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<th>LIFESTYLE RESPONSIBILITY</th>
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<td>Lifestyle Responsibility emphasises on lifestyle envisionment, personal resource management and avoiding negative emotions. Lifestyle Responsibility is about empowering consumers to make the right decisions based upon their life and budget. How they can make consumption choices for self-identity and self-expression according their way of living.</td>
<td>Purpose emphasises on pursuing positive emotions and a growth mindset (e.g., gaining knowledge or skills). Through life and experiences a consumer gains knowledge and skills, which can be used to purchase the right products for oneself. The more interactions with products and services, the more knowledge the consumer gains and the wiser they become.</td>
<td>Flexibility is about alternative consumption (e.g., share, swap, borrow) and how consumers could join this movement. With alternative consumption we talk about repurposing, remanufacturing, refurbishing products and sharing. Flexibility targets the people who are willing to change the way consumptions are acquired nowadays, to stop the consumerism and the negative impact mass consumption has.</td>
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<td>Perspective focuses on what the consumer already knows about products through their own and others’ purchases and how they can make well-considered choices. Furthermore, it is about new or future products and usage that could be new for the consumer.</td>
<td>Prudent Reasoning is about gaining knowledge before the purchase, spending time and effort considering options and their consequences. Prudent Reasoning concerns around the value products have for the consumer as well as what they communicate towards the consumer.</td>
<td>The Transcendence facet is about compassion (e.g., caring for general welfare, local businesses) and interbeing (e.g., relations with others, nature). Transcendence is about the empathy a consumer has for people and planet, including being social with others and gaining no benefit for oneself.</td>
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Consumer wisdom is defined as the pursuit of well-being for oneself and for others through mindful management of consumption-related choices and behaviours. Consumer wisdom offers a positive alternative whose objective is to simultaneously promote the well-being of the individual, society, and the natural environment. The Consumer Wisdom theory is composed of 6 facets; Lifestyle Responsibility, Purpose, Flexibility, Perspective, Prudent Reasoning, and Transcendence (Luchs & Mick, 2018).

**Flexibility**

** Proposed design directions:**
- Alternative consumption
  - Alternative consumption is about repurposing, remanufacturing, refurbishing products, borrow or non-ownership.
- End-of-life design
  - Initiating the potential of reusing, service, remanufacturing, recycling with/without disassembly or even disposing of the product by the user.
- Sharing economy
  - Share what you have, to create less waste and lower the mass consumption rate.
- Design for aging gracefully
  - Engaging the consumer in the material changes that could occur over time. The designer can make extending the product life span socially acceptable.

**Purpose**

** Proposed design directions:**
- Positive design
  - The goal is to design to increase people’s subjective well-being and appreciation of life.
- Happiness design
  - Helping the user in their pursuit of a pleasurable, satisfying life and flourish in life.
- Design for emotion
  - This direction is linked to the emotions the user feels with the product or service, when seeing, using or buying it. Design to evoke or prevent certain emotions with the consumer.
- Experience design
  - Experience as the root of designing and the source for new possibilities, ensuring a human-centred approach. Technology could help enriching consumer’s experiences.
- Product experience
  - It is concentrated around the function of products and how products fit the user’s activities. A product experience is based on the user’s knowledge about the product or service, a conscious and subconscious matter.
- Social design
  - Design for social needs and preferences.

**Lifestyle Responsibility**

** Proposed design directions:**
- User-centred design
  - Design towards the user (their needs, wants and experiences) and if they understand the use of the design.
- Responsibility design
  - To help users make responsible consumer choices and steer them towards choices focused on their lifestyle or needs.
- Mindful interaction design
  - Mindful interaction design exists of the frame of the mind and its content, so the triangle relation between person - object - person.

**Transcendence**

** Proposed design directions:**
- Design for sustainability
  - Considering social, economic and cultural aspects with long term solutions trying to change the over-consumption behaviour.
- Design for circular economy
  - An alternative to the usual linear model to use materials for as long as possible and recycling where possible.
- Design for socially responsible behaviour
  - The relation between social implications, behaviour and human-product interaction is important when designing for a socially responsible behaviour.
- Emotional durable design
  - The target is to reduce the consumption and waste of resources by increasing the resilience of relationships between consumer and product.

**Prudent Reasoning**

** Proposed design directions:**
- Product value design
  - Understanding of recognition, perception, and interpretation of various design features by users and connecting them to a brand or to recognize a product.
- Novelty
  - There are two types of novelty; absolute novelty – something that has never been experienced before, and relative novelty – a product with a new combination of previously experienced elements.
- Transparency
  - How much light goes through the product or the surface to show what is inside the product.
- Symbolic incongruences
  - Incongruences in product appearance (e.g. incongruences among impressions elicited by visual and tactile aspects of product appearance).

**Perspective**

** Proposed design directions:**
- Prospective
  - These products have no predecessors. The products may be new in forms of changing the needs and context of the consumer.
- Retrospective
  - Creating products with the help of learning’s from other’s and your own past and present consumption (behaviour).
- Prototypically
  - The degree a product is the representation of a category by the look, aesthetics and brand recognized by the consumer.
- Simplicity
  - Products or services those are easy to understand and use by consumers. Explanations are not necessary, because by the look the consumer knows what it is and how to use it.