



plum

Team 1: Grace Zhang, Katrina Liou, Rachel Leou, Anthony Xie



Katrina L



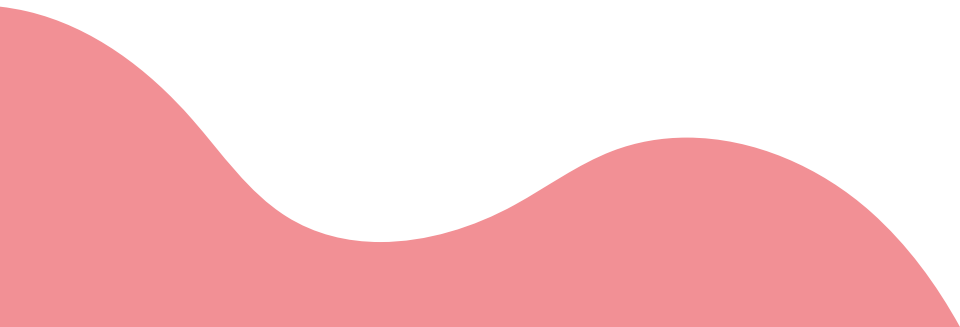
Rachel L



Grace Z



Anthony X



The background features abstract, organic shapes in shades of pink, red, and yellow. A grey, wavy shape with white dashed lines is positioned at the top. A yellow shape with a black outline is on the right. A red shape with white dots is at the bottom left. A yellow shape with a black outline is at the bottom center. The text "Initial POV" is centered in a bold, dark grey font.

Initial POV




We met

Ellie

Nature-loving Stanford Product
Design graduate; founder of Oddli
Apparel, a sustainable fashion
line





We were amazed to realize that the concept of collecting “high quality, long-lasting products” that you only buy once (like furniture) applied to clothing as well.

It would be game-changing to introduce the concept of “one-time-buy” products to younger children so that in the long run they can lead of more sustainable lifestyle



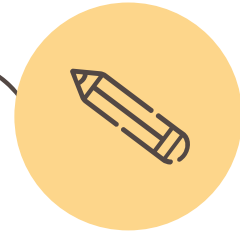
NEEDFINDING



POVs



HMWs



PROTOTYPES



Needfinding

andrew



ellie



julia



joe



andrew



ellie



julia



joe



dennis





Dennis

What we learned:

Kids are super receptive, especially when engaging in games

Connections to nature are formed on a personal level through immersion and appreciation

“Kids are pretty observant, so it’s easy to lead by example.”

“Experience is cumulative.”

“I keep kids engaged primarily through games.”



andrew



ellie



julia



joe



dennis



conrad





Conrad

What we learned:

New Zealand is sustainable due to its culture of learning from extended communities

There are many low-stakes opportunities for repurposing in daily life

“Growing up in NZ, we can see how other people live in ‘1st world countries’ -- we laugh at countries like America.”

“If you do educate younger kids, they’re the ones who will tell their parents.”

“All our kitchen gray water is put back into the garden, instead of using the sprinkler system.”



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Revised POV's

POV 1



We met

Conrad

a middle aged physical therapist and triathlete
from New Zealand who now lives in the Bay
Area.



POV 1

We were amazed to realize that Conrad uses kitchen graywater and biodegradable soap to water his garden and plants in order to save water and eliminate the need for sprinklers. He also doesn't own a dryer because California weather is good enough to air dry clothes.



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It would be game-changing for people to recognize and address more avenues to repurpose and reduce our waste like Conrad



Change the way that people think about waste?

Show people how easy
repurposing is?

Get people to integrate repurposing into their
lives?

Find opportunities to
repurpose?

Encourage people to reuse?

HOW MIGHT WE...

Create repurposing without extra
effort?

Make sustainability appeal to lazy
people?

Make repurposing sleek?

Shift away from “waste is gross”/make waste
attractive?

Shift people’s mindsets to not view everything
as waste?

Reinvent existing products to emphasize
repurposing/reuse?



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POV 2

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It would be game-changing to overcome the nuclear barriers of American culture and bring people together through sustainable living in a way which mimics a village-like community



Create “villages” in a culture that revolves around nuclear/ immediate families?

Allow people to experience other cultures without having to leave their home?

Create opportunities for people to explore different mindsets

Change tradition?

Create online communities that take action in pandemic environments?

Put people in others’ shoes to experience a different lifestyle pertaining to sustainability?

Encourage people to be open to different traditions

HOW MIGHT WE...

Build incentive through community/ build community through incentives

Persuade stubborn minds?

Increase individual, and therefore community, connections with nature and sustainability?

Encourage people to make new connections



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POV 3

We met

Andrew

a 4th grade male student living in the Bay Area



POV 3

We were amazed to realize that even though he didn't know what “sustainability” was, he was eager to take action and share what he learned in school about renewable energy.



POV₃

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It would be game-changing to give children more of a voice when it comes to living sustainably in their home life. This could lead to a domino effect from the influence of an unsuspected age group.



Get adults to listen to kids

Make sustainability fun?

Encourage parents to be more aware of their children's' actions in terms of sustainability?

Overcome generational stereotypes to bridge communication between kids and adults

Create compelling content so that kids listen and absorb

HOW MIGHT WE...

Connect kids of different ages to share their knowledge

Give kids a platform they can communicate through/with

Inspire kids to lead by example (while breaking the barrier between adults and kids)

Introduce sustainable behaviors into the lives of children, which is often controlled by their parents

Simplify sustainability so that kids can understand



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POV 4

We met

Dennis

a Stanford sophomore who cares deeply for
animal life and was a camp counselor for many
years



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It would be game-changing to create more immersive opportunities for people to learn about sustainability through interactive activities





How Might We

How might we inspire kids to lead by example (while breaking the barrier between adults and kids)?



How might we increase individual and connections
with nature and sustainability?



How might we get people to integrate repurposing into their lives?



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Prototypes

How might we inspire kids to lead by
example (while breaking the barrier
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Solution 1

Learning about sustainability through a game that incentivizes environmentally friendly living





Assumptions:

- Users would apply knowledge learned from a game to real life
- Users will be interested to learn and garden through an incentivized game

Solution 1

Learning about sustainability through a game that incentivizes environmentally friendly living



Experience Prototype #1

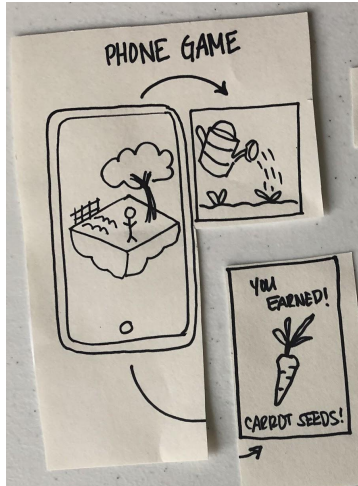
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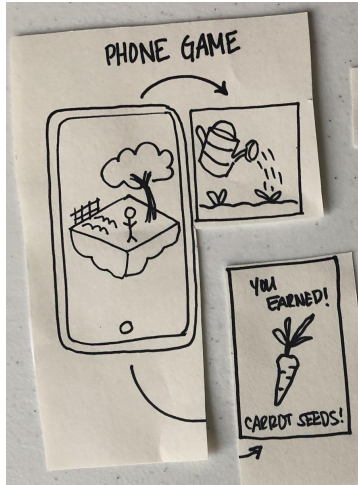
Presented hypothetical gardening game



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Non-personal fact about environment

vs.

Personal fact not about environment

vs.

Non-personal fact about homelife (no environment)



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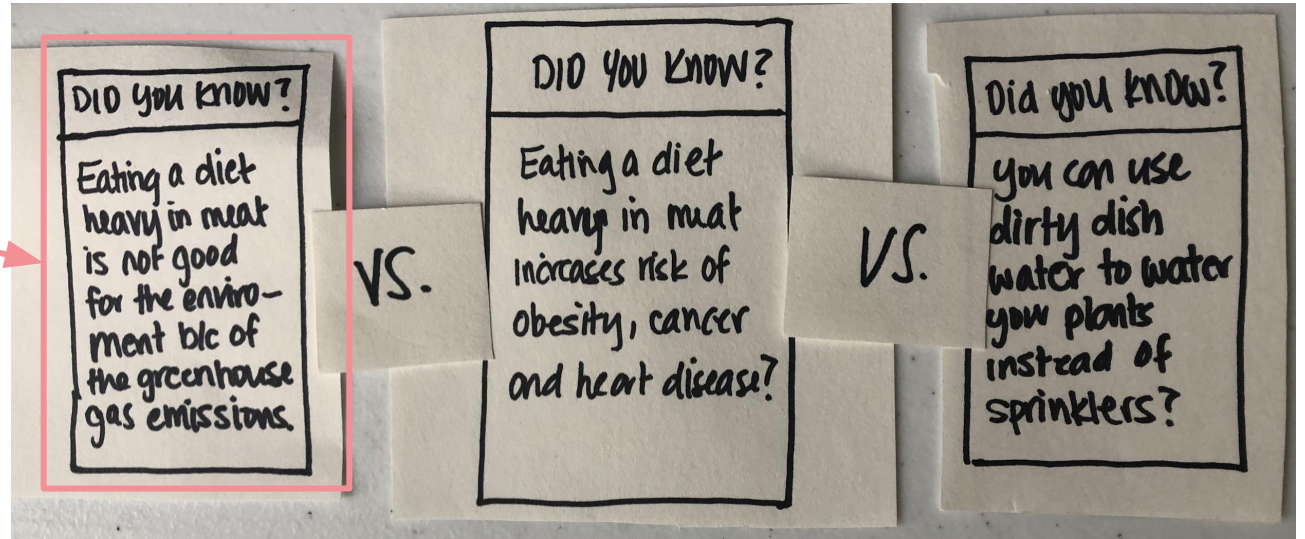


Analyze reaction, response, and emotions



Which fact is most likely to change your behavior and why?

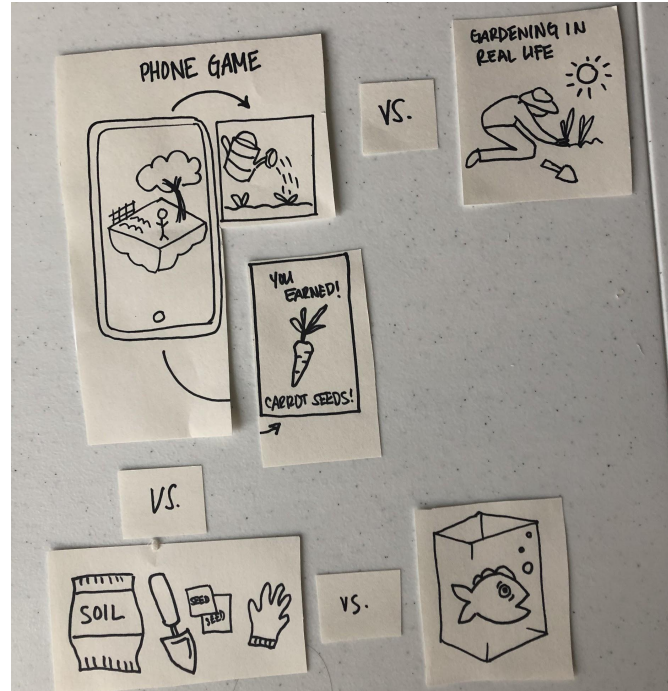
“It’s just a piece of information for you to know, it doesn’t heavily influence compared with everything here” (Cindy)



Gauging interest

Asked about:

1. Gardening phone game vs. gardening in real life
2. Incentivized phone game with physical gardening-at-home component
3. Gardening at home vs. community garden
4. Interest in gardening vs. aquaponics



Things that worked

“I like how whatever I’ve invested time in virtually also has a real counterpart; it’d definitely make me want to garden more.” (Tianzhen)

“For home growing, if it’s easy to grow, you feel like you are accomplishing things” (Cindy)

VS.

Things that didn’t work

“Will parents take their kids seriously if their kids are showing them something from a game?” (Tianzhen)

“I’m definitely not really looking to start fish and plant empire right here in my house” (Dylan)

“I’m not interested in gardening because I’m not good at it” (Cindy)

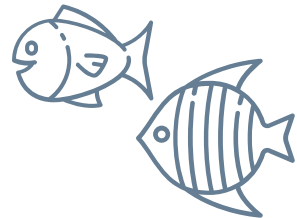
Surprises

“What if someone’s allergic to plants or fish, or some species don’t interact well together” (Tianzhen)



“Everyone knows what traditional gardening is [but not everyone knows about aquaponics.]” (Cindy)

“If the game benefits other people, then I’m more interested in the game.”
(Cindy)



How might we increase individual and
community, connections with nature and
sustainability?



How might we increase individual and community connections with nature and sustainability?



Solution 2

Incentivize exploration and discovery of the outdoors in order to foster individual relationships with nature





Assumptions:

- People can be incentivized to explore nature
- Believe it's safe enough to go explore in their area
- Perceive value in establishing a connection with nature

Solution 2

Incentivize exploration and discovery of the outdoors in order to foster individual relationships with nature



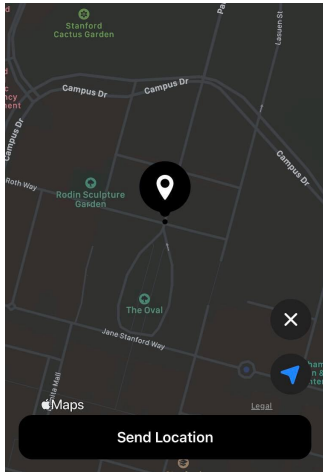
Experience Prototype #2

We wanted to see if people can be incentivized to explore nature.



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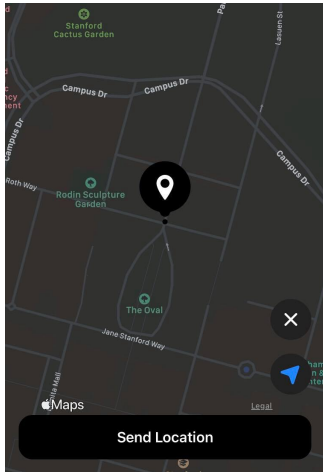


Using Facebook's maps, interviewee was sent a few possible locations to walk to



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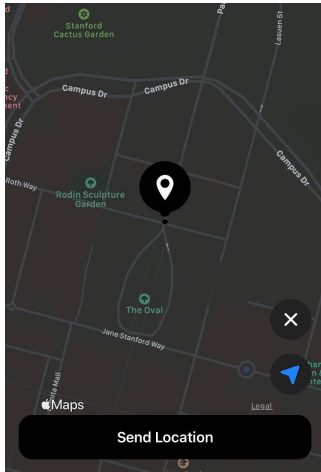


Each location had different "points" assigned to it, which corresponded to a real life rewards



Experience Prototype #2

We wanted to see if people can be incentivized to explore nature.



Using Facebook's maps, interviewee was sent a few possible locations to walk to



Each location had different "points" assigned to it, which corresponded to a real life rewards

Interviewee was left to walk for as long as or as short as they wanted



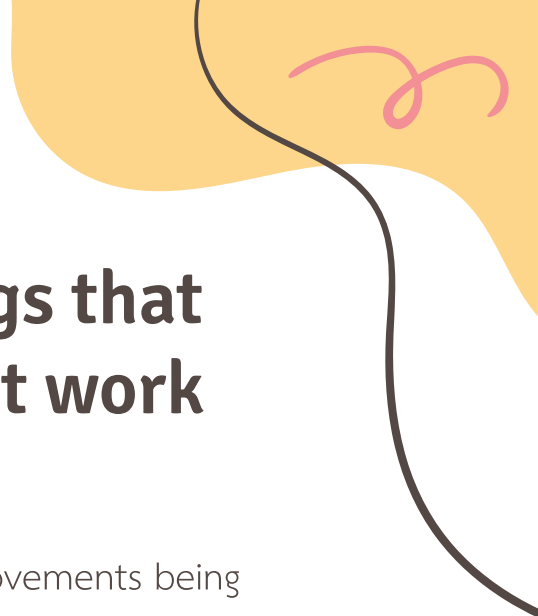
Things that worked

“I do take walks, but it’s always the same routes... It’s fun to have a reason to explore new places.” (Dylan)

VS.

Things that didn’t work

“Are my movements being sold to some mega corporation company?”
(Dylan)



Surprises

“I think it’s ironic that I’m going out in nature, but I’ll be looking at my phone the whole time still.” (Tianzhen)

“What if people start trashing the environments they’re exploring?” (Tianzhen)

“The first thing that I thought of was ‘how can I possibly get the most points as quickly as possible?’” (Dylan)

Insight: We realized the contradiction between wanting to get people outdoors, while utilizing a medium that is inherently sedentary

How might we get people to integrate
repurposing into their lives?



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Solution 3

A platform that makes repurposing old clothes an easy and fun
activity



Assumptions:

- People are interested in repurposing old/ thrifted clothes
- People want to digitally visualize and plan the changes that they will be making
- People have the time and artistic skills and dexterity to create wearable pieces

Solution 3

A platform that makes repurposing old clothes an easy and fun activity



Experience Prototype #3

We wanted to see if our service would incentivize people to steer away from the fast fashion industry



Experience Prototype #3

We wanted to see if our service would incentivize people to steer away from the fast fashion industry



Presented the concept of being able to
upcycle old clothes into new pieces



Experience Prototype #3

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Presented the concept of being able to upcycle old clothes into new pieces



Gauged the interest and the effect it would have on shopping behavior.



Things that worked

“Customers like being special. They love specialized experiences and showing up somewhere knowing that nobody’s gonna be wearing the same thing as you.” (Marlee)

“I like the component of getting to design everything beforehand and see how it’d look -- It would make me want to thrift more.”
(Tianzhen)

VS.

Things that didn’t work

“If I buy or have someone make something, you know, I want to be sure that it’s good quality.”
(Dylan)

“I’d want to do all these cool things to my clothes, but I’d end up limiting myself because I know I don’t have the skills to do it for myself.”
(Marlee)

Surprises

“I could see this bringing a community together with the core value being sustainability”
(Marlee)

“In theater, you have to reconstruct and repurpose costumes to adapt them for new shows fast”
(Marlee)

“In a dressing room and u cant have a second opinion”
(Tianzhen)

Insight: We found that this service would be able to unite different audiences with one another, but would cater to a specific audience



Prototype 1

Most validated, but little interest in gardening aspect

Interest in combination of physical and virtual components



Prototype 2

Direct forms of incentivization undermined original purpose

More interest in reward over immersion in nature



Prototype 3

Also received positive feedback

Struggled with the feasibility of them being able to create themselves and trusting the final product

Moving forward, we want to continue testing incentivizing and exploring more virtual/physical combinations.



Prototype 1

Most validating prototype and received most and positive feedback, but expressed little interest towards gardening

Interest showed in a game that combined physical and virtual components of sustainability



Prototype 2

We found that though incentivization may get people outdoors, it defeats the overall purpose.

People were more interested in the reward than the actual immersion in nature.



Prototype 3

Liked the idea of creating unique pieces to add to their wardrobe

Struggled with the feasibility of them being able to create themselves and trusting the final product