

This design research is about products and services merging, and exploring new systems emerging.

Cover picture legend



Cover picture clarification

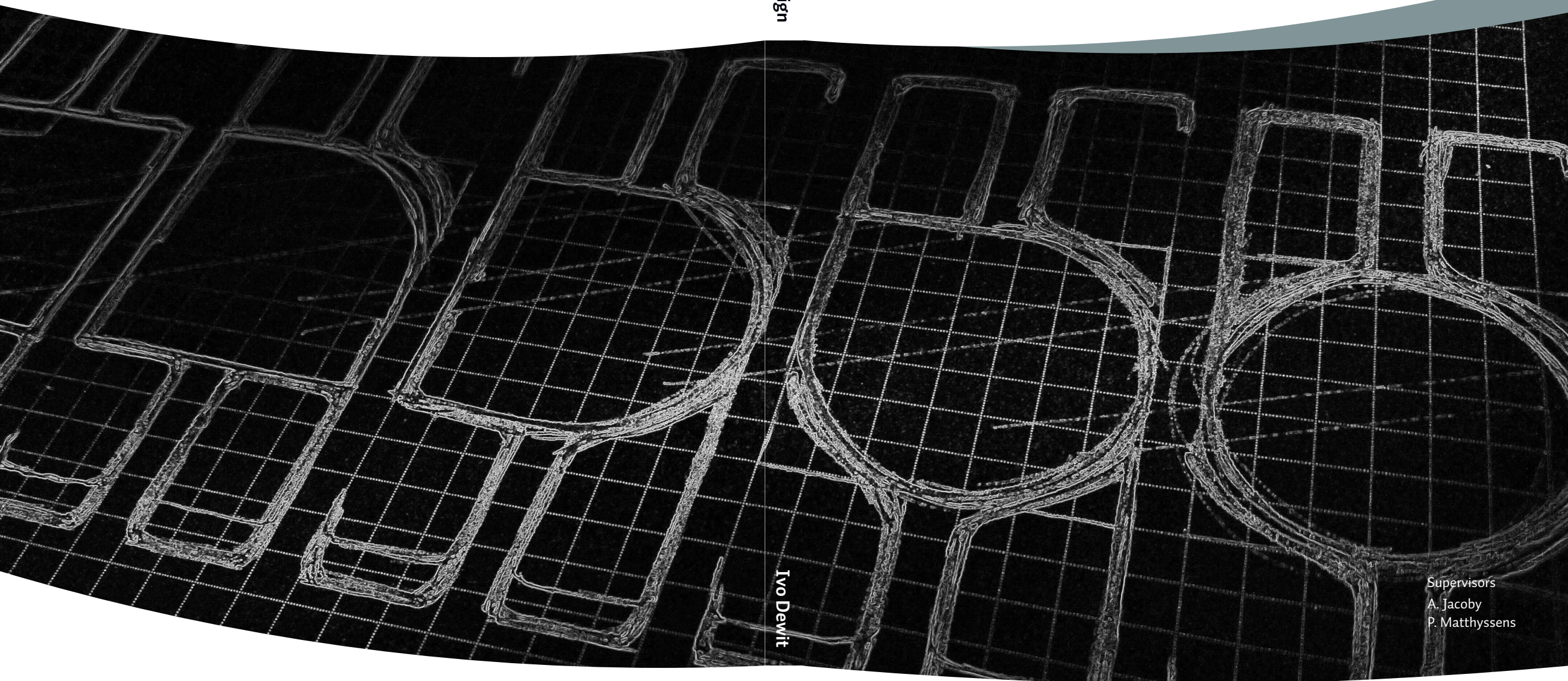
Evolving into each other, the product becomes the service, and the service becomes the product. Explored together in PSS Design, new prospects are opened up at each step in the design process.

Product-service system design

Product-service system design a synthesis approach

Thesis submitted for the degree of doctor in Product Development at
the University of Antwerp to be defended by

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Antwerp 2019

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