



Aalto University

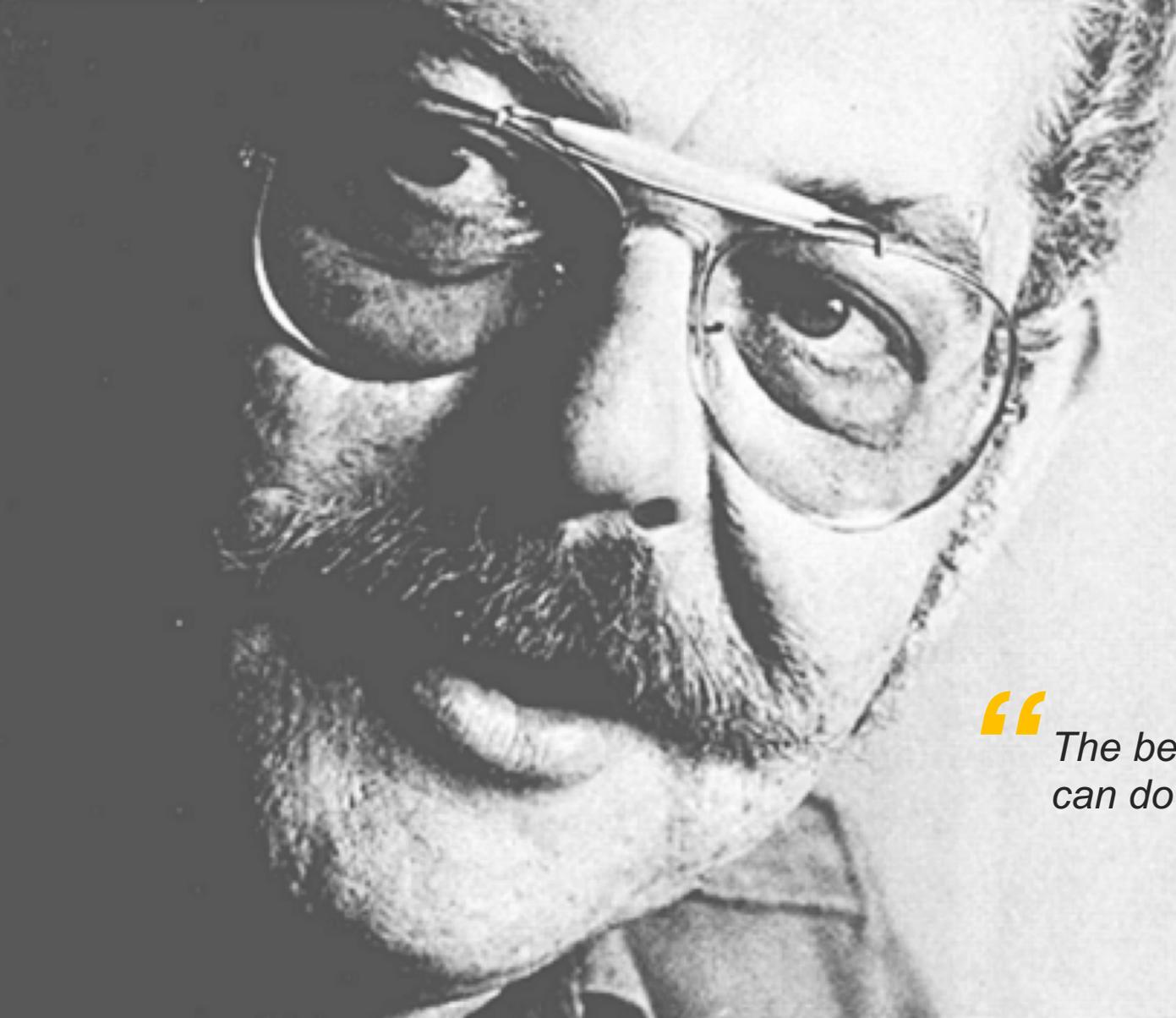
USER OF THE GREEN PRODUCT

How do products create value?

Product Sustainability 2018

Miko Laakso

Aalto University Design Factory



“ *The best thing designers
can do is to stop designing.*”

Victor Papanek 1970

Who is the product for and what do they need?

Why should we care?

Success rate for new products is 40-50%

**80% of companies believe they
deliver a superior customer
experience**



8% of their customers agree

**Forever Lock –
the unpickable
bike lock**





Forever Lock



Forever Lock



Image: Wikimedia Commons





Same product?



Who is the product for?

Who is
the user?



Male

Born in 1948

Grew up in Great Britain

Married with children

Successful and wealthy

Likes dogs

Spends his winter holidays in the Alps



Male

Born in 1948

Grew up in Great Britain

Married with children

Successful and wealthy

Likes dogs

Spends his winter holidays in the Alps



Consider the users and customers of your product

Who are the users of your product?

Are the user and customer the same person?

What kind of different users are there?

Who are the other people affected (secondary, tertiary users)?

WHO?

IMPORTANCE?

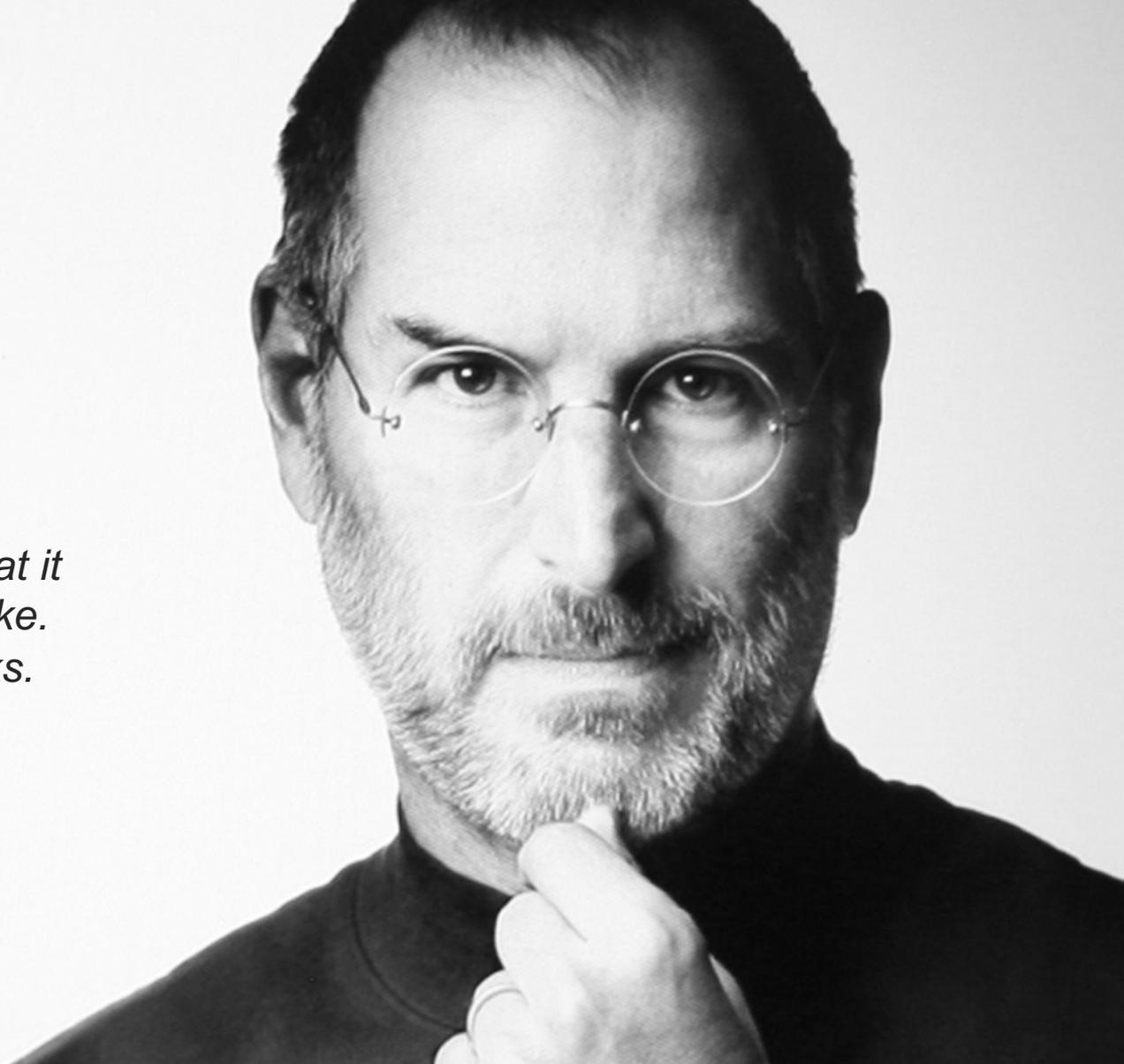
RELATION TO PRODUCT?



How does the product deliver value?

“

*Design is not just what it
looks like and feels like.
Design is how it works.*









Green vs. non-green user value?

PHILIPS

EARTHLIGHT®

Electronic
Energy Saving Bulb

Universal



Save \$45
in Energy Costs**
Lasts 7 Years**

EQUIVALENT TO LIGHT OUTPUT OF
60 WATT INCANDESCENT BULB

LIGHT OUTPUT 900 LUMENS

ENERGY USED 15 WATTS

LIFE 10,000 HOURS

To save energy costs, find the bulb with the light output you need, then choose the one with the lowest watts.



20w = 75w*

PHILIPS

MARATHON™

Super Long Life Twister

LASTS **5 YEARS!**
GUARANTEED

Save \$33 in Energy Costs**



For Household use

- Use everyday in table lamps, floor lamps or open ceiling fixtures.
- Soft White Light

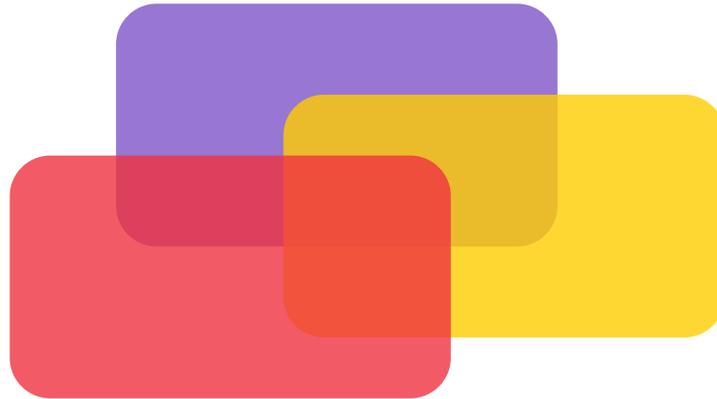
Light Output (LUMENS) **1100**

Energy Used (WATTS) **20**

Life (HOURS) **6,000**

To save energy costs, find the bulbs with the light output you need, then choose the one with the lowest watts.

**What the user thinks she
needs (or wants)**



**What the designer
thinks the user needs**

**What the user
really needs**

Discuss:

How relevant is “green value” in your product category?



Not enough awareness of dangers of salt > low salt food is not tasty enough

Making the elevator to arrive faster > engaging the person waiting

Creating a sharper razor > making facial hair grow back slower

A yellow speech bubble with a tail pointing downwards and to the left, containing the text "Ask Why".

Ask Why

The Five Whys

”I want to own my own business”

Why? – It will allow me to have greater control over how I spend my time

Why? – I can have more flexibility in my life

Why? – I will be able to work from home

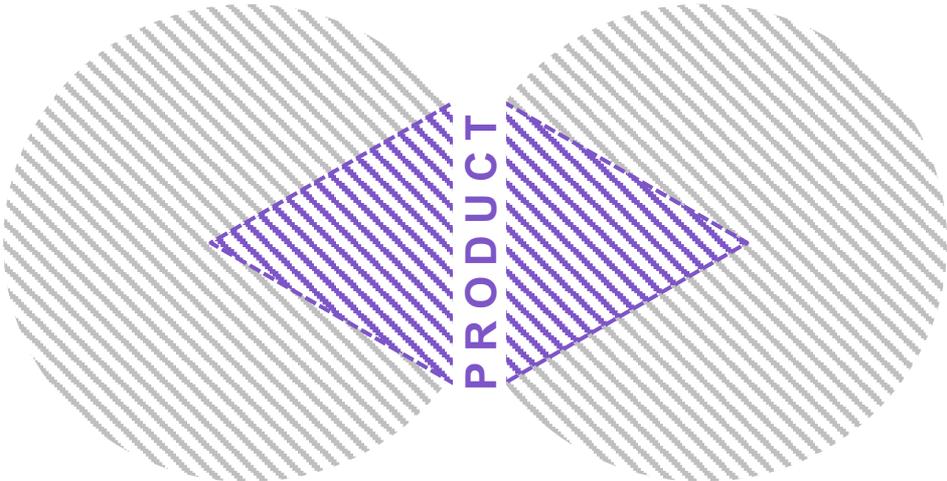
Why? – I will be able to spend more time with my son or daughter

Why? – For me, family comes first

The ladder of abstraction

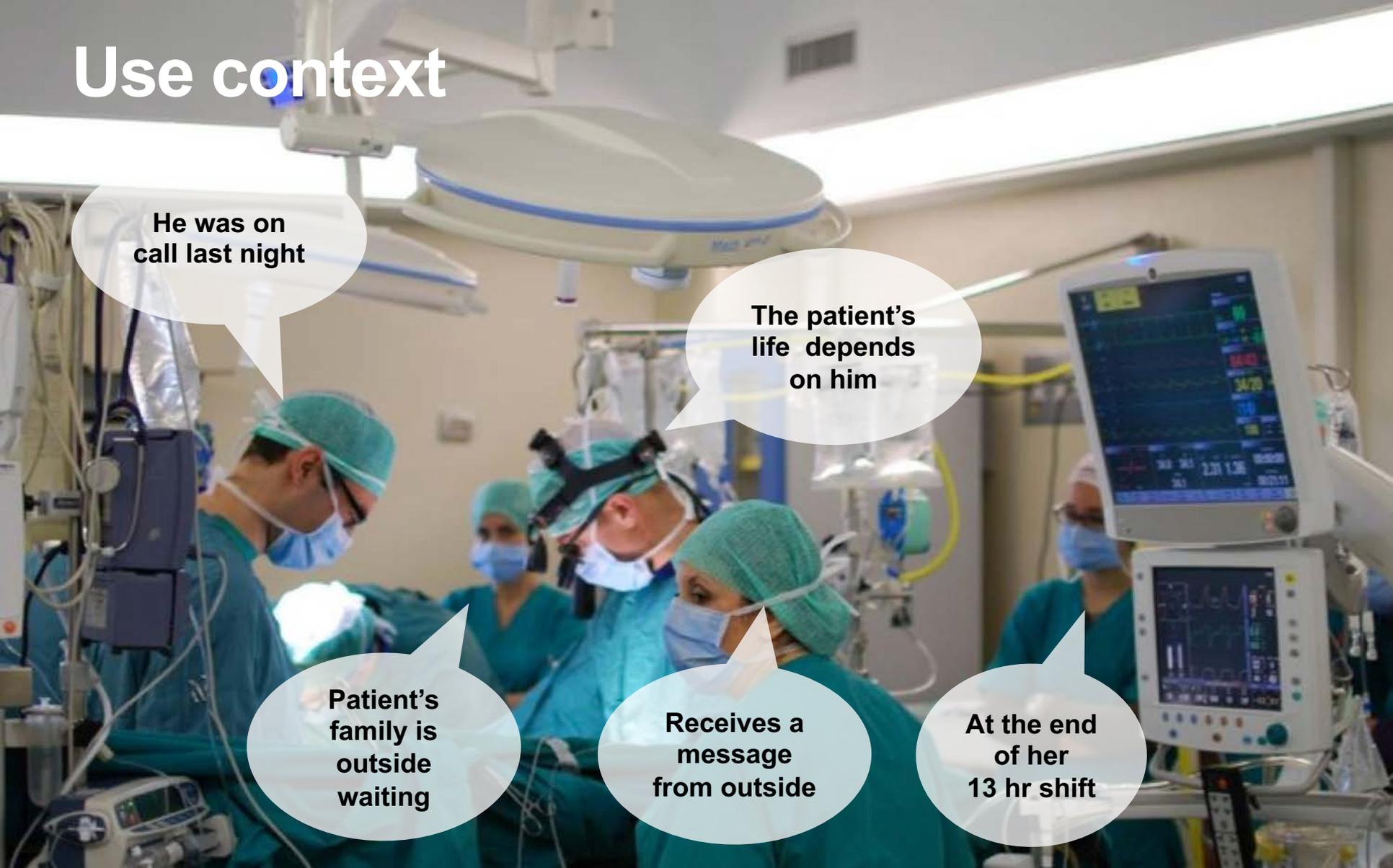


DESIGNER



USER

Use context

A photograph of a surgical team in an operating room. The team consists of several surgeons wearing blue scrubs, blue surgical masks, and blue bouffant caps. They are focused on a patient lying on the operating table. The room is brightly lit by a large overhead surgical light. In the background, there are various pieces of medical equipment, including monitors displaying vital signs and data. The overall atmosphere is professional and busy.

**He was on
call last night**

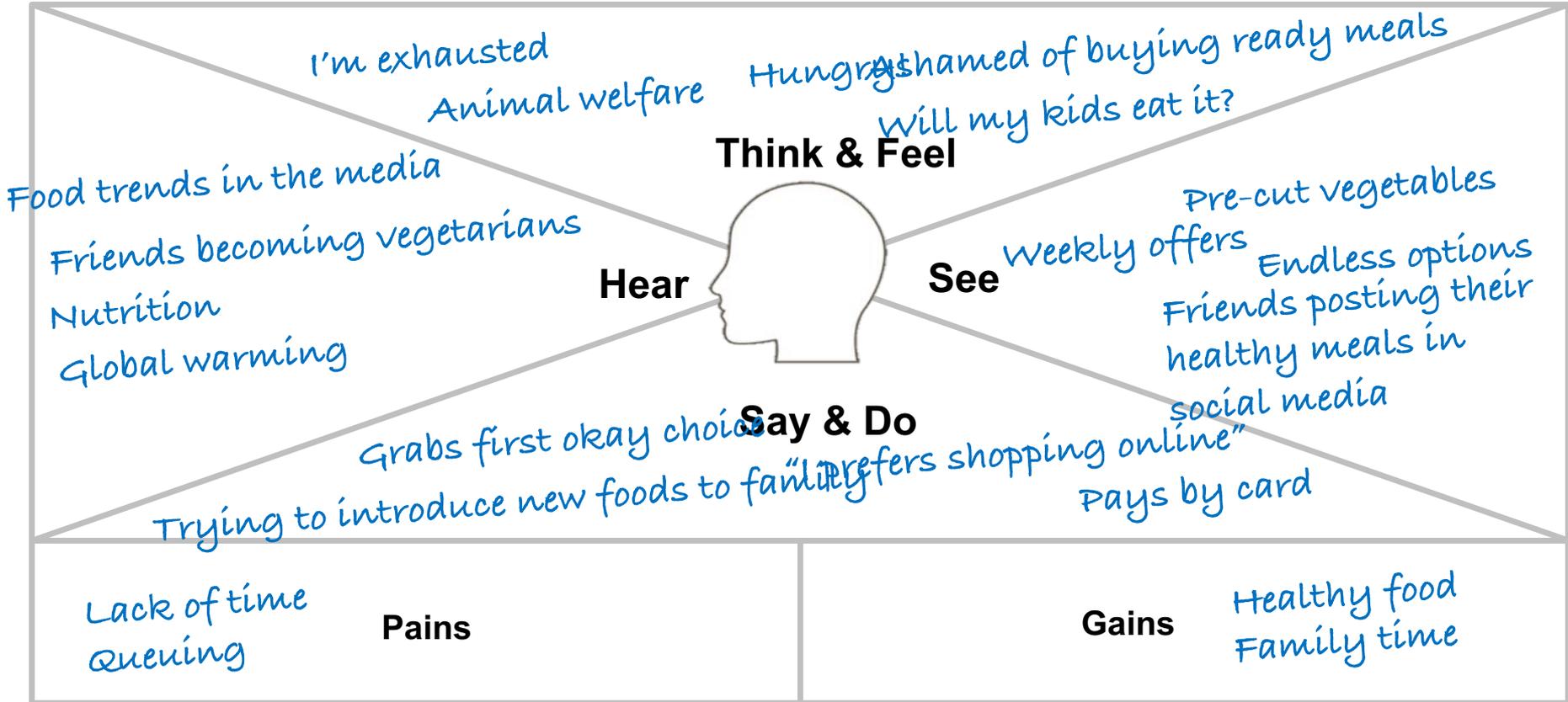
**The patient's
life depends
on him**

**Patient's
family is
outside
waiting**

**Receives a
message
from outside**

**At the end
of her
13 hr shift**

Marie, pursuing a career with 2 small children



Exercise:

Fill an empathy map for your user from the perspective of your product

A good product is...

Desirable; conforms with user needs and desires

Useful; helps the user to reach their goals

Usable; easy to operate and performs as intended also in practice

Pleasurable; using or owning it provides joy and pleasure (or diminishes misery)

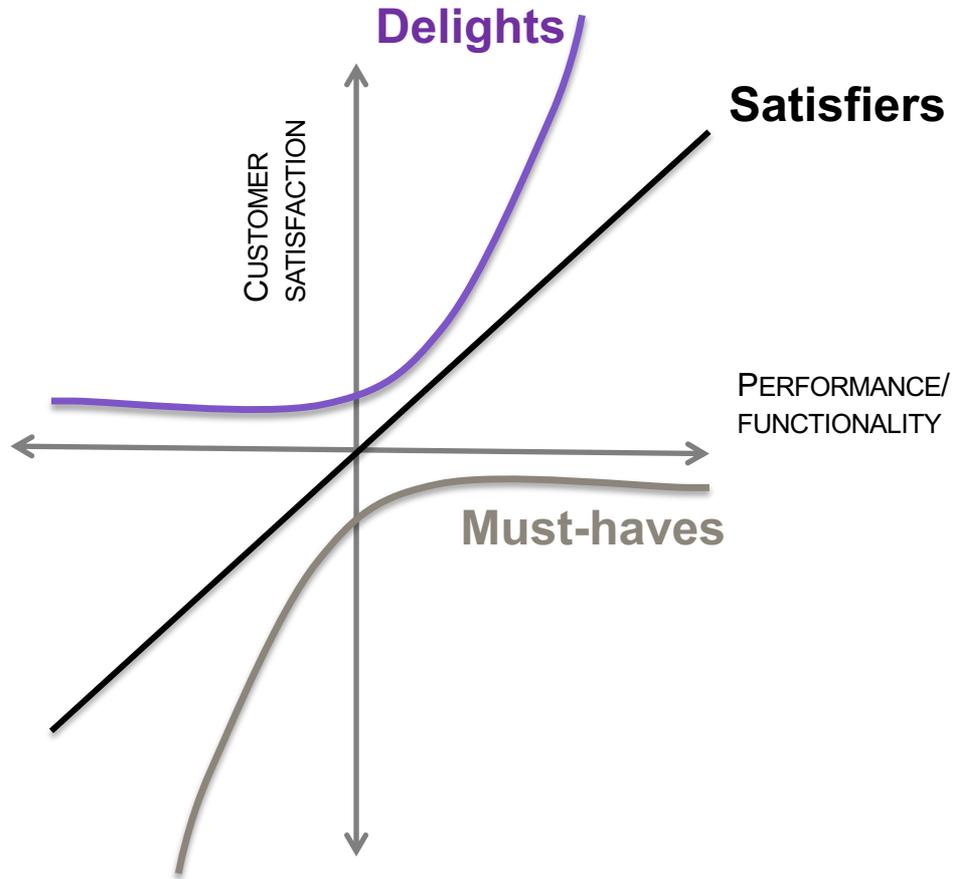
Dimensions of user experience

Utilitarian; efficiency/convenience/usability, excellence/quality

Emotional; aesthetic/beauty, play/fun

Social; status/success/impression management, esteem/reputation

Altruistic; ethics/morality, religious/spiritual



Kano model



Consider:

How does your product deliver value?

What is most meaningful?

Kano model

How to find these things out?

Methods to find out...

What?

Surveys
Questionnaires
A/B testing
Structured interviews
Metrics, tracking, analytics
Data mining
Usability studies
Polls

Why?

Open ended interviews
Focus groups
Observation, shadowing
Contextual inquiry
Design probes, diaries, tech probes
Prototype trials
Participatory design, co-design

To capture:

Motivations, feelings,
goals in life, emotions,
attitudes, values,
prejudices, behaviors,
actions, practices,
cultures, personality
traits, identity ...

Personas

- Fictional individuals that represent a group of customers
- Describe “real people” with backgrounds, goals, capabilities, values and contexts
- Provide a clear idea of customer expectations, needs or how likely would use a product/service... focus on relevant dimensions!



3

MOVIE COLLECTORS

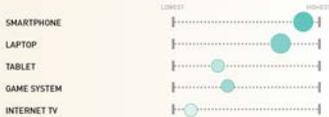
“I love all my movies, and all the extra content makes them even better.”

QUALITY SEEKER, GADGET GEEK
For Bryan, technology is not a nice-to-have but is integral to the way he lives his life. Technology is not only an end unto its own—it fulfills his quest of tapping into informative, entertaining and distributed content. Bryan’s gadgets are highly integrated and he uses them almost interchangeably. It allows him to watch videos, TV shows, and movies, on any device he owns.

He has tried a lot of streaming services, but found many are not great. He also hates that he has to go to so many different places to get his purchased content, and can’t view it on every device. Account Linking, Access and My Collections represent an experience that he has been seeking for a long time.

When Bryan finds a movie he loves, he doesn’t want to just own it, he wants to consume everything about it. Bonus content is a large part of his buying decision.

Device Preference



Device	Usage Level
SMARTPHONE	High
LAPTOP	Medium-High
TABLET	Medium
GAME SYSTEM	Medium-Low
INTERNET TV	Low

Percent Always Connected

60%

Prioritized Key Features

- 1 Account Linking (Service Providers, Disney Services, Social)
- 2 My Collections (Purchased, Disc to Digital, Bonus, Free Content)
- 3 Access (Anywhere, Anytime - WiFi, Broadband, Offline, Device Type)
- 4 Disney Catalog (Browse Largest Selection, Movie Details, Extras)
- 5 Advanced Player (AirPlay, Bookmark Clip, Chapters, Resume Play)
- 6 Disney Experience (Brand, Tone & Voice, Organization/Collections)
- 7 Family Access Modes (Parental Controls)

Top Goal

A connected experience that allows interaction with content including exclusive second screen features, extras related to movie and social media.

BRANDS OWNED & USED



Personas by Greg Carley, via Behance

<https://www.behance.net/gallery/14975537/Disney-Movies-Anywhere-App-Personas>

For your final presentations

Consider and communicate:

- **Who are the users of your product?**
- **Where and how do they use the product?**
- **What are their motivations and needs for the product**
- **How do you respond to these; how does your product deliver value (different dimensions...)**
- **How relevant is sustainability in itself for your product?**

Fake advertisement for your product

- Explicate product value for the user
- How does sustainability fit there?
- Keep in mind who is the user/customer

FAKE ADVERTISEMENT – The value proposition prototype

WHAT IS THE FIRST TWEET WE SEND TO LAUNCH THE NEW PRODUCT?



HOW DO USERS FEEL WHEN THEY USE THE PRODUCT?

WHAT IS THE BRAND PERSONALITY?

- What car make would you be?
- What restaurant?
- What city?
- What singer/actor?
- What animal?

FAKE
ADVERTISEMENT
THE FIRST PROTOTYPE

Picture

Caption

Headline

Copy

Sparring questions for a great value proposition and fake ad:

- Is it clear and focused?
- Is it written in consumer language?
- How is it inspirational? Does it generate emotion? What is it that would motivate people about this proposition?
- Is it fact based?
- Will it make the target consumer react because it has touched a nerve and is relevant?
- Does it really stand out? Is it different? What key elements are different? (Simplicity, price, look...)
- What are the proof points that back up the value prop and give substance to the proposition?
- Does it fit with your brand?
- Does it address the agreed business objective?
- Is it actionable and does it lead to inspiring and differentiated communication?

FAKE IT TILL
YOU MAKE IT.



Lean Service Creation Toolbox by Futurice Ltd is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.