

# Sustainability Needfinding

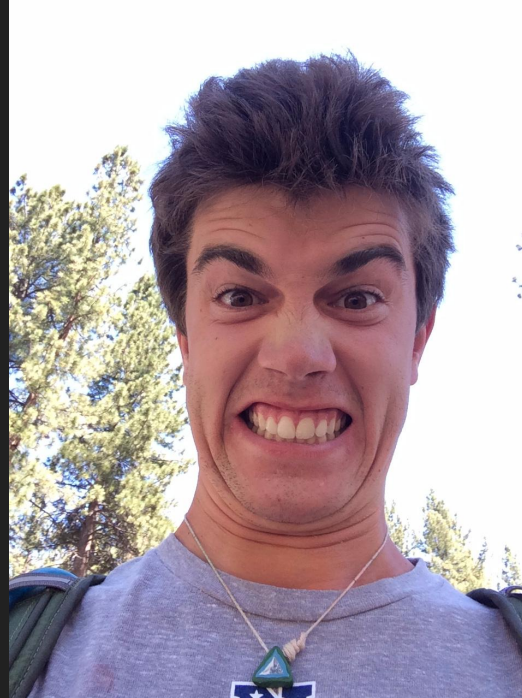
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# How Do We Make Sustainability Concrete?

Jonny



Eric



Ngoc





# Participants

Looking for:

- Diversity of perspective
- Varied lifestyles/interests
- Technologically literate users



# Participant 1: Sam

- 25 year old Apple employee
- Lives in Los Altos Hills
- Chosen for perspective of commuter and employee
- Interviewed at home



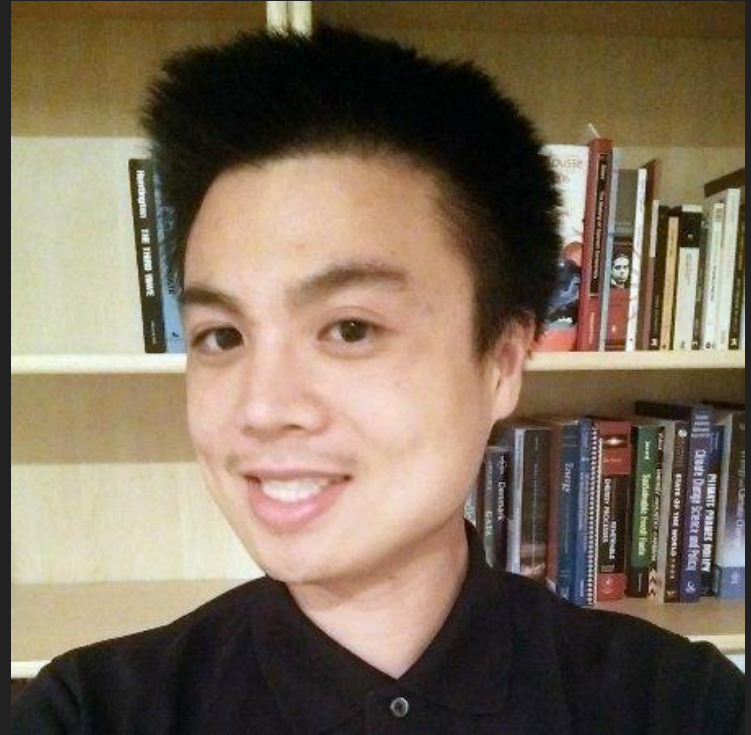
## Participant 2: Annabah

- 22 year old unemployed
- Lives in Salt Lake City, Utah
- Chemical Engineering Major
- Chosen for technical knowledge
- Interviewed at Tressider



## Participant 3: Kevin

- Stanford Lecturer
- Involved in Urban Studies
- Chosen for academic perspective
- Interviewed in Gates building



## Participant 4: Gloria

- Junior at Stanford
- Product Design Major
- Born in Singapore
- Chosen for international perspective
- Interviewed in dorm room





# Interview Results - Sam

“I try to do things to reduce my environmental impact, but **I have no sense for how much actual effect I have on the world.**”

“The largest impact in my opinion will be at the policy level. The **heaviest polluters and carbon emitters are corporations,** and government policy is the best way to encourage sustainability.”



# Interview Results-Annabah

“Without some sort of **cheap alternative** to today’s fuel sources, **no major change** can be made”

“Politicians will always fight for the most effective means of accomplishing their tasks. Even if it means **denying** some sort of **obvious truth**, they’ll keep **fighting**.”



# Interview Results-Kevin



“It’s **not fair** that humans ruining the planet and making it difficult for other species.”

“It’s about getting **industries and policy makers** to change.”

# Interview Results-Gloria

“**Seeing** passionate people do this work inspires me.”

“Empty **rhetoric** gets to me.”



# Empathy Map

## Say

- I care about sustainability
- I wish I knew more
- I want to have an impact

## Think

- personal vs. large scale
- future generations
- words vs. actions

## Do

- save where possible
- follow policy decisions
- compost
- stay informed

## Feel

- frustration
- lack of empowerment
- unaware
- helpless

# Insight

People really want to help, but are not sure how. They don't see themselves as the agents of change.

# Summary

We met Sam, Annabah, Kevin and Gloria, and were amazed by how much they cared about the environment but how little they felt they could personally impact the environmental crisis.