

# Sustainability

Commutes

Performance Metrics

Childhood Habit Formation

## Aparna Sharma

Librarian

Swain Chemistry Library

Early 50's

From Punjab, India

Dislikes Waste, Loves Walking and  
her CalTrain Commute



## Cafe Interviews

Mike, 40 Y.O., Pittsburgh, Entrepreneur  
Uses public transit, doesn't like "sustainability",  
but also doesn't like waste



Andy, 34 Y.O., Ireland,  
Food Service Entrepreneur  
The time to change habits is childhood,  
foodservice hard to make sustainable  
without bigger structural changes.



## CalTrain Interviews

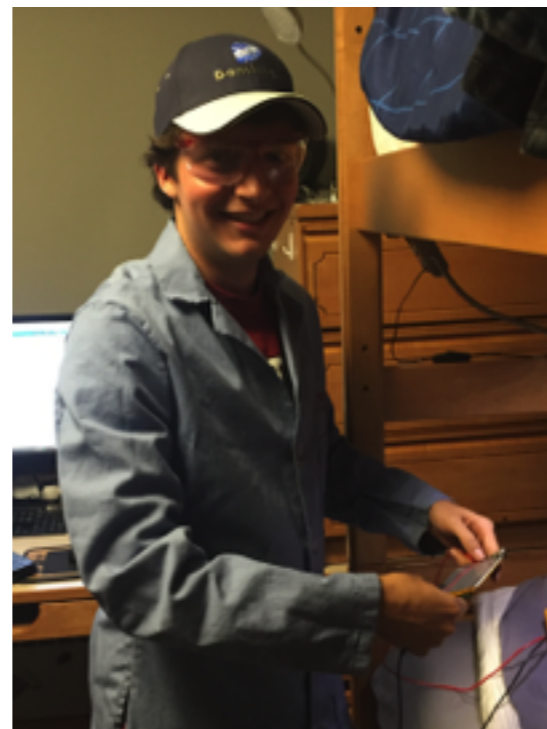
Leila, Late 20's, UCB grad, Consultant  
engaged and social, waiting to talk

John, Mid 50's, Med School Lab  
Committed to CalTrain, Shy



## POV

We met Justin, an expert on atmosphere and energy, who needs sustainable habits to be more convenient and apparent, because of his busy life style. It would be game changing to make sustainable living more convenient.



## POV

We met Saul, hospitality manager at Stern, who needs a better way to bring sustainability to his home life, because it already matters so much at his workplace. It would be game changing if we could help him educate his children about the importance of sustainable habits.



## POV

We met Aparna, a Stanford librarian. We were amazed to realize that she met people and had a loose circle of friends on her daily Caltrain commute. It would be game changing to make sustainable transit more social for those who want it to be.



**HMW** Get people to believe that the small stuff counts?  
Justin

Make commuting sustainably more fun/social?  
Aparna

Incentivize companies to practice sustainable food sourcing?  
Saul



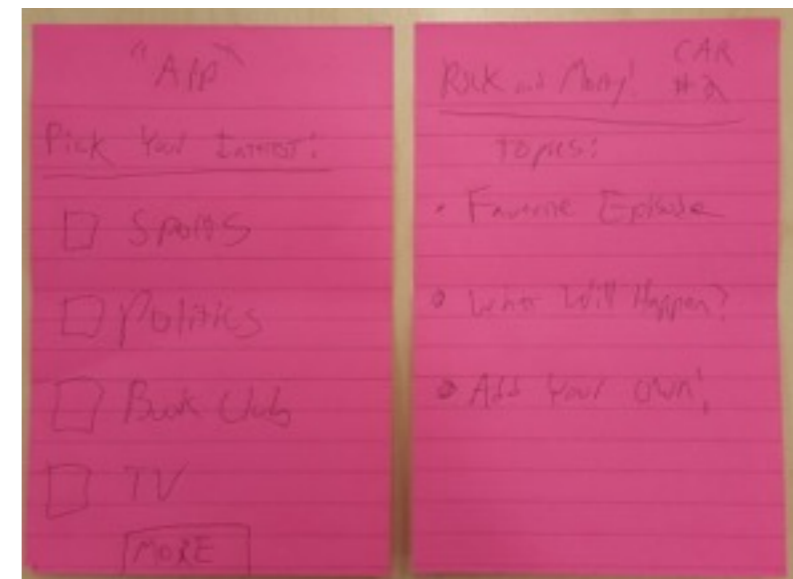
## Social Train App

### Idea

- connect people over similar interests
- "bike car effect"

### prototyping

- stickies given to three acquaintances
- sparked conversation!
- topic too empty? questions felt forced?
- conversation drifts
- "lifestyles", not interests
- people do feel comfortable connecting over specific topics
- three acquaintances  $\neq$  three strangers
- prototype mediated by person, not machine



## Usage Tracker App

### Idea

- awareness of environmental impact
- make sustainability social

### prototyping

- Krysten plays with UI, running commentary
- Interested in comparing with others.
- no real info, no hardware
- competition increases motivation
- refine hardware and daily life integration
- people do want competition



## Sustainability Game

### Idea

- ingrain sense of sustainability early
- supplement parenting through educational game

### prototyping

- Josh presented with series of game screens, running commentary
- positive reception, showed idea clearly
- no children, no impact assessment
- no need for tutorial
- Applications in schools?
- informational aspect?
- requires adult comprehension of game

