

# A Californian's Guide to the Drought

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# Introduction



# Interview: Falon/Mary

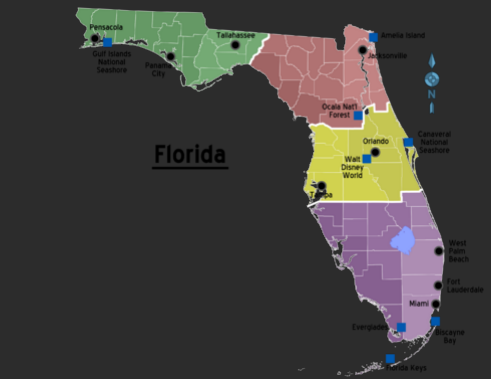
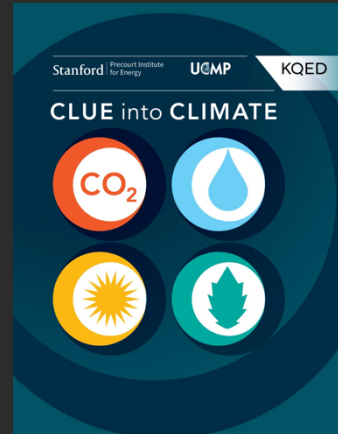
Falon

Google employee

Moved from Florida

Mary

Precourt Institute for  
Energy



## Interview Lessons:

Responsibility to sustainability without necessarily feeling  
like her actions made an impact

Felt like it was the right choice

Not individual impact





# POV #1

We met Christa, a policy advocate

We were surprised to discover that she found it difficult to make certain sacrifices that affected her lifestyle.

It would be game changing to change the social stigmas surrounding the sacrifices made for a sustainable lifestyle

## POV #2

We met Hannah, a Columbae resident

We were surprised by how much she is influenced by the actions of others.

It would be game-changing to mount peer pressure as encouragement for sustainable living

## POV #3

We met Falon, an account strategist at Google.

We were surprised that she felt a sense of a responsibility to sustainability without necessarily feeling like her actions made an impact

It would be game-changing to anchor decisions to responsibility rather than impact.

# HOW GAMIFY SUSTAINABLE CHOICES

Good social  
competition  
w/ locals

Score / like  
badges

COMMUNITY  
COMPETITION

COMPETITION  
w/ ANON.

COMPETITION  
w/ YOURSELF  
(like WAZE)

COMPANY  
COMPETITION

NO  
COMPETITION  
w/ PRIZE

POINTS TIED  
TO REAL  
LIFE

CONNECT  
WATER TAPS  
TO TURN OFF  
SOONER

INTER-CITY  
COMPETITION

# HMW CROWDSOURCE PRESSURE GROUPS

UBER  
FOR CARPOOLS

insider  
info  
on ~~Uber~~

Green  
Pinterest  
Filter

Social  
Network  
for green  
living

"WATER FRIENDLY"  
LABEL

#KEBUCKET  
CHALLENGE

KICKSTARTER  
FOR GREEN  
PROJECTS  
\*★

Story / ★  
EXPERIENCE  
SHARING ★

SHARE  
STATS

SHARING  
COMMUNITY  
DATA



Smart  
Water  
Meters

FREE  
SLD METERS

# SHOUT THE  
WATER USAGE

74-HR  
CHALLENGE

HMW  
PROVIDE A  
SENSE OF  
OWNERSHIP

BUY A  
SHARE OF  
2007 OF WATER

SIGN UP  
TO SPAM  
EVERYONE  
☺

Adopt a Dam

ADOPT THE  
BAY

Sign up to  
Adise couple  
Spam list

ADOPT  
STREET  
COMMUNITY  
CLEANUP DAY

Water  
Usage  
Rebelling  
✱



# Solution #1

## Using water stats in advertising/labeling/marketing

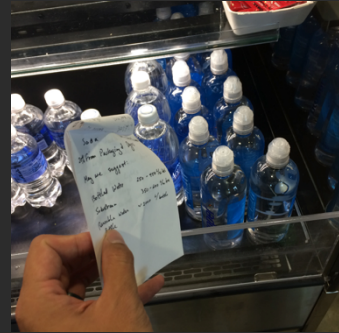


bread — 600 l/loaf →  
 soda 1000 1/2 liter Btl →  
 apples 76 l/ea →  
 hamburger 20,800 l/lb →  
 watermelon 400 l/ea →

Soda 680 - 1240 1/2 liter  
20% from Packaging & Dyes  
May we suggest:  
Bottled Water 250 - 450 1/2 liter  
Sodastream 350 - 600 1/2 liter  
Reusable Water ~ 2000 l/bottle

Give me feedback based on:

- Pesticides & Chemicals
- Humanely-raised Animals
- Worker's Rights
- Water Usage
- MSC seafood certification



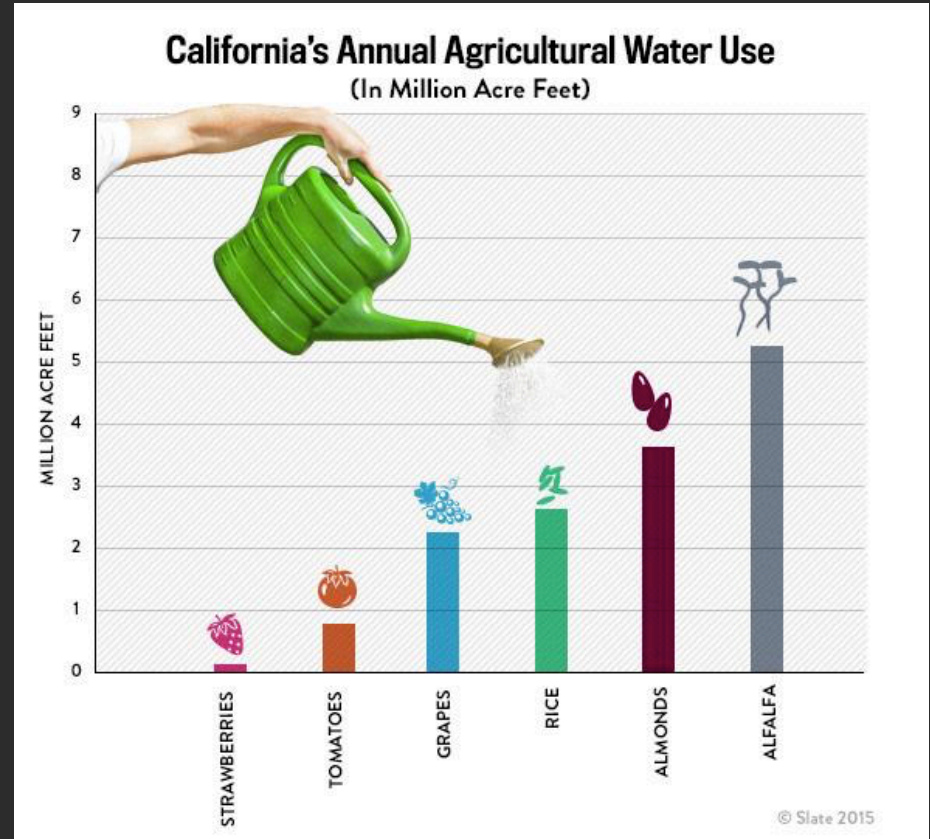
# Lesson #1

Middle-aged woman

Younger man in workout clothes

Older Woman

Young woman



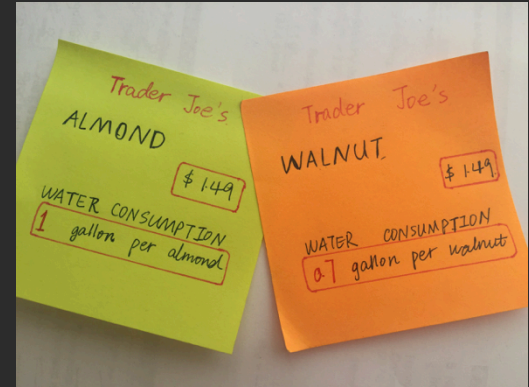
# Lessons #2

## Assumptions:

- People care about the environment
- If people had info they would act
- People make shopping lists

## Reflections:

- Not their responsibility
- Don't care
- People who care welcome more info



# Solution #2

## Peer to peer Competition

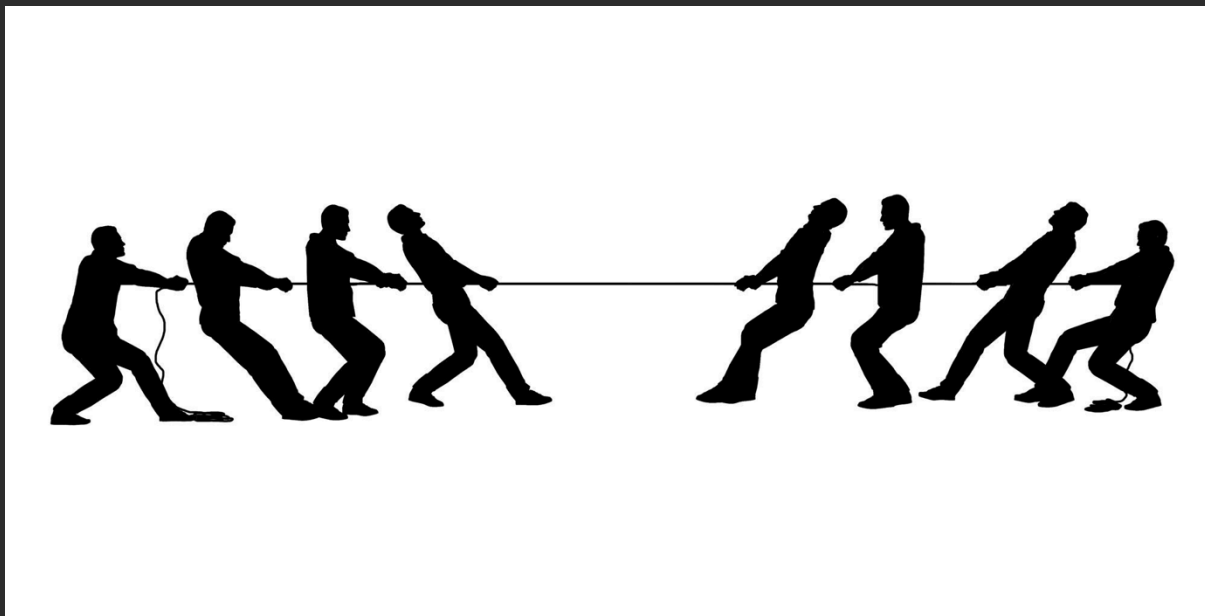


# Results/Lessons

Matthew M



# Solution #3





# Results/Lessons

Samira S

Nick B



# Reflections

Unwilling to change shower habits

Already know they use water

Comfort > Environment