

Creating a Souvenir

Order of Events

Object is made from durable material

Attending sporting occasions

Personalizing object with information from sporting occasion

Personal touches leads to user valuing object

Valuing the product means user cherishes object and less inclined to loose/break object

User doesn't feel the need to replace object

Since replacement is not bought, reduces user consumerism of product

Fewer products bought therefore fewer manufactured

Reduced rate of manufacturing means consumption of product/material is less

Grey triangle indicates direction of events

Assumptions

1. An object will be made from strong enough materials to last a long length of time .
2. People personalising an object will make them value it more.
3. What if they aren't happy with the way they have designed/adjusted the object.
4. We can still lose objects we value. Accidents occur.
5. Consumer habits are difficult to reduce, and so we can still value an object and want more of that type of object - clothing for instance.
6. People purchasing 'a one time' souvenir would have to be frequent enough to reduce manufacturing of that type of object.