

## **How will it work?**

Who is the user and how might that affect the product?  
e.g. size, weight, portability, legal requirements, environment of use

How does a person interact with the product?  
e.g. moving parts, switches, open and close

How will it be assembled/made?  
e.g. joining, weaving, clip in, add on to another product

# What does it look and feel like?

What aesthetics do you want?

e.g. minimal, colorful, decorative, futuristic, eco

Can it be customisable?

e.g. one size fits all, modular, personalisable, brandable

What do you need to indicate with the product?

e.g. reliable, sturdy, safe, playful, sterile, handcrafted, quality

# **Are there circular economy principles?**

What is the business model?

e.g. Lease, buy, invest, coop, 1for1, open-source, product for life, price

What services might come with the product?

e.g. maintenance, food produce, digital app, consumables, add ons

What happens after use / when it stops functioning?

e.g. fix it, buy back scheme, extract materials?