

POV, HMW, & Experience Prototypes

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Additional Need Finding

Participant: Sarah

- Late 40s
- Psychiatrist and mother of 2 daughters
- Lives in Carmel, Indiana
- Chosen for midwestern perspective, age bracket
- Interviewed over the phone



Participant: Sofia

- High Schooler
- Previous work on a farm
- Lives in Portland, Oregon
- Chosen for farming experience
- Interviewed at Town and Country



Participant: Lauren

-Late 30s

-Works @ Office of
Sustainability

-Chosen for her focus on
motivating individuals

-Interviewed at CoHo



POV's

-Sarah

-Amazed to realize how her actions are motivated by what makes her feel good, not quantifiable impact

-Game changing to leverage Sarah's motivation to take further action

-Sofia

-Amazed to realize how individual gain can spur sustainable actions

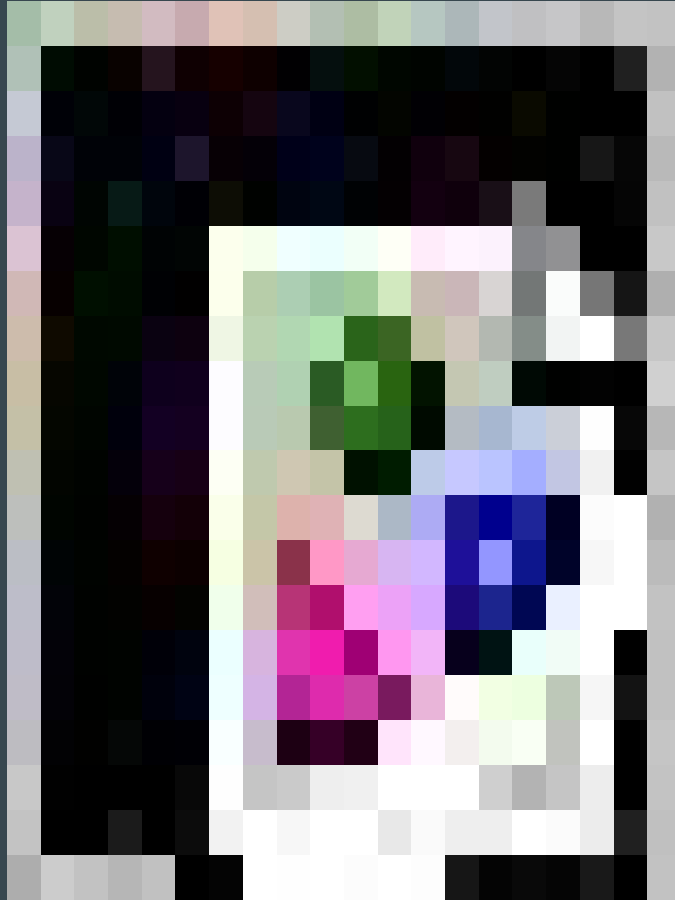
-Game changing to show Sofia the monetary gain of her sustainable actions

-Sam

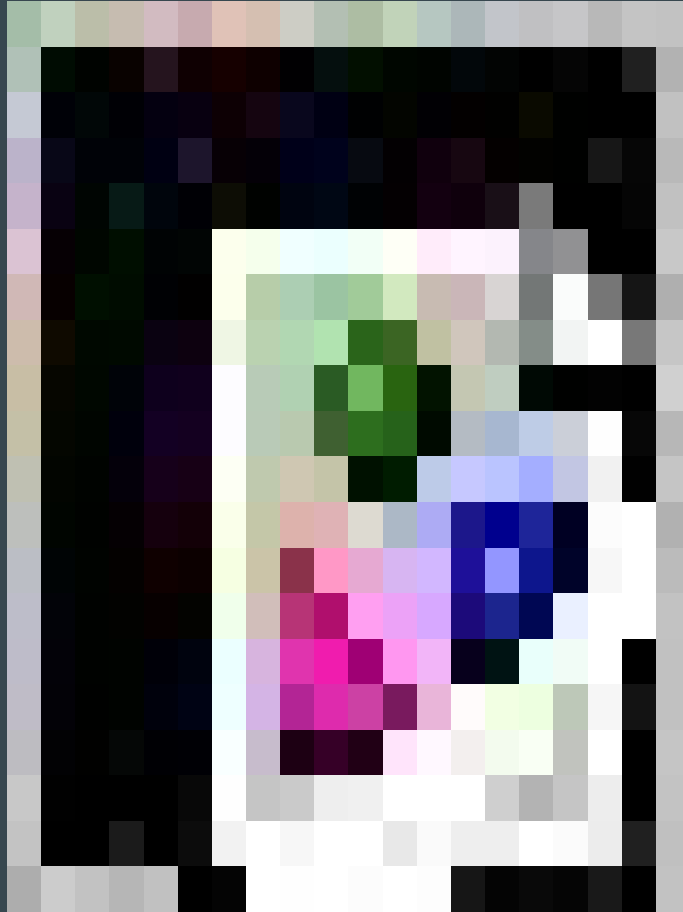
-Amazed to realize that he cares about the cause but has no idea of his quantifiable impact

-Game changing to provide an easy way for Sam to view the actual impact of his actions

POV's



HMWs



HMW's

-Sarah

-How Might we help people share their actions and impact with others?

-Sofia

-How Might We use money as a lever for action?

-Sam

-How Might We develop a method for Sam to see his daily impact?

Solutions



Solutions

-Sarah

-Kickstart your own sustainable action!



-Sofia

-Coupons for action



-Sam

-Use grains of rice for sustainable action



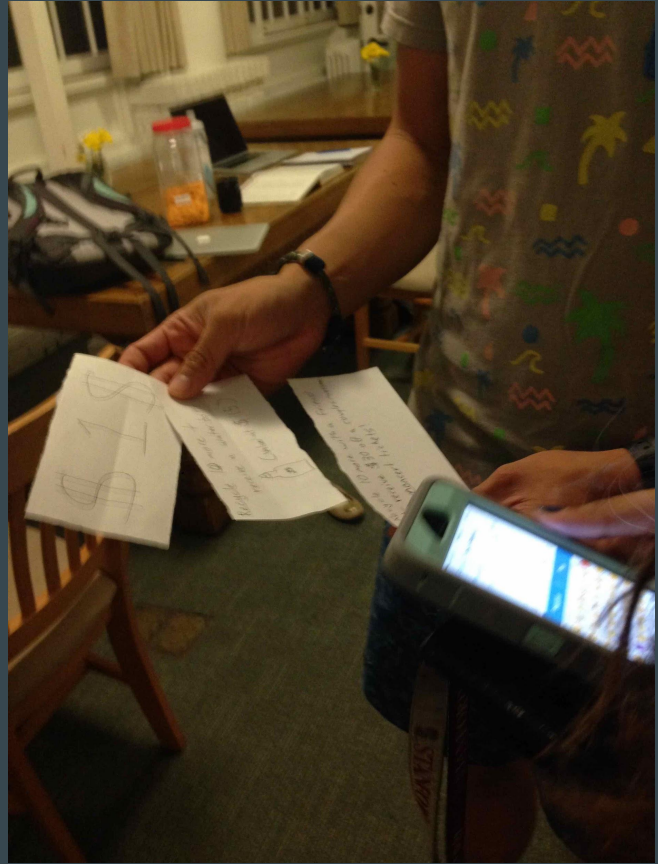
Experience Prototypes

Kickstarter

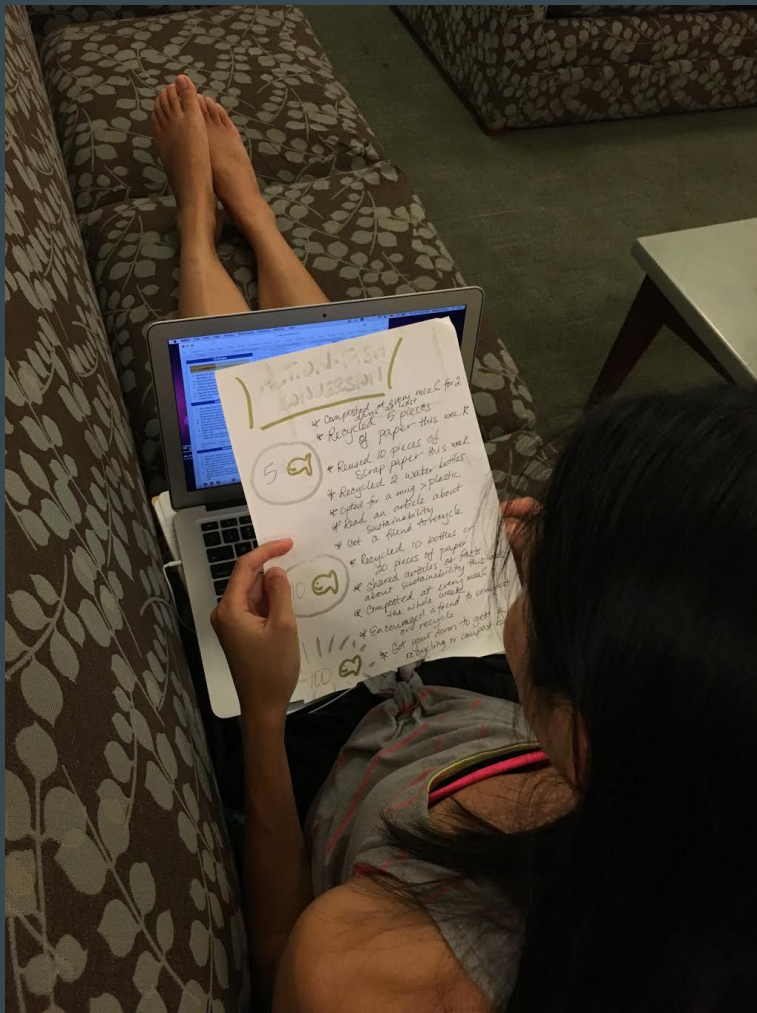
- Tested the kernel of the idea - will people fund others' sustainable actions, and will people be willing to take sustainable actions if there is a financial incentive?
- Relatively successful with the cohort we were targeting
- Needs further testing with other cohorts



Coupons for Action



Rice for Action



**In Summary:
Interviews, POV's, HMW's, Solutions, and
Experience Prototypes**