



# 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.
- \* It 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

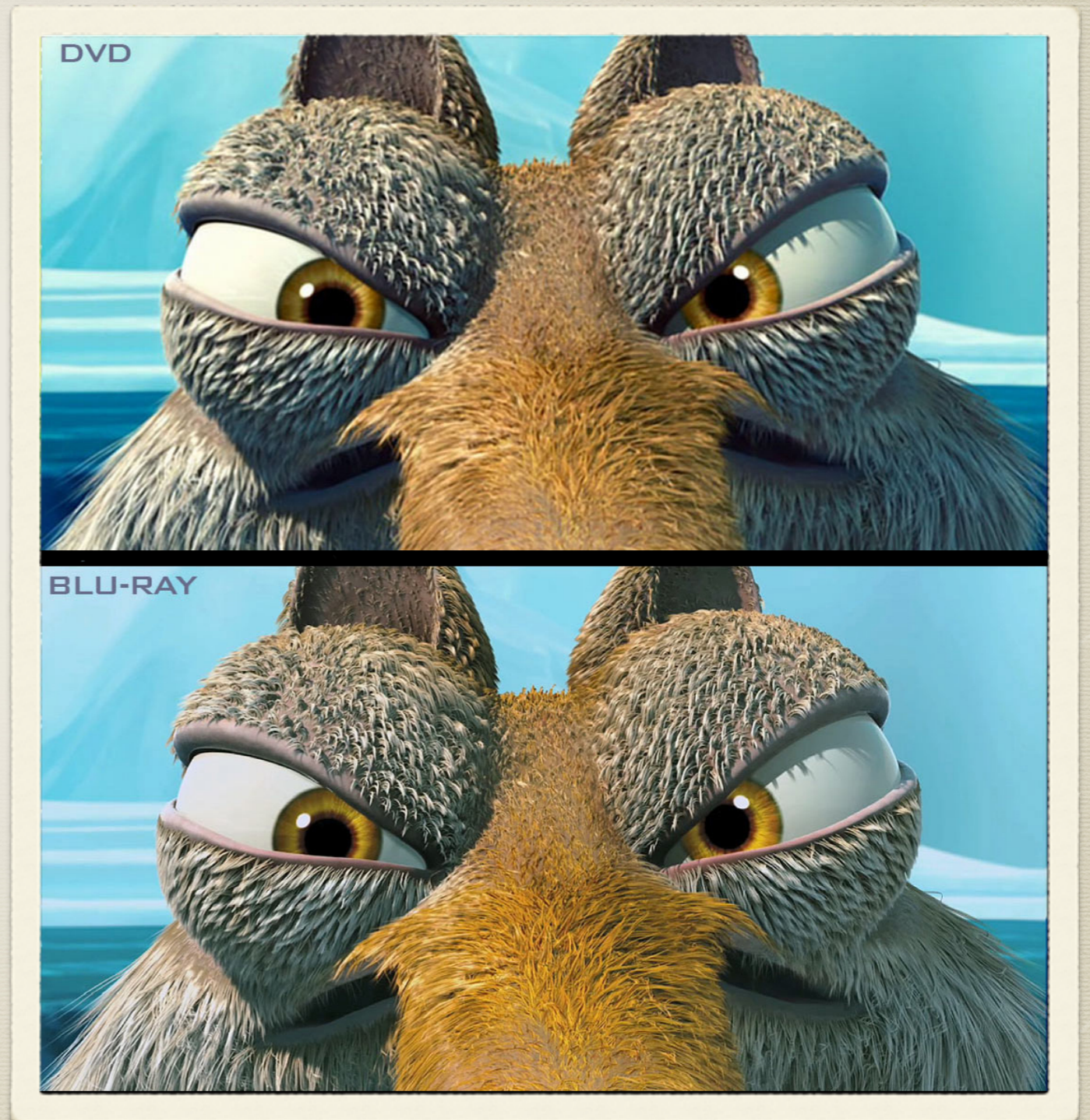
Notification

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- \* A product is obsolete because the designer has planned this.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?

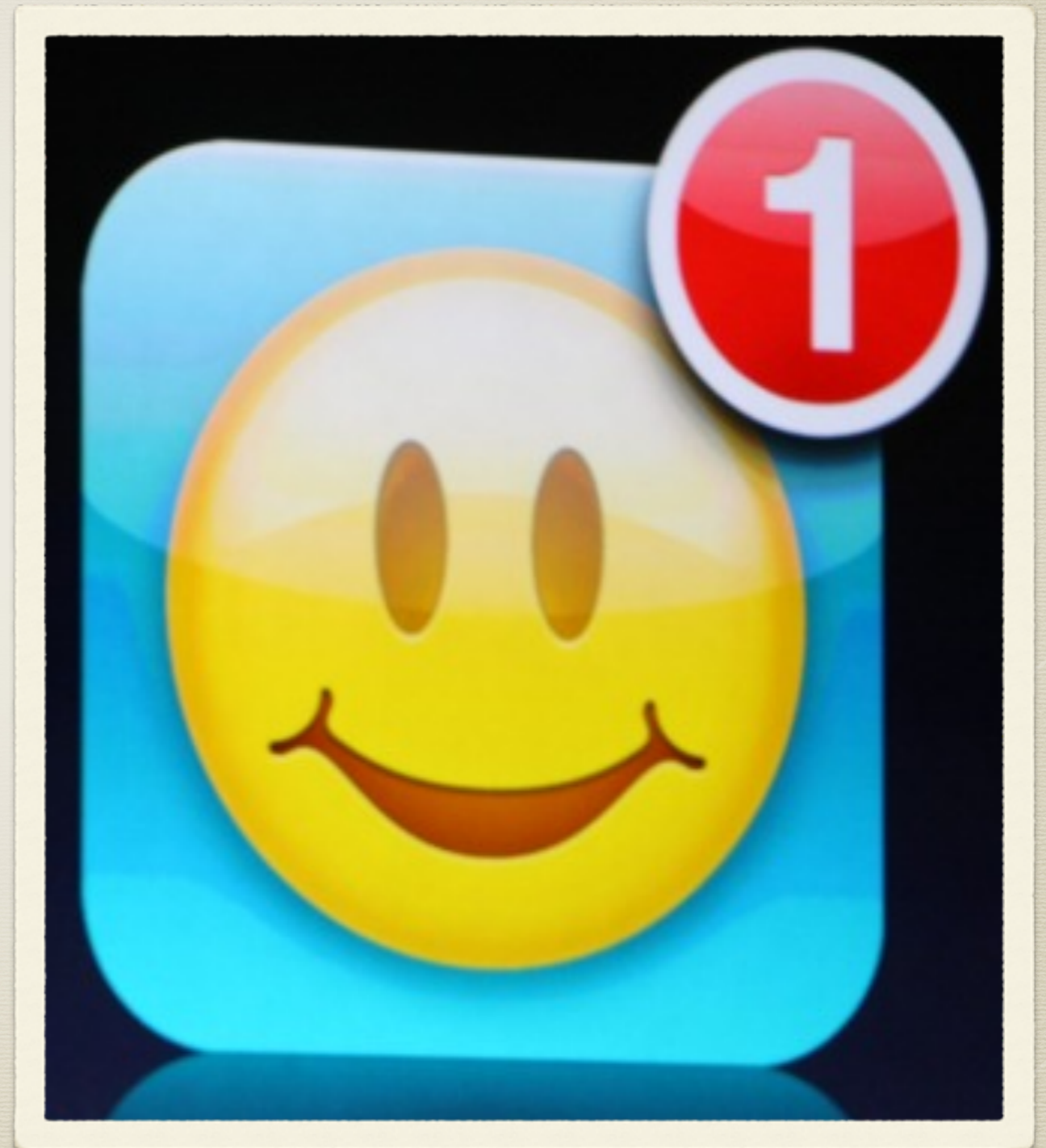
This produces a fashion cycle.

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Style changes designed to make owners of the old model feel 'out of date'.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 improve, nets 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.