

Assignment 1

10.07.2022

Habits for Sustainability

Surveying the Land

Team 1 – Eli | Drew | Peter | Olivia

Agenda

→ Meet the Team

→ Needfinding Methodology

→ Interview Results & Analysis

→ Summary

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Meet the Team



Peter Ling

Developer



Eli Waldman

Designer



Drew Silva

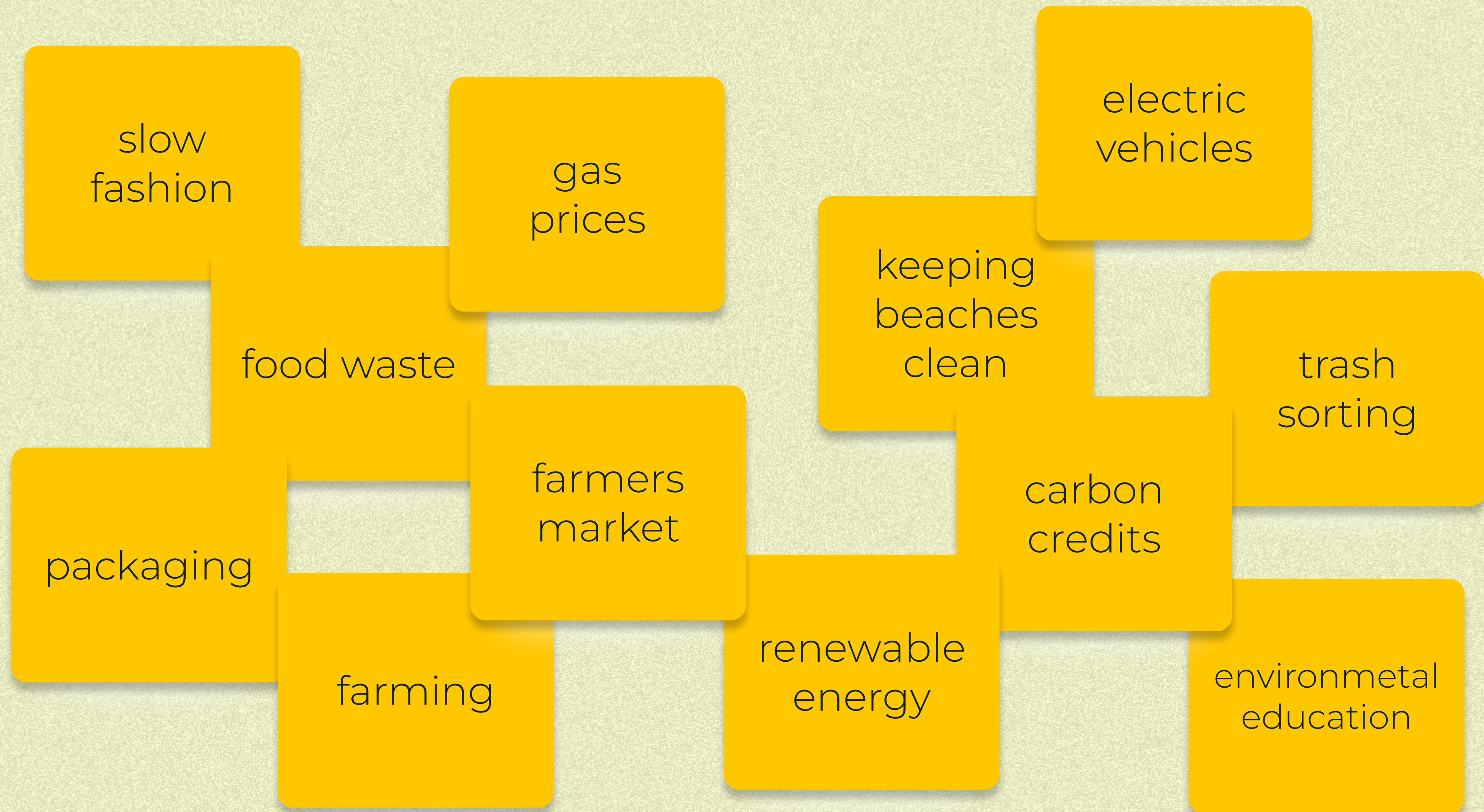
Developer



Olivia Wang

Designer

Selecting a Domain



Overarching Theme

consumerism

Agenda

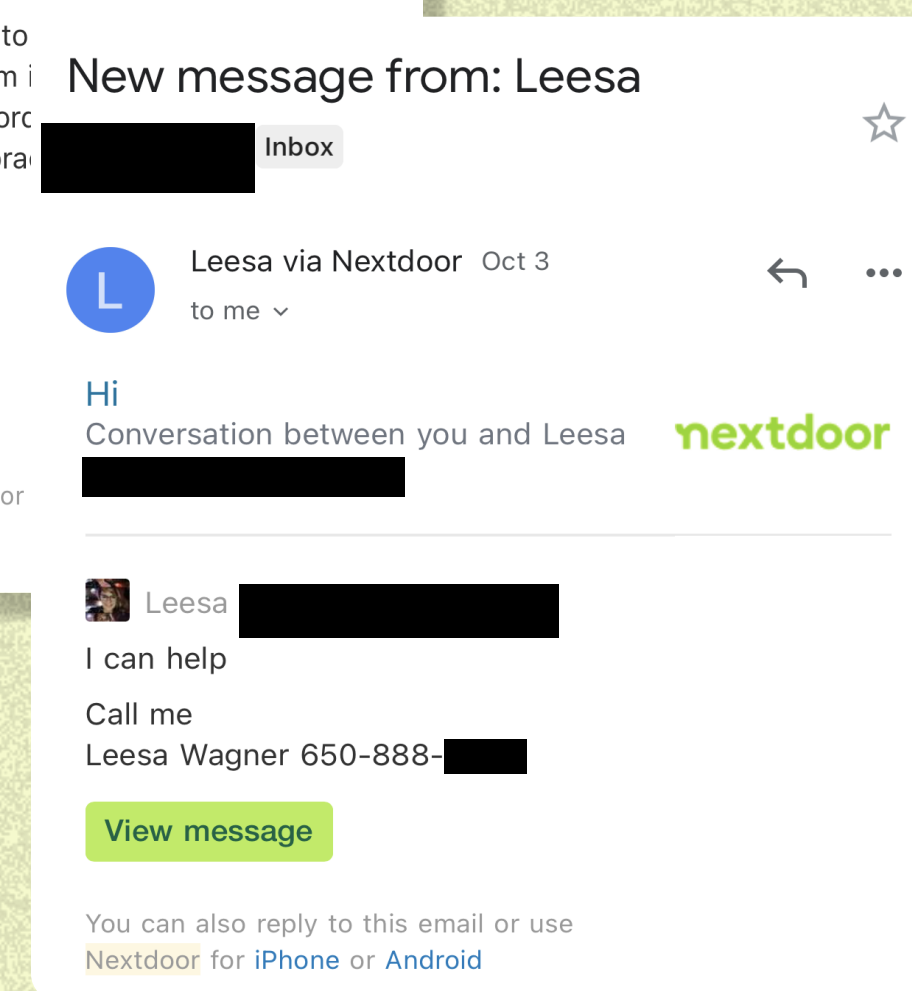
→ Meet the Team

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Methodology



Participants



Leesa

Stay at Home Mom



Jessica

Programs Coord.



Thea

CSM Student



Sibyl

EarthSys Prof.

proactive



← indifferent

→ passionate



passive



Approach

Challenges

- Guiding but not forcing
- Not leading questions

Intuitions

- Building rapport
- Being flexible with interview flow
- Intentionally probing
- Guiding interviewee back to problem space

Interview Questions

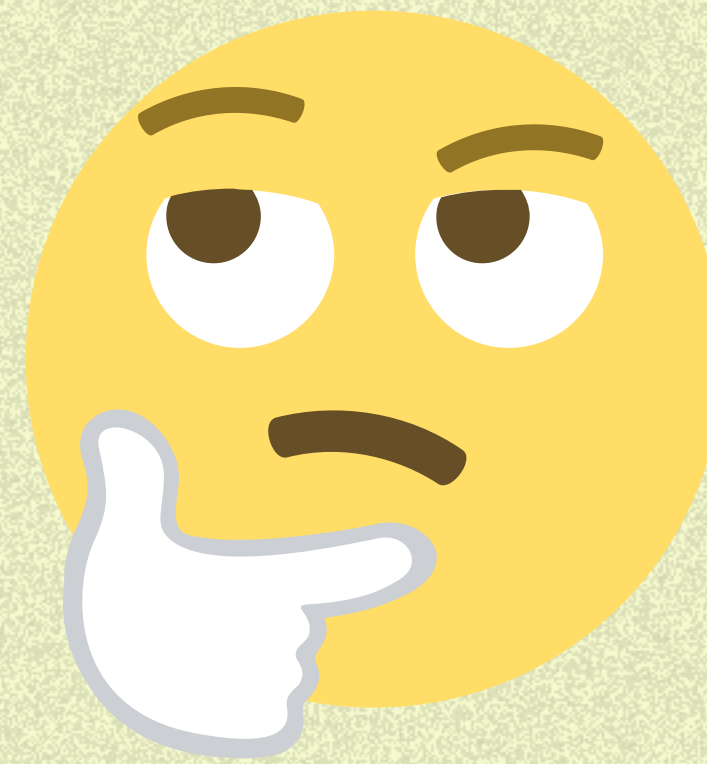
Ask for consent about recording and signing the form.

What does a day in your life look like?

Tell me a little about yourself.

How do you make your consumption decisions?

What do you know about sustainability?



Are there any spaces in sustainability that really intrigue or excite you?

How would you describe your consumption habits?

Do you think your actions make an impact?

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Sibyl

Lecturer, Earth
Systems Program,
Stanford University.

Zoom & Otter.AI
Olivia

“We [the sustainability school] are not going to go at the speed of investors.”



Sibyl

Insights

Sometimes technology is not always the best solution

Needs

Aligning stakeholders on sustainability goals



Thea

CSM Student

“Sustainability shouldn’t
have to be expensive.”

In Person & Otter.AI
Olivia



Thea

Insights

Business motives often don't align with sustainable goals

Needs

Making it easier for consumers to learn and research a company's impact



Jessica

Farms Program
Coordinator
O'Donohue
Educational Farm

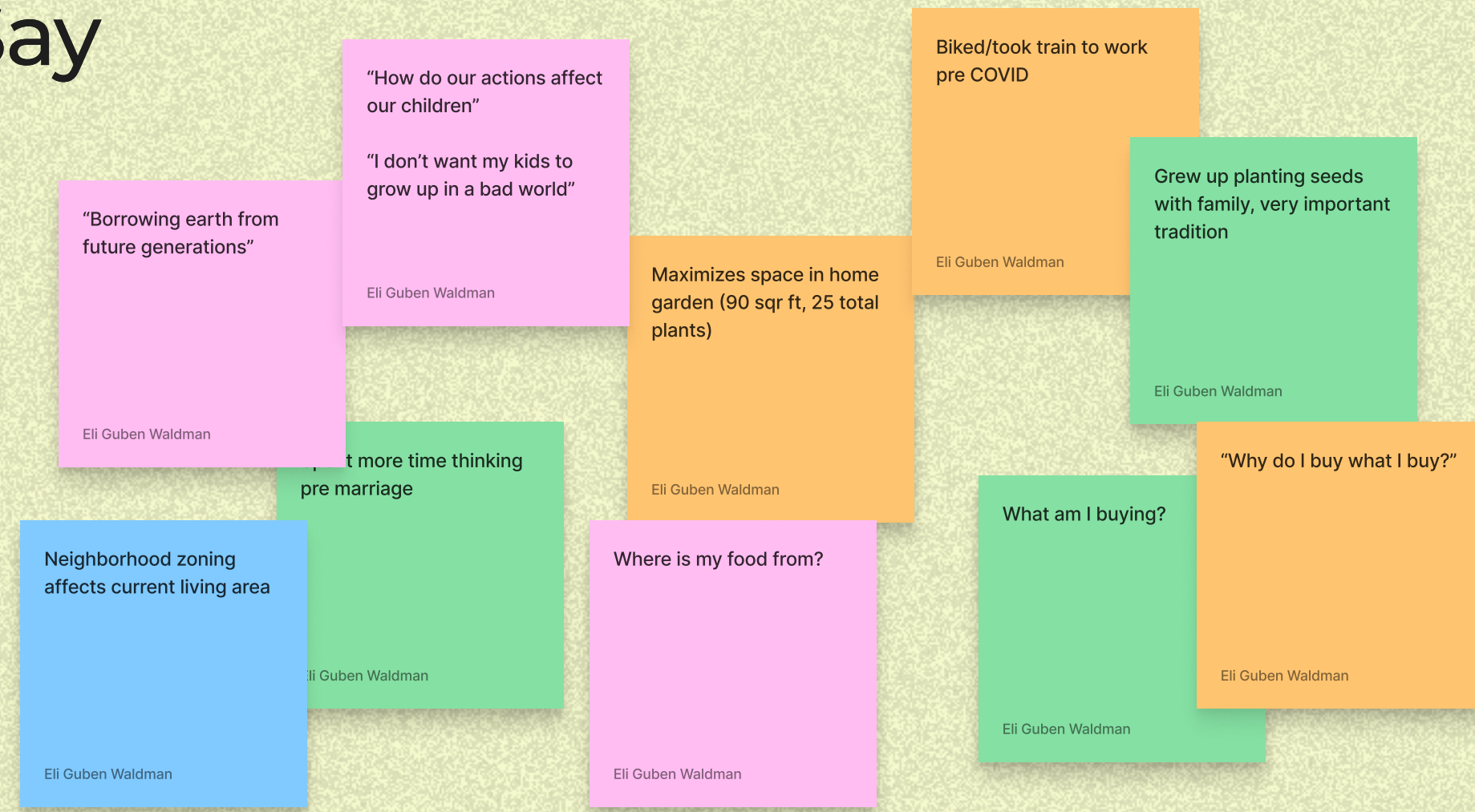
In Person & Otter.AI
Drew & Eli

“We’re borrowing Earth
from future generations.”

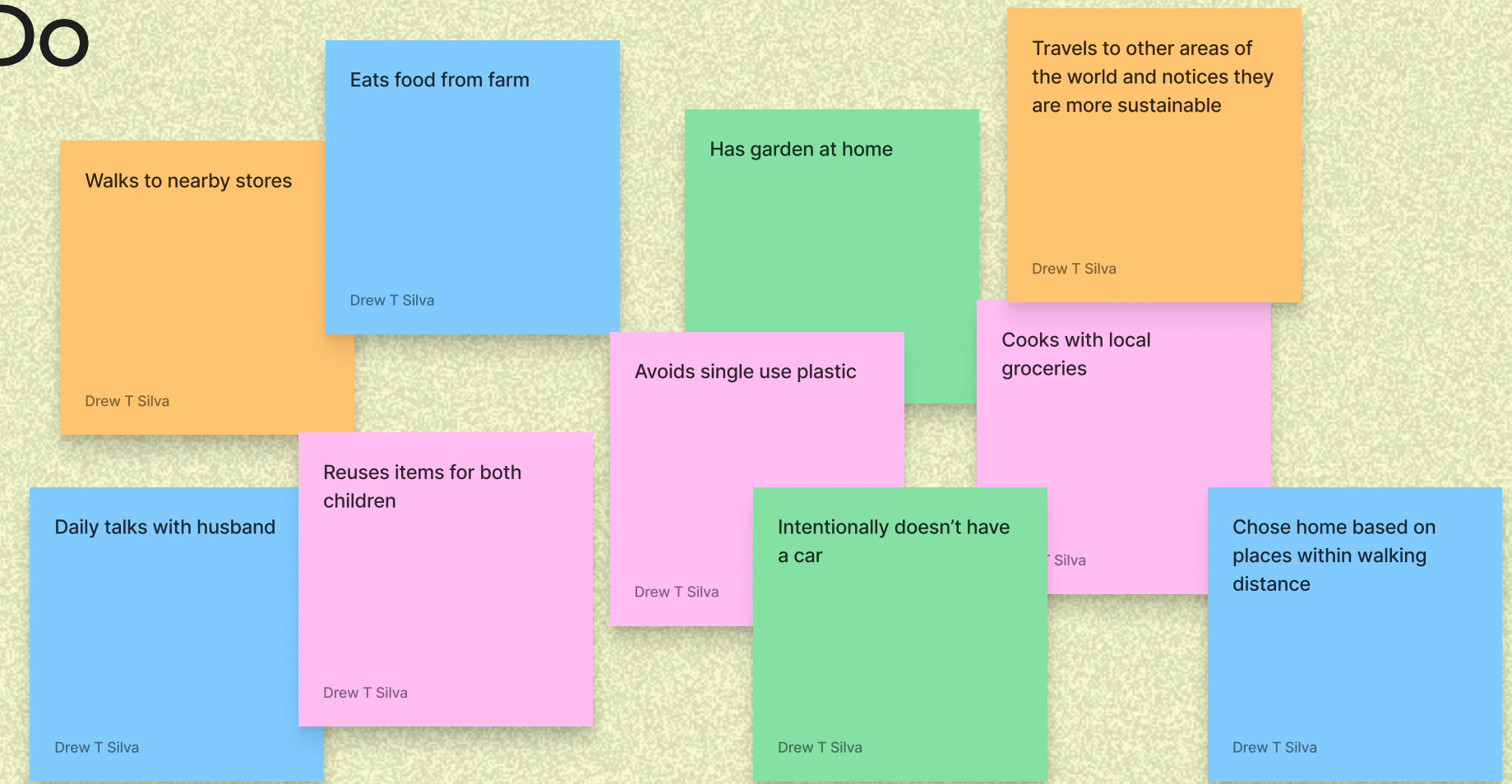


Jessica

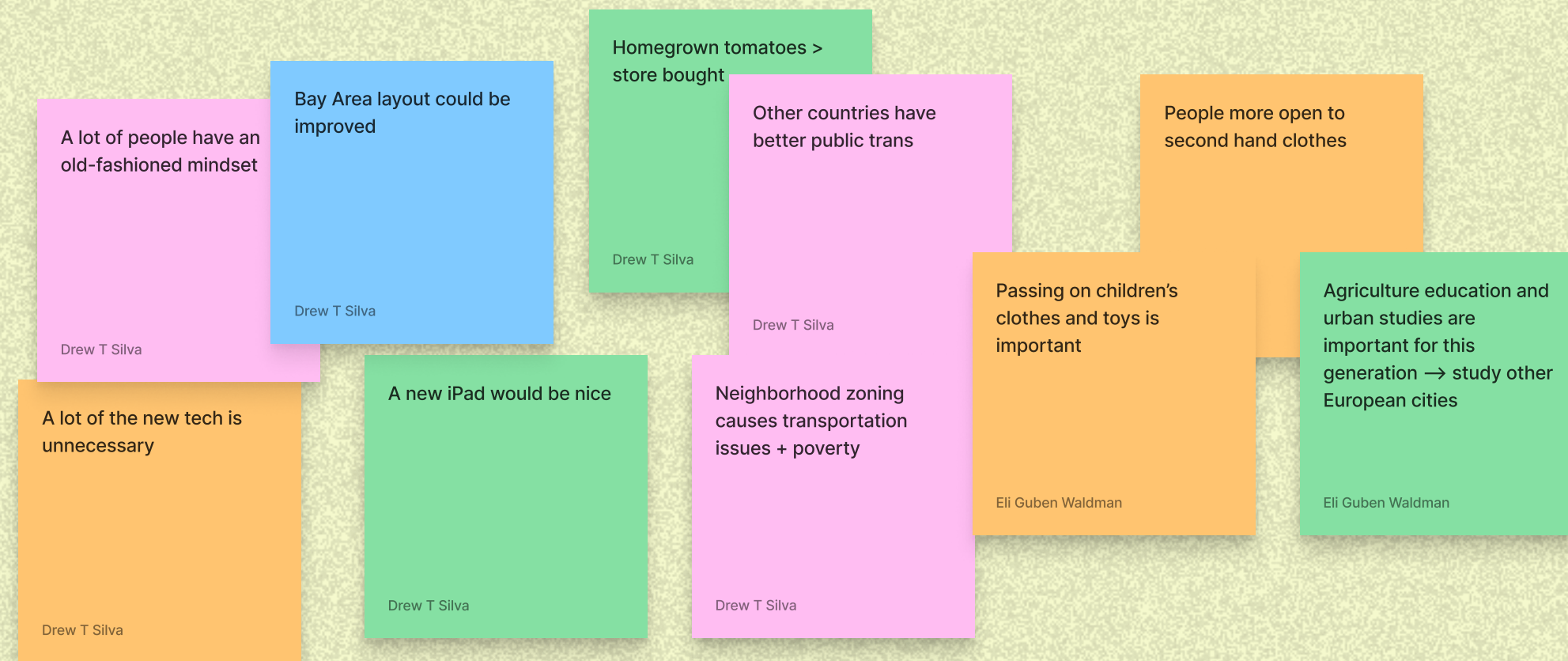
Say



Do



Think



Feel





Jessica

Say

"How do our actions affect our children?"

Biked/took train to work pre COVID

"I don't want my kids to grow up in a bad world"

Grew up planting seeds with family, very important

"Borrowing earth from future generations"

"Where does my food come from?"

Eli Guben Waldman

"Why do I buy what I buy?"

Eli Guben Waldman

Neighborhood zoning affects current living area

Eli Guben Waldman

Eli Guben Waldman

Eli Guben Waldman

Eli Guben Waldman

Think

Homegrown tomatoes > store bought

Other countries have

People more open to and clothes

A lot of new technology is unnecessary

Agriculture education and urban studies are important for this generation → study other European cities

A lot of people have an old-fashioned mindset

Drew T Silva

A lot of the new tech is unnecessary

Drew T Silva

Eli Guben Waldman

Eli Guben Waldman

Do

Eats food from farm

Travels to other areas of the world and notices they are more sustainable

Has garden at home

Notices how other areas of the country/world are better

Eli Guben Waldman

Walks to nearby stores

Drew T Silva

Daily talks with

Drew T Silva

local

Chose home based on places within walking distance

Drew T Silva

Feel

Hard to keep up with trends

Frustrated sitting in traffic

Sense of community around gardening

Eli Guben Waldman

Jealous of Japan's public transportation and eco-communities

Guben Waldman

Guben Waldman

mission for sustainability slowly dwindling

Drew T Silva

Sense of community

Eli Guben Waldman

Eli Guben Waldman

Eli Guben Waldman



Jessica

Insights

Eating **local** produce is more rewarding and builds **community**

Needs

Easier ways to **connect** with **eco communities**



Leesa

Stay at Home
Mother

In Person & Otter.AI
Olivia & Peter

“I don’t shop around. I usually buy the cheapest option available.”



Leesa Wagner

Say

"Technology is inaccessible... I almost wish it didn't exist."
Olivia Wang

"I buy a ton of everyday stuff from Amazon (makeup, tampons, toilet paper, etc)."
Olivia Wang

"Even though I hate it, I do love the convenience of technology, especially when it comes to shopping."
Olivia Wang

"I am definitely conservative with my money."
Olivia Wang

"I love Honey, the coupon app. It makes things so easy and has saved me so much money."
Olivia Wang

"One time a computer deleted my 9 page essay and now I have trust issues."
Olivia Wang

"I am a coupon user."
Olivia Wang

"I can't wait to see what you make with this project."
Olivia Wang

"I don't need to buy a new tide container every time I go to the store."
Olivia Wang

"I have used my Arizona gallon jug for 10 years now to water my plants."
Olivia Wang

Do

Repurposes and regifts her grocery store strawberry container.
Olivia Wang

Been recycling since she was a young girl.
Olivia Wang

Doesn't shop around. Used to buying the same thing and the cheapest thing.
Olivia Wang

Never reads reviews.
Olivia Wang

Teaches autistic children.
Olivia Wang

Has a daughter who has cerebral palsey.
Olivia Wang

Tries to repurpose Amazon jugs.
Olivia Wang

Seemed nervous.
Olivia Wang

Puts food compost back into the ground.
Olivia Wang

Has plants all over the house.
Olivia Wang

Think

It's contradictory that we are putting bans on plastic straws when all of these plastic bottles are still being produced.
Olivia Wang

Preschools are really good at recycling and sorting.
Olivia Wang

Even people 10 years younger than me are better than me at technology.
Olivia Wang

Realistically, efficiency and price is more important than company values.
Olivia Wang

Education about recycling is very important.
Olivia Wang

She has 900 ideas to make the world a better place.
Olivia Wang

California should do a better job of recycling.
Olivia Wang

Online psychiatry is cool.
Olivia Wang

The world is so wasteful.
Olivia Wang

Younger generations are responsible for the future of the world.
Olivia Wang

Feel

Frustrated with technology.
Olivia Wang

Left out of social media because of how hard it is to use.
Olivia Wang

Nervous about needing to use the bathroom during the interview because she has a colonoscopy tomorrow.
Olivia Wang

Financial status sometimes forces sustainability.
Olivia Wang

Grateful for monetary support from government.
Olivia Wang

Hopeless when it comes to changing consumption habits.
Olivia Wang

Excitement for her daughter to come home.
Olivia Wang

Restless because she wants to make sure interviewer is comfortable.
Olivia Wang

Fulfilled by singing, caring for children, cooking.
Olivia Wang

Restored by nature.
Olivia Wang



Leesa Wagner

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Olivia Wang

Olivia Wang



Leesa Wagner

Insights

Being sustainable is **hard** on a **budget**. It's expensive to be sustainable!

Needs

Cheap, sustainable options that are easily **accessible**

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Key Learnings

 **Generational differences** in sustainable-space behavior

 **Disposable income's** impact on sustainability

 **Technology** as a **powerful** (yet dangerous) tool

Next Steps

👣 Expand horizons to those with **different** view points

👣 Sit on **interview** findings

👣 **HMW** analysis + POV

Thank You

Archive

- Presentation figma file [here](#)
- Empathy maps for all users [here](#)
- Consent forms [here](#)
 - Note – Sibyl Diver interview occurred over Zoom; she did not sign consent form via email, so we have attached an email thread proving interview confirmation



Images taken
in Leesa's
room