24 DESIGN STRATEGIES TO **STRENGTHEN BENEFITS**

B1 CUSTOMIZE

Customization increases the functional value and uniqueness value of products. Allow people to modify your product, service, or user interface.

B2 PERSONALIZE

Personalization improves a product's perceived usefulness and customer experience. Automatically adapt your product to people's data and behaviors.

B3 MAKE IT SIMPLE

In an increasingly complex world, people crave simplicity. Make things simpler by automating tasks, combining functions, or removing features.

B4 SAVE TIME

Busy lifestyles have become the new normal. Help people save time and increase productivity.

B5 MAKE IT HASSLE-FREE

People experience many small irritations and inconveniences throughout the day. Remove friction and nuisances from people's daily lives.

B6 ENABLE ANYTIME, ANYWHERE

People expect the same customer experience in every circumstance. Offer a seamless experience across time, place and device.

B7 OFFER STRUCTURE

People want it all; a career, great parenting ability, health, and an active social live. Help people plan and structure their daily lives.

B8 DECISION MAKING

Fear of making the wrong decision can make people indecisive. Present relevant information to facilitate better and timely decision making.

B9 SAVE MONEY

Saving costs and getting value for money are of interest to many consumers. Help them make better purchase decisions.

B10 INCREASE EFFICIENCY

Doing more, with less and for longer is good for our planet and people's wallet. Maximize your product's efficiency or nudge behavior change.

B11 ELEVATE PERFORMANCE

Performance products enhance functional value, enhance the customer experience, or enhance people's status. Outperform product competition.

B12 DELIGHT THE SENSES

Triggering multiple senses can create memorable customer experiences. Adopt a multisensory approach when designing your product.

B13 EVOKE JOY

Fun and entertainment enlighten our lives and enhance our health. Put a smile on people's face to enrich the user experience.

B14 SHAPE MEMORIES

Memories can offer value on an individual and a collective level. Enable people to relive past moments or experience new things.

B15 STIMULATE LEARNING

Many people strive to enhance their personal or professional abilities. Trigger people to gain new knowledge or develop skills.

B16 PROVIDE INSIGHTS

Insight is the first step towards behavior change. Give people insight into their behavior, health, performance, or environmental conditions.

B17 FUEL MOTIVATION

People struggle to bring their intentions to life. Trigger their motivation in order to change existing habits or achieve new goals.

B18 DRIVE SOCIAL INTERACTION

Social connections impact our happiness and health. Facilitate social interactions between individuals, groups, or individuals and groups.

B19 DELIVER PRESTIGE

Product ownership or product use can elevate people's social status. Make products desirable through exclusivity or scarcity.

B20 BOOST SOCIAL IMPACT

People's interest in making the worls a better place is growing. Make social impact a positive side effect or your product's core purpose.

B21 FACILITATE SHARING

Sharing can deliver convenience, cost savings, social interactions, or sustainability benefits. Facilitate people to share products, assets, or resources.

B22 LENGTHEN LIFESPAN

Keeping products in use for longer hugely improves their sustainability. Offer services, accessories, or components to increase your product's lifespan.

B23 REDUCE FOOTPRINT

People's awareness of climate change and the earth's resource depletion is growing. Reduce your product's footprint before, during, and after use.

B24 UNLEASH NEW VALUE

People aren't always aware of their needs. Identify hidden opportunities and offer new value by enhancing an experience or by unlocking new use cases.

13 DESIGN STRATEGIES TO MITIGATE RESISTANCE

I will lose control over...
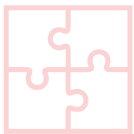
I'm afraid that...

Is this safe?

Does it work?

R1 INCREASE PERSONAL SAFETY

People might worry that technological innovations will cause them physical or mental harm. Design your products with personal safety in mind.
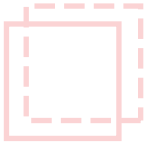
R2 PRESERVE DATA PRIVACY

Large scale data collection and (mis)use are causing increasing privacy concerns. Make data privacy a goal, not an afterthought.

R3 OFFER TRANSPARENCY

People's trust in tech companies continues to decline. Build trust by being transparant about your products, your business model, and your business practices.

R4 MAKE IT SECURE

Cyber crime is a growing concern, yet people often disregard their products' security. Make security desirable and easy to use.

R5 INCREASE CONTROL

Technology is everywhere; people may feel overwhelmed by it's omnipresence. Help them feel in control over their digital lives and the products they use.

R6 ENSURE COMPATIBILITY

If your product is incompatible with other products people (plan to) use, they will be hesitant to adopt it. Design for product ecosystem compatibility.

R7 BE FUTURE PROOF

People worry that tech products become quickly outdated. Find solutions that keep your products viable for longer.

R8 COMPLY WITH REGULATIONS

In the tech domain, regulations are in constant flux. Design your product and steer people's behavior to meet existing and future rules and regulations.

R9 BUILD PARTNERSHIPS

New tech products come with uncertainties for the people buying them. Partner with well-known organizations or trustworthy brands to build trust.

R10 FIT SOCIAL NORMS

If products don't fit social norms, they may provoke resistance in individuals and society. Design your product in line with social norms and values.

R11 MAKE IT (IN)VISIBLE

People want to show off products they are proud of and conceal products that make them feel uncomfortable. Design for social (in)visibility.

R12 CREATE FAMILIARITY

If people can't relate a product to things they're familiar with, they might reject it or have difficulty understanding it. Include familiar design clues.

R13 DESIGN FOR MARKETING STRATEGIES

When the product and its marketing aren't a perfect match, people will intuitively hold back. Codevelop your product's design and marketing strategies.
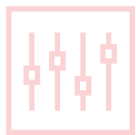
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