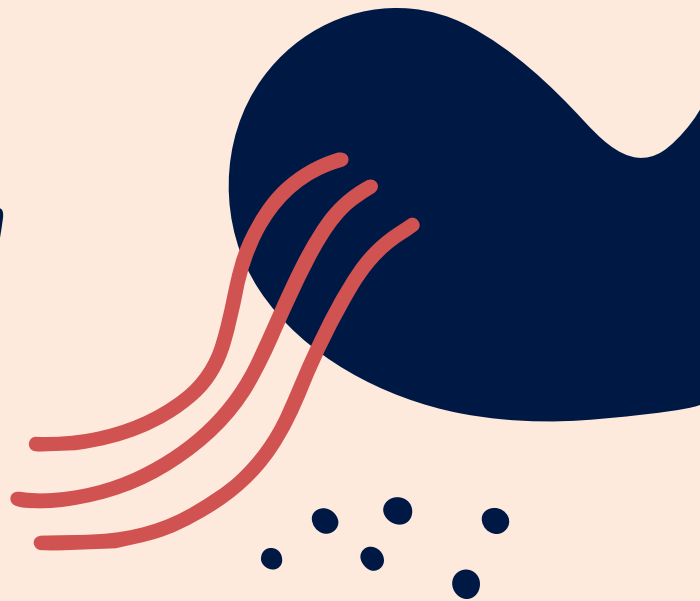


Needfinding

by Rachel Leou, Katrina Liou,
Grace Zhang, and Anthony Xie





Katrina Liou

*design
team*

Rachel Leou



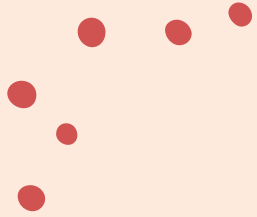


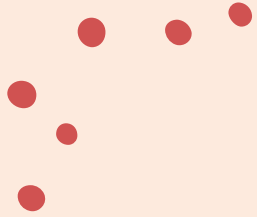
Grace Zhang

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team

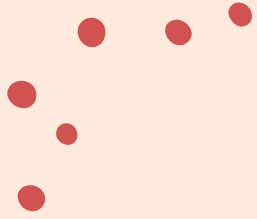
Anthony Xie







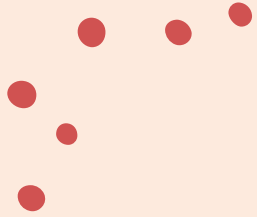
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results



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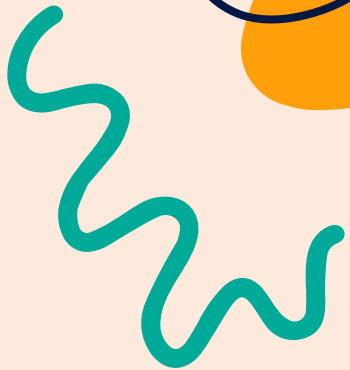
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methodology



What is stopping you from living more sustainably?

Does making sustainability “trendy” make it more attractive or accessible?



Is lack of education or awareness the biggest bottleneck?

What made you start caring about getting into sustainability?

Is there a habit or part of your life that you would want to change?

What are sustainable practices you currently employ?



Should we focus more on targeting industries or individuals?

What role has tech played in helping you become more sustainable?

How and where were you exposed to this?

Where is there wastage in your life or in society in general?

Does your company or industry employ sustainable practices?

Is there a lot of competition within the sustainability industry?

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meet

Julia

marketing associate at BEHR



meet

Joe

environmental activist





meet

Ellie

founder of Oddli Apparel





meet

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founder of Oddli Apparel





meet

Ellie

founder of Oddli Apparel





meet

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meet

Andrew

4th grader



results



“Kids really care about this stuff--they just need direction and action to take”

“In science I just learned about renewable energy”

“It’s no longer okay not to know about environmental issues”

“Fashion should be more cyclical”

“I had no idea just how bad the fashion industry has been for our environment”

“Sustainable has no definition in the fashion industry”

“How do you find that line of creating a product that people want that is sustainable and ethical and knowing that it will be priced higher, and also respect the rest of the market”



“A lot of the time, you have to search for the information because it’s not readily available for you”

“Being *zero* waste is really overwhelming, so it’s more about just trying to *reduce* your waste”



“I think it’s important to keep the earth healthy so we can live on it longer”

“Younger people better understand the issues at hand, and are much more inclined to engage”

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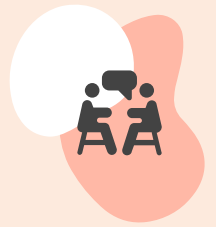
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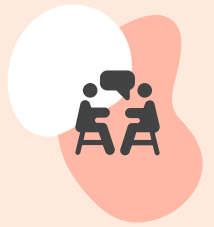
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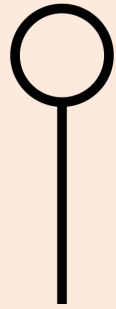
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Showed pictures taken of students participating in trash sorting

Excited to offer the help that she was able to

Recited very specific statistics relevant to the conversation



Uses solar power at home and actively composts

Encouraged me to check out his website and talks online

He showed us his textbook with all of the sustainability content he is currently learning



She is very positive and smiles a lot, while encouraging our questions

She was being humble about her knowledge and her habits

He was very shy and pauses a lot to think

She seemed slightly agitated when talking about sustainability habits in the US

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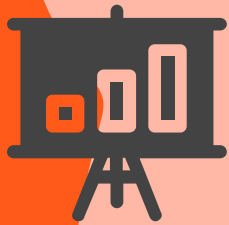
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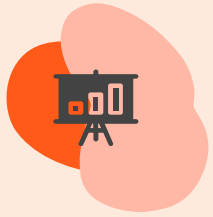
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analysis





Younger people better understand the issues at hand,
and are much more inclined to engage

I'm frustrated with human behavior

Believed in the importance of targeting individuals as
opposed to targeting industry

Much more important to target individuals as an
audience vs industry as a whole

I want to preserve the Earth so
my grandkids and their grandkids
can also enjoy what I did

How am I going to juggle all of this? What
should I prioritize?

think

she is very realistic
about the bounds of
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There are many resources to
“get into sustainability”--
people just need to take the
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How can we educate our audience/ consumers
while making them feel good about what they
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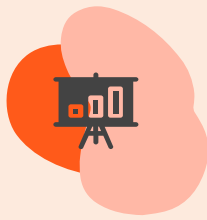
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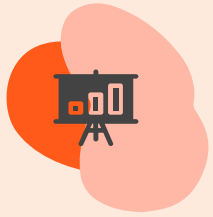
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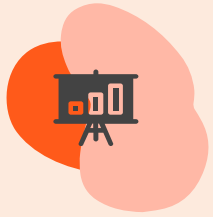
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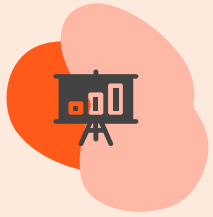
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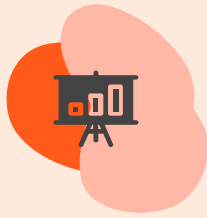
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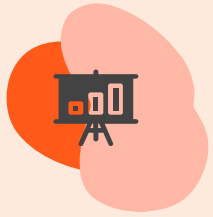
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Frustrated about industry bottlenecks in making sustainability more accessible and widespread

Love and care for the planet's well being

Excited to learn more in school

Happy that she gets to work on what she loves and dreams about

Anger that the fast fashion industry produces so much waste

Passionate about the growth of his Lunch out of Landfills initiative

slightly frustrated



Exhausted from juggling so much from design to business

Excited to give more talks at conferences in the future

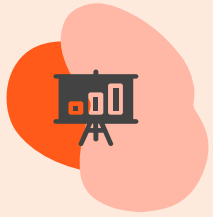
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Shy because he doesn't know what sustainability means

laid back & comfortable

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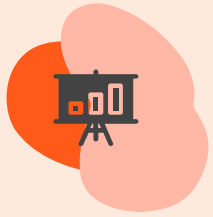
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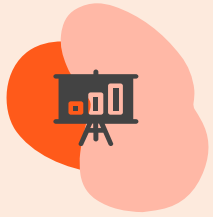
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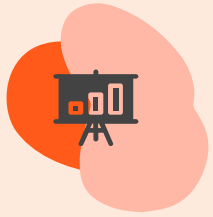
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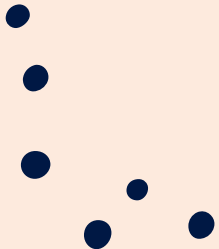
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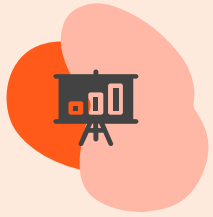


Insights & Needs



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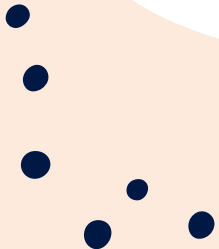


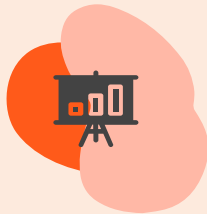


“I think it’s important to
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Insight:

Andrew cares about our planet and receives
great education





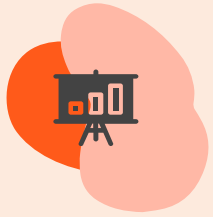
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Insight:

Andrew cares about our planet and receives great education

Need:

easily accessible education and motivation



“We’re terrible at recycling; something says it’s recyclable but it’s not”





Insight:

The recycling system is flawed

“We’re terrible at
recycling; something says
it’s recyclable but it’s
not”

A decorative graphic consisting of seven red dots of varying sizes arranged in a loose, curved pattern in the top left corner.

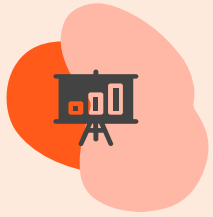
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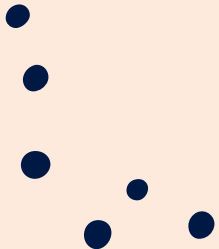
Need:

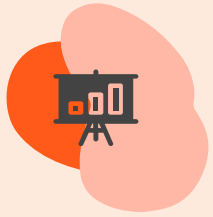
People need help with waste processing
instruction

“We’re terrible at
recycling; something says
it’s recyclable but it’s
not”



“There are great venues to learn more about sustainability, but the people who could really benefit don’t go because they aren’t aware.”

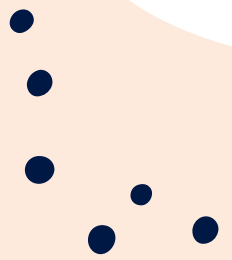


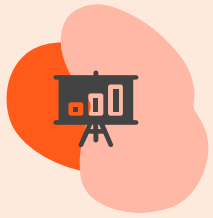


“There are great venues to learn more about sustainability, but the people who could really benefit don’t go because they aren’t aware.”

Insight:

Learning about sustainability is very niche





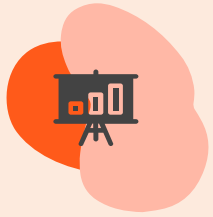
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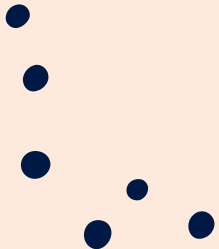
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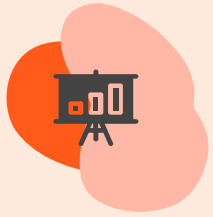
Need:

Effortless opportunities to learn about sustainability



“We live in a culture that promotes wastage without meaning to”

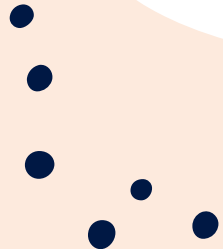


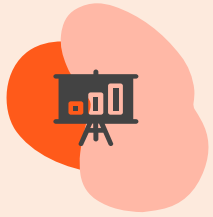


“We live in a culture that promotes wastage without meaning to”

Insight:

waste lies within the way that society is conditioned and structured





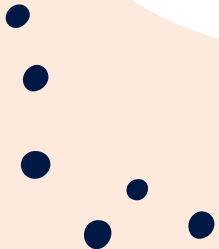
“We live in a culture that promotes wastage without meaning to”

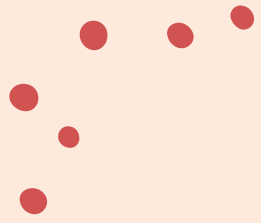
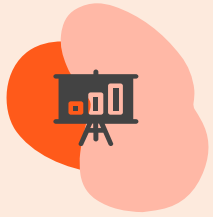
Insight:

waste lies within the way that society is conditioned and structured

Need:

understanding of the necessity of downsizing





“How do you find that line of creating a product that people want that is sustainable and ethical and knowing that it will be priced higher, and also respect the rest of the market?”



Insight:

Sustainable businesses struggle with competition

“How do you find that line of creating a product that people want that is sustainable and ethical and knowing that it will be priced higher, and also respect the rest of the market?”

A decorative cluster of seven red dots of varying sizes, arranged in a loose, circular pattern in the top left corner.

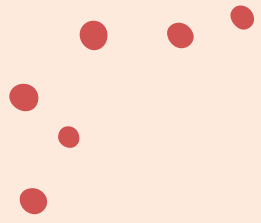
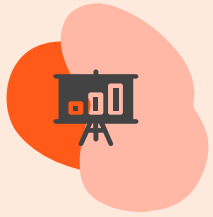
Insight:

Sustainable businesses struggle with competition

Need:

A way to shift consumer standards

“How do you find that line of creating a product that people want that is sustainable and ethical and knowing that it will be priced higher, and also respect the rest of the market?”



“Though I sacrificed
stability for the time
being, I’m so happy.”





Insight:

The benefit outweighs the hardship

“Though I sacrificed
stability for the time
being, I’m so happy.”



Insight:

The benefit outweighs the hardship

Need:

The ability to see the impact and influence of becoming sustainable

“Though I sacrificed stability for the time being, I’m so happy.”

Summary

1

Encouraging individuals to understand the importance of their personal contribution

2

Younger people are highly receptive to learning, but need proper education and motivation

3

Redefining what it means to live sustainably to make it seem more accessible

4

Shifting consumer culture to be more environmentally conscious