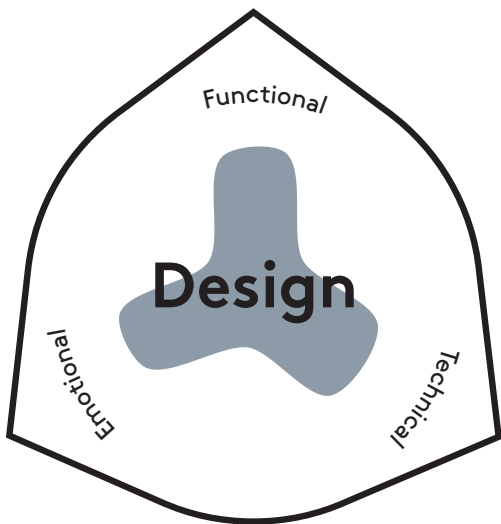


# User Understanding



# User Understanding

## WHAT?

To understand intended and/or a potential user regarding for example values, economic resources, physique (age and body shape) and or practical life/product use context.

## WHY?

Understanding the user can prolong product lifespan through:

- Enhanced product/user match.
- Meeting diverse user needs.

## CHALLENGES

- It can be a challenge to incorporate users and user understanding into design processes.

## EXAMPLES

- Danish baby clothing company, **Vigga** base their business model on in-depth user understanding and community building.
- The **Nike Flyease** has been specially developed for athletes of all abilities and ages making them easier to take on and off.

## THIS CARD LINKS TO

/ Co-Creation / Customisation / Embedded Storytelling / Formal Alteration and Modification / Formal Sharing and Heritage / Informal Alteration and Modification / Informal Sharing and Heritage / Multi-Functionality / Re-Use

## FURTHER READING

Gwilt (Ed.) (2015). *Fashion Design for Living*. Routledge / Laitala et al. (2015). *Making Clothing Last: A Design Approach for Reducing the Environmental Impacts*. *International Journal of Design* 9(2), pp. 93-107 / Lamb & Kallal (1992). *A Conceptual Framework for Apparel Design*. *Clothing and Textiles Research Journal* 10(2), pp. 42-47