REPORT

Rent a babyproduct

How to develop a service and brand platform for a new business idea to facilitate the parental life.

Marie Gullander Koch

Master project in Industrial Design, Formgiving Intelligence
Konstfack University of Arts, Crafts and Design
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1.0 EXECUTIVE SUMMARY

The main goal in this thesis was to make people want to rent products instead of buying them, and this meant that I needed to find attractive benefits and gains living up to the losses when choosing to rent instead of buying the products.

The biggest findings here were mainly the solutions of home delivery of the products and the package categorization of age.

Offering the customers other services in form of expert advises, serving them information about the new life to come, and developing an app, to follow the trends in society were some ways of making the service more attractive and invite more customers to use it in the future.

The project process was not straight, since I jumped between the development of the service, and at the same time the development of the identity and building of the brand platform. As the time passed by, I got to know the service better and better after interviewing my testpersons and looking around what the market had to offer today. And at the same time the need of giving the service a visual identity became clear and evident.

The gap of the service is obvious in society, and the need and trend of renting instead of buying is just getting bigger and bigger. I hope the findings and solutions are just a start of what will come in the future, and that the project will make people wake up about how they live and consume in their everyday life.

The project is a future scenario being served as an alternative way of consuming. The case and project was an opportunity to educate and explore the world of services and the importance of a strong and attractive identity belonging to the content.
2.0 INTRODUCTION

This master thesis is a project where I will investigate the idea around renting out children’s products. As a parent you realize how many products you drown into, and many of them just being used and needed for a short period. Why is it not possible to rent them somewhere and give them back again when they are not needed anymore?

Today there exist a lot of second hand sites on the internet, but all of these services meaning buying and selling the products, not renting or leasing. As a statistic I found out that 9 out of 10 parents in Sweden use the service of Blocket, a second hand site on the internet, to sell and buy things for their children. In the world of reusing and awareness of sustainability the idea of the service to rent the products instead is important and legitimate.

I have tried to start this project as wide as possible, to get in as much information and as many parameters as possible from the start to get the big picture of the idea. As the journey and process went on, the frames and boundaries were found to make the concept become true.

Enjoy the journey!
2.1 BACKGROUND AND PERSONAL REFLECTIONS

As a mother to a one year old son, I have experienced much frustration myself about the necessary products, which at the end makes me to the future target group. 
Looking back on the year that has passed, I see it as wonderful and loving year and experience. But if I am about to be critical, and say to myself what I would like to change if I could, one of the main things would be to limit myself more when it comes to all the things we got before our son was born. 
Society, family and friends made me believe that I needed more than was actually true when reality came. 
This is a well known existing behavior, that the children product producers also use in their marketing. “If you don´t buy this product, I can not guarantee how you will manage once the baby is there” is a phrase I think I heard several times being highly pregnant and a bit confused over all the things people told me about the new life waiting around the corner. And not wanting to take any risks or feeling I had to go out to town once the baby was born during winter and snow storms, I did as the shopsellers told me to do: I bought it, a very easy victim and customer. 
Coming back to university after maternity leave, I just couldn´t motivate myself in making yet just another product, I needed to do something with my insights from the new life as a parent. 
There my idea was born for the master thesis: to facilitate the life as a parent, and try to make it better in many ways.

2.2 MISSION AND OBJECTIVES

> To make people want to rent baby products instead of buying everything you need when becoming a parent.

> To create a service and brand platform.

2.3 QUESTIONS

To make it more clear what the project will be about, questions were made up to show the different focuses during the project development.

How do I make people want to rent children’s products instead of buying them?
Here it is important to think about the value the customer gets when renting. Smarter and more good-looking? Space saver? Money saver? What needs and behavior do these consumers actually have?

What is a relevant identity for this service?

The goal is to create a concept company, and for that building up the brand platform. The knowledge will be better perceived seen as a concept company, where it is easy to relate to the insights coming out during the project.

2.4 FIELDS OF INTEREST

Service design, Brand identity and Design management.

2.5 INTENTION OF WORKING PROCESS

The project contains three parts:

Research

During the research phase the intention is to dig deeper into consumer behavior and having interviews with the end users to understand what you want as a new parent? and how do you make your choices in the wide range of products?
The intention is to look further into the field of attitudes and prestige in this new world for young parents. What brand are you as a parent, and to which brand do you want to belong? What does it say about you which brand you use as a parent? Who is the target group? This knowledge will come as I get more information about what needs the end consumers have.

**Service design**
To create the new service different tools within the Service design field will be used, such as client behavior, customer journey mapping, research around competitors and similar existing services etc.

How do I make people want to rent instead of buying? What better value does it have? And how do I secure the credibility for that it is all clean and somewhat fresh looking when being reused over and over again?

**Create brand platform**
For the brand- and design identity the tools and fields learned during the first year at the master programme will be used, and the knowledge I have in the background in general as a designer. The goal is to design the identity in such an attractive way to make people want to use the service and spread the word about it! Hopefully the insights from making the service design will set the frames for which direction this will take.

The service could start from an earlier stage, from when you are pregnant. Already there you start to consume products that are only needed for a short period, such as maternity clothes. But I realize that I need to have some limits, so I draw a line to products that you start to need once the baby is born.

In the areas of brands and service design I have limited myself towards methods and areas that are of concern for this specific project. Investigating these worlds are several master projects in itself, and that is not the aim for this thesis.

The limitations coming up during the project will be the focus on bigger cities. As a start Stockholm, Malmö and Göteborg will be the aim for the service. During the project my aim will be to focus on the structure and experience of the service.

I will investigate the customer journey, the touchpoints of the service, the visual design expression and finally looking at the brand identity.

I will not go deeper into different business solutions and prices, since I do not see this as my expertise area. If the service and company will become true in the future, a business partner will be needed to count economically on the different offerings and solutions.

**2.6 SCOPE**
To start with I am one single industrial designer creating this new concept company with the service alone during a limited amount of time. Here are some of my limitations:
3.0 LITERATURE REVIEW

3.1 NEW PARENTAL WORLD

The new parental world is full of many questions. It all starts once getting to know you are pregnant. The first meeting at the childrens nurse will make you aware of that life is about to change. Seeing the little body on the screen make you even more aware of this. But all together with this the questions start to come:

What does this new life mean? What will this little person need? What will I as a parent need?

Happily, one have 9 months to prepare for this new life and life itself does not end once the baby is born, which is a common feeling just before birth: that since not knowing how life will be after the belly is gone and the baby is out it is better to be on the safe side and PREPARE thoroughly.

Most swedish parents are of nature anxious and worried to make mistakes, being afraid of feeling stupid or having missed something. Preparing for the new role as a parent, probably the biggest challenge in life, means asking around amongst family and friends, taking courses in parenting and so on. It is a new world opening up, and who should know what it all means and demands?

Trying to find more facts to support my theory about this new and upcoming need, I looked at statistics for child birth rate in Sweden the last years.

The upper diagram show how many children are born in Sweden today and many years back, and the one to the right show how many children each family have!
3.2 WHY A NEW SERVICE AND BRAND?

Looking at what the market had to offer, I felt that something needs to be changed. If you don’t want to buy all the things for the child the only alternatives existing are the second hand internet sites of Blocket or Loppi. Sharing amongst friends is common around my network, and why share more and develop a business idea around it?

The idea is to create this and make it possible for people to be more environmentally friendly, consume and own less and facilitate life as a new parent in finding everything you need for the baby in ONE place and being able to leave it in again once not needed anymore.

To achieve this the products need to be attractive and the service respond to the endusers need.

Looking in general at the movements in society, the awareness of environment and consumption is changing. People think more about the way they live and the new era maybe means less owning and more sharing.

3.3 MARKET OVERVIEW

When becoming a parent myself I became aware of all the producers existing on the market. Also being a product designer in the background, I dived into the new world of products existing for parents and babies.

Many products on the market are very good, well designed, practical and makes the life as a parent easier and more fun. The question is more if I really need to buy it all new for my child? Here below follows the bigger brands existing on the market in Sweden, standing for amongst others quality and safety.

3.4 BENCHMARK

Looking around on the market two services appealing to the specific needs of parents were found. First there is the traditional internet second hand market “Blocket” where you can sell and buy second hand products and clothes.

There also exists another second hand market “Loppi” on the internet which only focuses on childrens things. And then of course also a hundreds of childrens stores exist, where you buy all the things you need.
Finding inspiration to the service was not difficult once starting to think about what already exists around in society. In Stockholm already similar services exist, but in different product- and focus categories.

**BILPOOLEN.NU**

Bilpoolen is a company having the same idea with cars though you don’t own the car or don’t need to serve it. Instead you just pay an amount of money and can rent it for a certain amount of time. Bilpoolen is just one out of several car renting companies on the market.

**FNITTER**

Fnitter is a company responding to similar needs, but in this case for expensive women handbags. Here you rent your designer bag for a period, and pay a monthly rate to keep it. You don’t have to clean the bag, and can change in the one you have to another one for three times during one month. You get the feeling of being luxurious, but don’t have to spend the money or hunt around in the city finding your little babies.

Looking at more services existing being similar to the new one being created, I realized many do exist since a long time. I looked at their offerings and business solutions to get inspiration and ideas.

In Sweden many services around food and dinner help has popped up. The need for getting help in the puzzle of the everyday life is obvious, and people are ready to pay for these kind of services.
3.5 TARGET GROUP

Social people interested in new things, trendsetters. Showing that knowledge and responsibility is more important than owning or material status.

Active people with limited time, who want to enjoy life with all it has to give. Rather puts money on travelling and experiences.

New parents or families with several children. Space and time is limited.

People living in urban environments, where space is limited.
3.6 CONSUMER BEHAVIOR

Thinking more about our behaviour as consumers the project needed some facts and research about this specific area! Having studied social anthropology one year at the university, my interest in people’s behavior and differences in cultures is big and always present.

Martin Ingvar, a professor and Med. Doctor in clinical neuroscience at Karolinska Institute in Stockholm, researches about the theme consumption. He has written the text “Consuming Centre in the Brain” in the book “Consume more- expensive bought happiness”. The book brings up the mechanisms and rewarding systems in our brain which comes as a part from our behavior of consumption.

“Deep down in the big brain we have a rewarding system that gives us kicks of dopamine when we satisfy our needs. We are all born with the ability of getting us primary rewards, such as food, water, sex and social security- to achieve a secondary reward though, such as money and things, we need to learn.

Secondary rewards are easier to learn if they are connected to the primary ones. That is why for example some producers try to associate their brand of cars together with pictures of easily dressed women”, writes Martin Ingvar.

Maybe it is just so easy that we want to show who we are with the products we surround ourselves with. By buying an expensive baby stroller, I show my status and trend awareness. In mother magazines you become overloaded with interviews and articles about “which type of mother/father you are” depending on what baby stroller you buy for your baby.
I wanted to deepen my understanding for the world of brands, since I am about to create one myself in this project. I also generally find it interesting and stimulating to think about how much we are surrounded by brands these days. How do brands affect us and how do they make us live and take our daily choices? Our consumption is very much affected by brands and what they represent; and being part of a brand is like taking part of a statement and attitude.

These all are subjects making me want to become a designer for the future, trying to be aware of what strong forces are going on around in western society and in the way we behave and consume.

In western society of today where we merely swim in goods, it is said that the big challenge for future companies to survive is to fill their products with more of lifestyle and experience; immaterial symbols that create more value for us as consumers.

According to many sources one generally speaks about brands as the new role as religion used to have to people. In the western world people start loosing faith in traditional religion, and many change their focus on towards new belongings and ways to identify themselves.

Human beings look for new ways to get satisfaction and situations where we feel seen and find people that gives us a feeling of belongingness and connection. That is where brands come in, and make us feel like we make a statement in taking part of the new world that the brand signifies.

In an article in the magazine “Eye” from 1995 brand experts say that brands of today help us to organize the world in meaningful patterns, and are to be compared with the myth makers and storytellers of last century through the way they load their messages with symbols and meaning, often to awaken feelings by us as consumers.

Brands are often loaded with political and ideological messages through their marketing just to awaken feelings and reactions at the end consumers. That is their way to reach out to them.

One could say that different cultures are created, with their own codes and languages, that the companies want us to take part of. As an example you could say that I as a consumer differentiate myself from others, at the same time as I mark which group I want to belong to through the products I buy.

If I for example choose to drive a BMW, that differs me from driving a Skoda. At the same time I become a member of the BMW group which identifies me in the eye of others and maybe in the eyes of myself!
3.8 IDENTITY

Since digging deeper into the worlds of consumer behavior and brands, I realized that the subject identity comes along with the package of the whole picture. The subject identity is inevitable in the case, and has a strong impact on the way we behave, consume and relate towards the brands that surrounds us in everyday life.

The word identity comes from the latin word *idem*, which means similarity or agreement. The most thorough definition of the word is that it contains the whole stability of an individual. Traditionally the word and definition identity is about something static and consequent and that it expresses the “true” character of someone or something. Today the definition though has taken a more complex and dynamic character. Identity also means very much of what we are not, about differing yourself from others.

Within social anthropology the theme with identity is often mentioned and studied all over world by anthropologists.

How do we behave as individuals, how do we identify with the people surrounding us? How big is the need of belonging to the group, and to get confirmation through and from others?

Social anthropologists have during a long time investigated this which is the job of designers and marketing people; the behavior and needs of the end consumers, and how all of this effects their choices. The very simple answer to all of this is the simple need of belonging to a culture

“Culture consists not of things and events that we can observe, count and measure: it consists of shared ideas and meanings.”

“Individuals share a common code, mainly submerged beneath consciousness, which enables them to communicate, to live and work in groups, to anticipate and interpret one another’s behaviour.”

“They share a world of common meanings, even though the vantage points individuals have on it are different. In describing “a culture”, anthropologists are trying to capture what is shared, the code of shared rules and common meanings.”

1 Keesing, Roger M, Cultural Anthropology- a contemporary perspective
3.9 SERVICE DESIGN

“Organisations must learn to involve the people that use their services, see them as valuable parts of the ‘machinery’ and embrace the full variety of their needs and desires. Only then will they be able to deliver services that people love and find truly useful. Service Thinking places people, networks and sustainability at the core of how we design and innovate services.”

This quote is taken from the homepage of the service design consultancy Live Work in London. It is one of the bigger agencies in the service design field, and here they try to narrow down to the core of what the area and profession actually means. I find it attractive and useful to work in the area of service design, since it is more meaningful to myself as a designer not to necessarily come up with always product solutions on to problems- but instead finding the core of problems and delivering the most relevant solution to these.

“Thinking about services for the long-term means we shift our attention from the quick-fix product launch and focus on the ongoing activity of meeting needs in the most effective way possible. Service Design is a similar activity. Each service interaction creates the opportunity to learn and improve. The best way to think about Service Design is as an ongoing cycle of insight, ideas, improvement and innovation. When designing a service the job is never done and, in twenty-first century economies and organisations, no job is more important.”

Finally, Service Thinking is about to relate to customers as long-term partners that you need to get to know and develop a relationship with. Only then is it possible to think about how to connect to their needs as individuals, and to ensure that their experiences are valuable and positive.

Or you can skip a couple of those expensive ad campaigns and spend more time with your customers ensuring that what you do is what they want – because if it’s what they want, their friends will probably want it too.”

This final quote is for me the essence of how I want to work as a designer in the future. Understanding the end user is the answer to many design solutions, and the biggest motivation for designers wanting to come up with new inventions and innovations.

I have throughout the project read service design litterature parallel with the case to get inspiration and insights in how this field within design is being developed and the different tools being used. For me service design puts the user in the centre- and always challenges the designer in serving attractive and tailor made solutions to keep the customers wanting to use the service.

This field within the design profession I am sure will increase and grow more as society understand the value and benefits of design and service thinking.
4.0 METHODS

4.1 INTERVIEWS, OBSERVATIONS AND CUSTOMER RESEARCH
To get more consumer insights I went out to interview people and do thorough research at the market of today. To get the widest perspective on my problem, different methods were used to achieve a diversified result. The methods used at a first stage were:

- survey in my own private network
- focus group
- observations
- forum on the internet
- Babylan product store
- BVC

The questions contained of 3 A4 pages filled with questions, trying to figure out the way the consumers consumed baby products, etc. Here under follows the main character of the interviews: ²

- advantage/disadvantage of renting instead of buying
- other good/bad renting experiences
- own buying process
- own consumer experiences
- money/time/availability/environment
- hygiene/safety
- price
- product demand
- brand value
- identity
- dream scenario as a consumer
- how to stay as a future customer

² see appendix p. 46 for exact questionnaire
4.2 BRAINSTORM
Once the interviews and research phase was over I had a brainstorm together with classmates from the masters programme at Konstfack. I picked out the areas I found most problematic for the service to be solved. It was a one hour brainstorm and a lot of ideas were generated!

5.0 RESULTS
As a start to get a bigger understanding for the customer, a customer journey map was created. There all the different steps were marked out adjusted to the timephases the consumption took place within. This was lying as a basis to further on find the pin points for the problem detection of the consumers.

Customer Journey Map will follow on next page
CUSTOMER JOURNEY MAP

the procedure of collecting and using childrens products

Before

- talking with family and friends
- looking for information
- making parental education

During

- detecting new needs once the child is born
- buying new products in the city
- going to stores and from there
- asking for help from staff with setup
- detecting that some products are only needed for a short period of time
- coming back to stores and buying new products after the development of the child
- packing down to the cellar for the next child

After

- selling on blocket
- unique product left more fun
- economy on important part of the whole product offering
- quality more important than brand

moments of customer behavior

- pregnancy
- market research
- birth
- sharing minutes of home
- sharing minutes of love
- using the product
- production ends
- after feeling

situations that are of relevance for the customer

example of customer journey

- going to bigger stores outside the town together with partner
- before during after
5.1 SUMMARY AND QUOTES FROM INTERVIEWS

I approximately managed to meet 15 people to make deep interviews, and got over 20 interviews back from a survey in my nearest private network. Meeting staff and customers on the store Babyland was extremely efficient and successful, since they work with my type of customers every day. Here below follows the general sum up of the interview sessions:

General attitude towards renting
Motivation in order: economy, space and environment
Hygiene and safety of the products is a need of the whole service
Good idea as an option for testing out products at the beginning
“the best thing with renting is that you get away from the storage problem and the maintenance of the things”
“I would take the opportunity to rent exactly the product I wanted if I would rent it - then I would afford it and I like luxury!”
“I bought the most things on Blocket, it felt like the most economic and the best for the environment”
“renting from a company would feel more safe and convenient than from a private person”

Availability
Parents are less flexible
Usually big products need to be ordered in shops
Internet and physical shop is a wish from customers for the service
“I would like to get a box delivered to my door with all the things needed for the first time after the baby is born!”
“I would like to go to the shop and look and feel at the products myself, but also be able to order them from home at the internet”

Price
Leasing is an attractive solution for many
Price is more a question about comfortness and lack of time
“to rent is not a question about my actual capability of being able to pay- but more of a better feeling in the stomach that I consume less”
“people want the best for their children and are ready to pay for it”
“If I would rent for 45% the new price it would give me a feeling of more money left in the wallet”

Products
The average of babycarriers are 3/family during the small children years
Products that are expensive and used for a short time of period are the most attractive one to rent
“It would be nice to borrow packages of toys for certain ages - like from the library!”
“The products can not look like cheap copies from China- I want products that express quality and safety”
“quality is more important than the brand, but it can not be stamped as corny”
5.2 PROBLEM IDENTIFICATION
Consumer needs

Talking to people opened up my idea about the service, and I came to many conclusions. The goal was to find the core areas needed to be considered when designing the service.

- more added value when renting to attract new customers
- the collection of all the products
- economy and environmental thoughts
- when rented - how maintain feeling of cleanliness and uniqueness?
- the need to try out products to see if child likes it

5.3 PROBLEM IDENTIFICATION
Product ranges

- outerclothes
- babysitter
- babycarrier
- playing gym
- mobile
- babystroller
- travelling stroller
- sleeping bag
- learn-to-walk waggon

- home

- safety equipment
- diaper changing area
- bath basin
- bumbo chair
- bed
- eating chair
- car chair
- travelling chair
- travelling bed
- free hanging rocking chair

- parent

- maternity wear
- brest pump
- brestfeeding wear
- brest feeding pillow
- baby watcher
6.0 CONCLUSIONS

The interview session was very generating and good for insights about the market, the customer and the future behavior.

Listening to the behavior and needs of the future target group of the service and brand to be created, generated a deep understanding for what was necessary and prioritated for the pure existence of the service.

One other big conclusion was that I saw a red line of different needs and personas for the service. Therefore I created these three groups as a start for the design work.

First time parents
The most anxious group that also are ready to pay the most for the best of their children. Need most advice and look around a lot on the market to educate themselves about everything being expected and needed for the new life to come!

Second time parents
Are more secure and safe in knowing what they need for new children to come. Many want to save money or consume less and put money on better things. The time factor is here even more evident, when already having one child from before.

Grandparents
Usually have their children and grandchildren on a visit in another city or location. Do not want to buy everything you need for the child, but wants to make it as easy as possible when being visited.
Starting the journey of the case I divided it into two parts to make it clear and obvious for myself what was being done.

The service design part was a result from the customer insights, innovations coming from the ideas of the brainstorm, together with the final creation of the design concepts and testing these again on the future customers and users.

The brand platform was created on basis of the customer insights, and grew stronger along the journey and development of the service. The need of a face and identity of the service became more and more clear, and the parts being created answered many questions also about the service itself.
Service Design
7.1 SERVICE DESIGN CONCEPTS

Different service concepts were created to be able to valuate the different ideas and solutions on the target group. Here below follows the different concepts:

1. marketing add
   test needs and interest
   places to find out about the service

2. scenario of service
   test needs and interest
   how and what
   testing logic and interaction
   anything unclear or not working?
3. homepage sketch up
   test needs and interest
   how and what
   packaging of the service
   testing logic and interaction

The concepts were tested and evaluated on new persons, but also on the original focus group. Here a chance to understand and see the weaknesses and strengths of the ideas was taken. Tips and critique was given to develop the service even better!
7.2 FILM

The film was created as a general overview of the service. As the design solutions were being set, the idea of presenting it all in a film was created. The film should represent the main concept and ideas wanting to be baked into the service.

A story was made as a future possible scenario, where the market needs, the customer needs, and the main functions and solutions of the service were being presented. The story around Anna Miller, a 34 year old architect living in Stockholm and expecting her second child was created. Her needs and wishes for how the service should work in the future is part of the film, as well as the benefits for everyone once the service would be out on the market.

A manuscript was written together with 25 pictures representing the text. I got help from 2 classmates to record the voice and cut the film together.
The storyboard of the whole film. The work took about a week together with the photo shooting, photoshop work and figuring out the whole story of the film to manage to add as many features of the service as possible.
The service contains of many parts; the main ideas and concepts being presented here below. I divided the journey through the service after the time slot of the use and customer journey. The main aim was to create bigger value for the customer, giving a better and more joyful experience than the one being presented today through the baby stores existing on the market.

Main services being offered:
- New and second hand products
- Age package solutions
- Safety & dry clean service
- 48 H repair at home
- Home delivery of products
- Expert advise about children

Marketing
The marketing will become an important part of the service, since it is a new whole concept. I directed it towards the three different personas, trying to reach out into their home environment.

Postal delivery

Home delivery
One of the bigger innovations for the service will be the home delivery. Nearly every person during the interviews found this as an extremely attractive solution, solving many problems and giving comfort in the everyday life of parents.
Creating the homepage was the biggest part of the designwork of the service along with the film. Here the main content and offerings of the service were being presented and managed by the customer. The offerings of age packages, home delivery and other services were being shown in the different pages, along with graphics explaining what each part of the service gives to the customer.

The graphic expression of the homepage should be a representation of the service itself; who does it address to and what needs and expectations do the customers have? I played with the children world and used graphics and colours that I find fit into this area.

Pages number 8 -12 shows a possible scenario in how to order a new baby stroller through Babymarket, and how this experience is being lived through the user.
Inför att få sitt första barn vill många veta vad man behöver införskatta till det nya livet som väntar. Därför har vi gett förslag på de saker som vi av erfarenhet tycker att man har hjälp av att ha hemma den första tiden. Det är saker som underlättar både för föräldrarna och det nyfödda barnet upp till det att det fyller 3 månader. Men först och främst vill vi säga

GRATTIS!
App

Creating the idea about a future app came along as the homepage was developed. The idea is to create an app where the customer can look at the market and see prices and colors of existing products, and compare it to the offerings of Babymarket.

Staff
Mechanical staff
Sales staff
Delivery staff

Customer support
Information
Book home service
Reclamations

“hello, this is the customer support of Babymarket, how can I help you?”

Showroom

Playful  Clean  Innovative
The final part of the service shows the thought that the word about the service will spread around Sweden. Hopefully the customers find the solutions and offerings so attractive that they spread it on to friends and family. My belief is also to work a lot with social media such as blogs, facebook and twitter to make the rumor go even faster!

someone told me I could rent my babystroller! sounds great!

babymarket delivers the products to your door, what a relief!!

have you heard about the service babymarket?
Brand Platform

brand strategy

Brand Platform

corporate identity
7.4 BRAND PLATFORM

Creating the brand platform was the other big part of the service. Many design solutions and strategical choices were based upon all the insights coming from the interviews and the market research. I wanted to give the brand a clear identity as a friend you get to know! Belonging to that the corporate identity was created to visualize the identity and communicate the important parts of the service and brand.

Brand Strategy

Babymarket is a Stockholm based company established in spring 2011.

Seeing the need on the market, the company was created to help parents lower their consumption and making life more comfortable and easy.

Being a modern and flexible brand, Babymarket seeks to find attractive and innovative solutions from product to service management, always putting the customer in the first place.
brand identity
brand meaning according to company

Delivering high quality products for parents in big cities in Sweden. Designing attractive solutions on today unmet needs from the consumers. Creating attractive and desirable products for the parents and children to use in their everyday life.

Making people wanting to rent products instead of owning them. Keeping down consumption for the longer life of the planet without losing credibility and high level on quality, safety and service.

Cleaning, safety, innovation, uniqueness, high service standard, environmentally friendly.

Trendy, innovative but still simple and clean. A friend that understand your needs and lives up to what he offers. Someone to make you feel unique but still helping for the bigger picture.

Renting out children products starting from birth and on added with many extra services with the customer’s needs as focus.

Parents living in Stockholm, Göteborg and Malmö that have lack of room in their appartments and that want to try new services and still having high demand on quality and safety.

Saving money and the environment through renting products instead of owning them and getting more comfort in the everyday life through good service and meetings of needs.

SWOT analysis

STRENGTHS

Unique market position
New idea within product field
Similarity with other old/new services in society
Different offerings for each client
Wide range of products and packages

WEAKNESSES

People want to own instead
High costs
Problems with other brands cooperation
Sceptical views on new concepts

OPPORTUNITIES

Co branding
The sustainability part
Relief in getting away from Blocket
More collaborations with other brands
Attract new target groups
Broaden the offerings

THREATS

Other similar services that pop up
Brands themselves start with renting inhouse
Production costs
Logistical problems
Clean

In the sense that the customer should feel that the products are clean and have been washed for their little child. The company should express a consequence in every touch-point that the customer comes in contact with.

Safe

The products should feel safe even though having been used before. The company should through every channel give the customer a trustworthy approach and never make them hesitating about the high level of safety and quality.
Unique

the customer should feel unique in the way they consume and come in contact with the service. The delivery, approach from staff, contact with the product and high level of service should make the customers feel unique and special.

Attractive

the whole company should through every touchpoint give an attractive and contemporary feeling. It should feel like a modern, flexible company from everything to graphic profile to the way the customers are met from the staff and the way the innovative service solutions help parents in their everyday life.
Experience

to attract new parents, the service will find a great opportunity to give them knowledge and expertise in many areas. Connecting experts within childcare and nurses to give the parents advises about how to arrange the new life as a parent, will be of great value for the users.

knowledge trustworthy reliable

worth to remember spreading on

brand similarity
services & products
ecological
innovative

brand offerings
core offerings for customers
brand positioning

brand personality
brand meaning according to customers

service minded  innovative  curious and joyful

always trying to give the best service to the customers
thinking outside the box to find new innovative service solutions
keeping the curiosity and joy of always being under development

hungry  brave

being at the front where the market and new customer needs are born
daring to try new ways and solutions to keep on being attractive
Corporate Identity
The corporate identity was made after the insights and localization of the brand identity. The logo and name were made to communicate the world that the brand will take place in, and to symbolize what it will do as an actor on the market.

graphic identity

Minion
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Helvetica Neue
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Lisa Pettersson
Creative Director
0708-5588394
www.babymarket.se
hello@babymarket.se

Lisa Pettersson
Creative Director
0708-5588394
www.babymarket.se
hello@babymarket.se

Lisa Pettersson
Creative Director
0708-5588394
www.babymarket.se
hello@babymarket.se

Lisa Pettersson
Creative Director
0708-5588394
www.babymarket.se
hello@babymarket.se
packaging and transportation

The packaging got the same graphic identity as the rest belonging to the service. The important part was the tag being made as a proof for the cleanliness and safety being controlled at the products between the uses. This was one of the core issues from the customers and therefore needed to be solved in an easy and understandable way.
8.0 DISCUSSION

8.1 REFLECTIONS

Giving myself time and space to dig deeper into the worlds of service design and brand identity was very fruitful and developing. I had the chance and took the opportunity to meet many experts in different fields; graphic design, brand identity, service design and design strategy, to learn more about the wide worlds for my task.

I feel I have tried to make my best trough the different areas and phases, trying to learn and have as fun as possible during the way.

It feels like my ideas and design solutions respond to the needs I detected in the research phase, as well for the service design part and the brand identity part.

The design process itself was not always straight through the project, and I sometimes met big problems in which path to choose for the development. I realize though that many of the decisions I have taken are based upon making these mistakes.

The main thing I would change if making one thesis more in the future, would be to have a partner! Many times I felt I missed having someone to share the ideas with, exchanging reflections and discussing how to go further. My learnings are that the good ideas are born being at least two people brainstorming together!

8.2 CONCLUSIONS

Generally for my future profession I believe that the deep knowledge of customers; their needs, demands and wishes, is the core and answer of how to develop and create successful and attractive design solutions.

I am glad to have been able to learn all of this during my long education at Konstfack, since it is a powerful and competitive tool I will have on the working market as a designer in the future.

The main conclusion is that designers need to learn more about service design! Througout the project I felt I needed to explain what this field actually means and does, and it was somewhat frustrating to educate my own professional collegues about this quite unknown field, and the outcomes of these kind of projects. This also made myself insecure in what I was expected to deliver and live up to- since people really don’t know what it is.

My own learnings though are that it is a classic design field, containing nearly every part of classic industrial design, except that the result necessarily do not have to end up in a physical product. The focus here is to find the core of problems, define them, innovate and visualize the solutions.
9.0 LIST OF LITERATURE

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Miettinen, Satu and Koivisto, Mikko, Designing services with innovative methods
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Frågeformulär
Första intervjuer av tjänsten Rent a baby product

Inledningsfrågor:

Jag håller på med mitt examensarbete på Konstfack och håller på att utveckla en tjänst som ska hyra ut barnprodukter till föräldrar i framtiden. Inför detta behöver jag lite hjälp av dig med att svara på olika frågor:
Hur gammal är du?
Hur många barn har du, ålder på den/dem?

Köpeprocess

Hur skaffar du de produkter till dig som förälder eller till ditt barn som du behöver idag?
Hur mycket nytt/begagnat/lånat av de produkterna har du?
Hur mycket tid lägger du på att leta efter det du behöver?
Känner du att du visste vad du behövde för produkter innan du skulle bli förälder?
Gjorde du många "felköp" med saker som sedan inte behövdes? Om ja, vilka?
Vad gör du idag när dina produkter till barn/föräldrar inte längre är aktuella?

Generella inställningen till att hyra

Hur många produkter i genomsnitt över 500 kr har du köpt inför att du blev förälder?
Vilka av dem hade du kunnat tänka dig att hyra istället? Varför?
Vad skulle vara fördelen/ nackdelen med att hyra produkterna?
Har du erfarenhet av andra bra/dåliga hyresupplevelser? Varför?
Vill du hyra nytt eller begagnat? Vilken skillnad?
Vad är det bästa med att hyra produkter?
Vad är det sämsta med att hyra produkter?
Upp till vilken ålder hos barnet skulle du vilja hyra produkter?
Hur viktig är miljöaspekten för dig när det kommer till dagens konsumtions-
samhälle?

Tillgängligheten

Hur skulle du vilja hyra produkterna? Ex internet/butik på stan/förorten?
Är avstånden till att nå produkten av relevans? Om ja, hur/varför?
Hur viktig är tiden när man hyr produkterna? Någon skillnad mot att köpa tidsmässigt?
Hur viktigt är det att få se/ta på det man ska hyra?
Om det är begagnade produkter, vill man veta vem som hade produkten innan? Om ja, varför?
Hur mycket skulle du vilja hyra åt gången?
Hur skulle du vilja lämna tillbaka produkterna när de inte längre behövs?

**Betalning och pris**
Hur avgörande är familjens egen ekonomi när det kommer till principen att hyra?
Vill du betala en medlemsavgift per månad eller betala pengar/produkt?
Vad är fördelar/nackdelar med respektive scenario?
Vad skulle din smärtsgräns rent prismässigt vara om det ska vara värt att hyra? 30, 50,70% av nya köpepriset?
Skulle du vilja kunna köpa loss produkterna om du fäster dig vid dem mycket?

**Produktutbud**
Vilka produkter som du har idag skulle du hellre vilja hyra? Varför?
Vilka produkter skulle du inte vilja hyra? Varför?
Ser du att man har olika behov vid olika åldrar för barnet?
Skulle du vilja hyra olika "paket" för olika åldrar?
Hur viktigt är varumärket av de produkter som du skaffar idag?
Hur identifierar och symboliserar produkterna din roll som förälder?
Hur viktigt är det att "visa upp sig" inför andra föräldrar med de produkter som man skaffar?
Om du skulle hyra dina produkter som du har idag, vill du hyra existerande varumärken som finns på marknaden då, eller hellre ett "no name" varumärke? Varför/ varför inte?

**Avslutningsfrågor**
Hur skulle ditt eget drömscenario se ut gällande de produkter som du behöver idag?
Hur ska man få dig som kund att stanna kvar om du väl har börjat använda dig av tjänsten?
Något som du själv skulle vilja påpeka?
Har jag glömt något som är av relevans för dig gällande detta tema?
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“if we are to solve the problems that plague us, our thinking must evolve beyond the level we were using when we created those problems in the first place”

Albert Einstein