

DESIGNING FOR PRODUCT DETACHMENT

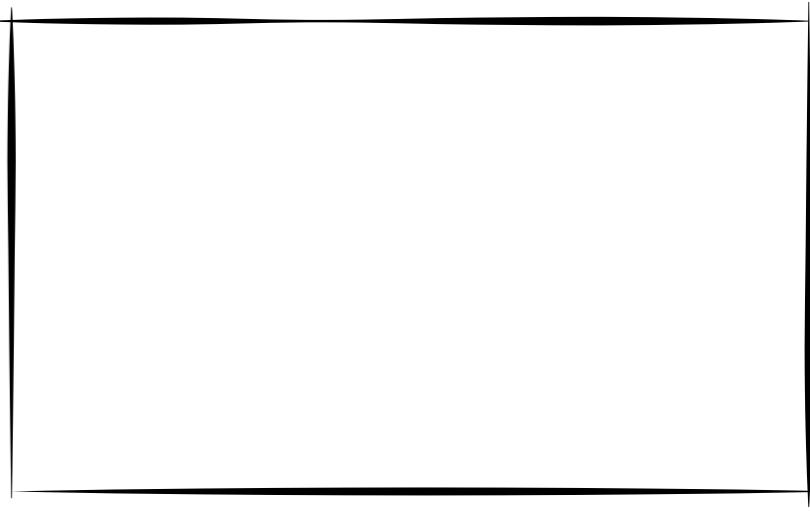
saying goodbye to a(n).....

Our consumer

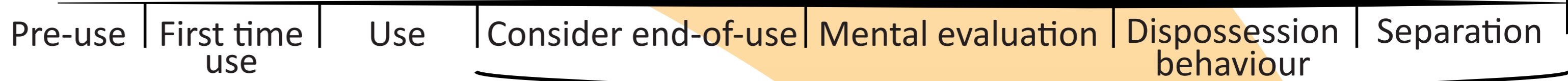


1. CURRENT CONSUMER-PRODUCT LIFECYCLE

Sketch the lifecycle and describe what happens per step



Where does the product end up?
and in what quality?



Detachment process

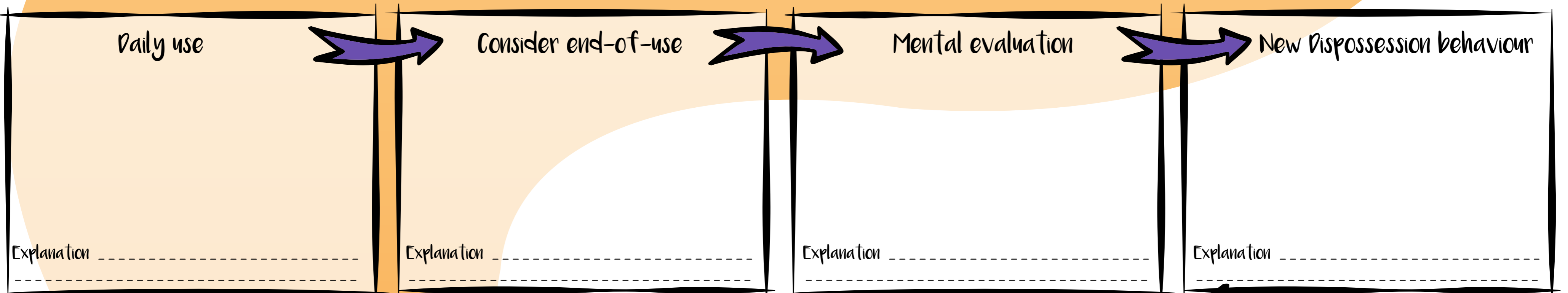


Reflection

2. DESIGN GOAL Complete the design goal and finish the sentences

- 1) To change the disposition behaviour of **Storage without use / Gradual Garbaging / Brutal use** and/or stimulate **Iconic Transfer / Cleaning object**
- 2) We want to design an end-of-use experience that stimulates the consumer to
- 3) Where the consumer is supported to overcome (the values)
- 4) The consumer should feel.....in this experience

3. NEW END-OF-USE CONSUMER EXPERIENCE sketch the new lifecycle with the designed experience



Designed end-of-use experience

What happens with the product? (in the technical cycle)

Separation

