



DESIGN STRATEGY
SOCIAL
SOCIAL CONNECTIONS AS A
RESULT



DESIGN STRATEGY
SOCIAL
SOCIAL CONNECTIONS AS A
RESULT



DESIGN STRATEGY
SOCIAL
SOCIAL CONNECTIONS AS A
FACILITATOR



DESIGN STRATEGY
SOCIAL
SOCIAL CONNECTIONS AS A
FACILITATOR



DESIGN STRATEGY
REFLECTING
TRACES



DESIGN STRATEGY
REFLECTING
TRACES



DESIGN STRATEGY
REFLECTING
MEANINGFUL MEMORIES



DESIGN STRATEGY
REFLECTING
MEANINGFUL MEMORIES



DESIGN STRATEGY
INFORMING
INTERACTIVE INFO



DESIGN STRATEGY
INFORMING
INTERACTIVE INFO



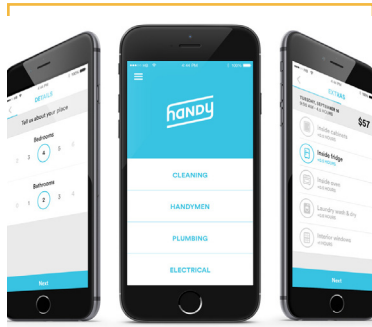
DESIGN STRATEGY
INFORMING
STATIC INFO



DESIGN STRATEGY
INFORMING
STATIC INFO



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



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



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



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



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



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



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



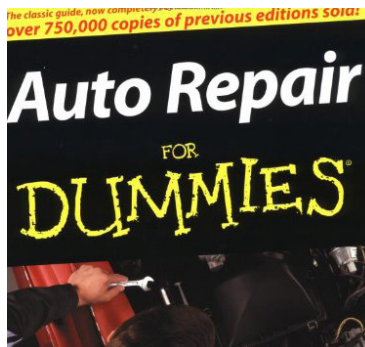
the product has strong ties to strong emotions or times, such as the crib of a baby



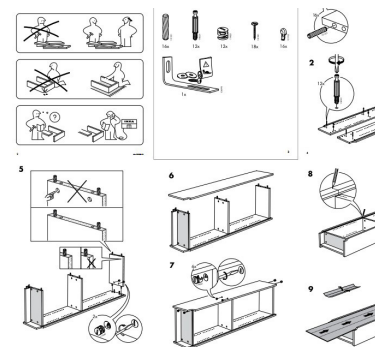
a post-apocalyptic game that has a storyline related to the world ending due to a lack of product care and teaching inhabitants on how to prevent this



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



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



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



DESIGN STRATEGY
INFORMING
PHYSICAL INFORMATION



DESIGN STRATEGY
INFORMING
PHYSICAL INFORMATION



DESIGN STRATEGY
CHANGE
AWARENESS TRIGGERS



DESIGN STRATEGY
CHANGE
AWARENESS TRIGGERS



DESIGN STRATEGY
CHANGE
MOTIVATIONAL TRIGGERS



DESIGN STRATEGY
CHANGE
MOTIVATIONAL TRIGGERS



DESIGN STRATEGY
CHANGE
AWARENESS TRIGGERS



DESIGN STRATEGY
CHANGE
AWARENESS TRIGGERS



DESIGN STRATEGY
CHANGE
IN FUNCTIONALITY/PERFORMANCE



DESIGN STRATEGY
CHANGE
PRODUCT CHANGES



DESIGN STRATEGY
ENABLING
PROVIDING FLEXIBILITY



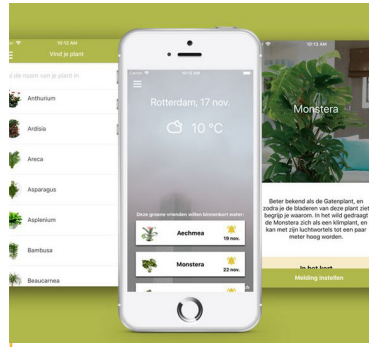
DESIGN STRATEGY
ENABLING
PROVIDING FLEXIBILITY



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



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



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

30 DAYS TO A CLEAN HOME

SPRING CLEANING CALENDAR

1 STOVE	2 OVEN	FRIDGE	MICROWAVE	KITCHEN SINK
PANTRY	KITCHEN COUNTERS	CUPBOARDS & DRAWERS	DISHWASHER	TOILET, SINK & TUB
MEDICINE CHEST & LINEN CLOSET	WINDOWS	WALLS	BASEBOARDS	DOORS

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



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



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



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



flashing lights and alarms when product care is needed



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



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



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



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



DESIGN STRATEGY
ENABLING
PROVIDING NECESSARY MEANS



DESIGN STRATEGY
ENABLING
PROVIDING NECESSARY MEANS



DESIGN STRATEGY
ENABLING
PROVIDING HELP



DESIGN STRATEGY
ENABLING
PROVIDING HELP



DESIGN STRATEGY
EXPERIENCES
ANTICIPATING EFFECTS



DESIGN STRATEGY
EXPERIENCES
ANTICIPATING EFFECTS



DESIGN STRATEGY
EXPERIENCES
THE EXPERIENCE OF AN ACTIVITY



DESIGN STRATEGY
EXPERIENCES
THE EXPERIENCE OF AN ACTIVITY



DESIGN STRATEGY
CONTROL
UNCONSCIOUS TAKEOVER



DESIGN STRATEGY
CONTROL
UNCONSCIOUS TAKEOVER



DESIGN STRATEGY
CONTROL
HANDLES PRODUCT CARE ITSELF



DESIGN STRATEGY
CONTROL
HANDLES PRODUCT CARE ITSELF



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



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



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



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



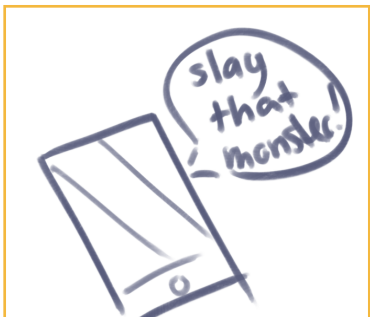
a mouthguard case showing how much money you have lost or broken up till now since you didn't store it properly



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



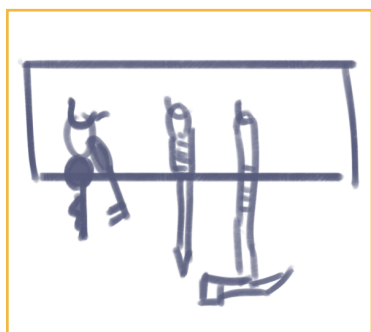
gloves that can be worn and act as a wiping towel, it changes the experience of cleaning because you are much more physically touching your products



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



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



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



laptop makes automatic updates and changes which will benefit the user



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



DESIGN STRATEGY
CONTROL
FORCING PRODUCT CARE



DESIGN STRATEGY
CONTROL
FORCING PRODUCT CARE



DESIGN STRATEGY
APPROPRIATION
EVER-CHANGEABLE PRODUCTS



DESIGN STRATEGY
APPROPRIATION
EVER-CHANGEABLE PRODUCTS



DESIGN STRATEGY
APPROPRIATION
PERSONALIZATION



DESIGN STRATEGY
APPROPRIATION
PERSONALIZATION



DESIGN STRATEGY
APPROPRIATION
CREATIVE CHANGE



DESIGN STRATEGY
APPROPRIATION
CREATIVE CHANGE



DESIGN STRATEGY
CONTROL
PRODUCT TAKES INITIATIVE



DESIGN STRATEGY
CONTROL
PRODUCT TAKES INITIATIVE



DESIGN STRATEGY
EXPERIENCES
AFTER EFFECTS



DESIGN STRATEGY
EXPERIENCES
AFTER EFFECTS



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



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



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



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



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



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



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



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



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



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



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



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