

Designing Sustainable North Stars

A new holistic approach to design truly sustainable products, that takes into account product, user and system
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Hosted by: Accenture

Project Information (EN)

Bliss: a tangible concept to show case the effectiveness of the Sustainable North Star approach

Sustainability represents the next step for the design & innovation competence. Truly sustainable solutions require a much more holistic way of investigating and tackling design challenges: from product and user, to a system perspective. In this exhibition we will show case how five different competences worked together in an organic way to develop Bliss, a Sustainable North Star for baby monitors. This concept represents a new value proposition, which leverages core user needs to enable a more sustainable consumption. A solution designed to provide an engaging experience, from its first use till its last. After creating a tangible proof of concept of the key technologies behind this concept, a detailed transition roadmap was developed, to guide a manufacturer from the design of today to the long term vision. Join us to learn more about this new process and engaging concept!

The power of visual thinking unleashed

Sustainability is a systemic and complex challenge. In this exhibition we will show how we used visual thinking and storytelling to synthesize system complexity and a large number of insights, into one single visualization. We called this visualization Product Journey Map, and we used it to guide the development of Bliss. This single Map integrates the full Value Chain of the product, the User Journey, the End of Life, the Environmental impact of different phases of the product life cycle. Key insights collected during the process are then mapped throughout this comprehensive visualization and used to spark design ideation and guide the redesign.

Sustainability as a spark for radical innovation

With this work, we want to show how sustainability is not just important because of upcoming regulations, to follow marketing trends or to avoid a climate disaster. It can be a powerful way to design new propositions and innovation to solve core user needs in a completely different way. When designing in a sustainable way, we are looking at the same problems with a new lens and perspective. This can lead to creating completely new value propositions; entirely new product segments. Sustainability can trigger new competitive advantage in sectors where innovative advantage is saturated.

Projectinformatie (NL)

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With this work, we want to show how sustainability is not just important to avoid a climate disaster, because of regulations or marketing trends. It can be a powerful way to design new propositions and innovation to solve core user needs in a completely different way. When designing in a sustainable way, we are looking at the same problems with a completely new lens and perspective. This can lead to creating completely new value propositions; entirely new market segments. Sustainability can trigger new competitive advantage in sectors where innovative advantage is saturated.

Image List

Filename	Caption	Credit
bliss-product-1_1693832112.png	Bliss, a baby monitor Sustainable North Star	Copyright © 2023 Accenture. All rights reserved.
bliss-product-2_1693832377.png	Bliss, a baby monitor Sustainable North Star	Copyright © 2023 Accenture. All rights reserved.
bliss-ecosystem_1693832406.png	Leveraging a smart ecosystem	Copyright © 2023 Accenture. All rights reserved.
bliss-app_1693832334.png	An enjoyable end of life and divestment digital UX	Copyright © 2023 Accenture. All rights reserved.
product-journey-map-ddw_1693832167.png	Product Journey Mapping: visual thinking unleashed	Copyright © 2023 Accenture. All rights reserved.

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