

# Changing Lifestyles



## Green Persuasion: Example 1

by Mirna Garza, Elke Erschfeld (2011);  
Shannon Rahkola, Stefanie Koehler, AnnMarie Thomas (2011)

### Comments:

**Persuasive Design Brainstorm:** Mirna & Elke, great job! Some great ideas here—all kinds of games, and the default sleep mode is solid. (Though is that what the motion sensor is already for? turning the camera on when motion occurs?) I also like the idea of emotionally connecting “taking care of babies and pets” with reducing environmental footprint. I also see you’re leveraging one of your earlier ideas, the camera-sharing.

There were a couple places where you mis-categorized strategies: for instance, a rewards program giving users points for saving energy isn’t so much feedback as it is rewards. Also, your two strategies for macrosuasion aren’t really persuasion strategies at all (they don’t relate to the user’s behavior), they’re technology fixes. And while one of your reciprocity ideas was right on target (the patch-mapping one), the other wasn’t offering the user any additional functionality for their benefit, just offering technology fixes. Maybe if the software updates included new features (like your path-mapping, or image enhancement, or something) and also included efficiency enhancements, users would download them for the new features and by reciprocity use the energy-saving features.

Nice presentation--great that you had sketches for so many ideas!

**Persuasive Runner-up Scenarios and Winner:** AnnMarie, Stef, and Shannon, good job. Two of your runners-up are good. A is straightforward; you’d be better off emphasizing the ingredients of the chair rather than locations, since transportation wasn’t a significant amount of the lifetime impacts, but it’s well worth mentioning the locations and educating customers about how little impact the transportation had overall. For option B, I don’t see how the talking chair makes a behavior easier or more convenient. C, however, does make repair / upgrade more convenient, definitely, so that’s a solid strategy. Small grammar note: “it’s cost” → “its cost”.

Your winning design of product disassembly guide is good; I wasn’t quite clear if the guide is lots of other things as well--your list in blue text makes it seem like it’s a whole manual, where someone might not see that there’s a disassembly guide (nobody reads manuals). Maybe you could go a step further and print the disassembly guide on the chair itself? On the underside where no one will see it until they turn the chair over to start taking it apart? Persuasive design is usually best when it’s part of the product itself.

Excellent presentation.



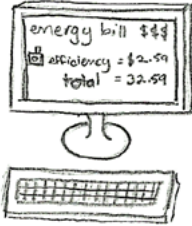


# PERSUASIVE DESIGN BRAINSTORM

## BRAINSTORM PRIORITY: REDUCE ENVIRONMENTAL IMPACTS OF ENERGY USE WITHOUT ADDITIONAL COSTS FOR CONSUMERS.

## SAMPLE SKETCH

PERSUASIVE MEDIA

<p><b>MAKE A BEHAVIOR EASIER OR MORE CONVENIENT.</b></p>	<p>Create a default setting with a pre-set energy-saving/sleep button that turns camera on and off.</p>	
	<p>Develop an app for a smart phone that lets the end user interact with the camera remotely to turn it on or off.</p>	
	<p>Design a dial that measures the energy consumption during the user phase.</p>	
<p><b>CALCULATE / SIMULATE / MEASURE.</b></p>	<p>Create an app that lets you set energy goals for the camera and gives you awards for achieving them. It should also have a feature to improve energy efficient consumption such as a timer that allows you to preset recording times. This way you can measure, calculate and evaluate your energy consumption.</p>	
	<p>An application that visualizes the amount of energy you're saving by showing the amount of trees saved or you ecological footprint.</p>	
<p><b>GIVE FEEDBACK.</b></p>	<p>Synchronize the energy consumption with a smart phone app so that users can view remotely how much money they save.</p>	
	<p>Develop a rewards program that gives end user bonus points towards their next Panasonic purchase for every kilowatt saved per quarter of the year.</p>	
	<p>An app that synchronizes the energy consumptions with the user's monthly energy bill so that they can see how much money they save.</p>	



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## SAMPLE SKETCH

### CAUSE-AND-EFFECT SIMULATIONS.

Have end user control the camera remotely via smart phones/computers and other portable devices.

Develop a game that illustrates how the camera users can implement different sources of alternative energy and how it would effect the consumption. The goal of the game is to generate a surplus of energy that be fed back into the grid.

Use a small chip that will capture and harness human-powered energy to create enough energy to power up the camera. (<http://www.alternative-energy-news.info/human-power-is-the-future>)



### REHEARSE BEHAVIOR.

Develop a game where multiple camera users from different homes can compete against each other to see who saves the most energy.

Develop a virtual game where the user can create and harness their own alternative sources of energy in the backyards of their homes via solar, wind, and hydro.

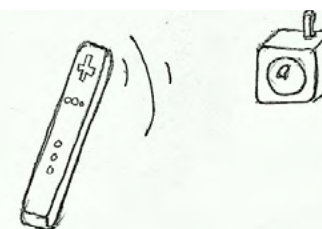


### ENVIRONMENT SIMULATIONS.

Do a partnership with Nintendo Wii to show how human energy can be transformed into kinetic energy.

The name of the game is "taking care of your pet". The goal is to surveilance your pet with least amount of time, food, and energy resources.

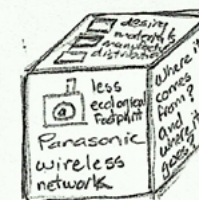
Game is "catch a virtual burglar" with the least amount of energy. It has different levels of difficulty depending on the burglar's skills.



### TELLING THE BACK STORY.

Create a material flow chart to be distributed with packaging that shows ecological footprint. (similar to Patagonia's footprint chronicles)

Make an emotional connection between "taking cares of babies or pets" in the literal sense as well as an environmental sense. Tell the story of the function and make it relevant for the emotional need.



PERSUASIVE MEDIA



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## SAMPLE SKETCH

PERSUASIVE SOCIAL ACTORS

PERSUASIVE SOCIAL ACTORS	<b>REWARDS / PUNISHMENTS.</b>	<p>The latest version of the iPhone use "Siri" as a voice-activated device. It would tell you if you achieved your energy goal or if you left the camera in the on-mode unintentionally.</p> <p>A motion sensor notices if you're in the home or about to go to sleep but forgot to turn the camera off. An alarm will go off.</p>	
	<b>LIKING / ATTRACTIVENESS.</b>	<p>The camera design should be more "fun" like that you can hear your favorite ring-tone when you put it to asleep.</p> <p>The shape of the product could be more organic so that it feels more inviting to the touch.</p>	
	<b>RECIPROCITY.</b>	<p>The camera collects images anyway. Why not convert the movements into data that show traffic patterns in your home?</p> <p>Upgradability that allows the user to keep up with energy-efficient technology.</p>	
	<b>NAGGING.</b>	<p>Weekly updates or reminders send to user's computer or smart phones that keep them posted about their energy consumption.</p> <p>Send quarterly upgrades to the existing software.</p>	
	<b>MODELING A BEHAVIOR / ATTITUDE.</b>	<p>Create a spokes person from the environmental field like "no impact man" that user can ask for advice.</p> <p>Sponsor a show on Planet Green that shows how to save energy at home and one of the segments is about the camera.</p>	
	<b>SOCIAL SUPPORT.</b>	<p>Create a social network on facebook, twitter, and Panasonic site that let's users exchange information about energy savings and tech support.</p> <p>Connect the camera with neighbours. With a shared software you can have a full view of the street, share responsibility or hobbies like birdwatching.</p>	



## Steelcase :: Modular Seating

### Persuasive Design

*Top Brainstorm Sketches for Persuasive Design and the Winning Solution*

#### Business Objective:

*To lessen the environment impact of the chair through better material choice and product design, while not increasing it's cost for either the manufacturing nor the consumer.*

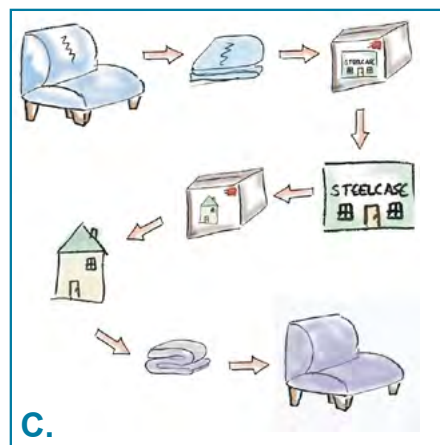
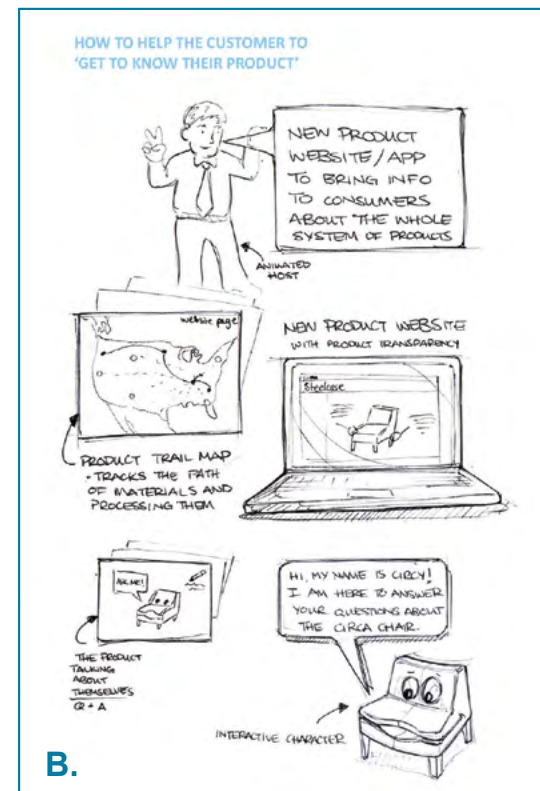
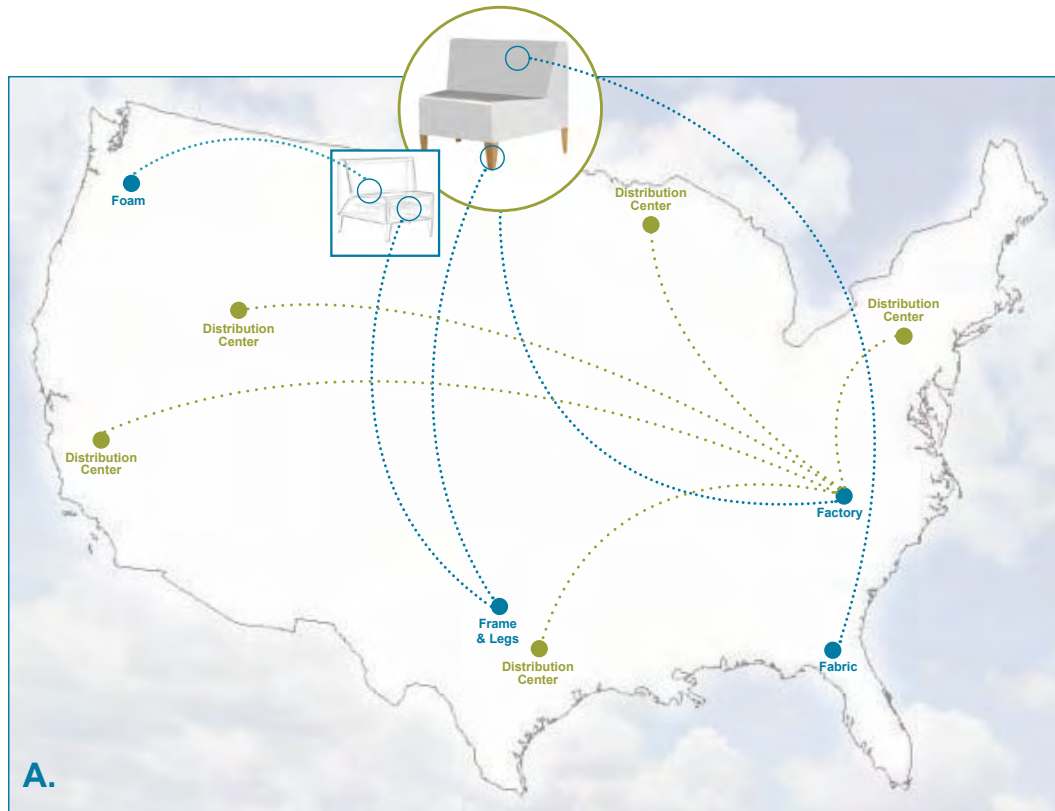
#### Top concept scenario:

The top concept scenario was chosen based on the top customer priority of disassembly and a design that would have a significant impact for modest effort. Three “runner up” scenarios are also included preceding the **winner** to depict some of the persuasive design processes we thought were viable and important to our business objective.





## Persuasive Runner-up Scenarios ::



### Runner-up scenarios ::

**A. Telling the back story :** Create a simple and engaging graphic to describe how and where the chair was produced.... Having transparency.

**B. Make a behavior easier or more convenient:** Make an interactive animation reflecting 'if the chair could talk... what would it say' allowing consumers to click on the different parts of the chair and getting a 'response' from the chair who speaks to that particular part or inquisition.

**C. Make a behavior easier or more convenient:** Offer a mail-in/drop-off replacement service for things like chair legs and fabric, where customers can mail in their broken one and get a replacement at a reasonable price.





## Persuasive Winner ::

### Winning Scenario

The top concept scenario was chosen based on the top customer priority of disassembly and a design that would have a significant impact for modest effort.

#### *Winning Scenario Description:*

Make a behavior easier or more convenient: Provide an illustrated “disassemble guide” that shows step by step how to take apart the chair.

