

The most sustainable phone is the one in your pocket

For every month you keep using your current phone, get a 1% discount on Fairphone products.

A group of consumers appreciates the Fairphone concept, but they are not in need of a new phone at the moment. Through the Friends of Fairphone program, Fairphone encourages these consumers to keep their current phone in use for as long as possible. After all, the most sustainable phone is the one in your pocket. For every month they keep using their phone, Fairphone will reward them with a 1% discount on Fairphone products.

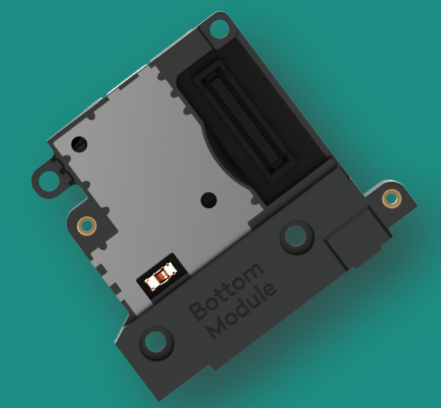
Today, these consumers forget that buying a Fairphone is an option while looking for a new smartphone. Through monthly updates, the Friends of Fairphone program will make sure that they will consider a Fairphone while they are looking for a new

smartphone. A working web application prototype has been developed which is validated with the Fairphone user group. 86.1% of this user group (n=417) would have signed up to become a Friend of Fairphone. An implementation plan is presented which contains the required next steps for launching the Friends of Fairphone program.

The Friends of Fairphone program requires low investment costs, totally aligns with Fairphone's mission and has much potential of attracting a new group of consumers!

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Login to your Friend of Fairphone account and check the amount of discount you have been saving.



FAIRPHONE

Friends of Fairphone - Welcome Leon

Account overview

- Get rewarded
- MyPhone
- Tips & tricks
- Settings



Demo video

Savings
Great job!

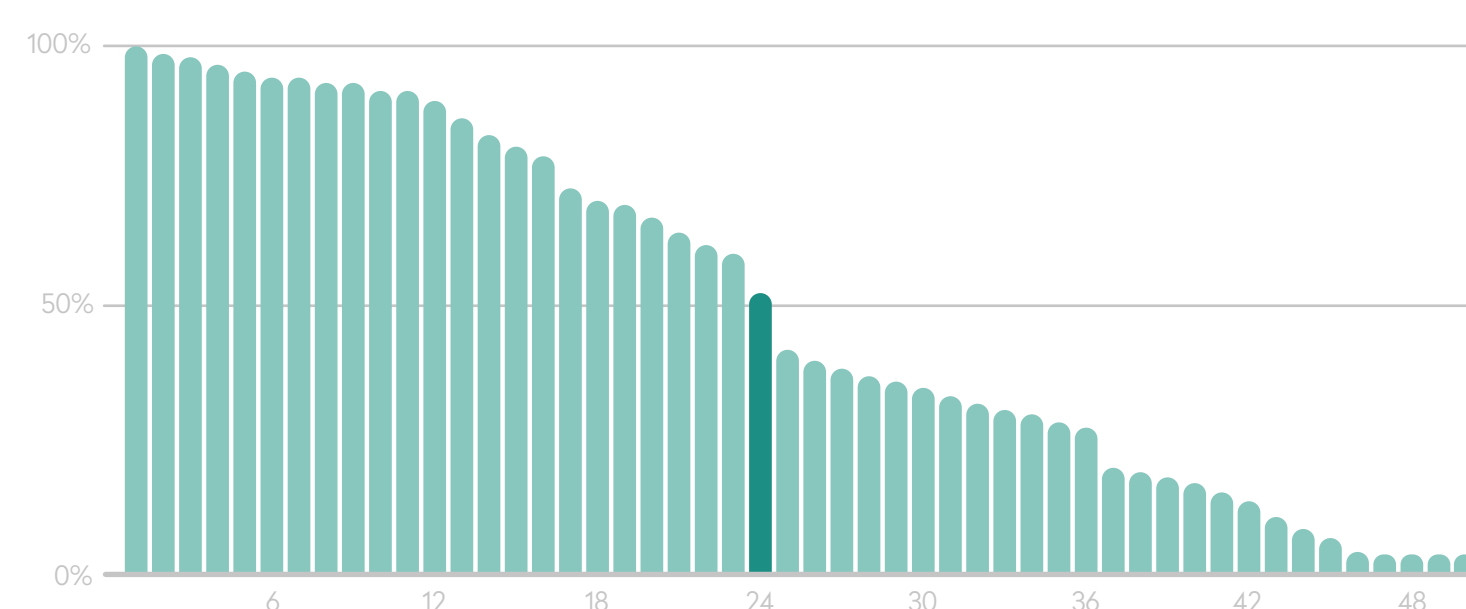


iPhone SE
22 months old

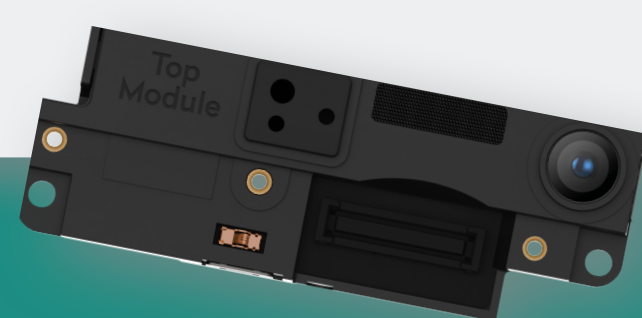
Timeline

Lifespan of a smartphone in months.

All phones iPhone SE



Change is in your hands



Would you have signed up to become a Friend of Fairphone?

Yes

86.1% n=417

Can you think of someone who definitely wants to become a Friend of Fairphone?

Yes

53.7% n=417

There is plenty of interest in the Friends of Fairphone program.

We will send you monthly email updates with the latest news.



Friends of Fairphone - 3%
Congratulations. Your phone has aged another month..

Johan van den Heuvel
Barriers and triggers in the process of purchasing a Fairphone.
16-10-2020
Strategic Product Design

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