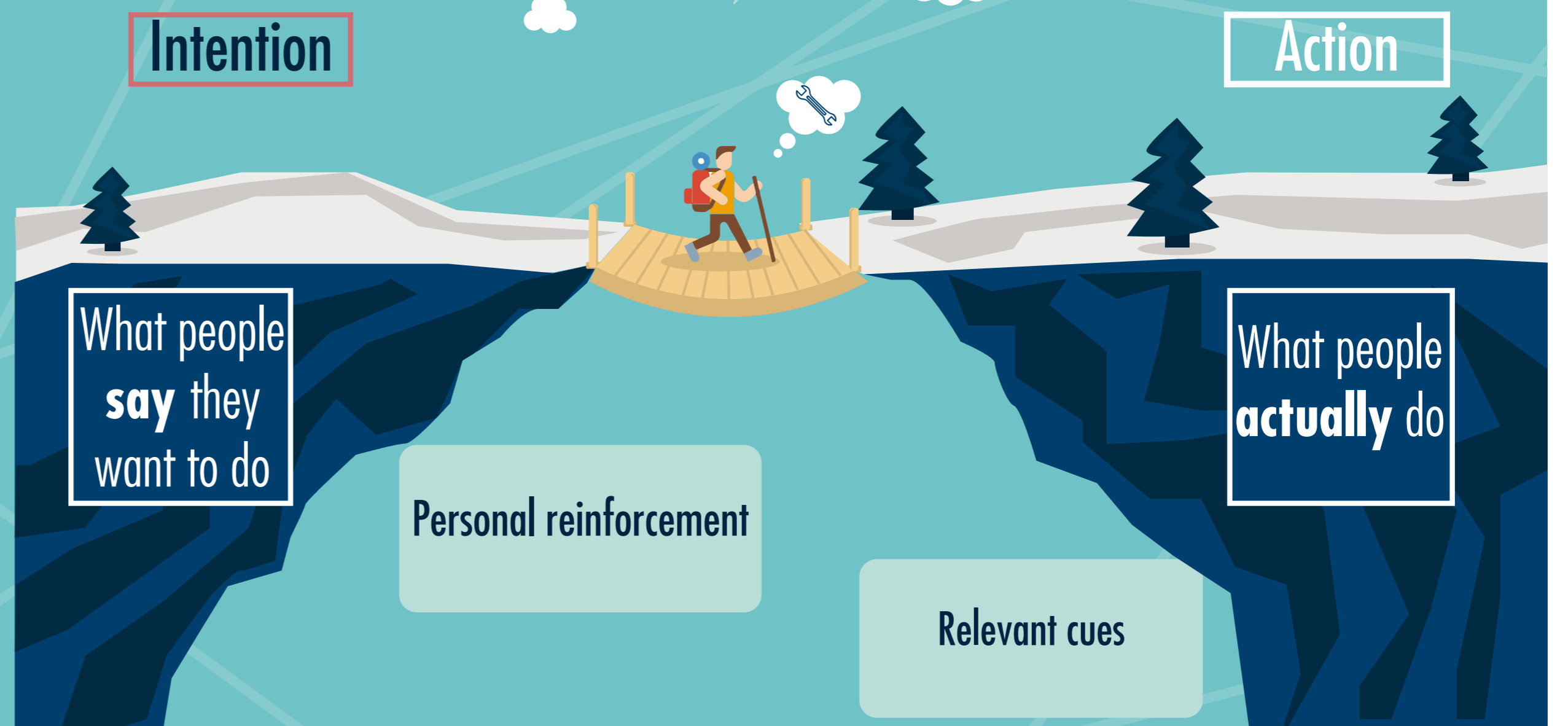
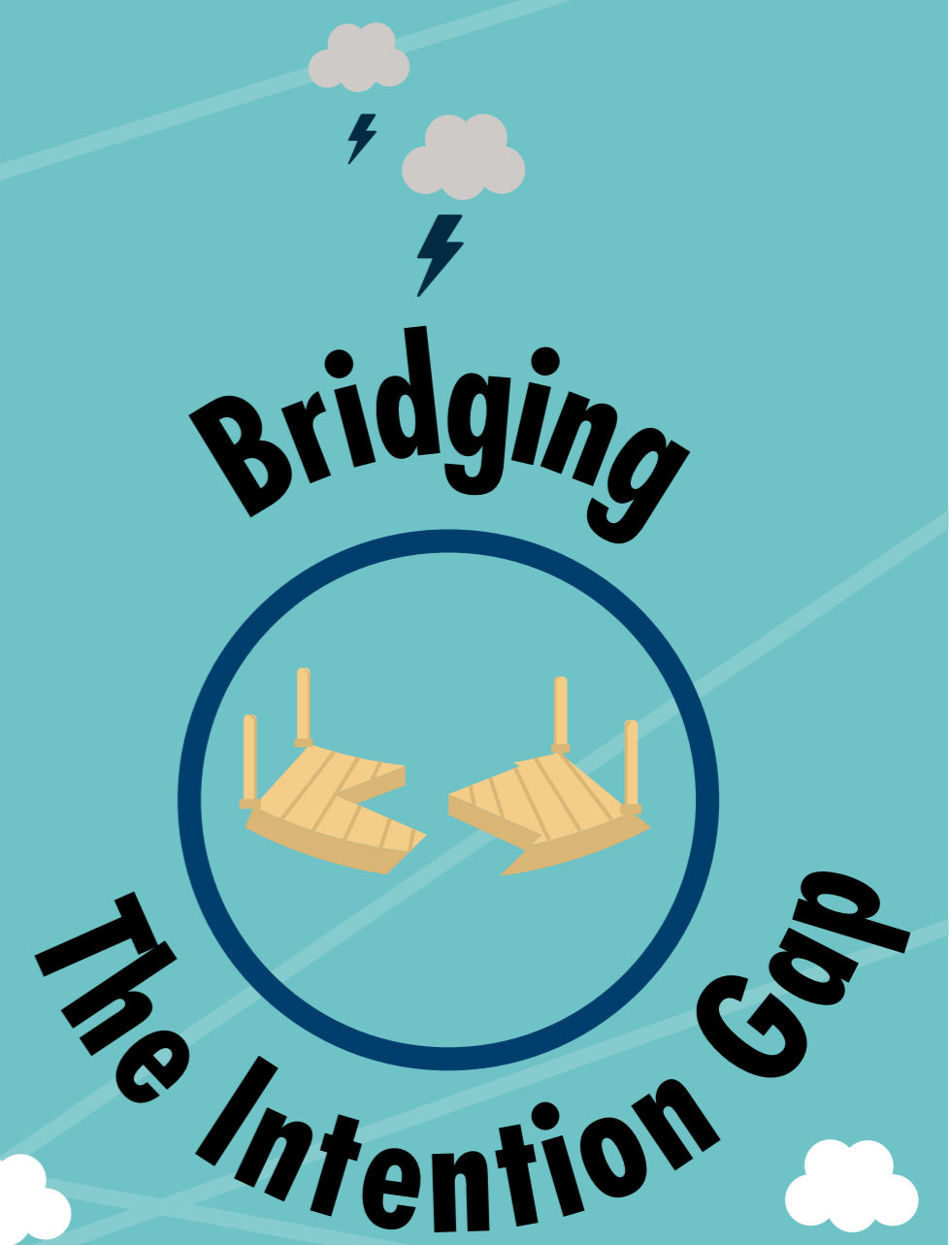


Design as a product care enabler

Increasing consumers motivation to care more of their products

Carely, is created as a platform to improve product care, by offering users, simple and reinforcing ways, to conduct repair and maintenance tasks, for the products they consider relevant.



“We believe that product care is enjoyable and simple”

The idea behind the concept, is that people relate to a careful mindset, that aims at being aware of the impact of our care actions, and translate that value into a desired behaviour.

The Profiling process



We support your care



Tailor your product care in the blink of an eye.



Sebastián Acevedo Olaya
Design as a product care enabler
30th of August, 2019
Strategic Product Design

Committee
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