



Sustainable Design

Introduction to the day exercise

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Design Sprint

Design process which includes designing, prototyping and testing

All in 5 days or even in 1 day

Ways of working: Crazy 8's - one idea in one minute. Solution sketch. Voting.

The community:

<https://designsprintkit.withgoogle.com/>



The focus of design is on change

1. Technology, product
2. Usability, user
3. **Environment, sustainability, planet, life**



Photography by Kirsi Karimäki



What are sustainable design methods?

Methods to try out:

Increase empathy for the nature e.g. **in nature walks - tested in GEM**

Expand the view of the target groups:
Consider user needs and **environment needs**

Take **Green UI and production principles** in use in demoing and prototyping



Photography by Kirsi Karimäki



Planet as a persona?

Persona or profile or typical user is a simplified model of the target group.

Traditional design method.

Persona is **John Doe**, an archetype, which aim is to represent the target group and make the design easy.

Should be information visualisation and based on research data.



Photography by Kirsi Karimäki



Planet as a persona



Name:

Tellus

Age:

4.5 billion years

Location:

Solar system

Goals & objectives:

- Circulating around a star
- Keep life on earth: Provide liveable conditions to all life forms
- etc.

Quote:

“Is is just me or is it hotter than in a while?”

Chosen goal / Our focus today:

“Keep life on earth”

Gains

Potential gains [Tellus] has regarding the goal: what would be potential upside of things?

I hope I get to further evolve the bio pool richness & balance of systems I created over time...

Pains

Pain points [Tellus] has regarding the goal. Why can't they solve this goal? What are their barriers?

I struggle to produce enough resources and balance the planetary system to keep up with the needs of human beings. Oh why are they so short-sighted!

Course GEM – Action!

If you were to create a business concept in Future kitchen industry, what actions should be done considering this specific persona you created? (i.e. use renewable energy, self-powered transport, minimizing buying electronic devices...)

TASK / Create a Planetary sub-persona:



Focus area:

LIFE BELOW WATER

LIFE ON LAND

<https://sdgs.un.org/goals>

Name:

Age:

Location:

Goals & objectives:

What are the pains and gains of the persona now and in the future regarding key objectives?

Gains:

Pains:

To do's

Write bullet points / post-its of how to consider this persona in service creation:

Quote:

“



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