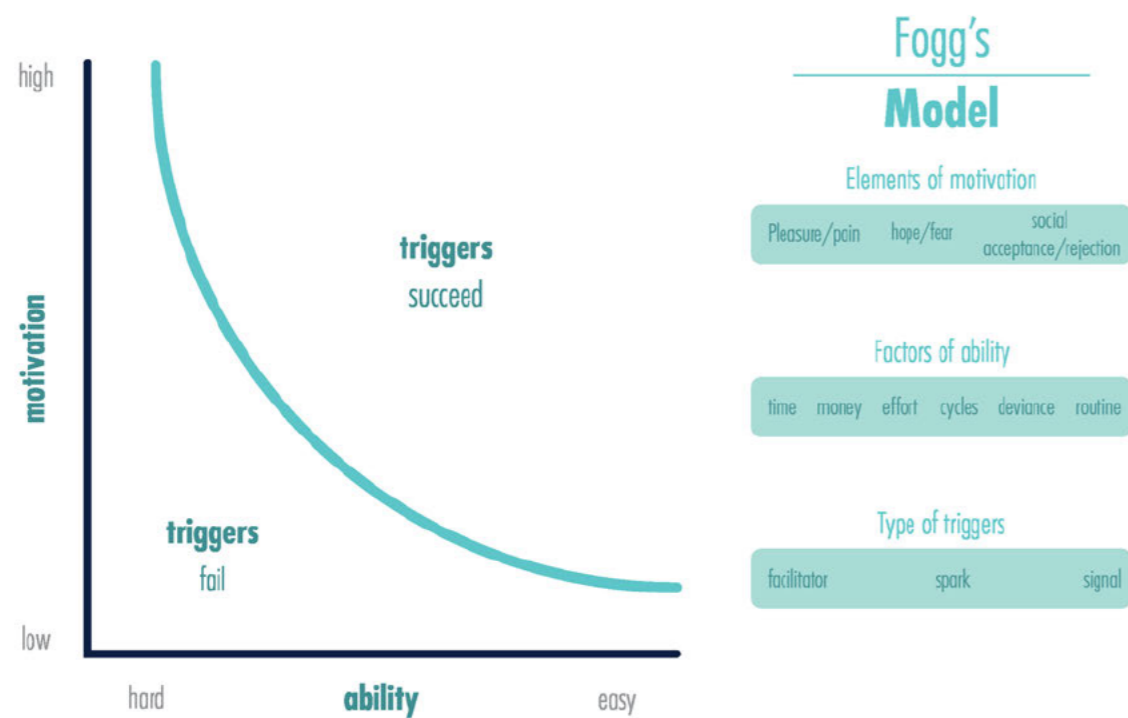


Figure 01. Fogg's Behaviour model

Fogg's Behaviour model

According to Fogg (2009), there are three key factors that need to be present at the same moment for an actual change to happen. Ability, motivation, and triggers are the components of an intervention that can lead consumers towards adopting or changing an intended behaviour. They provide a route for design to increase the involvement of consumers in a particular task where designing persuasive technologies. These three elements, motivation, ability and triggers, are introduced as consequent stages of a behaviour change as their components are expected below. (via behaviour model)

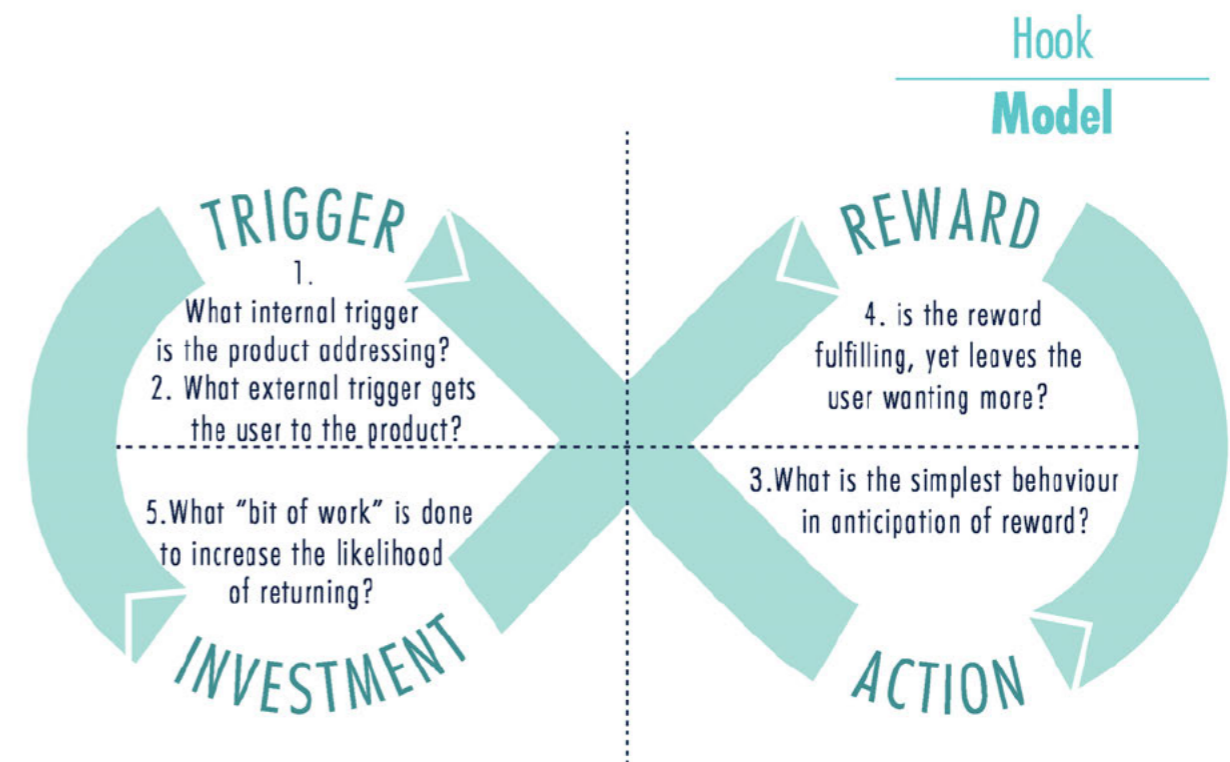


Figure 02. Hook model. Eya (2014)

Hook model

In this regard, the Hook model presented by Eya (2014), as a complementary model to the Fogg's behaviour model, which is used to connect users' issues to solutions as a means to increase consumer involvement with offerings and brands, and guarantee a repurchase that at a later stage can build consumer loyalty and form a habit. The model presents four steps, which work as a structure of a persuasive process which are as follows, trigger, action, reward, and investment.

These steps are part of a cycle that leads consumers to repeat the action after having accomplished the previous one, by doing this, consumers are supported along the journey, and interest increases in a gradual fashion.

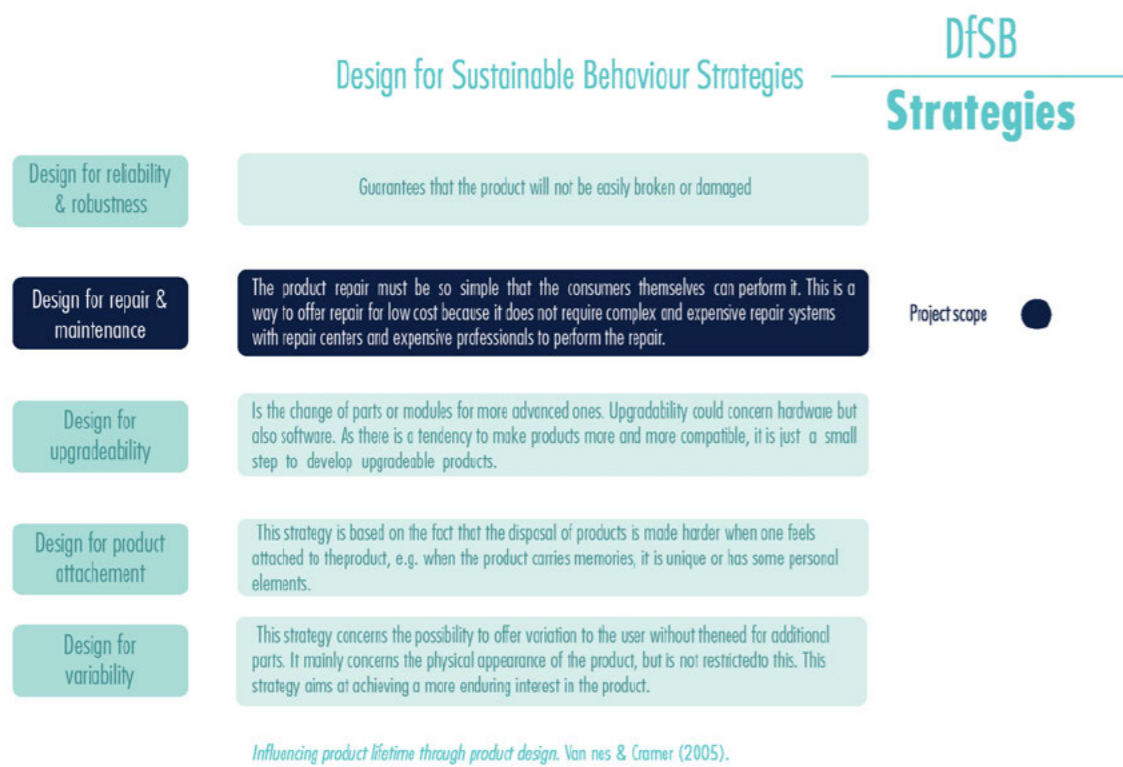


Figure 03. DfSB strategies. Van nes & Cramer (2005)

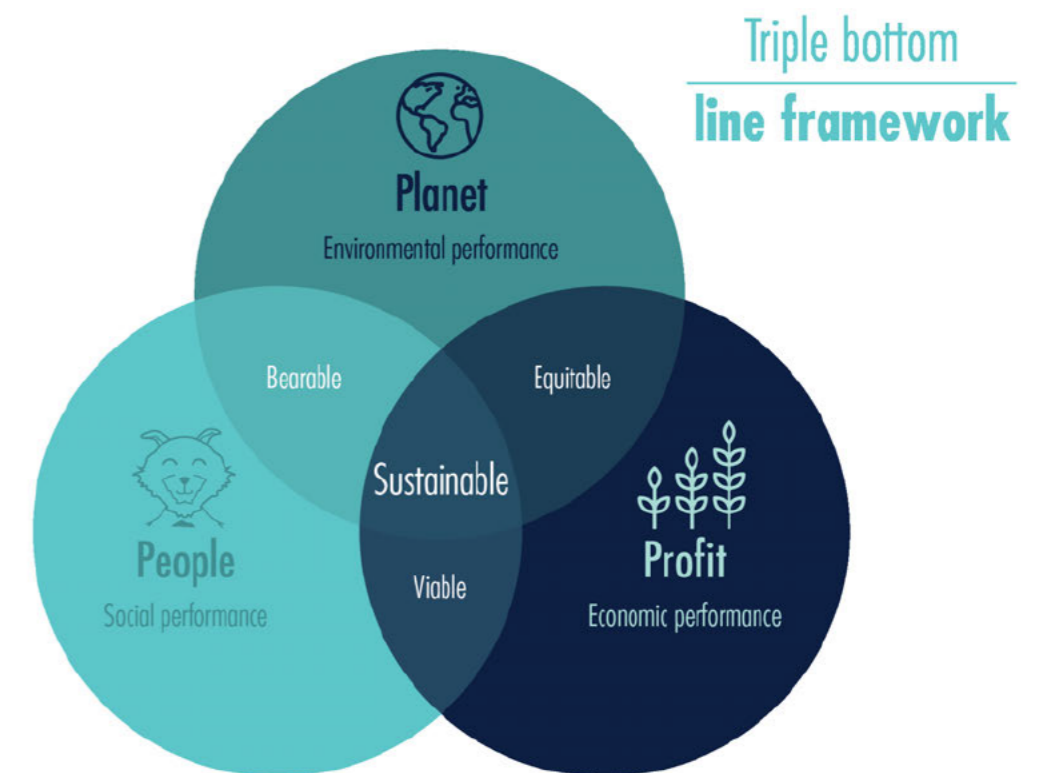
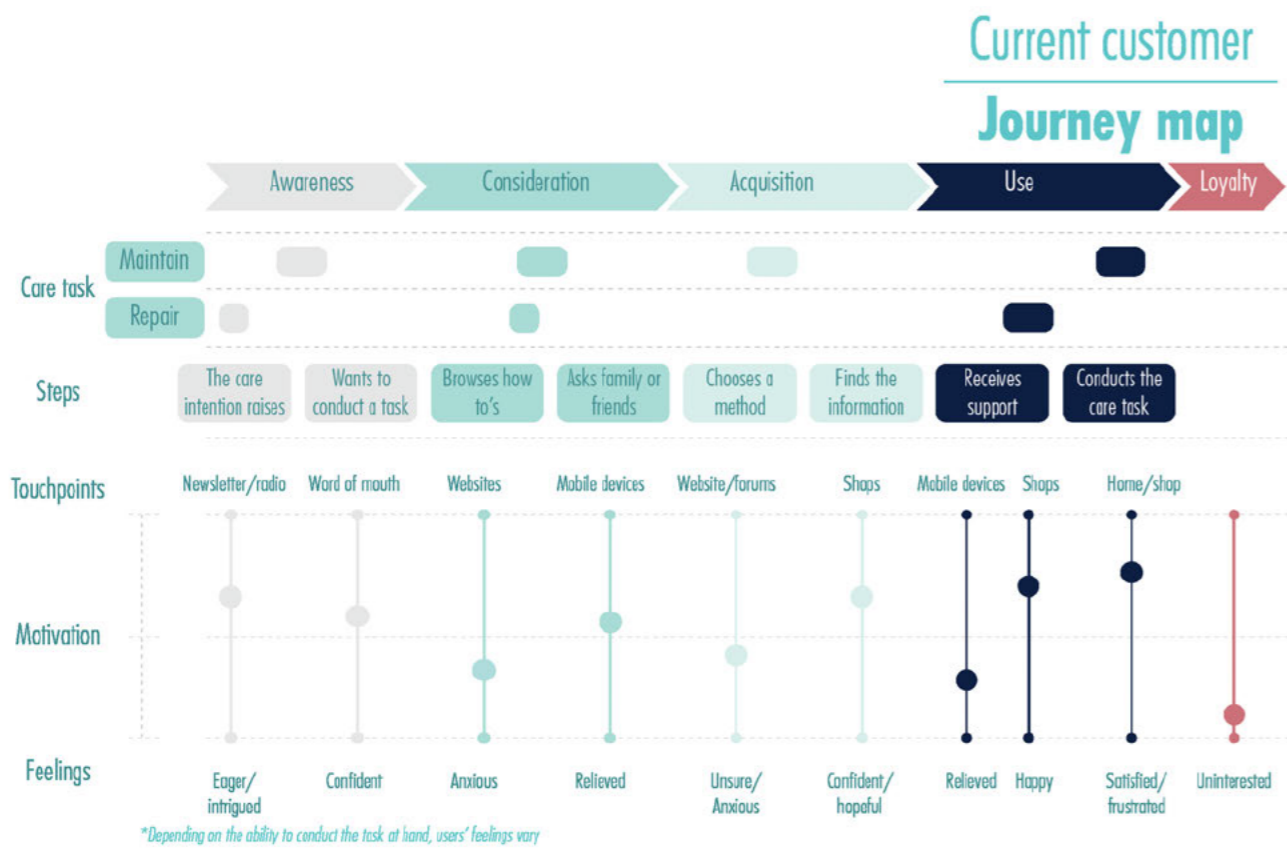
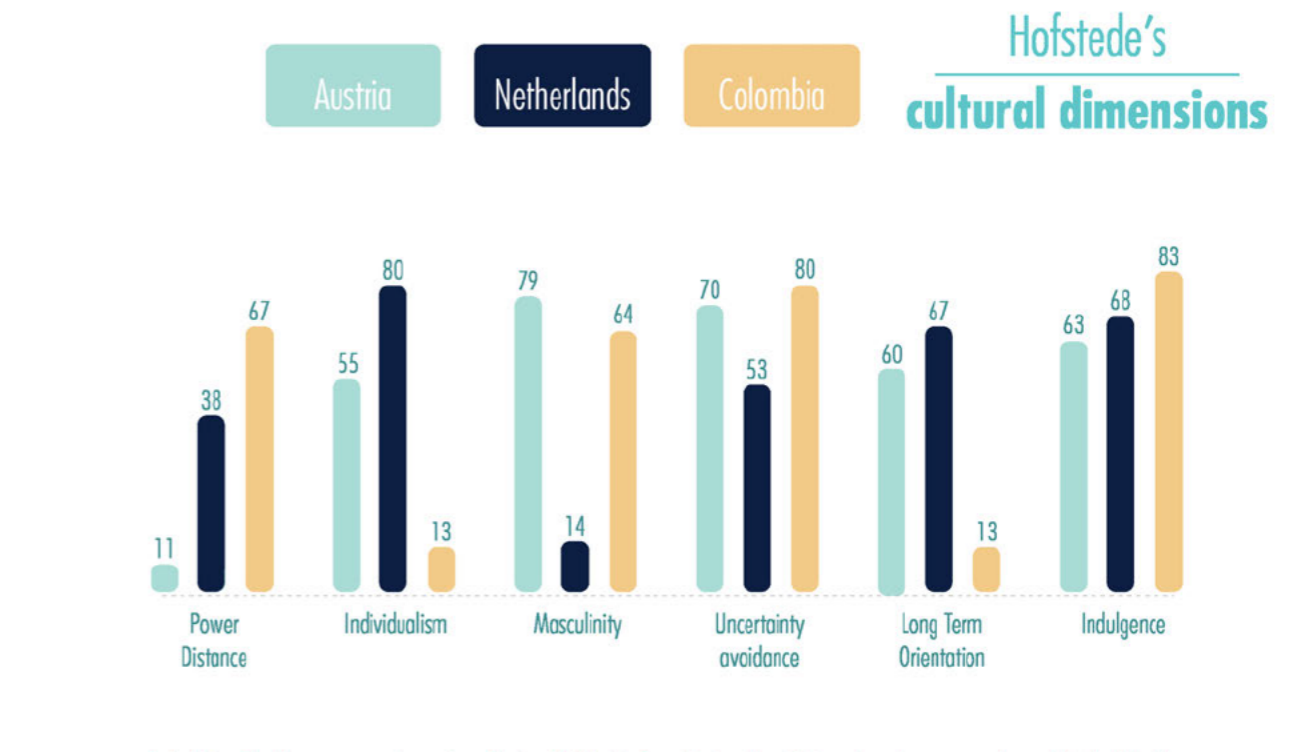


Figure 04 Triple bottom line framework.



Figure, 05. The current customer journey map



Figure, 06. Hofstede, Geert. Cultural dimensions, comparison between Austria, Colombia and The Netherlands.

Hofstede's dimensions

Designing for cultural relevance

Hofstede (1991), developed a cultural dimension theory that uses six dimensions to understand differences of culture across countries. These dimensions are as follows: individualism (IV), power distance (PD), masculinity, uncertainty avoidance (UA), long term orientation (LTO), and indulgence.

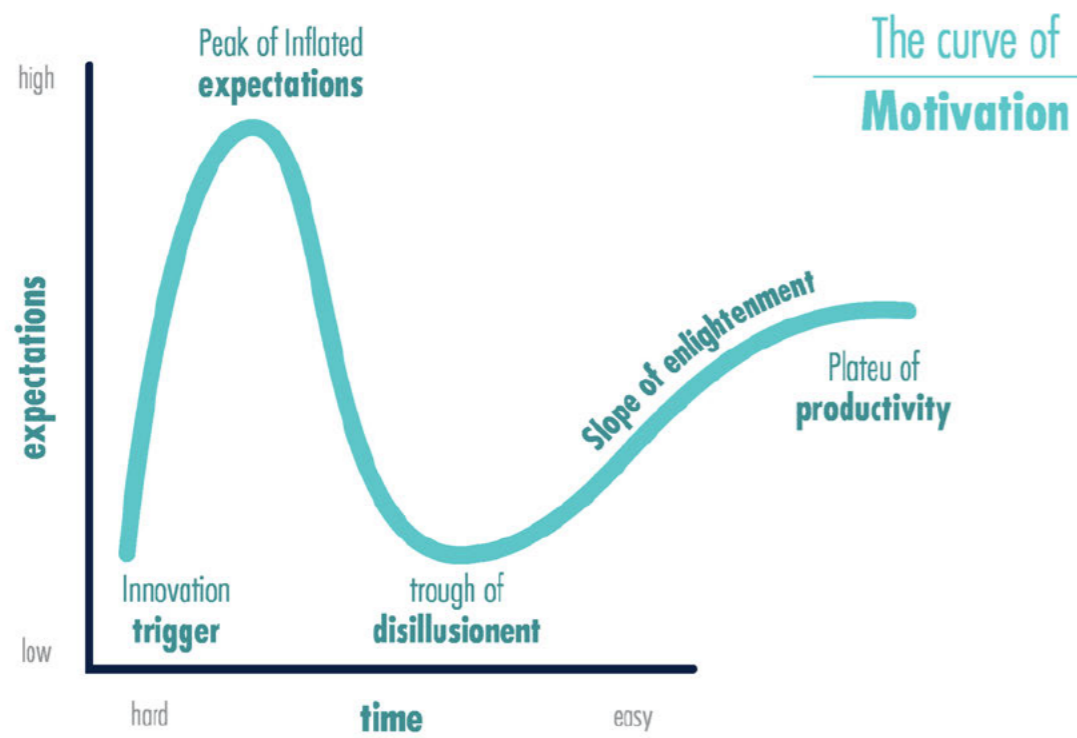


Figure 07. The curve of motivation

Gartner (2008), introduced the Hype Cycle, to understand the key phases of the life span of technologies, in which expectations, and time, are mapped along five phases. The innovation trigger, starts the process, it provokes the interest in the potential technology, as a result of early proof of concept stories, resultant form no usable products. The following phase, coined as, Peak of Inflated Expectations, uses advertising material, to raise the interest in the technology producing success stories from early adopters, the next phase, Trough of Disillusionment, refers to the stage in which interest in the particular technology fades as a result of failures in testings and implementations, consequently, the Slope of Enlightenment, works as a validation process, to identify which generation of products is capable of delivering the expected value, which will succeed in the last phase, the Plateau of productivity, the technology is paying off as a result of the extended adoption.

The hype cycle, is here related to the persuasive process to the extent that both, express the way in which technology or a digital means evolve over time, to seize the resources required to its deployment. Drawing from the Hype cycle, the curve of motivation, is portrayed below taking into account the way in which users' expectations change through the time, it depicts the engagement process of users with certain activity that happens in a phased manner. At the beginning of the interaction, the interest is high, as a result of the sense of novelty that the intervention carries with it, users are getting to know the advantages and possibilities, the following phase coined as the peak of inflated expectations, raises the interest in the mean, after validating the relevance of elements, next, Trough of Disillusionment, interest fades, as a result of failures related to expected benefits, next, the Slope of Enlightenment, works as a validation process, to identify the preferred configuration of the intervention (persuasive system), last, the Plateau of productivity, is when extended adoption is reached by satisfying users needs.

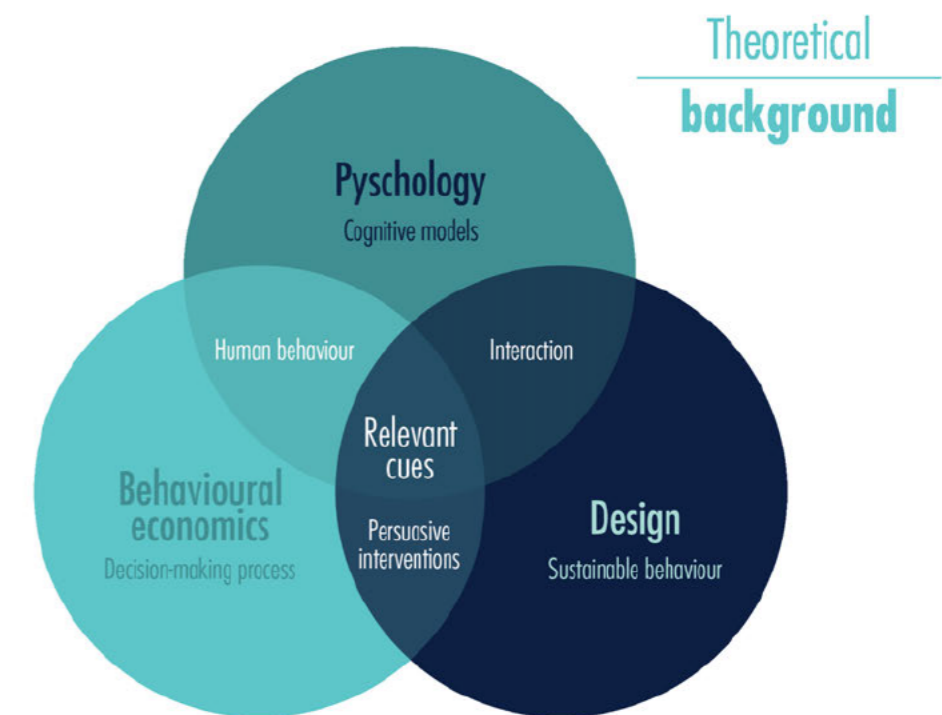


Figure 08. The theoretical background

APPENDIX D

Implementation strategy
Brand DNA
Iterative process
Journey architecture
Feature set in detail

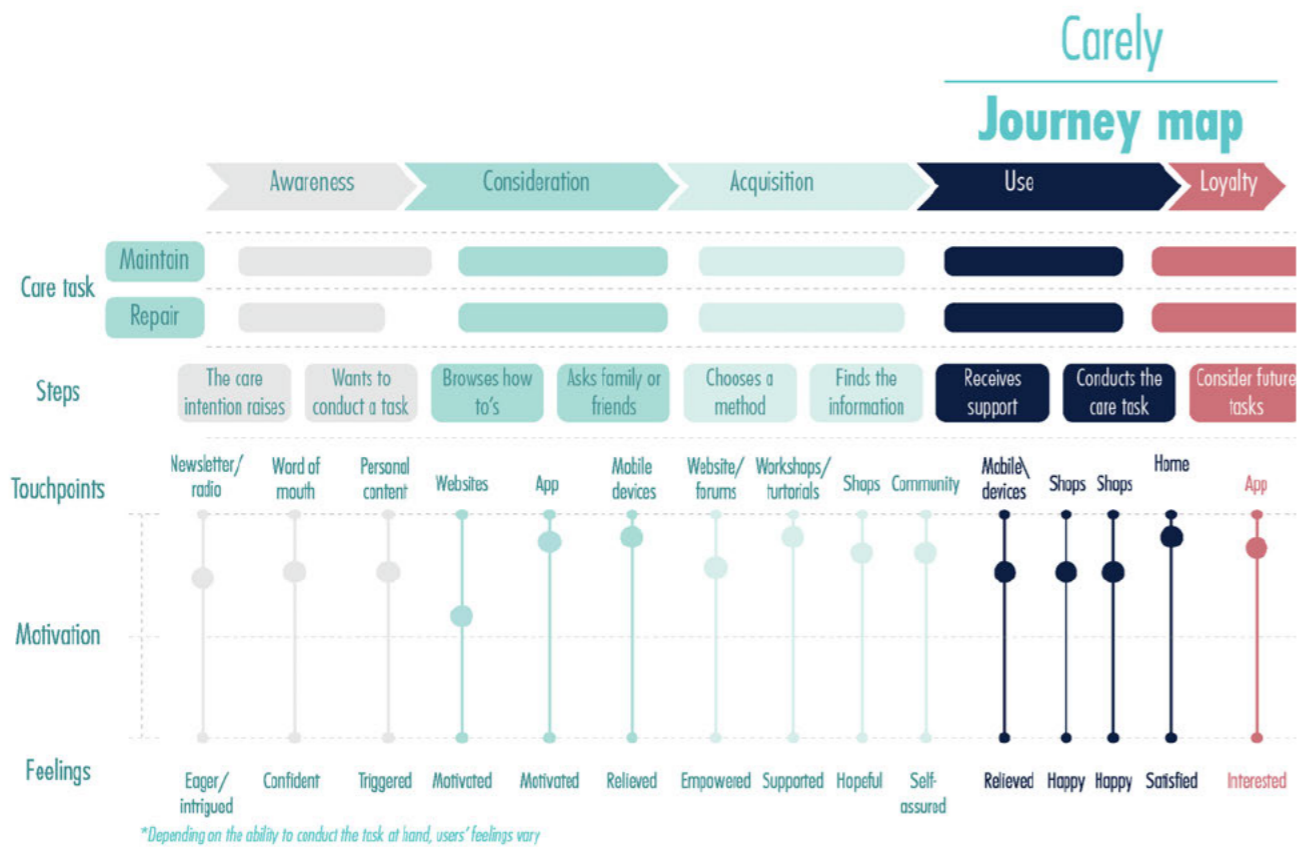


Figure 09. Carely. The customer journey map of the future vs on

The first step of the intervention, was the assessment of the current behaviour, in order to achieve this, a customer journey map, allowed the project to understand the way in which the targeted population needed to be encouraged with the design, by implementing the strategies identified before, as a means to create the journey of care. Following the behaviour persuasion scheme, designers can better understand the relevance for consumers, and adjust the propositions to match users' individuality. The figure below depicts the consumer journey map of the design intervention depicting the new touchpoints of the expected situation, compared to the current situation presented in the second chapter (2.3).

The app, provides support along the multiple touchpoints of the customer journey, by using the three horizon scheme, to structure the phased intervention, the engagement in product care is fostered. Merging the insights gained throughout the project, with design strategies to persuade consumers to act, enabled the project to tailor a gradual intervention that provides support along the entire journey, and enables users to freely improve their current care behaviour.

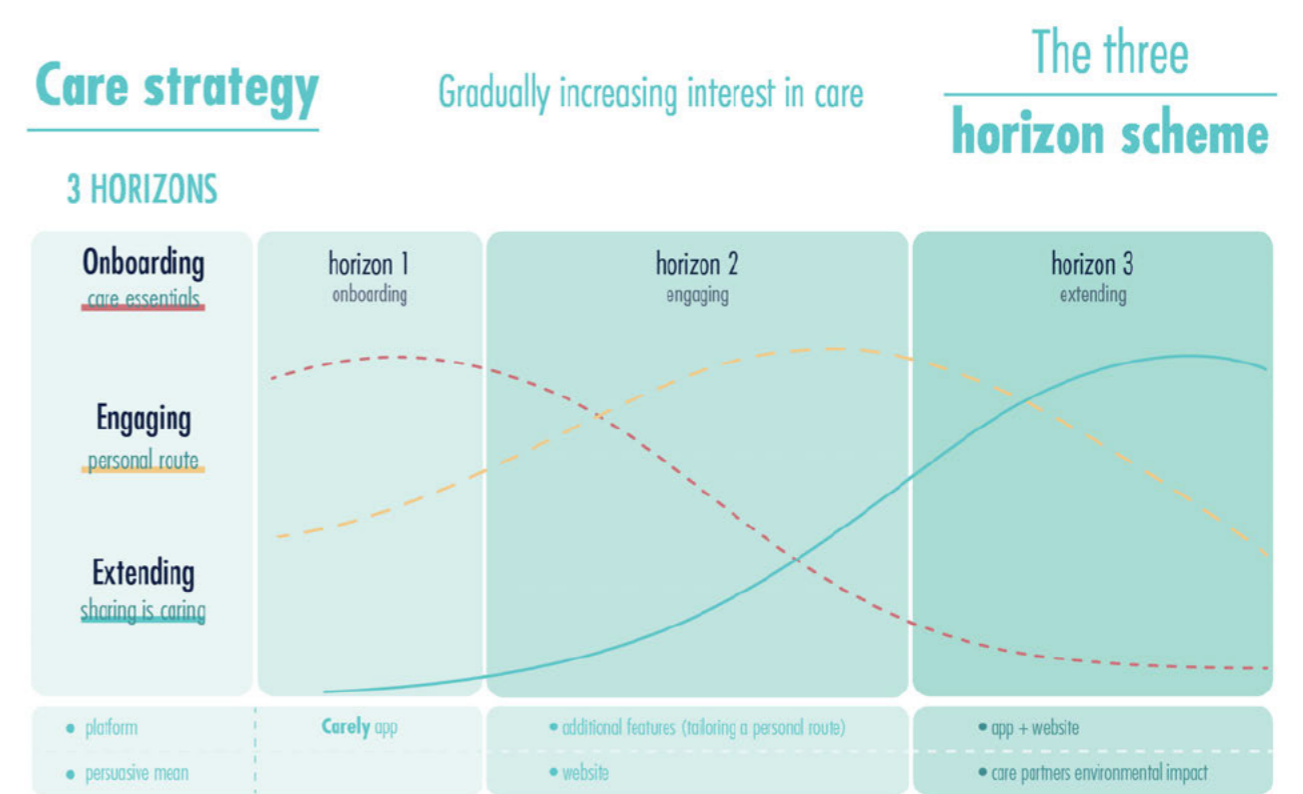
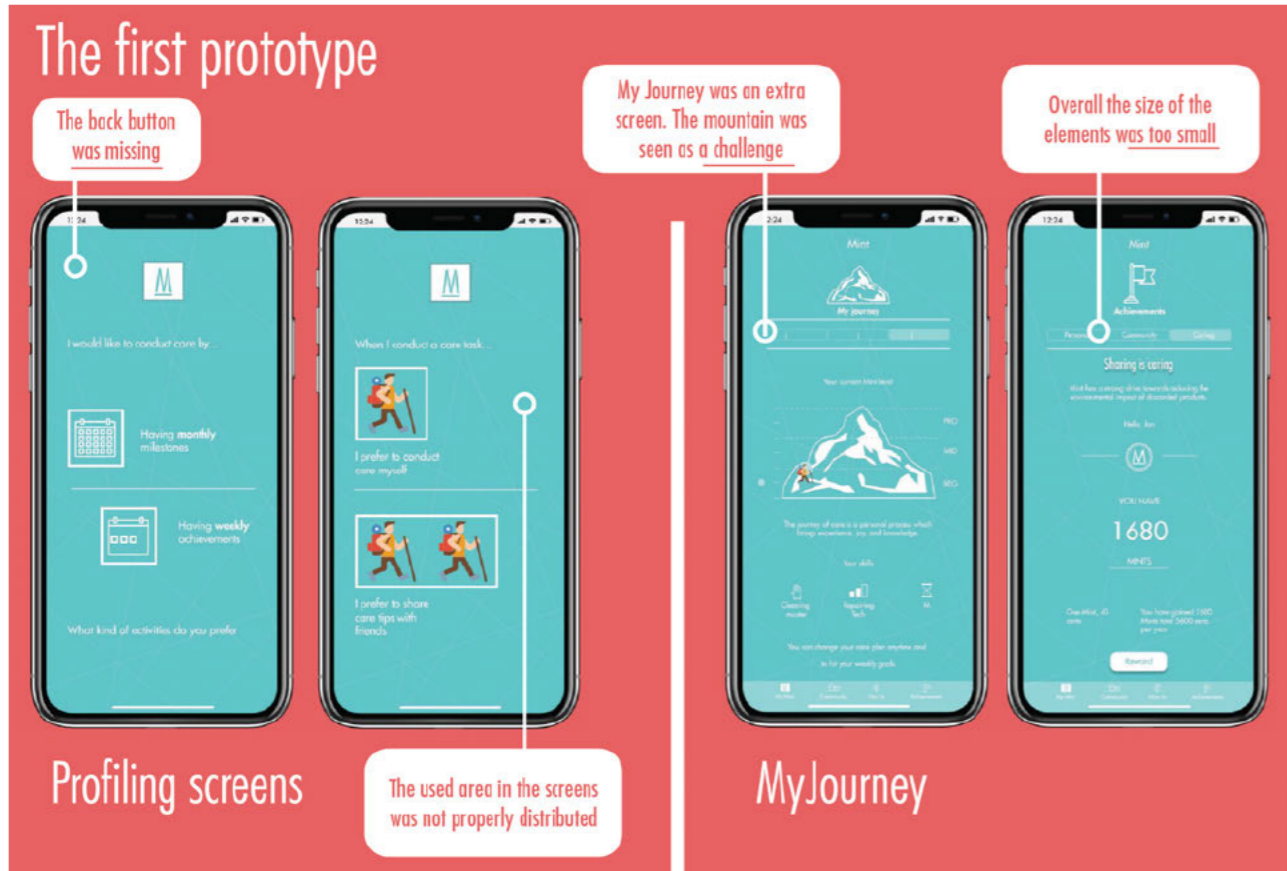


Figure 010. The three horizon scheme. implementation on strategy.

The design proposition, is planned based on a prospective plan that has three horizons, in each phase of the intervention, certain goals are embodied in features, and screens within the app, through the persuasive routes depicted in the scheme below (Figure 046. The three horizon scheme).

In order to foster interest and create commitment with product care, each horizon tackles a specific goal ranging from the involvement stage to acting upon care. Each stage builds upon the other, and makes the persuasive process personal and functional. Including a collaborative scheme in which future stakeholders, partners and features can be added as part of following interventions.



Figure, 011. The first prototype.

The first iteration

Based on the insights gained in the former chapters, an actionable prototype of an app for a mobile device was developed. Aiming at having a feedback mechanism to test different ways to trigger users along the process, by using interactive content which responded differently depending on the individual preferences. Next, the possibilities to iterate fast and update the features and actions was an additional reason to use a functional tool. Lastly, testing the usability on a mobile device, can increase the feasibility of the assessment, an illustration of this, is the scale and distribution of the elements which can be better seen on the targeted screen. (Figure, 046. The first prototype)

The sample

The first iteration consisted of a sample of five international students, three of them were already related to the project since they took part in the research study, and the other two participants were not aware of the project nor had a design background.



Figure, 012. First iteration testing. Interview photo 1.

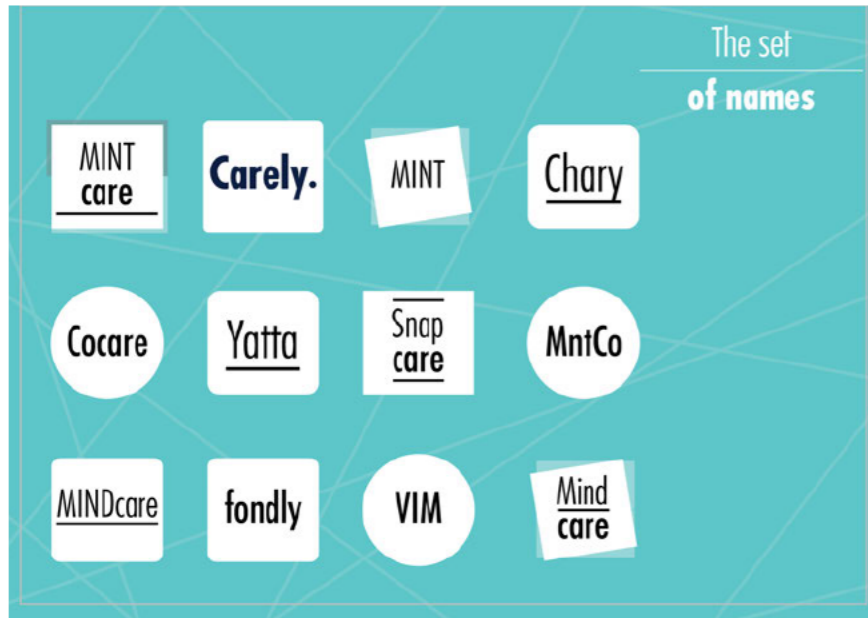


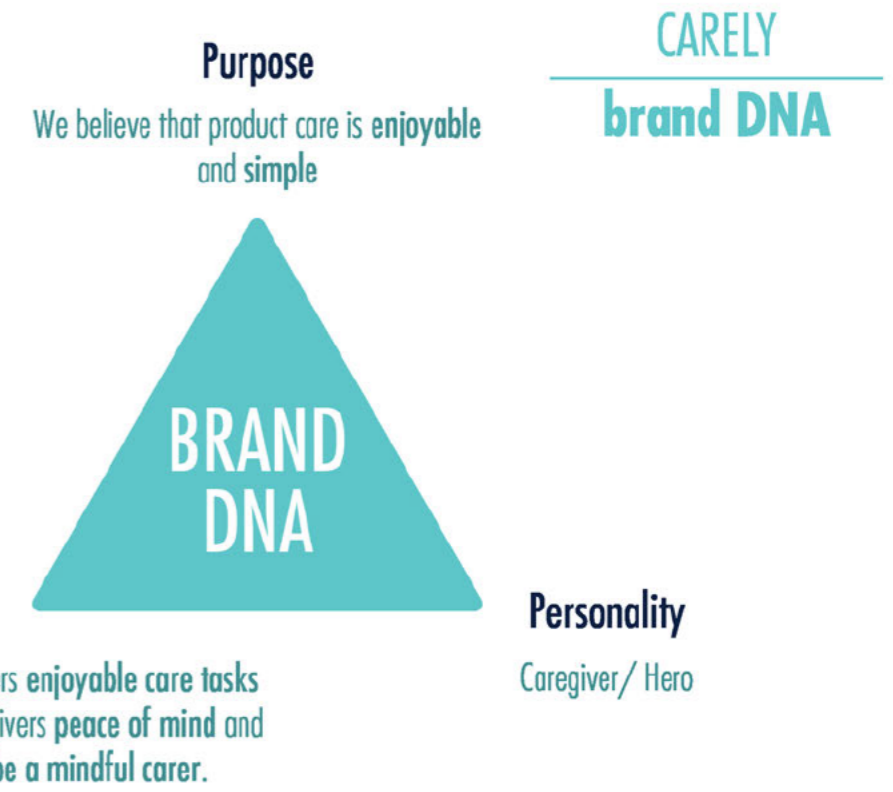
Figure 013. The set of names tested.

Recognition Brand DNA

Additona to the reason ng beh nd the name se ected to gu de the persuas ve ntervent on of care, the brand DNA s presented be ow as a means to re nforce the motto of the persuas ve system wh ch s attached to the s mp c ty of care tasks, that n the past have been addressed as h gh y d ff cu t, thus the respons b ty was ass gned to a serv ce prov der or a profess ona techn c an. One mportant dr ver of the ntervent on s to make product care task ach evab e by prov d ng users w th s mp e, nteract ve and re nforc ng gu dance a ong the r persona journey. Th s s created w th the purpose of counteract ng the demot vat ng effect the ack of ab ty, has on consumers part cu ar y, the fact that d ssemb ng products can be an overwhe m ng task.

A m ng at prov d ng support to th s part cu ar goa , the fo ow ng brand DNA s created to st mu ate consumers a ong the journey and attract the r attent on n a we com ng fash on. Accord ng to Vorst, R.V. (2018), the dent ty of a brand s composed of two ma n components wh ch are, mean ng and mode , n order to bu d a good brand dent ty severa mode s have been used (Kapferer, 1992; Ke er, 2013; Vorst, R.V. 2018), a m ng at mapp ng the essence of the brand, connect ng the d fferent factors and va ues that need to funct on as a system to ncrease recogn t on among consumers n a cons tent manner.

The fo ow ng mode has been deve oped by Vorst, R.V. (2018), based on the former mode s, and funct ons as s mp e too to capture the dent ty of a brand, that s the reason why t was se ected to structure the dent ty of th s projects' brand. Th s mode , has three ma n components wh ch are as fo ows, purpose, pos t on ng and persona ty. Purpose refers to the be ef of a brand, t s attached to the nner dr ve a brand has, pos t on ng s the benef t a brand prov des to ts customers wh ch accord ng to Vorst, R.V. (2018) s "the strategy to make a brand occupy a d st nct and cred b e pos t on , ast y, persona ty captures the way n wh ch a brand acts, how ts purpose s conveyed to the consumers. The DNA of a brand mode s dep cted n the fo ow ng scheme.



Vorst, R.V. 2018. The brand DNA model. Contrarian branding.

Figure 014. The brand DNA of Carely.

7.2.3 Purpose (why)

"We believe that product care is enjoyable and simple"

7.2.4 Positioning (what)

For product owners, Carely offers enjoyab e care tasks that are persona y crafted, de vers peace of m nd and g ves peop e the heart to be a m ndfu carer.

(Reassurance, determ nat on, heart, sp r t)

7.2.5 Personality (how)

Accord ng to J. Aker (1995), there are f ves brand persona ty d mens ons wh ch are as fo ows, s ncer ty, exc tement, competence, soph st cat on, and rudgeness. Care y, s dent f ed as a s ncer e brand, th s d mens on has fours sub factors wh ch are, down to earth, honest, who esome, and cheerfu . Care y, evokes a m ndfu nteract on w th the products we own, t prov des d rect va ues wh ch are re ated to atta n ng an aware and act ve m ndset regard ng conduct ng better product care and acqu r ng susta nab e behav ours. n add t on, the motto of the brand s dr ven by a cheerfu re at onsh p w th the users and ts products, presented as a fr end y source of care.

App Architecture first prototype

Care strategy

Features unlocked per horizon

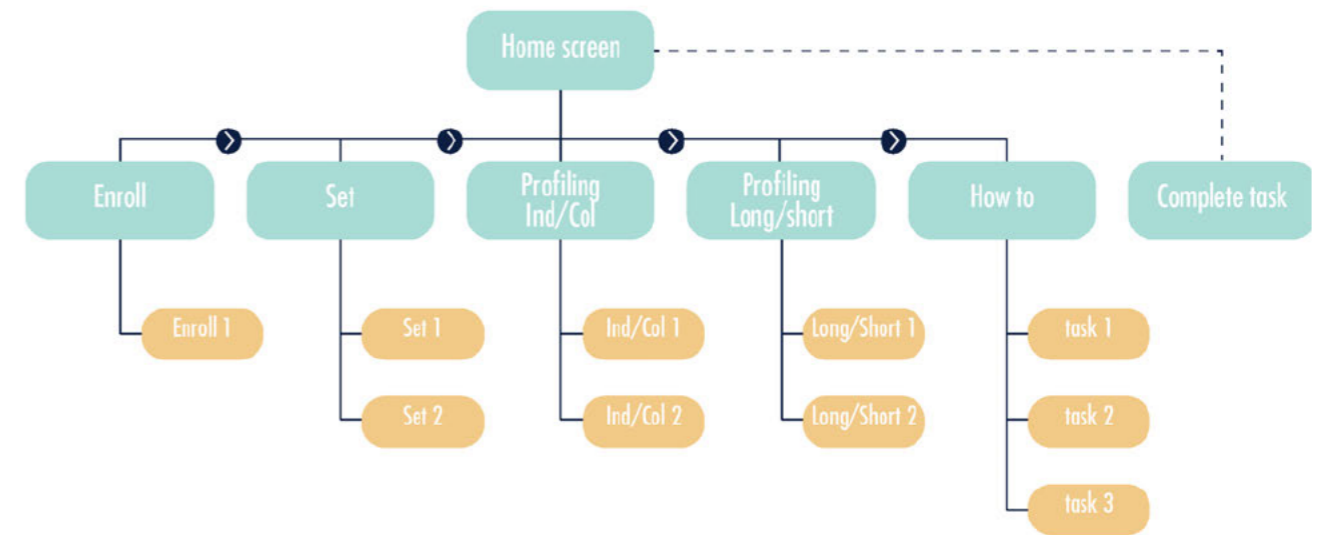
The three horizon scheme

3 HORIZONS	Onboarding <i>care essentials</i>	Engaging <i>personal route</i>	Extending <i>sharing is caring</i>
Feature-set <i>per screen</i>	horizon 1	horizon 2 engaging	horizon 3 extending
Profiling process	Four steps	Update and track	Improve
My skills	Only for the set	Editable + direct access widget	Editable + direct access widget + my products
My Care	Task manager	My set (editable) + photos	My products (editable) + photos
How to's	Only for the set	Care groups + Sharing is caring	Events
Community	My friends	My Journey	Caring
Achievements	Only for the set (personal)	Your skills + your gains	Local care / world initiatives
Website	Gain points	Redeem points	Share points
	Overview	Care information + events (awareness)	Service offering (specialized care)
<ul style="list-style-type: none"> platform persuasive mean Partnerships 	Carely app <ul style="list-style-type: none"> initial set 	<ul style="list-style-type: none"> additional features (tailoring a personal route) website Repair cafés + Local shops 	<ul style="list-style-type: none"> app + website care partners environmental impact Extended environmental agencies

Figure, 015. Table of features per horizon.

Journey architecture 1

The user flow



Figure, 016. The user flow. Second architecture.

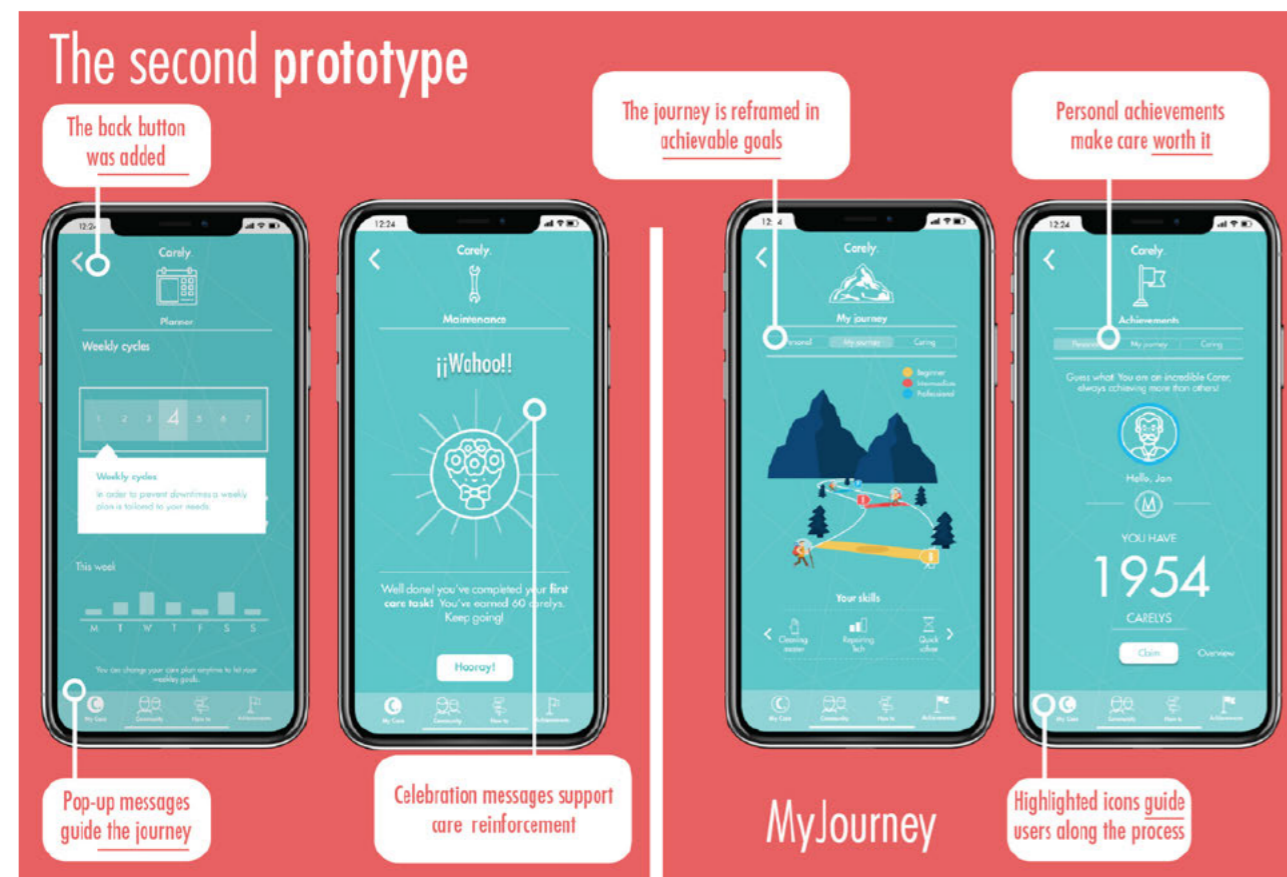
8.1 The second prototype

Based on the insights gained in the first set of iterations and interviews, a second version of the prototype was refined. Aiming at making the care journey more relevant to users, personalized grids were included to allow users arrange the elements of the home screen, depending on their preferences. Next, the user flow was tweaked by reducing the amount of steps required to conduct certain activity. Guidance of the journey was improved, by adding a back button and highlighted icons along the process that show the users in which stage they are.

Overall, the screens were rearranged including a set of triggers related to the users' performance in the element MY Journey having a flexible mean to test different ways to trigger users along the process, by using interactive content which responded differently depending on the individual preferences. Next, the second iteration included a screen to show the scope of each horizon along the journey and reduce the amount of information for a first user interaction. (Figure, 046. The second prototype)

8.2 The sample

The sample for the second iteration was composed of five international design students, three of them took part in the previous iteration, and the other three were new to the project.



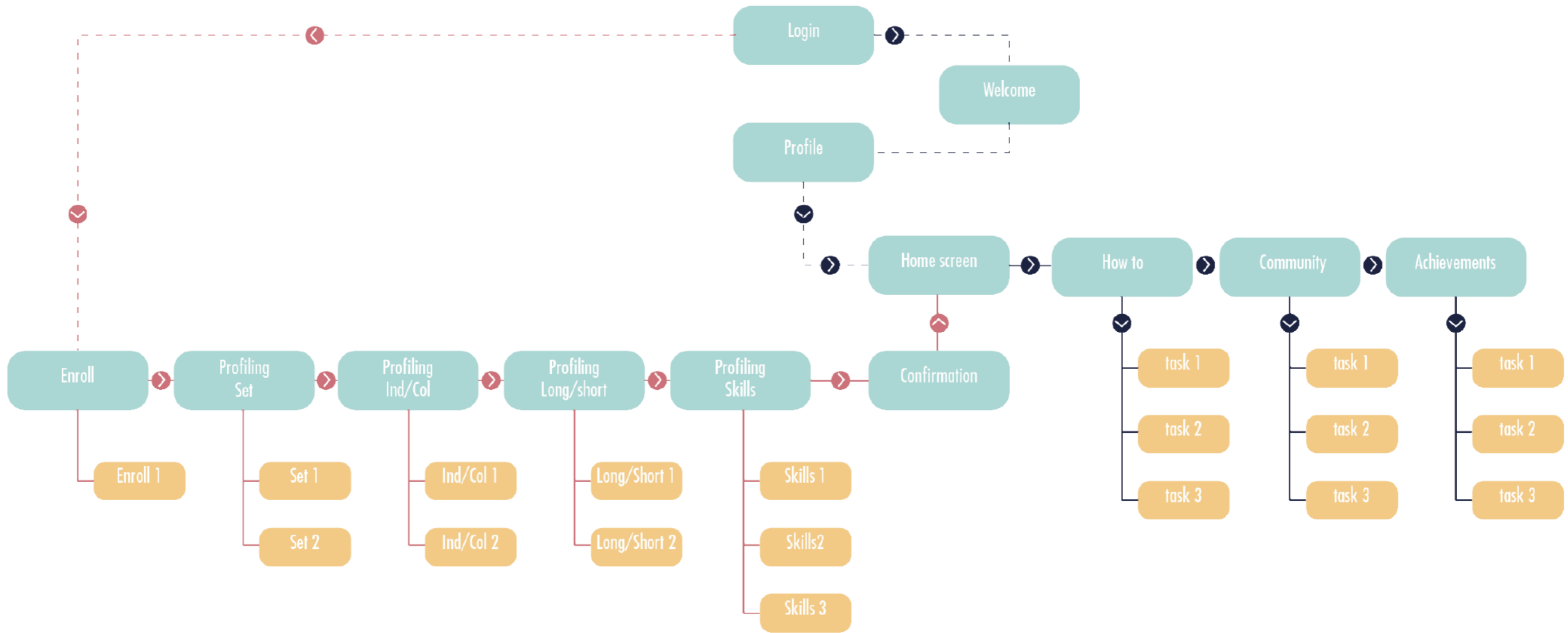
Figure, 017. The second prototype.



Figure, 018. Second iteration testing interview photo 1.

Journey architecture 2

The user flow



APPENDIX E

Project brief

IDE Master Graduation

Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT

Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

STUDENT DATA & MASTER PROGRAMME

Save this form according to the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy". Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1!

family name	<input type="text"/>	Your master programme (only select the options that apply to you):
initials	<input type="text"/> given name <input type="text"/>	IDE master(s): <input type="radio"/> IPD <input type="radio"/> Dfi <input checked="" type="radio"/> SPD
student number	<input type="text"/>	2 nd non-IDE master: <input type="text"/>
street & no.	<input type="text"/>	individual programme: <input type="text"/> (give date of approval)
zipcode & city	<input type="text"/>	honours programme: <input type="radio"/> Honours Programme Master
country	<input type="text"/>	specialisation / annotation: <input type="radio"/> Medisign
phone	<input type="text"/>	<input type="radio"/> Tech. in Sustainable Design
email	<input type="text"/>	<input type="radio"/> Entrepreneurship

SUPERVISORY TEAM **

Fill in the required data for the supervisory team members. Please check the instructions on the right!

** chair	<input type="text"/>	dept. / section:	<input type="text"/>
** mentor	<input type="text"/>	dept. / section:	<input type="text"/>
2 nd mentor	<input type="text"/>		
organisation:	<input type="text"/>		
city:	<input type="text"/>	country:	<input type="text"/>

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v.

Second mentor only applies in case the assignment is hosted by an external organisation.

Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

comments (optional)

Procedural Checks - IDE Master Graduation

APPROVAL PROJECT BRIEF

To be filled in by the chair of the supervisory team.

chair Jan Schoormans date - - signature

CHECK STUDY PROGRESS

To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: 26 EC

YES all 1st year master courses passed

Of which, taking the conditional requirements into account, can be part of the exam programme 26 EC

NO missing 1st year master courses are:

List of electives obtained before the third semester without approval of the BoE

name date - - signature

FORMAL APPROVAL GRADUATION PROJECT

To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **. Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks?
- Does the composition of the supervisory team comply with the regulations and fit the assignment?

Content: APPROVED NOT APPROVED

Procedure: APPROVED NOT APPROVED

comments

name date - - signature

Initials & Name S. Acevedo Olaya Student number 4759672

Title of Project Message framing as a facilitator to improve product care

Message framing as a facilitator to improve product care _____ project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date 11 - 03 - 2019 _____ 19 - 07 - 2019 _____ end date

INTRODUCTION **

Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,...), technology, ...).

Currently, message framing is being used within the healthcare environment to help consumers be more engaged with certain procedures and treatments. Since each person has a different construe of the purpose of the treatment or exams they have to take part in, the way in which they are convinced must be aligned to their personality, cognitive processes, and feelings.

This technique can be used in design since we are constantly tailoring offerings to the customers, we are responsible for users' actions that will have an impact on the environment and the society in long-term. Therefore, is necessary to implement new ways of thinking with regard to products and services by involving design principles that take into account the environment, the society and the way in which consumers behave.

Design can be used as a facilitator to change consumer behaviours towards a responsible consumption thinking of circular models that allow the reintegration of products into a cycle to reuse and dispose them in a better fashion. This project will be of support of current research related to the product care and consumer behaviour, in which a set of principles and models such as Fogg's model are used to understand the differences in the users' behaviour depending on the way in which they are related to their products.

Extending the life of products can be seen as a way to make the product use phase responsible, according to Fogg's model and Ackermann's extension of it. There are Three basic aspects which need to happen simultaneously in order to have a behavioural change. Motivation, Ability and Triggers, the last one can be supported by understanding the way in which message framing can increase the persuasiveness while aiming at changing consumer's behaviour towards reinforcing product care by conducting repair and maintenance practices.

Multiple aspects need to be addressed in order to increase the effectiveness of triggers along the customer journey. Personality, construal levels, need for cognition and the context itself taking into account the individual's cultural background.

Ongoing researches are focused on product care and the way in which this can be stimulated and sustained, therefore, an additional understanding of the consumer motivations ignited by triggers, can help design to better tailor and communicate responsible practices while taking care of products which in the long-term can help extend the product longevity and brand recognition.

Combining psychological, behavioural and design practices can provide a route to the strengthen the propositions and the continuous motivation consumers need, in order to fill the gap between having the attitude towards a circular and sustainable behaviour and actually change and act upon this mindset. According to Ackermann, Schoormans, Mugge 2017, some triggers are still missing along the consumer journey and the product lifetime, in order to keep the consumer engaged and motivated to conduct good product care.

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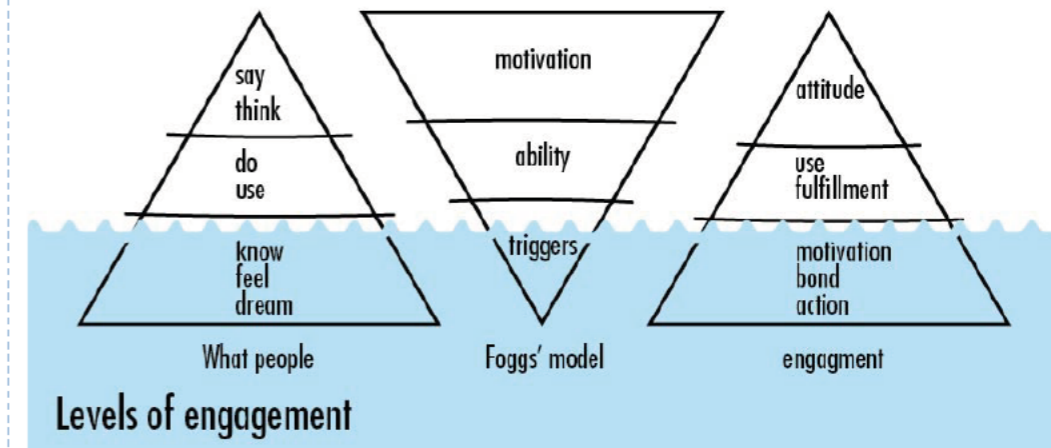
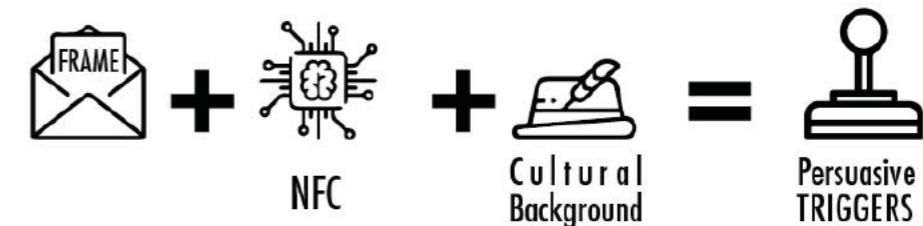


image / figure 1: Levels of engagement



Strategic match between factors

image / figure 2: Message framing match to change behaviour

PROBLEM DEFINITION **

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

Design is responsible for taking into account the impact of the products and services that are put into the market at a fast pace, in order to find a balance between profitable businesses and ethical and aware practices. Design for sustainable behaviour and is the branch in charge of understanding consumers behaviour in order to show a new way of consuming products.

Behavioural economics is supported by psychological models which if understood and reinterpreted in the design practice can be fruitful to increase consumer awareness and make the repair and maintenance cycle stronger and longer within the circular design.

Current research has shown that consumers are not acting according to their environmental concerns related to product longevity. Triggers are seen as the missing aspect to further motivate consumers with conducting product care. According to Darby 2000, Holdsworth 2003, their actions are not reflecting their concerns.

Cultural differences can shape the consumption behaviour of users (what users do Jackson,2005) In order to create relevant triggers is important to address and understand the impact of these differences in the way in which consumers can be persuaded.

Habitual activities are not thoroughly thought which means users are not aware of their actions once they are embedded in their daily basis. It is necessary to understand the way in which design triggers can take users out of their usual actions to change their behaviour towards an active and aware consumer.

ASSIGNMENT **

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

Research the impact of cultural differences while assessing the effectiveness of message framing. The main goal is to propose a method to increase the persuasiveness of triggers that support consumers change from attitude to action. The end goal is to extend the understanding of consumers behaviour and strengthen the possibilities for designers and companies to engage consumers with product care and maintenance.

The research project aims at providing support to the current product care research that is being conducted in the design for sustainable change field, as a means to understand consumers and make both parties designers and consumers aware.

By integrating multiple approaches from design and psychology such as the message framing, and behavioural design such as Design with Intent, the project aims to better understand the way in which consumers can be engaged by increasing the effectiveness of triggers, ensuring product care is extended and present along the customer journey.

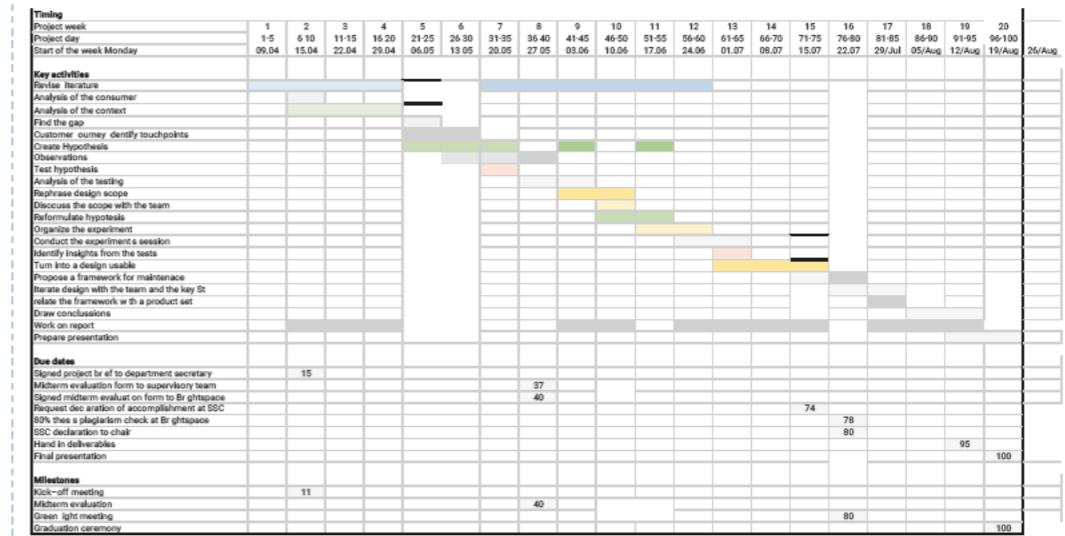
Different tests can be conducted to validate the following hypothesis, cultural background changes the relation between products and consumers, since the mindset, the context-dependent motivators, and the economic level influence product care behaviours.

Mindset Individual Vs collectivist, Rebellion Vs context rooted motivation, and socioeconomic level high Vs low since price sensitivity can affect the behaviour.

PLANNING AND APPROACH **

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.

start date 11 - 3 - 2019 end date 19 - 7 - 2019



This graduation project will have a literature study parallel to other activities along the weeks. The scope will be, how to design for product care by using message framing, behavioural economics, need for cognition and cultural background as a means to increase the persuasiveness of messages and cues that support triggers that make users act upon product care.

A parallel analysis of the literature, the context, and the users will take place during the first weeks, revising current processes, techniques, implemented cases, and design models in order to find the gap that needs to be filled by the project.

Measuring the level of persuasiveness of different messages depending on the context will allow the research to find the proper route while creating a method for product care. The experiments will validate the projects' approach and shed light upon impact within the design for sustainable behavior practices. After the first experiment, the hypothesis will be redefined by using the insights gained along the process.

In order to turn insights into a design product, the ideation phase will start in week 9 by rephrasing the scope and by week 12 the experiment will be conducted. These insights will be used as input to develop a framework/method in week 13, which will be tested again in week 16 and related to a product set which can work as a starting point for future propositions.

MOTIVATION AND PERSONAL AMBITIONS

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, Stick to no more than five ambitions.

The reason why I set up this project is that I have been interested in the way design can work as a means to change the actual consumption models towards a more responsible and active behaviour which takes into account the individuality of the consumers to properly address their desires and make them aware of the importance of conducting product care.

I took part in the Athens Programme last year in the course circular economy and eco-design, addressing current challenges related to mobile devices and the way in which consumers need to take an active role while disposing and consuming these goods.

I consider that it is important to address the context and the culture in a personal way in order to understand what kind of practices fit best with the target at hand.

During the SPD research course, I had the opportunity to get to know with research processes which I find interesting in order to discover better ways to design and promote responsible consumption. Design needs to increase awareness of practices such as circular models. Repair and maintenance are key to engage consumers with an active role that is working hand in hand with the companies to maintain the products properly and avoid careless consumption.

I want to help with current researches, which are involved in changing the way consumers behave by using design as a facilitator for behavioural change. I want to test the impact of framing for creating engaging triggers and the way cultural differences need to be addressed in the design process.

I want to keep learning how research in design is conducted and which topics are a priority for the discipline to create an impact that is not only focused on revenue but also on the context at hand. I consider that can strengthen my design scope and research skills which can help me in my professional career to understand and find the deep reasons of the propositions we create.

FINAL COMMENTS

In case your project brief needs final comments, please add any information you think is relevant.