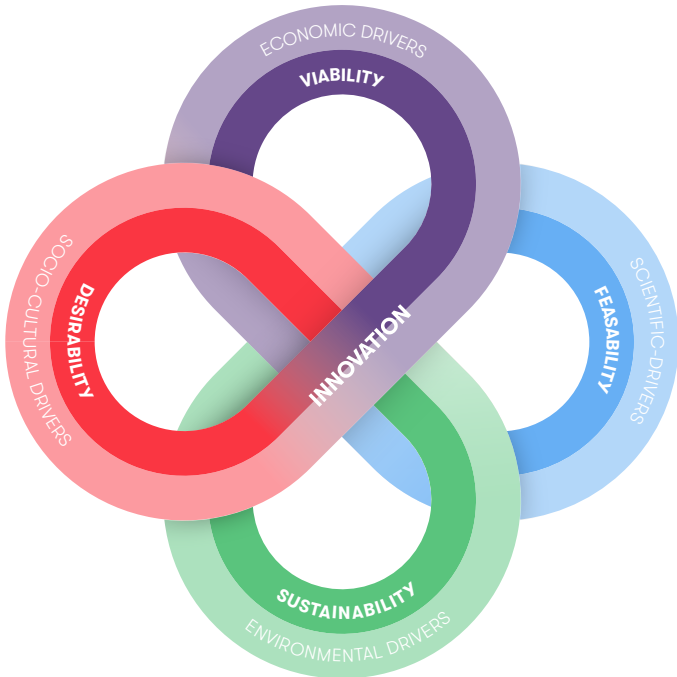




Sustainability by Design



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.

Get in touch with us at 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.

Product

the main objective or result of the project

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?

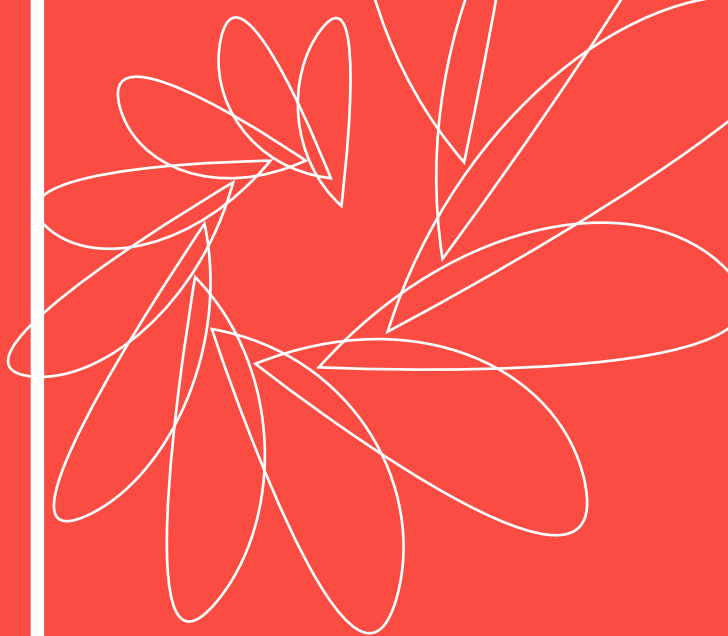
What motivates the user to interact with the product?

What desire does this product fulfill?

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Desirability



User Emotions

How do the users feel when using the product?

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

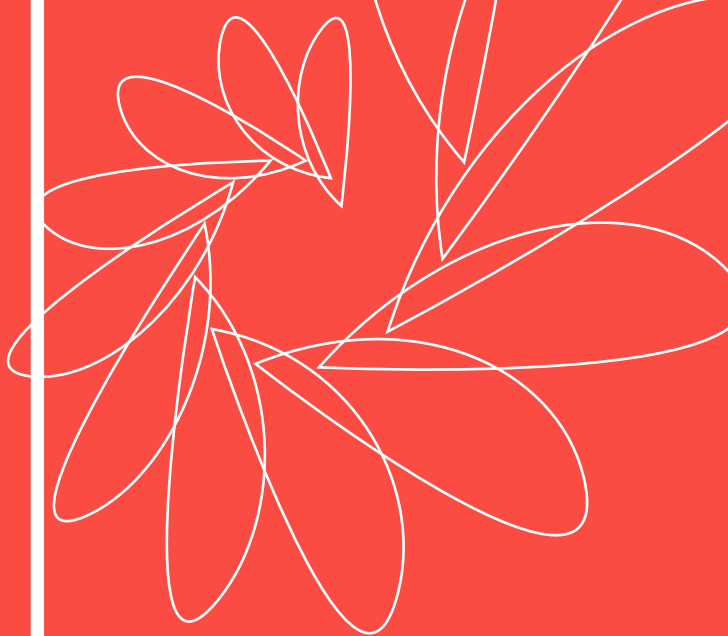
Does it trigger intrinsic motivation?

Does the product inspire the user?

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Accessibility

What are the challenges of using the product?

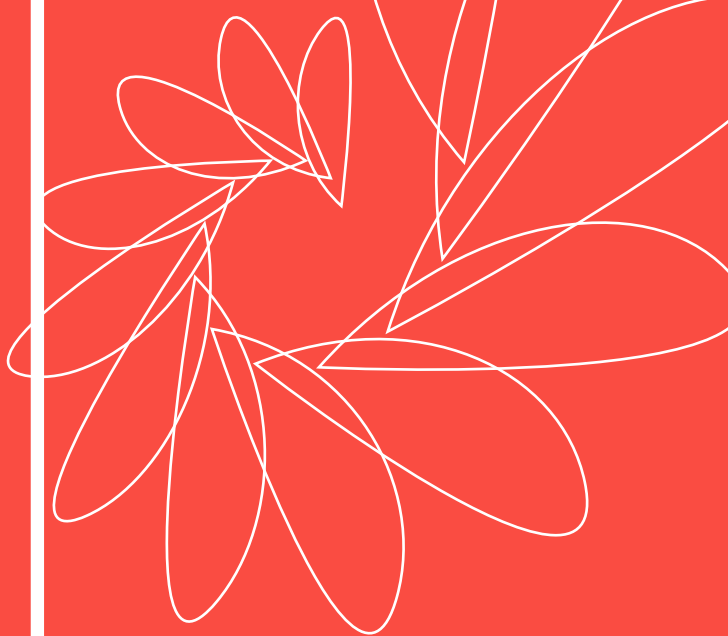
Is the product accessible to all users, i.e. blind, deaf, seniors, children, low-income, non-digital, etc.?

Are there any product features which could benefit minority users?

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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?

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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?

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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?

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Viability



Sharing Economy

Could the product be shared or used by multiple users?

Could the product be integrated into an existing sharing platform?

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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?

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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?

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Second Life

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

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

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Feasibility



Product Creation

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

What materials could be used?

Who is creating, making and producing the product?

Where is the product created?

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Feasibility



Digitalization

Are there any new developments or technologies regarding product interactions?

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

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

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Feasibility



End of Life

What is the expected lifetime of the product?

What happens when the product isn't used anymore?

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

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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.)?

Are human rights being respected throughout the whole process?

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Sustainability Management

How does the partner drive
sustainable topics?

Is there a person responsible for
ensuring sustainability?

Is there a dedicated sustainability
department?

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Partner Values

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

How does the partner define sustainability?

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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?

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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?

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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?

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