

# PROJECT: RECODING

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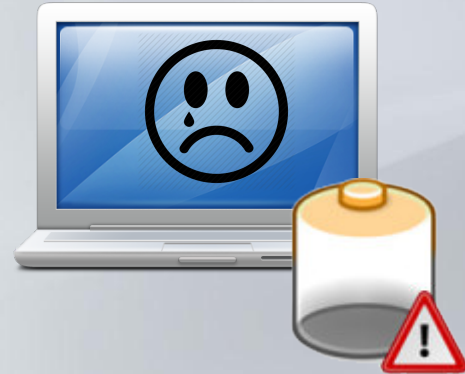
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# PROJECT THEME

- ❑ We change the way the laptop battery is perceived.
- ❑ We reduce the impact of planned obsolescence in a laptop battery.

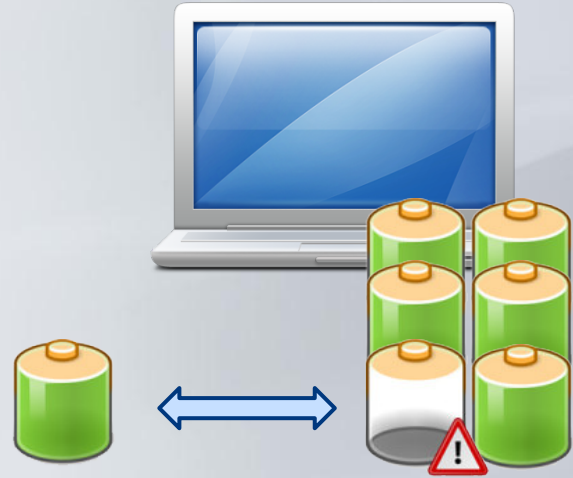
# current TECHNOLOGY

- ❑ Your battery dies
- ❑ You need to buy a new battery
- ❑ Or even a whole new laptop!



# THE way we see IT

- ❑ Multiple battery cells in a battery compartment
- ❑ Each cell is replaceable
- ❑ You buy and replace particular Cells.



# THE PROTOTYPE

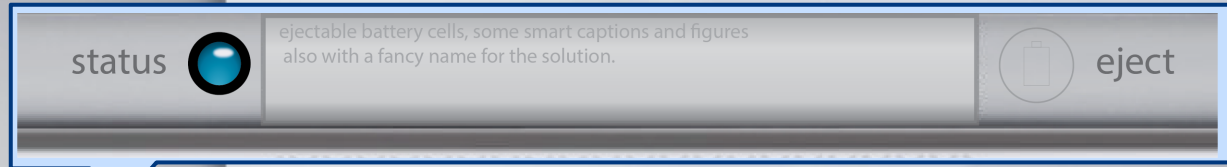
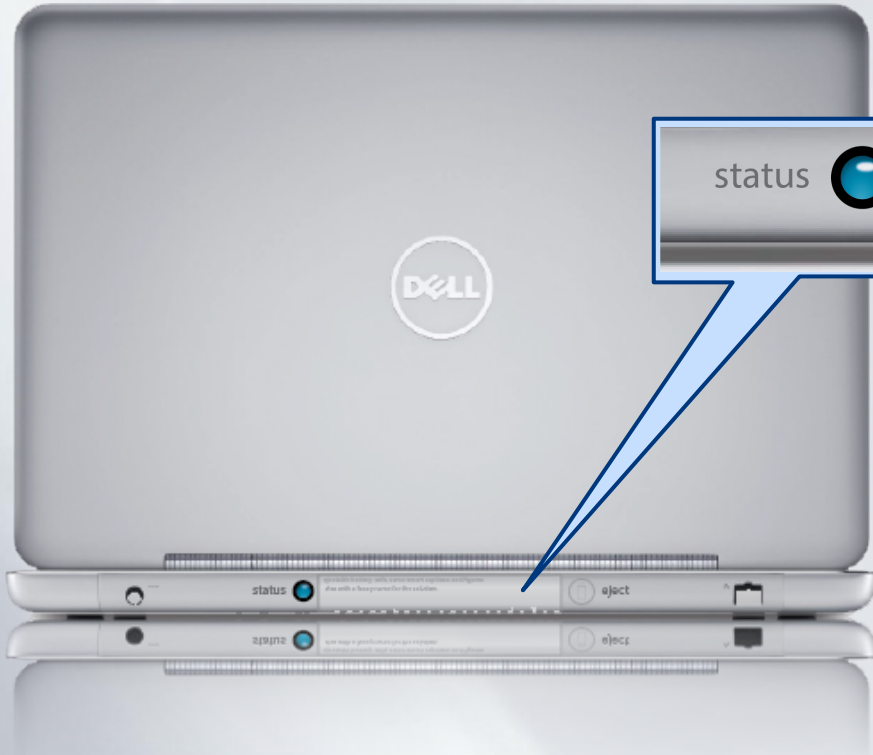
- ❑ Sketches
- ❑ 3D Model

# THE SKETCH 1/2

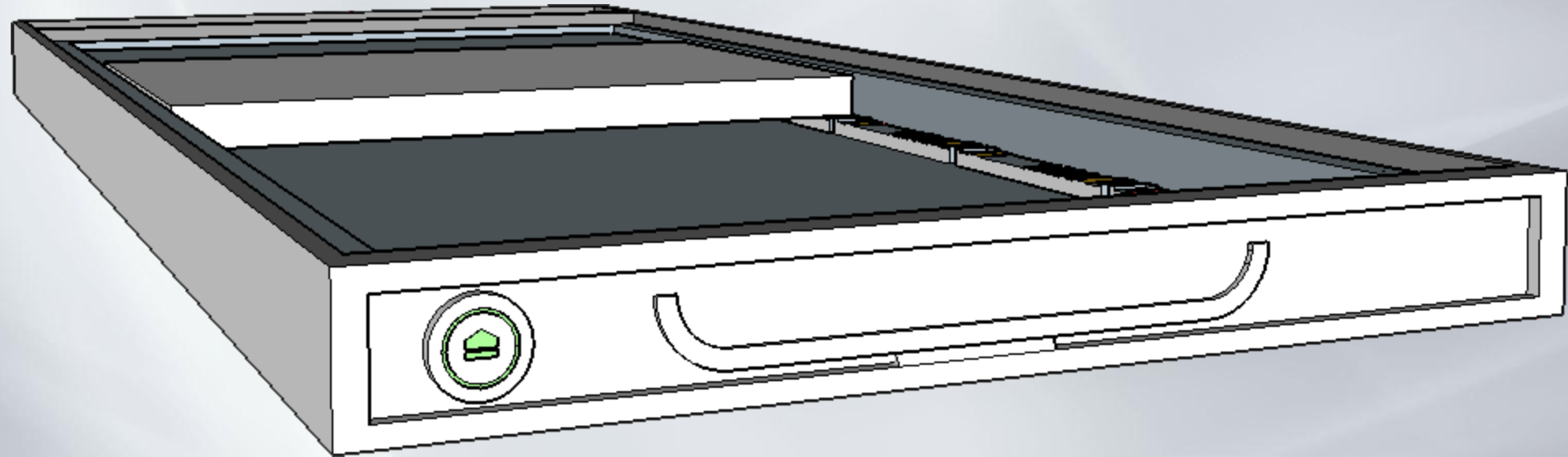


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# THE SKETCH 2/2

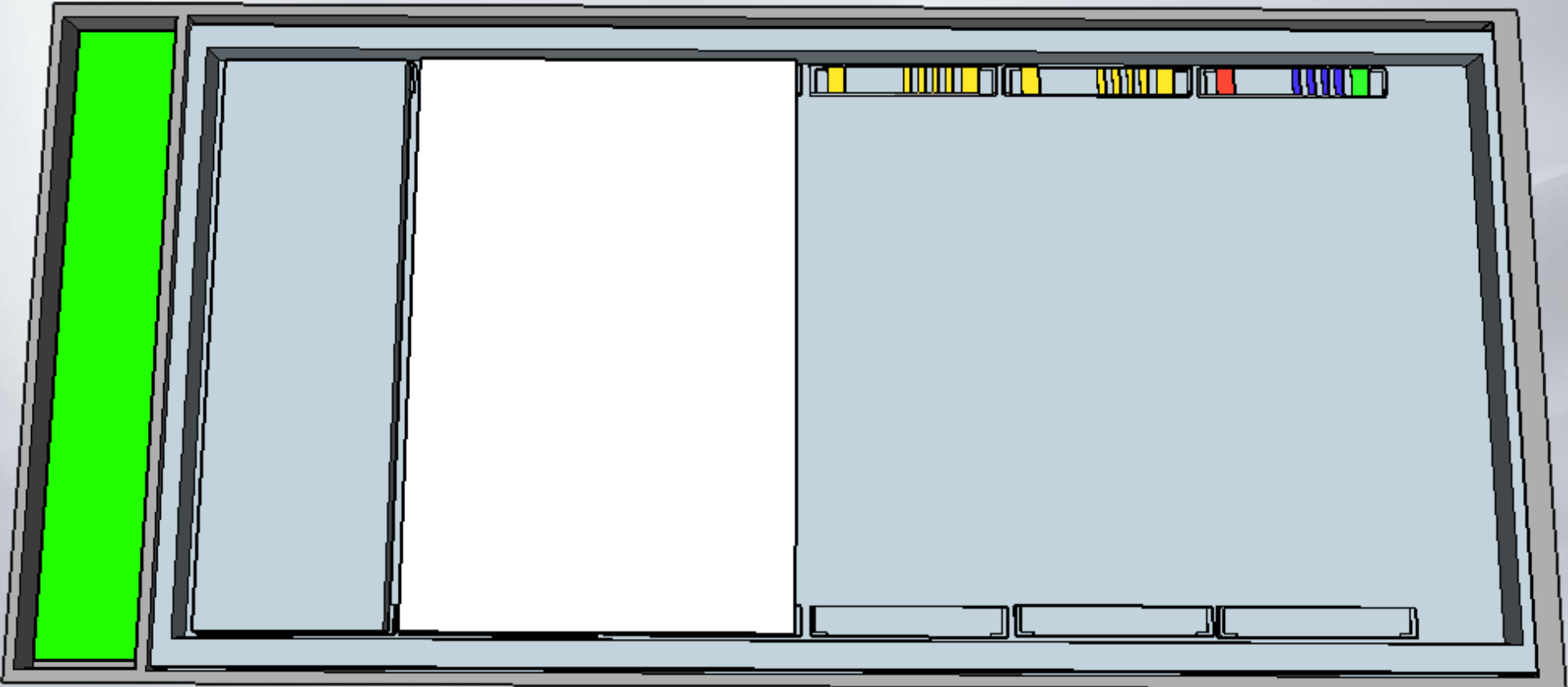


# THE 3D MODEL

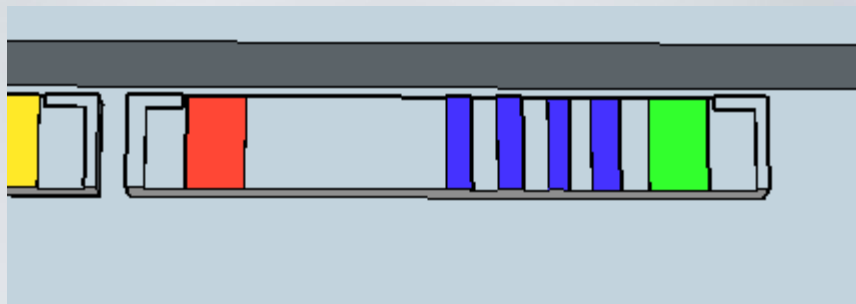




# THE 3D MODEL



# THE 3D MODEL



# STANDARD INTERFACE

- ❑ The common interface would allow for other types of battery to be used in a laptop



# RECODING

- ❑ Undermining the status quo
- ❑ Changing the meaning of the technology
- ❑ Changing the way the technology is perceived

# OLD meaning



- ❑ This is a **Laptop** battery
- ❑ It doesn't exist without a laptop
- ❑ It's a "single" battery
- ❑ When it expires I'll buy a new battery or a new laptop

# OLD meaning versus THE new meaning



- ❑ This is a set of cells in a case that fits inside my laptop
- ❑ I can use those cells in my other devices.
- ❑ There are multiple cells in here
- ❑ The cells are **replaceable**

# HOW DO WE RECODE

- ❑ We also change the meaning of the battery from a part of your laptop to a declaration of ethics.
- ❑ Adapting the common, efficient and non-conflict standard of battery cells carries a message of standing against planned obsolescence.
- ❑ The patent for the Battery is given only to companies willing to use them in a certain amount of devices.

# PLanned OBSOLESCENCE

- ❑ Planned obsolescence is Prevalent in the laptop and mobile world
- ❑ A warranty for a battery can be as short as a single year
- ❑ A longer warranty means you're entitled to a battery replacement, not a battery with a longer life cycle



# SUSTAINABLE INTERACTION DESIGN

- ❑ The design of a modular battery satisfies principles of SID
- ❑ E. Blevis, 2007
  - ❑ 10 key points to sustainable interaction design

# SUSTAINABLE INTERACTION DESIGN

1. **Disposal**
2. Salvage
3. Recycling
4. Remanufacturing for reuse
5. Reuse as is
6. **Achieving longevity of use**
7. Sharing for maximal use
8. Achieving heirloom status
9. Finding wholesome alternatives to use
10. Active Repair of misuse



THE end