

## SERVICE FLIP (est. time: 15-30 minutes per product)

Adapted from IDEO and the Ellen MacArthur Foundation's Circular Design Guide

Product e.g. cars	What need does this address for you? For example the underlying need of a car is to get from one place to another	What are other ways you can think of to meet this need, beyond owning this product? e.g. Car sharing services, car rentals, leasing, on-demand, transport services, etc.	What is the service experience (1/2)? What would be the <u>benefits</u> of not having to own this product?	What is the service experience (2/2)? What would be the <u>downsides</u> of not owning this product?	What systems would need to be in place? Which partners would be needed? What feedback or data would be important to have? Could the data be of benefit to others?
Fridge	The need to keep food fresh and lasting longer	<p>Back in the day, before refrigerators were commonly owned, neighbours would have a central neighbourhood refrigerator or cooling system that they would share. This sounds like a great idea, but it's not convenient to have to walk 2 blocks every time someone wants a cold beer.</p> <p>Besides their carbon footprint, one of the disadvantages of the current fridge design is that they come in 2 sizes: mini fridge or regular size. Once we buy one, we have to stick with it, and if our lifestyle changes, we have to get a new one.</p> <p>A solution to this could be to <b>make refrigerators modular</b> so that that people only use one that's the size of their need at the time (and therefore contributing less to global warming), but the size can change, as well as it's interior compartment design (more freezing area vs less for example). This way, as we move through life, into a bigger home or a smaller one, or our family grows bigger, then smaller as the children become adults and leave the home, we can just keep one refrigerator that keeps on adapting to us.</p>	<p>Those who only use the refrigerator to store milk and eggs for example can start with the smaller module. If they ever need to upgrade to something medium size or larger, they can easily add on the extra boxes and compartments. If they ever need less refrigeration space, they can return the parts they don't need.</p> <p>The benefits of this design is that users don't have to commit to one size forever, which usually means they get the largest size "just in case." By allowing users to pick the size that's right and the possibility to adapt, it becomes a more efficient way to use space and energy.</p> <p>In this model, refrigerator manufacturers switch to a services model in which they are caring and meeting user needs, not expecting users to adapt to their own models and sizes.</p>	<p>Downsize is having to always adjust and not being able to improvise. For example if a user is throwing a party one night and needs a bigger refrigerator, the modular model would not be able to adapt to instant needs.</p> <p>Another downside is having to do the module installation, which could be challenging for some users.</p>	<p>-Empowering users and showing them it's very easy to change the form of their fridge as needed is crucial. We're too used to just buying things and putting them somewhere in our home without ever having to deal with it or think about it. In fact we don't want to think about the fridge on our day-to-day. Any transition towards a sustainable model will have to remain convenient and easy to adapt into our daily lives.</p> <p><u>Some ideas to make the installation of a modular refrigerator service will include:</u></p> <ul style="list-style-type: none"> <li>-A simple to use website and showroom explaining all the different modular options and educating users on the convenience of refrigerating "on demand."</li> <li>-Demos explaining how to snap parts on and off properly.</li> <li>-An installation service for the elderly or for those who prefer not to change the shape and size of their modular refrigerator themselves.</li> </ul>
Washing machine	The convenience of quickly clean clothes on our own schedule and convenience of our home	<p>It's hard to beat the convenience of washing clothes whenever we want to. While laundry services are great, they're downsides such as the fact that they don't adapt to the user's schedule. For example I have to schedule pick ups and deliveries from 7am to 10pm, but most nights I get home at 10:30pm and it's too late.</p> <p>A solution to owning the washing machine would have to beat this benefit by providing an even better benefit: <b>users not having to even think about their laundry.</b> This would be a laundry service that efficiently picks up my dirty clothes and drops off the clean ones with little effort from my end.</p>	<p>It's hard to compete with the convenience of having a washing machine at home, so laundry service companies could provide added services and value. Instead of me having to schedule the pick-up, <b>they would have sensors in my laundry back to let them know when to pick it up.</b> Instead of me having to be home during pick-up and drop off, <b>they will have access to my home to pick up and drop off without me knowing.</b> Instead of me having to sort clothes back into shelves, <b>the service put everything back where it belongs for me.</b></p>	<p>One of the biggest downsides is that emergencies happen. A relative can suddenly visit us or someone needs an extra bed and we don't have clean bedsheets for them, Or we have to do some last minute travel due to work and no time to schedule laundry services. Not owning a washing machine will have to solve for emergencies and get users comfortable with some kind of emergency/ backup plan.</p>	<p>There are a few challenges and systems that will need to be in place. From an operations perspective this would require <b>laundry services to operate 24/7</b>, which can be difficult for the workers.</p> <p>Another challenge will be for laundry services to have access to users' homes. This will require a lot of user screenings, background checks. While it seems difficult to accomplish, this system is working for dog walker services. It can be built through proper screening of employees, a trust system based on honest ratings, and a safety system to ensure home keys are not lost or mixed up.</p>