8. *Sponsor: Priestmangoode*

Challenge
Design a product or service that gets better or more useful the more people use it so that sharing becomes more attractive and viable.

Background
With the still looming 'age of austerity' and discussions about 'doing more with less' pervading our daily consciousness and conversations, sharing presents new opportunities for everyone. Technological advances and changing consumer behaviors mean that sharing and leasing products as an alternative to owning or buying is easier than ever. Airbnb, Netflix, ZipCar, and many others have made sharing more common than ever before. We can now share and collaborate not only with our neighbors, but also with people on the other side of the world in new and resourceful ways.

'Collaborative consumption' is a relatively recent term that describes the rapid explosion in traditional sharing, bartering, lending, trading, renting, gifting, and swapping reinvented through online technology and social networks on a scale we never knew possible before.'

However, collaborative consumption also raises new questions for designers, for example, if many people are sharing a product, how do you design it differently? It might be designing products that have a longer lifespan so that they can better withstand chronic use or the design of a service that meets the needs of many people. Sharing by many people of the same product means a long-term effect of less production and therefore less waste. In addition, sharing is more cost effective than buying something for one use or occasion. Many people in urban areas find sharing increasingly attractive where neighbors are plentiful and storage space is scarce.

This brief asks you to think about what is best when it is shared by many and improved through use. Your research should take into account the many forms of sharing – multiple ownership of one item or space/place, such as the shared ownership of small parcels of land, or single ownership of one product or service that is borrowed and used by many on a time-share basis, and everything in between.

Considerations
• What can easily be shared by many people and what are the benefits?
• What role can design play in making sharing more attractive for everyone?
• Why don't people share as much as they could?
• Are there physical and mental barriers to sharing?
• How could the experience of sharing be enhanced?
• What forms of security, acknowledgement and reward could be designed to further promote sharing?

Target audience
The audience is global. Within that, target your user group and profile them accordingly.

Further information on sponsor
Priestmangoode
www.priestmangoode.com