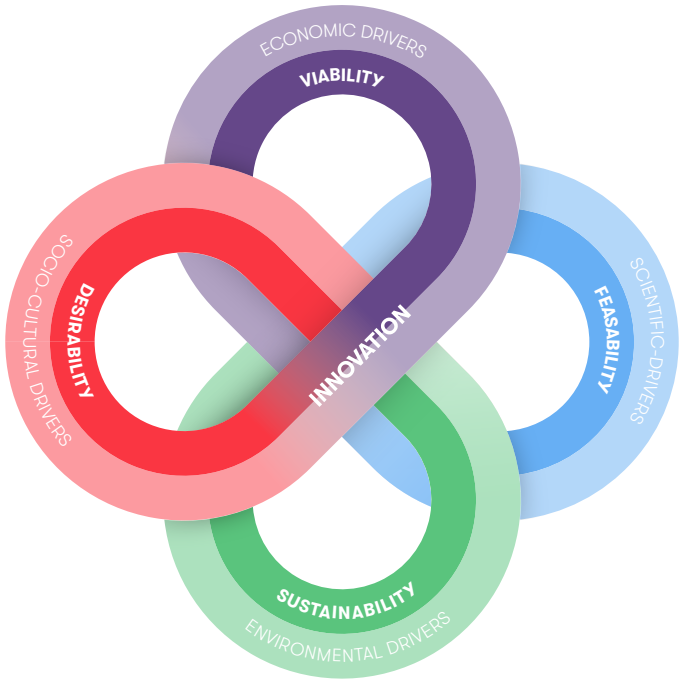


# N+P

## Sustainability by Design



## Question Cards

# About this set

These cards were designed to be used as an internal and external tool together with partners, clients, or service providers during the Research & Analysis phase of any project.

The cards' goal is to shift the focus onto sustainable topics and to ensure a holistic approach to innovation.

Pick any card and let the questions serve as eye-openers to issues that may otherwise be overlooked.

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Get in touch with us at [design@np-id.com](mailto:design@np-id.com)

# Vocabulary

To ensure usability across disciplines we use the following umbrella terms within the cards.

## **Partner**

any collaborator within the project i.e. the company, client, service provider, etc.

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## **Product**

the main objective or result of the project

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## **User**

any human and non-human actor which interacts with the product

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**Desirability**



# User Desires

Are there emotional drivers behind the purchase of the product?

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What motivates the user to interact with the product?

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What desire does this product fulfill?

**Desirability**



# User Emotions

How do the users feel when using the product?

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Does the product tell a story?  
What is the narrative?

---

Does it trigger intrinsic motivation?

---

Does the product inspire the user?

**Desirability**



# Accessibility

What are the challenges of using the product?

---

Is the product accessible to all users, i.e. blind, deaf, seniors, children, low-income, non-digital, etc.?

---

Are there any product features which could benefit minority users?

**Desirability**



# Work-Life Balance

Does the product encourage or endanger a good work-life balance?

---

Does the product give users peace of mind or does it create new issues or distractions?

**Desirability**





# Product Aging

Does the product cater to short-lived trends or is it timeless?

---

Would you consider the product “fast” or “slow”?

---

When and why might users lose interest in the product?

**Desirability**

The background is a solid purple color. Overlaid on this are numerous thin, white, straight lines of varying lengths and orientations. These lines are scattered across the page, with a higher density in the lower half. Some lines are parallel, while others intersect, creating a sense of movement and complexity. The overall effect is that of a dynamic, abstract pattern.

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**Viability**



# Untapped Resources

Are there any waste materials that could be reused, recycled or upcycled?

---

Are time and energy being used efficiently throughout the whole process?

---

Are there any untapped local or global resources available which could be used for the product?

**Viability**



# Sharing Economy

Could the product be shared or used by multiple users?

---

Could the product be integrated into an existing sharing platform?

**Viability**



# Longterm Outlook

Is the business model  
sustainable?

---

Will the product be viable in 50,  
100 or even 1000 years?

---

What trends strengthen and/or  
challenge the product's viability?

**Viability**



# Modularity

Could the product be adapted to multiple usecases?

---

Could parts of the product be used in other products?

---

Are the users able to customize the product so that they only use what they need?

**Viability**



## **Second Life**

Could the product be updated with new technologies in the future?

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Could there be a new revenue stream related to the product in the future?

**Viability**



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**Feasibility**





# Product Creation

Are there any new production methods which could be interesting for the product?

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What materials could be used?

---

Who is creating, making and producing the product?

---

Where is the product created?

**Feasibility**



# Digitalization

Are there any new developments or technologies regarding product interactions?

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Is the product physical, digital or both? Could it be completely digital?

---

Is the product and the digital data susceptible to cyber attacks?

**Feasibility**



## End of Life

What is the expected lifetime of the product?

---

What happens when the product isn't used anymore?

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Are there possibilities to erase, recycle, upcycle and/or reuse the entire product incl. digital data?

**Feasibility**



# Safety and Ethics

Are there any dangers for people and the environment during production and use (e.g. harmful chemicals, workplace environment, accidents, etc.)?

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Are human rights being respected throughout the whole process?

**Feasibility**

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Sustainability



# Sustainability Management

How does the partner drive sustainable topics?

---

Is there a person responsible for ensuring sustainability?

---

Is there a dedicated sustainability department?

**Sustainability**



# Partner Values

Is sustainability a core value of the partner, i.e. is it mentioned in their vision or strategy statement?

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How does the partner define sustainability?

**Sustainability**



# Motivation

How did the product come to be?

---

What drives and motivates the partner to work on the product?

---

How does the partner benefit from the product?

**Sustainability**





# Challenges

What factors may hinder the partner in achieving sustainable goals?

---

What could be the risks of sustainable efforts for the partner, product and user?

**Sustainability**



# Opportunities

What factors may drive the partner in achieving sustainable goals?

---

What could be the benefits of sustainable efforts for the partner, product and user?

**Sustainability**