depletion of natural resources
i.a. due to e-waste
e.g. Senseo: large installed base
at point of malfunctioning
product is often declared to premature obsolescence
user gives up on the product
because
unaware of the life extension options
difficult to find clear and reliable support
when searching, people typically do not end up at Philips website

and encourages circular behavior in case of end-of-life

intervention
prevents and reduces giving up

behavior of user

want to spend minimal amount of money and time
desires no external help, wants to solve problem on his/her own
targets behavior of the user

consumers’ main interest is to have access to coffee
therefore willingness to fix malfunctioning product (believe it's the quick and easiest way to coffee)
decreases nr. of premature obsolescence

need for guidance and clarity

more efficient use of valuable materials

saves Senseos by extending longevity

increases nr. of premature obsolescence

目标

Philips aims to becoming a circular business
Philips desires more customer touchpoints
Philips desires a better customer relationship

creates more touchpoints
stimulates the customer relationship

Philips stimulates and enables circular behavior which leads to brand loyalty

Legend
current situation
consumer needs
Philips’ desires
the design

the design
creates more touchpoints
stimulates the customer relationship

Philips stimulates and enables circular behavior which leads to brand loyalty

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