Framework of Product Detachment

Consumer product detachment has been explored in this project. This exploration has resulted in a framework of detachment. The framework shows the process consumers go through when detaching themselves from their possession. It has functioned as the basis for the design tool that has been developed in this project.

The detachment process consists of two parts:

1) **Dispossession**
   - the mental process of distancing yourself from your product

2) **Separation**
   - the physical act of removing the product from your life

This framework could give insights into the consumer experiences at the end-of-use. These insights can be used to design an end-of-use experience beneficial for a company.

Exploring the Detachment Process

*Designing for the End-of-Use Consumer Experience*

**Contribution**

This study focused on exploring the end-of-use phase and the experiences involved. The insights are relevant for a circular economy where used products are the resources to make new products. Consumers are co-responsible to keep the product in the circular cycles. Companies can stimulate their consumers to return the product back to the cycle through an end-of-use experience. This experience can be designed, and for this, needs to be knowledge on what the current experiences are and which factors play a role in establishing this experience. These insights can give directions to what kind of experience could be designed that stimulates the consumers to return the product, and how this can be achieved.

**Application**

In order to explore the current detachment process a consumer-product lifecycle can be used, which is the technique used in the design tool. For a specific product and consumer can be described how this detachment process applies to each step of the lifecycle. In the end, a conclusion can be drawn on how the consumer has experienced this end-of-use phase and where could be intervened with a design.

**Example**: Possible detachment process of a phone

Pre-use | First-time use | Use | Consider end-of-use | Mental Evaluation | Dispossession behaviour | Separation | Reflection

- Excited to buy a new phone
- Exploring the new functions on the phone
- A new phone has been released, and Kim wants to show off with the newest phone, the old one has become out of date.
- Kim puts the phone in a drawer because it is still worth some money, so maybe she could sell it later
- However, the phone was expensive, but she has used the old phone for only 1.5 years
- After a year, she sells it.
- She is happy she got some money for it