

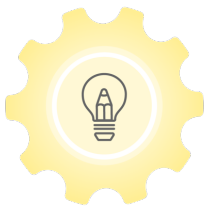
Product design

- The aim was to study, what is the role of product design in novel business models – **Product as a Service model** was selected for further analysis.
- Semi-structured theme interviews for four companies were conducted in **casual wear, workwear and childrenswear sectors.**
- Three themes emerged in the study, that were linked to product design and should be considered in product design and development:
 - 1) **Design principles:** what are the criteria for the functionality of the rental garment in general?
 - 2) **Design Thinking:** how does the information about the user's experience of wearing the garment reach the designer?
 - 3) **Personal preferences:** what are the social conventions of the rental product according to the user's experiences?

Design principles
Criteria for rentability

Design thinking
User experience

Personal preferences
Emotional aspects



Product design

THEME

Design principles
Criteria for rentability

Design thinking
User experience

Personal preferences
Emotional aspects

PRACTICES

Extending the product lifespan

Responsibility for maintenance and repair

Collecting of user feedback varies

Diverse and even indirect contacts with end-users

Lack of user empathy

The importance of understanding the emotional factors

Diverse attitudes for re-use: social status point of view

Challenges in collecting user feedback

CONCLUSIONS

Product lifespan specific to each case

Product repair and maintenance is not considered cost-effective

Design solutions for maintenance and user guidance should be developed

User-centered product design not exploited

Product design processes should consider end-user feedback and needs

User-centered product design enhances sustainable solutions in novel business models

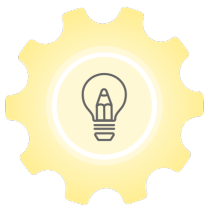
What kind of signal re-used textile reflects?

Problems:
- Lack of user feedback
- Short timeline of the study

Product design must consider emotional and social aspects

Broader interview and data collecting +study with service provider partners needed





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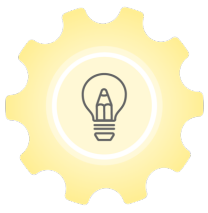
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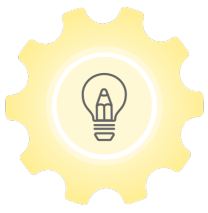
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Product design

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Personal preferences
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The importance of understanding the emotional factors: what kind of signal re-used textile reflects?

Diverse attitudes for re-use: social status point of view

Challenges in collecting user feedback

CONCLUSIONS

Challenges to study the emotional aspects

- >Lack of the user feedback
- >Short timeline of the study

Product design must consider emotional and social aspects by composing the customer insight with the help of design thinking

Broader interview, data collecting and more study with service provider partners needed

