

Planned (built-in) obsolescence



Irina Osmakova

124 group

Planned obsolescence - in industrial design
a policy of deliberately planning or designing a product with a limited useful life, so it will become obsolete or nonfunctional after a certain period of time.

Purpose: to make a consumer
to purchase again



Negative aspect: continuously replacing, rather than repairing, products create more waste, pollution, use more natural resources, and result in more consumer spending.

Positive aspect:

many products, such as DVDs,
become both cheaper and more
useful the more people have them.