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Designed to Last

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Physical Longevity

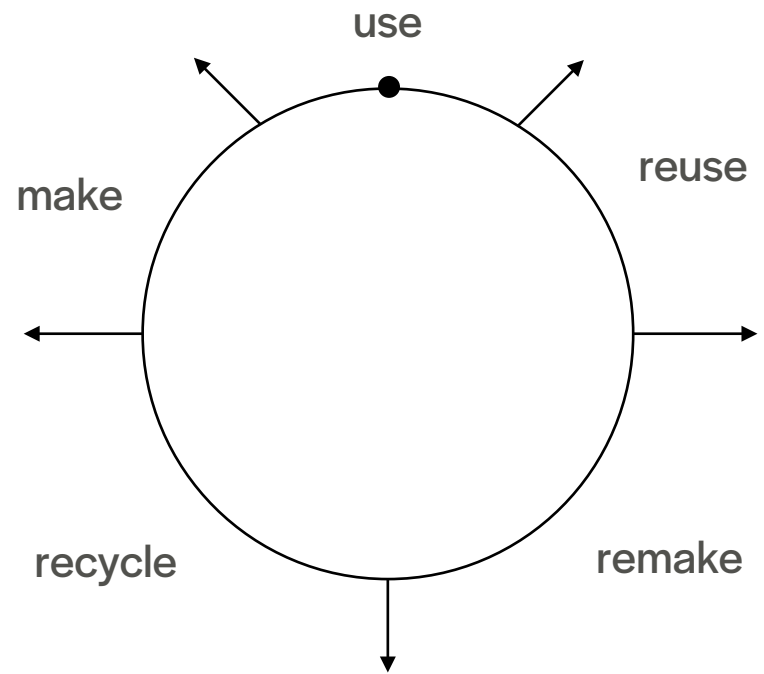
Holdbarhed – Reparation – Opgradering etc.

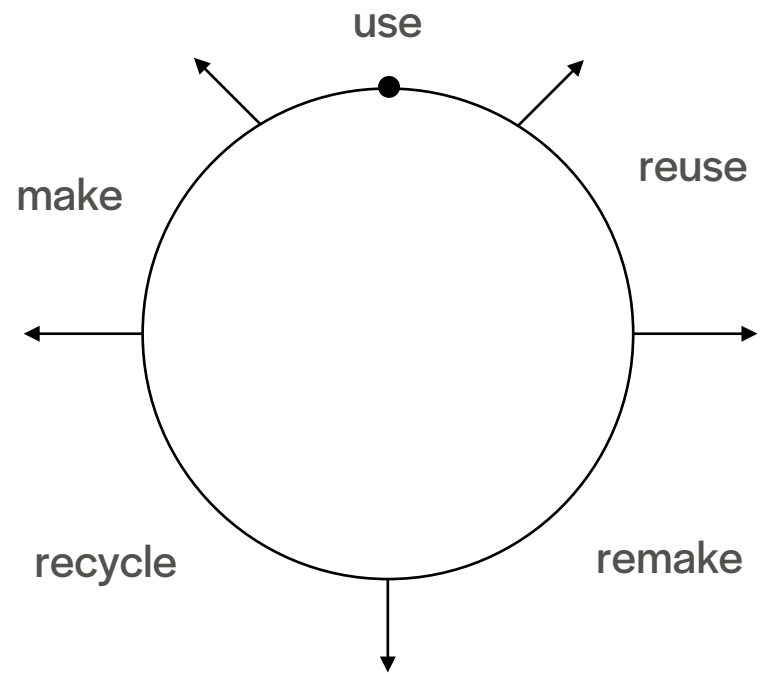
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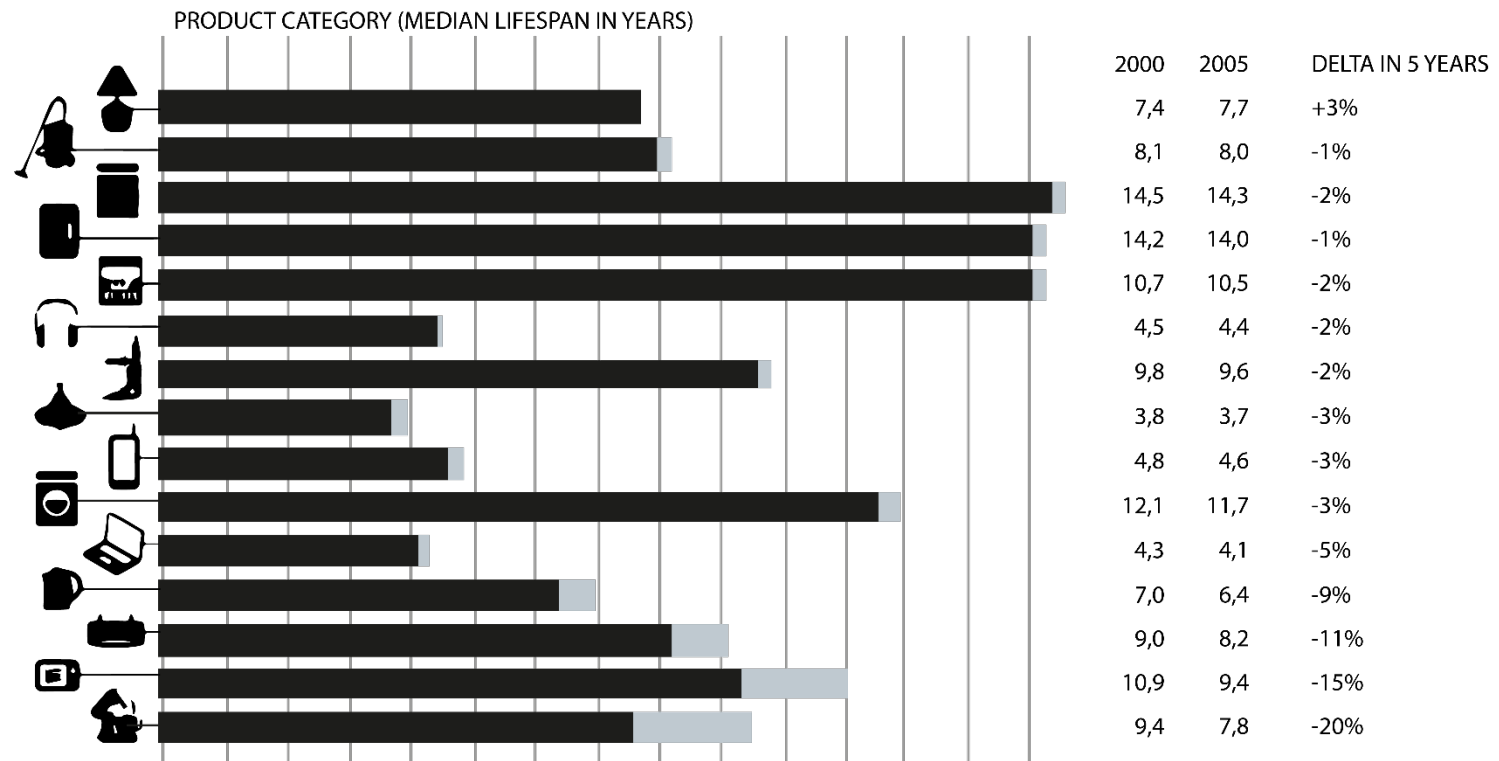
Pleje – Vedligeholdelse – etc.

Business Longevity

Salg – Marketing – Brand







Barriers to product longevity

Business

Introducing long-lasting products entails a (costly) shift in the company's business model

Radical changes in business models are rarely a viable option for companies

Introducing long-lasting products limits the company's ability to compete on price

Long-lasting products are vulnerable to product-service systems (PSS), which promote frequent replacement

Altering customer perception of products and brands is a time-consuming challenge.

Product Development

Long-lasting products obstruct designers from following fast-moving trends and fashions

Development's selection of technology may prove to be a risk for long-lasting products

Development in companies that produce long-lasting products needs to design for uncertain future societal behavior

Developing long-lasting products creates a double focus for product developers

Users/customers

Short lifecycles promoted by companies, resulting in a change in user behavior

Customers' lack of attachment to products results in premature substitution

Customers are unaware of material quality in long-lasting products

Evaluating longevity is difficult for customers in a purchase situation

Customer misperception of modularity in advanced products decreases the product's longevity

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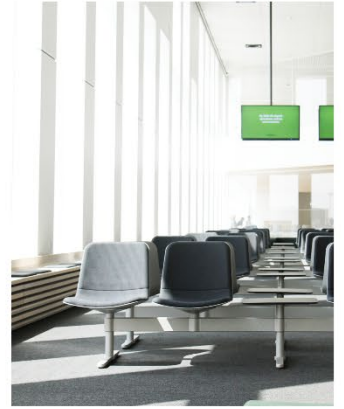
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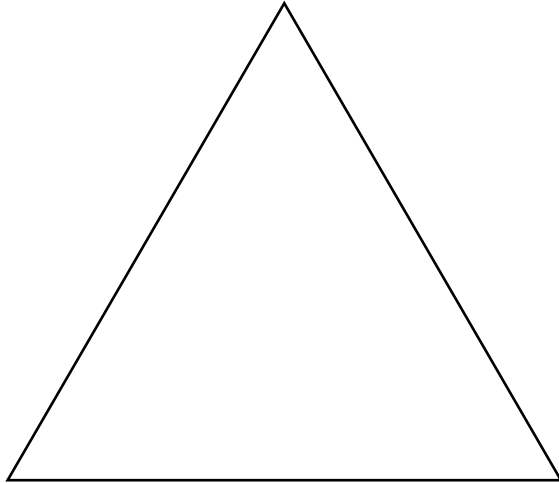
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Customers want **Pleasure of use**
Nostalgia
Memories
Prestige
Self-identification
Price
Reparability

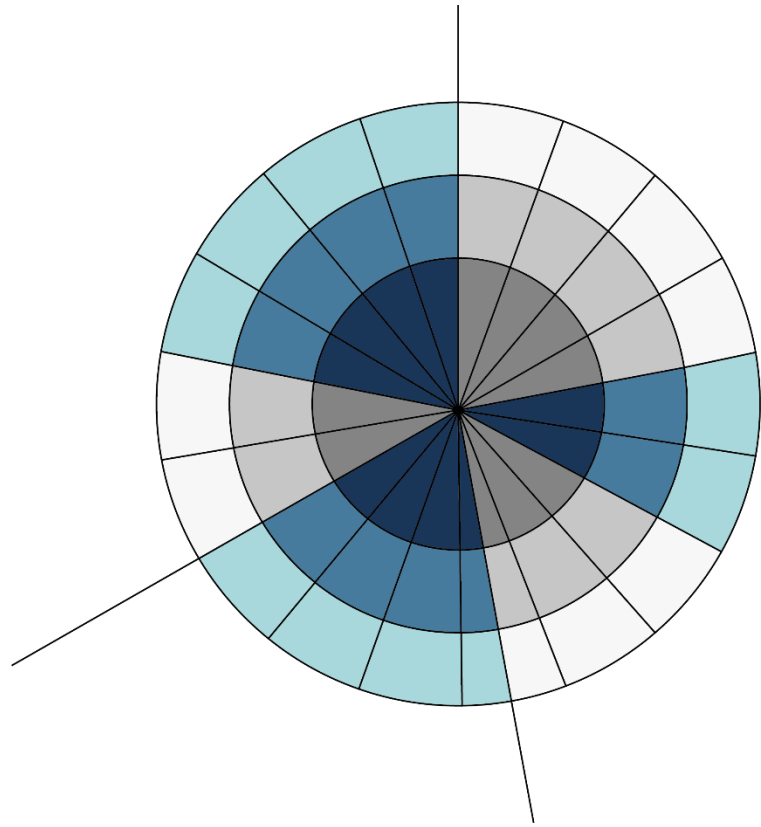


Brugere

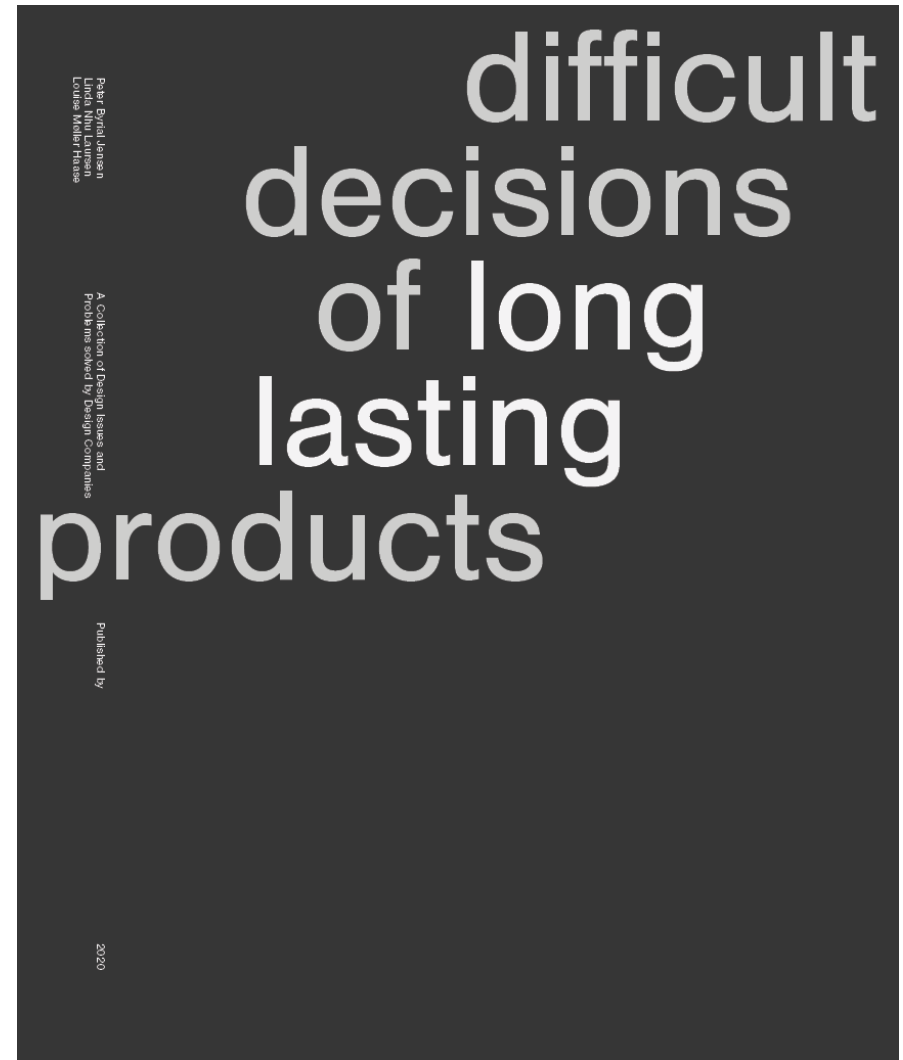


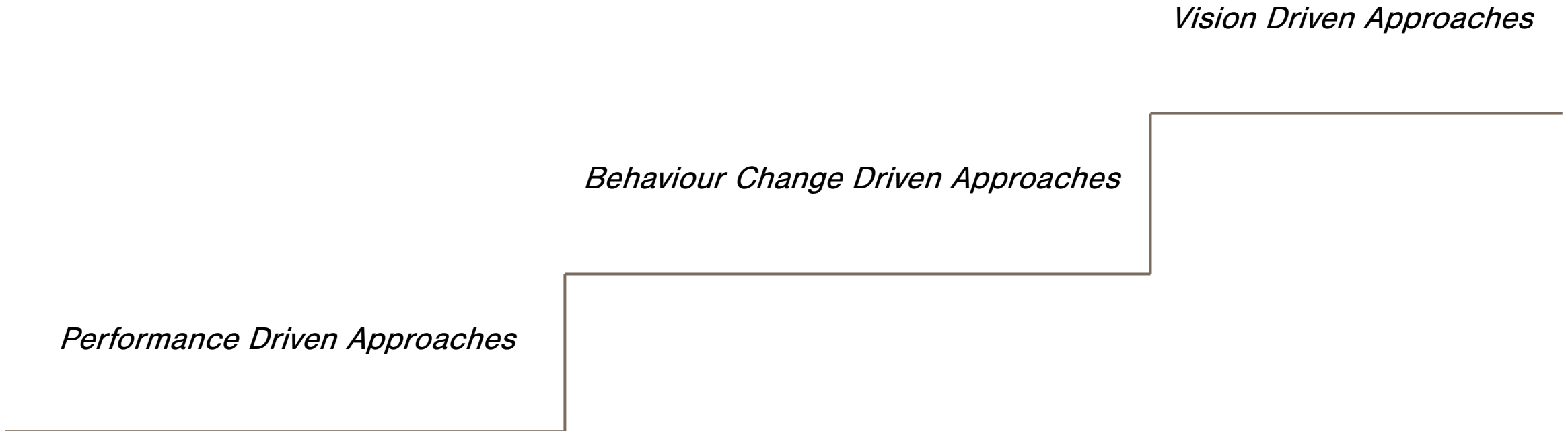
Management

Udviklere



Toolkit for SMEs towards product longevity





Performance Driven Approaches

Behaviour Change Driven Approaches

Vision Driven Approaches

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