Canvas for Consumer Endings and Off-Boarding.

Transaction models
Pay After,
Pay Before,
Scheduled Payment,
Synchronous,
Continuous Observation

Empowered?
Transaction model establishes a power relationship.

Transparent?
The transaction model establishes transparency and visibility to information.

Death dates
Expected lifespan of the product. This doesn't mean the manufacturing capability, but how long the product or service is used actively by the user.

Opportunity to leave
Locked in or open?
Ex. Netflix. Easy Gym.

Legislation
ex. GDPR. Scope 3 emissions
7 day switch, etc.

Consciously Connected to the rest of the experience through Emotional Triggers that are Actionable by the user in a Timely manner.

Consciously Connected.
How is there a thread between the beginning and the end of the consumer experience.

Emotional Triggers.
How does the experience make the consumer feel? How does it encourage giving thanks? How does it encourage reflection?

Actionable.
It is important that consumer acknowledges the end. Providing an actionable ending helps the consumer feel involved and take responsibility.

Timely.
Lingering or unused products and services should be bought actively to an end. Reclaiming resources and reducing exposure of lingering data.

Ending types
How will your consumer experience these types of endings?

Examples	Time Out	Exhaustion /Credit Out	Task / Event completion	Broken / Withdrawal	Lingering	Proximity	Style
Services	2 week holiday, 3 year degree,	Pay As You Go, Points on your driving license	Parcel delivered, boiler fixed, concert watched.	Break the contract. Leave the film early.	An unused gym membership.	Move outside of covered area.	Writing letters. Rag&Bone man. Waiting
Products	Sell by Date Warranty	Battery empty	Used disposable items	Product broken	Non-fitting clothes. Old phones in draws.	Items in storage	Kindle Sliver Cross Pram
Digital	1 year software subscription,	Gems in Clash of Clans	Game completed	Provider has shut down, sold out, gone bust.	App deleted yet service capturing data.	Apple to Android GDPR and LA Times	MySpace Facebook

Neutralise
ex. Device dismantled? Data erased?
Correct destination of materials?

Aftermath target
We would like the consumer to feel and say this about our service or product after they have left.

and End.