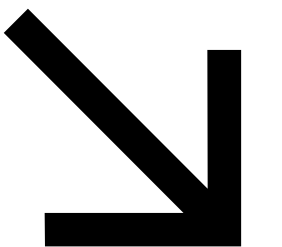




SWATI SRIVASTAVA

BEYOND USABILITY AND USER TESTING

Why design fiction?





A little about me

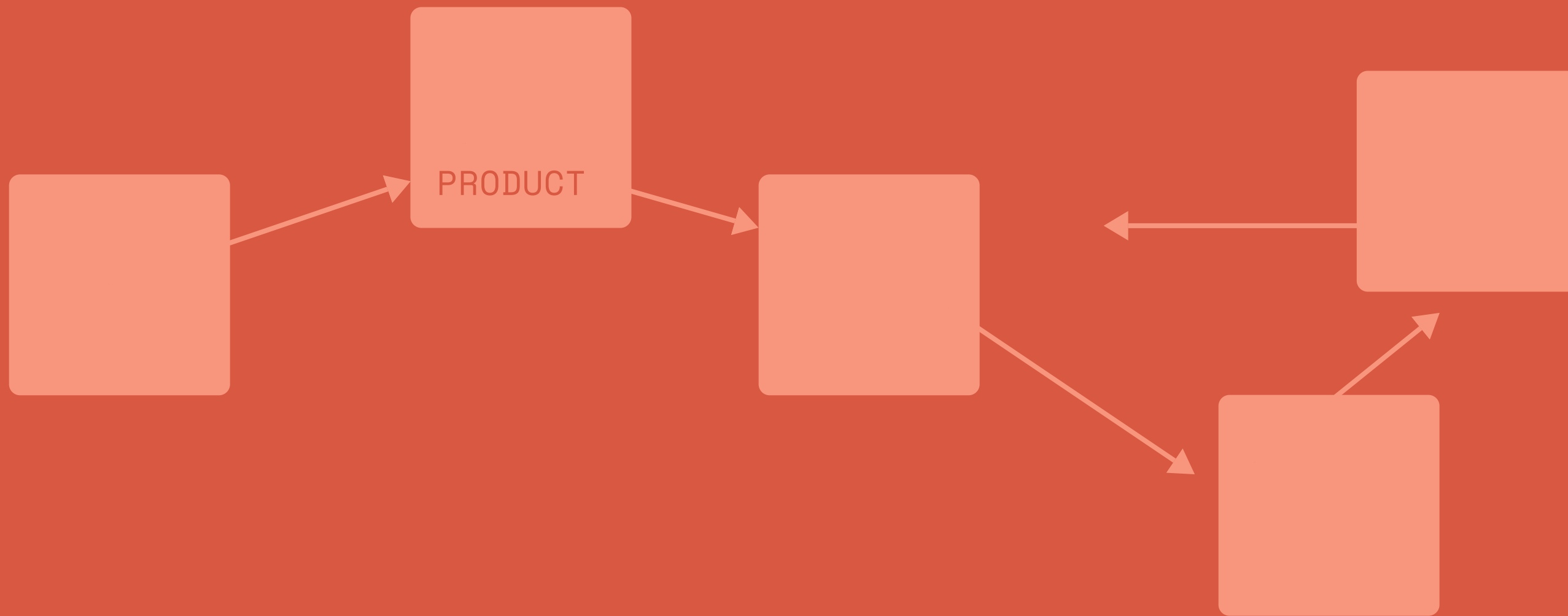
Interaction designer & researcher
(PhD Fellow) Consumption practices and
sustainable ownership
Lead designer, Otovo AS



Design fiction

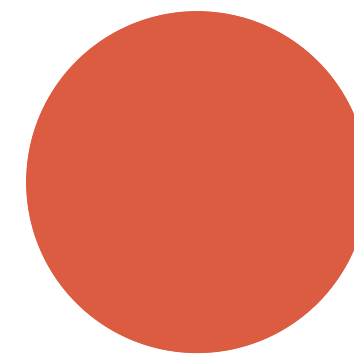


PRODUCT



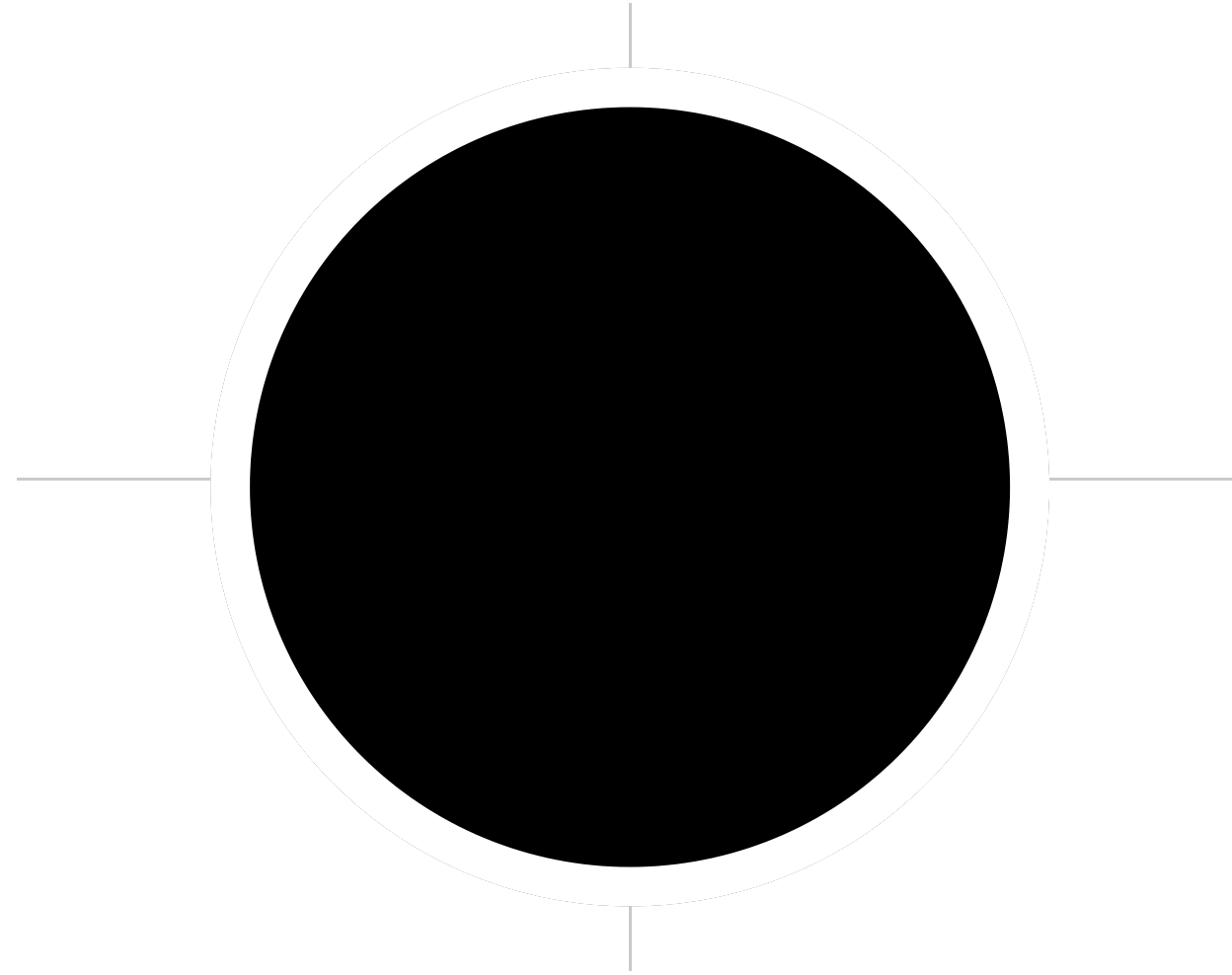
Or, a service





Did the thing do what
we wanted it to do?
And, Make and test
(user test)





However what you create,

Also pushes its weight on the
cultural and physical environment it
is positioned within.



Side shows





Side effects

THE PRODUCT PUSH

Engages further than the problem

Beyond the intended context

Carving the direction our world is
transitioning in.



Opportunities

Unanticipated
tangents

Challenges

OPPORTUNITIES

Design fiction is a
methodological
approach to thinking
about these
implications ~~success~~
of our designs.

UNANTICIPATED
TANGENTS

CHALLENGES

- Sustainable design fiction: Green practices - Ron wakkary, Audrey Desjardins, sabrina hauser, maestri



Pitch

KARMA GEAR
TRAINED FOR THE WORLD
BE YOUR BEST SOCIAL SELF.
Everywhere.

KARMAGEAR POLY.
NOW WEATHERPROOF.
ITS YOUR PERSONAL SOCIAL COACH. KARMA
CULTURE TRAINER. BIAS MANAGER. NOW
CULTURES WITH ROUGH

A Brief History of Video Surveillance p.9 | Powers of 10 "What's watching" p.7

NEURAL

JANUARY 2025

ISSUE #06 | JUNE 2025

The JANUARY ISSUE

Plus WHO OWNS YOUR FACE NOW? p.13

The SMART MONITORED HOME p.9

MY WEEK AS A HUMANIZR p.11

COMMODIFIED SURVEILLANCE
Surveillance doesn't just mean security anymore.

It is a way to materialise and make **tangible scenarios** about near future through **mundane artefacts.**

Design fiction focusses on

HOW LIFE IS LIVED,

HOW TECHNOLOGY IS USED

IMPLICATIONS OF DESIGN

Design fiction offers plausible

TRAJECTORIES

alternatives and
unexpected trajectories
it can potentially set in
motion

EMERGING NETWORKS

The tertiary network of
things it might use or
change

PROPOSITIONS

Making multiple
propositions mean leading
to a productive
conversation about what
is next

**(A) DESIGN FICTION
PROCESS**

1. Extrapolating trends to micro futures
2. Exploring the consequences
3. World building
4. Short stories
5. Making it tangible

Material futures

DESIGN FICTION • STORYTELLING

It Can Fix It.
and *fast*.



Now also fixing solar plugs, micro
grid regulators and airborne
systems.

More neat kits | More devices | More speed

NORMY.
Right to repair

clas
ohlson

What might ownership of things look like eight years from now?

2018, Situated in Oslo, Norway, the narrative is constructed around the speculation about the practices around possession and dispossession of everyday things in the near future.

01 Extrapolating from trends

Created, clustered and combined current trends of ownership with present-day field study insights to develop a set of micro futures



17

WAY OF LIFE

In a few years, we'll no longer debate the merits and dangers of the sharing economy. It will simply be a fact of life.

Kotlik and Linn: Are Just the Beginning: What's Next for the Sharing Economy? Entrepreneur - March 25, 2017

Facebook today announced its expanding its Marketplace listings section to include "hundreds of thousands" of housing rentals in a move that seems clearly designed to take on Craigslist. While users before could post their own apartment listings to this section, Facebook says it's now partnering with sources like Apartment List and Zumper to pull in listings.

Facebook expands its Marketplace section with housing rentals - Social.techcrunch.com - by Sarah Perez

The end result of all these efforts is that users increase their time on site (or in app), which allows Facebook to collect more data and display more ads.

Facebook expands its Marketplace section with housing rentals - Social.techcrunch.com - by Sarah Perez

OMNICHANNEL

The sharing economy's next layer will be a hub-and-spoke model of services. This model will only be possible once these marketplaces have APIs to integrate with each other.

Consumers will visit one marketplace to book all the services they need. For instance, people might use OpenTable to not only get a dinner reservation, but to also order a Lyft, buy flowers and book an overnight stay. Integrating these services will create a more seamless user experience and generate new business for sharers.

Kotlik and Linn: Are Just the Beginning: What's Next for the Sharing Economy? Entrepreneur - March 25, 2017

SECONDHAND THINGS

Wearers even have their own stock exchange — an online marketplace called StockX — where you can watch shoe values rise and fall.

StockX: Sneakerheads' Just Added: How Sneaker Market is Booming - Business Insider - Published 2:50 p.m. ET June 6, 2017 | Updated 4:22 a.m. ET June 6, 2017 | 10/14/17

The sneaker reselling market has grown from a niche interest into an industry worth an estimated US\$1.2 billion per year in the U.S. alone, fuelled by celebrity culture and made more accessible through the Internet and social media.

StockX: Sneakerheads' Just Added: How Sneaker Market is Booming - Business Insider - Published 2:50 p.m. ET June 6, 2017 | Updated 4:22 a.m. ET June 6, 2017 | 10/14/17

Toddy Flores' journey to buying and selling sneakers began like most of his fellow enthusiasts: as a teenager who finally had the financial independence to afford shoes that weren't picked out by his parents.

StockX: Sneakerheads' Just Added: How Sneaker Market is Booming - Business Insider - Published 2:50 p.m. ET June 6, 2017 | Updated 4:22 a.m. ET June 6, 2017 | 10/14/17

Robocars might change the entire landscape of the world, how we build our homes and cities, how we live, and how we interact with one another. This is how a single technology can profoundly impact not just the automotive industry, but the transportation sectors at large, the housing market, the job market, the entertainment industry, insurances, the communication sector, our laws regarding immigration, border control, our cities, our landscapes, and how it will empower entire segments of the population that currently don't have the freedom to move. Just one technology.

COMPANIES VS PEOPLE

As consumers share and recycle their belongings, overall product demand might decrease. Rather than compete with other first-time sellers, companies will compete with millions of consumers willing to rent the same product for a fraction of the cost. This will drive down prices for "owned" things, cutting into businesses' margins.

Sharing Economy - Entrepreneur - March 25, 2017

CHATBOTTING

Another way that chatbots in the sharing economy can adapt your business to current demands is by targeting niche communities and needs. On the internet, communities thrive on niche interests and preferences, which can be ignored by businesses that don't know how to scale or capitalize on those interests.

How chatbots are shaping the sharing economy - and vice versa - Entrepreneur - by Alex Eckard, Entrepreneur - June 23, 2017

With an AI-based bot, you can deliver the same content to adapt to how customers use your product or service. Using the example above, a person who sells outfits on Etsy might offer a fashion assistant who can provide tips and how-tos for pulling off a certain look.

How chatbots are shaping the sharing economy - and vice versa - Entrepreneur - by Alex Eckard, Entrepreneur - June 23, 2017

Again, these examples show how chatbots can transform a pre-sharing economy business into one that provides specialized, peer-to-peer services to customers' tastes. Such an ability is essential in the sharing economy.

How chatbots are shaping the sharing economy - and vice versa - Entrepreneur - by Alex Eckard, Entrepreneur - June 23, 2017

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EFFECTING GDP

The sharing economy will grow at an average annual rate of 40 percent over the next few years and will account for more than 10 percent of the country's GDP by 2020, the center predicted (CHINA)

Economic Watch: China's sharing economy facing more market competition, government support - Source: Xinhua 2017-06-22 16:37:30 | Editor: Hongjie

These moves will help mass innovation and entrepreneurship thrive, create more jobs and provide more diverse and efficient services at a lower cost, the statement noted.

"We should give credit to the sharing economy as a reinvigorating force in China's economic growth," Li said.

Economic Watch: China's sharing economy facing more market competition, government support - Source: Xinhua 2017-06-22 16:37:30 | Editor: Hongjie

23

Dexign Futures - Adella Guo - Medium

Vision 2050 is not only about economics, development and sustainability challenges for business. It suggests governments and civil society must create a different view of the future, one where, "economic growth has been decoupled from ecosystem destruction and material consumption and re-coupled with sustainable economic development and societal well-being."

With 9 billion people on the planet competing for a limited supply of natural resources, the definition of "living well" will also have to shift. Instead of a utopian dream, living well in 2050 means that all people have access to and the ability to afford education, healthcare, mobility, the basics of food, water, energy and shelter, and consumer goods. It also means living within the limits of the planet itself.

TRANSPORTATION

Economic Watch: China's sharing economy facing more market competition, government support - Source: Xinhua 2017-06-22 16:37:30 | Editor: Hongjie
The rapid development of the sharing economy also bring challenges for urban management. For example, haphazardly parked shared bikes has led to congested city sidewalks.

The most-exchanged goods were clothing, shoes and accessories, followed by entertainment products, baby clothing and accessories, games and toys and rounding out the top 5 leisure, art and craft items.

Photo: South Bush: The second-hand economy is big business - Entrepreneur - March 25, 2017

SHARING INVENTORY

Sharing, whether bicycles, automobiles, property or any other asset, has become popular in China, as people seek to make their lives easier and save resources.

22

Fjord Trends 2018 trends.fjordnet.com

Organizations will need to prepare for an inevitable shift from "touch points" to "trust points" as quality of trust rather than quality of interaction provides competitive advantage.

The Brooklyn Microgrid is "a glimpse of the future," Duke University economist Campbell Harvey told Politico. "The idea with blockchain is that everything is done peer to peer. With a microgrid, people that have solar panels can actually trade amongst themselves. They don't have to have a centralized person in the middle that is taking a piece of the action."

02 Exploring the phenomenon

Open-ended ideation and brainstorming on the possible values, myths, rituals of the micro futures at three levels: Individual
• Community • City.

Litany - *What is happening?*

News Headlines, Current Problems/Issues

Systemic Causes - *Who and What caused this?*

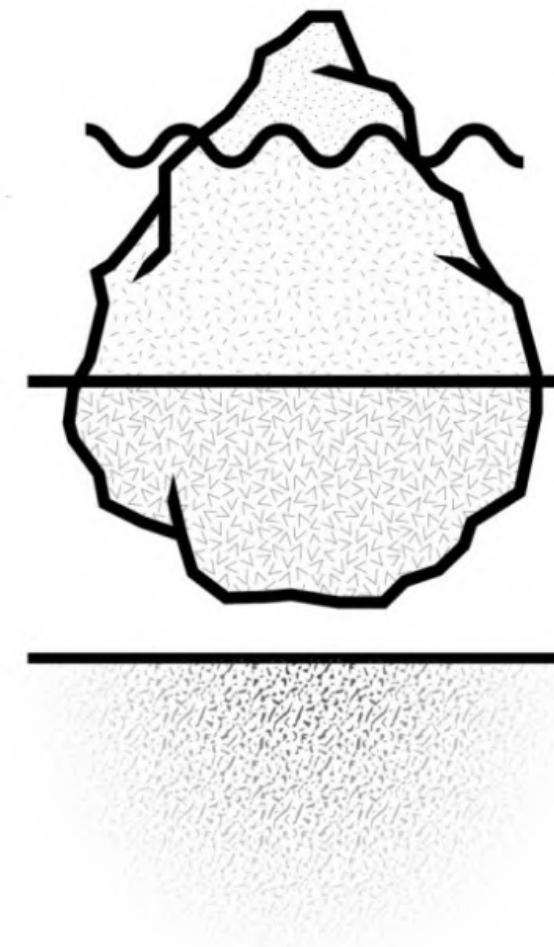
Social, Economic, Political, Technological, Historical Factors and Actors.

Worldview - *What Values do the Relevant Actors Hold?*

Dominant Opinions & Viewpoints, Marginalised Opinions & Viewpoints

Myth & Metaphor - *What lies at the deep emotive level?*

Deep Stories, Collective Archetypes, Proverbial Sayings, Subconscious Preconceptions, Grand Narratives, Cultural Beliefs and Faiths.



Cultureberg process structure used for situation analysis

TANY
to incentivize
carbon footprint
second hand company (sharing
come together to help you
manage your carbon
credits. (Uber carpool)
• a popular lifestyle (workshop).

... through
...
... economy.

so if you are doing

A → "membership of
the Arthur ~~Service~~.
Everyday thing"
gives me access to
light for logistics.

Airbnb can team
up with leading
home appliance
and goods
brands for
experience
advertisement

- liking
- 01 owned goods as source of new materials
 - 02 Membership of shared ecosystem

Accesses

- 01 ~~Access~~ Platform ecosystem
Share API
cross service collaboration

Barter system
comes

The sharing economy's next layer will be a hub-and-spoke model of services. This model will only be possible once these marketplaces have APIs to integrate with each other. Consumers will visit one marketplace to book all the services they need. For instance, people might use OpenTable to not only get a dinner reservation, but to also order a Lyft, buy flowers and book an overnight stay. Integrating these services will create a more seamless user experience and generate new business for sharers.

Worldview: Selection
Ownership

[Quantified objects and
sharing driven ecosystem of different-company
collaboration]
goods now belong to one of the "many sharing ecosystems"
"You can choose to buy one with sharing API."

"Anonymous Bartering"
"if things can talk people
don't need to discuss transaction"

03 World building using "Things from the future" Game

Using divergent approach for unconstrained ideation



04 Short stories about the future

Building a set small fiction narrative representing every day of 2025 concerning ownership and lifestyles.

05 Making it real

Topical news, advertisements, and conversation between a couple, to suspend the disbelief and for the audience to have a short but a tangible firsthand experience.

05 Making it real using

Topical news,
advertisements,
and
conversation
between a couple

Artefact/Product

"Ingrid are you home? Normy will arrive in an hour."

"Yes I am...Normy???"

Yea. The Clas Olhson robot. Its Cheaper

Odin said

"Should take 20 mins for the solar plate."

"Umm. But..."



Artefact/articles

blingboing / Mark Frauenfelder / 10:00 AM, TUE Nov 17, 2025

Companies veiling mineral war in the name of circular economy

MAKE IT.



New K2 bikes are going to have parts your old toaster

MAGNUS ILOS

I cover strategy and innovation in retail and brand culture

Kathy simons, freelance designer of world's most printed mountain bikes K2 is joining hands with MineralMine. The device deposit giant confirmed that K2 will be printed and shipped on order starting August 2026. Till now



Elaine Lans @jlans · Sep 2

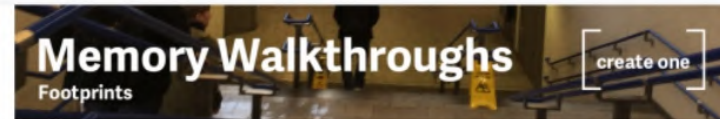
#Nest wants its products to circle back: offers Landfill0, launches exclusive #Greenside reselling smart market and return center.



60 789



Back to top



CNBC | LIFE

Ikea is buying all secondhand Chanel bags, Chanel is suing Ikea.

Brian Neil | @BNeil | 10:00 Am ET Sat, 22 Sept, 2023
Tags: ikea, chanel, secondhand, material, conflict

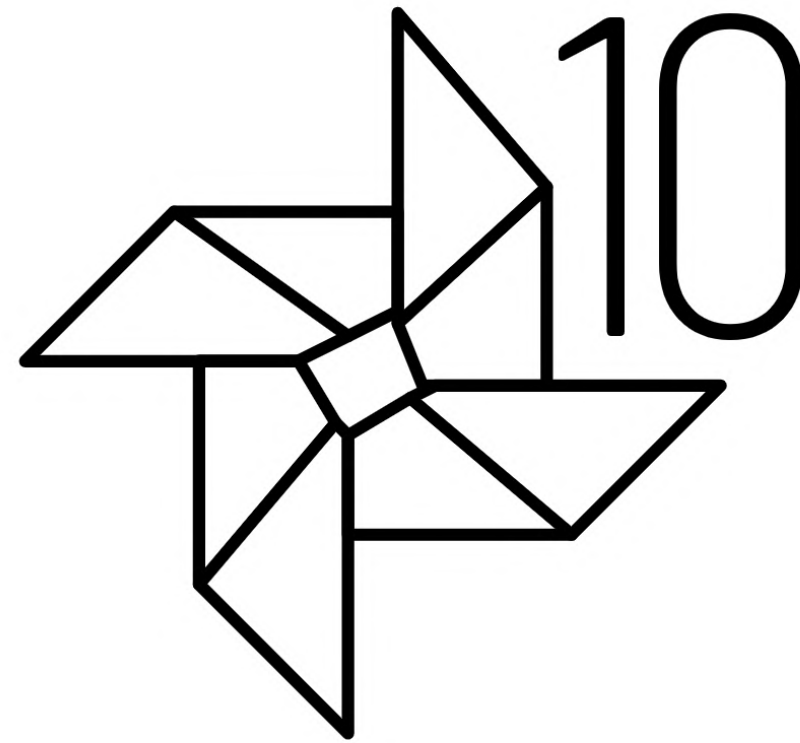
Artefact/Branding

BTW. Our router is not Landfill 0

It is now



[Swati Srivastava](#)

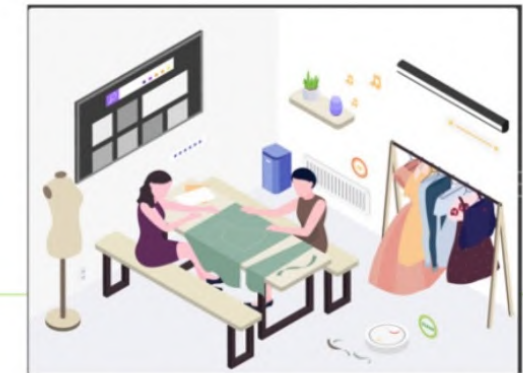


P I N W H E E L 1 0

3,928 views | Jun 7, 2025, 03:24am

BYOM! at H&M Measure Kiosks: The fashion giant does not want your body scan data.

NEIL STABLO Contributor
I cover strategy and innovation in retail and brand culture



Swedish fast-fashion supergroup H&M is not taking its Pinwheel 10 membership lightly. Despite the uproar, the fashion brand is sticking by its decision to not provide data storage in their public “H&M Measure” scan kiosks.

Kendra Kjassellö, head of data protection, H&M issued a press release regarding their commitment towards preventing misuse of sensitive details via their popular public body scan and measure kiosks: “... Measure kiosks require physical body details for perfect tailoring offered to our consumers. These kiosks are used by adults as well as minor children. We at H&M fully understand the importance and criticality of keeping this data confidential. We are not using this data for any other purpose and have decided not to store it in our servers. Even with our state of the art digital securities, we value mutual trust. We have found keeping the data with the consumers, helps us retain this trust as well as protect their interest better. Consumers can use our complimentary high-encryption felt memory patch at the kiosk.”

Artefact/Website

Lizzy said she will be using Curate

Why? She can use our subscription in London as well

No. She says she does not want everything Samsung. Also she and her roommates are splitting the rent

Comparing Ikea "life" with Apartment therapy "Curate"

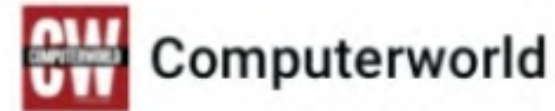
Aldis concludes
Switching from Ikea Life to APT Curate will mean access to more brands, limited global "same catalogue delivery", getting personal interior advisor and slightly higher green credits and 100 NOK approx more subscription fee for a similar package. Currently you are paying 350 NOK for Ikea Life. You will lose Ikea free 3d print access.

VS

What

MIX BAG
MANY BRANDS

A created product or service taps into and begins to affect a network of people and processes. Instead of leaving these affects to make themselves visible on their own, we can try bring a new design in the world with more awareness about its influence.



EU warns Samsung on blocking third party resale markets APIs in their sold products.

10:00 AM, TUE Nov 17, 2025

BRUSSELS (Reuters) - The European Union gave Samsung an ultimatum on Thursday : Let users freely transact their fairly purchased and owned Samsung products on digital reselling platforms or face sanctions.

The IOT and smart tech companies are under pressure in Europe with the rise of third party digital reselling platforms as source of raw material deposits. Reality check movement and mineral scarcity has also aggravated the situation.

The EU has been in talks with the Samsung for almost two years because it says the tech giant is yet to fully comply with its consumer protection rules.

The issue was taken up by the union after several consumer complaints as well as an open petition by Nearby Digitals about their Samsung smart devices failed to auto-list on popular reselling platforms such Nearby, Curate and several others. The committee noted that consumers were unaware of any such clause while purchasing the item and that it is not listed as part of the terms and conditions.

"Companies cannot dictate the usage and resale of their sold products." the consumer protection authorities stated. The European Commission warned Samsung and other tech companies from indulging into anti competitive practices and clearly inform users about any digital resale restriction options in a clear way to the consumers before selling the product.

The commission will hold a news conference on the issue at 0815 GMT on Thursday.

MediBand Challenge - Can your mediband survive your swimming session.

Nokia Withings mediband now waterproof

[Know more >](#)

POPULAR POSTS

Instagram "Fly" raising camera angle questions. Full review.

Who owns your face? Find out.

Today,

<https://www.nj.com> › [business](#) › [2022/04](#) › [ikea-wants-to-...](#) ⋮

Ikea wants to buy back its own furniture from customers

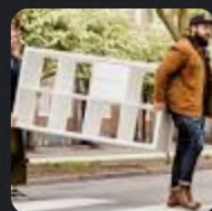
Apr 1, 2022 — Ikea will give store credit and **resell** the items in the As-is department. "We'll buy it back, and you help pave the way toward sustainable ...



<https://www.bizjournals.com> › [latest-news](#) › [2022/04](#) › [i...](#) ⋮

Ikea makes buy-back and resell program permanent at US ...

Apr 1, 2022 — Ikea has made the buy-back and **resell** program it piloted last year permanent and has expanded it to all 37 of its U.S. locations, ...



CUPERTINO, California Apple today announced **Self Service Repair is now available**, providing repair manuals and genuine Apple parts and tools through the Apple Self Service Repair Store. Self Service Repair is available in the US and will expand to additional countries — beginning in Europe — later this year.

Apr 27, 2022



<https://www.apple.com> › [newsroom](#) › [2022/04](#) › [apples-se...](#) ⋮

Apple's Self Service Repair now available

<https://www.apple.com> › [newsroom](#) › [2021/11](#) › [apple-...](#) ⋮

Apple announces Self Service Repair

Nov 17, 2021 — When an **Apple** product requires **repair**, it can be serviced by trained technicians using **Apple** genuine parts at thousands of locations, including ...

[Apple \(UK\)](#) · [Apple \(AU\)](#) · [United States](#) · [Apple \(SG\)](#)

<https://www.youtube.com> › [watch](#) ⋮

How H&M's Recycling Machines Make New Clothes From ...



H&M bets **clothing recycling** could eventually solve some of the industry's biggest environmental problems. But can a fast fashi...

[YouTube](#) · [Business Insider](#) · Jun 10, 2021

AN IMAGINED FUTURE THAT WE ARE LIVING THROUGH,



End to end digitised
service making
solar, an everyday
reality in Europe.

Solar panels – save money with solar panels on the roof

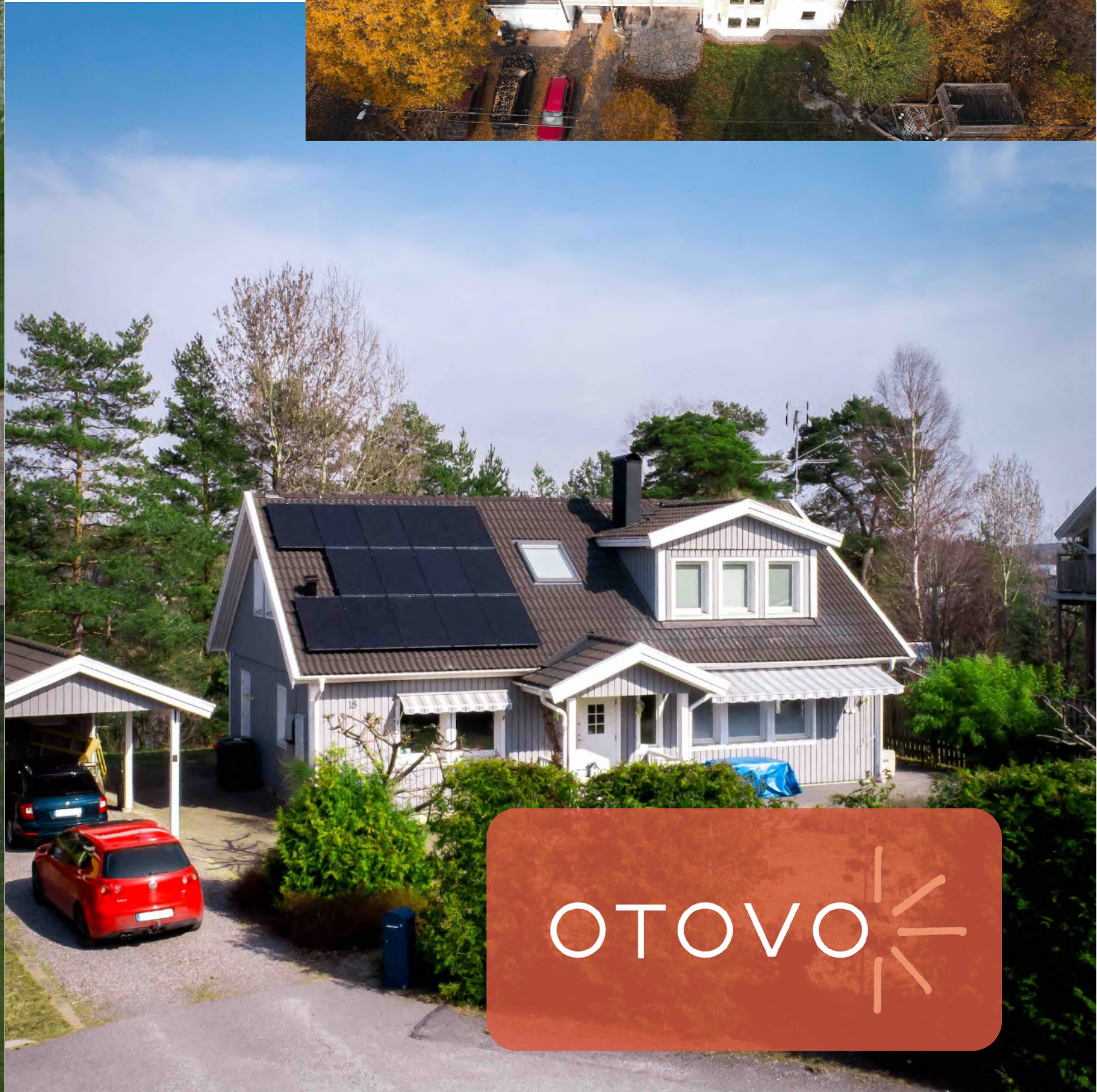
Leasing and Otovo Warranty With us, you can lease your photovoltaic system with the best guarantees on the market. Check your roof here

 Address



Outstanding   Trustpilot

Pitch



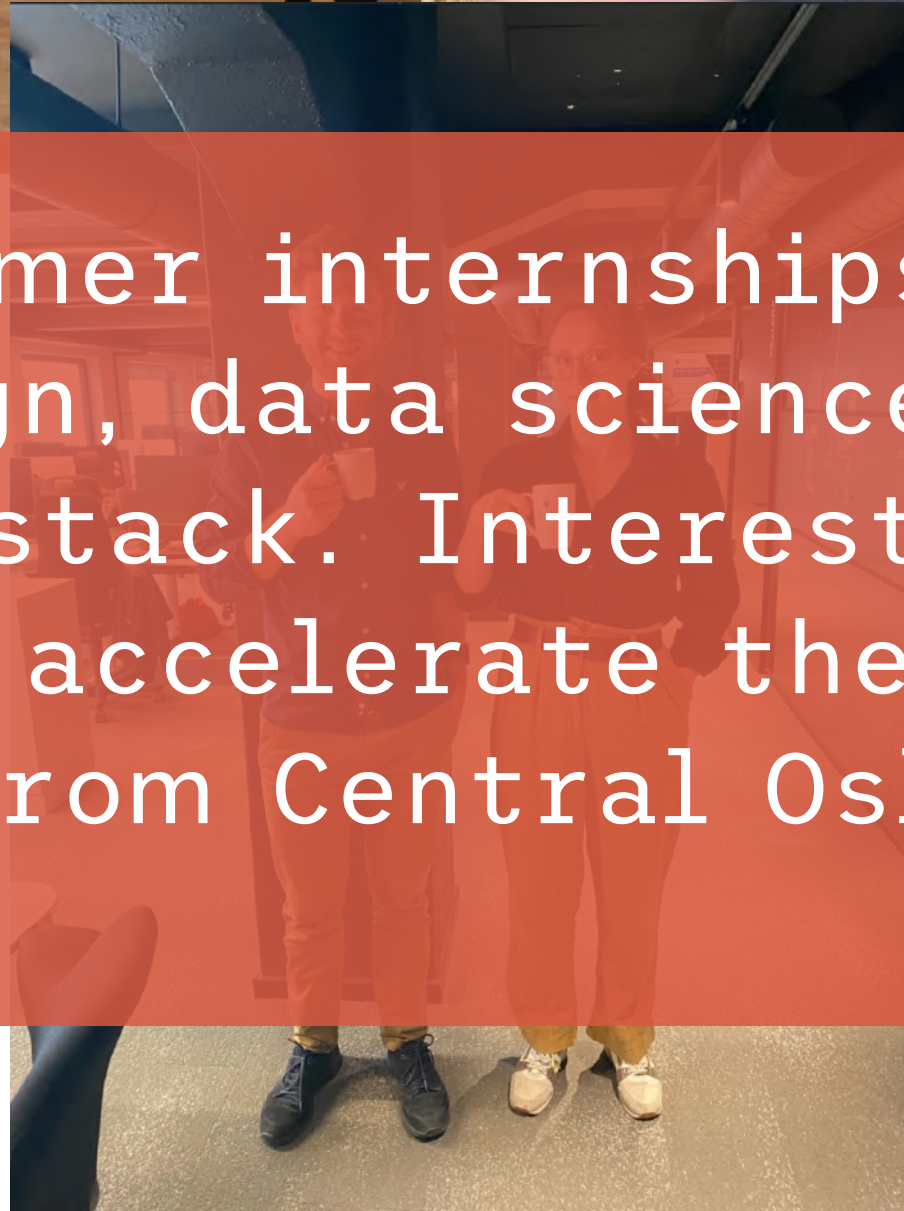
Pitch





Summer Internship at OTOVO





We offer summer internships in Product design, data science, modern tech stack. Interested in helping us accelerate the green shift from Central Oslo? Join us!

SWATISR@OTOVO.COM

References

Extrapolation Factory - Operator's Manual: Elliott P Montgomery
Chris Woebken

Near future laboratory

Design transitions from and to what - Cameron Tonikinwise

Speculative everything - Dunner and Raby

Thank you

