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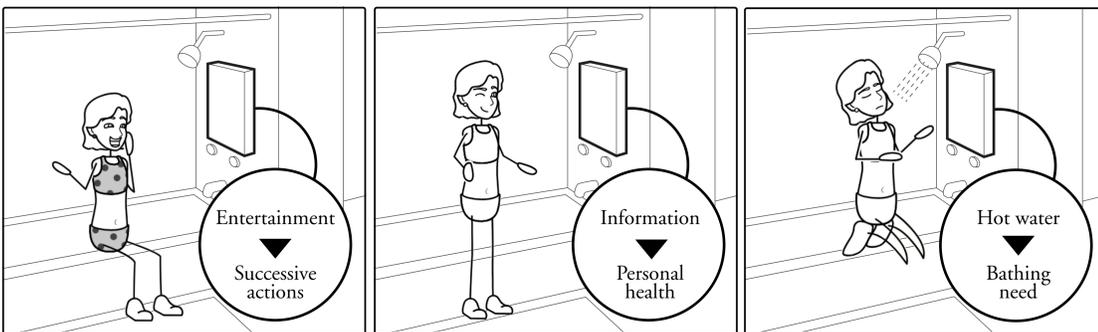
Designing Sustainability for All

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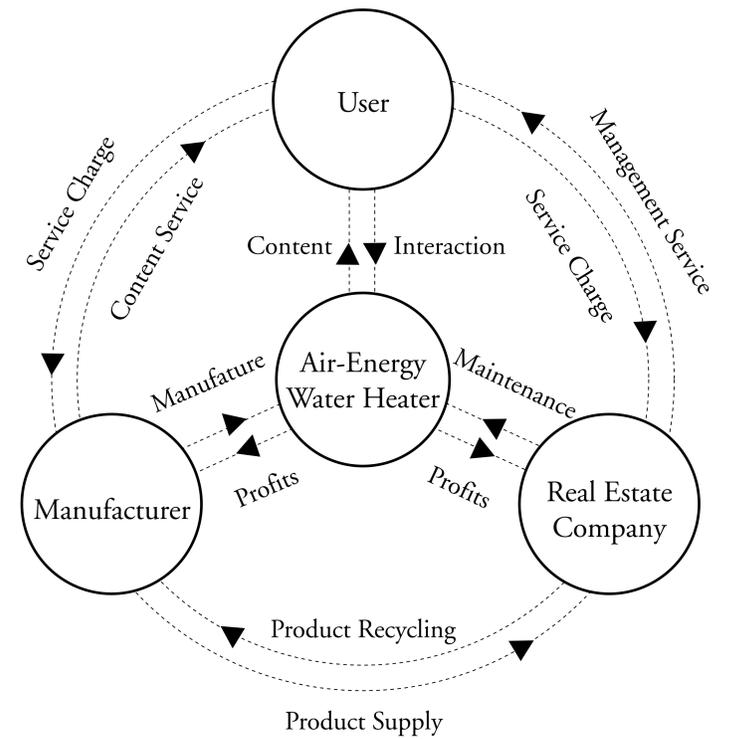
Product Service System Applied to Air-Energy Product Business Model Innovation

The air-energy water heater is applied with an environmentally-friendly innovative technology with great development value. The product service system is imported into the air-energy water heater to innovate the meaning of the product, change the consumer's consumption habits and cultivate their environmental awareness, in order to promote the popularization and promotion of energy-saving products. From leasing products to purchasing services, the paper proposes future application scenarios and explore the future business model innovation of air-energy water heaters from the perspectives of discovering value, creating value and realizing value. The introduction of the use-oriented product service system will become a major opportunity for the development and innovation of air-energy water heaters in the future, providing exploratory design and research for marketing and sustainable development.

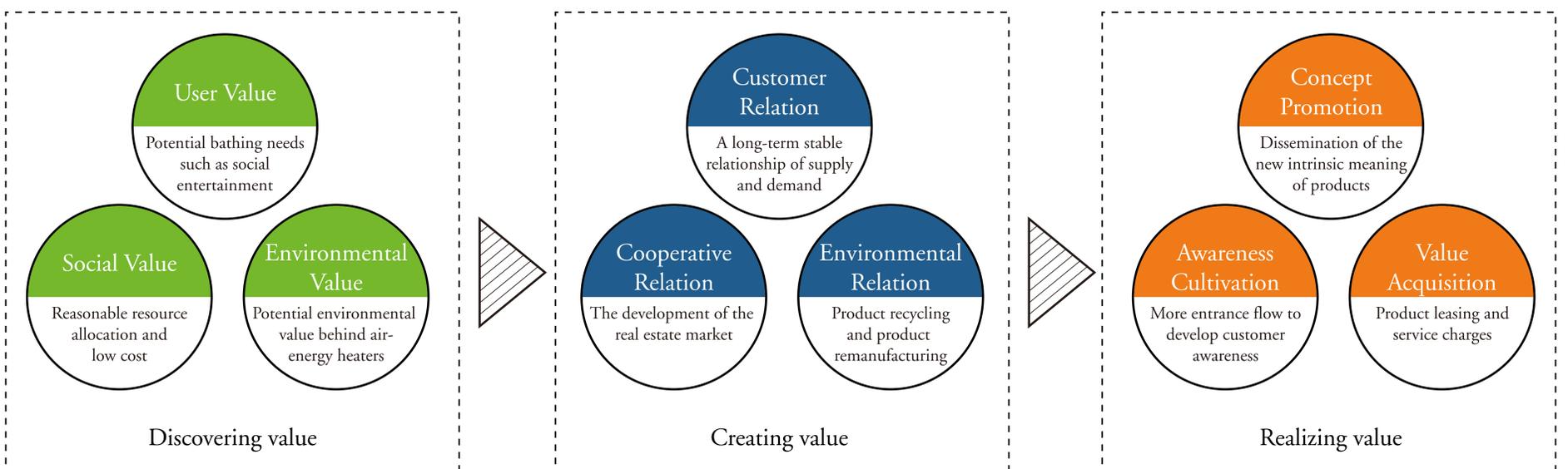
Key Words: Air Energy, Product Service System, Design-Driven Innovation, Sustainable Design



[Figure 1] New intrinsic meaning of air-energy water heaters



[Figure 2] The use-oriented product service system of air-energy water heaters



[Figure 3] Innovative business model for air-energy water heaters

The use-oriented product service system innovates the intrinsic meaning of the air-energy water heater, and the extended content service explores the potential value of new user needs during bathing. Reasonable resource allocation improves the utilization of resources and energies, enabling users to obtain better quality products and services at a lower cost, and manufacturers to provide higher quality products and services at a lower cost. In order to ensure long-term and stable customer relationship, both the manufacturer and the real estate company need to provide stable and high-quality products services to increase customer satisfaction and brand trust. Manufacturers actively seek cooperation with real estate companies and decoration companies to provide air-energy water heater products and services for demanding housing customers and develop home hot water supply market. After getting the benefits of energy-saving products, users may become loyal supporters of new ideas and spontaneously promote energy-saving products. And the use-oriented product service generates revenue through product leasing and service charges, while product recycling and re-manufacturing save manufacturing costs.



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