<table>
<thead>
<tr>
<th><strong>Lifestyle responsibility</strong></th>
<th><strong>User-centred design</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Customized products</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>Avoiding negative emotions</td>
<td></td>
</tr>
<tr>
<td>Products that help achieve difficult or time consuming tasks and avoid negative emotions when using them.</td>
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<tr>
<td>Durable tools</td>
<td></td>
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<tr>
<td>Helping consumer to lengthening lifetimes of owned products.</td>
<td></td>
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<tr>
<td>Long lasting products</td>
<td></td>
</tr>
<tr>
<td>These products are durable because of the good quality and they will last a long time until they need replacing.</td>
<td></td>
</tr>
<tr>
<td>Time upgradable</td>
<td></td>
</tr>
<tr>
<td>Products that can be changed according to user’s preferences. The products keep their value over time and prevent purchasing new products.</td>
<td></td>
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<tr>
<td>Situation upgradable</td>
<td></td>
</tr>
<tr>
<td>Products can be changed according to the situation, so buying less products.</td>
<td></td>
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<tr>
<td>Healthy lifestyle</td>
<td></td>
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<tr>
<td>Products that stimulate the behaviour for living a healthy life and make it easier to live a healthy lifestyle.</td>
<td></td>
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<tr>
<td>Budgeting</td>
<td></td>
</tr>
<tr>
<td>Products that help consumers with wisely spending their money and help their keeping track of their budget.</td>
<td></td>
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<tr>
<td>Resource management</td>
<td></td>
</tr>
<tr>
<td>Products that reduce consumption in order to live a virtuous lifestyle and helps the consumer save money.</td>
<td></td>
</tr>
<tr>
<td>Personalisation</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>
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 product or service help spending less on new objects?

How could you help the consumer lengthen the life of your product or service?

How could the product or service be durable over time?

Tips and tricks

How could the product or service help consumers avoid negative emotions?

How does the product or service enrich a consumer's life?

Tips and tricks

How can you make products or services special towards the consumer?

How will this help make consumers spend a bit more on the product or service?

Tips and tricks

How could the product or service be personalised?

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

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?

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?

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?
Lifestyle responsibility

**Mindful interaction design**

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

Make decisions
Products forcing the consumer into desired behaviour

**Responsibility design**

Reconciling conflicting values
Products that reconcile existing issues for the consumer by helping them

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

**Happiness design**

Learning new skills
Through usage of products the consumer will learn new skills

**Positive design**

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

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

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 a convenient or non-irritating manner?

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

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

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?

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

Tips and tricks
How could the product or service help change the consumer's behaviour?
How could the product or service help appreciate life?

Tips and tricks
How could the product or service help pursue a pleasurable life?
How could the usage of the product or service help pursuing a satisfying life?
**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

**Purpose: 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?

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?
Flexibility

Sharing economy
Products that promote sharing instead of owning products

End-of-life design
Repair products
Through usage helping or promoting repairing owned products or make things themselves

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

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

Retrospection
Influence negative consequences of consumption
Products that help solve well-known bad experiences and help learn from other’s past consumption behaviour

Prospection
Improve behaviour
Products that provide feedback or monitor behaviour to help improve it

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?

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?

How could a product or service help extending the lifespan of other products?
How could consumers maintaining products on their own?

How could you create trust between consumers?
How could products or services help lower waste or the mass consumption rate?

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?

How could products or services change the consumer’s needs or context?
How could a consumer recognize the future product or service?

How could you implement existing knowledge about purchases in new products or service?
How could this knowledge improve previous problems or behaviour?

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?
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prudent reasoning</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Novelty</strong></td>
<td>Improved (novel) products, products that have a superior technical value over existing alternatives</td>
</tr>
<tr>
<td><strong>Product Value Design</strong></td>
<td>Brand recognition, the brand can be recognized by the product's aesthetics</td>
</tr>
<tr>
<td><strong>Product Value Design</strong></td>
<td>Best feature focus, the product is designed in a way the best feature catches the eye immediately</td>
</tr>
<tr>
<td><strong>Perspective</strong></td>
<td>New technology in 'old' form, products with a prototypical shape of old technology so the consumer recognize the usage of the new technology</td>
</tr>
<tr>
<td><strong>Prudent reasoning</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Symbolic incongruences</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>Transparency</strong></td>
<td>See-through products, the use can be understand by the use of seeing through the product</td>
</tr>
<tr>
<td><strong>Prudent reasoning</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Design for sustainability</strong></td>
<td>Local economy, through consumption promote the local economy, any local economy possible</td>
</tr>
<tr>
<td><strong>Emotional durable design</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>Transcendence</strong></td>
<td></td>
</tr>
</tbody>
</table>
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?

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?

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?

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?

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

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?

Tips and tricks
How could you use incongruences in the appearance of the product?
How could this help to surprise and further interest the consumer?

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?

Tips and tricks
How could products help the consumer purchase local produced products?
How could a product promote local produced products?
<table>
<thead>
<tr>
<th>DESIGN FOR SUSTAINABILITY</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Natural materials</strong></td>
<td><strong>Appearance shows harmfulness of consumption</strong></td>
<td><strong>Demonstrating goal of user</strong></td>
<td><strong>Stimulate sustainable behaviour</strong></td>
</tr>
<tr>
<td>Products or part of products made of biodegradable material</td>
<td>Focus on ugliness to show disruptive effect of consumption behaviour</td>
<td>These products help the consumer reach a certain sustainable goal and show this to the outside</td>
<td>Products that could stimulate a change in the consumer behaviour towards a more sustainable way</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DESIGN FOR CIRCULAR ECONOMY</th>
<th>DESIGN FOR SOCIALLY RESPONSIBLE BEHAVIOUR</th>
<th>DESIGN FOR SOCIALLY RESPONSIBLE BEHAVIOUR</th>
<th>DESIGN FOR SUSTAINABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recycled materials</strong></td>
<td><strong>Animal welfare</strong></td>
<td><strong>Promote social interactions</strong></td>
<td><strong>Environment friendly energy</strong></td>
</tr>
<tr>
<td>Products making use of recycled or repurposed materials to create new products</td>
<td>Promote animal welfare or wellbeing through the help of these products</td>
<td>Products that promotes relationships with the community and make consumers care for social interactions</td>
<td>Products helping consumers use more environment friendly energy</td>
</tr>
</tbody>
</table>
**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?

**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?

**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?

**Tips and tricks**
How could a product or service help create a relation between the collective and social concerns?
How could a product or service focus on the user’s motivation or motivating users?

**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?

**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?