

Preserve Your Story With Mémoire

*Approaching Death
With The Gentle Act Of Death Cleaning*

Meet The Team!

Eonbi



South Korea

Henning



Sweden

Mai



Germany

We Are Group 2

Agenda

I Topic And Concept

II Service Blueprint

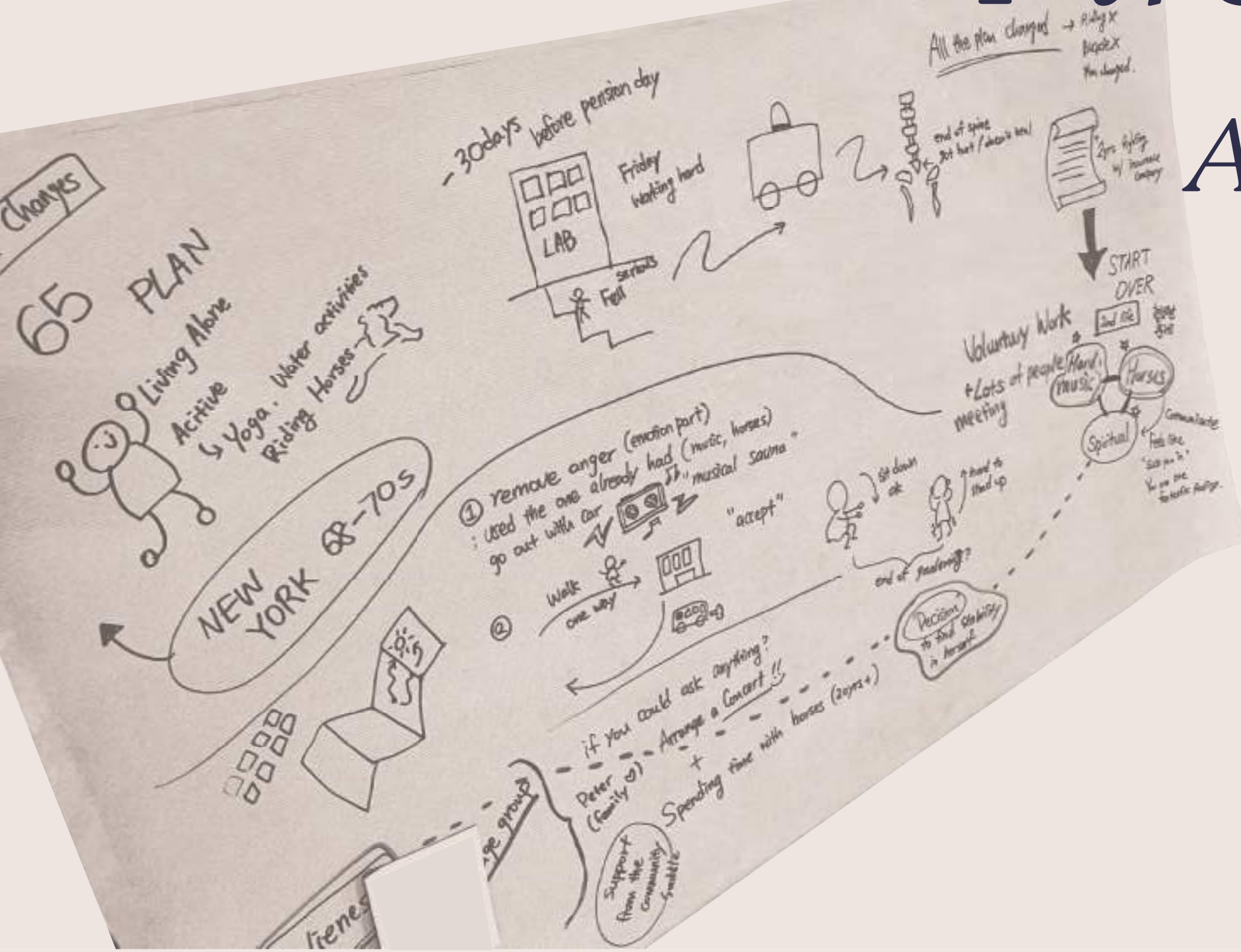
III User Journey

Topic And Concept



First Encounter

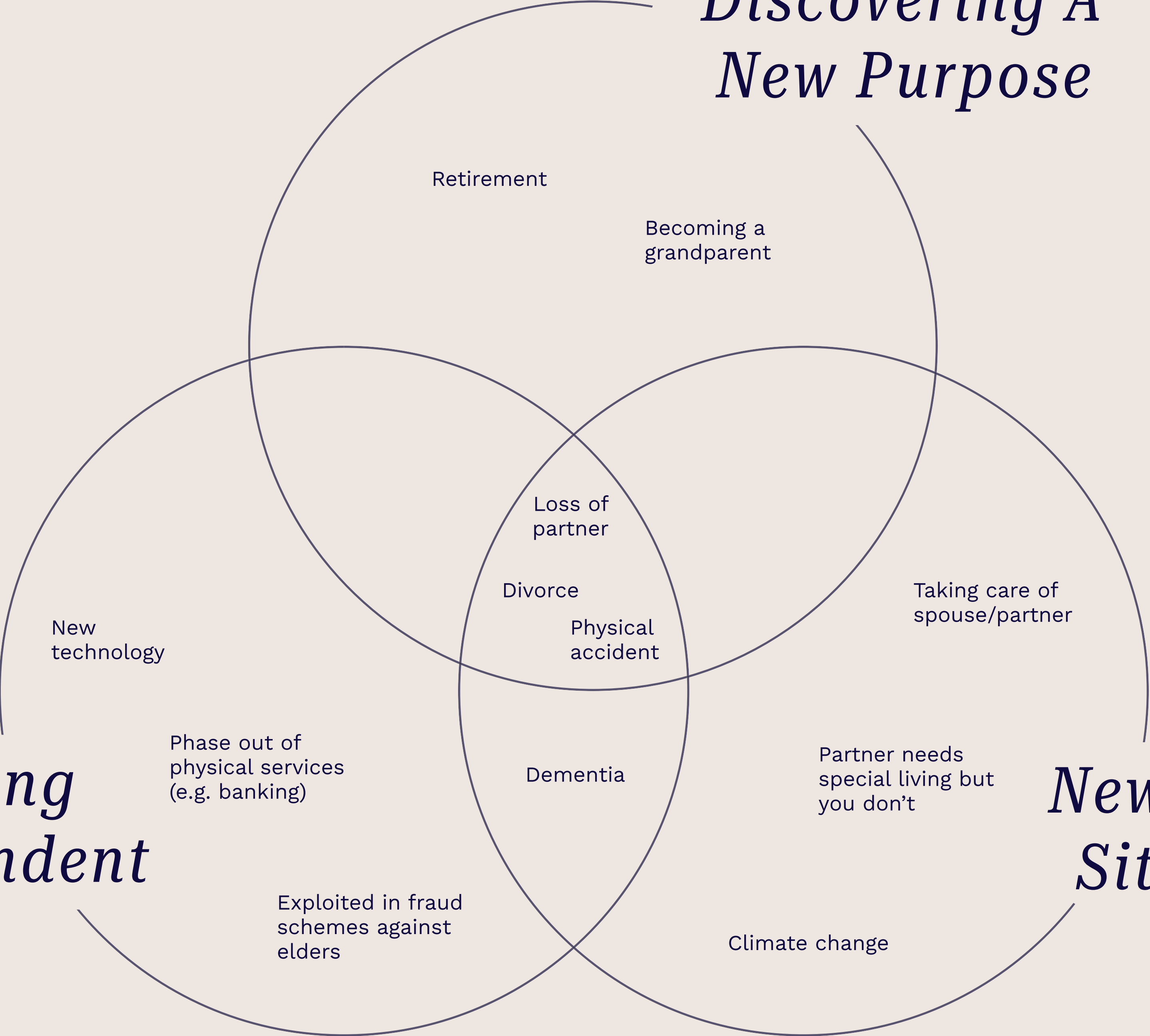
Active Interview



*Discovering A
New Purpose*

*Staying
Independent*

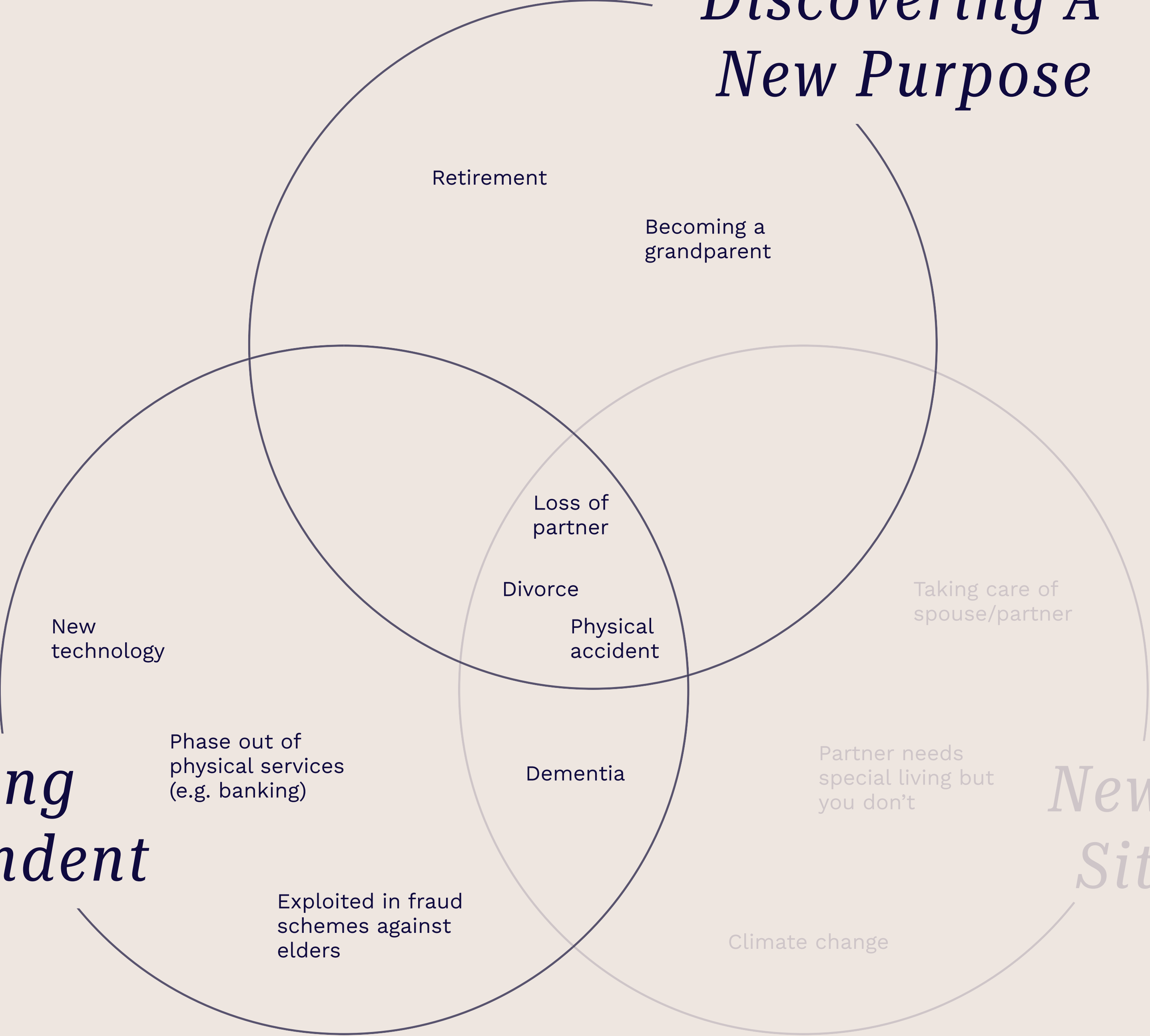
*New Living
Situation*



*Discovering A
New Purpose*

*Staying
Independent*

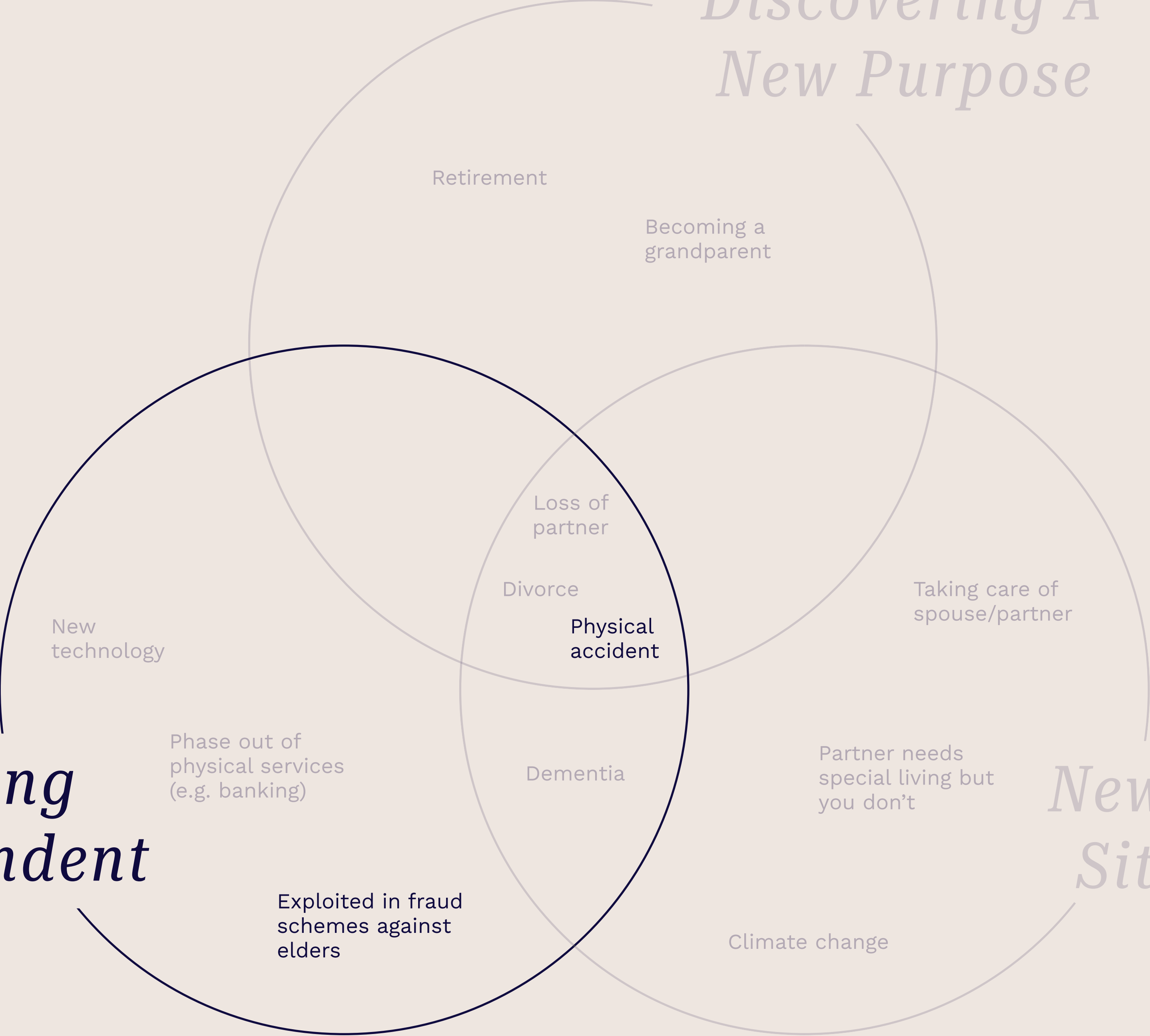
*New Living
Situation*

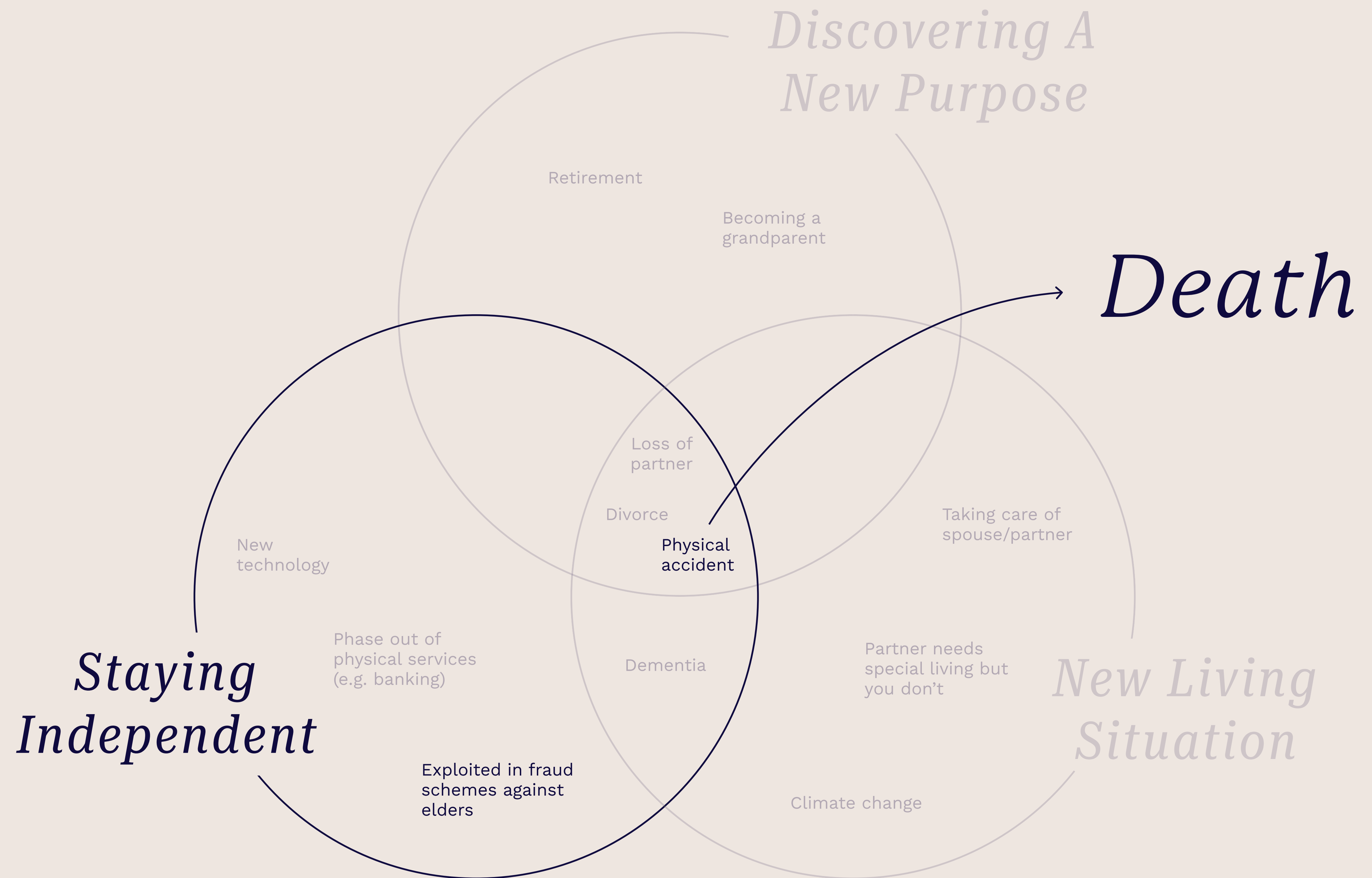


*Discovering A
New Purpose*

*Staying
Independent*

*New Living
Situation*

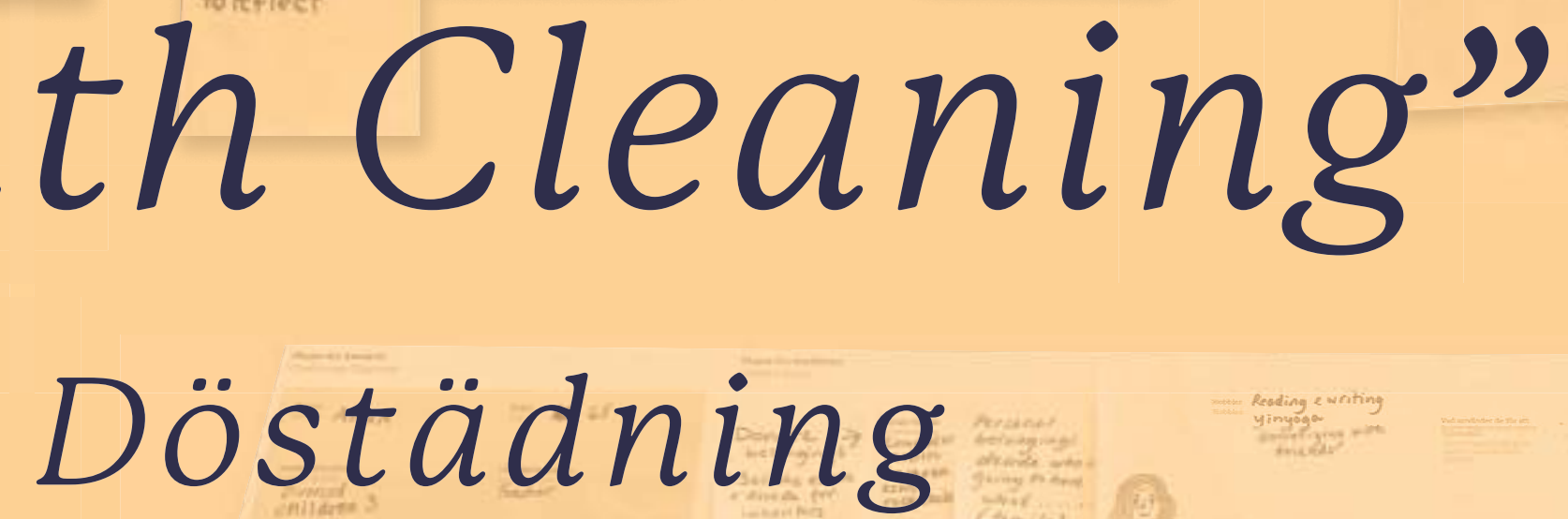
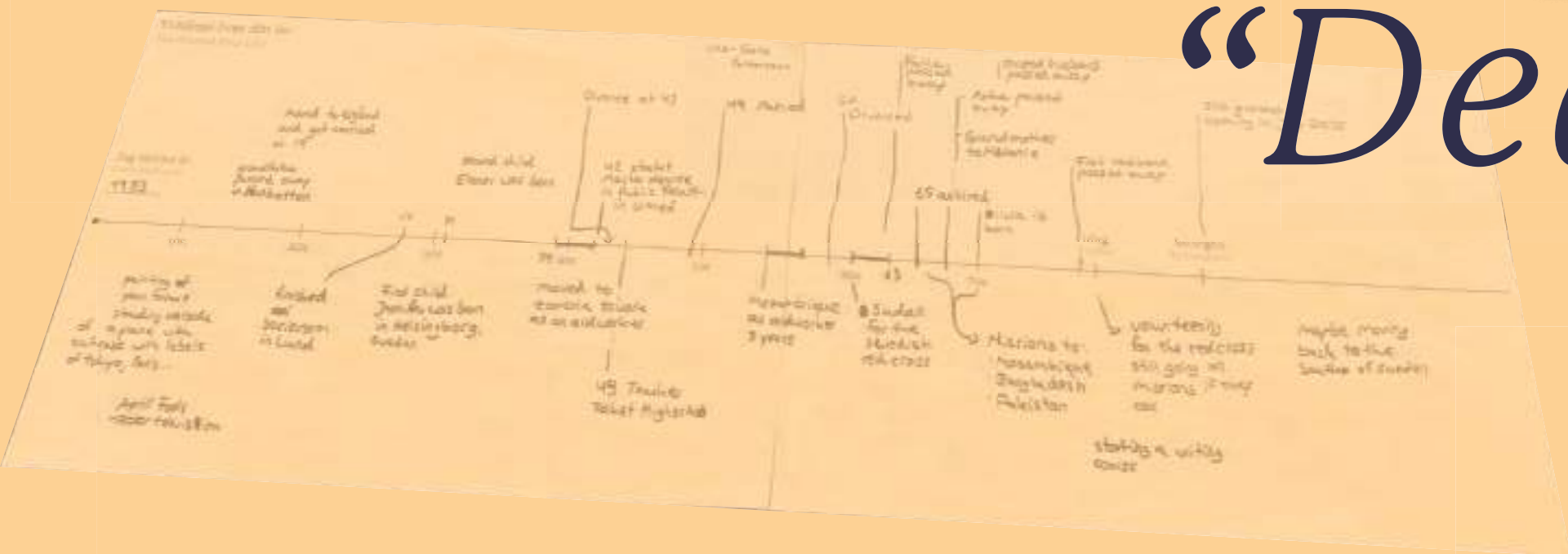




“Approaching Death”

“Approaching Death”

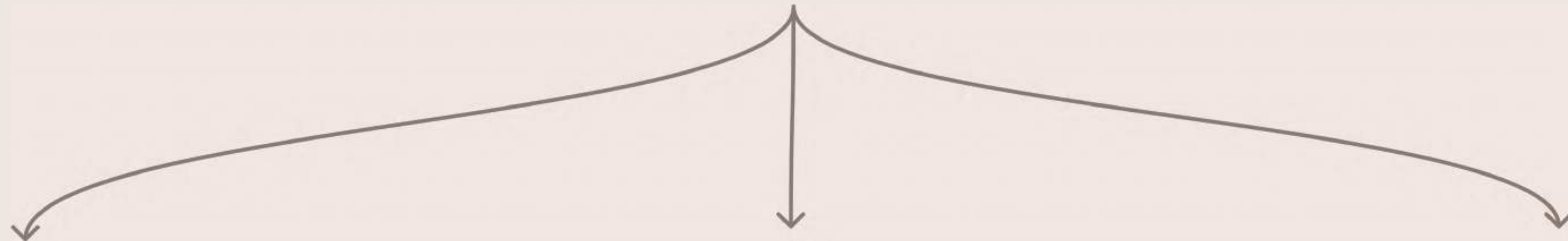
- *Encouraging Open Dialogue And Reflection On Death*
- *Mental And Practical Preparation*
- *Figuring Out What You Want*



“Death Cleaning”

- *Declutter To Reduce Burden On Relatives*
- *Reflecting Process*
- *Practical And Emotional Act Of Care*

Qualities Of
Death Cleaning

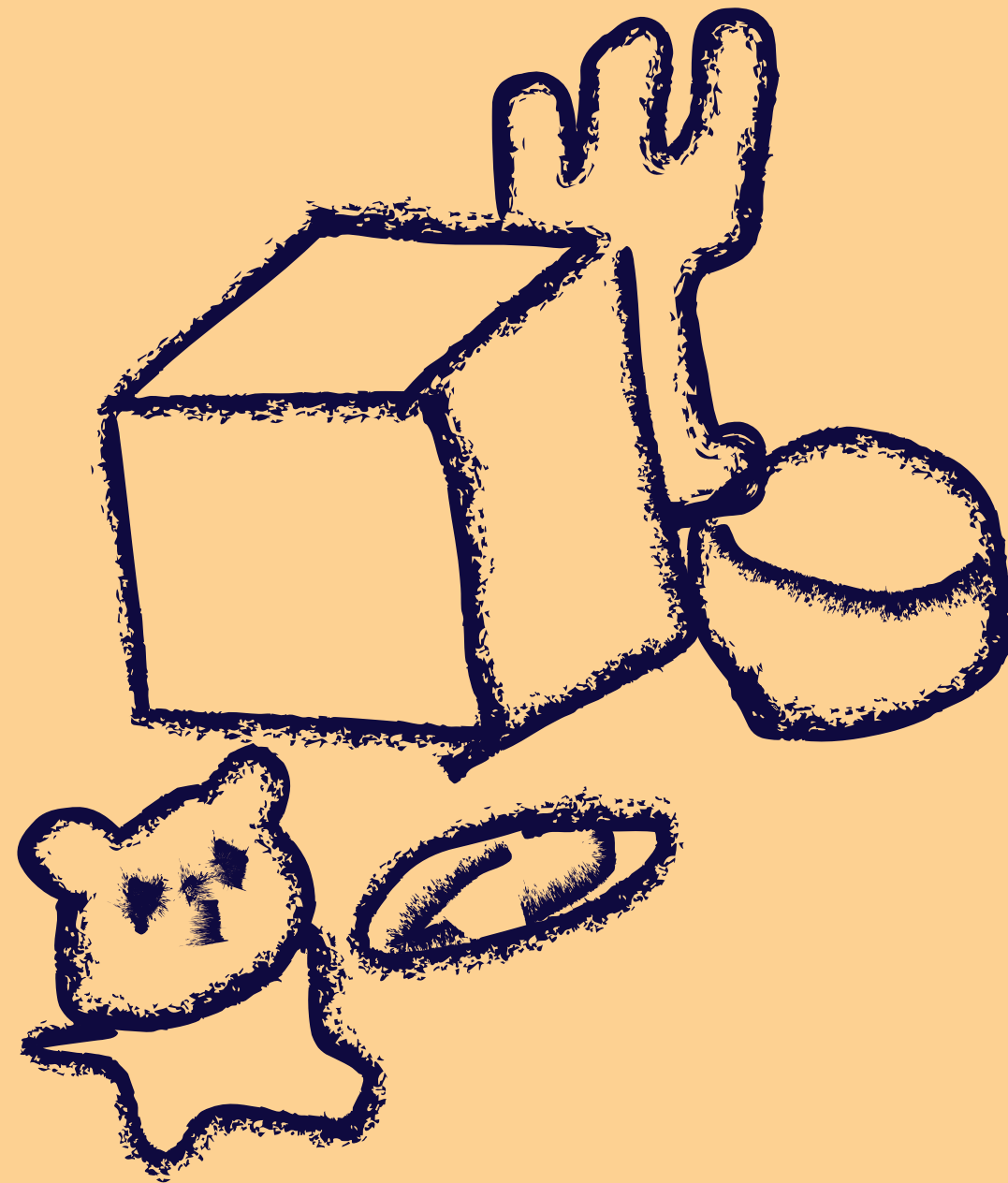


Legacy
(Value For Myself)

Practical
(Value For Family)

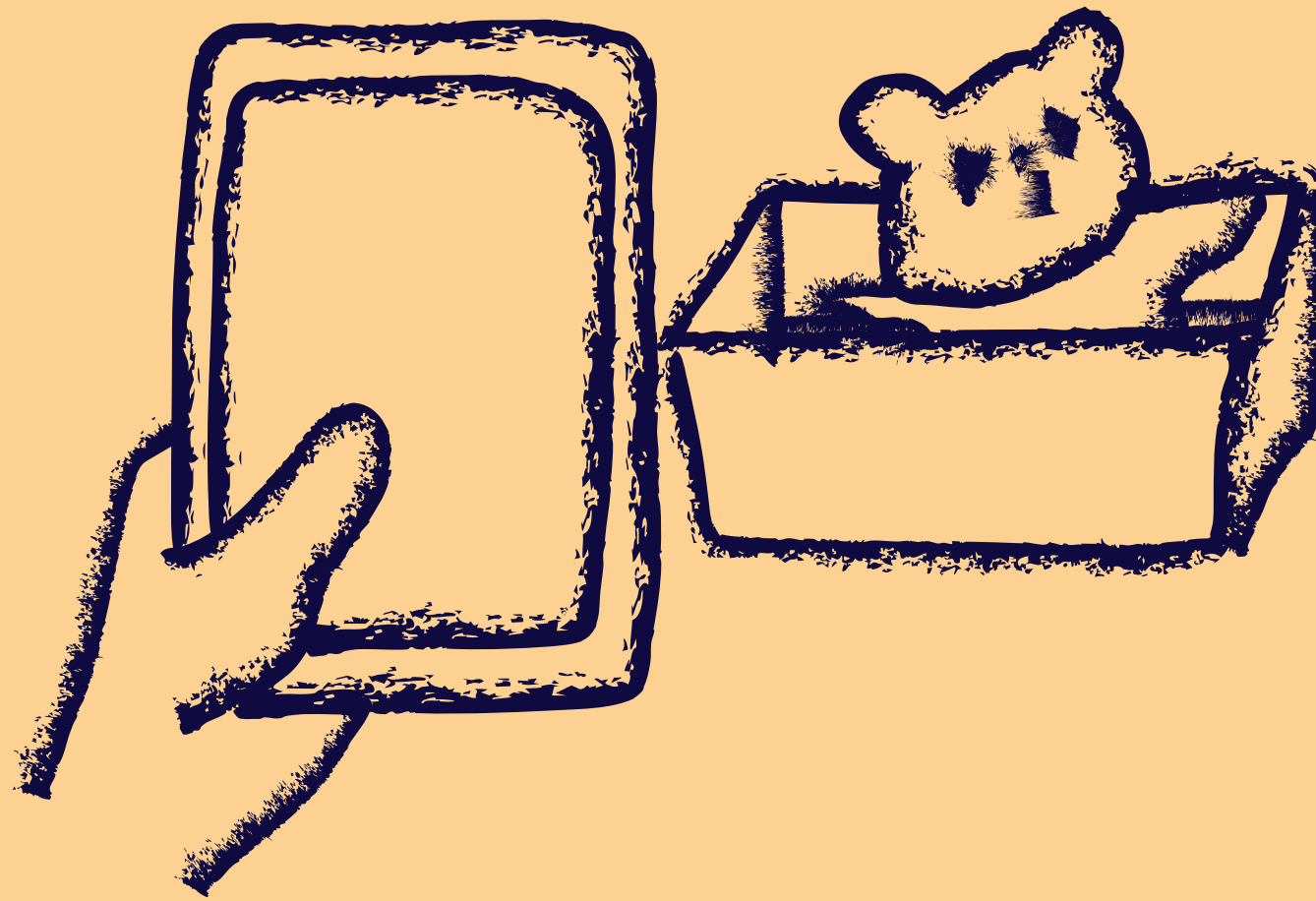
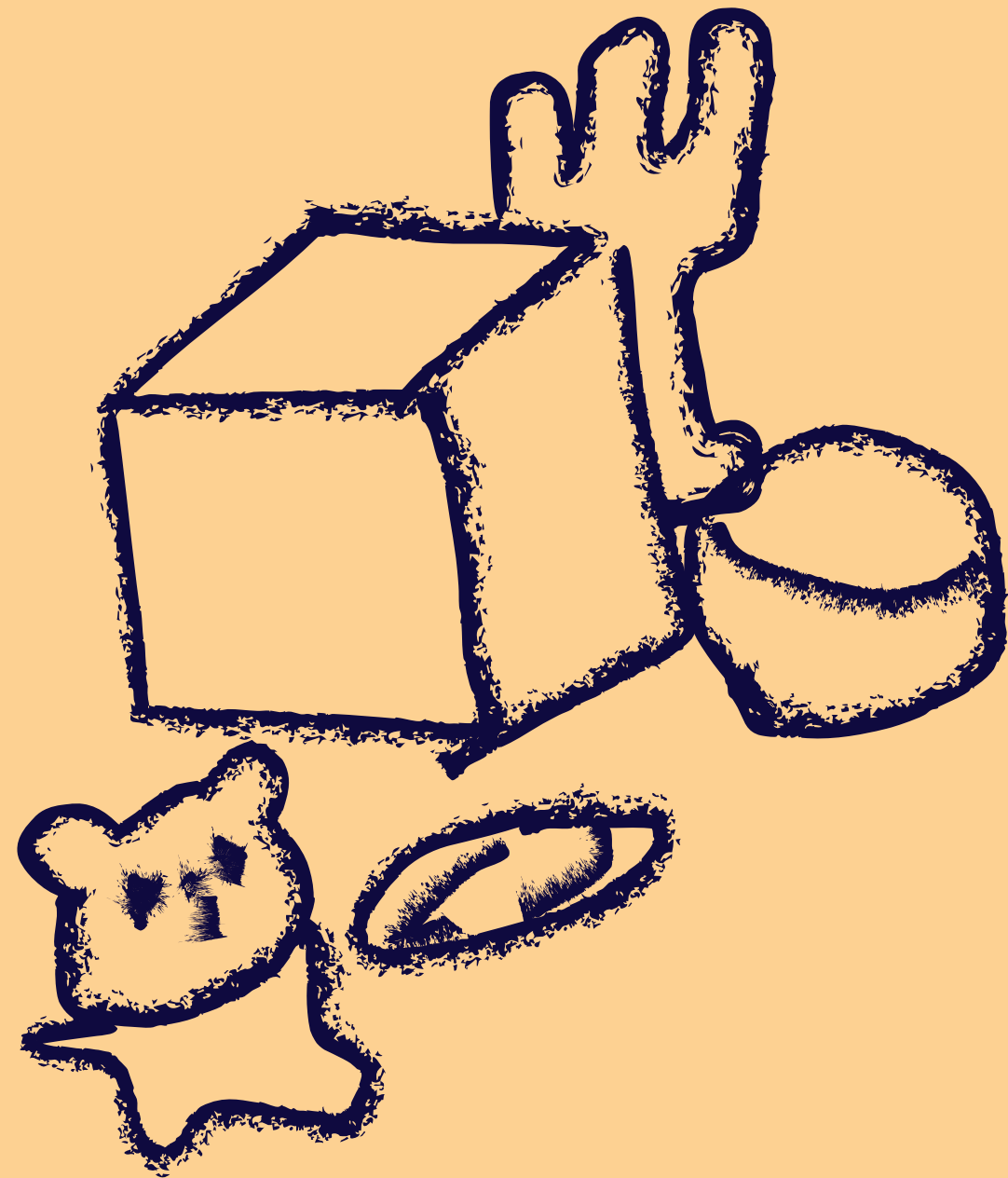
Breaking Taboo
(Value For Society)

Our Service



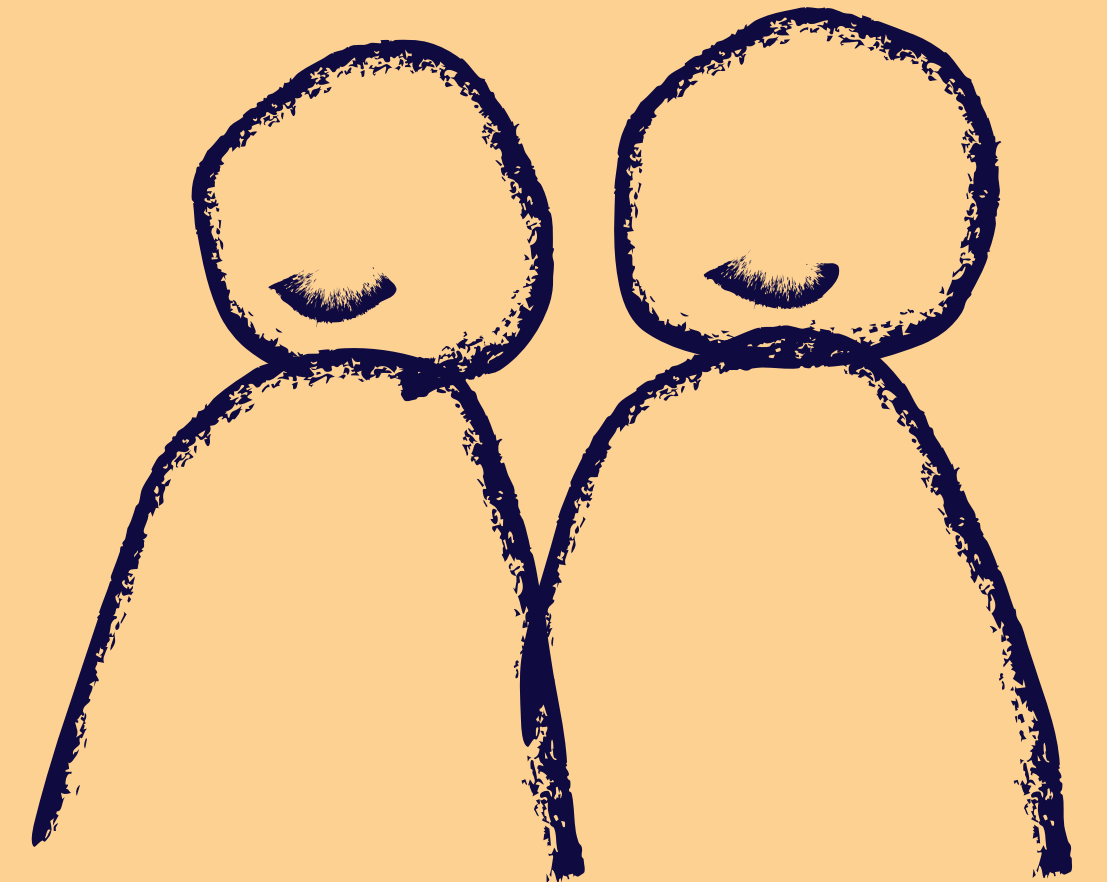
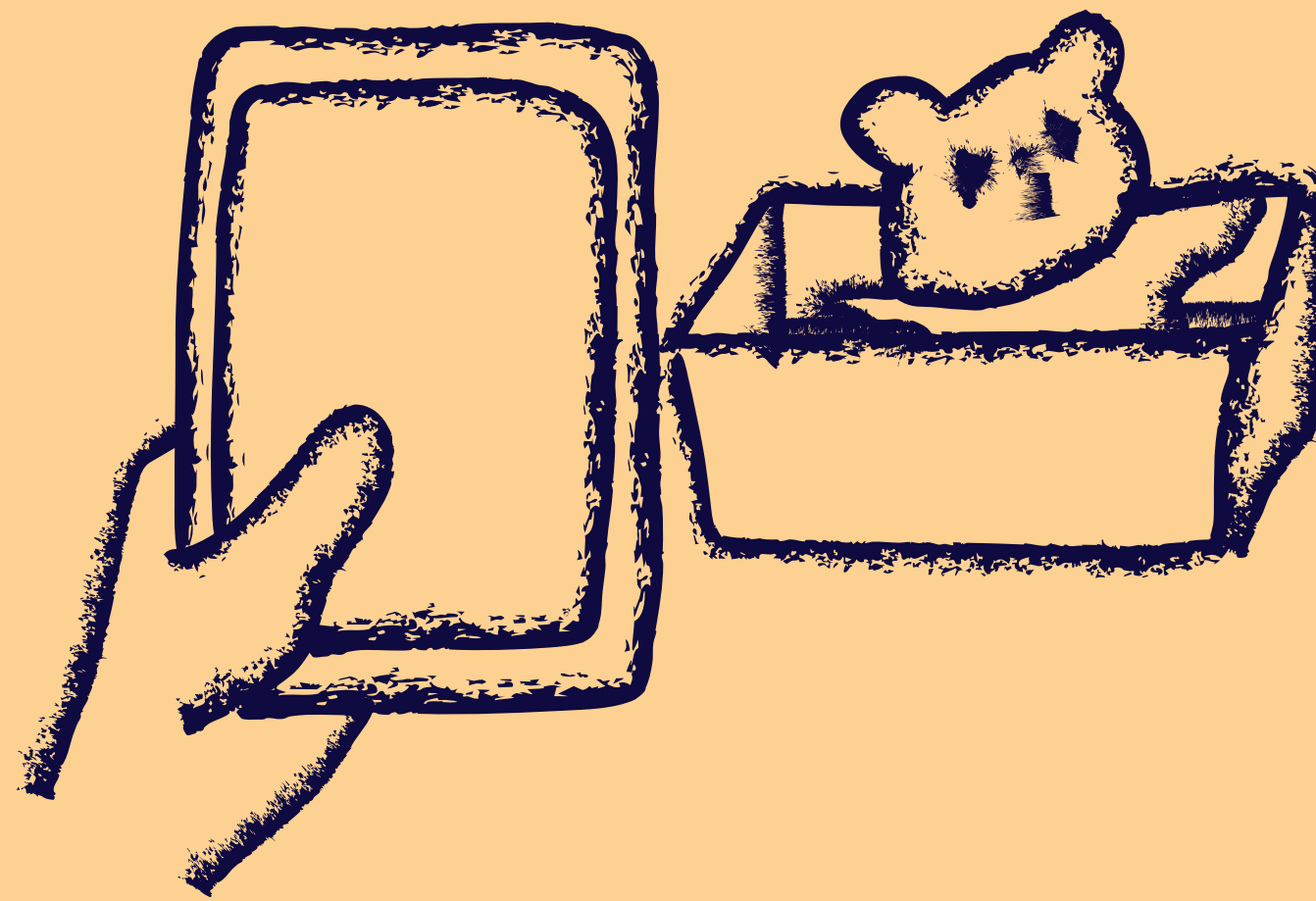
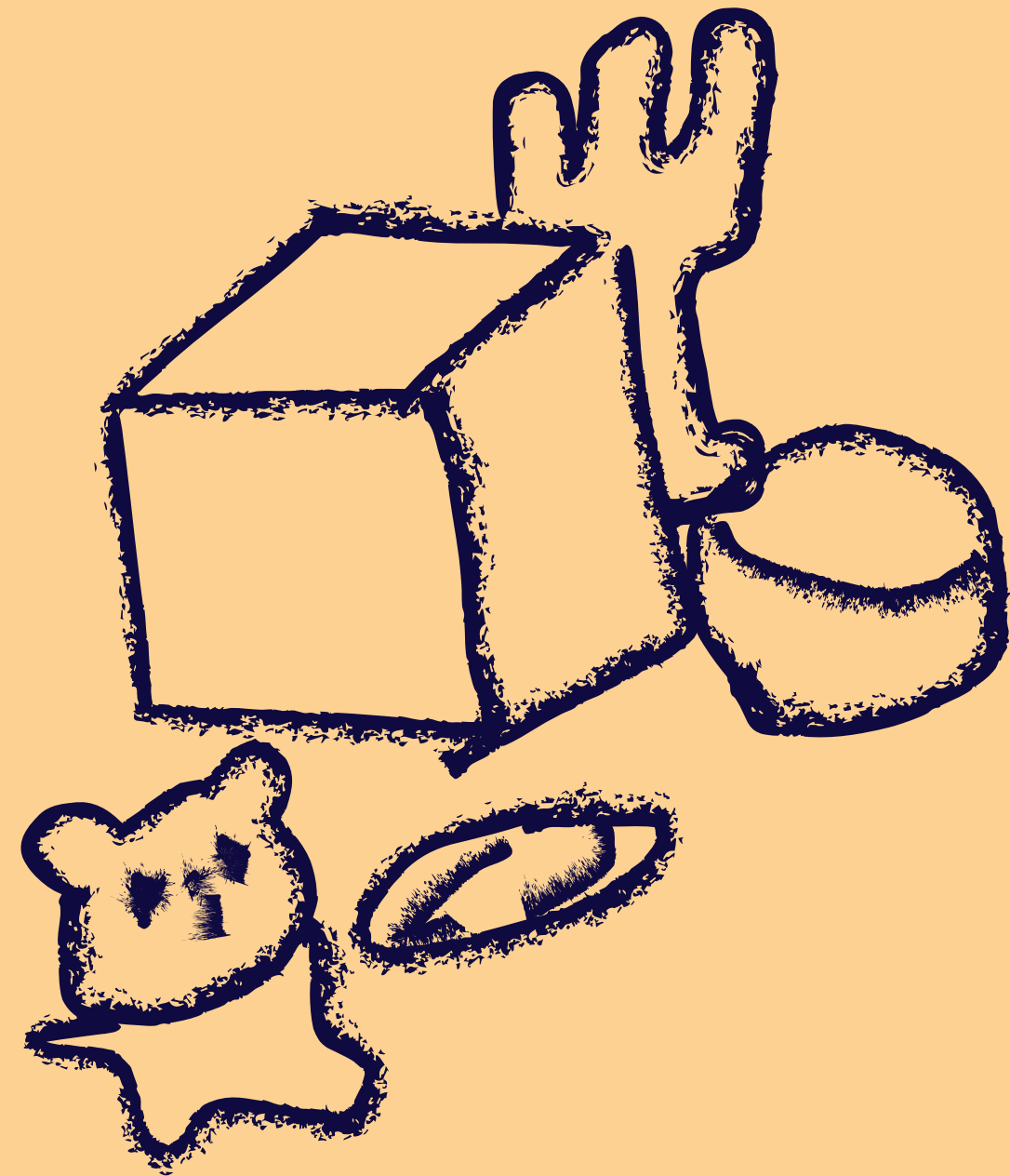
*Help People Initiate The
Death Cleaning Process*

Our Service



*Provide Ways To Preserve Sentimental
Belongings And Their Stories*

Our Service



*Enable Sharing Of These Stories To
The People Close To You*

Legacy
(Value For Myself)

Preserving own stories with sentimental belongings

Practical
(Value For Family)

Sharing stories of belongings and help them practically in advance

Breaking Taboo
(Value For Society)

Sparking conversation around death with more people

Legacy
(Value For Myself)

Preserving own stories with sentimental belongings

App and Physical Kit

Practical
(Value For Family)

Sharing stories of belongings and help them practically in advance

Breaking Taboo
(Value For Society)

Sparking conversation around death with more people

Legacy
(Value For Myself)

Preserving own stories with sentimental belongings

Practical
(Value For Family)

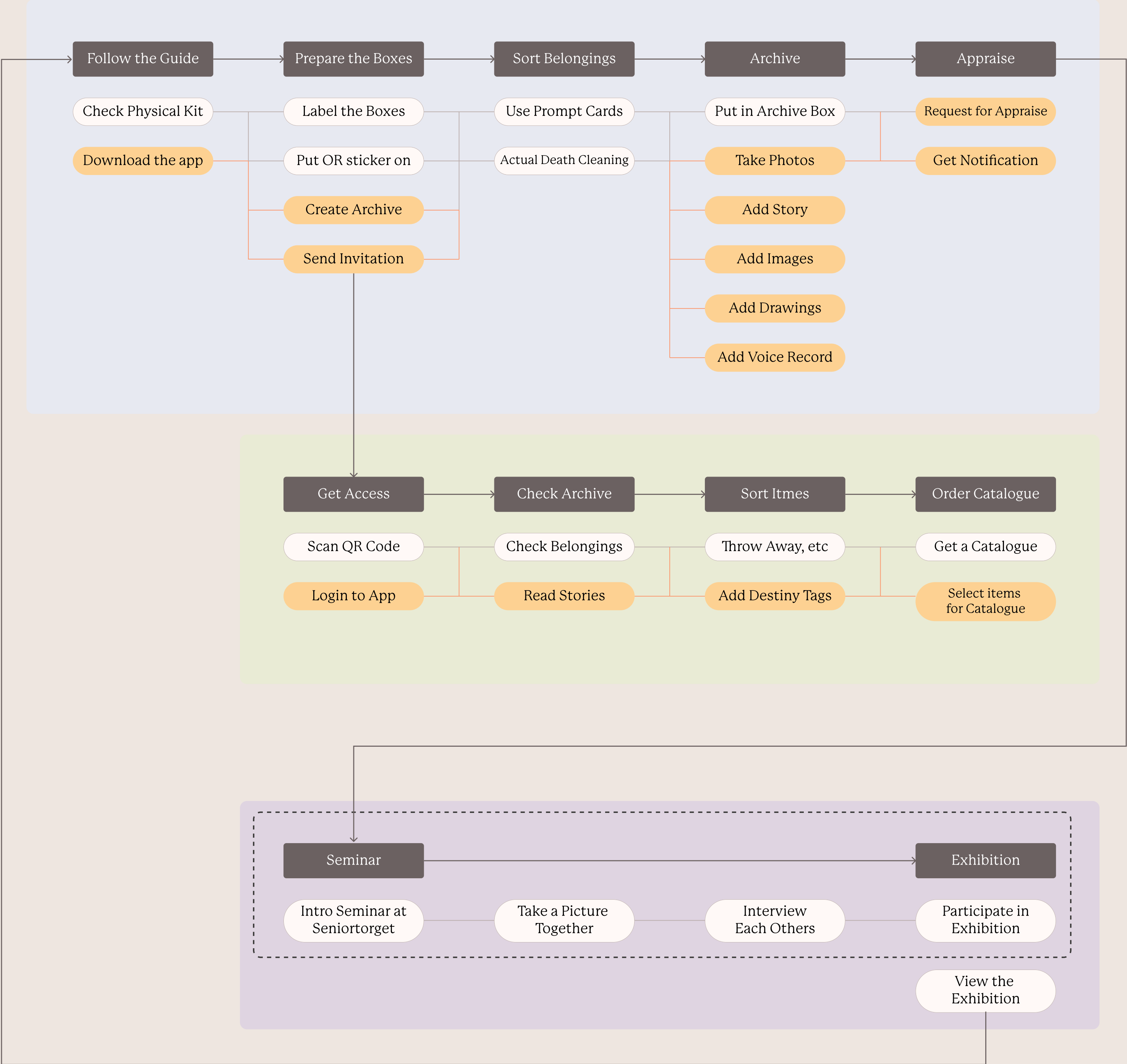
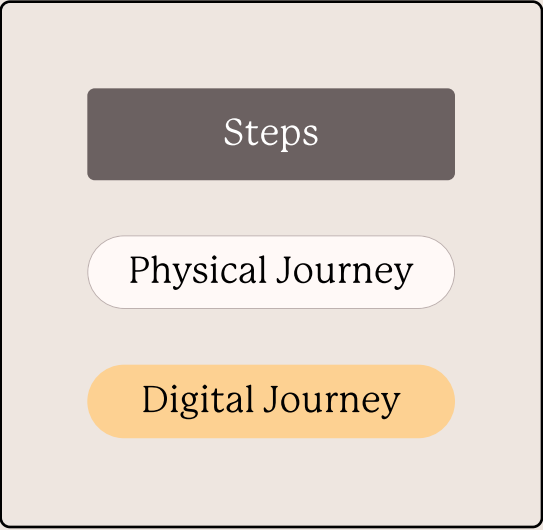
Sharing stories of belongings and help them practically in advance

Breaking Taboo
(Value For Society)

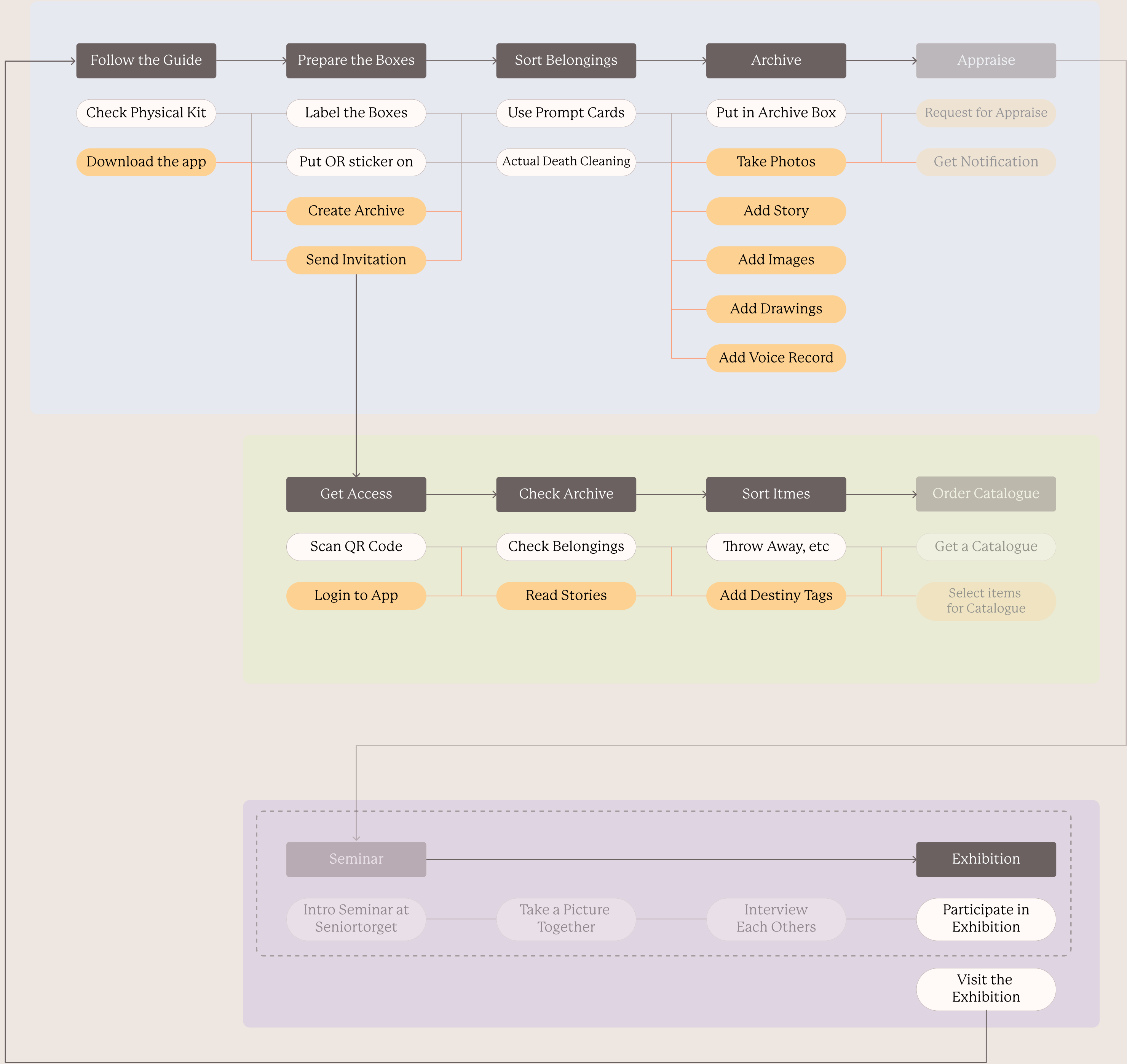
Sparking conversation around death with more people

Physical Activity

Service Blueprint



App and
Physical Kit



Value for Myself

Value for Family

Value for Society

Physical Activity

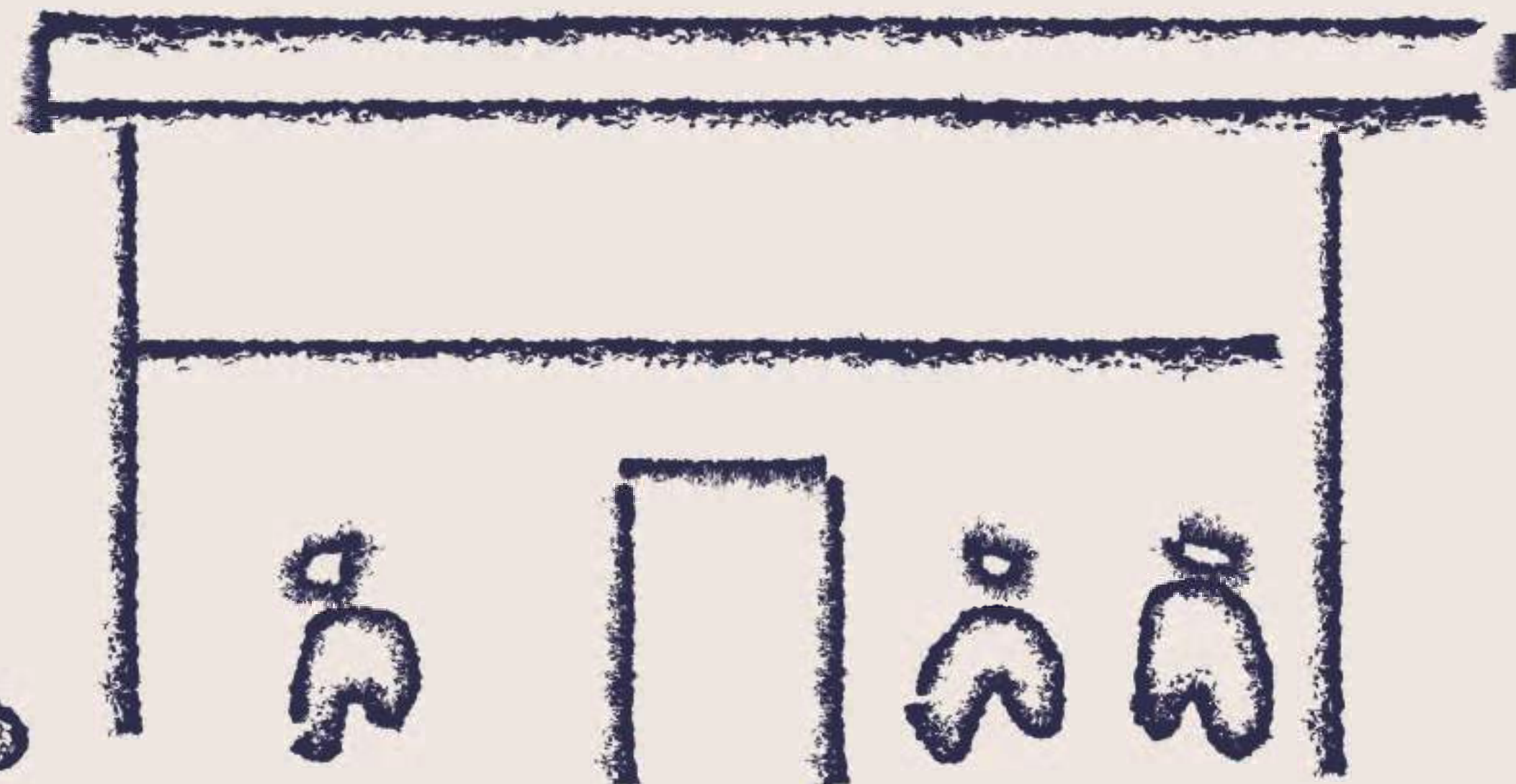
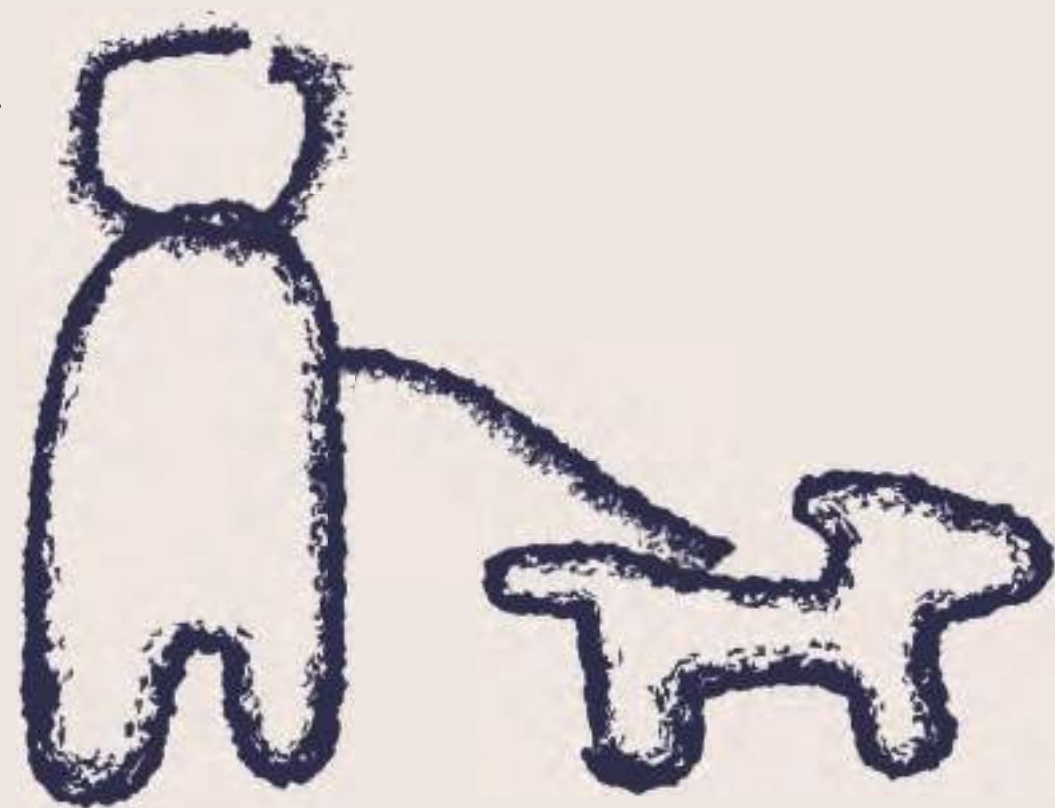
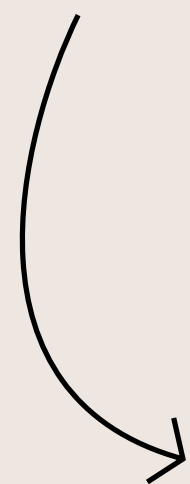
The background features a light gray surface with several overlapping circles in soft, pastel colors like pink, orange, and yellow. On the left side, there is a dark gray, stylized flower-like symbol with six petals.

* Mémoire

Agneta's Journey

Seniortorget

Agneta, 83



Exhibition at Seniortorget

the things we keep

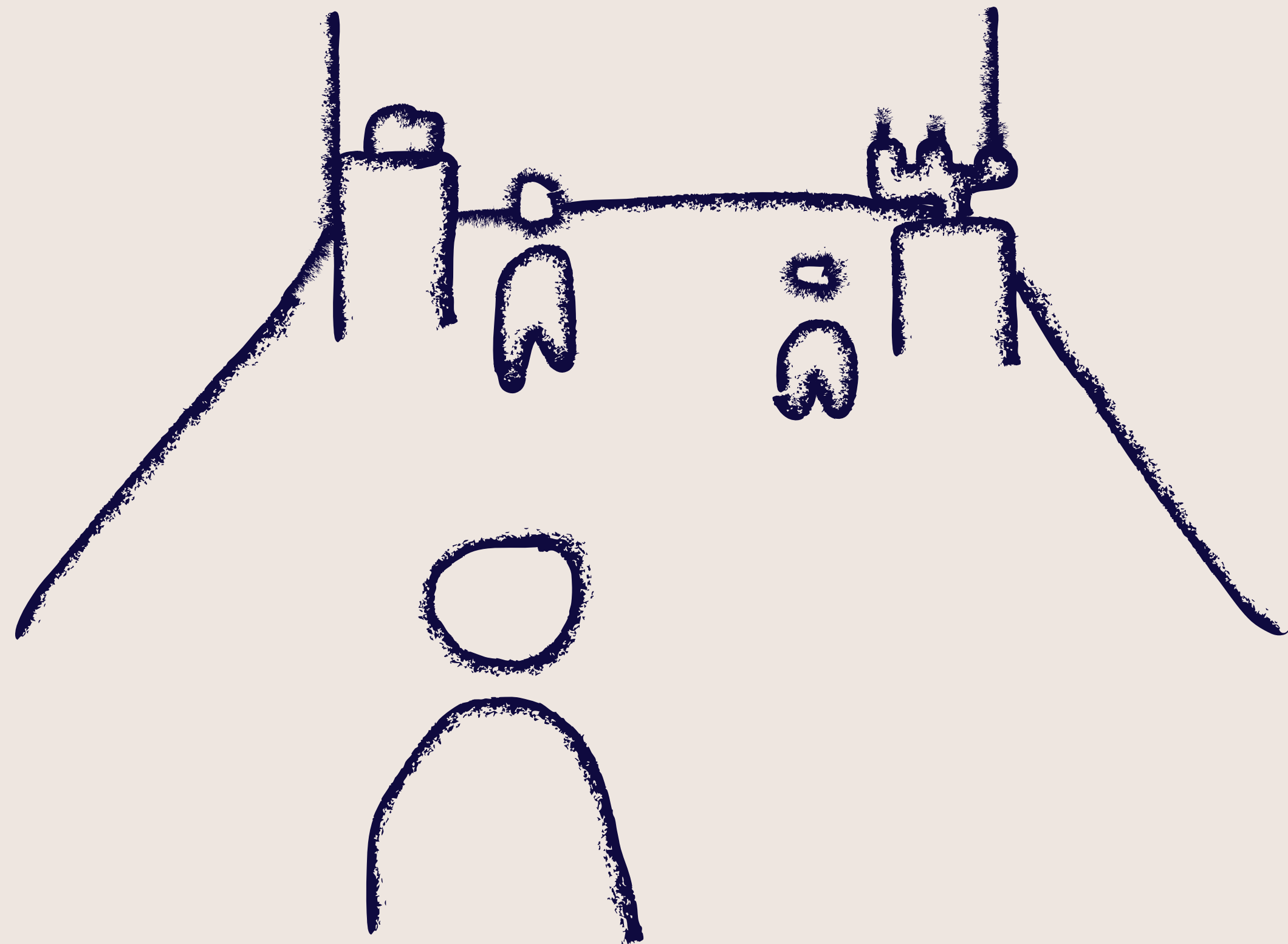
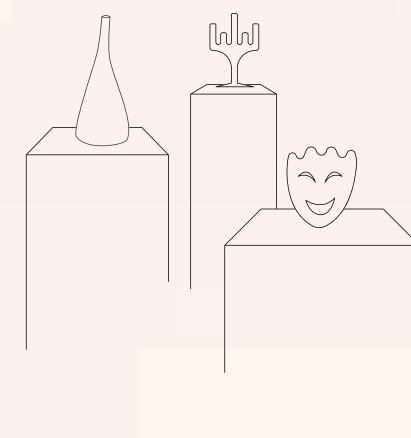
Exhibition Next Thursday
Seniortorget, Umeå
16:00

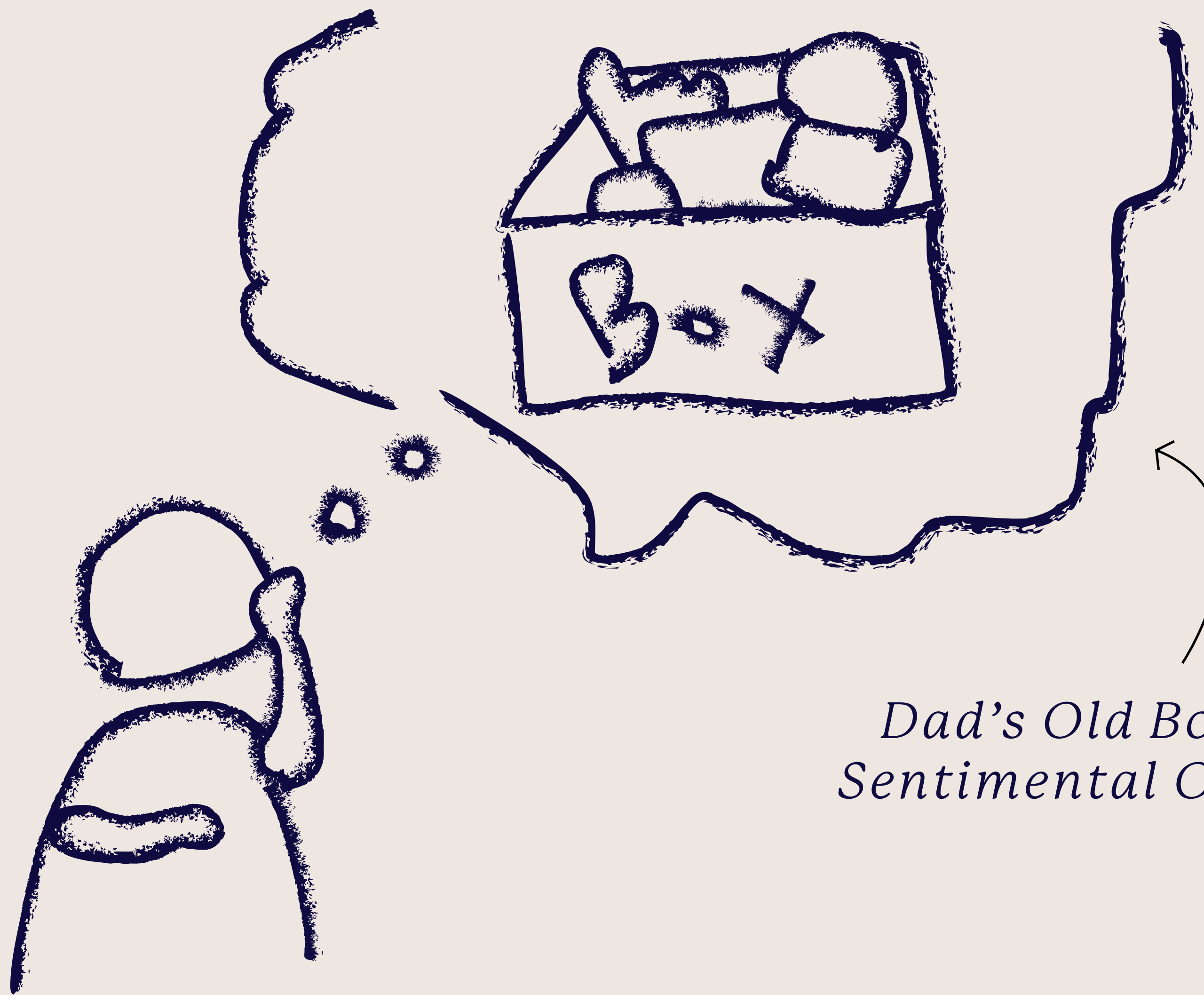
What would you keep to tell your story?

As part of the Swedish Death Cleaning event, local participants exhibit three personal objects that reflect their lives, values, and memories.

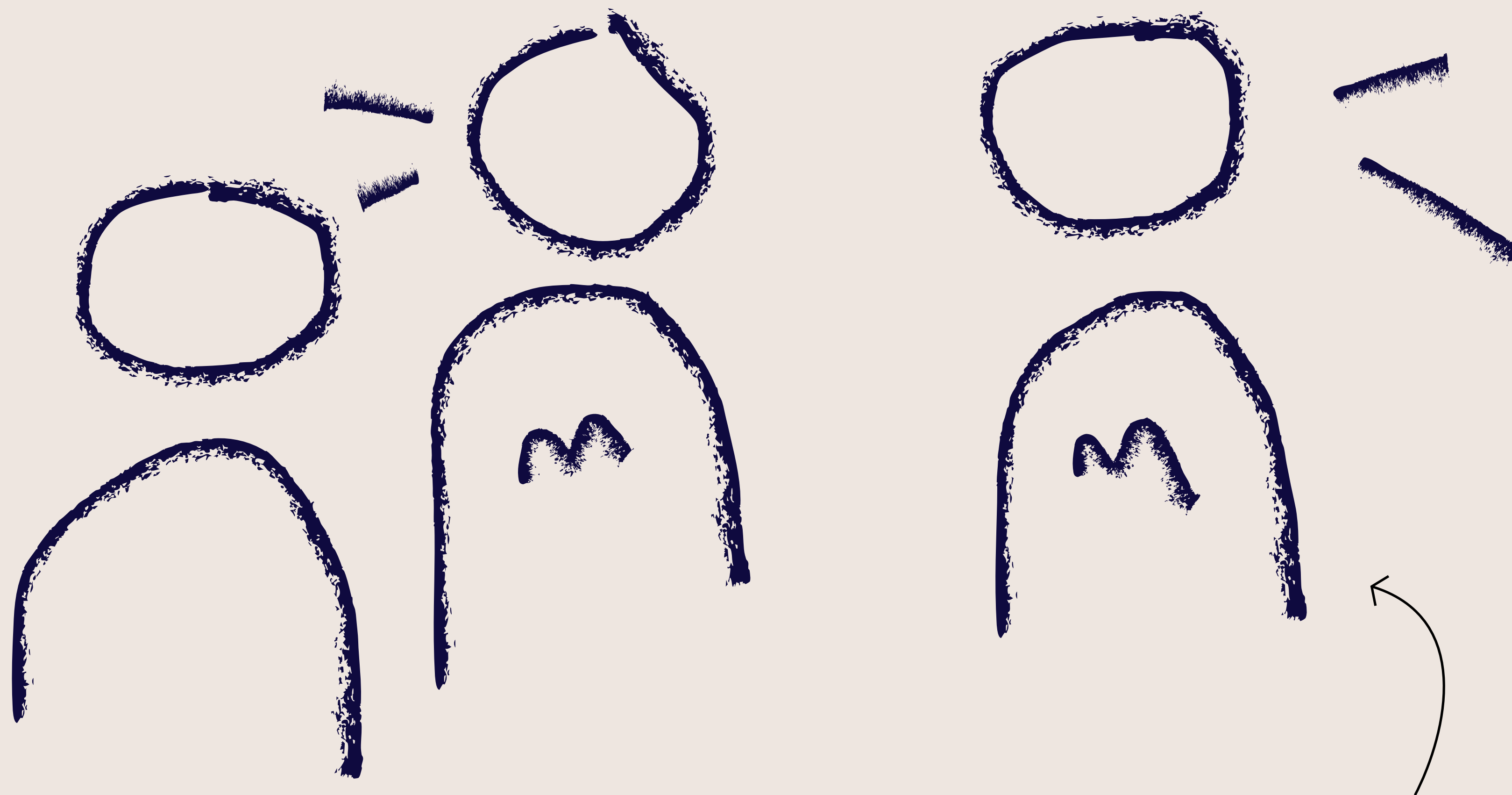
An invitation to reflect on what we hold onto and why.

www.memoir.se





*Dad's Old Box Of
Sentimental Objects*

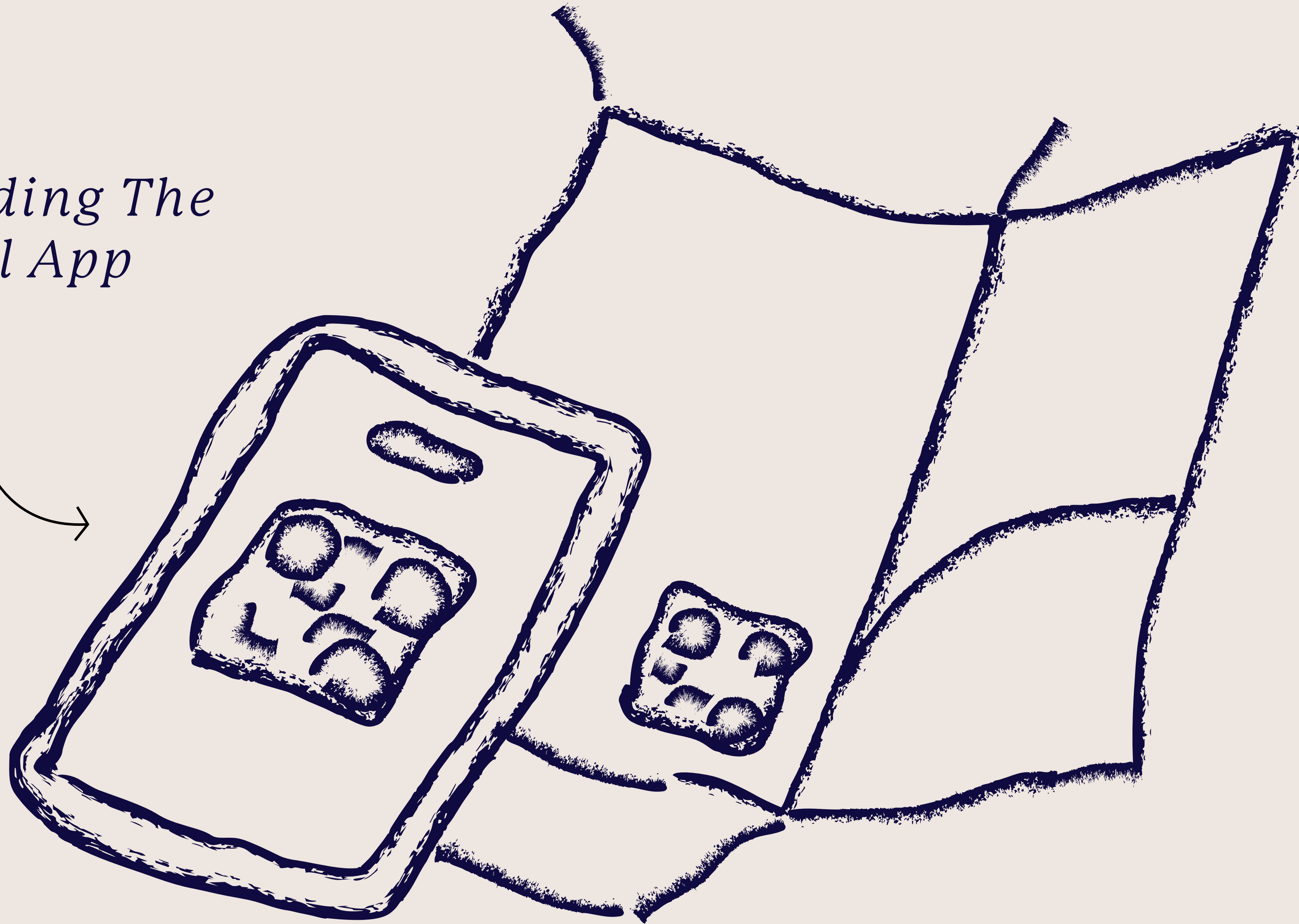
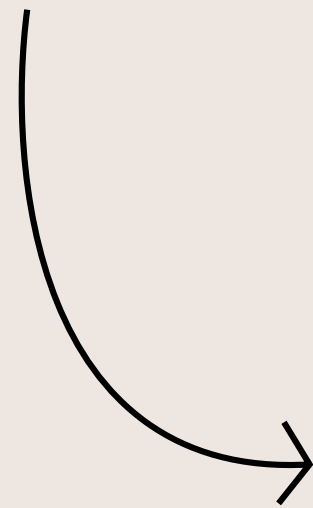


Mémoire Staff



Mémoire Kit!

*Downloading The
Digital App*



9:41



* Mémoire

* 1997
helgas painting



Create a New Archive



or scan an existing one



Scan

9:41

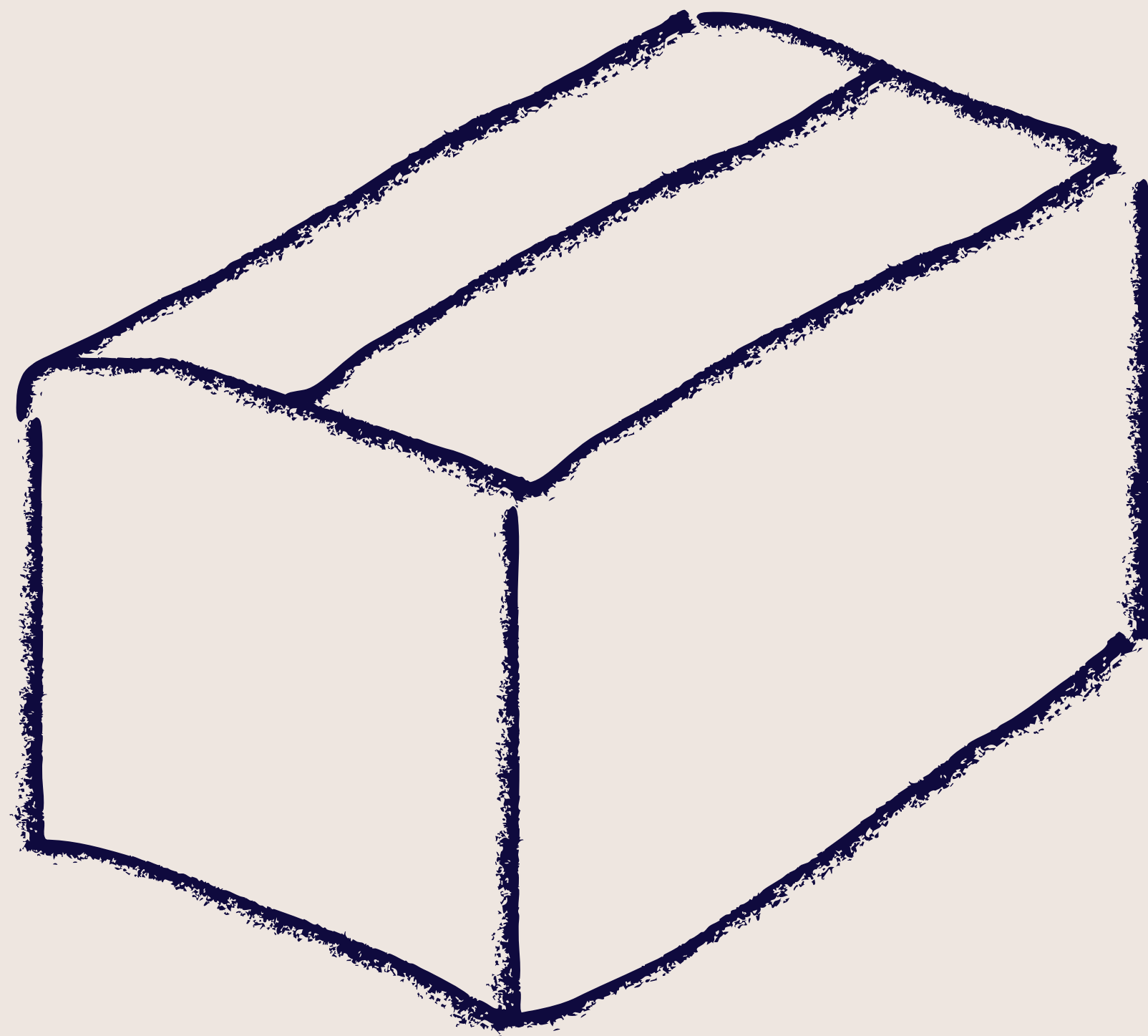


Do you have the
Mémoire Kit?

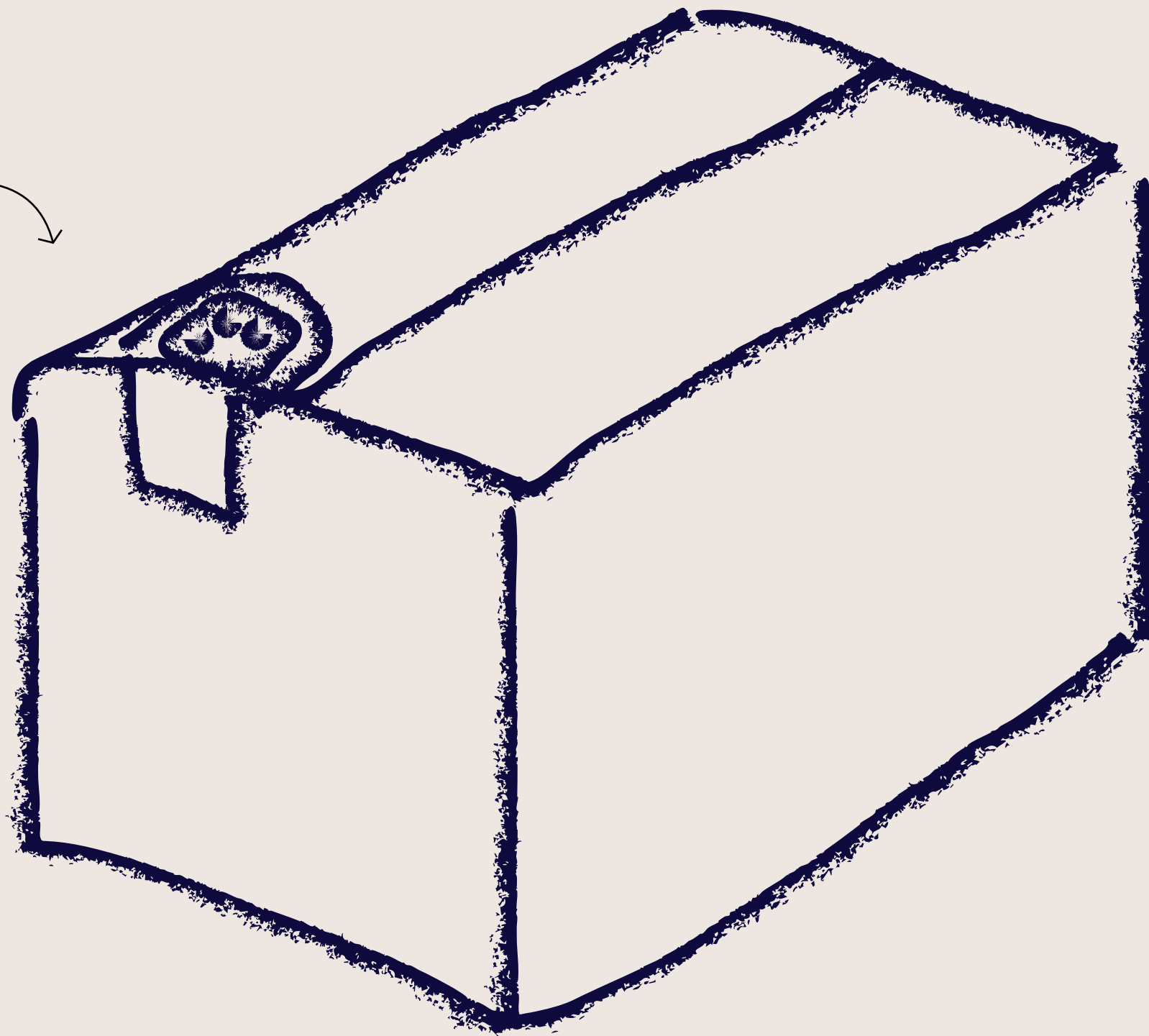
Yes

No

(Digital Only)



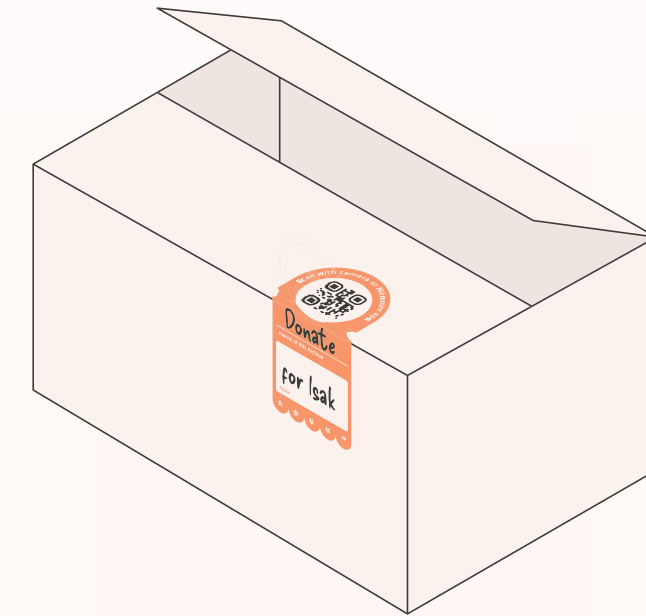
QR Code



9:41



Time to Prepare
your first *archive*!

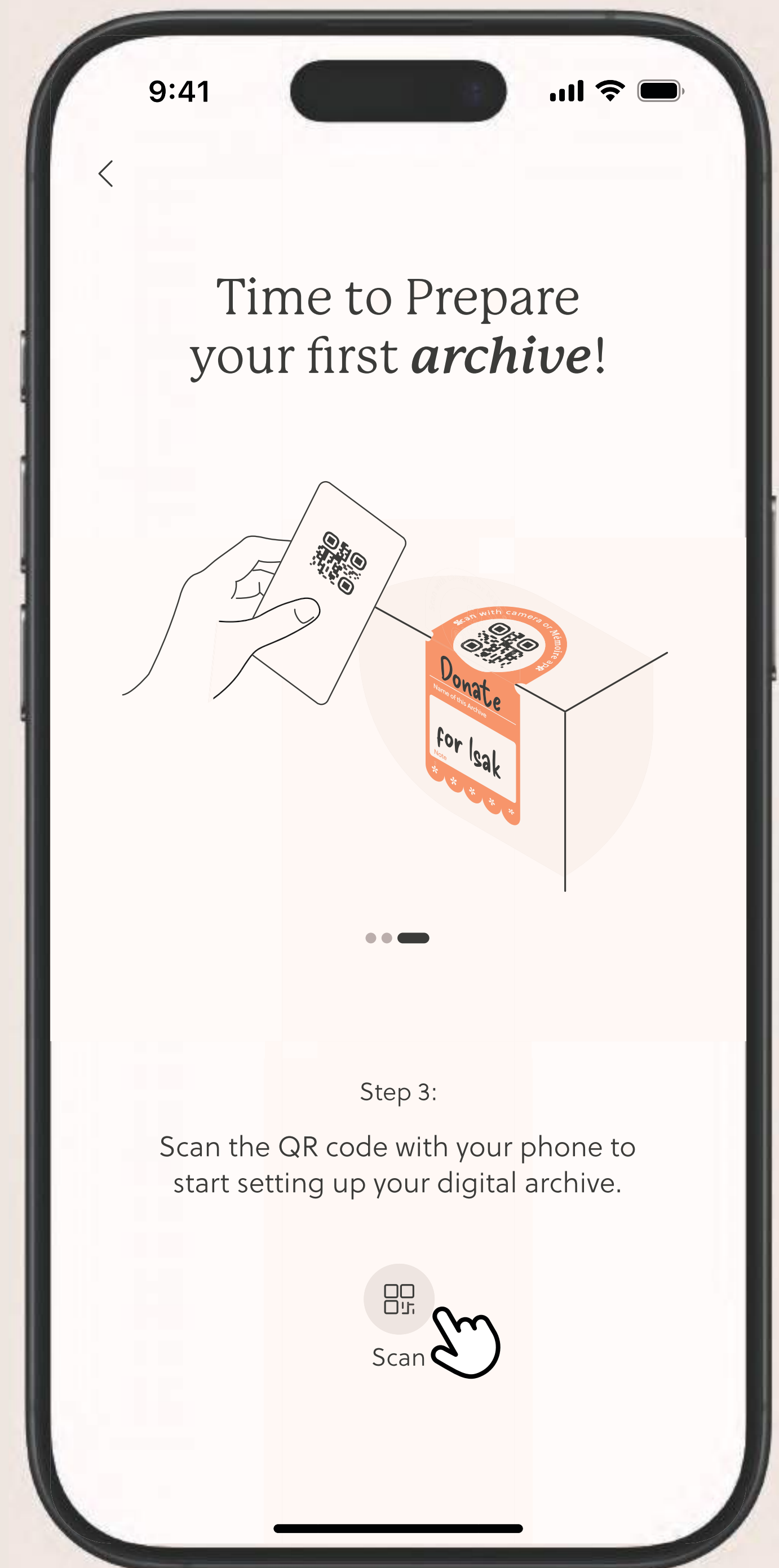
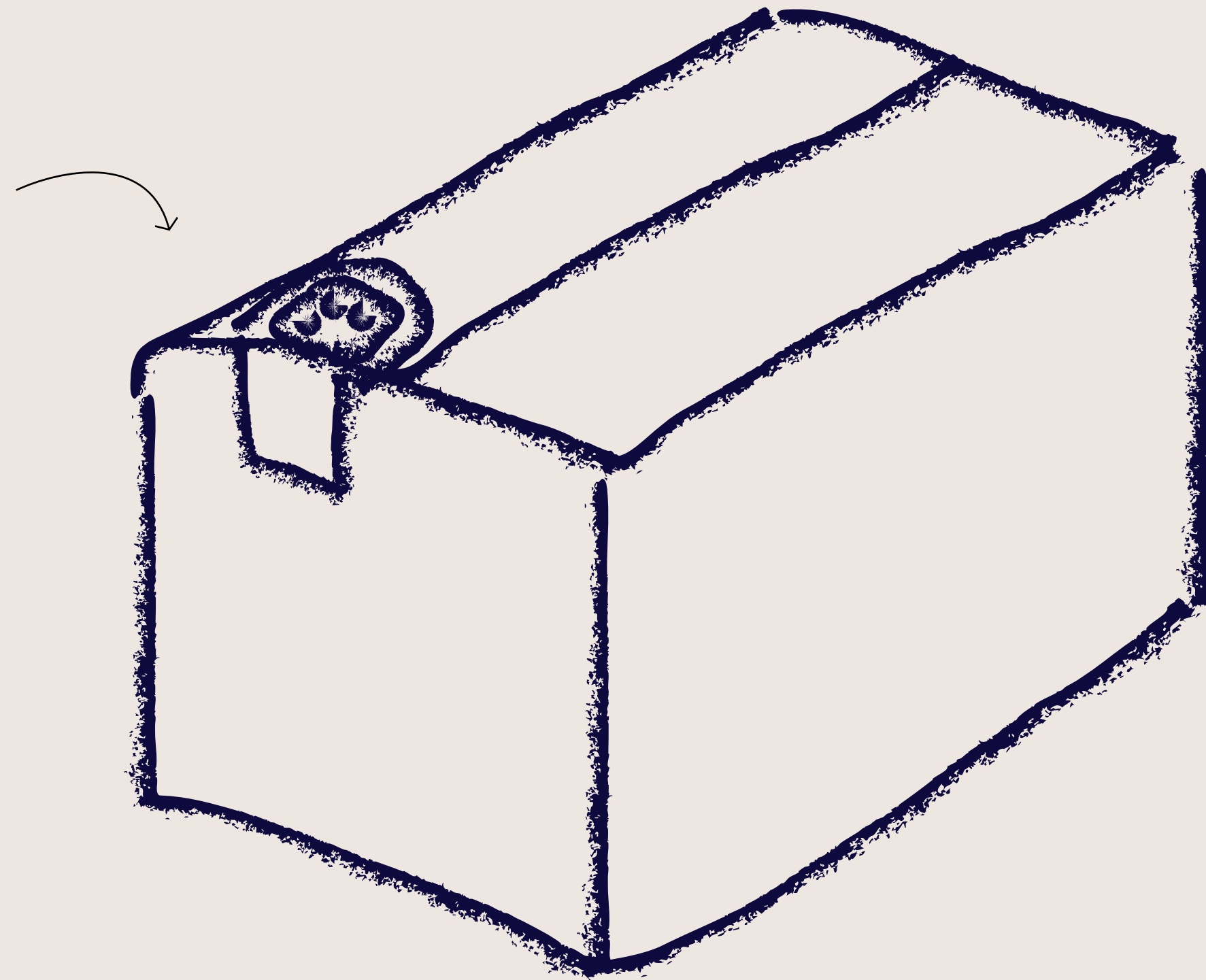


Step 2:

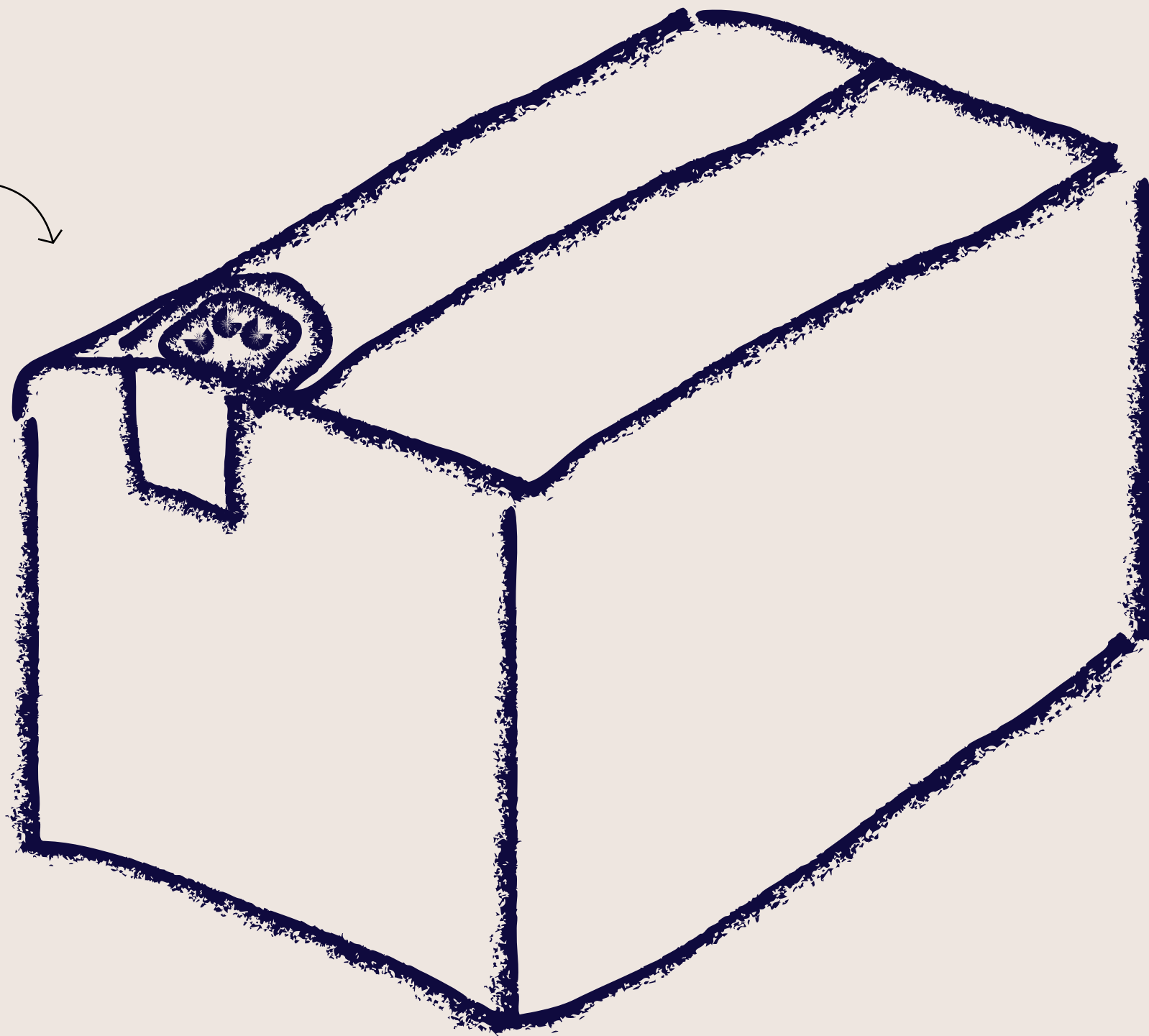
Put one of the QR Code stickers from
the kit on your container.

Next

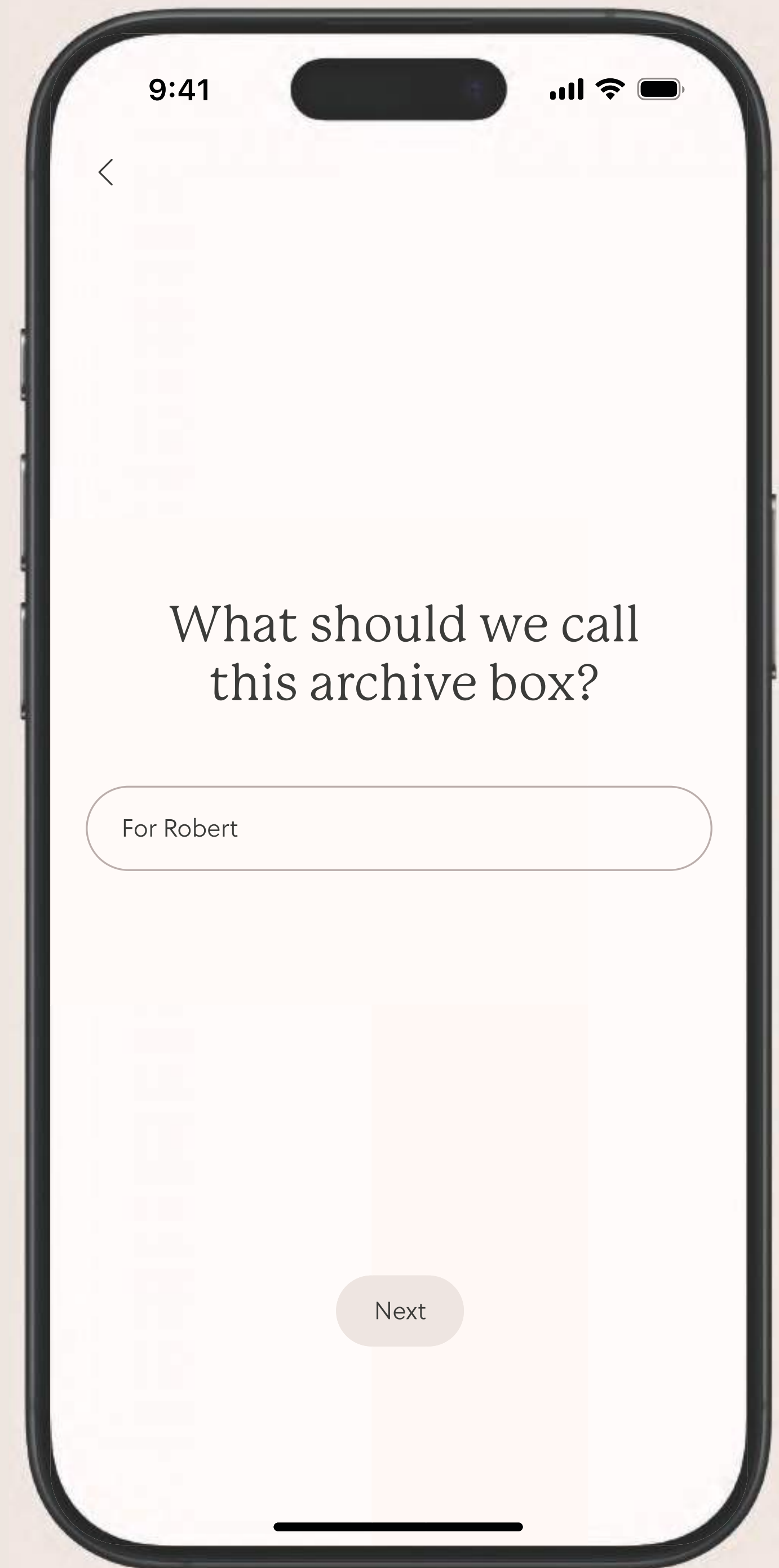
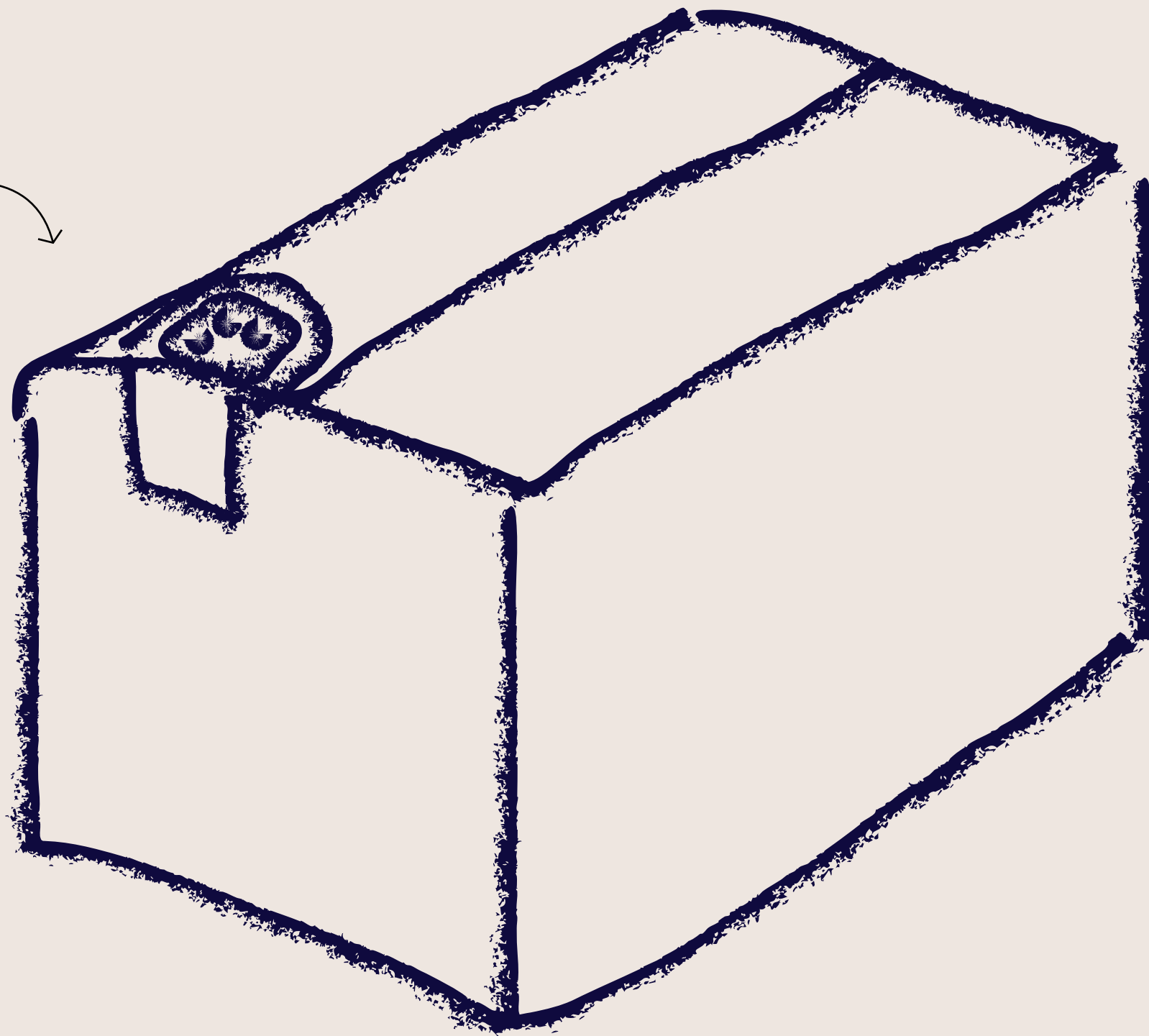
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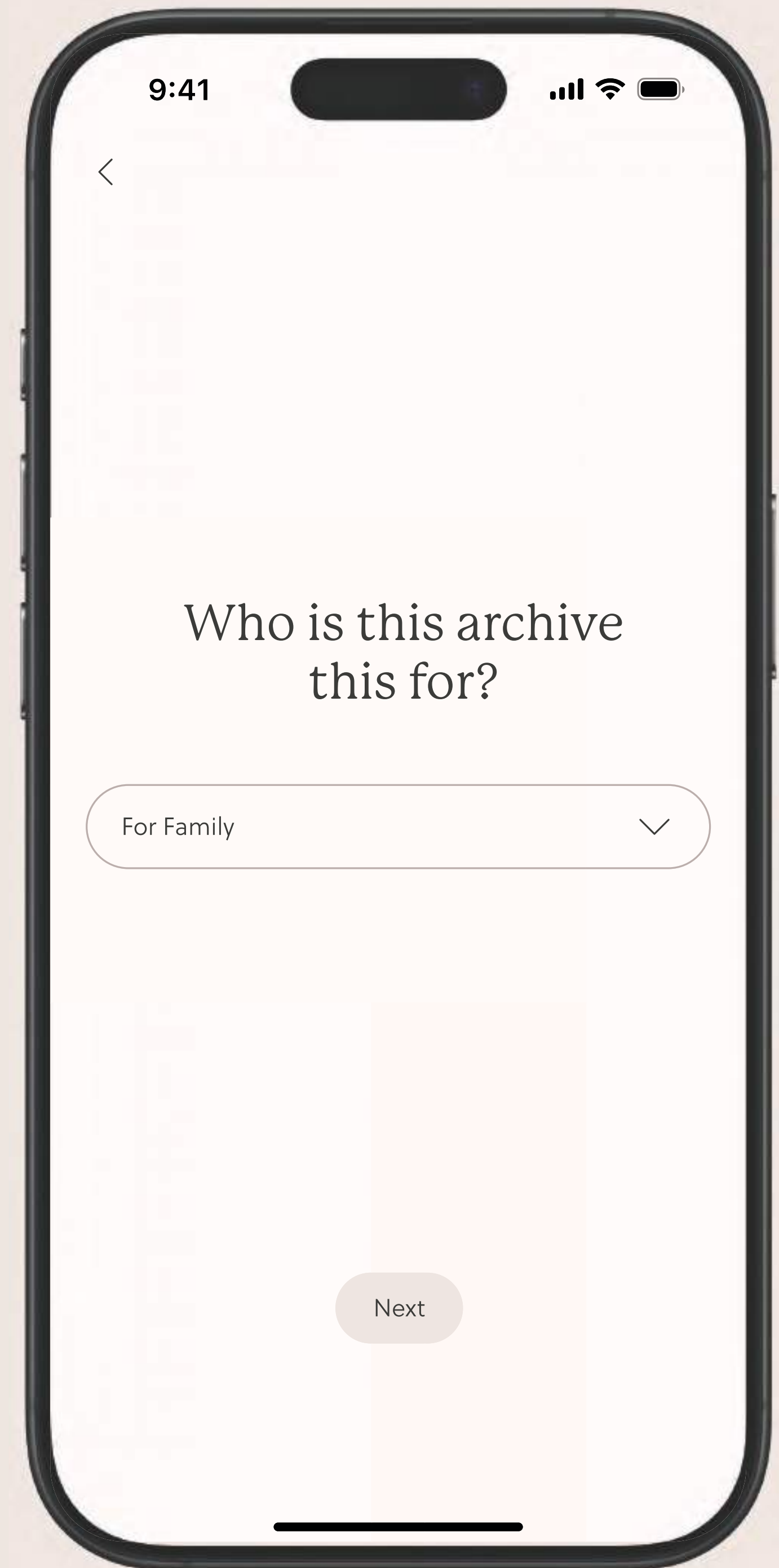
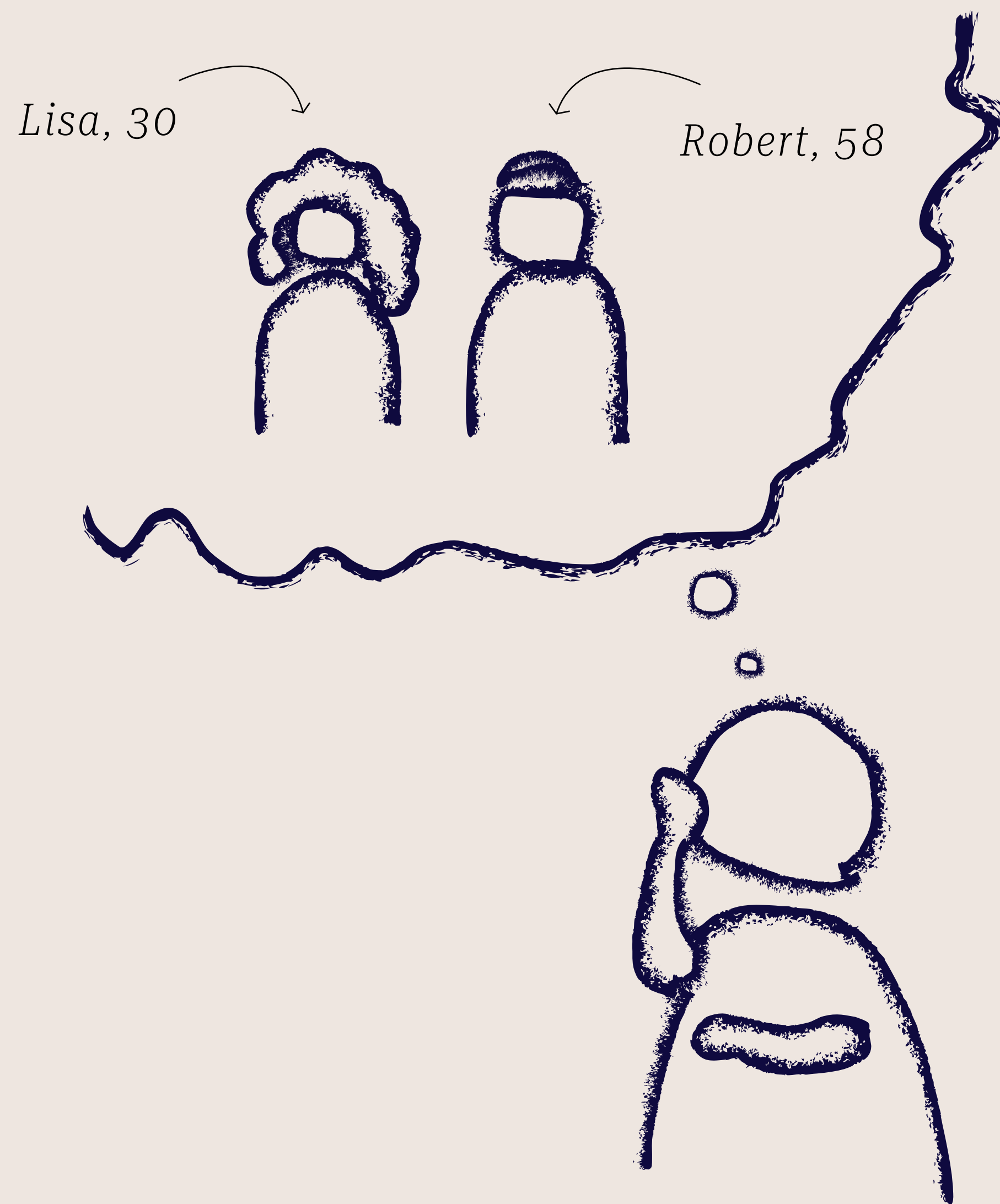


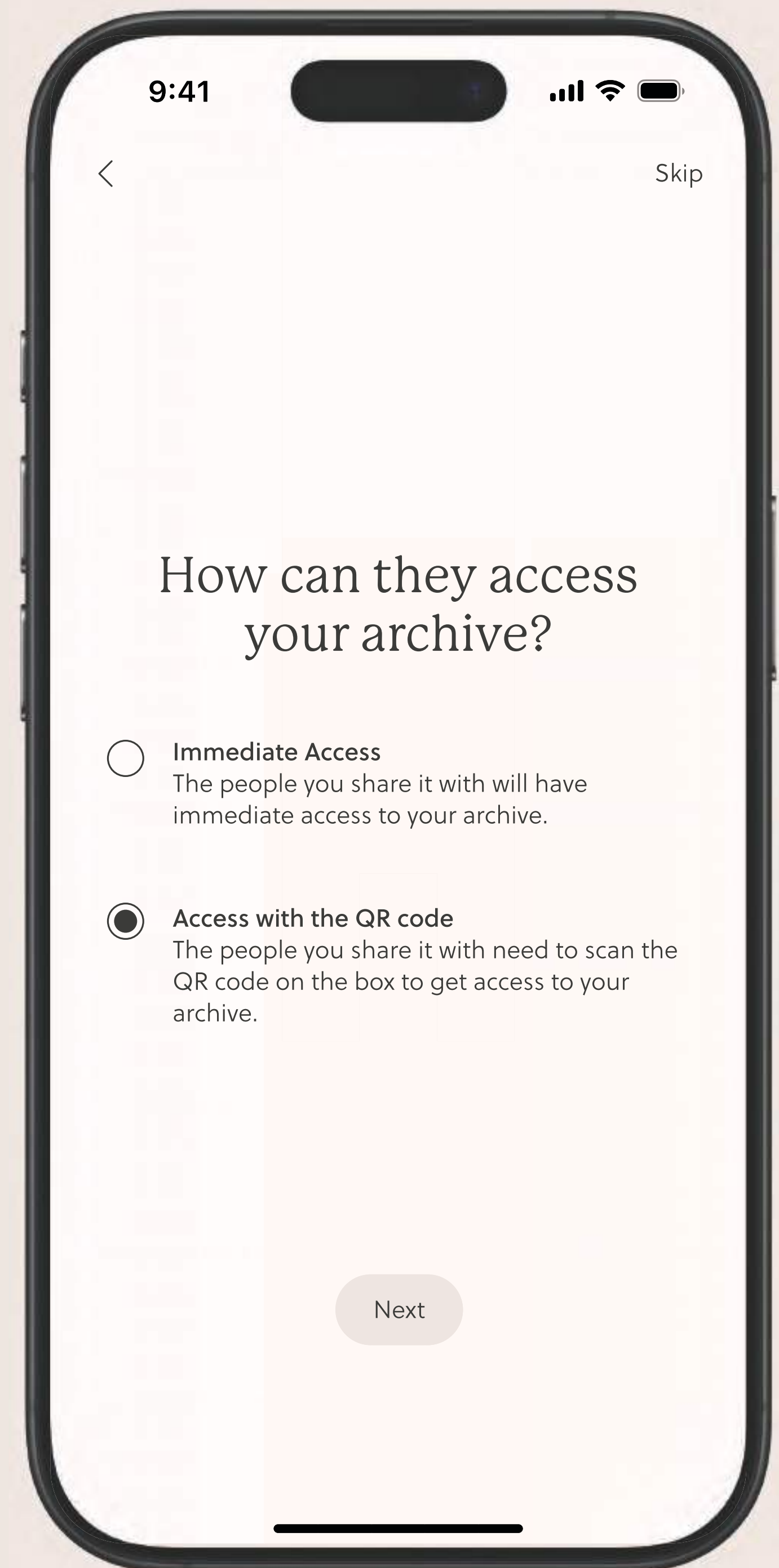
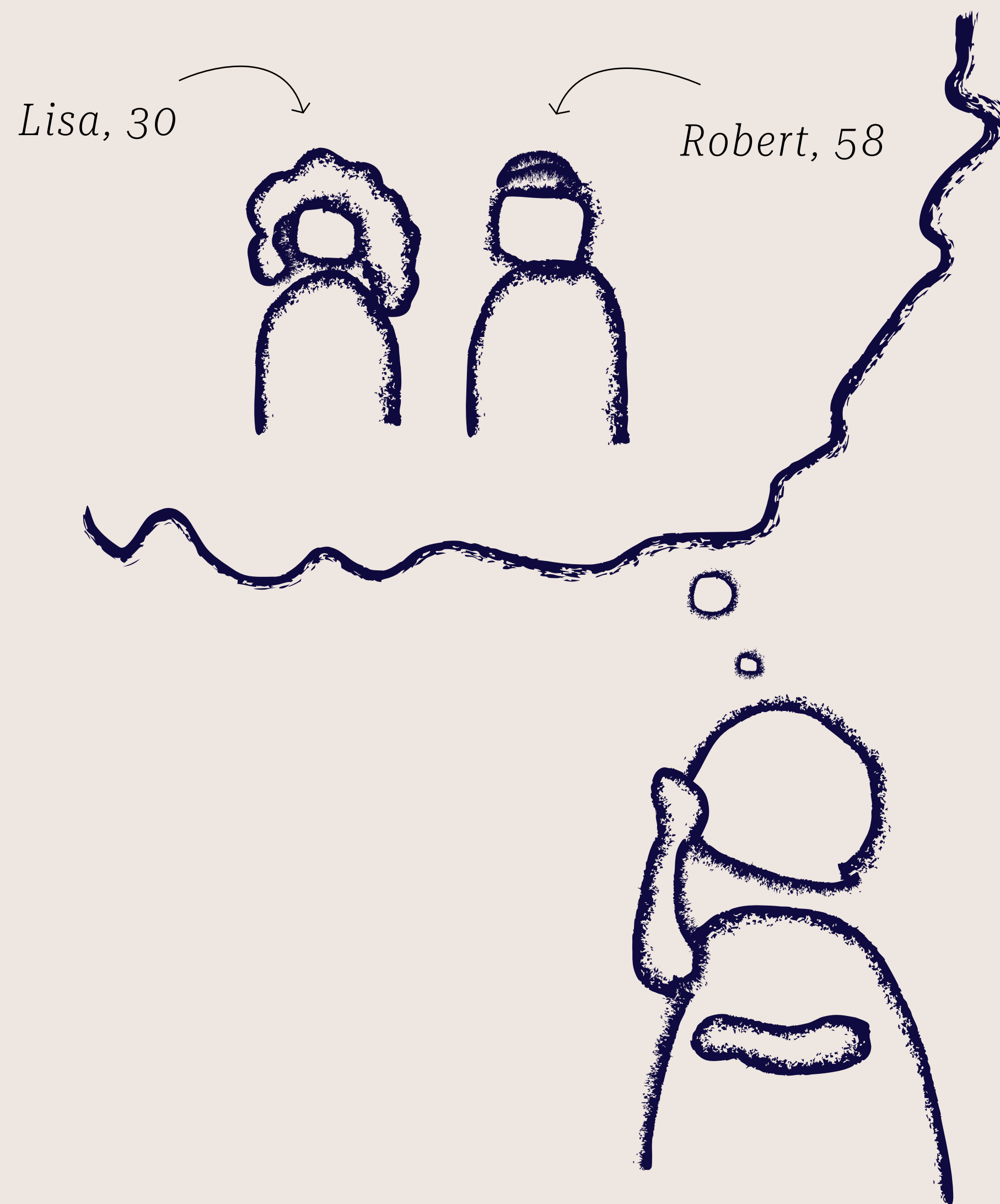
QR Code

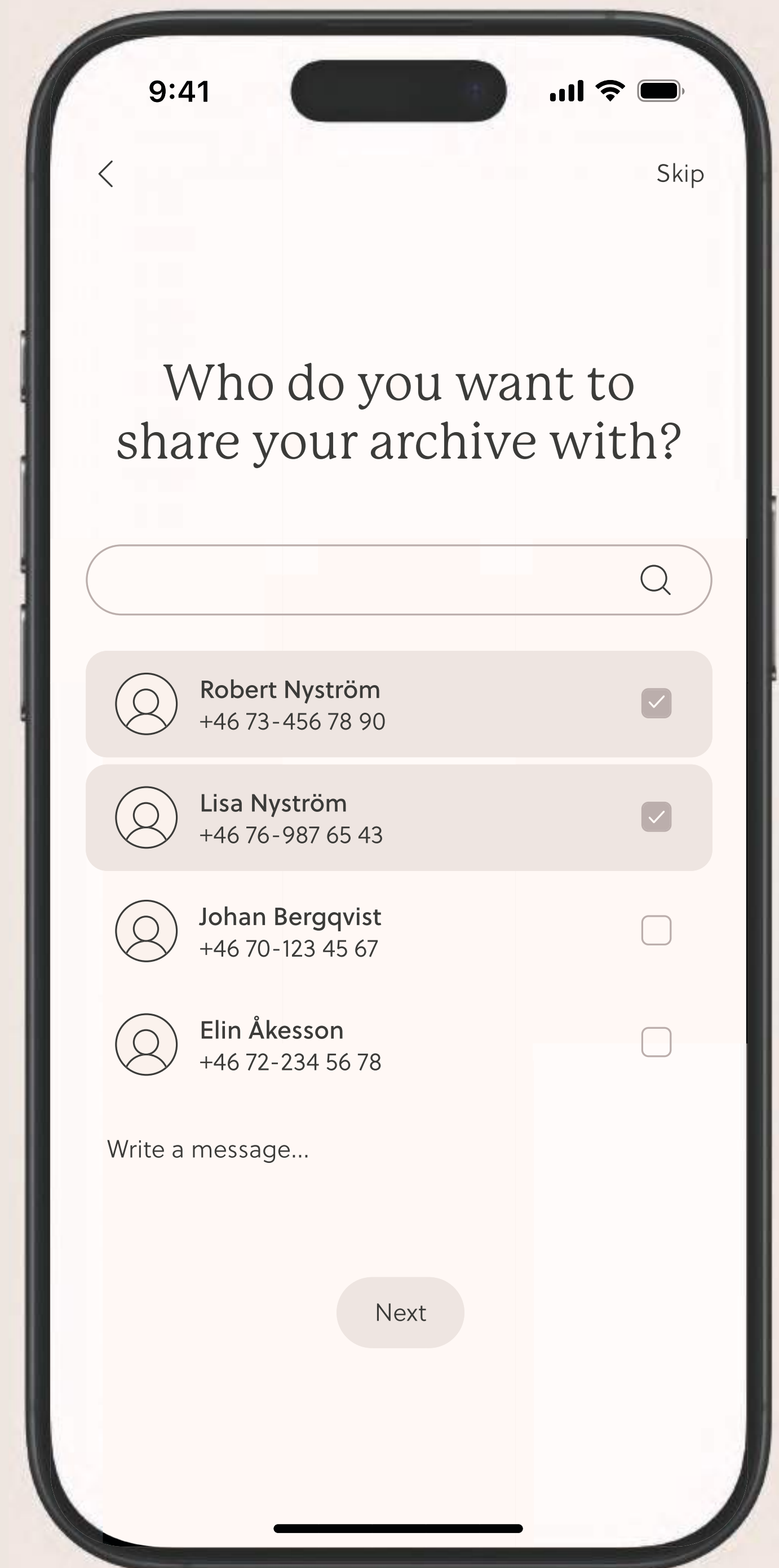
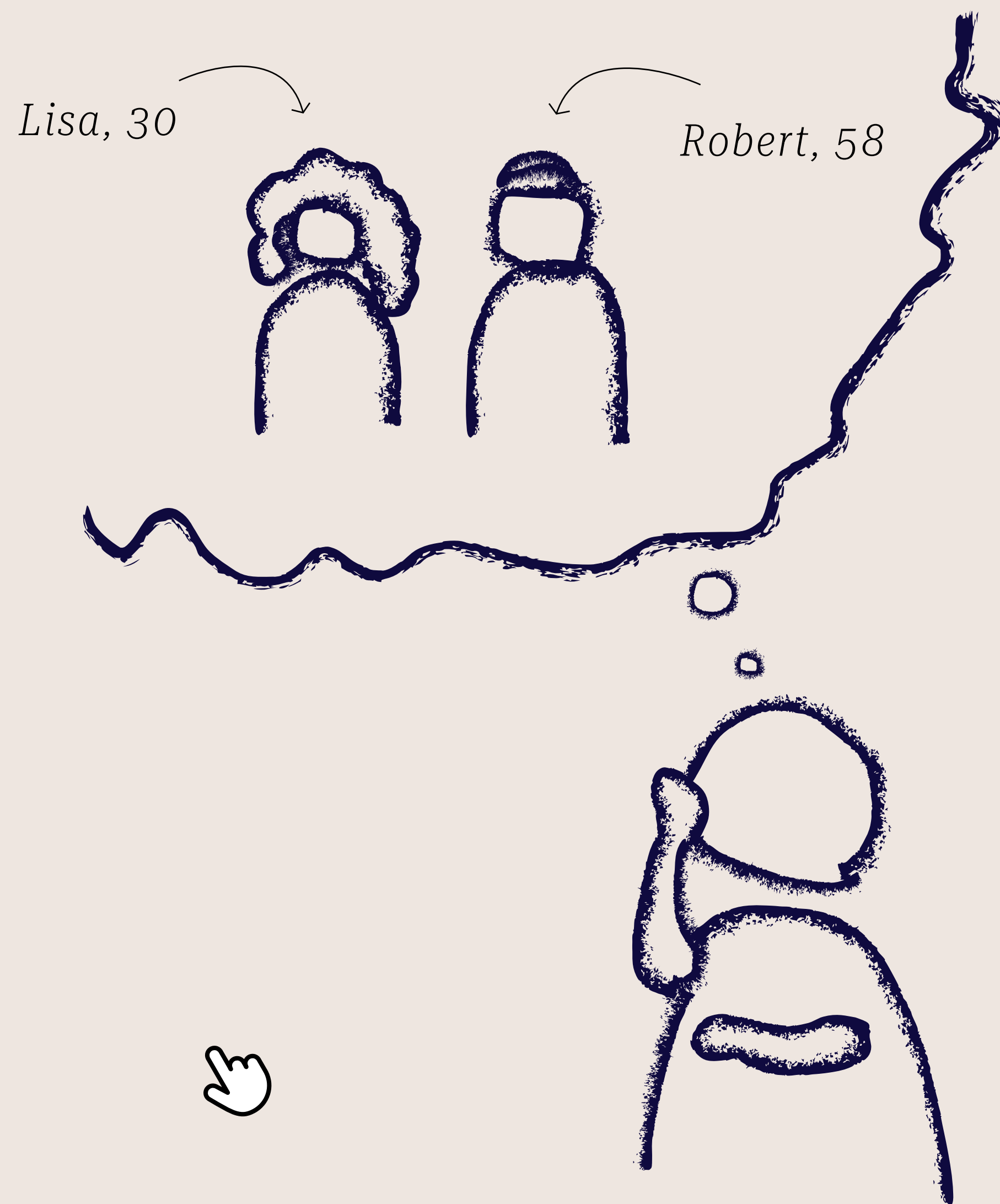


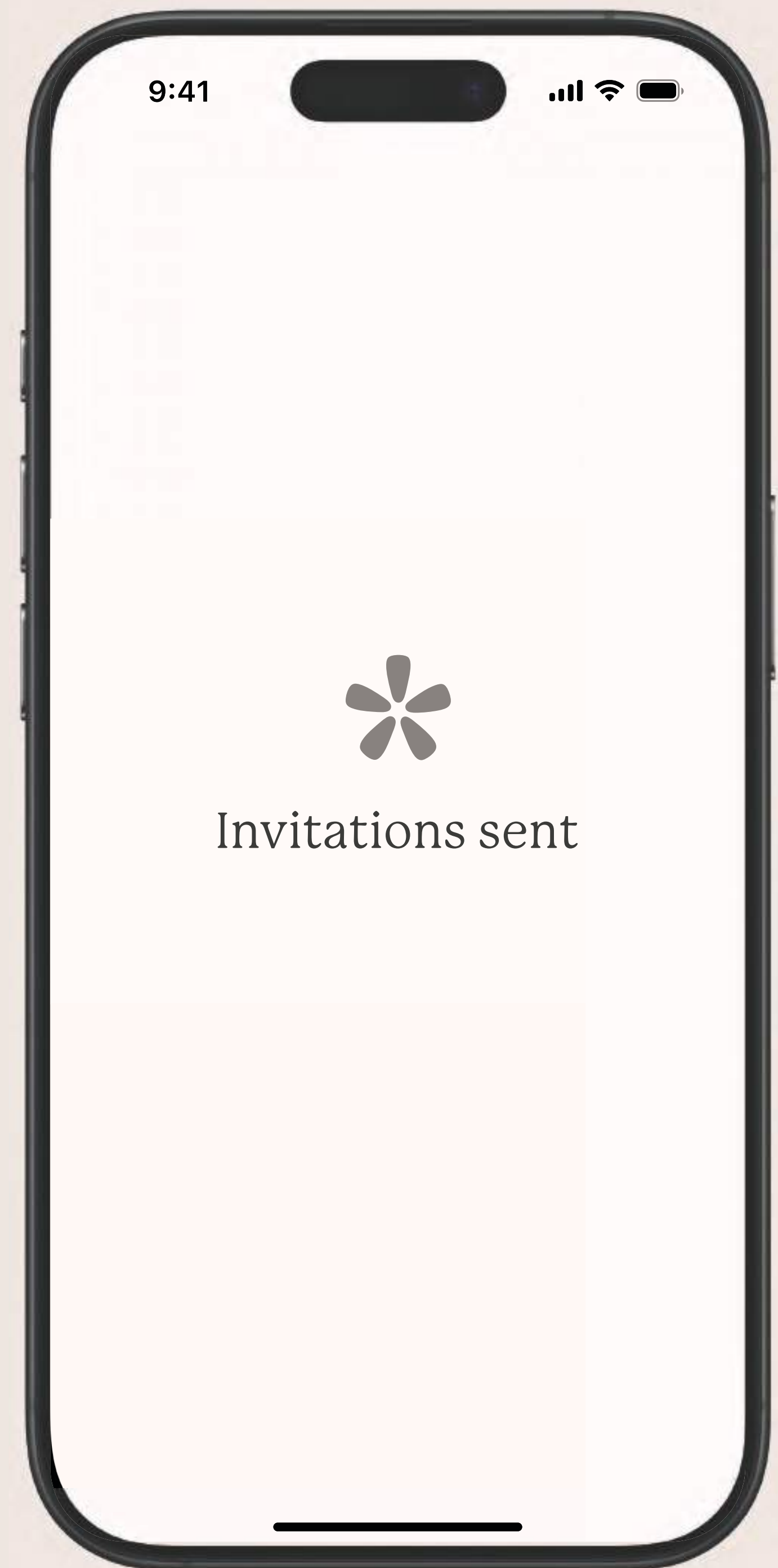
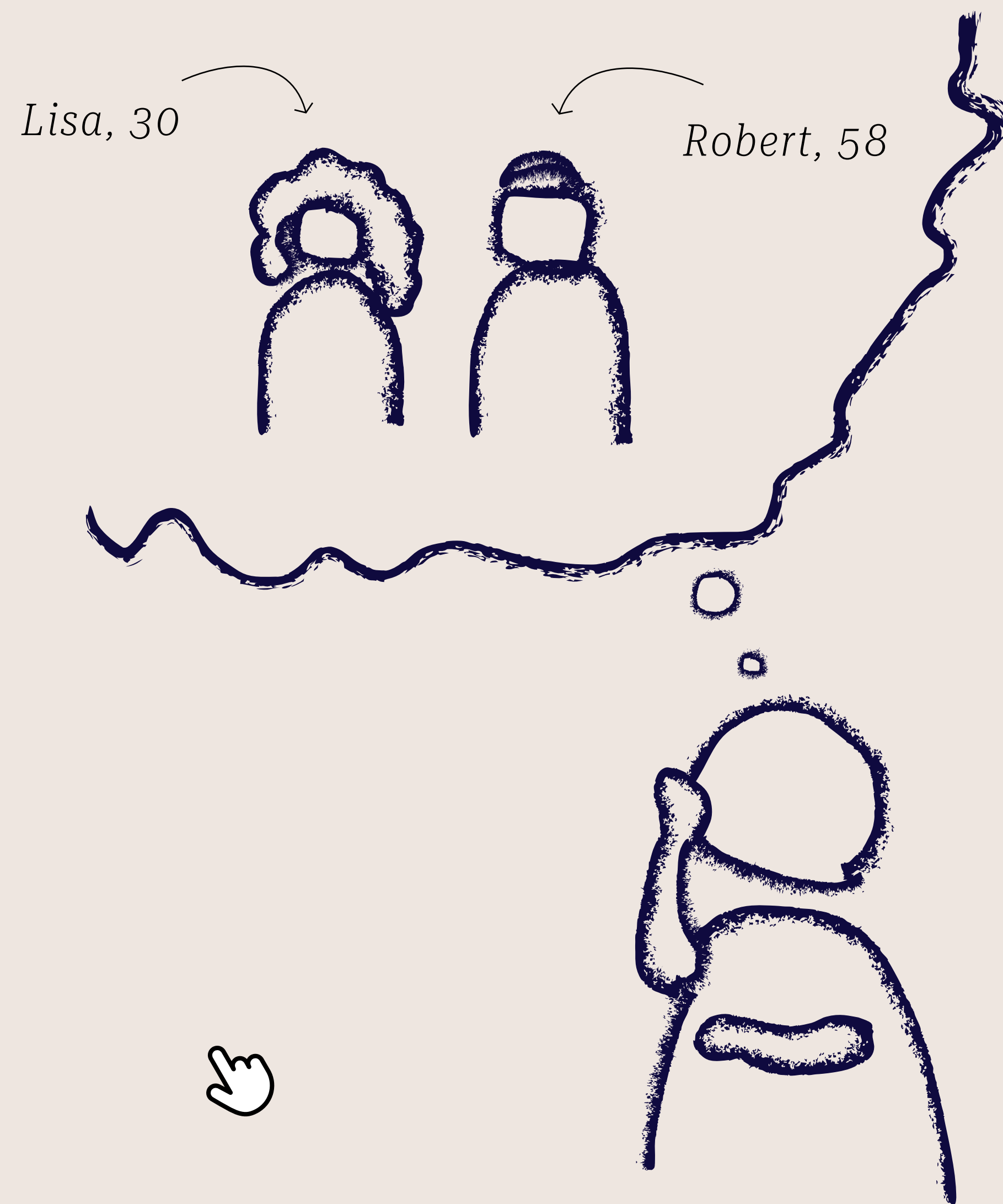
QR Code















Agneta's Old Belongings



Is this something I'm keeping
out of *guilt* or *obligation*?

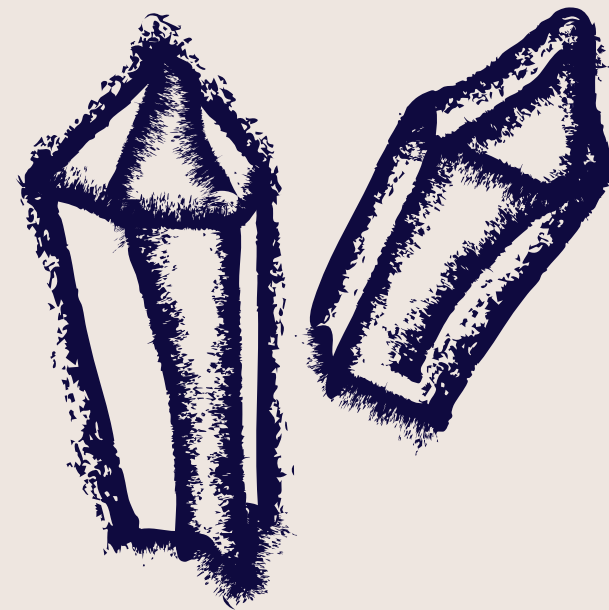


Do you have any *fun memories*
related to this item?

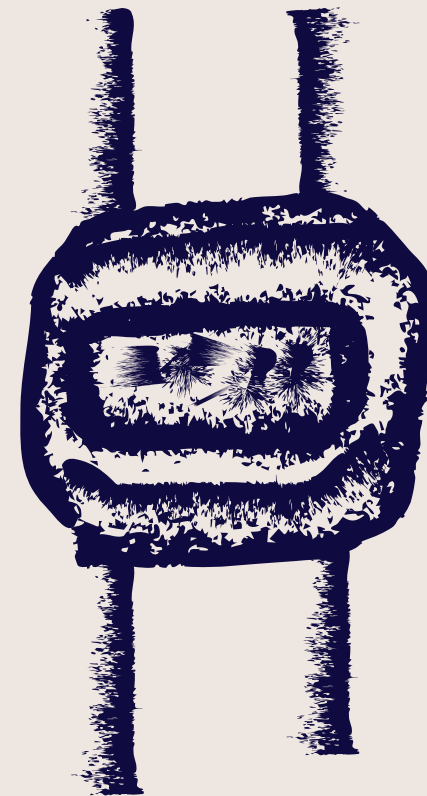
Agneta's Old Belongings



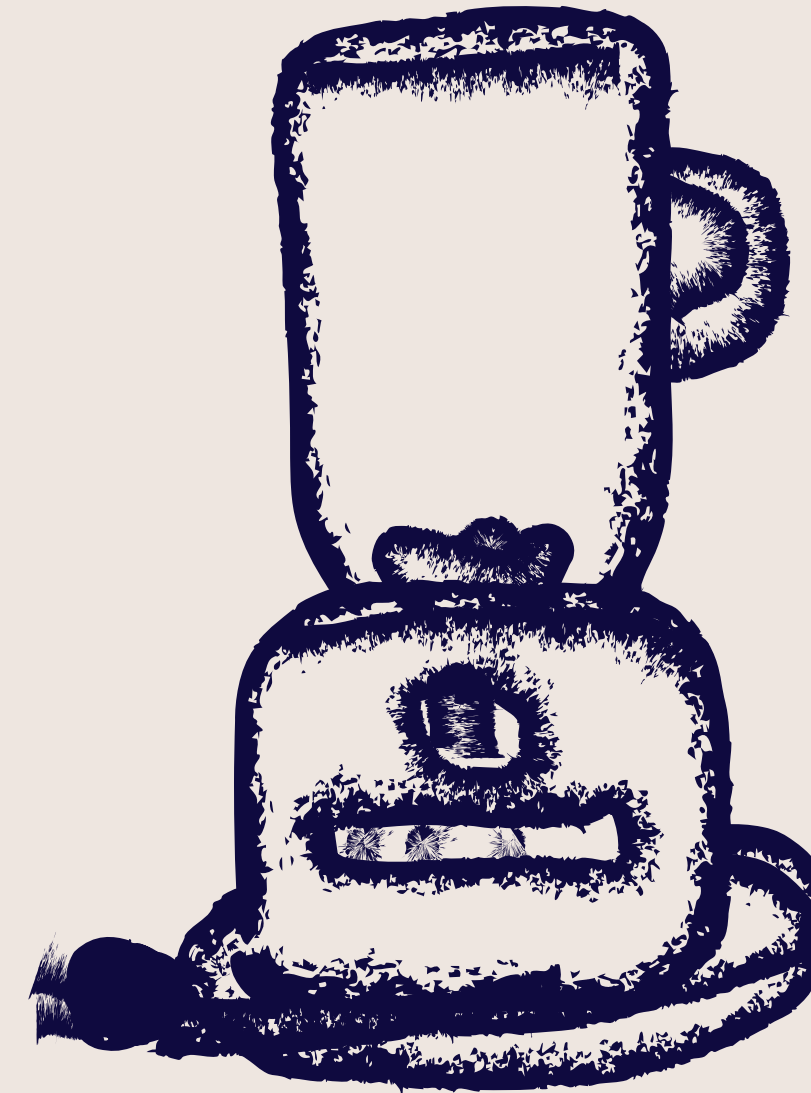
Keep



Donate



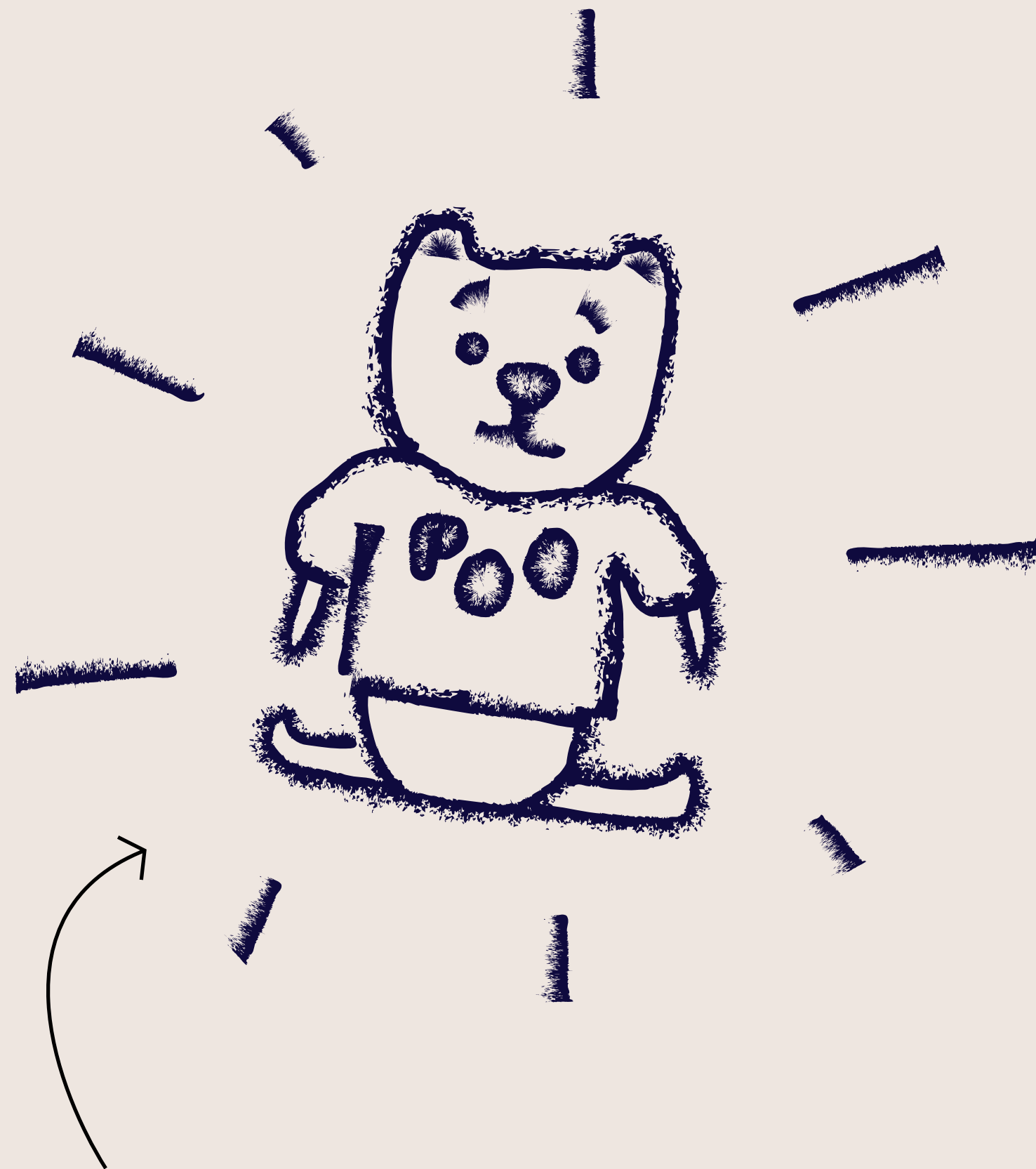
Keep



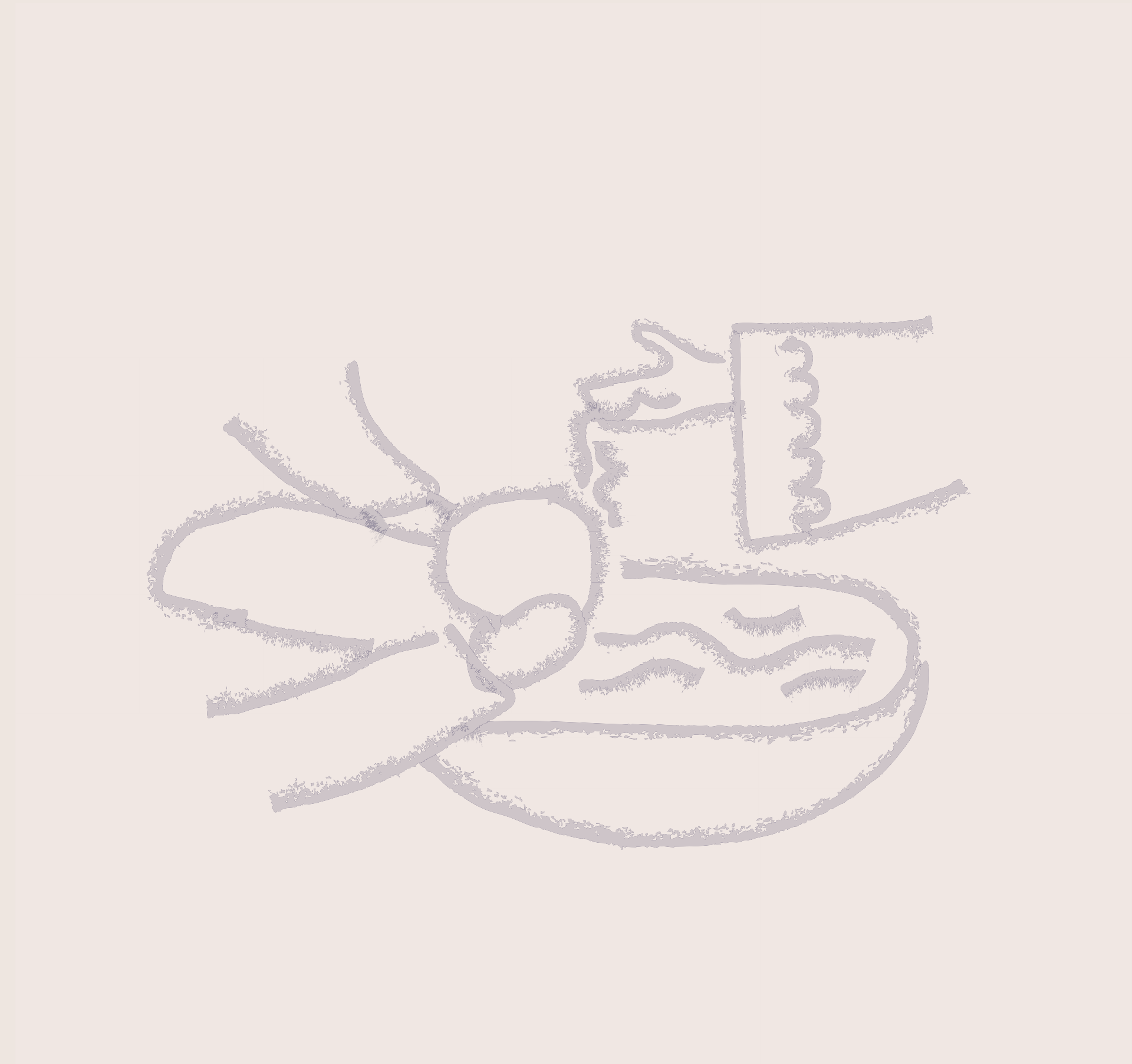
Throw Away

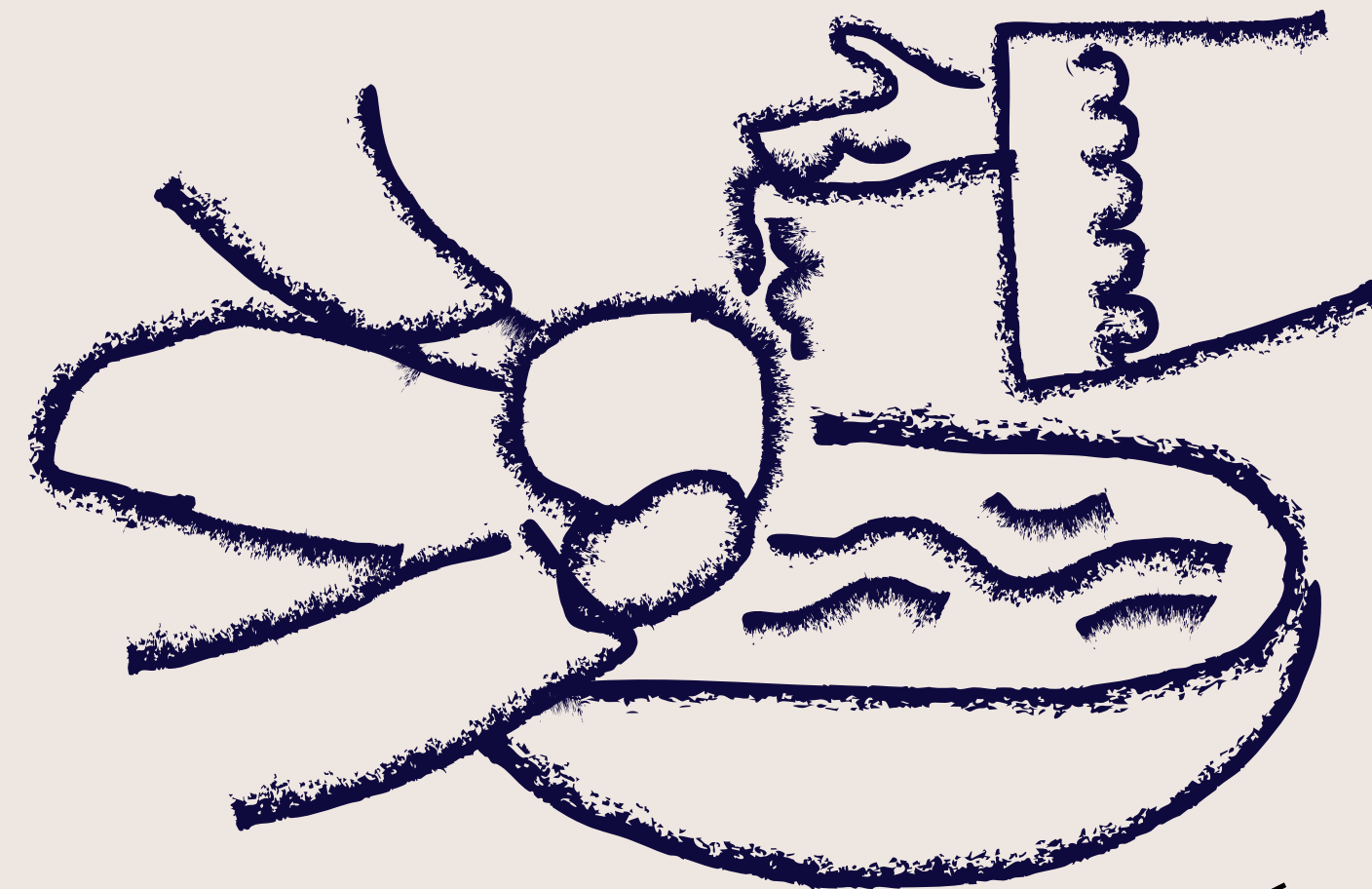


Donate

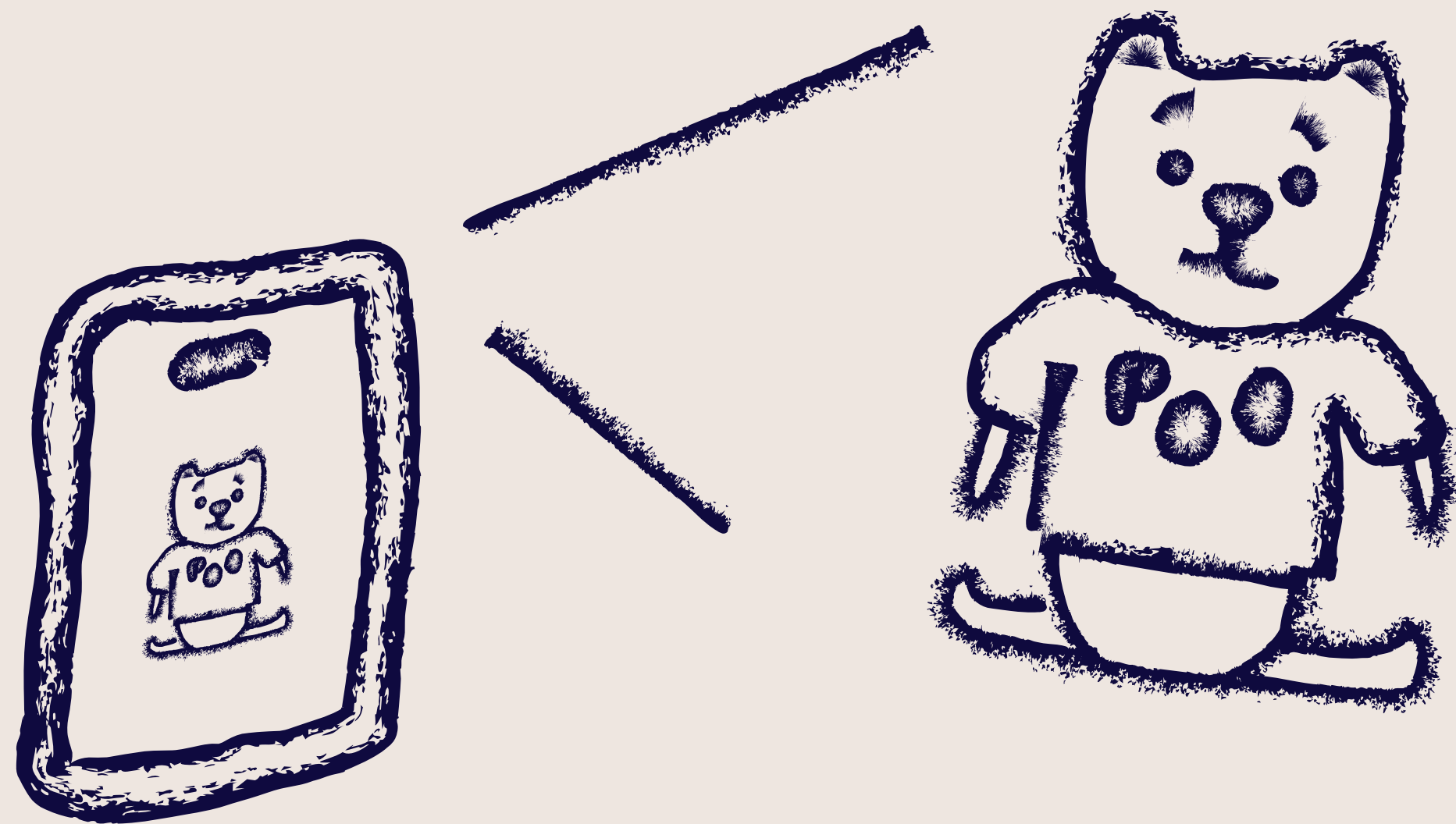


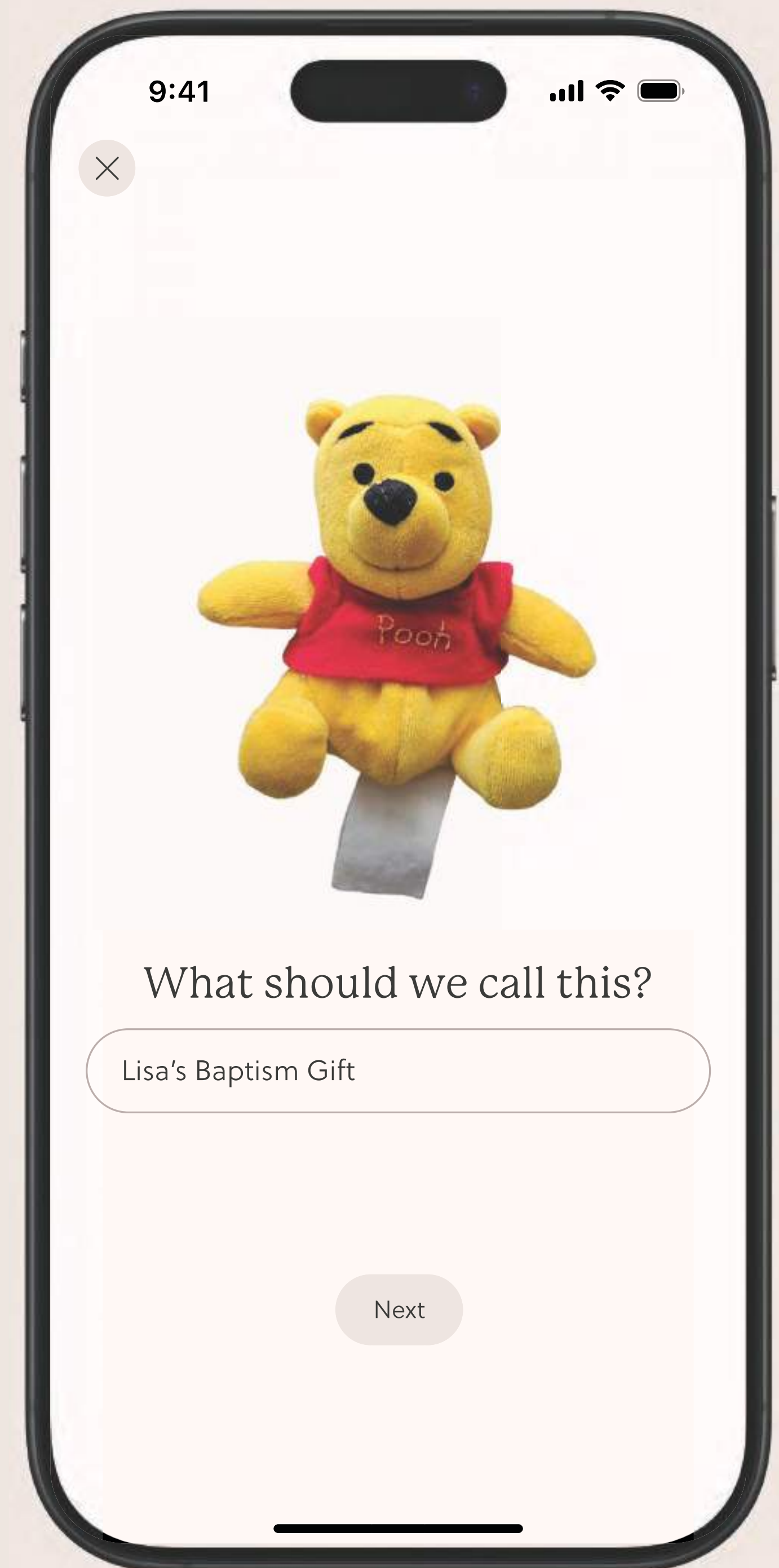
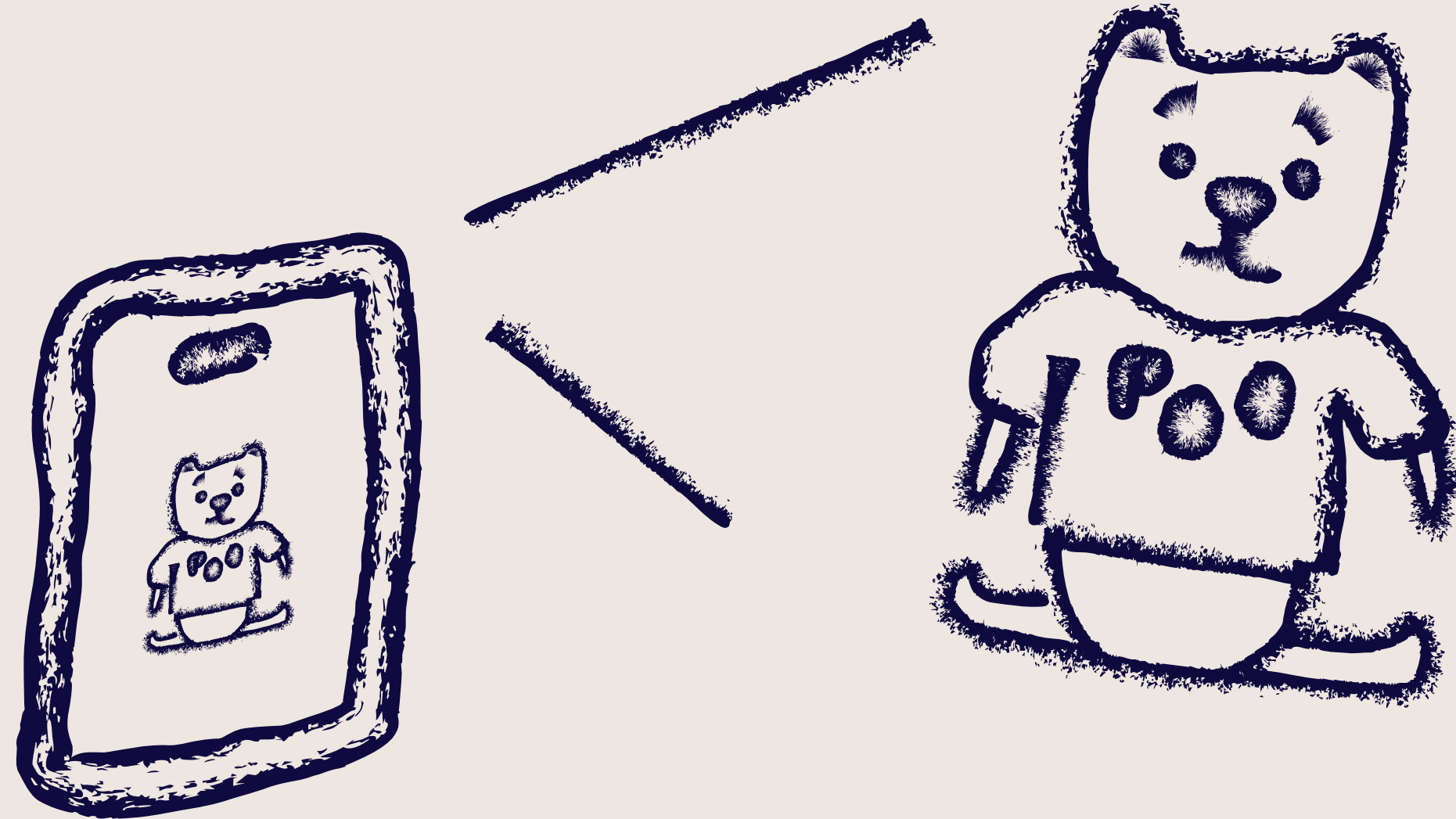
*Granddaughter's
Winnie The Pooh Plush*





Lisa's Baptism







9:41

📶 🔋

✕ Lisa's Baptism Gift ✓

What emotions come up when you look at this item? ↻

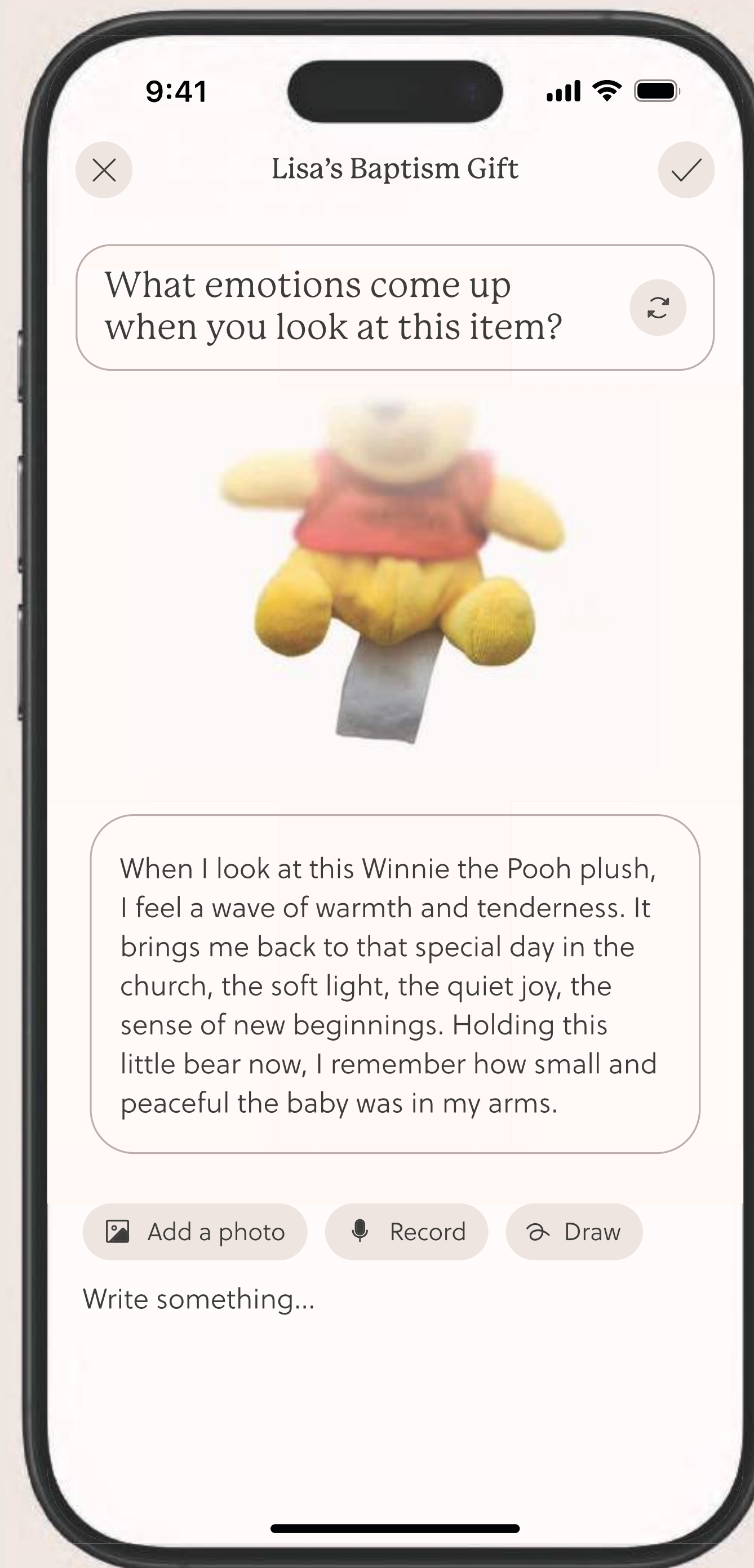


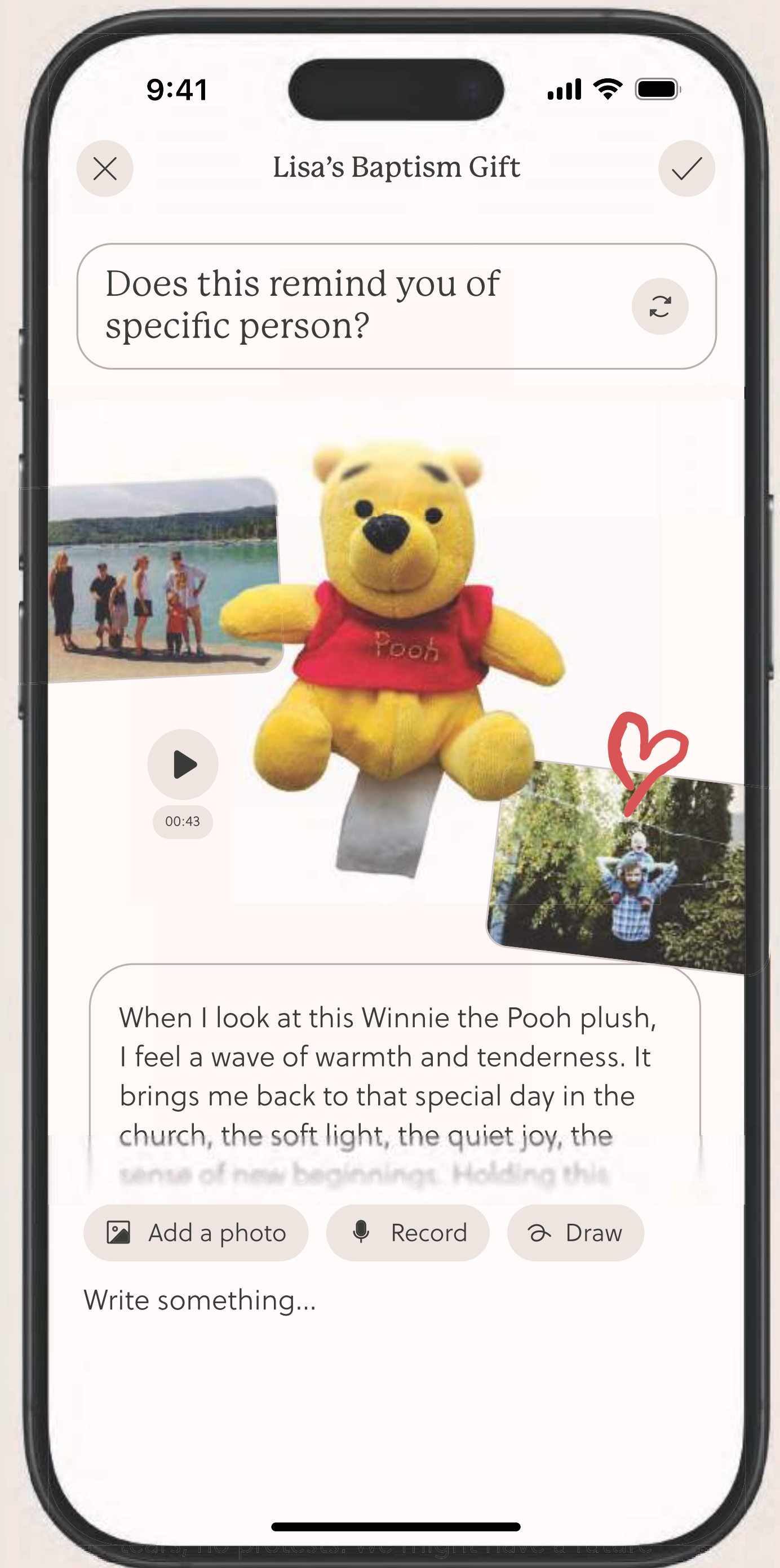
 Add a photo

 Record

 Draw

Write something...





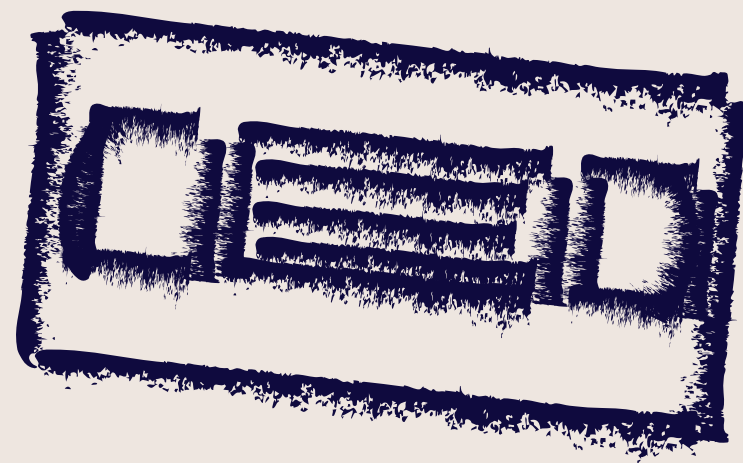
First Hole In One



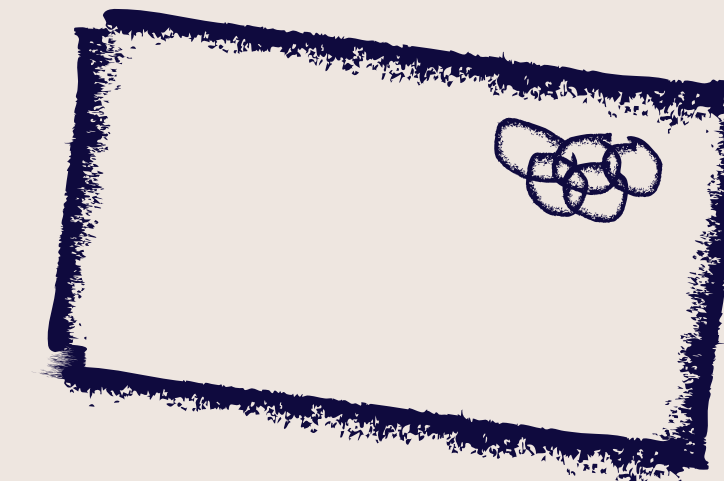
*Champagne Cork From
Agneta's Wedding*

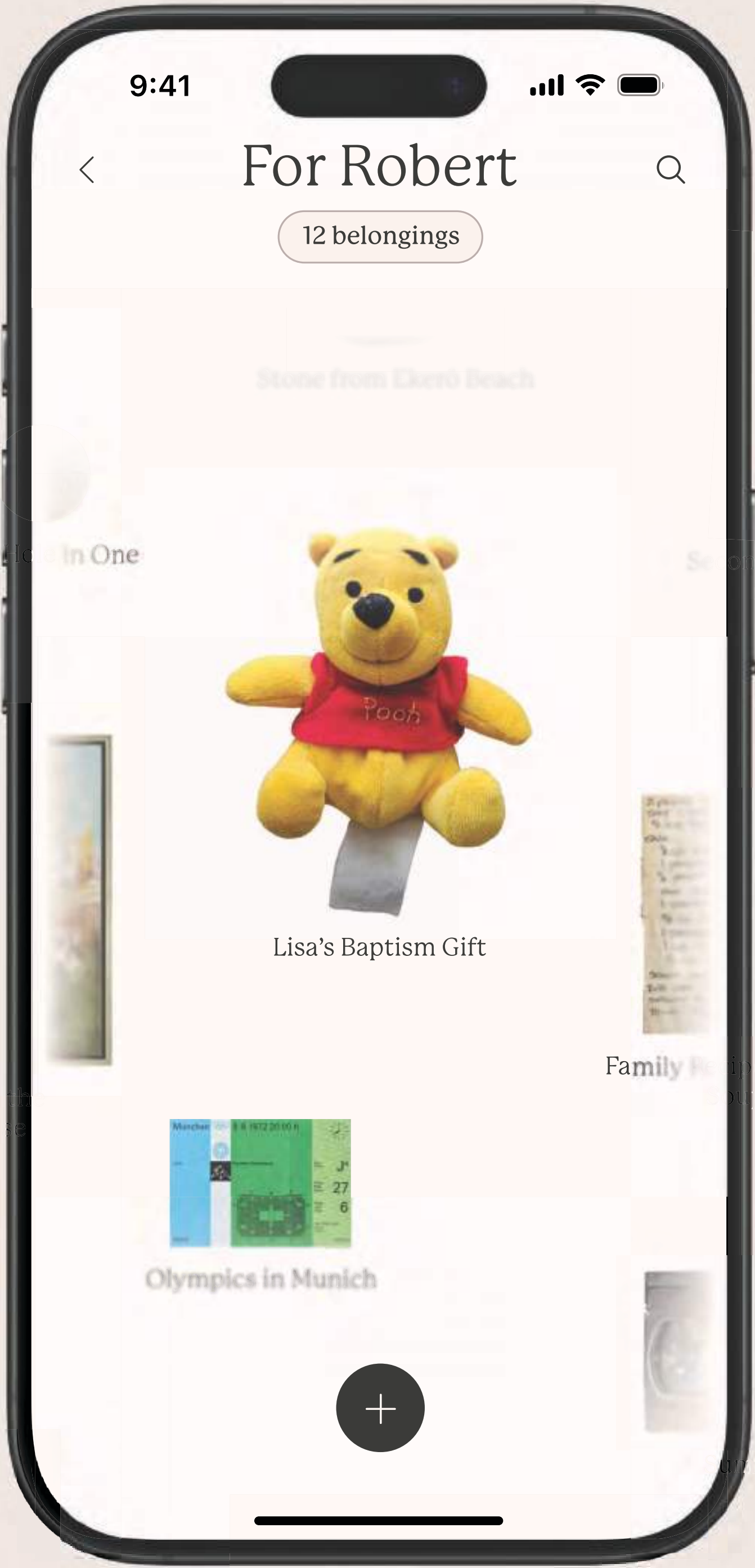


*Home Video From
Summer 1994*

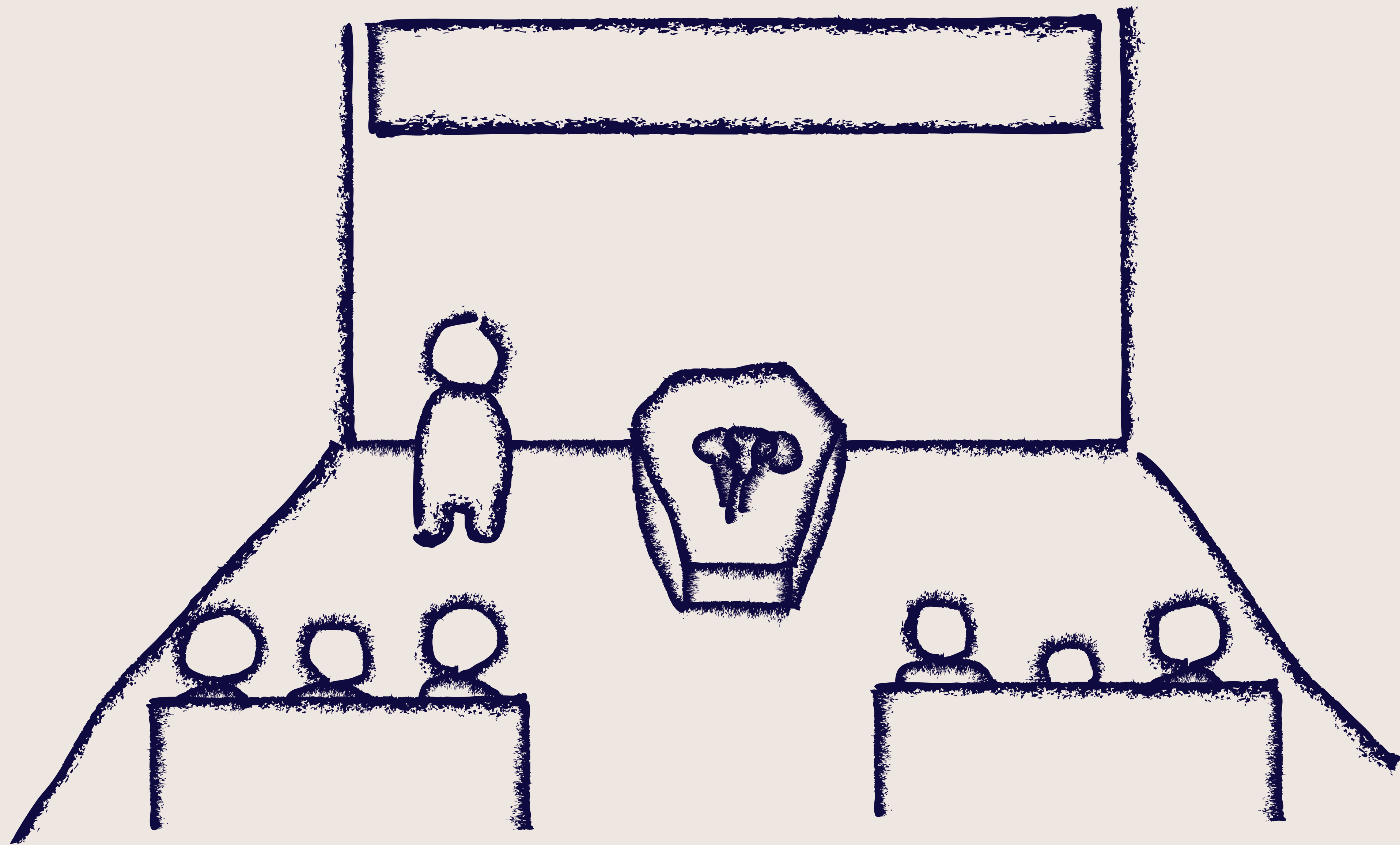


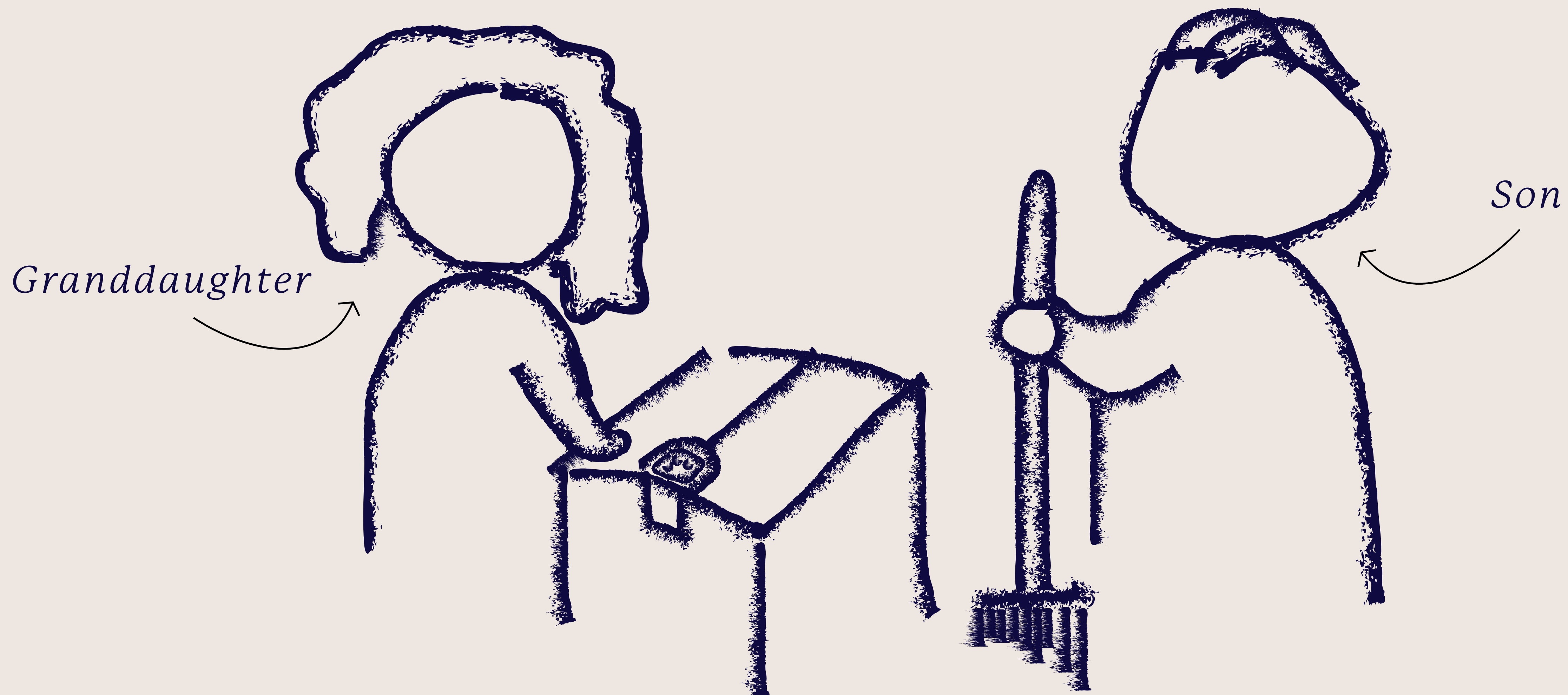
1972 Munich Olympics

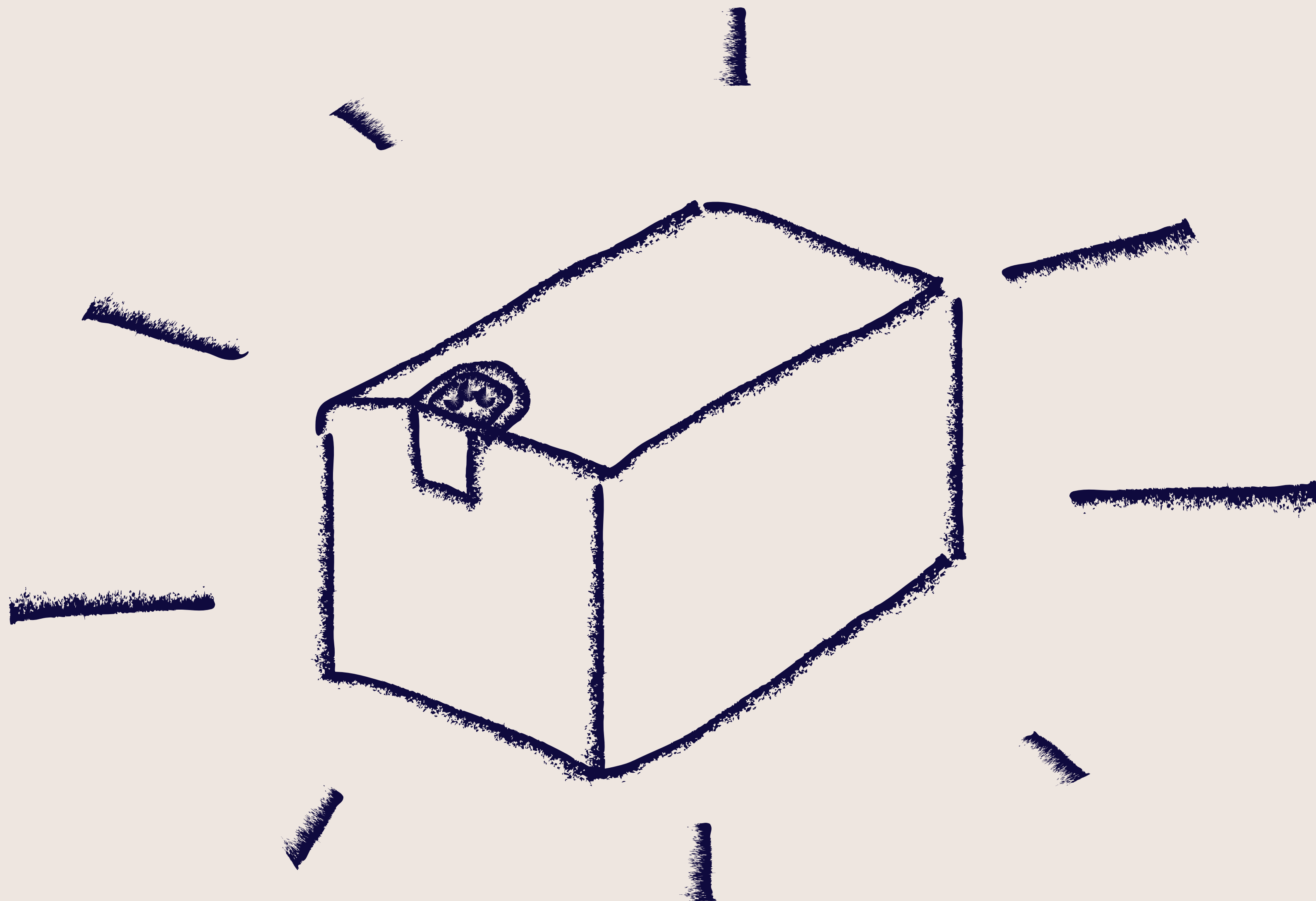


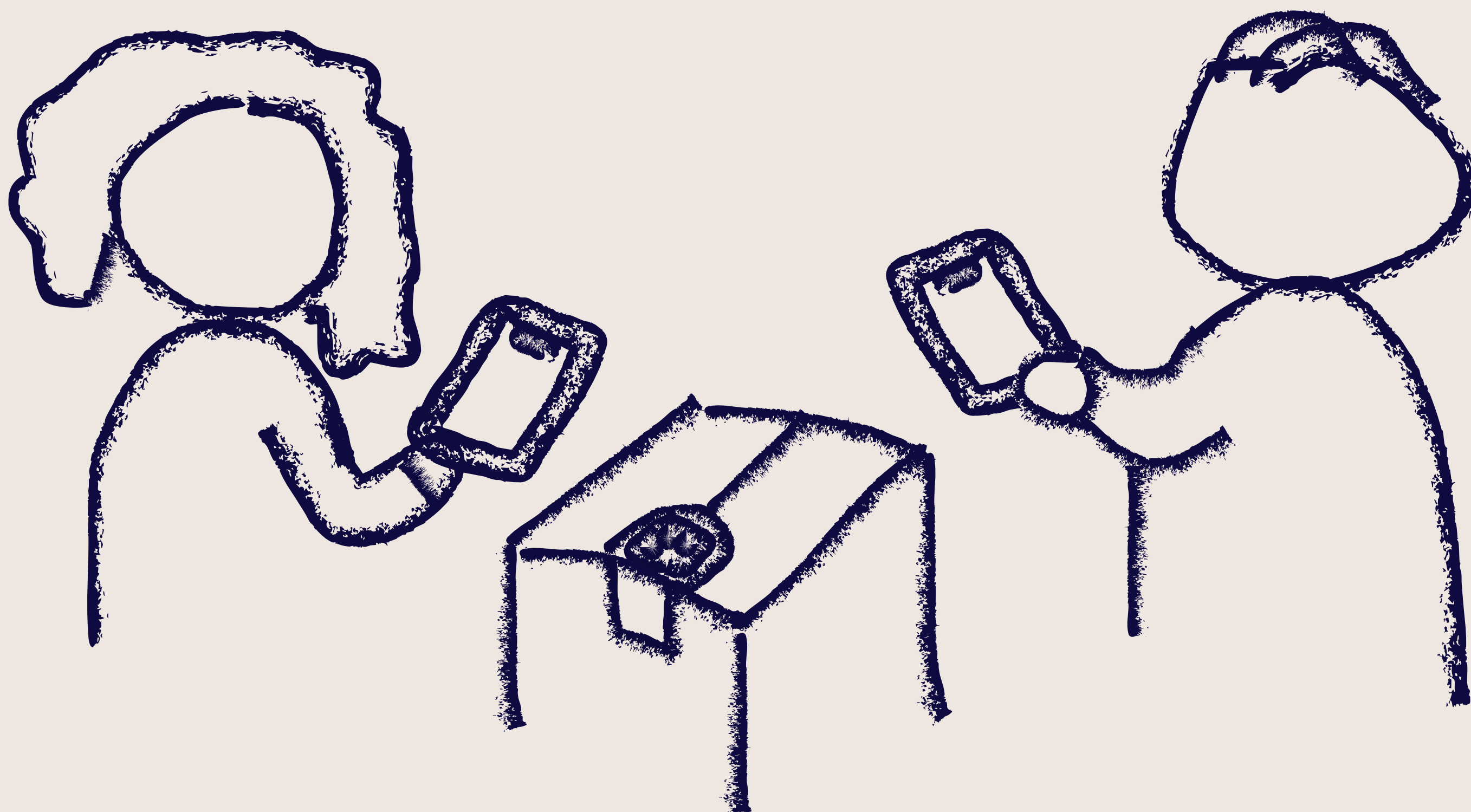


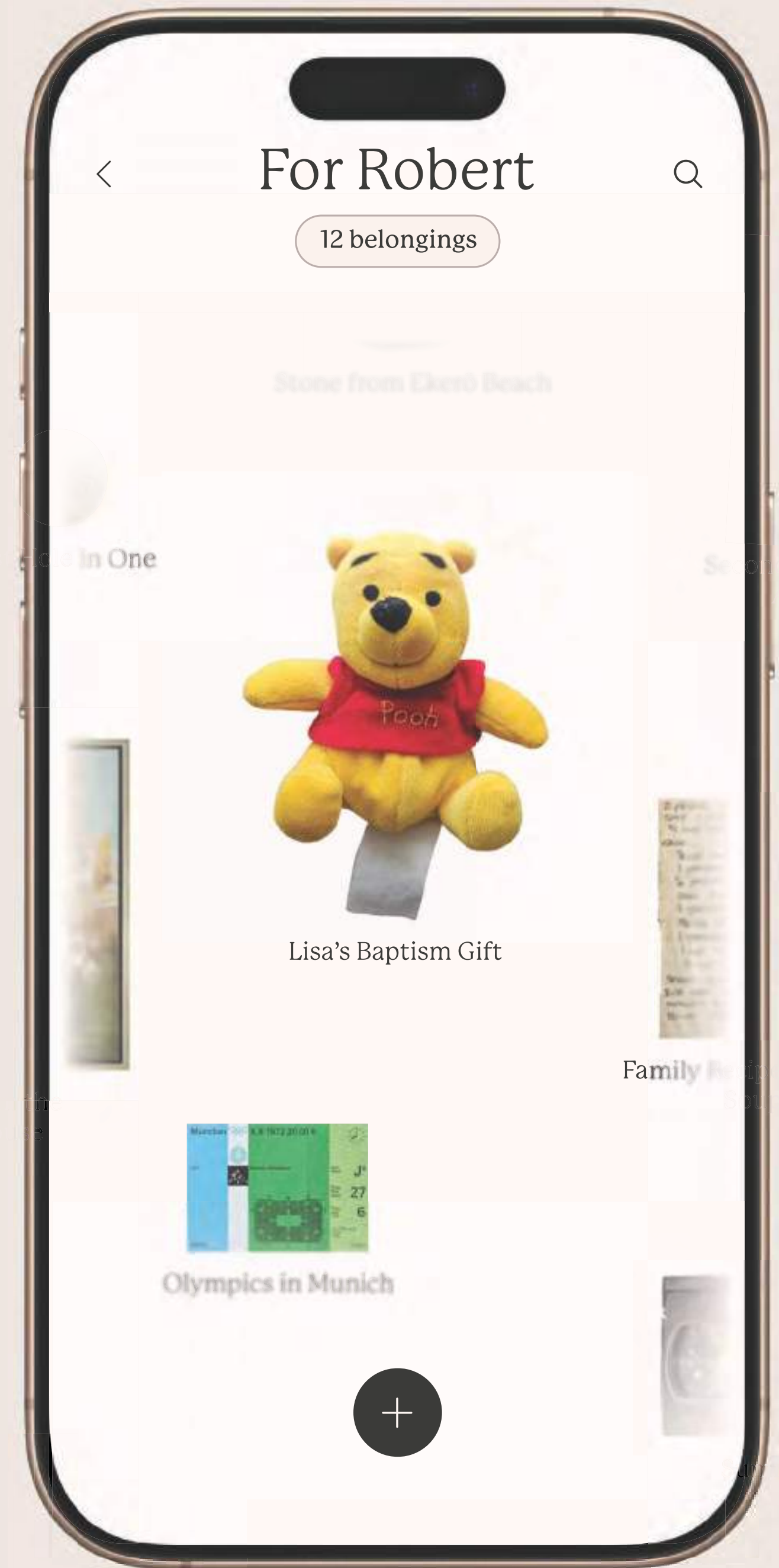
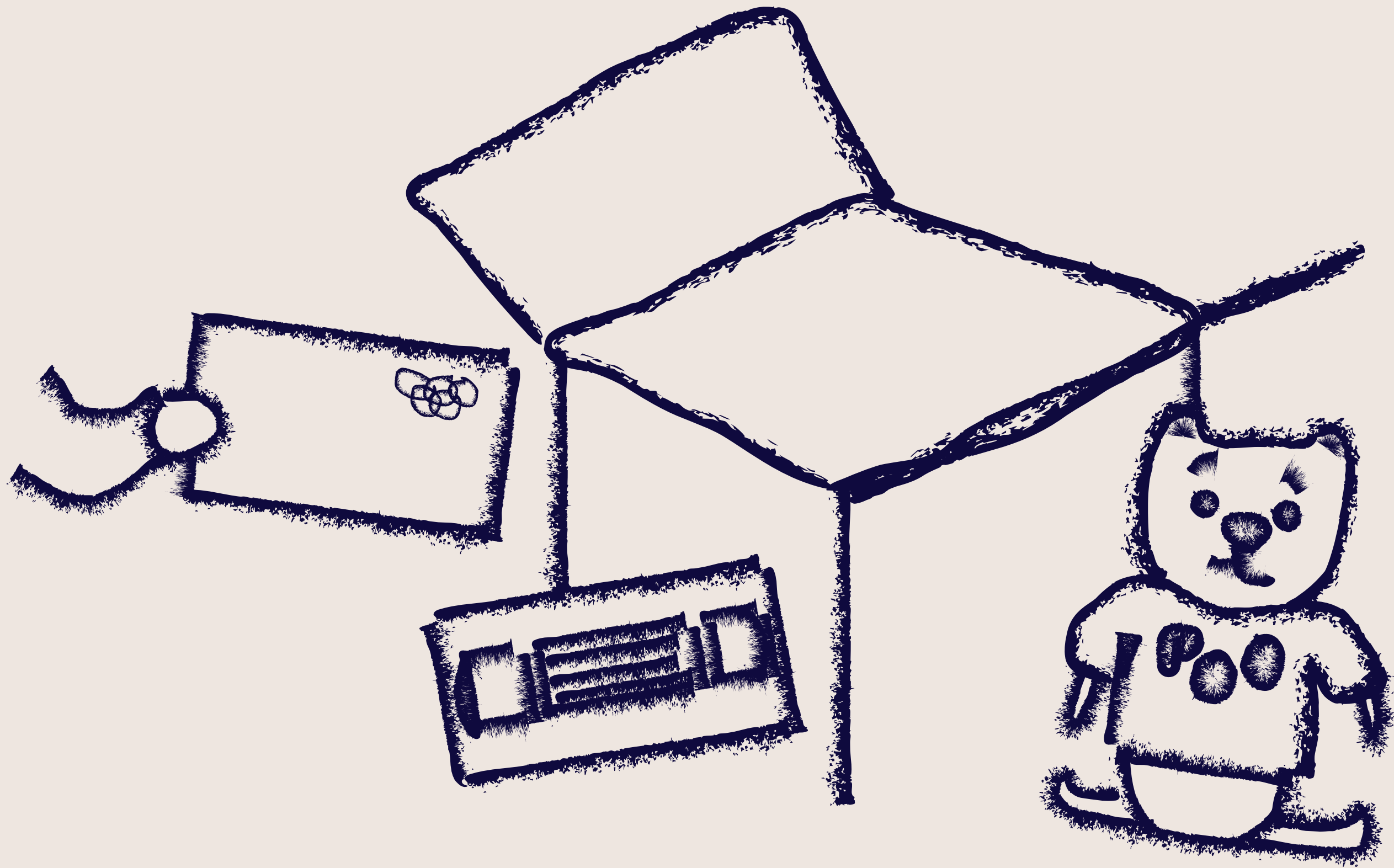
6 Years Later

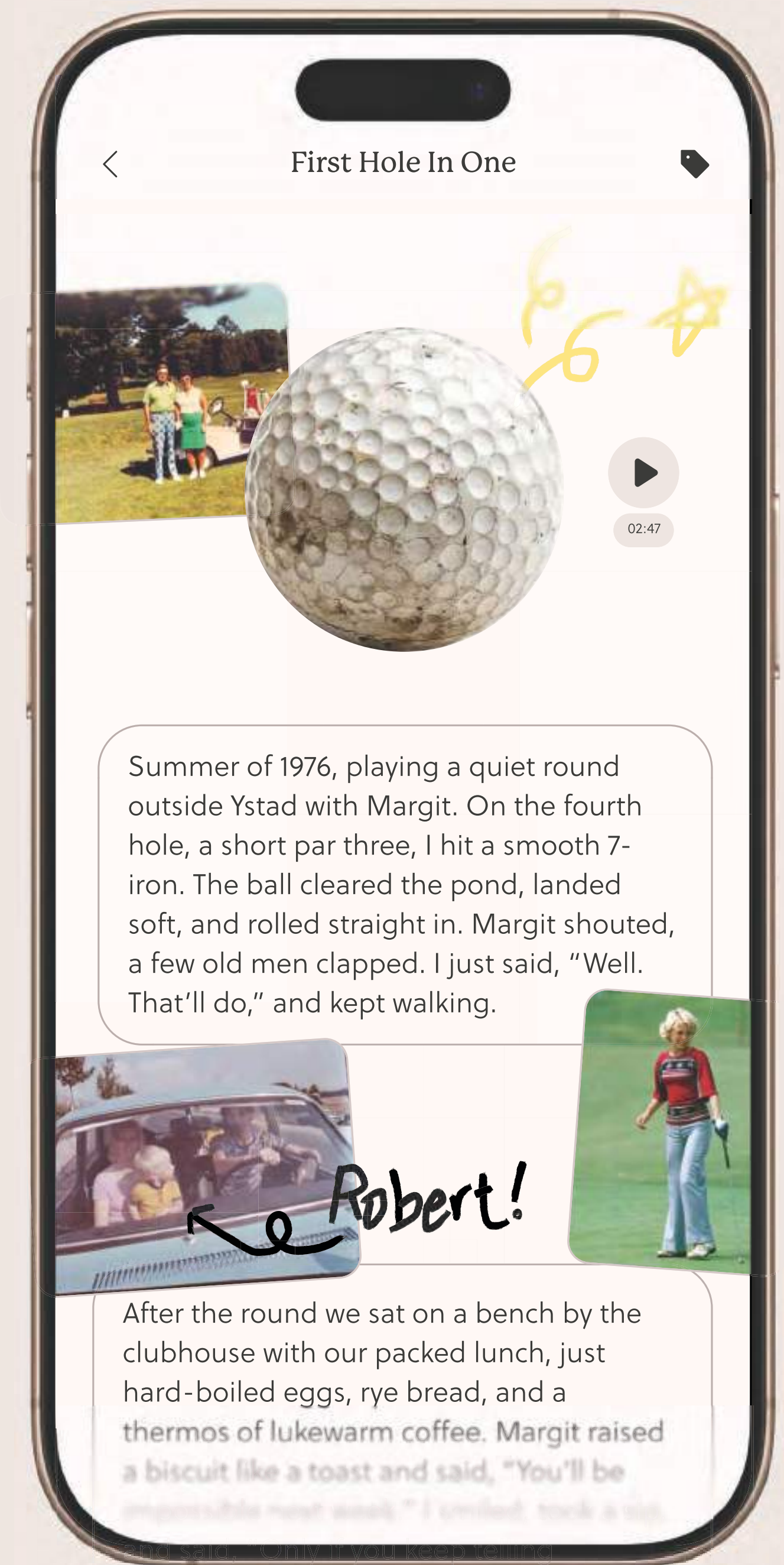
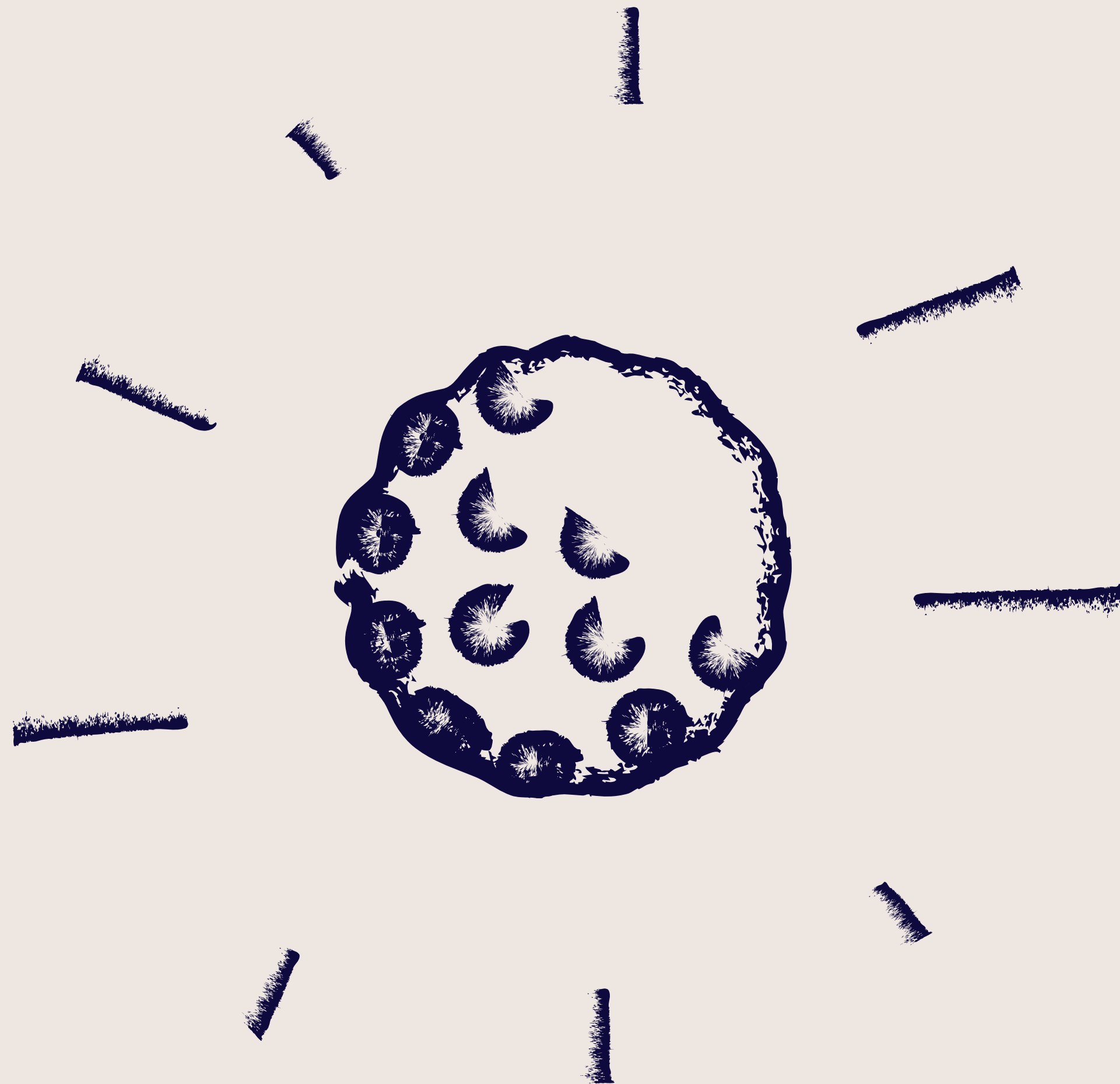


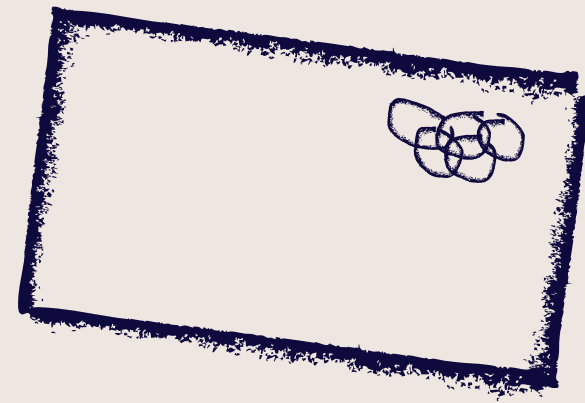








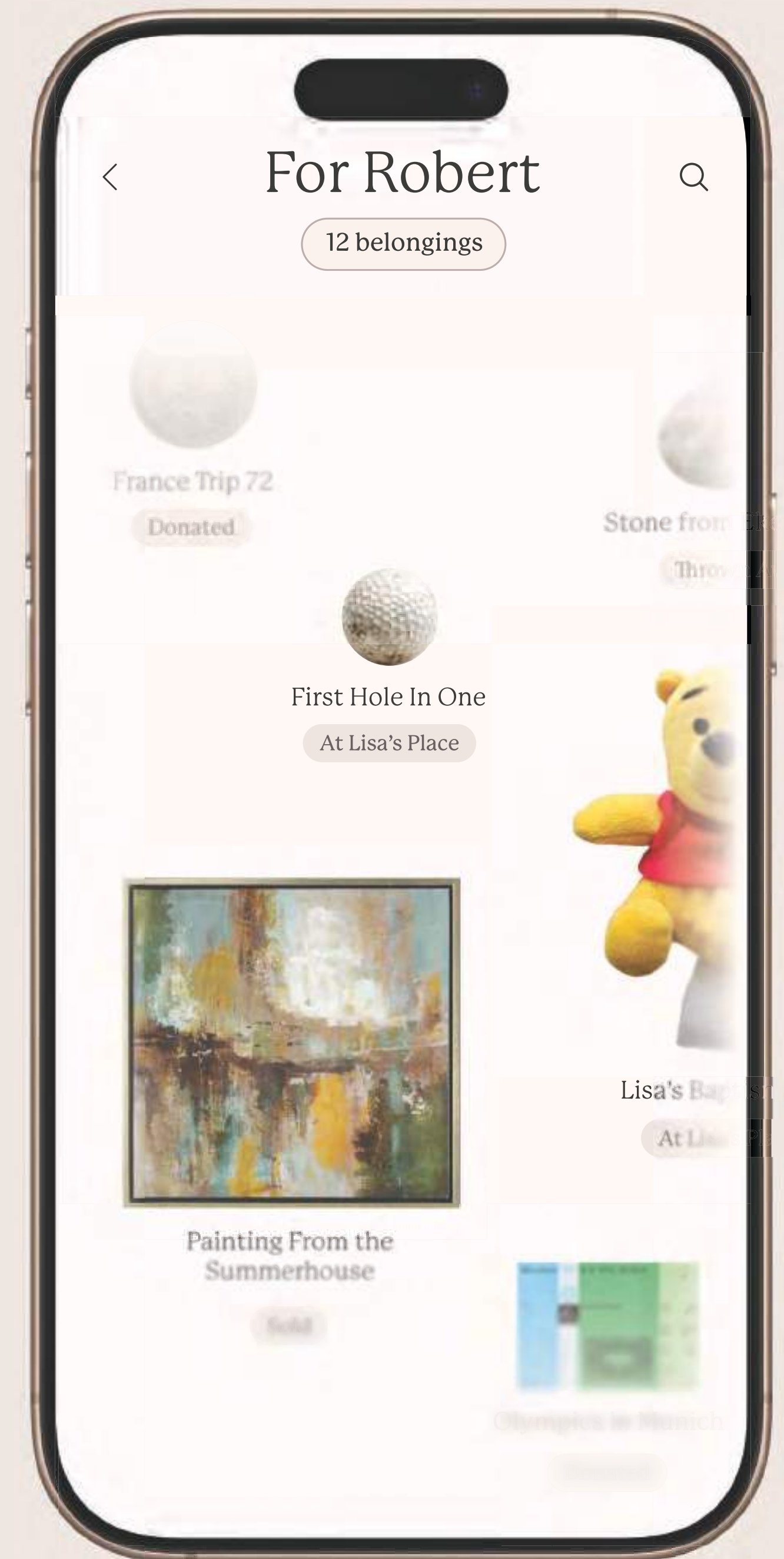




Donate



To Lisa



* Mémoire

Death Cleaning?

Let's Talk!

Every second Thursday
Seniortorget, Umeå
16:00

Join us for an informative session about Swedish Death Cleaning. A gentle way to sort through and simplify your belongings with care, dignity, and purpose.

www.memoir.se







Thank You!



Glad Sommar - Schönen Sommer! - 행복한 여름 보내세요!