Public Summary

For this bachelor thesis, research is done on the influence on the design process of products in the perspective of the property-to-use-movement. For the research, a practical exercise is done, concerning a redesign of an existing product (suitcase as a service).

To find out what the impact on the design process is, first an investigation is made to what exactly falls within the property-to-use movement. What a sharing economy exactly is and what the differences are between renting, leasing, borrowing and subscribing, has first been looked at. Attention is also paid to circularity in product development and its potential. The consuming society will be addressed. A circular business model will also be briefly explained.

Subsequently, research was carried out into current products that went from property-to-use. A ''bike sharing'' analysis has been performed showing the differences between a bicycle people buy/own and a bicycle people share/rent. In addition, a small analysis has been done on car leasing.

The next step was to gain insight into the differences between ownership and use by doing an exploratory exercises with three user products. Scenarios have been created for a sales/property and a rental/use variant of an electric scooter, electric toothbrush and a suitcase. The most important differences have been highlighted and taken into account. The exploratory exercises soon showed that creating context is necessary to analyse the design process of a product. Therefore, the BSR-method has been put forward from which target groups and personas were formed based on their experiences and perceptions (Buhrs Bureau, 2018). Each target group, based on their perceptions, has its own colour (blue, green, red and yellow). In addition, different types of use services have been defined.

After the target groups and services were established, the choice was made to continue with a case study for the suitcases. The different approaches for redesigning a suitcase in the framework of a user service have been analysed and explained. There is considered which approach could best show the influence on the design process.

Ultimately, the choice has been made to establish a global service and to design a suitcase for the red, the green and the blue target group. The suitcase for the red target group has been worked out to an ideation level, in which ideas for the design and the service have been explained using visual idea sketches and a design collage. For the green group is chosen to project aspects of the service that was conceived for the blue/red experience on the green suitcase. This created a kind of contradiction. Subsequently, within these frameworks, there is looked at how the suitcase as a service could still become attractive for a green user by only adjusting the design of the suitcase. The suitcase for the blue experience world has been developed to a concept level. With the help of a concept drawing and a further thought out service.

The blue concept is a design of a suitcase as a service for a target group that focusses most on status, control, career, success, rationality, perfection etc. For this concept, how the service could possibly work, has been thought out. Also, how the suitcase could look. In the design the connectivity with the smartphone has been highlighted and the combination of the personal part and the shared part is reflected in the design.

During these design processes, the design steps and design choices that were made based on the fact that it is a 'product as a service' were constantly considered. Ultimately, the core values and guidelines were set out for designing a product in the perspective of the property-to-use movement. Aspects that are being influenced by the fact that the design goes from property-to-use need and that need to be reconsidered when designing a product as a service are: Change in design approach, modularity and adaptability, personal affinity and identity, hygiene and maintenance, privacy sensitivity, user convenience and financial advantage and the fact that the design for the service and the design of the product have a big influence on one another. Consciously dealing with these aspects, can hopefully serve as support for designers at D'Andrea and Evers Design when they come into contact with designing a product intended for a user service in the future.