

Consumption/Use Itinerary

SCALES

Social Classes,
Life Styles,
Way of Life

**Micro-social
Scale
Social
Interaction**

Itinerary/Stages

In-home
decision-
making
process

Trip
to
shop

Shopping

Storing
at home

Cooking

Waste disposal
Leftovers

Eating habits
Table manners

Space, rooms of the house, timing

Objects, goods, commodities

Social actors, gestures

Imaginary

Trade-off