STANDALONE OR PARASITE

1

The product is

- *a standalone new product*
- *an add-on "parasite", applied to some product that already exists*

SUGGESTED DECK CARDS

01	03	07	11	06	02	02	04	08
D	D	D	D	M	U/C	T	T	T

WEARABLE

2

Can the product be worn?

- *Yes, it can*
- *No, it can't*

SUGGESTED DECK CARDS

02	07	08	03	01	05	02
D	D	D	U/C	EX	EX	T

FIXED LOCATION

3

The product is

- *fixed in one place, or usually remains in the same place without being removed*
- *usually moved around and transported*

SUGGESTED DECK CARDS

02	09	02	03	04	02	07	09
T	D	EX	EX	EX	I	U/C	U/C

PRODUCT ECOSYSTEM

4

The product

- *is connected to other objects (excluding smartphones)*
- *is connected with external services and apps*

SUGGESTED DECK CARDS

01	05	07	10	14	02
I	T	T	D	D	S

CONNECTIVITY

5

The product is connected

- *directly to the internet (ethernet, wifi)*
- *yes, but mediated by another device (Bluetooth to a smartphone/ hub/ gateway)*

SUGGESTED DECK CARDS

03	10	12	13	06	09	02	02
T	T	I	I	U/C	U/C	M	EX

OFFLINE FUNCTIONS

6

Without internet, the product's functions

- *won't work! It is internet-dependant*
- *may be partially accessed*

SUGGESTED DECK CARDS

12	13	08	09	02	06	08	09	02
I	I	U/C	U/C	M	T	T	T	EX

INTERACTION INTERFACES

7

Interaction mainly happens

- *through interfaces that are embedded in the product*
- *through interfaces that are external to the product, such as apps, dashboards*

SUGGESTED DECK CARDS

05	06	07	11	04	03	04	05
I	I	I	I	M	EX	D	S

DATA

8

The product

- *collects data*
- *responds, notifies*
- *visualizes data*
- *offers control*

SUGGESTED DECK CARDS

03	09	01	06	05	06	12	13	01
M	I	EX	EX	D	D	D	D	T

WEARABLE

2

Wearable
Sensoria, smart socks

Wearable
Lumo Lift, posture tracker

STANDALONE OR PARASITE

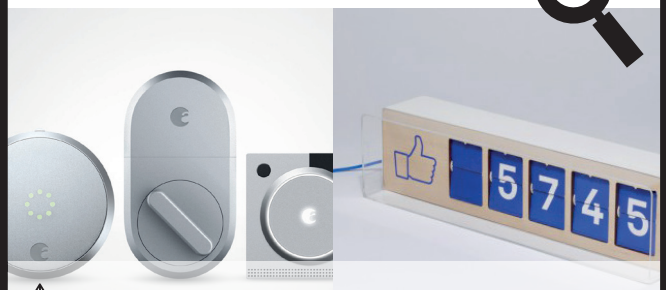
1

Standalone
Xiaomi, smart fan

Parasite
Netatmo, radiator valve

PRODUCT ECOSYSTEM

4

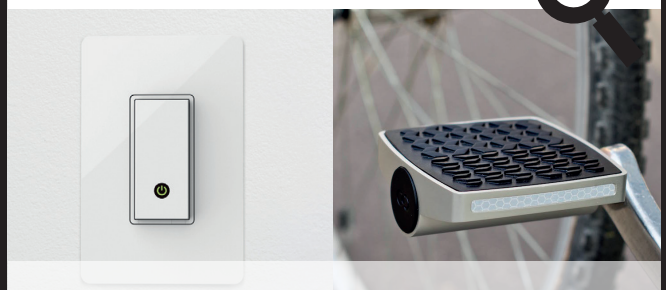


Other objects
August, smart lock system

Services and apps
Fliike, Facebook like counter

FIXED LOCATION

3



Fixed location
Wemo, light switch

Fixed location
Connected cycle, bike pedal

OFFLINE FUNCTIONS

6

Dependant product
Amazon dash, push to buy

Semi dependant
Babolat Play, tennis racket

CONNECTIVITY

5

Direct connection
Google chromecast

Mediated connection
Apple Airpods, earphones

DATA

8

Collect
Owlet, baby monitor

Visualize
Glance, clock

Respond
Ringly, notifying ring

Control
Amazon Echo

INTERACTION INTERFACES

7

Embedded interface
Ecobee thermostat

External interface
Xiaomi, Flower Care