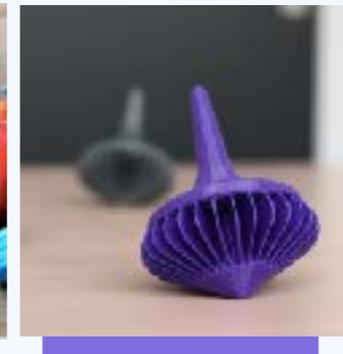


PERSONAS & SCENARIOS

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It's 2028, 3D Printing has eliminated all plastic waste in the country. A new thermoplastic that can be printed and rethreaded indefinitely has revolutionised packaging, household objects, and the way that people approach and reuse products. All "Dumb Objects" - cutlery, crockery, furniture, decoration - are the same material, and rather than being cleaned, can be reused and reconstructed at will. The kitchen is very empty; all idling technology (things that are left unused for most of their life, like a juicer or a lawn mower) can simply be created when necessary, and then scrapped. All packaging for the few goods that do need to be purchased are the same packaging. With a continual renewal of material and a slow input of more plastic, households save material for big prints, like a new sofa, or a room extension, or as a gift to a close friend. When any person can manufacture any object they desire at will, the need for commercial consumerism begins to fall apart, and most of the retail sector struggles to maintain its relevance without constructing higher technology items with embedded systems.



The father James who works as a supermarket manager was thinking to renovate the house furniture before the upcoming Christmas, and finally, he found just what he needs, a design from IKEA that he purchased online.

Margret the mother and teacher, trying to get Sara eat more vegetables and fruits, so she used this new style of serving veggie like toy, Sara didn't say no to fruits ever again

Tom the 13 years old kid, he just sees his friends at school playing with a new toy, later that day tom used the material from his old car toy to make this new toys so he could play with his friends.

Sara the 7 year's old child just started to learn how to cook with her mother, Sara thought I would be nice to gift her mother a new lemon squeezes using the old onion cutter material.

james

margret

tom

sara