1. CURRENT CONSUMER-PRODUCT LIFECYCLE
Sketch the lifecycle and describe what happens per step

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

1) To change the dispossession 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

Detachment process
I feel ..... because .....