BUSINESS AS UNUSUAL

RECODE-NETWORK

CUSTOMER INTERACTION CARDS

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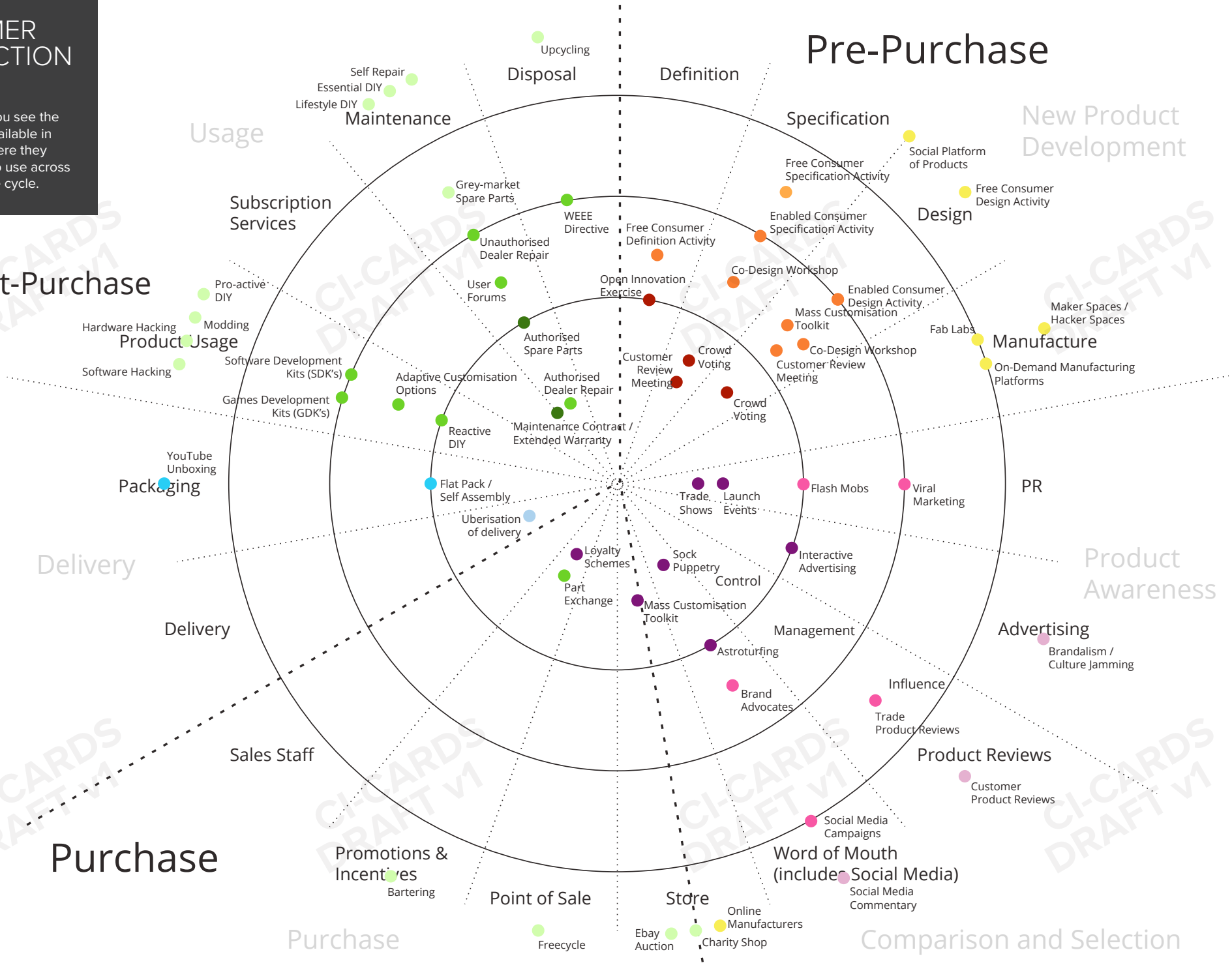
Leila Sheldrick - Dyson School of Design Engineering, Imperial College London
Matt Sinclair - Loughborough Design School, Loughborough University
Mariale Moreno - Centre for Competitive Creative Design, Cranfield Univerisity
Lourdes Saca - Centre for Competitive Creative Design, Cranfield Univerisity
Emma Dewberry - Department of Engineering and Innovation, The Open University
Harris Makatsoris - Sustainable Manufacturing Systems Centre, Cranfield University

To be used alongside the Business as Unusual workshop materials, to help participants design new customer journeys. Developed for the feasibility study on *"Business as Unusual: Designing products with consumers in the loop"* as part of the **RECODE Network,** an EPSRC-ESRC funded Network in Consumer Goods, Big Data and Re-Distributed Manufacturing.

CI-CARDS DRAFT v1

CUSTOMER INTERACTION MAP

This map helps you see the range of cards available in the deck, and where they might be useful to use across your product's life cycle.



CI-CARDS DRAFT v1

CONVENTIONAL DESIGN

Good for predictable products with historical data available and limited possibility of customer interaction.

"a process in which 'readily available information' on users is collected before the 'Creative Phase' begins... techniques such as trends analysis and consumer feedback (on existing products) may inform the creation of a conventional product, but the consumer's first engagement with the product will be during his/her decision as to whether to purchase it."

Sinclair, M. and Campbell, R.I. (2014) A Classification of Consumer Involvement in New Product Development, DRS Conference 2014, 15-19 June, Umeå, Sweden

CONTROL

MASS CUSTOMISATION

Good for simple, fashionable products or large expensive long life products, and those with good customer service at point of sale.

"aims to provide customer satisfaction with increasing variety and customization without a corresponding increase in cost and lead time. It emphasizes the economies of scope, rather than the old paradigm of mass production to mass produce standardized products through economies of scale."

Tseng, M.M., Jiao, J. and Merchant, M.E. (1996), Design for mass customization, CIRP Annals - Manufacturing Technology, 45(1), pp.153-156

MANAGEMENT

BESPOKE DESIGN

Good for luxury items, and those with personalised applications and sales.

"those whose specification and/or design occur with direct input from the individual consumer, usually through personal consultation with the designer or manufacturer. Bespoke is used to describe products as diverse as watches, shoes, wallpaper and computer software, though in consumer goods markets it is typically understood to signify high cost, often handmade, luxury items"

Sinclair, M. and Campbell, R.I. (2014) A Classification of Consumer Involvement in New Product Development, DRS Conference 2014, 15-19 June, Umeå, Sweden

MANAGEMENT

USER-CENTRED DESIGN

Good for all product types, and for companies in early stages of design and consumer engagement.

"User-centered design is a broad term to describe design processes in which end-users influence how a design takes shape. It is both a broad philosophy and variety of methods. Users are... consulted about their needs and involved at specific times during the design process; typically during requirements gathering and usability testing."

Abras, C., Maloney-Krichmar, D. and Preece, J. (2004), User-centered design, Bainbridge, W. Encyclopedia of Human-Computer Interaction, Thousand Oaks: Sage Publications, 37(4), pp.445-456

MANAGEMENT

CO-DESIGN

Good for the design of services and systems, particularly experience based. Most often used early in the design process, or for validation and refinement of concepts.

"Co-design indicates collective creativity as it is applied across the whole span of a design process, ... [it] refers to the creativity of designers and people not trained in design working together in the design development process."

Sanders, E.B-N and Stappers, P.J. (2008), Co-Creation and the New Landscapes of Design, CoDesign, 4(1), pp. 5-18

MANAGEMENT

CROWDSOURCING

Good for highly functional utility products and services that meet specific user needs.

"Crowdsourcing represents the act of a company or institution taking a function once performed by employees and outsourcing it to an undefined (and generally large) network of people in the form of an open call. This can take the form of peer-production (when the job is performed collaboratively), but is also often undertaken by sole individuals."

Howe, J. (2006a), Crowdsourcing: A Definition [online], available from: http://www.crowdsourcing.com/cs/2006/06/crowdsourcing_a.html [accessed 28.07.2016]

MANAGEMENT

OPENED DESIGN (HACKUFACTURING)

Good for the design of customised products using modular architectures and common platforms.

"products whose IP rights have been relaxed by the owner, but not to the same degree as with open design. Opened design products are therefore those whose original specification and/or design may be changed with direct consumer input. Subsequent IP rights may accrue to either the consumer or the original owner, depending on the terms of the license."

Sinclair, M. and Campbell, R.I. (2014) A Classification of Consumer Involvement in New Product Development, DRS Conference 2014, 15-19 June, Umeå, Sweden

INFLUENCE

OPEN DESIGN

Good for utilitarian and humanitarian items that are simple to make or hack.

"open design bears four freedoms. One: The freedom to use the design, including making items based on it... Two: The freedom to study how the design works, and change it to make it do what you wish. Three: The freedom to redistribute copies of the design so you can help your neighbour. Four: The freedom to distribute copies of your modified versions of the design to others so the whole community can benefit from your changes."

Katz, A. (2011), Authors and Owners, in van Abel, B; Evers, L; Klaassen, R. and Troxler, P. (eds), Open Design Now, Amsterdam: BIS. p. 63

INFLUENCE

ENABLED CONSUMER DESIGN

Good for products of medium complexity and low risk of failure or safety and reliability issues.

"scenarios in which the consumer is given access by the owner of a product's IP rights to the drawings or CAD files which describe its design; at the same time the consumer is given permission to modify the design using any tools or techniques available to him/her... holds attractions to expert amateur designers rather than less skilled consumers"

Sinclair, M. and Campbell, R.I. (2014) A Classification of Consumer Involvement in New Product Development, DRS Conference 2014, 15-19 June, Umeå, Sweden

INFLUENCE

FREE CONSUMER DESIGN

Good for simple, hackable products that can be easily customised and replicated to promote customer driven ammendments.

"the consumer is given access to a product's plans as well as permission to modify them... all IP rights are given up by the original designer, allowing the consumer to then offer a modified design to others, either for sale or for free."

Sinclair, M. and Campbell, R.I. (2014) A Classification of Consumer Involvement in New Product Development, DRS Conference 2014, 15-19 June, Umeå, Sweden

OUTSIDE

SOCIAL PLATFORM OF PRODUCTS

Good for simple and easy to manufacture products, such as 3D printed, laser cut, and others that are easy to produce and hack.

"A social platform exhibits a social media network's technological and user-specific characteristics... From a user's perspective, a social platform enables communities, sharing of content, adding friends, setting privacy controls and other native social media network features."

https://www.techopedia.com/definition/23759/social-platform
Ref: Thingiverse, MyMiniFactory.

OUTSIDE

ON-DEMAND MANUFACTURING

Good for single process products, such as those that are 3D printed.

"enables manufacturers, designers, and entrepreneurs to transform a concept or digital design into mass manufactured and fully customizable products... [it] integrates a network of digital manufacturing assets and tools which guide users from design through fabrication and fulfillment. Users manage and deliver mass customized and mass manufactured products to anyone, anywhere, at anytime."

http://3discovered.com/about-us/
Ref: Shapeways, 3Discovered, Sun Pe, Opendesk

OUTSIDE

CO-DESIGN WORKSHOP

Good for instigating consumer engagement in companies.

"Co-design workshops help designers partner with users to include their perspective in knowledge development, idea generation, and product development." Typically they involve methods such as collaging, cognitive and context mapping, storyboarding (of scenarios and personas), inspiration card selection, experience prototyping and roleplaying.

Naranjo-Bock, C. (2012), Creativity-based Research: The Process of Co-Designing with Users [online], available from: https://uxmag.com/articles/creativity-based-research-the-process-of-co-designing-with-users

MANAGEMENT

CROWD VOTING

Good for traditional organisations with large customer bases exploring new products and services.

"Crowd Voting is a method used by organizations to seize the community's viewpoint on different topics. This approach gains popularity as a way to become 'empowered by the crowd' through engaging employees, customers, and any other stakeholders, for evaluating innovative solutions, enhancing customers initiatives, and deepening the organization's brand and positioning."

http://www.qmarkets.net/products/idea-management/crowd-voting-tools/

CONTROL

CUSTOMER REVIEW MEETING

Good for relationship building and spending time on individual feedback.

"opportunity for you to spend quality time with your [customer] and get the feedback you need to both ensure you secure the relationship and make sure it's beneficial long-term. In spending time with your [customer] in this way you are helping to build a position of trust and displaying genuine interest... meetings demonstrates that you really care about them and want to find out what they think of you and what's going on in their world.."

http://www.thepacepartners.com/wp-content/uploads/2009/03/88-Client-review-meetings-are-an-important-part-of-any-relationship.pdf

CONTROL

OPEN INNOVATION

Good for instigating consumer engagement and exploring new products and services in large traditional companies.

"the use of purposive inflows and outflows of knowledge to accelerate internal innovation, and expand the markets for external use of innovation, respectively. [This] paradigm assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as they look to advance their technology."

Chesbrough, H.W. (2006) Open innovation: Researching a New Paradigm, p. 1, Oxford University Press on Demand

MANAGEMENT

DRAFT

FAB LABS

Good for consumer empowerment and self driven education, design and production.

"Places where an object can be produced, from its first idea to its digitalisation to its final materialization... to empower, to educate, and to create "almost anything"... [They] provide open access to technologies and workshops to encourage free knowledge-sharing [and] are commonly open for businesses and the general public."

Fleischmann, K., Hielscher, S. and Merritt, T. (2016), Making things in Fab Labs: a case study on sustainability and co-creation. Digital Creativity, 27(2), pp. 113-131

OUTSIDE

MAKERSPACE / HACKERSPACE

Good for community based initiatives and user collaboration, repair and one-off making.

"Hacker and maker spaces arise from grassroots networks through a shared interest in maintaining a semi-permanent space for solo and collaborative work. They generally employ democratic and meritocratic conventions [to]... maintain workshops for individual tinkering, social learning, and group collaboration on creative and technical projects"

Schrock, A.R. (2014), "Education in Disguise": Culture of a Hacker and Maker Space. InterActions: UCLA Journal of Education and Information Studies,10(1)

OUTSIDE

FLASH MOBS

Good for media promotion and user engagement that appears grass roots and participatory.

"semi-spontaneous, temporary, and publically congregated communities that form for the purpose of performing... companies have increasingly shown an interest in organizing them as part of their marketing activities... In some cases, if the flash mob is a brand-sponsored event, these viewer-sharers may not know they are, in effect, promoting that brand."

Grant, P. and Boon, E. (2013), When the persuasion attempt fails - an examination of consumers' perception of branded flash mobs, Journal of Public Affairs, 13(2), pp. 190-201

MANAGEMENT

TRADE SHOWS

Good for raising awareness, contact with dedicated customers, and gathering competitve intelligence.

"a popular medium for promoting products and services... They offer a unique opportunity to integrate and project a coherent message to prospective and current customers through a firm's exhibit structure, graphic displays, salesperson-customer interaction, collateral support material, and product or service emphasis and demonstrations"

Kerin, R.A. and Cron, W.L. (1987), Assessing trade show functions and performance: an exploratory study, The Journal of Marketing, pp. 87-94

CONTROL

BRANDALISM (CULTURE JAMMING)

Good for thought provoking consumer led events and interventions.

A reaction "against the visual assault of media giants and advertising moguls who have a stranglehold over messages and meaning in our public spaces... typically involves public acts of 'subvertising', spoofs, parodies and other message-changing or obscuring alterations to use brands' own marketing channels to make a statement against the brands themselves."

Smith-Anthony, A. & Groom, J. (2015), Brandalism and subvertising: hoisting brands with their own petard? Journal of Intellectual Property Law and Practice, 10(1), pp. 29-34

OUTSIDE

LAUNCH EVENTS

Good for promotion of strong brand message, and engagement with early adopters and loyal customers.

"Product launch events... are designed to achieve the specific purpose of creating awareness and publicity for a particular product/brand [and] can determine the fate of the product, as a launch will be directly responsible for the level of immediate and post-launch sales that is generated. A product launch is meant to generate a lot of buzz about the product/brand. The ultimate aim is to build sales momentum."

http://www.evenues.com/event-planning-guide/product-launch-events

CONTROL

BRAND ADVOCATES

Good for promoting customer led initiatives and shaping opinion.

A marketing term for "highly satisfied customers and others who go out of their way to actively promote the products they love and care about... Traditionally, a brand advocate would sing praises of a brand and this would circulate through 'word of mouth'... However, in the digital age social media tools have allowed brand advocates to express themselves on forums such as Twitter and Facebook."

Fuggetta, R. (2012), Brand advocates turning enthusiastic customers into a powerful marketing force. Hoboken, New Jersey: John Wiley & Sons

MANAGEMENT

INTERACTIVE ADVERTISING

Good for instigating and targeting consumer engagement with new audiences in new locations.

Its goal is "to create ads that are not only more targeted, but more personal, in which advertising is an experience in which the consumer participates and is engaged. Thus, the model of advertising as communication that is nonpersonal and controlled exclusively by the sponsor seems to be evolving into one in which advertising is personal and interactive."

Lombard, M. and Snyder-Duch, J. (2001), Interactive Advertising and Presence, Journal Of Interactive Advertising, 1(2), pp. 56-65

CONTROL

VIRAL MARKETING

Good for consumer empowerment and self driven education, design and production.

"A primarily internet-based phenomenon "driven by peer-to-peer communication, in which receivers of the message are active participants who often volunteer to spread it further. The very act of spreading the message to one's social network constitutes an endorsement of the brand, which enhances its credibility in the eyes of the receiver."

Helm, S. (2000), Viral marketing-establishing customer relationships by 'word-of-mouse', Electronic Markets, 10(3), pp. 158-161

MANAGEMENT

TRADE PRODUCT REVIEW

Good for promoting expert led trust and illustrating performance against competitors.

"A report in a newspaper, magazine, or programme in which an expert gives an opinion about a product or compares various similar products"

Cambridge Business English Dictionary

INFLUENCE

CUSTOMER PRODUCT REVIEWS

Good for crowd sourcing trust and promoting the tacit long term benefits of product ownership.

"peer-generated product evaluations posted on company or third party websites... Leading online retailers such as Amazon.com have enabled consumers to submit product reviews for many years [and] the presence of customer reviews on a website has been shown to improve customer perception of the usefulness and social presence of the website."

Mudambi, S.M. and Schuff, D. (2010), What makes a helpful review? A study of customer reviews on Amazon.com, MIS quarterly, 34(1), pp. 185-200

OUTSIDE

SOCIAL MEDIA PRESENCE

Good for building lasting relationships between customers and brands.

"Social media [has] transformed online consumer behaviour... Depending more and more on each other than on companies for information, consumers are becoming increasingly influential with respect to the brands they are interacting about. Moreover, their interactions with and about brands have a much stronger impact on consumer behaviour than traditional forms of marketing and advertising."

Muntinga, D.G., Moorman, M. and Smit, E.G. (2011), Introducing COBRAs: Exploring motivations for brand-related social media use, International Journal of Advertising, 30(1), pp. 13-46

INFLUENCE

ASTROTURFING

Good for giving the impression that a brand/product has widespread support, and promoting ideals.

"people are hired to present certain beliefs or opinions on behalf of their employer through various communication channels... These messages employ deception to create the appearance of being generated by an independent entity... to create 'buzz' around a brand, product or service."

Zhang, J., Carpenter, D. and Ko, M. (2013), Online astroturfing: A theoretical perspective, Proceedings of 19th Americas Conference on Information Systems (AMCIS), Chicago, August 15-17.

CONTROL

SOCK PUPPETRY

Good for planting ideas and starting conversations without liability.

"an online identity used for purposes of deception. The term... originally referred to a false identity assumed by a member of an Internet community who spoke to, or about, themselves while pretending to be another person. The term now includes other misleading uses of online identities, such as those created to praise, defend or support a person or organization, to manipulate public opinion, or to circumvent a suspension or ban from a website."

https://en.wikipedia.org/wiki/Sockpuppet_(Internet)

CONTROL

MASS CUSTOMISATION TOOLKIT

Good for strong customer links at the point of selection and sale.

The interface between the customer and the brand or manufacturer during the process of customization. "Not only does it comprise the solution space of the production facilities, but it is also the design instrument both for new and existing customers, the core communication tool, and... the main origin of customer loyalty."

Franke, N. and Piller, F. (2002), Configuration Toolkits for Mass Customization. Setting a Research Agenda, Arbeitsberichte des Lehrstuhls für Allgemeine und Industrielle Betriebswirtschaftslehre, Technische Universität München, 33, p.4

CONTROL

LOYALTY SCHEMES

Good for rewarding returning customers and tracking customer purchasing habits.

"a 'mechanism for identifying and rewarding loyal customers.' At their most basic, points are awarded according to how much customers spend. Customers can then use these points for a discount on future purchases at the store in which they were earned. Typically, a loyalty scheme uses some form of membership card."

Wright, C. and Sparks, L. (1999), Loyalty saturation in retailing: exploring the end of retail loyalty cards? International Journal of Retail & Distribution Management, 27(10), pp. 429-440

CONTROL

CREATIVE DRAFT v1

UNBOXING

Good for expensive products, and those with a self assembly or customisation aspect.

"The unpacking of new products, especially high tech consumer products, where the process is captured on video and uploaded to the web... the popularity of this practice is due to the ability of showing the product exactly for what it is without any adulteration advertisers usually make around the product."

https://en.wikipedia.org/wiki/Unboxing

OUTSIDE

UBER-ISATION OF DELIVERY

Good for time sensitive products, close customer collaboration and individualised services.

"The utilisation of computing platforms such as, but not limited to, mobile applications or websites, in order to facilitate peer to peer transactions between clients and providers of a service, often bypassing the role of centrally planned corporations. In delivery logistics, it refers to the individual use of private vehicles and smart phones to deliver packages."

https://en.wiktionary.org/wiki/uberisation
Ref: Hermes Packages, Deliveroo, Uber Food.

CONTROL

SELF ASSEMBLY / FLAT PACK

Good for empowering users to have a sense of ownership, and for supporting streamlined logistics of large, simple items.

"a form of furniture that requires customer assembly... it is typically packaged in a kit form with the pieces packaged in one or multiple boxes. The kit may contain a number of flat parts, fasteners, fixings, and other parts that are needed to assemble the furniture."

https://en.wikipedia.org/wiki/Ready-to-assemble_furniture

MANAGEMENT

SOFTWARE HACKING

Good for empowering customers and identifying new market opportunities.

"Commonly refered to simply as 'hacking'. Originally referring to 'individuals who had a low-level familiarity with the operation of technology and were capable of devising technically elegant software solutions', it is now popularly understood to mean 'persons who deliberately gain (or attempt to gain) unauthorized access to computer systems.'"

Furnell, S.M. and Warren, M.J. (1999), Computer hacking and cyber terrorism: The real threats in the new millennium? Computers & Security, 18(1), pp.28-34

OUTSIDE

HARDWARE HACKING

Good for durable and energy using products with long life cycles.

"A re-interpretation of the original definition of 'hacking' from the 1950's, in which 'a group of artists, computer scientists and engineers... believed innovation stemmed from taking things apart, seeing how they worked and using that knowledge to create new, innovative things' In the context of the Maker Movement, it now refers to activities 'where small changes are made to something, especially in an attempt to repair or improve it.'"

Richardson, M. (2016), Pre-hacked: Open Design and the democratisation of product development, new media & society, 18(4), pp.653-666.

OUTSIDE

SOFTWARE DEVELOPMENT KITS

Good for product longevity, building reciprocating relationships and enabling users to expand and customise products.

"a collection of software used for developing applications for a specific device or operating system... [they] typically include an integrated development environment (IDE), which serves as the central programming interface; sample code, which provides developers with example programs and libraries; [and] technical documentation, which may include tutorials and FAQs."

Christensson, P. (2010, April 15). SDK Definition. Retrieved 2016, Sep 22, from http://techterms.com/definition/sdk

MANAGEMENT

GAMES DEVELOPMENT KITS

Good for product longevity, building reciprocating relationships and testing with early adopters.

"often distributed freely by PC games publishers to allow fans to 'mod' aspects of the game, 'recognis[ing] the value [they bring] in terms of increasing the longevity of sales, bug fixing, market research and prototyping of new concepts, all of which [are] carried out, for free, by dedicated hobbyists.'"

Sinclair, M. and Campbell, I. (2014), A Classification of Consumer Involvement in New Product Development, DRS2014. Umeå, Sweden

MANAGEMENT

ADAPTIVE CUSTOMISATION

Good for customisation, product longevity, and low technology products with long life cycles.

"Adaptive customizers create standard goods or services that can easily be tailored, modified, or reconfigured... without any direct interaction with the company. Each customer independently derives his or her own value from the product because the company has designed multiple permutations into a standard, but customizable, offering. It is the product itself, rather than the provider, that interacts with customers."

Gilmore, J.H. and Pine, B.J. (1997), The four faces of mass customization, Harvard Business Review, 75, pp. 91-101

MANAGEMENT

MODDING

Good for complex products to enable personalisation and life cycle extension, and to help identify new market opportunities.

"the modification of computer games, where it is a type of participatory culture, one where fans take an active role in re-structuring and tweaking story lines and narrative arcs for their favorite media products" this includes providing editing tools, hosting mod communities, and opening the development process.

Postigo, H. (2010), Modding to the big leagues: Exploring the space between modders and the game industry, First Monday, 15(5), Available at: http://firstmonday.org/ojs/index.php/fm/article/view/2972/2530

OUTSIDE ●

PRO-ACTIVE DIY

Good for personalisation of simple and modular products.

"Consisting of those activities which contain significant elements of self-directed, creative design input, and which might involve the skilled manipulation of raw materials or original combination of existing components."

Atkinson, P. (2006), Do It Yourself: Democracy and Design, Journal of Design History, 19(1), pp. 1-10

OUTSIDE ●

REACTIVE DIY

Good for upgradable and extendable products, and for building relationships with engaged hobbyist customers.

"Consisting of hobby and handcraft or building activities mediated through the agency of kits, templates or patterns and involving the assembly of predetermined components."

Atkinson, P. (2006), Do It Yourself: Democracy and Design, Journal of Design History, 19(1), pp. 1-10

OUTSIDE ●

ESSENTIAL DIY

Good for simple and servicable products with long lifecycles.

"Consisting of home maintenance activities carried out as an economic necessity or because of the unavailability of professional labour."

Atkinson, P. (2006), Do It Yourself: Democracy and Design, Journal of Design History, 19(1), pp. 1-10

OUTSIDE ●

LIFESTYLE DIY

Good for engaging early adopters and hobbyists in the customisation and pilot testing of new products.

"Consisting of home improvement or building activities undertaken as emulation or conspicuous consumption, and where the use of one's own labour is by choice rather than need."

Atkinson, P. (2006), Do It Yourself: Democracy and Design, Journal of Design History, 19(1), pp. 1-10

OUTSIDE ●

AUTHORISED SPARE PARTS

Good for products with long life cycles where factors such as consistent performance and safety are critical.

"parts produced 'in-house' by manufacturers themselves.... [or] manufactured by independent spare parts producers, which are supplied via authorised partners"

http://www.aftermarket.ch/fr/docsDownload/GVO_Brosch_Figiefa_en.pdf

CONTROL ●

UNAUTHORISED SPARE PARTS

Good for products with long life cycles and simple servicable components.

"manufactured by spare parts producers (whether or not they are [original equipment] suppliers), which are technically identical to the component parts that were used in the new vehicle, and which are supplied to the independent aftermarket... parts that must at least correspond to the original part in terms of its construction, production and functional standards"

http://www.aftermarket.ch/fr/docsDownload/GVO_Brosch_Figiefa_en.pdf

INFLUENCE ●

AUTHORISED DEALER SERVICING

Good for products where safety and performance are critical, building a relationship with customers, and monitoring product performance.

"If you have a newer car that's still covered by its warranty, then you must have your car serviced in accordance with the manufacturer's guidelines... It's important to mention that you don't have to use a main dealership to service your car. But doing so ensures the correct parts are used and the right jobs are carried out at the right time."

http://www.carbuyer.co.uk/tips-and-advice/149760/main-dealer-car-servicing-a-complete-guide

CONTROL ●

CI-CARDS DRAFT V1

UNAUTHORISED DEALER SERVICING

Good for products with long life cycles and simple servicable components, and for supporting local businesses and expertise.

"Some of these jobs you can carry out yourself, but it can be quicker and easier to ask your local dealer or workshop to do the work. It'll only take a few hours for an expert to complete the work, and you'll still enjoy the same reduced running costs... but the depth of the examination may vary from place to place."

http://www.carbuyer.co.uk/tips-and-advice/149757/how-car-servicing-can-save-you-money

INFLUENCE

SELF REPAIR

Good for simple products with long life cycles, empowering customers and building communities.

"Things break... Wear and tear is normal, but throwing away almost-functional devices shouldn't be... you need to fix things yourself. Every time you fix something, you help the planet by keeping hardware out of landfills... you can save a lot of money by fixing things yourself."

https://www.ifixit.com/Info/what
Ref: iFixit, Restart Project,

OUTSIDE

MAINTENANCE CONTRACT

Good for expensive and complex products requiring specialist expertise to repair and maintain.

"A maintenance contract, defined as the contract between 2 parties which creates the agreement that one party will maintain an asset owned by another party, is common across many industries. Maintenance contracts can exist for equipment, a building, landscape, computers and other information technologies, and more."

https://strategiccfo.com/maintenance-contract/

CONTROL

PART EXCHANGE

Good for expensive items and encouraging long term relationships with customers.

"A type of contract in which the buyer supplies an article s/he owns as part payment for a more expensive good. Whether a part exchange is a sale or a barter is a fine point of law... In the UK it is held that two separate contracts (one for the exchanged good, and one for the exchanged money) exist between the buyer and seller."

https://en.wikipedia.org/wiki/Part_exchange

MANAGEMENT

CHARITY SHOP

Good for giving a second life to unwanted utilitarian items.

"Charity shops are high street outlets selling primarily 2nd hand goods donated by the public and/or businesses, with the aim of raising money for the specified charity. They range in scale from chains of stores run by larger charities to single, autonomous stores."

Horne, S. (2000), The charity shop: purpose and change, International Journal of Nonprofit and Voluntary Sector Marketing, 5(2), pp. 113-124

OUTSIDE

EBAY AUCTION

Good for encouraging strong brand loyalty and products with multiple life cycles.

"An online auction and shopping website in which people and businesses buy and sell a broad variety of goods and services worldwide. Originating as a site where users could auction 2nd hand goods, it has since diversified to include 'Buy It Now' shopping. The website is free to use for buyers, but sellers are charged fees for listing items and again when those items are sold."

https://en.wikipedia.org/wiki/EBay

OUTSIDE

CAR BOOT SALE

Good for expensive and specialist products with long life cycles.

"Situated primarily, although not exclusively, in fields, car parks, and/or open spaces on the urban fringe, [car boot sales] involve the exchange of, for the most part, used household and personal goods. As such they connect with other similar spaces of secondhand exchange, notably jumble sales, flea markets, swap meets, and garage sales"

Gregson, N. and Crewe, L. (1997), The bargain, the knowledge, and the spectacle: making sense of consumption in the space of the car-boot sale, Environment and Planning D: Society and Space, 15(1), pp. 87-112

OUTSIDE

BARTERING

Good for encouraging localised production and consumption loops at a community level.

"a system of exchange where goods or services are directly exchanged for other goods or services without using a medium of exchange, such as money"

O'Sullivan, A. and Sheffrin, S.M. (2003), Economics: Principles in Action. Pearson Prentice Hall, p. 243

OUTSIDE

DRAFT

FREECYCLE

Good for large, expensive and functional utility products.

"Users who register with a Freecycle online group can advertise goods as available or wanted, and transactions between users occur without monetary exchange. It is "part of a long history of 'free' goods online [in the spirit] of counter-cultural values of openness and sharing... Freecycling practices render prosumption more explicit in the performance of sustainable consumption"

Eden, S. (2015), Blurring the boundaries: Prosumption, circularity and online sustainable consumption through Freecycle, Journal of Consumer Culture, 1469540515586871

OUTSIDE

UPCYCLING

Good for simple products made from durable, high quality materials.

"The creation or creative modification of any product out of used materials in an attempt to generate a product of higher quality or value than the compositional elements. [The term is] used both at product/object level and industrial material level. At both levels upcycling has been increasingly recognized as a promising means to reduce material and energy use."

Sung, K., Cooper, T. and Kettley, S., 2014. Individual upcycling practice: Exploring the possible determinants of upcycling based on a literature review, Proceedings of Sustainable Innovation 2014, 19th International Conference, Copenhagen, 3-4 November

OUTSIDE

WEEE DIRECTIVE

Good for encouraging customer links at the end of life for a product to encourage upgrades and services.

"Waste of electrical and electronic equipment (WEEE) such as computers, TV-sets, fridges and cell phones is... a complex mixture of materials and components that because of their hazardous content, and if not properly managed, can cause major environmental and health problems... The Directive provided for the creation of collection schemes where consumers return their WEEE free of charge"

http://ec.europa.eu/environment/waste/weee/index_en.htm

INFLUENCE

Good for...

What is it?

CI-CARDS DRAFT v1

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