# SERVICE BLUEPRINT V2

# A KITCHEN FOR LIFE BAS DE ROOIJ

use phases

the tenant's actions

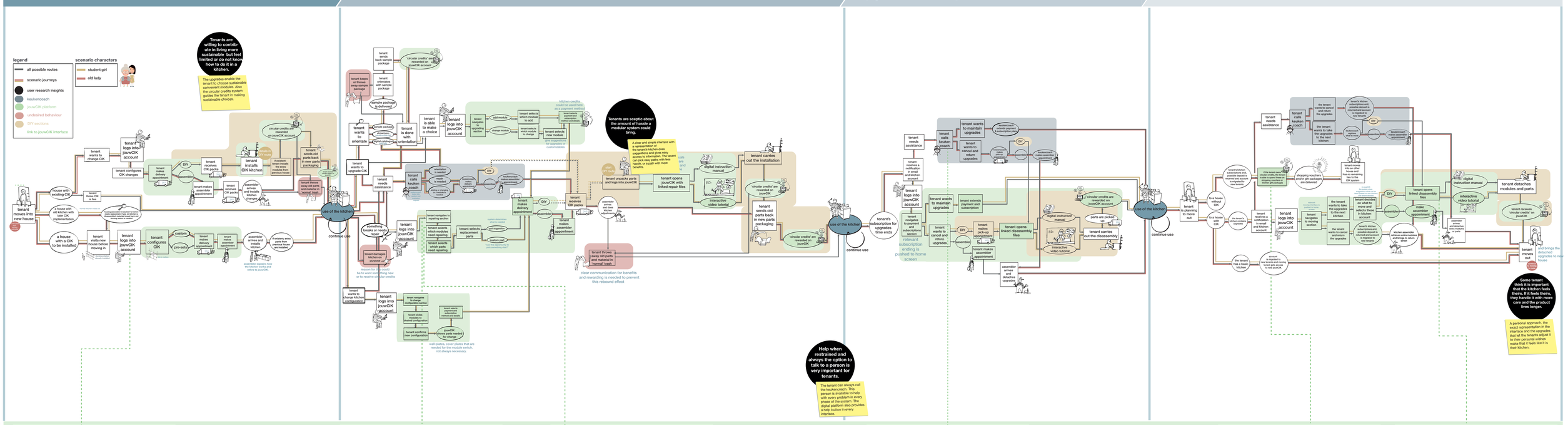
jouwCIK platform

## moving in

## desire for a change or need of a repair

## upgrade-subscription ends

## moving out




touch-points

## jouwCIK platform

Interaction with the tenant mainly takes place via a digital platform called 'jouwCIK'. This is a web-based application that is connected to a database. Within the application the tenant can log and do changes or arrange things for his/her kitchen. There is a personal approach and a clear and simple layout with overview. The tenant can roam freely in this environment and can fantasize to expand their kitchen. By making the encouraged (more sustainable) choices, rewards can be earned and ordered via this platform. Extra information and help is accessible and can be found in every phase and screen.

## the keukencoach

The keukencoach is an element of the service that helps people in making choices or arranging things when the tenant has a hard time with the digital platform. The keukencoach is an employee of the keukencollectief that is always available for help and can give guidance at any moment in the kitchen-process. The keukencoach is able to see the tenant's profile, the configuration of the kitchen and can evaluate and help the request of the tenant. The keukencoach can be called or chatted with via the interface. A physical information flyer with a telephone number is always provided for the less digital social renters.

Tenant are very annoyed by the fact that they have to stay at home for deliveries or mechanic visits. This is perceived as a limitation of their freedom and too much hassle.

Packages can be picked up at central postNL points when the tenants feels like. Mechanics are tracked and guided by the system, the system lets the tenant know when he/she can expect the mechanic.

## post NL courier

For delivering and picking up of parts the tenant gets into contact with the courier service of PostNL. They deliver quick, efficiently and invest in innovations for the sustainability and speed of their delivery system in the future. It is important for the tenant that they do not have to stay at home for these deliveries. Pick-up points, evening deliveries and track&trace are valuable tools to improve their service. Most parts are delivered in flat-packs for maximum transport efficiency.

## the kitchen assembler

For repairs and installation an assembler from the kitchen manufacturer could be sent out to assist the tenant in kitchen changes. Multiple assemblers are stationed at the two local points and are coordinated by the Keukencollectief. PostNL delivers the needed parts before the assembler arrives. This way the assembler can be on the spot quickly and efficient without any logistic hassle.

## housing association handyman

Since some housing corporations still would have a mechanic for certain repairs and maintenance, these handymen are trained in use and protocols of the CIK system. In some cases the keukencollectief could send the kitchen assembler, in other cases the handyman. Their service could even be more personal: besides maintenance, this person can assist in DIY or explains the system to the tenant.

Not all, but some housing association want to take on maintenance themselves. Some tenants already have very close-by and satisfying help by housing association mechanics/handymen.

Instead of setting these guys out of order they are involved in the service and educate to cooperate. Keukencollectief makes arrangements with the HA who they send for an operation.

support processes

### computer system

The back-end of the service is guided by the Keukencollectief. This is a computer-system streamlines all background processes and exchanging all information between partners. Multiple databases that communicate form as a base for the whole system. Basically there is a product database and a service database, their functions is described in the sections to the right. Not all information should/can be open for all partners, KC supervises these information exchanges, and optimizes them.

### product database

A PLM (product life-cycle management) database and software is designed and implemented among the partners. This PLM database is specifically important for the manufacturers and logistics, this is hooked into the computer system. This part is mainly focused on the products and looping them back. It has the following tasks: The damage needs to be determined and classified, logistics need to be arranged, recovery process information are collected. Every part has a distinctive ID for database registration.

### service database

Every CIK needs to be linked to a tenant's profile and the current kitchen configuration is visualized in the system and updated after changes. This is very important for the personal approach, the usability and the easiness of use. This database is mainly and exchange of information between the housing associations and the Keukencollectief. This is connected to the other data to know which tenant has which parts in their kitchen, and where.

### optimisation

Gathering the data of the materials, parts and their use can be used for optimizing the system. This can be very valuable for optimizing the kitchen in the future, to make improvements in the service or to optimize logistics and circular performance. To optimally benefit from the optimization through data analysis, it is important that the computer system, the service design and the kitchen are adaptable and open for changes.

### part identification

To benefit from all material and part data, every part has a distinctive ID. When something is transported, returned or recovered this is registered in the kitchen database. This label is visible on the outside, can be read easily by people and can be scanned by machines. For this the label is lasered on the parts. For laminated parts it is important that the ID is on the laminate and on the part beneath it. The label holds a name for communication (e.g. door 156) and a part ID that specifies this specific part for the system (e.g. #12455).

### tenant mutation

When a tenant moves out, the jouwCIK account of a specific residence is transferred to the profile of the tenant moving in to the residence. The tenant's profile that moves out is linked to a new jouwCIK account or archived. Information about if the tenant takes his upgrades to a next CIK needs to be retrieved and/or the kitchen needs to be restored to a basic kitchen. When the tenant moves in and the CIK already has some years of service, a free 'fresh-up' package can be ordered via JouwCIK.

### local contractor

Local contractors are hired to prepare a house for the instalment of a docking station. The Keukencollectief arranges this centrally and in cooperation with the kitchen manufacturer. The instalment of the docking station is also done by the contractor.

### delivery system

PostNL is the logistic partner in the process. They have the logistic network and innovative/sustainable vision that could provide for a interesting partnership. They do the actual to-the-door delivery. From the central production and recovery site, the parts and modules are picked-up and moved to the Post NL logistic points when an order comes in.

### notifications and information

Communication about the CIK will be primarily through jouwCIK account. Important details are also mailed to the tenants email address. Additional choices should be made through jouwCIK account.

### digital DIY-manual

For DIY operations it is possible to follow instructions for repairs, installations or changes via a digital instruction manual. The manual is linked to the tenants kitchen and order, and will be easily accessible in the jouwCIK screen.The manual is a 'traditional' step-by-step installation manual containing what needs to happen and how. With this medium the tenant chooses a more traditional way with a quick start. Compared to the video tutorial.

### interactive video tutorial

For DIY operations it is also possible to follow instructions for repairs, installations or changes via a video tutorial. These are linked to the tenants kitchen and order, and pop up in the jouwCIK screen. In this tutorial a kitchen assembler explains what needs to happen and how. It is interactive because the video pauses after every step and the tenant can navigate easily through the steps. The video tutorial is a more detailed and thorough way compared to the digital manual.

From a tenants perspective it is important that a part label does not come in the way of their kitchen aesthetics and that it is simple and used without a lot of hassle.

The interface design is based on a find and click action. This is a visual and simple action to find the right part on the tenants end. The label is lasered on the parts in an subtle way, out of direct sight.

protocols & arrangements

### when get what

A question still to be answered is when has someone the right to change and repair his/her kitchen without any costs? This is something to be determined together with the housing associations. They are the one paying for the tenants kitchen basics. Also has to be seen how often the circular model needs to be repaired and how tenants desire certain upgrades. Also it needs to be determined what is sustainably responsible to give tenants. E.g. a fresh-up package every mutation could cause a rebound effect.

### what is basic

It has to be determined what is a basic kitchen and what is an upgrade. With a flexible system it could be possible that certain housing associations that want different basics than the basic kitchen, offer upgrades for their tenants via the digital jouwCIK platform. Profile adjustments give certain renters the ability to order free upgrades via this system.

### upgrades

During the time of use the tenant has certain options for adjustment of the kitchen. Either repairing, upgrading or changing the layout. If the tenant has a basic kitchen and wants to repair, that is possible. Rules for costs should be determined. When a tenant wants to do a change that is different from the basic kitchen, it is called an upgrade. Upgrading includes adding modules and customizing style and different handles, cabinets etc.

### circular credits

A new currency is introduced in this system called the Keuken-credit (KC). The KC is used for preventing undesired behaviour and to give a positive stimulus to actions beneficial for the circular system. This should form a good reason for the tenant to pick for example the Doing-It-Yourself-way for an adjustment. Also undesired behaviour could be discouraged like throwing away parts in the normal trash instead of returning them. The circular credits could be used to receive style changes, food packages or new kitchen tools.

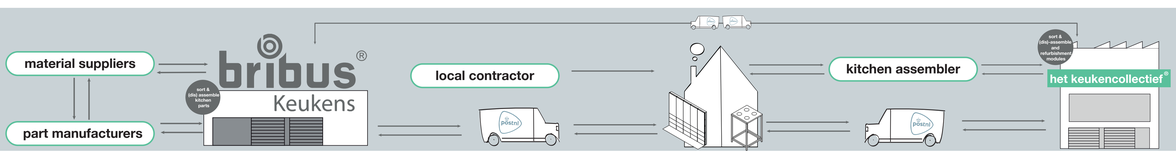
supply flow

### kitchen headquarters

Most parts are produced and recovered in one central point: the bribus headquarters. This will be the main centre for refurbishing, re-manufacturing and recycling products when repair is no longer an option. This is also the place where the stock is stored and the start of every logistic operation.

### local keukencollectief

Local 'keukencollectief' points are used as logistic points for deliveries, storage for fast moving (repair) parts. This point could also serve as a showroom, help-point, base for assemblers and information point for association's handyman.




jouw circulaire keuken