



arrant-e



Planned obsolescence

The act of artificially boosting the economy or company's profits by reducing the lifespan of goods and services, in order to increase sales.

COMPANIES

- tend to design products that are not repairable.
- manufacture goods that are voluntarily different from other brands in order to limit the possibilities of easy repairs and to prevent sharing systems with other devices.
- contribute to the dilemma by setting up marketing strategies to push consumers to buy new products that are supposedly more efficient and fashionable.

In 44% of cases, consumers keep electronic devices for less than 3 years old, and 61% of them, for less than 5 years. It is even worse for household appliances where in 45% of cases, it is kept less than 5 years while it is estimated that they should last about 10 years. Only 15% of washing machines last that long.

According to a Supreka-Ademe study, 90% of appliances failures occur between 2 years and 5 years of use, which seems dishonest given that the warranty would have expired by then.

CONSEQUENCES

- **The environmental issue** : the material footprint of nations and pollution are increasing, driven in part by the problem of planned obsolescence.

According to Equiterre association in 2016, circa 45 million tons of electrical and electronic equipment are thrown away. This could reach 17% by 2021, which is quite alarming as it represents almost 4500 Eiffel towers. On average, a household throws away items 10 times more than 100 years ago. More specifically in France, between 17 and 23 kg of electric and electronic waste is produced each year per citizens.

- **The social issue** : consumers who are not satisfied. They invest significant amount of money on unsustainable products which becomes very costly in the long term. They lose control and autonomy over products as they often cannot be repaired or even opened to recover some spare parts.

This phenomenon is gaining more and more attention and political actions are emerging to regulate the issue of planned obsolescence.

How can we encourage a **more responsible production of goods** while **reducing technological waste** in this culture of mass consumption ?

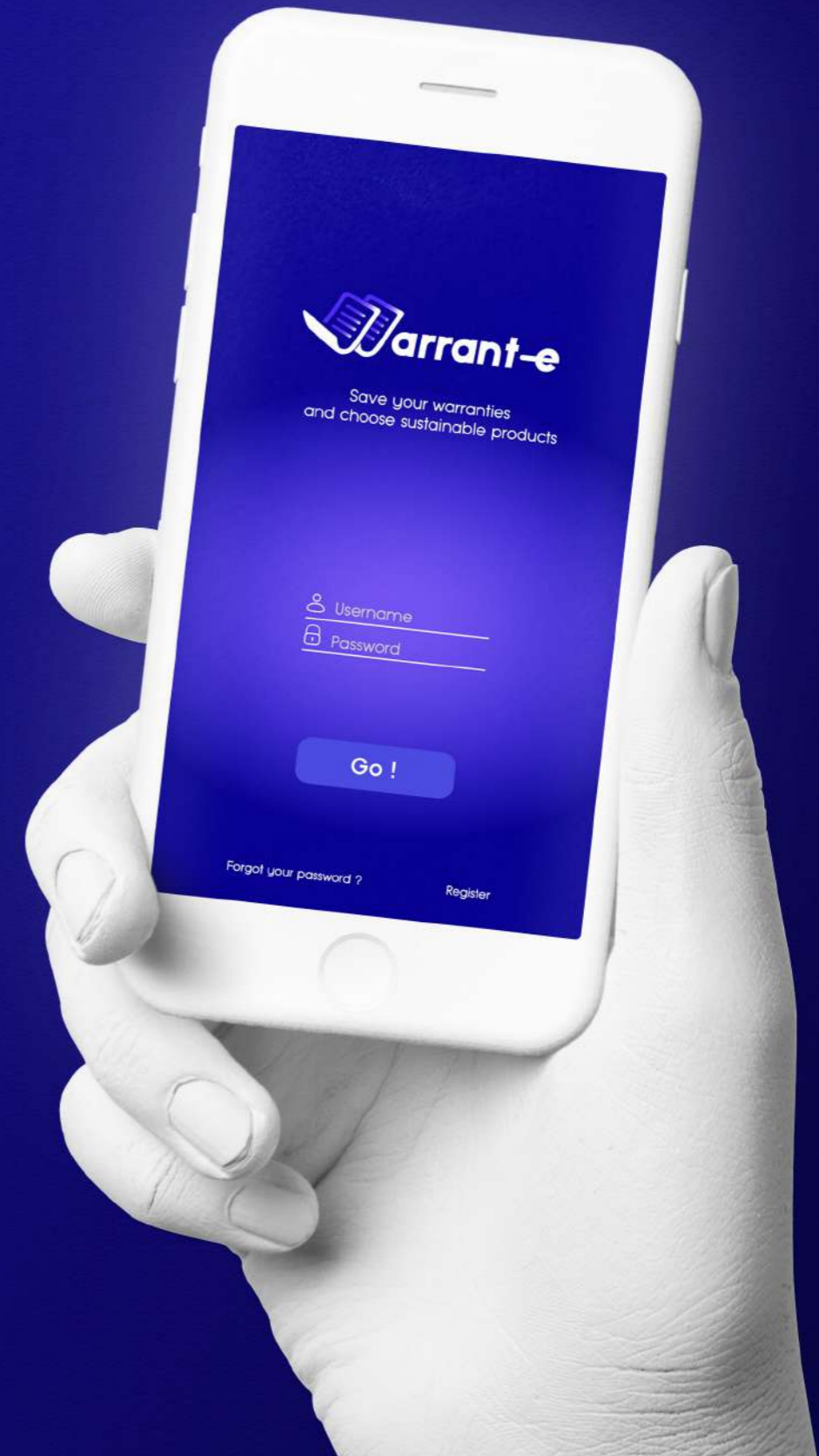
CONCEPT



arrant-e

Save your warranties
and choose sustainable products.

Warrant-e is a free mobile application that stores all the consumers' **product warranties** and provides a **user-review platform** where said products are rated on their degree of sustainability.



How does it work?

Download the app and create your profile.

Start to upload your warranties. To do so please take a photo of the warranty with your phone.

In addition, the application uses OCR text recognition to guide you through creating your warranty entry.





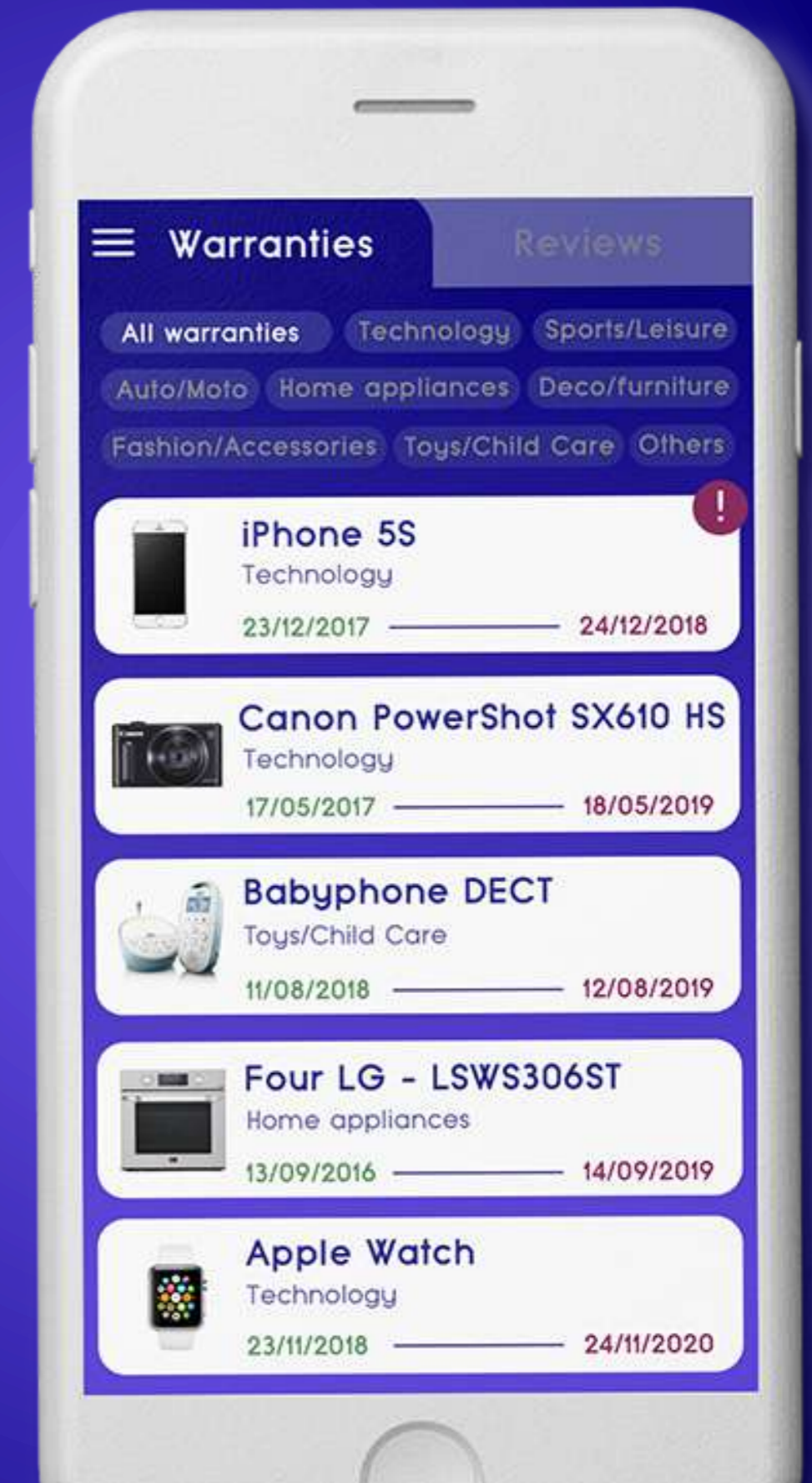
1. WARRANTIES

You will need to select the category you want your product to be stored under (Home appliances, Technology, Sport/Leisure etc.).

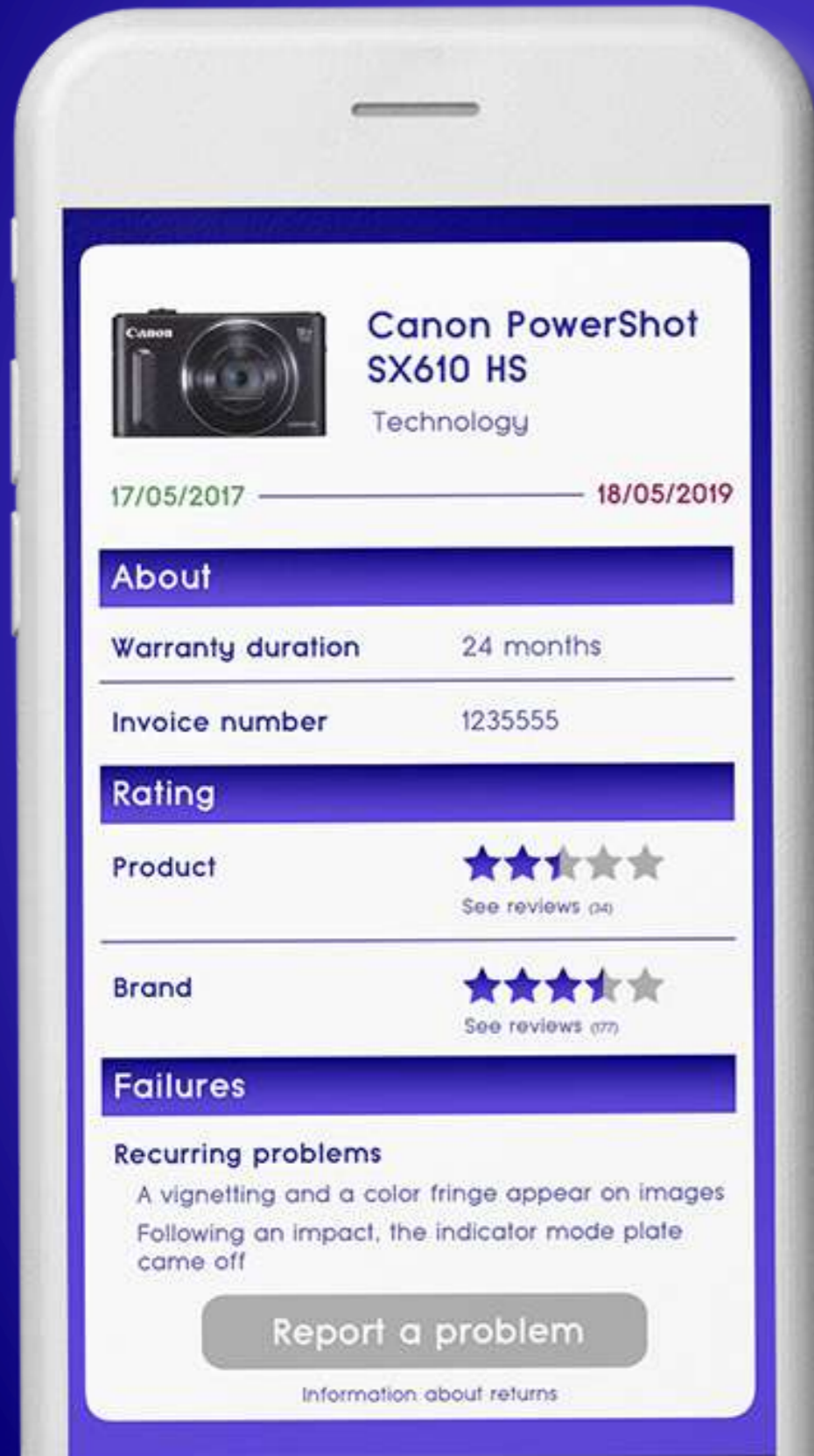
CONCEPT

Your warranties are classified according to their expiry date.

A reminder will be automatically set to warn users 1 month prior that their warranty is coming to an end. Saved warranties will also appear in the application as being either still valid, close to expiration date or already expired.



CONCEPT



Get more information about each warranty duration, the invoice number, your product's rating, the brand's rating and recurring problems.

You can easily **report a problem** and **find information about returns**.

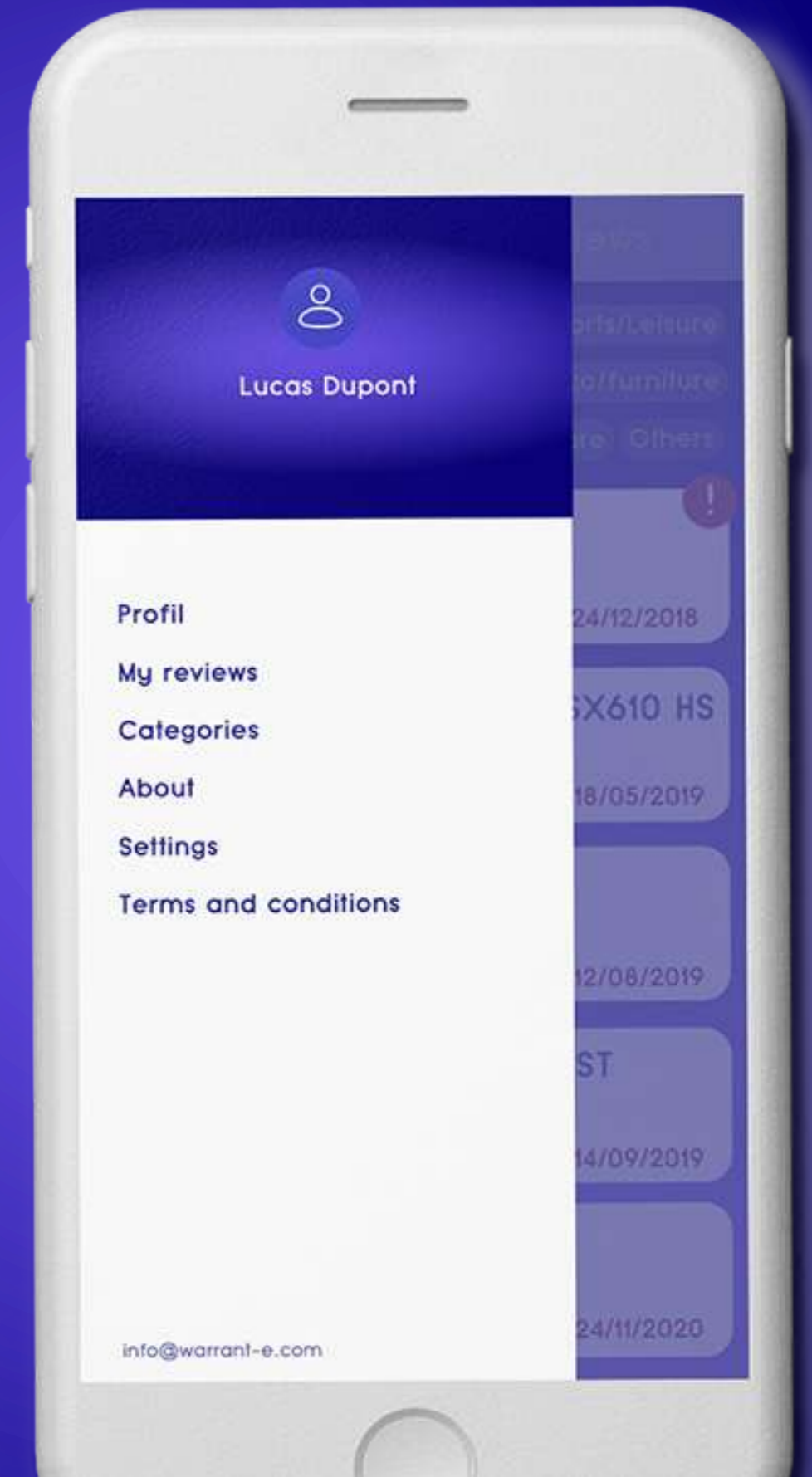
A system simplifies steps to follow in case you break the product. As such, the application will provide a link to the after sale service, contact information of people to reach, guidelines etc. After having indicated the problem, the application will provide hints as to what might cause the defect and specify what your rights are and what your warranty provides or in other words if the defect is covered or not.

For more information and comments on the product or brand, click on the link below the stars.

CONCEPT

You will be asked to fill in a short series of questions when your warranty comes to an end and every 6 months after that until the product dies to assess the quality and sustainability of said product and your overall satisfaction with it.

Get access to the menu if you want to consult your reviews, categories, information about our services, settings as much as terms and conditions.





2. REVIEWS

REVIEWS ABOUT PRODUCTS

Find information and consumers' reviews about a product in order to help you to buy more sustainable products.

You can buy it directly or discover the top rated similar products.

REVIEWS ABOUT BRANDS

Find information about brands. The rating is created by the scoring of each product of the brand. Brands are encouraged to build more sustainable products and extend the duration of the warranties.

You can also discover the best products of the brand and the top rated brands which sales the same category of products.



Benefits

By using *Warrant-e*, you are going to be able to **save more money** as you will be notified when your warranties are about to expire and will be informed on your rights regarding repairs. As such, you will have more incentive to keep owned products instead of buying to replace or renew.

In that way you contribute in the long run **reduce e-waste**.

You will now be able to avoid the general hassles and problems of warranties such as accessing documents as easily as possible whilst saving time.

Given that *Warrant-e* is a digital mobile application, this means that you will be able to **go paperless**. It could lead, in the long run, to companies opting for digital copies instead of paper form and then sending the copies directly to the app. Furthermore, you will give rise to a **more responsible consumption and production of goods**.

You will force companies to **increase the duration of their warranties** in order to remain competitive, which could then result in longer product life expectancy.



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