



USER-CENTRED DESIGN

Customized products
To show the personal or special lifestyle of the consumer. The consumer is willing to pay a bit more to customize the products according to their preferences and performance indication



USER-CENTRED DESIGN

Avoiding negative emotions
Products that help achieve difficult or time consuming tasks and avoid negative emotions when using them



USER-CENTRED DESIGN

Durable tools
Helping consumer to lengthening lifetimes of owned products

Long lasting products
These products are durable because of the good quality and they will last a long time until they need replacing



USER-CENTRED DESIGN

Time upgradable
Products that can be changed according to user's preferences. The products keep their value over time and prevent purchasing new products

Situation upgradable
Products can be changed according to the situation, so buying less products



RESPONSIBILITY DESIGN

Healthy lifestyle
Products that stimulate the behaviour for living a healthy life and make it easier to live a healthy lifestyle



RESPONSIBILITY DESIGN

Budgeting
Products that help consumers with wisely spending their money and help their keeping track of their budget



RESPONSIBILITY DESIGN

Resource management
Products that reduce consumption in order to live a virtuous lifestyle and helps the consumer save money



USER-CENTRED DESIGN

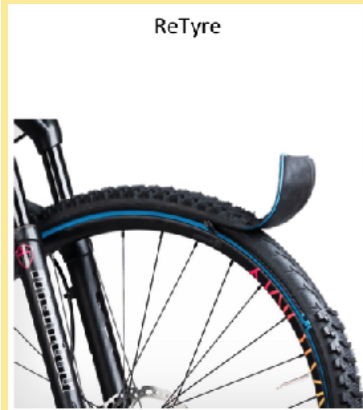
Personalisation
Common products that can be personalised by the consumer according to their preferences. The product is mass production, but has the option to personalised when bought

Tips and tricks

How could the product or service help to maintain a certain lifestyle?

How could the product or service be upgraded over time?

How does the products or servide help spending less on new objects?



ReTyre

The tires of this bike can be changed according to different types of ground



Piv-o stroller

This baby stroller grows with the child from stroller into a walker into a tricycle



iFixit

Toolkit for the DIY with all the tools necessary to fix everything you want



Senz Umbrella

Smart umbrella. Can withstand all weather types and moves with the wind direction, so it won't break



Kitchen Safe

Time locking container. The inside of the storage container can only be opened after the time is over



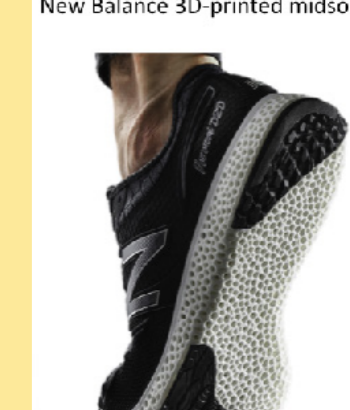
Pikaplant jar

This biotope provides the plant with all the nutrients it needs inside the jar



Black and White Surfboards

Custom made surfboards



New Balance 3D-printed midsoles

Shoes with customized 3D-printed midsoles for optimized walking experience

Tips and tricks

How could the product or service be personalised?

How could the product or service be common, but still personalisable?



Blank wall clock by Alessi

This clock comes without anything on it and with a marker. The user can put on everything they want and change it whenever they like.



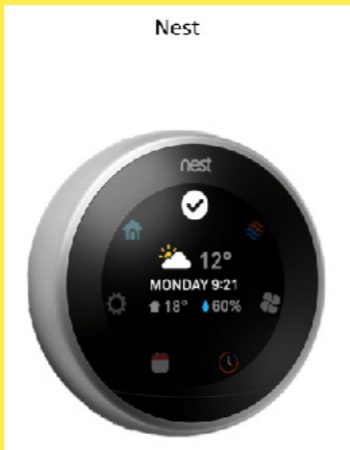
Pinboard

This pinboard lets users connect through uploading anything from the phone on magnetic interfaces or through writing

Tips and tricks

How could the product or service help consumers make responsible choices?

How could the product or service create a virtuous life for the user?



Nest

Smart thermostat. It helps saving energy by being easily adaptable



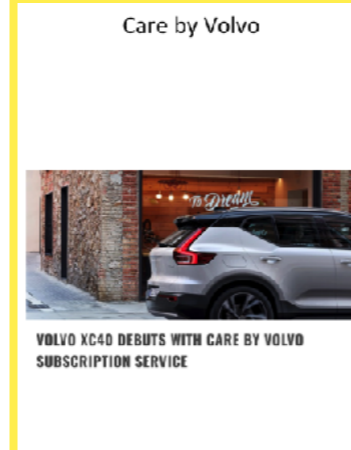
Low-flow showerhead

This showerhead saves water, monitors the average water use and shows the water temperature.

Tips and tricks

How could the product or service help focus on a certain lifestyle?

How could the product or service help the consumer make responsible choices for their needs?



Care by Volvo

A subscription service offering digital concierge, repair, insurances, streaming, in-car delivery, access to premium cars



Budget Tool

This tool helps to see into the financial budget of an user. Physical diagrams show incomes and outgoings

Tips and tricks

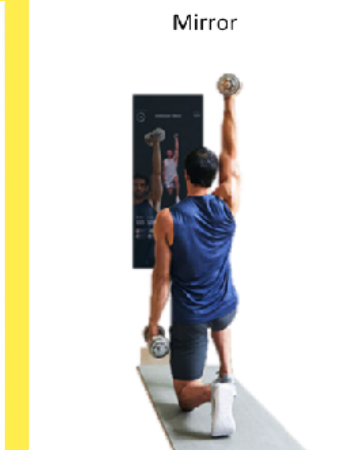
How could the product or service help create a healthy lifestyle?

How could the product or service help maintain a healthy lifestyle?



Somnox

This robot will help the user fall asleep with breathing, lullabies, the sound of heartbeats, meditation and warmth



Mirror

An all-in-one responsive screen to create a fully immersive fitness experience within the home



LIFESTYLE RESPONSIBILITY

MINDFUL INTERACTION DESIGN

Reconciling time

Products that show time is limited and that life should be spend wisely



LIFESTYLE RESPONSIBILITY

MINDFUL INTERACTION DESIGN

Make decisions

Products forcing the consumer into desired behaviour



LIFESTYLE RESPONSIBILITY

RESPONSIBILITY DESIGN

Reconciling conflicting values

Products that reconcile existing issues for the consumer by helping them



LIFESTYLE RESPONSIBILITY

RESPONSIBILITY DESIGN

Reminding to take action or make a decision

Products that help the consumer to take action or make a decision through the use of the product



PURPOSE

HAPPINESS DESIGN

Learning new skills

Through usage of products the consumer will learn new skills



PURPOSE

POSITIVE DESIGN

Development of specific behaviour

Through usage the consumer behaviour can be influenced and help pursuing positive emotions



PURPOSE

POSITIVE DESIGN

Maintain good memories

By usage of products the consumer will keep their memories and can revisit them whenever



PURPOSE

POSITIVE DESIGN

Trigger positive emotions through usage

Through the use of the products the consumer will experience happiness. The products help or promote a positive behaviour

Tips and tricks

How could the product or service remind the consumer to take action?
How could the product or service help the consumer make a decision?
How could this be done in an convenient or non-irritating manner?

The Birthstone



This wearable alerts pregnant woman when there is radiation near, so they can distance themselves for the babies sake

AutoMed+



This device helps to take liquid medicine by reminding and with every touch pouring the right amount of liquid

Tips and tricks

How could the product or service help making responsible choices?
How could this help the consumer's lifestyle or needs?

MijMo



This watch helps elderly balance their mental and physical well-being. Tracks activities and reminds user of activities to do

Equa



This bottle reminds the user to drink water with a light on the bottom

Tips and tricks

How could the product or service help change behaviour?
How could the use help the consumer with this change?

Reveal watch



An analog watch that reveals the time in a digital format and only shows what is necessary

Kitchen Safe



Time locking container. The inside of the storage container can only be opened after the time is over

Tips and tricks

How could a product or service create awareness of how precious life or time is?
How could the product or service make consumers spend their life wisely?

The Moment candlestick



This cast iron candleholder has a bundle in mechanism to put out the flame when the candle is run out of wax

Aura



This wearable detects stress, anger, sadness and happiness by showing lines. It also shows the time

Tips and tricks

How could the product or service help increase happiness?
How could the usage help increase consumers their happiness?

Tinytask



Small task to change up the user's day

Acoustic Poetry



This device connects deaf people with their environment by making the sounds written poetry

Tips and tricks

How could the product or service help increase happiness?
How could the the product or service help appreciate life?

GoPro



Filming everywhere, in every circumstance and during every activity

Instant Camera



Take a picture and it will be printed right away

Tips and tricks

How could the product or service help increase happiness?
How could the the product or service help change the consumer's behaviour?

Low-flow showerhead



This showerhead saves water, monitors the average water use and shows the water temperature

Benjamin Brush



This app connected toothbrush makes brushing more fun with music, vibrations and games. It also keeps track of the habits

Tips and tricks

How could the product or service help pursuit a pleasurable life?
How could the usage of the product or service help pursuing a statifying life?

iFixit



Toolkit for the DIY with all the tools necessary to fix everything you want

Lightbox



This camera makes it possible to share life streaming videos with your friends and family



PURPOSE

PRODUCT EXPERIENCE

Improve performance
Products that help improve the consumer's performance through usage



PURPOSE

DESIGN FOR EMOTION

Trigger positive emotions through a funny/deviating look
Products triggering positivity through their appearance



PURPOSE

DESIGN FOR EMOTION

Small-batched goods
Products that are produced in a small batch in order to make them special and make consumers care more for them



PURPOSE

HAPPINESS DESIGN

Express creativity
With the use of these products the consumer can show their creativity



FLEXIBILITY

ALTERNATIVE CONSUMPTION

Homemade food
Through usage produce own food



PURPOSE

SOCIAL DESIGN

Trigger positive emotions through social interactions
Products stimulating positivity through social interactions



PURPOSE

SOCIAL DESIGN

Sharing experiences
Through the products share personal events or experiences with others



PURPOSE

EXPERIENCE DESIGN

Creating nice experiences
Accessories that help to create nice(r) experiences through usage of the product or service

Tips and tricks

How could the product or service help the consumer flourish in life?

How could the product or service show to the outside that the consumer does well?

Tips and tricks

How could the product or service help the consumer care more for it?

Which emotions could be linked in order to see, buy and use the product or service?

Tips and tricks

How could the product or service trigger positivity?

Which emotions should be felt by the consumer in order to see, buy and use the product or service?

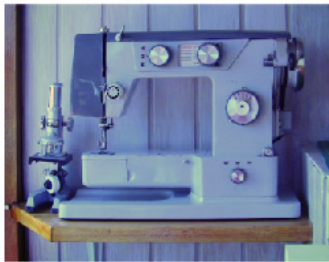
Tips and tricks

How could the product or service provoke the right interaction?

How could you use your own experience to create products or services?

How could you use consumers' experiences to create products or services?

Sowing machine



User can make all types of creations with this machine

Van Gogh Vans



This special edition of the vans have the design of Van Gogh paintings on them

Adidas Parley



Shoes made out of ocean plastic waste. Launched as a limited edition of 50 pairs

Inaccessible Perfume



This perfume is enclosed in limited-edition packaging made out of a recycled fiberglass material

Children's wheelchair



This wheelchair can be changed into the best settings for the child's preferences

Rhino



A hammer that can be changed into a small rhino to easily put away

Swiss barefoot socks



Socks made out of extra strong material and anti-slip, so they can be used outside to walk or while surfing

Little helper



It helps to grow vegetables and eat healthier with the help of a sensor to add to the garden and an app

Tips and tricks

How could a product or service elicit positive emotions from the consumer?

How could technology help consumers create positive emotions?

Tips and tricks

How could you design for social interactions?

Which social needs or preferences could be linked with the product or service?

Tips and tricks

How could you design for happiness through social interactions?

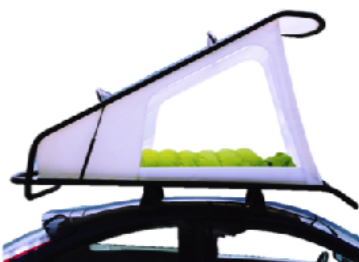
Which social needs or preferences could be linked with the product or service?

Tips and tricks

How could the product or service stimulate producing own food?

How could you make it easy for consumers to produce food at home?

Nest



This tent can be placed on top of a car. This made out of an aluminum frame and waterproof sailing fabric

Logigram turntable



This turntable doesn't compromise on audio quality neither on design for the music lover. Made out of wood, composite and MDF

GoPro



Filming everywhere, in every circumstance and during every activity

Lightbox



This camera makes it possible to share life streaming videos with your friends and family

Cookery Kit



This subscription cooking kit engages social activities through cooking for neighbors

Croquet set



A complete set to play croquet together

Organic Table



This table combines eating and gardening. The table is made of walnut and the user can grow whatever they want in the middle

Puro



An autonomous planter that lets the user know when the plant needs water in the water basin

FLEXIBILITY

SHARING ECONOMY

Sharing consumption

Products that promote sharing instead of owning products

FLEXIBILITY

END-OF-LIFE DESIGN

Repair products

Through usage helping or promoting repairing owned products or make things themselves

FLEXIBILITY

END-OF-LIFE DESIGN

Promote reusability

Extending value of owned goods by not having to throw products away after usage

FLEXIBILITY

ALTERNATIVE CONSUMPTION

Leasing

Products that stimulate non-ownership

PERSPECTIVE

SIMPLICITY

Most basic usage

The appearance of the product is the most basic or simple shape so the consumer can easily recognize the usage

PERSPECTIVE

RETROSPECTION

Influence negative consequences of consumption

Products that help solve well-known bad experiences and help learn from other's past consumption behaviour

PERSPECTIVE

PROSPECTION

Improve behaviour

Products that provide feedback or monitor behaviour to help improve it

FLEXIBILITY

DESIGN FOR AGING GRACEFULLY

Graceful aging material

Products that can be used for a long time and keep their charm, due to the fact that the material ages gracefully

Tips and tricks

How could you design to change the consumer's behaviour?

How could you stimulate non-ownership through a product or service?

Care by Volvo



VOLVO XC40 DEBUTS WITH CARE BY VOLVO SUBSCRIPTION SERVICE

A subscription service offering digital concierge, repair, insurances, streaming, in-car delivery, access to premium cars

Tips and tricks

How could the product or service help consumers change their throwing away behaviour?

How could you stimulate extending the life of a product through reusing?

Chew



A portable environment friendly straw

Que



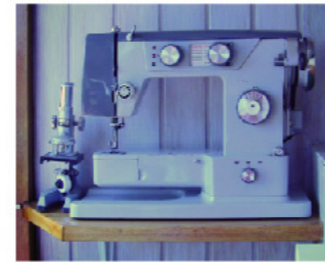
This BPA-free silicon bottle is made for easy travel. When it is empty just crunch it down half the size

Tips and tricks

How could a product or service help extening the lifespan of other products?

How could consumers maintaining products on their own?

Sowing machine



User can make all types of creations with this machine

iFixit



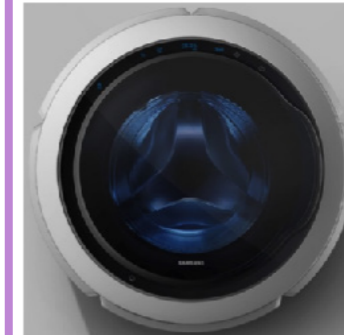
Toolkit for the DIY with all the tools necessary to fix everything you want

Tips and tricks

How could you create trust between consumers?

How could products or services help lower waste or the mass consumption rate?

Quinque



Departments in this machine makes sharing possible and through time programming all the clothes will be washed separately

The City scooter



This is a bike rental system to share bikes in a city

Tips and tricks

How does the material change over time?

How could the material change create willingness with the consumer to buy second hand, share products or reuse them?

Leather weekend bag



This bag is made from leather to resistant to years of intensive use

Yi chair



This chair is made from ash and wood. The purpose of the chair is to withstand usage over time

Tips and tricks

How could products or services change the consumer's needs or context?

How could a consumer recognize the future product or service?

Low-flow showerhead



This showerhead saves water, monitors the average water use and shows the water temperature

Budget Tool



This tool helps to see into the financial budget of an user. Physical diagrams show incomes and outgoings

Tips and tricks

How could you implement existing knowledge about purchases in new products or service?

How could this knowlegde improve previous problems or behaviour?

One for Hundred



A furniture line that plants a hundred trees for every piece of wooden furniture sold

Water filter



A grapheme-based water filter to produce drinkable water by just running the water through

Tips and tricks

How could you downscale the appearance of the product to most basic?

How could a product or service be easily understood?

How could the use of the product or service be easily understood?

Skeleton collection



Cutlery bring down to the most basic form of use

GrowOya



A terracotta vessel to burry mostly underground to naturally seep water into the soil for plants



Improved (novel) products

Products that have a superior technical value over existing alternatives



Brand recognition

The brand can be recognized by the product's aesthetics



Best feature focus

The product is designed in a way the best feature catches the eye immediately



New technology in 'old' form

Products with a prototypical shape of old technology so the consumer recognize the usage of the new technology



Local economy

Through consumption promote the local economy, any local economy possible



Creating a bond between product and consumer

The consumer creates a bond with the product, which makes it hard to throw it away and causes long time usage



Different look

The look of the product differ from the regular products within the category. Purpose is clear, but it is in a new/different design than the consumer is used to



See-through products

The use can be understand by the use of seeing through the product

Tips and tricks

What could a future product or service look like?
How could you use existing product categories to create recognizable future products or services?

Kobo e-reader



A device to read books everywhere with the help of a light for darker days and storage for hundreds of books

Marbel



A light and electric skateboard

Tips and tricks

How could you create value for the consumer through the aesthetics of the product?

How could the consumer recognize the product and the best feature through these aesthetics?

Organic Table



This table combines eating and gardening. The table is made of walnut and the user can grow whatever they want in the middle

999 Bottles



Count how many plastic bottles you save every time you fill up the bottle

Tips and tricks

How could you create value for the consumer through the aesthetics of the product?

How could the consumer recognize the product and the brand through these aesthetics?

BMW i3



An electric car with all the benefits the BMW brand has to offer

iPod



User can listen to music everywhere and add their own preferred music

Tips and tricks

How could you create uniqueness within appearance of the product or service?

How could you generate a competitive advantage with this uniqueness?

How could you keep the recognitions for the consumer?

iPod



User can listen to music everywhere and add their own preferred music

Dyson vacuum cleaner



Clean without a wire and bag to make vacuuming easy and a nice task

Tips and tricks

How could you use transparency in the product?
How could this help change the consumer's behaviour and perception towards a product?

Wine cork saved in 3D model



This cork was saved by a couple after their first bottle drunk together

Fruit skewer bottle



An infuse water bottle featured with a filter, skewer, divider and juicer. So the inside can be change to the user's preference

Tips and tricks

How could you use incongruities in the appearance of the product?

How could this help to surprise and further interest the consumer?

Inaccessible Perfume



This perfume is enclosed in limited-edition packaging made out of a recycled fiberglass material

Pangolin



An eye-catching backpack made out of recycled tire tubes and big enough to store a helmet in it

Tips and tricks

How could you increase the relationship between consumer and product?

How could this help to reduce the consumption and waste of resources?

Electric guitar



This electric guitar is custom made for the user

Piv-o stroller



This baby stroller grows with the child from stroller into a walker into a tricycle

Tips and tricks

How could products help the consumer purchase local produced products?

How could a product promote local produced products?

Wingback cash wallet



A handmade and customizable leather wallet for easy use



TRANSCENDENCE

DESIGN FOR SUSTAINABILITY

Natural materials

Products or part of products made of biodegradable material



TRANSCENDENCE

DESIGN FOR SUSTAINABILITY

Appearance shows harmfulness of consumption

Focus on ugliness to show disruptive effect of consumption behaviour



TRANSCENDENCE

DESIGN FOR SUSTAINABILITY

Demonstrating goal of user

These products help the consumer reach a certain sustainable goal and show this to the outside



TRANSCENDENCE

DESIGN FOR SUSTAINABILITY

Stimulate sustainable behaviour

Products that could stimulate a change in the consumer behaviour towards a more sustainable way



TRANSCENDENCE

DESIGN FOR CIRCULAR ECONOMY

Recycled materials

Products making use of recycled or repurposed materials to create new products



TRANSCENDENCE

DESIGN FOR SOCIALLY RESPONSIBLE BEHAVIOUR

Animal welfare

Promote animal welfare or wellbeing through the help of these products



TRANSCENDENCE

DESIGN FOR SOCIALLY RESPONSIBLE BEHAVIOUR

Promote social interactions

Products that promotes relationships with the community and make consumers care for social interactions



TRANSCENDENCE

DESIGN FOR SUSTAINABILITY

Environment friendly energy

Products helping consumers use more environment friendly energy

Tips and tricks

How could a product or service help create a more sustainable consumer behaviour?

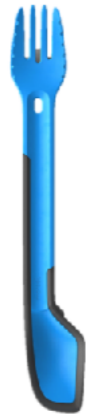
How could you make it easy and appealing for consumer to adopt the desired sustainable behaviour?

Chew



A portable environment friendly straw

Morsel



This product is a fork and a spoon in one. It is light, easy to clean and made for inside and outside use. Made out of BPA plastic

999 Bottles



Count how many plastic bottles you save every time you fill up the bottle

One for Hundred



A furniture line that plants a hundred trees for every piece of wooden furniture sold

Tips and tricks

How could aesthetics show which way the environment is going through mass consumption?

How could this help the consumer to change their consumer behaviour?

Kaffeeform



Cups and mugs made out of coffee ground (waste) and are 100% biodegradable

Be. (Beyond Electric)



Battery and electric-free vibrating toothbrush with a 100% biodegradable brush head and recyclable build

Tips and tricks

What kind of natural materials can be used for the product?

How could you make it easier for consumer to contribute to a more sustainable world by using natural materials?

Verterra



Compostable dinnerware made out of ecofriendly palm leaves

Bambu Veneerware



Plates and cutlery made 100% out of bamboo and certified organic

Tips and tricks

How could a product could use environment friendly energy?

How could the product help the consumer become more sustainable?

BMW i3



An electric car with all the benefits the BMW brand has to offer

WakaWaka



A compact solar charger that can charge a phone or small electrical device within a few hours

Tips and tricks

How could a product or service create a relation between the collective and social concerns?

How could a product or service focus on the user's motivation or motivating users?

Acoustic Poetry



This device connects deaf people with their environment by making the sounds written poetry

Cookery Kit



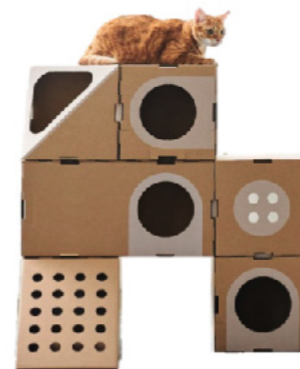
This subscription cooking kit engages social activities through cooking for neighbors

Tips and tricks

How could you create an interaction between the product and user?

How could the product or service convey a message towards the user or others?

The Room collection



A system of small-sized cardboard boxes that can be stacked to form tiny indoor architectures for cats

WickedBone



An automatic interactive dog toy to prevent boredom and loneliness for dogs

Tips and tricks

How could a product or service put the user as the core of the design circle?

How could the product or service help them participate in the circular economy?

Suga



This yoga mat is made out of old wetsuits

Recycled Pouf



This pouf is made out of recycled fabric