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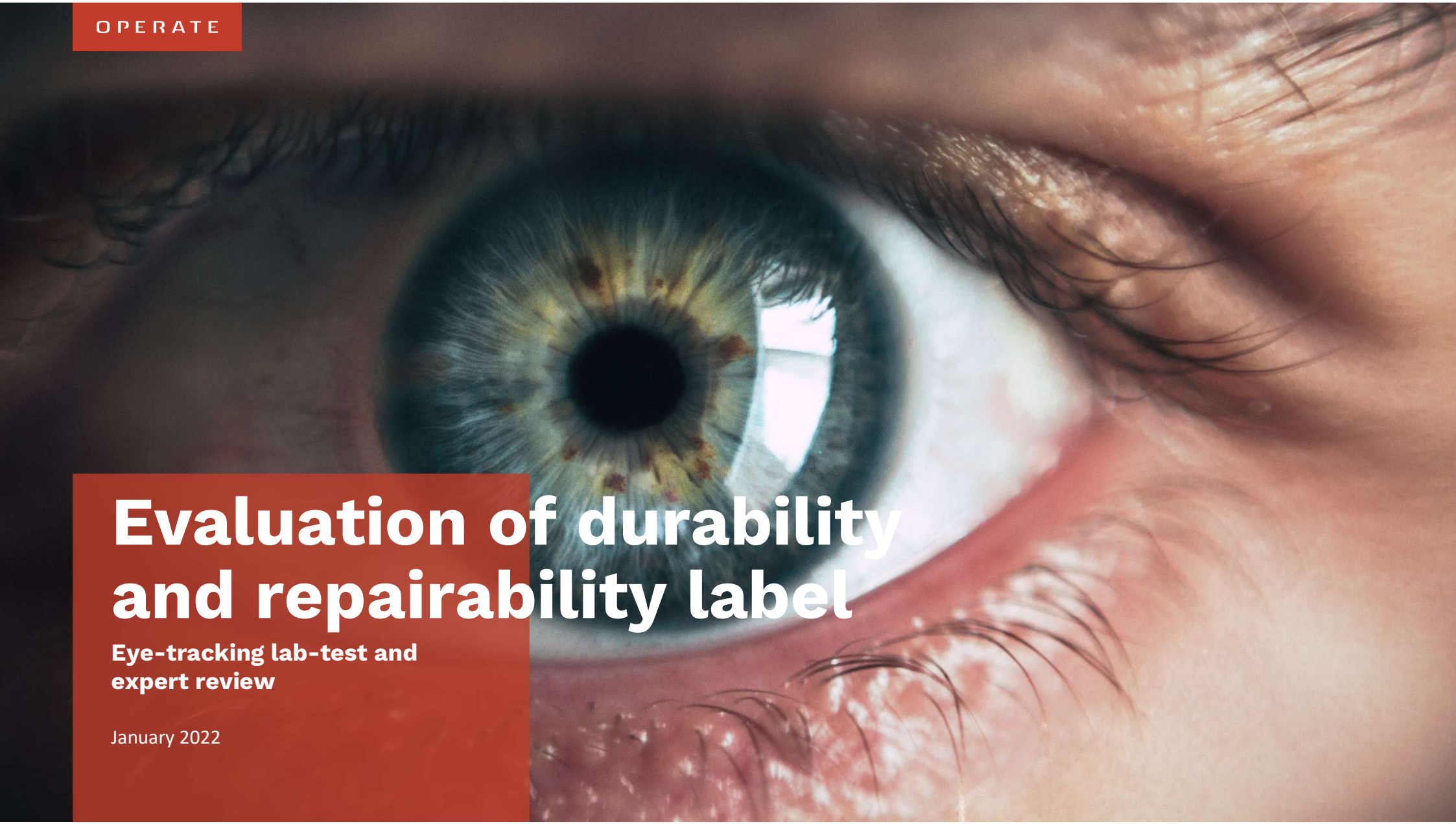


Evaluation of durability and repairability label

Eye-tracking lab-test and expert review

January 2022

Table of content

Introduction

How the task was adressed

The task given

To explore and test the usability of symbols for repairability and durability within the existing energy label for tablets and smartphones.

About this report

This report has two components. The first component is an expert review with behavioural and labelling experts to identify key principles related to developing a successful, consumer-oriented label.
The second component is an eye-tracking lab-test, where Operate has tested the efficacy of a prototype version of the energy label that includes a durability and repairability score for various mobile phones and tablets.

In the following, we report the results of the lab test and the expert review, analyse the results as they relate to the efficacy of the label and provide recommendations for the further work of developing an effective label for durability and repairability.

Labelling schemes

There is a growing interest in using labelling schemes that can help consumers navigate the increasing complexity in retail environments, both online or in-store. Labelling schemes can assist consumers in decoding this complexity and can contribute to e.g., a more sustainable consumer behaviour.

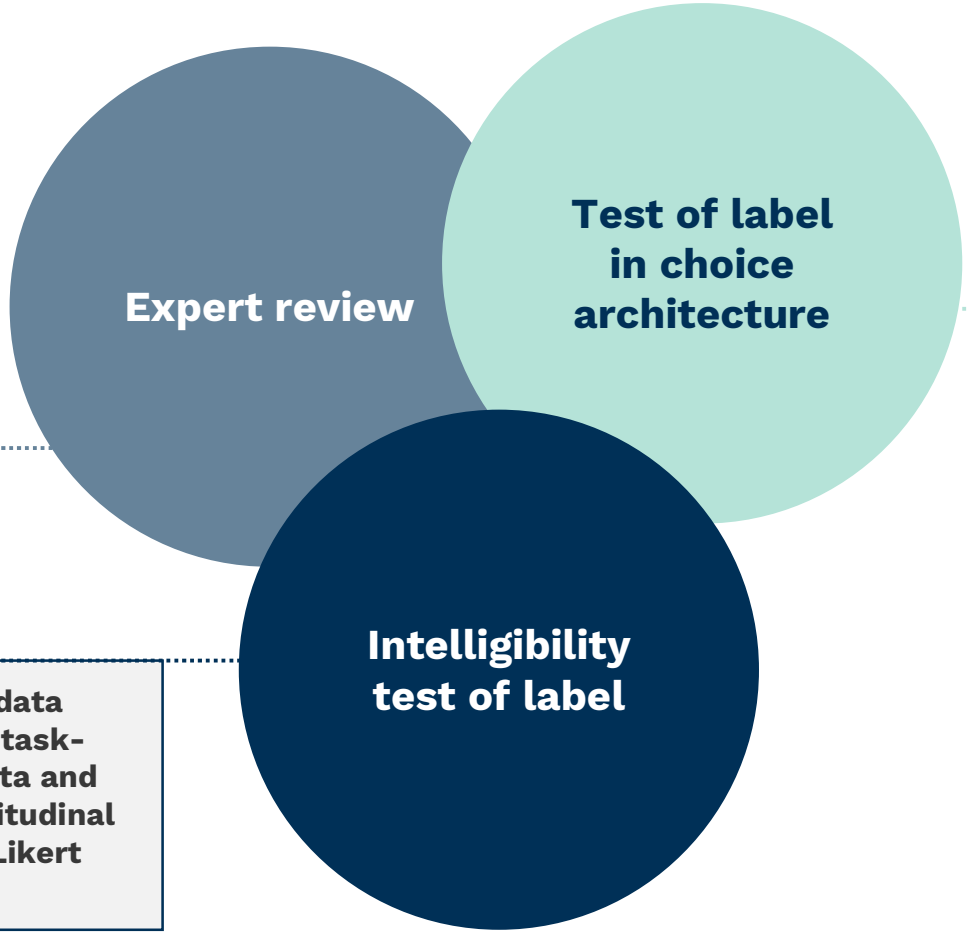
Common to many labelling schemes is that they offer simple information that is easy and fast for consumers to decode compared to traditional product information. Comprehensive descriptions and technical information are difficult to understand and translate in a choice environment.

Cognitive resources, human memory and the ability to focus on a variety of complex variables in the purchase situation are limited. As such, there are an assortment of factors that go into creating a label that meets consumer requirements and manages to convey the information it seeks to pass on.

This report goes into detail with the development of successful labelling schemes, and tests the abilities of a prototype version of the energy label with repairability and durability as factors.

Data used in this report

Qualitative insights on what makes a good label and a specific evaluation of current implementation of repairability and durability scores within the EU Energy label



Data-driven test of label performance in a simulated choice environment. Objective quantitative datapoints (time, biometrics and survey), combined with self-reported attitudinal datapoints on Likert scales

Eye-tracking data combined with task-based survey data and self-reported attitudinal datapoints on Likert scales

Expert review

Based on interviews with experts in behaviour and consumer labelling

About the expert review

Objective

Capture central tenants related to a successful and efficient consumer oriented labelling scheme and highlighting potential strengths and challenges associated with such.

Methods

Semi-structured interviews of 1,5 hours a piece, along with desk research of seminal works on consumer-oriented labelling. Thematic analysis across interviews and texts.

Participants

Three experts on labelling. Two with extensive experience in developing, promoting and evaluating consumer-oriented labels. One academic expert on consumer behaviour in choice settings.

8 principles for consumer-oriented labels

Increase potential awareness, usability and longevity

1. **Has a name that communicates a mission**
   The label must have a name that supports the label's mission and purpose.

2. **Has a clear "why"**
   It must be clear *why* consumers should buy into the label and what they are purchasing when buying a labelled product.

3. **Introduce the label with meaningful timing**
   The label must be introduced to the customer with meaningful timing in the purchase situation.

4. **Draws attention**
   The label must draw adequate attention and be visible so that it catches consumers' eyes.

5. **Has a simple and intuitive design**
   The label must be designed to be simple, intuitive and avoid infobesity.

6. **Must be credible**
   The label must have an air of credibility and be backed by relevant actors.

7. **Solves a clear issue**
   The label must solve a clear issue that is perceivable by consumers as being an issue.

8. **A recognisable narrative**
   The label must be surrounded by a clear, communicated narrative that has made consumers aware of the label.

1

Has a name that communicates a mission

The label must have a name that supports the label's mission and purpose.

- The label's name is very important. It is often the first point of contact for the consumer, and it has to communicate the label's overall mission in an efficient manner.
- If the name is unclear it can confuse consumers and make it harder for them to decipher what information they are supposed to glean from the label.
- The label's name should seek to support the underlying behavioural aim of the label and make it easier for consumers to follow that path.

”The name is extremely important. It has to communicate what the label is and what the consumer is supporting when purchasing a labelled product. As consumers, we have to be able to decipher the meaning quickly and efficiently.”
- Expert review

2

Has a clear “why”

It must be clear *why* consumers should buy into the label and what they are purchasing when buying a labelled product.

- Just because a label conveys certain information does *not* mean that consumers will use that information to inform their purchase.
- A label must therefore be backed by a clear “why”, that can motivate consumers to both look for the label's information and actively use it when making their purchase.
- The story behind the label and what the label seeks to accomplish are absolutely essential components for the success and use-case of a given label. Without a clear why – and the consumer understanding that why – it just becomes another piece of information that most consumers will ignore.

”When designing a label, it is important that you have a very clear idea about why consumers should find this interesting. You have to know what the label's purpose is, and you have to make sure that consumers will find that why interesting enough to actually *use* the label.”
- Expert review

3

Introduce the label with meaningful timing

The label must be introduced to the customer with meaningful timing in the purchase situation.

- Timing the introduction of the label in the concrete purchasing situation is key in terms of the label's efficacy.
- For the best results, the label must be introduced early in the process, so that the information the label conveys actually has a chance to be taken into consideration.
- This means that the label should be introduced in the pre-purchase phase, both in digital and physical situations. The consumer should also naturally be directed to the label before making the purchase, so they have a chance to apply the label comparatively.

”When and how you introduce the label in relation to the purchase situation has a large effect on the usage-level of the label. If the label is introduced too late, no one will actually use it in the evaluation of a product. It has to be introduced early enough that it is actually taken into consideration.”
- Expert review

4

Draws attention

The label must draw adequate attention and be visible so that it catches consumers' eyes.

- The label should be designed in such a way that it easily draws attention and stands out so as not to be lost in the noise.
- At the same time, the label should present the most important information in the most eye-catching manner possible, while still keeping simplicity and credibility top-of-mind.
- A label can draw attention through use of colour, icons, highlighted numbers, placement on the product, etc. It is also a plus if the label clearly references the products it is connected to.

”Consumers aren't necessarily looking for information. And a label typically wants to condense information so that consumers can quickly and easily translate that into something actionable. But consumers will never actually see the label if it isn't designed to draw a significant amount of attention in and of itself.”
- Expert review

5

Has a simple and intuitive design

The label must be designed to be simple, intuitive and avoid infobesity.

- The label should have a simple design that is easy to understand and draw the most important information from.
- It is tantamount that the label avoids infobesity and exclusively communicates the most important and central information to not overload and confuse consumers.
- An intuitive design is very important. The main aspects of the label have to be very easily decodable at a glance and most consumers should be able to, at the very least, understand the overall aim of the label when first encountered.

”Simplicity is a key word when conceptualising the label design. If the label becomes too complex it becomes very difficult for consumers to understand what information they are supposed to draw from the label. And it is a must that the amount of information is kept to the minimum. Not prioritising what information to include is a classic mistake when designing a label.”
- Expert review

6

Must be credible

The label must have an air of credibility and be backed by relevant actors.

- For a label to be taken in by consumers it needs to be credible and broadly used. The sender of the label must be an actor that consumers trust and they have to believe that the label has a relevant purpose.
- A broader coalition behind the label that give their stamp of approval can also be an important boost to a label’s credibility and usability among consumers.
- There should also be a variety of actors that actively support the label and underline the value such a label can have in regards to a given purpose in public.

”For a label to a be a success, there is a historical precedent that points towards it being important that a relatively large group of stakeholders collectively support it, and agree that it helps solve the issue it is created to combat. This makes the label credible and nudges consumers towards actually using it and seeking it out.
- Expert review

7

Solves a clear issue

The label must solve a clear issue that is perceivable by consumers as being an issue.

- It has to be very clear what issue the label is trying to help solve. And consumers have to understand what benefits they can get by using the label in purchase situations.
- Consumers must also understand that there is an actual issue that is relevant for them. Relevance is a key word, because consumers will not naturally use a label if it doesn't solve an issue that they perceive exists or matters to them.
- It also helps if the label solve an issue that consumers perceive to exist or matter to them. This makes it more relevant for a variety of consumers if they are buying into a specific kind of future.

”What is the issue that the label is trying to help solve? Consumers have to understand that the specific label is, in some way, helping them solve an issue that they have themselves, or a larger societal issue that consumers feel is relevant. It is important to remember that personal issues are a stronger driver in this case than societal issues.”
- Expert review

8

A recognisable narrative

The label must be surrounded by a clear, communicated narrative that has made consumers aware of the label.

- The biggest hurdle facing any label is broader awareness among consumers. If consumers aren't aware of the label they won't use it. And if consumers don't understand *why* they should use it then they won't use it.
- Therefore, a new label should be supported by a broad campaign that helps establish the label's narrative in consumers' minds, so consumers know to look for the label when purchasing the relevant products.
- The narrative should include both the why, the issue solved, how the label looks, etc., to make sure that the label is actually used – and used in the intended way – in purchasing situations.

”A label has very little value without a clear narrative surrounding it. If no one knows it exists, or what reason the label has for existing, it amounts to very little. Consumers have to know both how and why they should actually use the label, and how the label helps them. And having clear personal reasons – whether that be money saved or convenience – for why consumers should use the label is often an important driver.”
- Expert review

Eye-tracking lab test

Objective & methods

Objective & methods

Lab test

About the Lab-test

Objective

To asses the intelligibility and usage of repairability and durability iconography in the EU energy label.

Methods

Task-based eye-tracking and biometric tests at Operate Lab. Simulated purchase flows, intelligibility tasks and survey.

Participants

41 adults aged 18-70, with 59 pct. being male. All have bought a new mobile phone or tablet in the last five years.

About Operate Lab

Operate Lab consist of regular computer equipment with iMotions research software installed. Furthermore, the setup consists of:

- A webcam that detects facial expressions
- An eye-tracker that asses eye movement
- A galvanic skin response device that asses emotional intensity

Study participants are recruited using an external agency and are compensated for their time. Spectacles affect data collection and is therefore an exclusion criteria.

Studies in Operate Lab are task-based with randomisation as fit. They comprise a mixture of reading-based tasks, simulated purchasing situation, and visual stimuli i.e. pictures or videos.

Study duration is limited to a maximum of 45 minutes per person.

Survey

Study participants are asked five basic questions as part of the recruitment process. This first survey works as a segmentation tool for the study and analysis. The second survey occurs during participation relating to the tasks – e.g. *"On a scale from 1-5, how sure are you that you got the previous task correct"?*

Objective measures

People-based lab tests consist of a series of tasks that have correct and incorrect answers. Furthermore, time is measured during each task, which furthermore is an objective measure.

Eye-tracking

A Tobii eye-tracker registers fixations, dwell time and overall visual movements during testing. *Areas of interest* are marked during analysis, allowing for detailed data on fixations, revisits and overall visual attention and time for first fixation.

Biometrics

Software registers 46 combinations of muscle contractions, 8 different movements of the head and 4 visual directions. This data provides information on various emotionel repsonses on the test material, as well allowing for a *facial expression analysis* to determine things like frustration, joy etc.

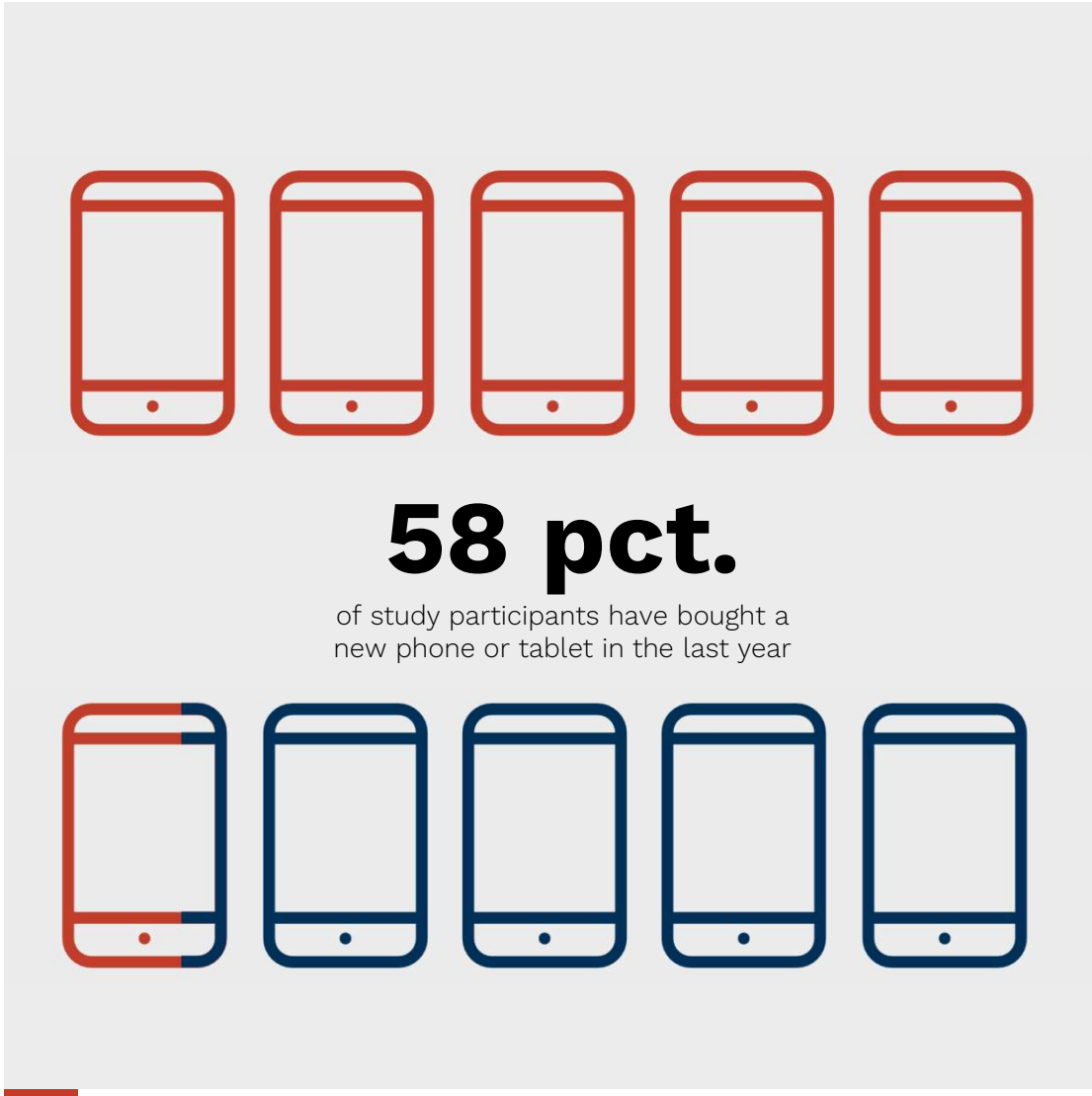
Eye-tracking lab-test

Self-reported behaviour

Consumer behaviour

- All participants have bought a new phone or tablet **in the last 5 years**.
- 58 pct. of study participants bought a new phone or tablet **in the last year**.
- 83 pct. of participants expect to use a new phone for more than two years before swapping
- More than half of participants choose their phone primarily based on price (56 pct.). 39 pct. based their choice primarily on design.

As part of the recruitment survey, we asked when their last purchase of a new phone or tablet occurred. We did not differentiate whether their purchases were made in-store or online.



Consumer behaviour

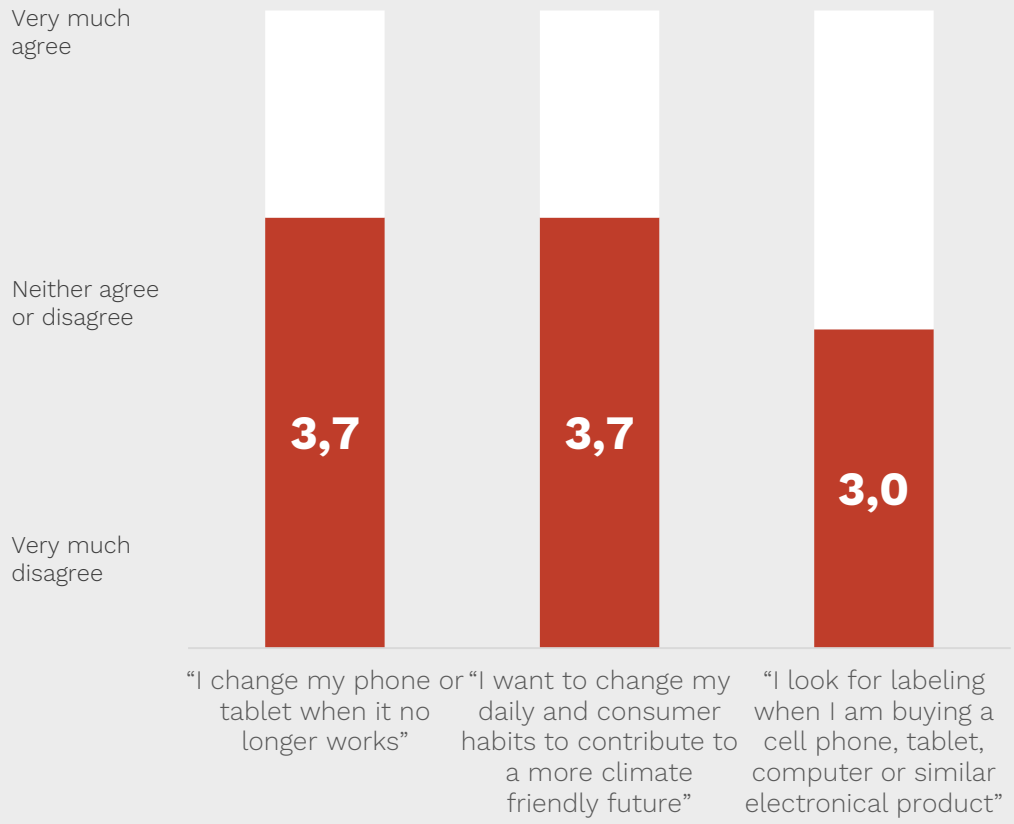
Self-reporting on ‘green behaviour”

- On average, participants self-reported to somewhat **abstain from purchasing new**, if their existing phone or tablet was still functioning.
- They somewhat had a wish or **intention** to change behaviour for reasons related to the climate.
- Participants neither agreed or disagreed to **using labels** in searching for a new phone or tablet.

Participants were asked on a scale from 1-5 to what degree they agreed with statements related to their consumption behaviour.

We focused on three types of behaviour:

1. Whether they buy a new device even if their existing one is still functional.
2. Whether they are willing to change consumption behaviour to contribute to a more climate-friendly future.
3. Whether they use labels when purchasing phones or tablets.



Eye-tracking lab test

Usability test: How do consumers shop for a new phone if they prefer the most durable phone?

The prototype

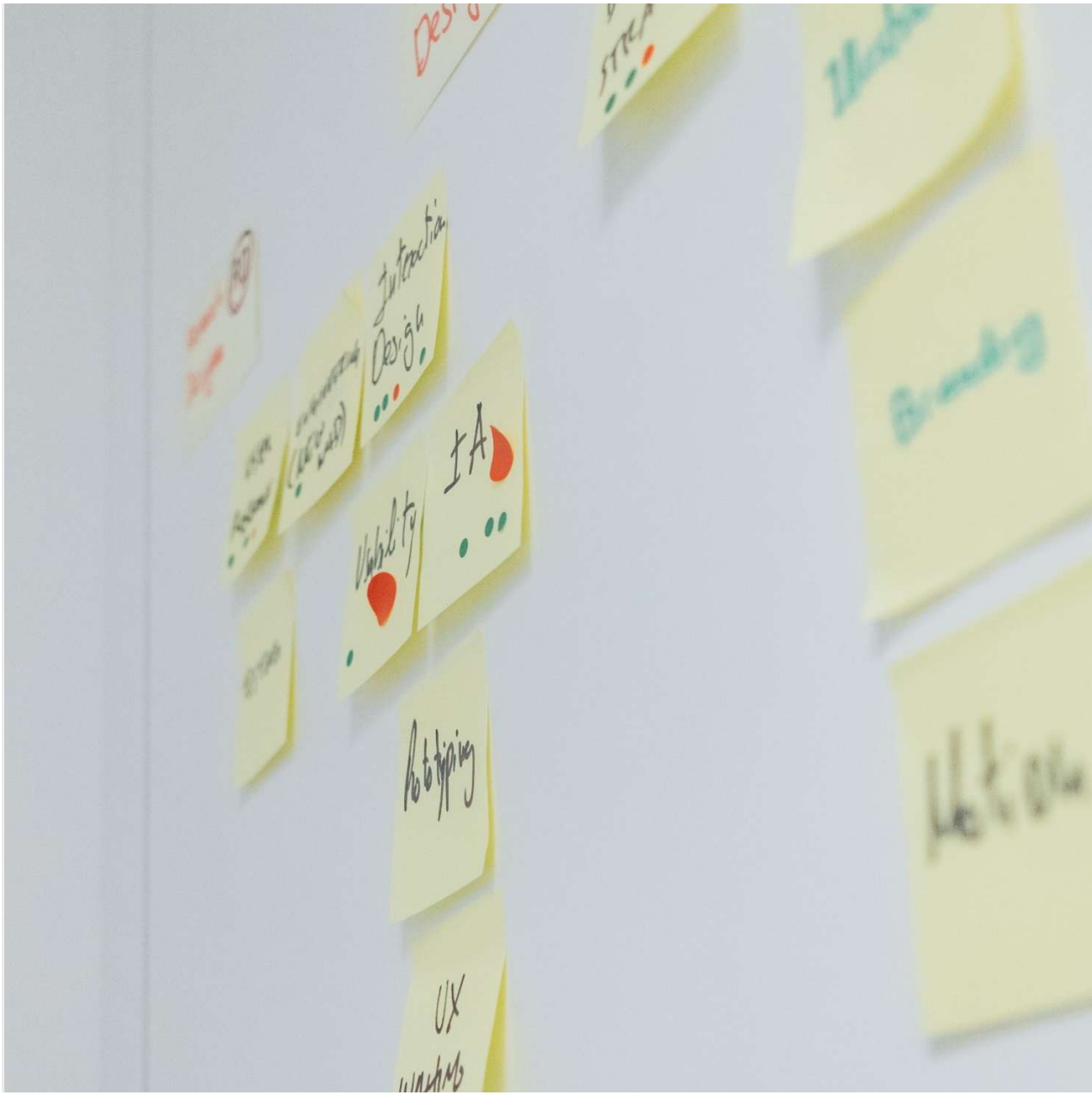
Operate prototyped a website that simulates a purchase flow for end customers of mobile phones and tablets. This prototype was based on an as-is example of a Danish website, and the flow was presented as simple, easy and correct in regards to flow as possible.

The prototype gives the Danish Energy Agency a complete idea of how an updated energy label will be implemented on a retailer's website, and how this implementation will affect customer behaviour.

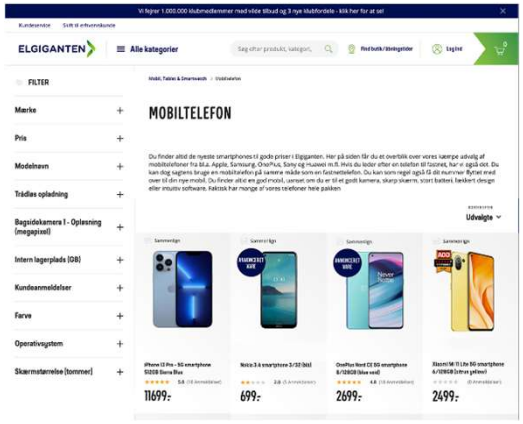
Expected benefits for prototyping as a method

- Presents the implementation more clearly for decision-makers at national and regional level.
- Offers the possibility to check usability and navigation in real-life scenarios.
- Reduces risks for unforeseen design or UX errors.

Experienced in-house design consultants at Operate developed the prototype in Figma. Figma is a browser-based user-interface and user-experience design application, with state-of-the-art design, prototyping, and code-generation tools.

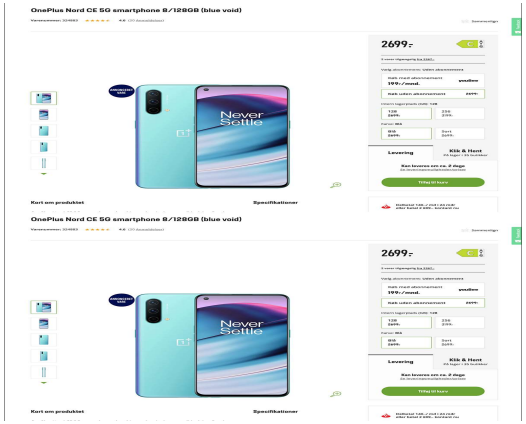


Simulated purchasing flow



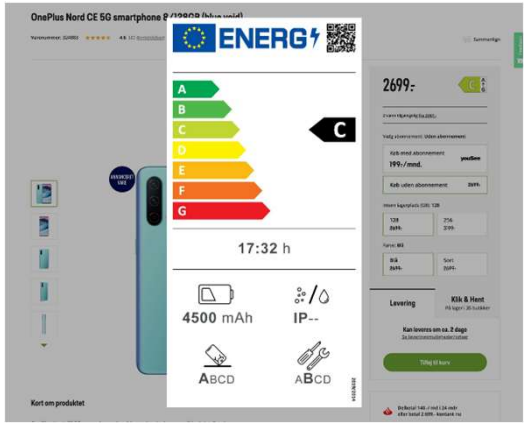
Landing page

A prototype of a popular online retailer of phones was created. The prototype was limited in functionalities, but participants could scroll around and click on each phone. A similar prototype was built for tablets.



Product view

There was a total of 8 phones to click on, read about and choose from. Specifications in the prototype was based on available information at the time of the test. The energy label shortcut was placed as the retailer does for washing machine – close to the price.



Energy label

All energy label shortcuts were clickable and had varying information on them. Two of the 8 phones were labelled A in durability, which was the highest score among the tested products. Scores on repairability varied and information on the energy label was accurate for the majority of the phones and altered in individual cases for test purposes

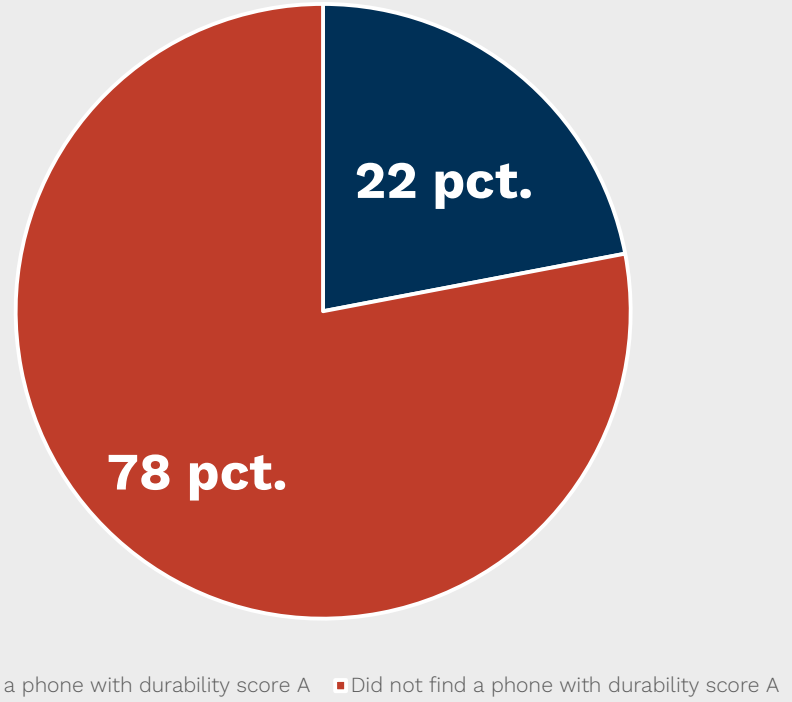
Label in choice architecture

Participants can not find information on durability

- One in four phones to choose from had a **durability score of A.**
- By chance, 25 pct. of participants would answer correctly if choosing at random.
- 22 pct. of participants identified one of the two phones with the highest durability score.

Participants were asked to visit the prototype website and find the phone with the highest durability score. There was no time limit or further instructions.

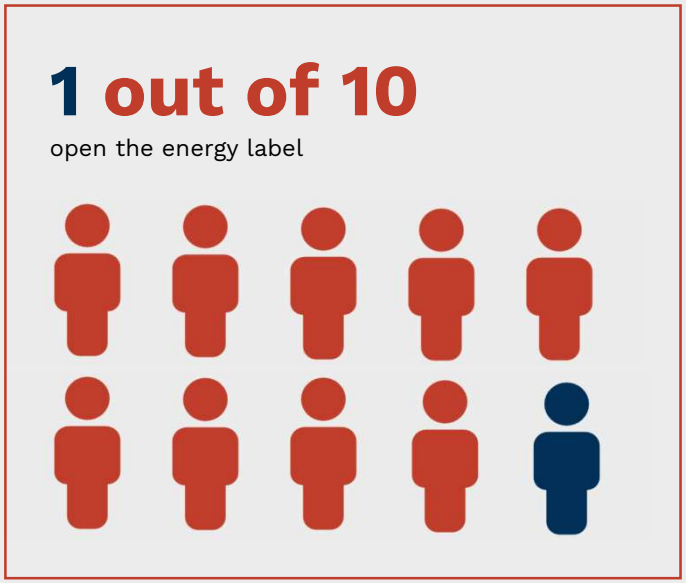
A similar test on repairability was not executed due to risk of learning effects.



Label in choice architecture

Participants do not find the information

- Only 10 pct. of participants open the energy label when searching for information on durability.
- Of these participants, three out of four used the information when comparing products – meaning opening almost all products to see which have the highest durability score.
- Eye-tracking data shows that participants comparing products using the energy class scheme give visual attention to all available pictograms, and not only to the durability scheme.



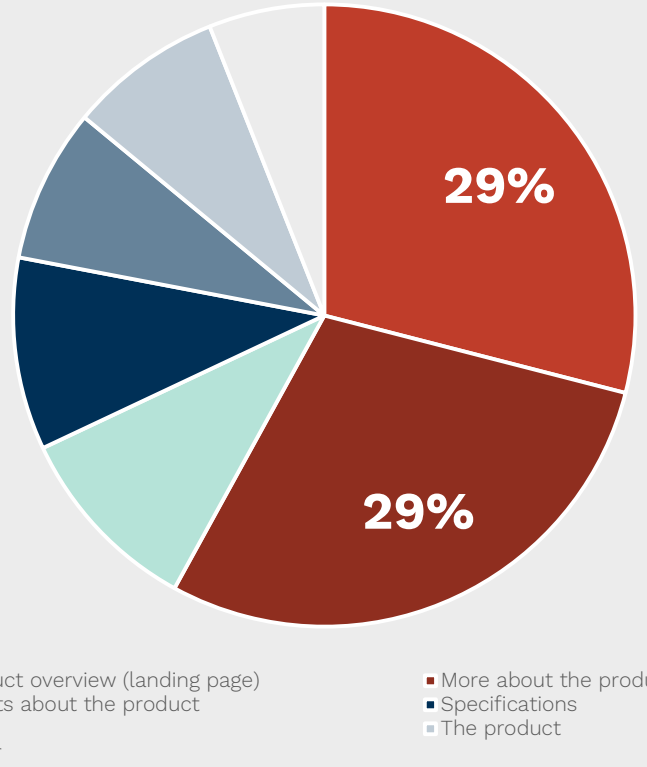
Label in choice architecture

Participants do not find the information

- Among the remaining 90 pct. of participants, they spent their time and visual attention comparing products at the landing page (product overview) and on ‘more about the product’ on the product.
- One third of the participants that did not open the energy class scheme had normal search behaviour – meaning opening almost all products and comparing, but using the wrong information when doing so.
- Participants who did not use the correct information spent, on average, 2 minutes and 1 second on the task.

Product overview (landing page)

More about the product

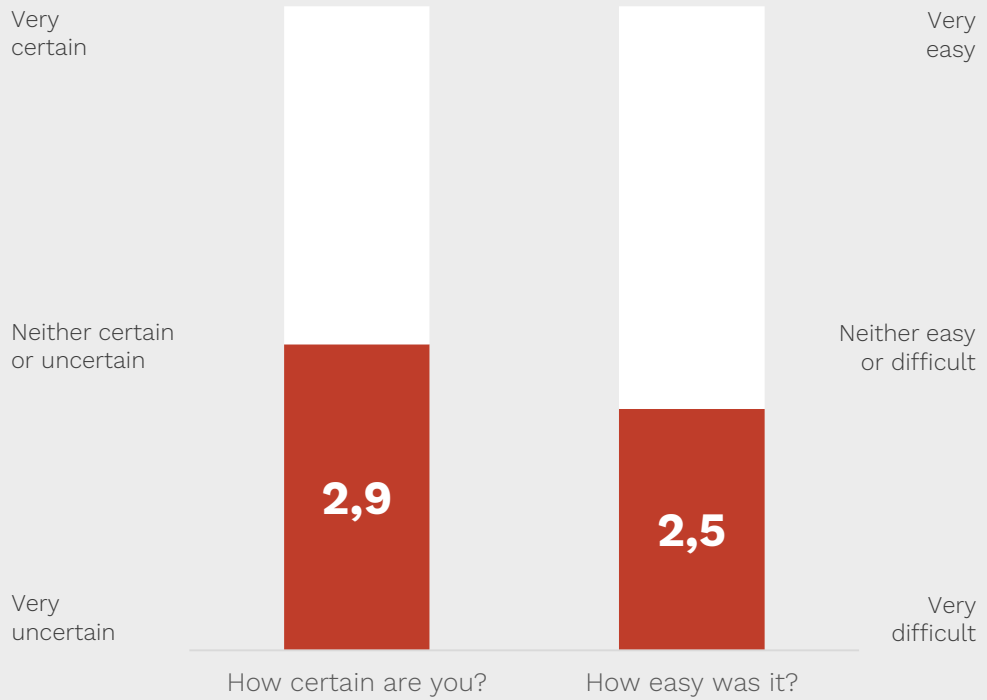


Label in choice architecture

Difficult and doubt-inducing - relatively

- **78 pct. of participants chose the wrong phone**, meaning that they were objectively wrong.
- On average, participants were neither certain or uncertain that they chose a phone with the highest durability score.
- Participants were on average leaning towards **acknowledging that the task was difficult.**

After concluding the task, each participant was asked on a scale of 1-5 how certain they were that they chose a phone with the highest durability score and how difficult they found the task to be.

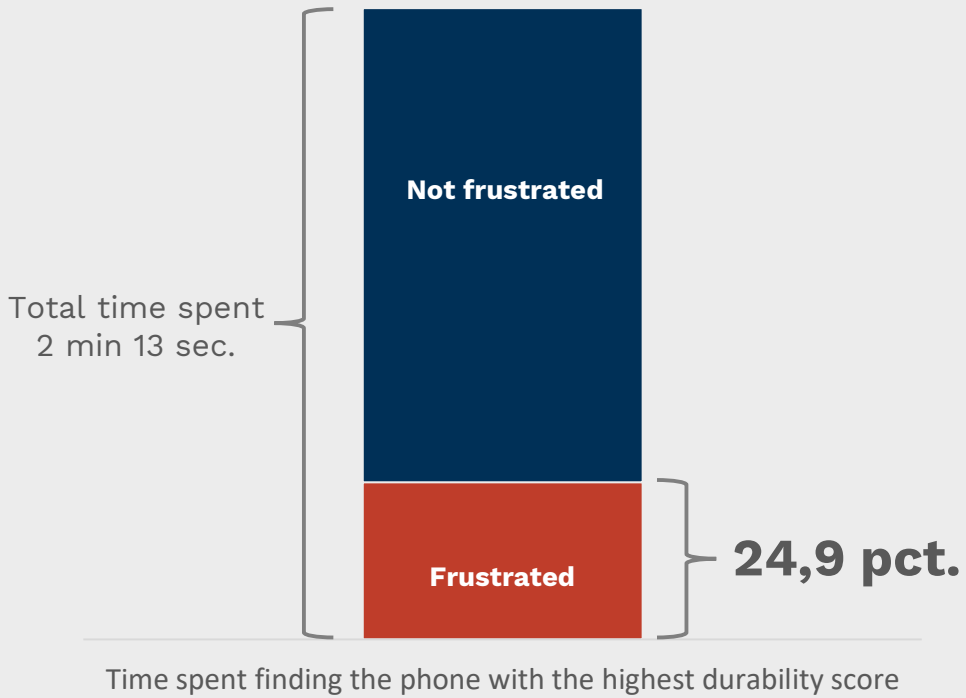


Label in choice architecture

Participants spent a long time being frustrated

- Participants spent, on average, 2 minutes and 13 seconds trying to find the phone with the highest durability score.
- 78 pct. of participant chose the wrong phone.
- It was not apparent for participants that the information was to be found in the EU Energy label.
- **A quarter of the time spent trying to solve the task was spent being frustrated**

Time was registered whilst participants were trying to find the phone with the highest durability score. A **facial expression analysis** was conducted after all participants had finished the test. The 'negative' expression *brow furrowing* was used as a proxy for frustration as done in similar studies.



Eye-tracking lab test

Intelligibility test: How is the EU Energy label conveying information on durability and repairability?

Visual attention data

Learning effects cannot be left out

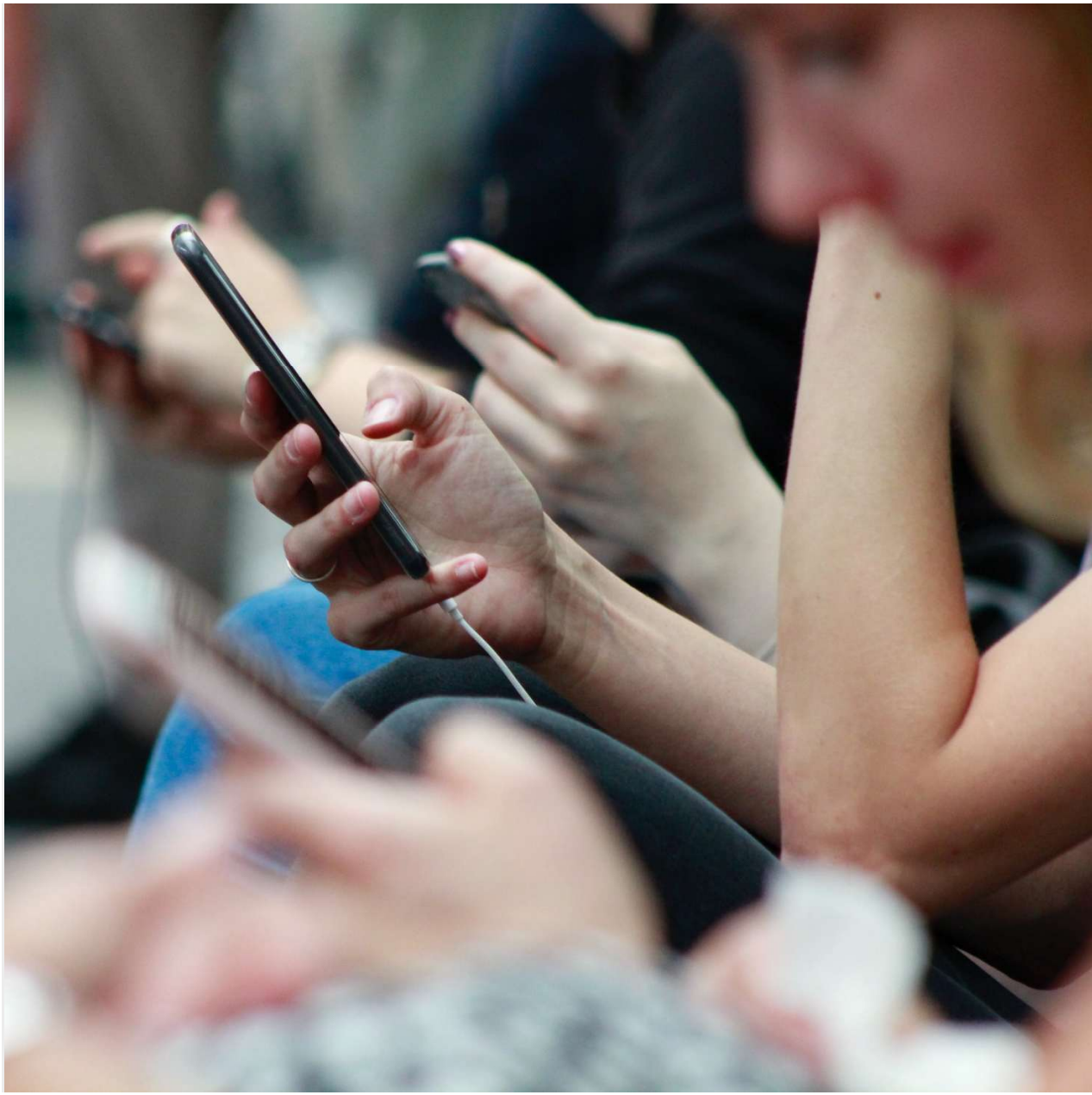
Study participants were given tasks to test for intelligibility on information found in the EU energy label. The tasks were divided into three parts:

- Overall orientation in three versions of the label.
- Find and report durability scores.
- Find and report repairability scores.

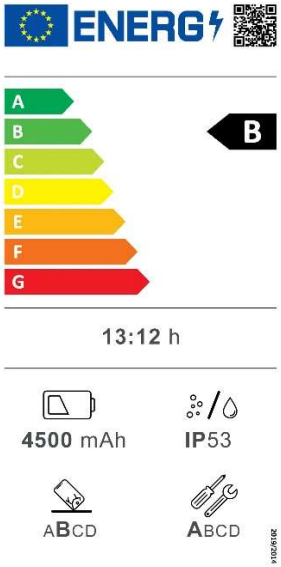
Randomisations were used to limit order effect. However, it is not possible to completely leave out learning effects, as the initial task of general orientation had to be followed by a survey on information within the label.

All tasks were followed by a short survey.

Heatmaps provided a visual presentation of attention data – ranging from green, yellow to red. All data was based on averages among all 41 participants

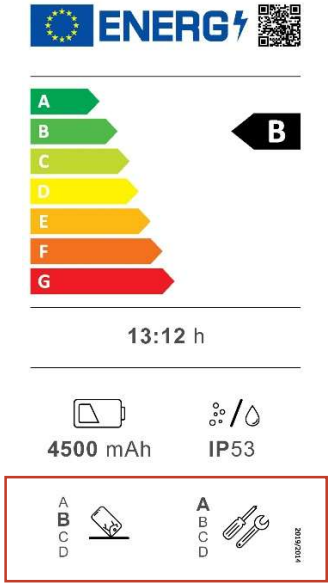


Three version tested



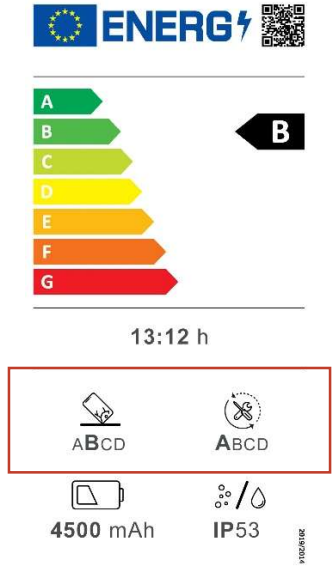
Control label

A prototype for the EU Energy label provided by the Danish Energy Agency.



Vertical scale

A prototype with a vertical scale for durability and repairability to mimic the scale used for energy efficiency.



Iconography & placement

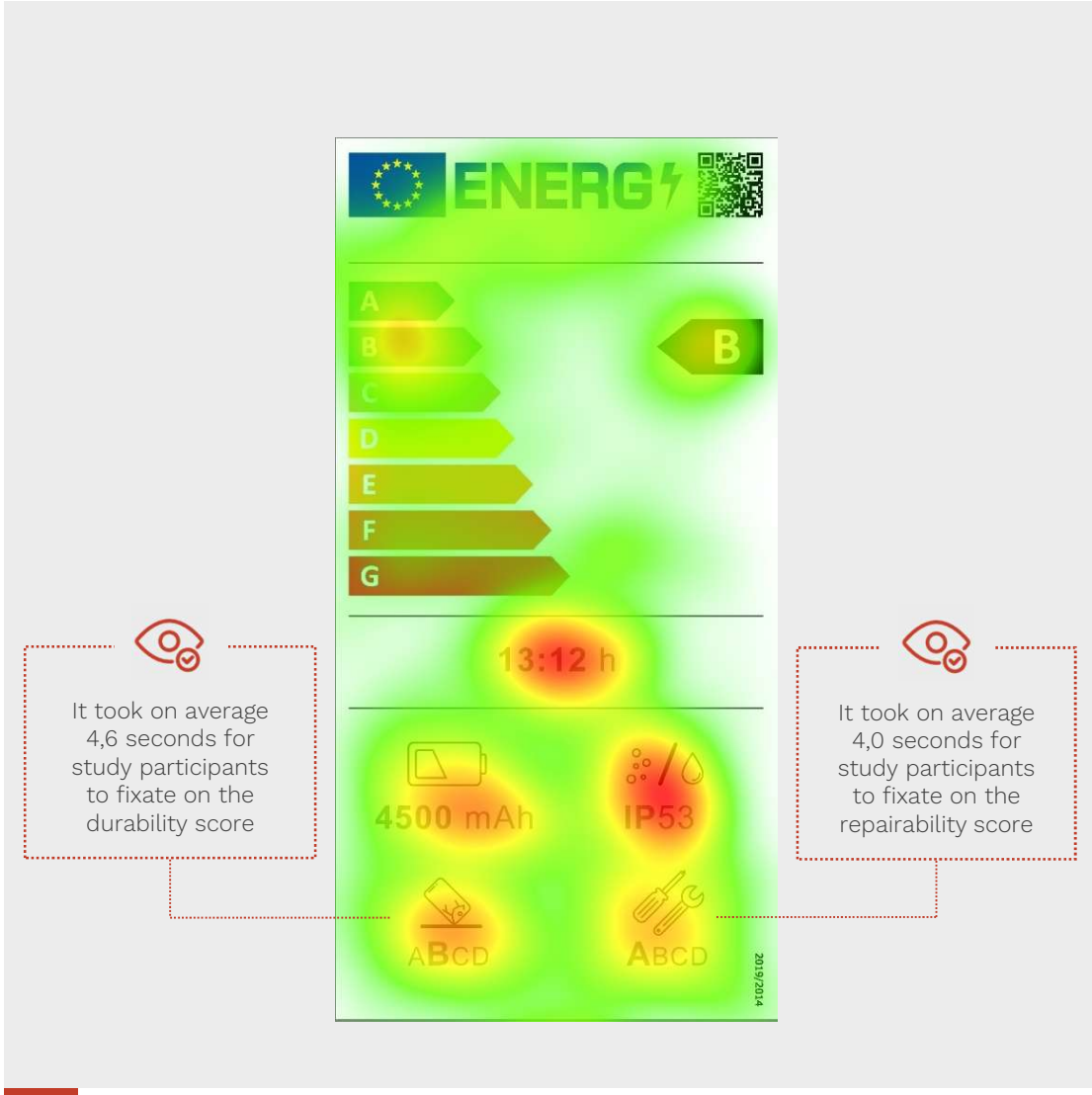
A prototype was redesigned with an updated repairability icon used to express circularity. The durability and repairability scores were both moved to the top row of the bottom segment of the label.

Label as is

Scattered visual attention

- **29,8 pct. of the visual attention on the control label** was spent assessing the energy efficiency class.
- Approximately 9 pct. of the visual attention was spent on the durability score and the repairability score.
- On average, participants had 1,4 revisits to the durability score and 1,7 revisits to the repairability score.
- Almost all participants correctly reported the energy efficiency class (93 pct.).
- 24 pct. of the participants correctly reported the durability score, and 39 pct. the repairability score.

The number of revisits provides information about how many times a participant returned their visual attention to a particular spot. This allows us to examine which areas repeatedly attracted the participants attention. A revisit to an area can be both good, if for example the part is pleasing, or less good, if the content is confusing.



Label with vertical scale

More attention on durability and repairability

- 20,8 pct. of the visual attention on the label with vertical scales for the durability and repairability score, was spent assessing the energy efficiency class.
- Approximately **14 pct. of the visual attention** was spent on the durability score and the repairability score.
- On average, participants had 2,1 revisits to the durability score and the repairability score.
- Almost all participants correctly reported the energy efficiency class (95 pct.).
- 73 pct. of the participants correctly reported the durability score, and 71 pct. the repairability score.

Time spent or "*dwell time*" is a measure of the amount of time that participants spent looking at a particular area of the energy label. A long duration of dwell time in a certain area can indicate a high level of interest.

Label with new placement

Quick time for first fixation

- 19,3 pct. of the visual attention on the label with the new iconography for repairability and with new placement, was spent assessing the energy efficiency class.
- Almost 19 pct. of the visual attention was spent on the repairability score and 17 pct. on the durability score.
- On average, participants had approximately 2,9 revisits to the durability score and the repairability score.
- Almost all participants correctly reported the energy efficiency class (98 pct.).
- **93 pct. of the participants correctly reported the durability and repairability score.**

With studies of this nature, there is always a risk of learning effects. This means, that study participants might have been more aware of what the tasks entailed the further they came in the study, allowing them to alter their behaviour. This study used random ordering of task when the study design allowed it, hence reducing the risk of learning effects.

Eye-tracking lab test

Main conclusions

Main findings

Usability

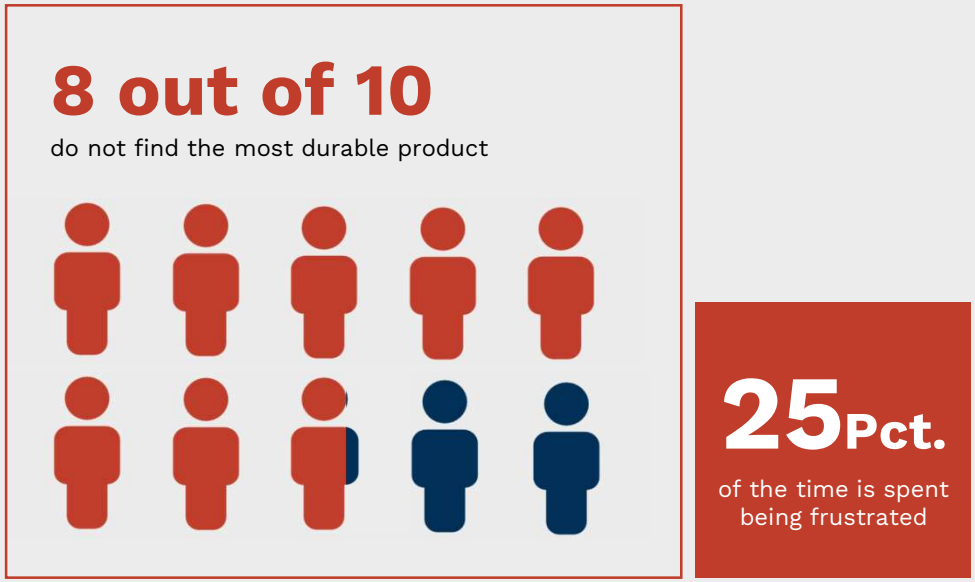
The test showed strong and consistent results. The EU Energy label is not successful in assisting consumers in choosing a phone based on durability and/or repairability.

Usability

When given the task of identifying the most durable phone on the retailers online shop, a majority of test participants fail in doing so. This is despite the fact, that the implementation of the labelling scheme is in accordance with how the retailer implements similar legislation on other consumer goods.

Furthermore, test participants spent a significant amount of time being frustrated when looking for the most durable product.

Although test participants fail in identifying the most durable product, they self-report, on average, that they *think* they found the most durable product. There is therefore a risk of customers being misguided in a future purchasing situation if implemented as is.



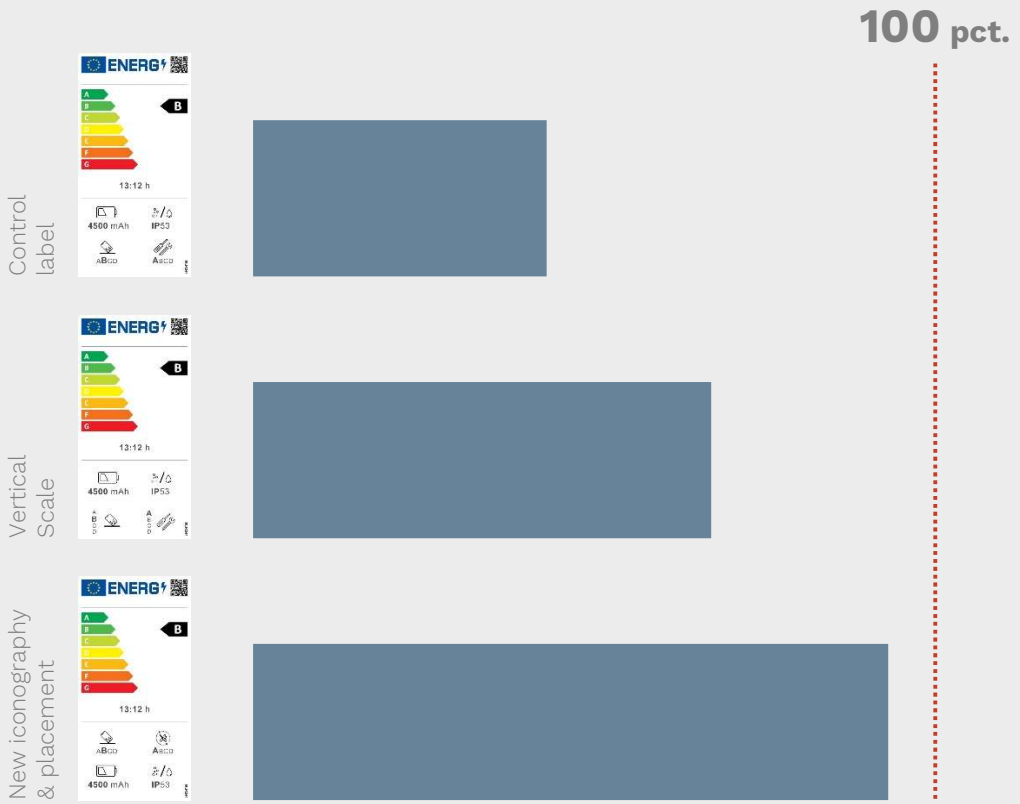
Main findings

Intelligibility

Addressing the label in a more clinical sense, data shows an increase in share of test participants that correctly decode information on durability and repairability with slight adjustments to placement and design of iconography.

For the current label, one in four test participants correctly identified the durability score after reviewing the label in an unlimited period of time. For the two redesigned labels, participants correctly report the durability score in 73 pct. of the cases for the label with a vertical scale, and 93 pct. of the cases for the label with new iconography and placement.

Similar findings occur for repairability scores.



Main conclusions from lab test

#1

Not intuitive when implemented

Participants had difficulty finding the durability score. They did worse than they would have if they had chosen at random.

#2

The energy efficiency class dominates

Almost a third of visual attention on the control label is given to the efficiency class, although it is easy to decode.

#3

New placement and iconography works

More than 90 pct. of participants reported all scores correctly.

Evaluation of the prototype label

Categorisation of principles

Of the eight principles, three can be categorised as related to the design and practical construction of the label itself, while the other five are related to the purchase situation and the communication surrounding the label itself. Both are of equal importance when conceptualising and designing an effective and impactful consumer-oriented label.

In the following, we will evaluate the current prototype based on the principles described in the expert review. We will also include considerations from the lab-analysis in a triangulation of data to show how principles and data can be used to evaluate the possible efficacy of a consumer-oriented label.

Three principles: Design

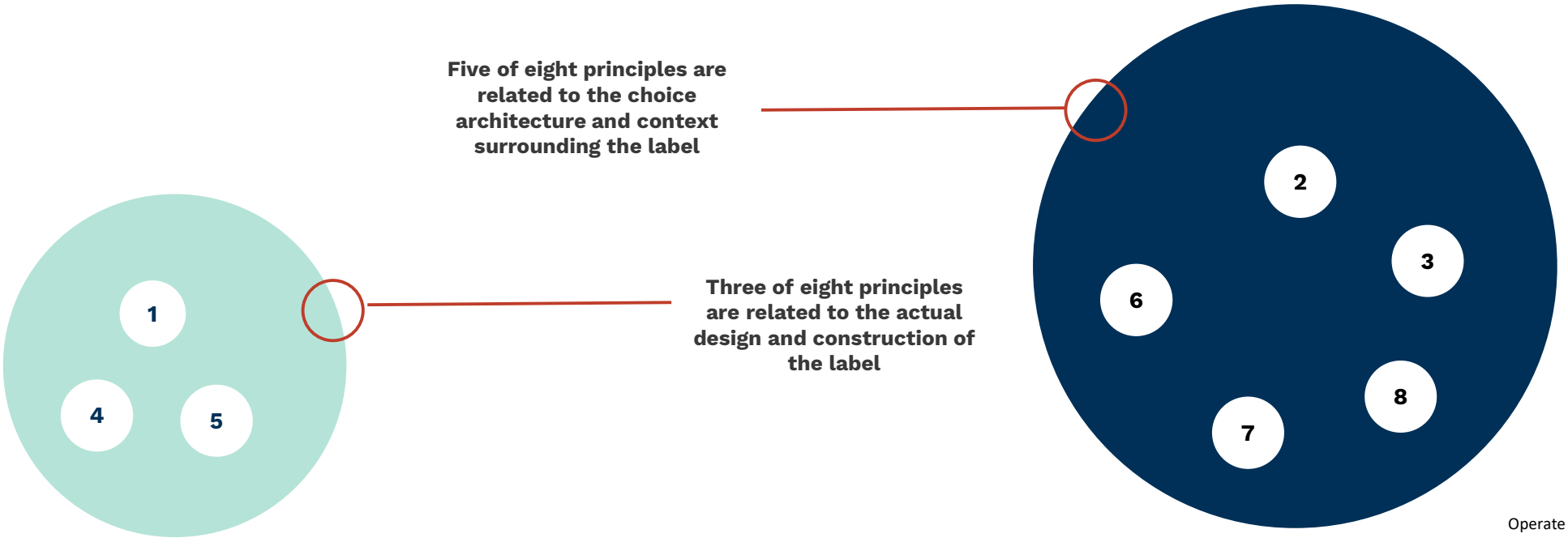
1. Has a name that communicates a mission
4. Draws attention
5. Has a simple and intuitive design

Five principles: Purchase situation, choice architecture and communication

2. Has a clear "why"
3. Introduce the label with meaningful timing
6. Must be credible
7. Solves a clear issue
8. A recognisable narrative

Categorisation of principles

It is worth noting that the principles generated by the expert review point to the relative importance of the context and choice architecture surrounding the label. While presenting the information in an interesting and effective way is important (name, design, etc.), that information has very little actual value if it hasn't been contextualised and presented to consumers in a way that makes it relevant. If we wish to affect actual purchasing behaviour we should apply a broad approach to the conceptualisation of the label, making sure to consider the principles related to choice architecture, communication and purchase situation as well.



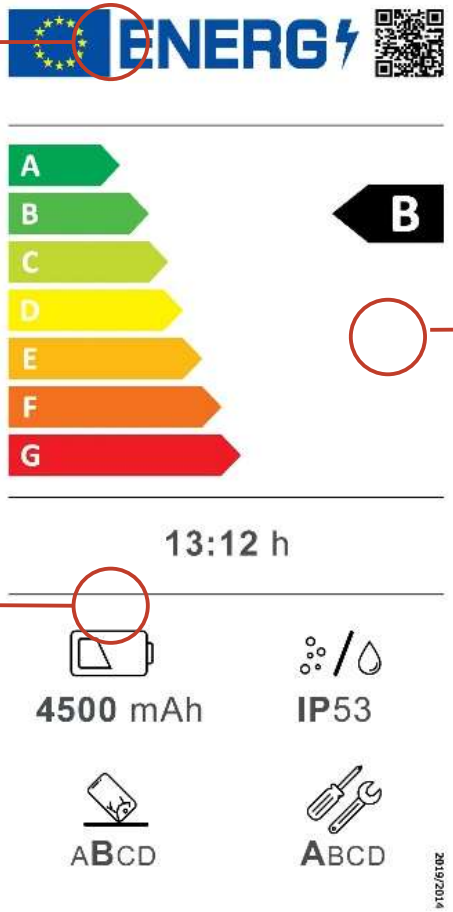
Evaluation: Design

Has a name that communicates a mission

As it is currently conceptualised, evaluations of durability and repairability of mobile phones and tablets will be a part of the EU Energy Label. And while the name is known by consumers, it doesn't necessarily point clearly towards durability or repairability concerns.
Therefore, it cannot be assumed that consumers will naturally understand that they are supposed to use the energy label for mobile phones and tablets to gain information about durability and repairability. Rather, they might apply the label as one informing them about energy usage of mobile phones and tablets. A label for durability and repairability might be better served by a name that more clearly states that specific mission.

Has a simple and intuitive design

As we have seen in the lab test, it is not obvious for most subjects how they should decode the label. It is both difficult and frustrating to find durability and repairability, and it is unclear for most if they chose correctly.
Furthermore, this label contains a lot of information. There is both battery life, repairability, water resistance and the energy efficiency scale at the top, providing further potential confusion. A simplified design might make it easier for consumers to apply the label in the intended way and intuitively understand what aspects of the label they should prioritise. It would also make it easier for consumers to find the most important information quickly and efficiently.



Draws attention

While the label itself has eye-catching elements, our eye-tracking tests show that many subjects have difficulty figuring out what their eyes are *supposed* to be attracted to. This leads many people spending more time looking at the energy efficiency scale from A – G or similar, while very few eyes are immediately drawn to the durability and repairability icons. Drawing attention is related to the intuitive nature and simplicity of design, and with the relative wealth of information (infobesity) present here, it requires committed consumers to actually sift through that information. It should also be noted, that the most colourful and attention-grabbing part of this label is the energy scale at the top.

Evaluation: Purchasing situation

Has a clear “why”

- Having repairability and durability as part of the EU Energy Label could be confusing for some consumers. It dilutes the purpose, why and mission of the label. This increases the saliency required for consumers to make the informed choice based on the label.

Introduce the label with meaningful timing

- Currently, the energy label is introduced to Danish customers – at a glance – through the use of the energy score of A – G. This means, that when buying an energy labelled product, it is pretty easy to view the overall energy score. To view the other aspects, such as durability and repairability, the consumer is required to actively click onto the label. Again, this makes it harder and more demanding for consumers to actually find the durability and repairability scores.

Must be credible

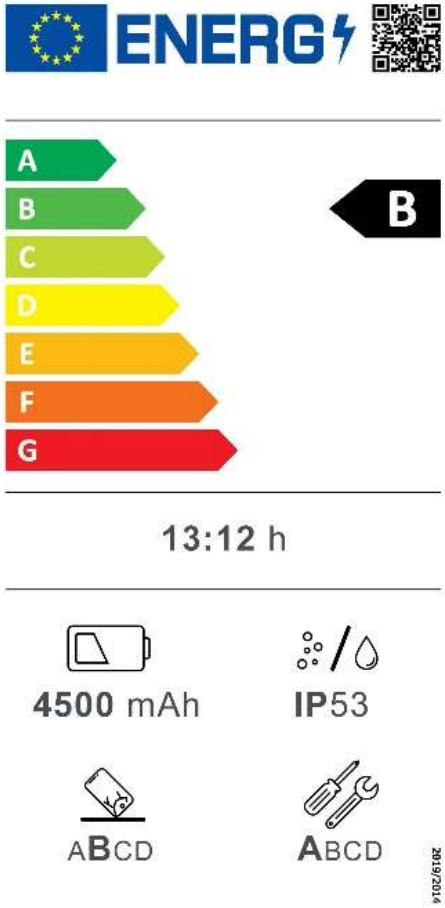
- As an EU label, credibility will be relatively high. To heighten credibility even further, potential coalitions and alliances around the importance of an energy label for mobile phones and tablets could be formed. Such efforts can also bolster visibility.

Solves a clear issue

- Repairability and durability would most likely be an issue of fair concern for many consumers. Therefore, it is important to place these considerations front-and-centre in designing the label and when communicating about the label’s purpose. This could also be supported by explaining things like life-time cost of un-durable mobile phones contra durable mobile phones, or how much money/environment can be saved by choosing a phone that has high repairability.

A recognisable narrative

- For any label to be successful it needs to be communicated to consumers. As such, any label designed to highlight durability and repairability should be supported by a communications effort that both explains what the label is, how it should be used, and the many benefits associated with using it to guide the consumer’s purchases.



Recommendations

Four main recommendations

#1

Prioritise the most important information

The information potential on a single label is limited. The most important information should be prioritised and superfluous information should be cut.

#2

Have a plan for communication and context

If the label's story isn't told and consumers don't know how to use the label, there is a large risk that the label will lose efficacy. Focus on creating salience and a case for usability.

#3

Consider implications for implementation

If implemented as an extension of the EU Energy Label, a significant number of consumers could have difficulty understanding how durability and repairability play a part.

#4

Simplify the design

A simple design is very powerful. A complicated design makes it hard for consumers to decode. A simpler design should be prioritised.

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