Pick one of the following products:

- Office Chair
- Cosmetics Packaging
- Training Shoe
- Kitchen Accessories
- Food Packaging

**Circular Strategies**

**EXPLORE (10 MINS)**

**WHAT ARE THE FUNCTIONAL AND EMOTIONAL NEEDS AND REQUIREMENTS?**

For example, the underlying functional need of a car is to get from one place to another. Emotional needs might be a sense of freedom or a car as status symbol.

**IDEATE (20 MINS)**

**ARE THERE DIFFERENT OR BETTER WAYS TO MEET THESE NEEDS BY APPLYING CIRCULAR STRATEGIES?**

Brainstorm to come up with as many ideas by combining the circular strategy cards. For example, for a car it may be car sharing service, car rentals, leasing, trade-in, remanufacturing, etc.

**INTERVIEW A USER**

**USE CIRCULAR STRATEGY CARDS FOR INSPIRATION**
Pick one of the following products:

- Office Chair
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**WORKSHEET**

**Circular Strategies**

**DESIGN (10 MINS)**

**YOUR SELECTED IDEA**

Describe and illustrate your selected idea. Try to be visual and give it a memorable name.

**DEVELOP RATIONALE (15 MINS)**

**WHY IS IT BETTER FOR THE USER?**

How does it improve the user experience? What are the economical or practical benefits?

**WHAT MAKES IT CIRCULAR?**

Does it increase circularity of materials? Is it regenerative?

**WHAT SYSTEMS NEED TO BE IN PLACE?**

What feedback or data would be important to have? What infrastructure is needed? Who would you need to collaborate with?