Needfinding

Sustainability

Introduction

Team Members: Scott Arkin, Ashwin Kumar, Adrian Harrison, Christian Medina.

Possible Problem Domains:
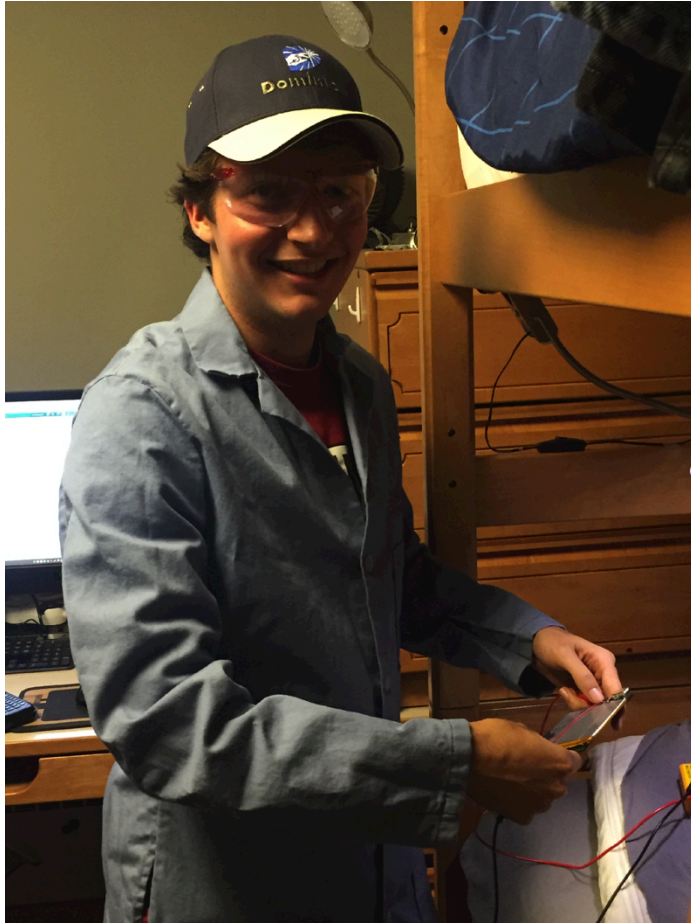
Sustainability of commuting

At home sustainability

Food service sustainability

Justin Adamson

Stanford Junior

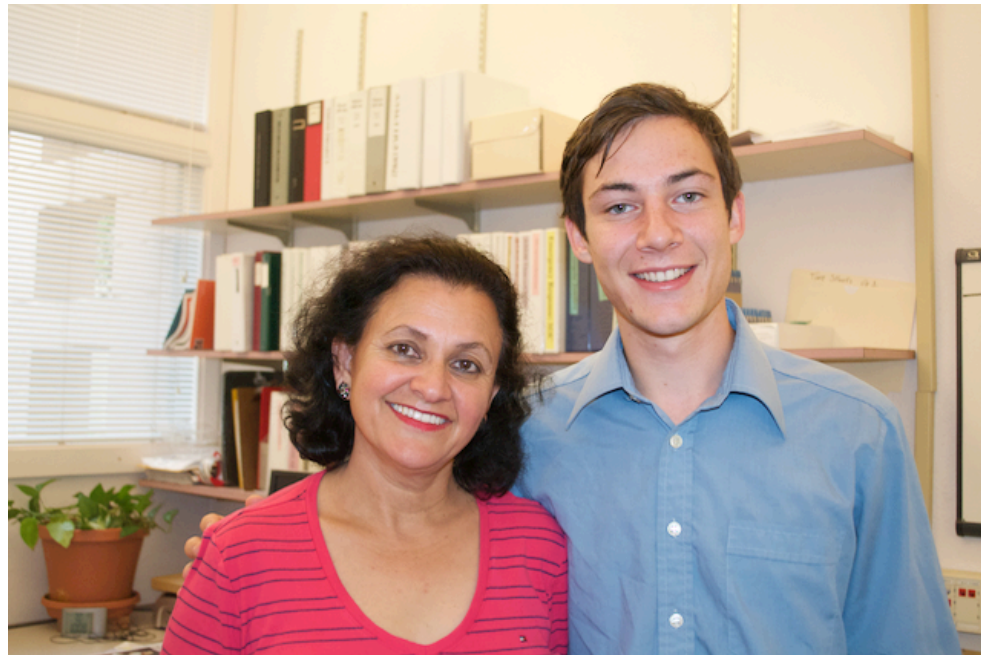Atmosphere and Energy
Engineering Major

Aparna Sharma

Librarian

Swain Chemistry
    Library

Early 50s

From Punjab, India

Saul Cardenas

Hospitality Manager at Stern Dining

"Responsible for the happiness of the customer, the student, and the overall experience when they come into the dining room."

Mid 40s

Questions:

Personal Sustainability Questions

Commute Questions

Person Specific Questions

Justin Adamson Interview

2 major problems

    Mass transportation

    Local effects

What do you do to live sustainably?

Education on how to live sustainably is important.

Aparna Sharma Interview

Commutes on Caltrain+Walking

"Crazy" to take bus

Socializes on train

Bikers scary

Tries to be personally sustainable

Saves food from events

Saul Cardenas Interview

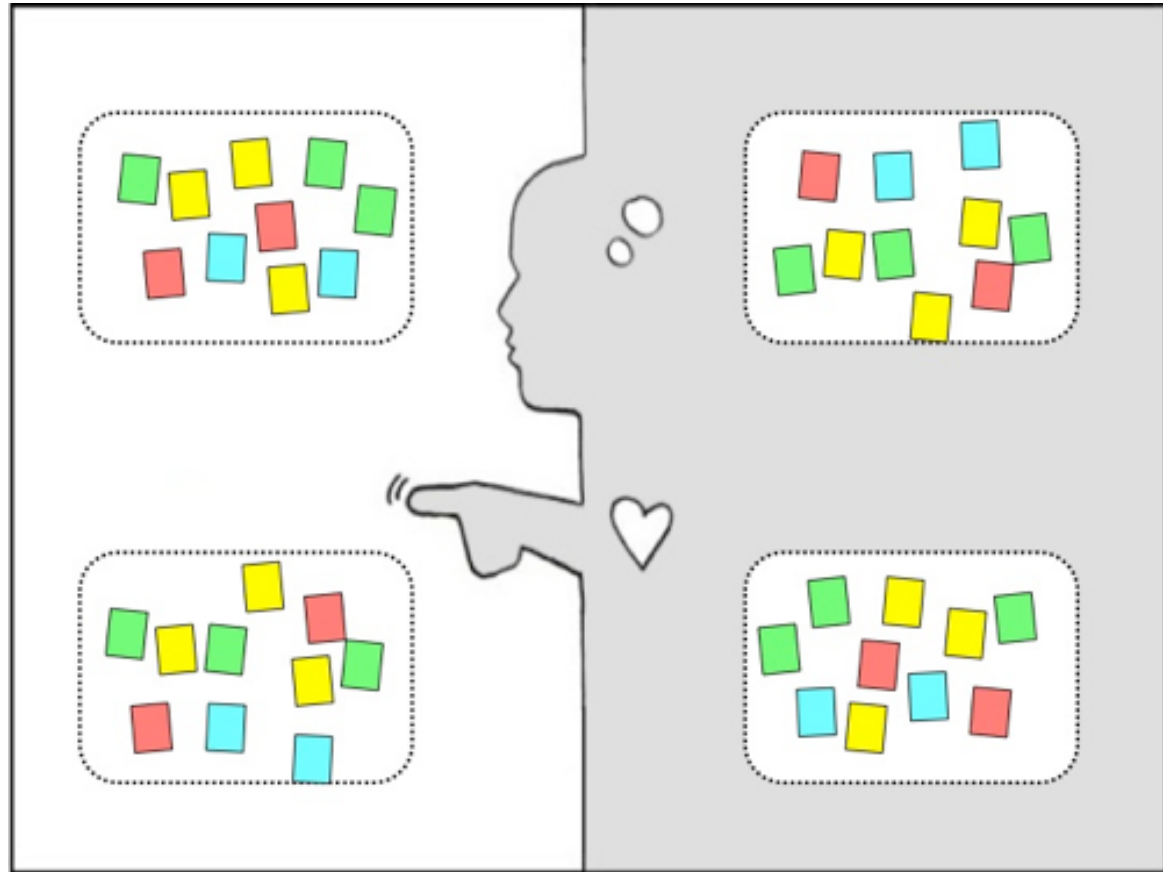Large Sustainability effort by R&DE

   Buy Local

   Donate Leftovers

Keeps Family on Sustainable Regiment

   Kids don't understand yet

Skateboards to work

Empathy Map - Justin

SAY:

Many people do care about the environment, and want to live sustainably, but it's currently so hard to do so",

"sustainability push is good on a local level, but the actual energy creation and extraction part is not controlled by people, it is controlled by entities and governments, that's going to be the real challenge

THINK:

User might be more inclined to live sustainably if it were laid out for them in an easy to follow/understand manner

DO:

I noticed that he seemed uncomfortable when I asked him about all of the things he does to live sustainably. My hunch is that he felt guilty from knowing he doesn't do a whole lot right now, but should. Could be a reflection over more of the population

FEEL:

regret and guilt over not doing a lot to live sustainably, frustration in that it is difficult to live sustainably

Empathy Map - Aparna

SAY:

"Crazy" to take the bus when it's so nice to walk

bothers her that her boss packs pre-packaged lunches, and then also uses disposable plates and forks.

THINK:

Important for people to live sustainably

Commute is social as well as responsible

People often lazy and wasteful

DO:

Shifted gaze when asked about sustainability

Liked to lean forward when explaining her opinions as if inviting agreement, but unsure that I would agree

FEEL:

Eager to "sell herself" - appear sustainable

Embarrassed when not understanding what sustainability was at first

Empathy Map - Saul

SAY:

"I try to get them to understand how all that works and how it fits into the environment"

"They think I'm crazy, but that's what we do around the house"

THINK:

Saul probably thinks that people should aim to be more environmentally conscious. He probably also thinks that people don't know much about the sustainability efforts made by the hall.

DO:

Saul is usually smiling. However, when we sat down for the interview, he became serious. I have a feeling that the topic of sustainability is a very important one to him.

FEEL:

enthusiastic - knew exactly what he wanted to say on the topic of sustainability

proud - sharing the accomplishments made by Stern during his 23 years

proud - that he encourages environment friendly habits at home

Inferences and Analysis

Many people are eager to live sustainably, but lack the education or the resources to do so

  Even our "expert" seemed to have guilt over this

  Aparna tries to save food

  R&DE makes a large effort - They have the resources

Commute is more than just getting from point A to B, it can also have a social component which may make it more enjoyable

Sustainability is something that can be instilled in the next generation from a young age

Food waste is an issue that is very visible and that people would like to reduce

Summary

Many possible problem domains

Participants all sympathetic to sustainability

Divide between infrastructural sustainability and personal sustainability

    HCI solution more likely to apply to personal