Other factors affecting design

Obsolescence
What is obsolescence?

- When a person, object or service is no longer wanted even though it is still in good working order.
- In occurs when a superior replacement has become available.
- There are many forms of obsolescence.
- Watch iRobot trailer on website, how is this related to obsolescence.
Types of obsolescence

Technical
Functional
Planned
Style
Notification
Postponement
Obsolescence and durability
Technical obsolescence

- When a new product supersedes the old one.
- Consumers prefer the new product over the old one.
- Blue ray is overtaking DVD players.
Functional obsolescence

Product does not function like when it was new.

Either from wear and tear or something intervening act.

Example, old SIM card will not fit into a new Samsung Galaxy III mobile. You need a new SIM card.

A product may wear down and cannot be fixed or replacement part is no longer available.
Planned obsolescence

- A product is obsolete because the designer has planned this.
- Pressure on the consumer to repurchase that same item.
- Critics claim that this process wastes resources and exploits customers.
- Apple being sued for planned obsolescence of iPad 3.
Style obsolescence

Marketing driven by aesthetic design?

This produces a fashion cycle.

Continually introducing new designs and discontinuing others the manufacturer can 'ride the fashion cycle'.

Style changes designed to make owners of the old model feel 'out of date'.
Notification obsolescence

- Sophisticated version in which the product informs user when to buy a replacement.
- Water filter that displays a replacement notice after a certain period of time.
- Can you think of another example?
Postponement obsolescence

When technological improvements are not introduced to a product even when they could be.

Car manufacturer develops a new feature for its car but does not include the feature in the cheaper version of the car.

Example, a base model Camry does not have electric windows or seats but the capability is there.
What is obsolescence?

Write down your definition of what obsolescence is.

When you have done this you may have time for your assignment.

Homework answer questions on website about apple being sued.