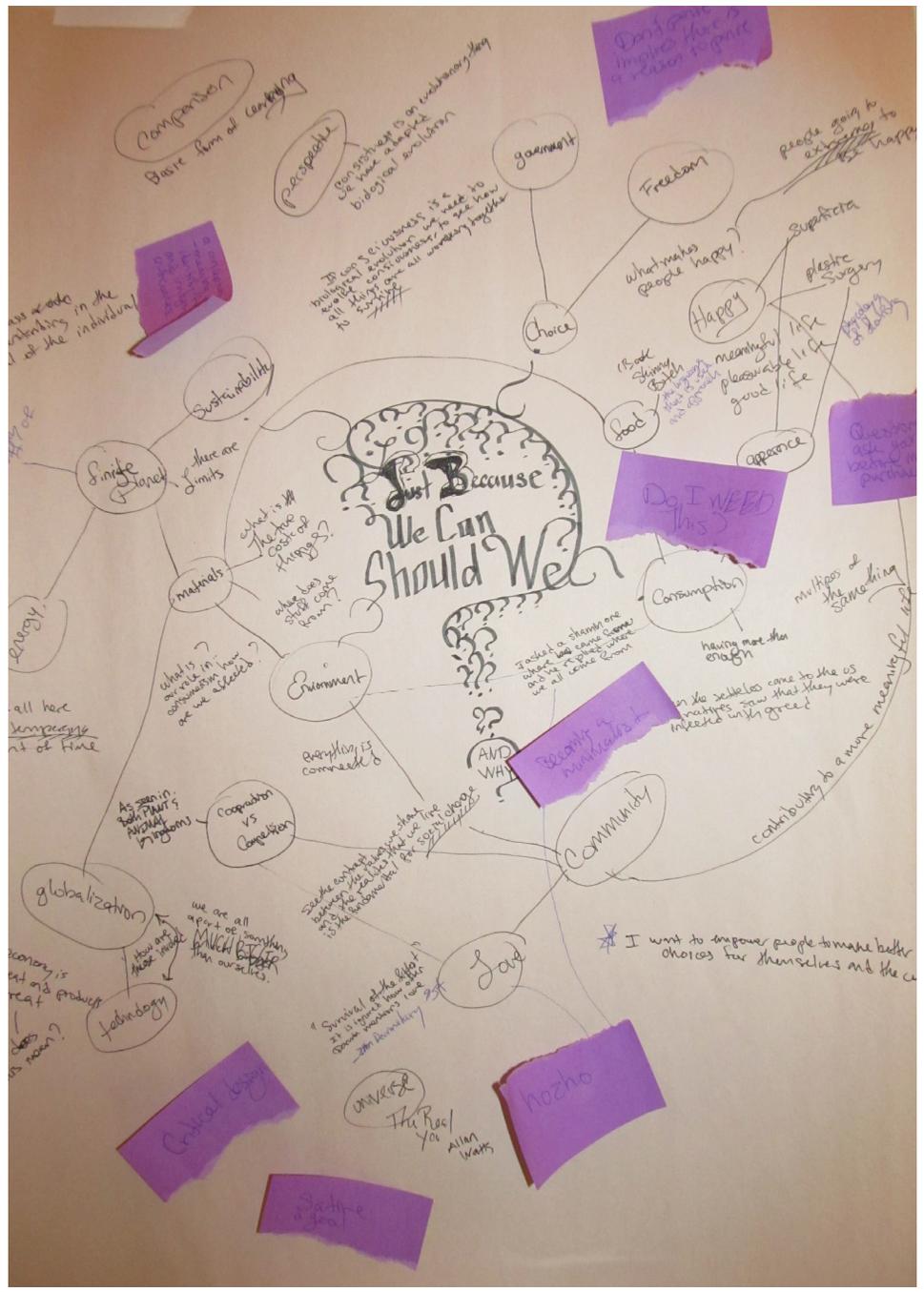


DECODING DEGREE:
CONSUMERS ALLIANCE



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Just Because We Can Should We?



ORIGINAL THOUGHTS

In the beginning of my project I had a lot of different thoughts. These are some of the thoughts I wrote down:

The many things that I am thinking about...

How everyone's perspective is their own reality, that people will always have different views. Discovering that looking at the world from other species' points of view could be a possible cure for the disease of human self-importance.

There's a misconception around Charles Darwin's idea of "Survival of the Fittest." It's neglected that Darwin speaks more about cooperation & love. In Darwin's book, *The Descent of Man*, the word love is used 95 times whereas survival of the fittest only appears twice.

I want to formulate an argument for cooperation. Everyone can help. Even the little things make a big difference. We are a part of something much bigger than ourselves, 'seeing the big picture'. There seems to be a separation between society

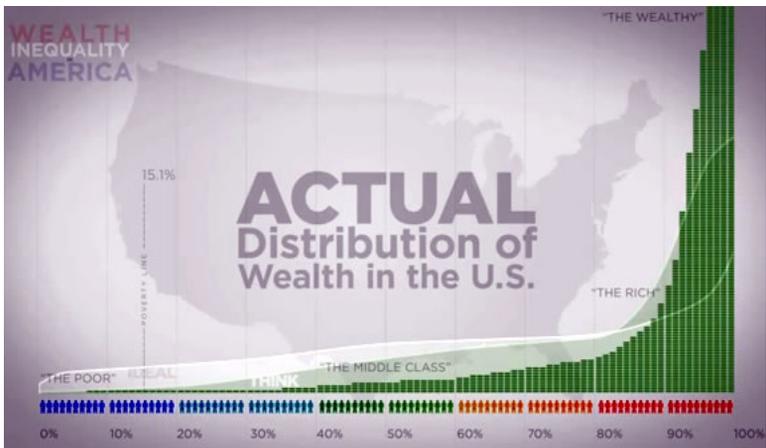
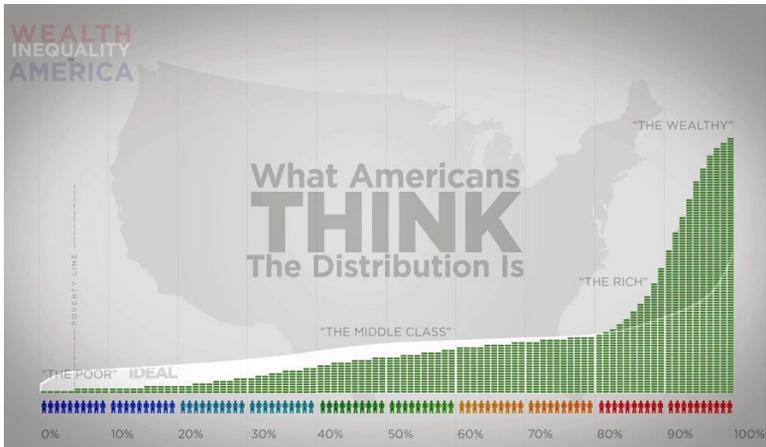
and natural world. A need to include the natural world into the big picture. Consciousness can evolve and needs to evolve in order for human survival.

There are three paths of happiness: "good life", "meaningful life", and "pleasurable life". I'm primarily thinking about the meaningful life. It is about recognizing your contributions beyond your own life.

Human greed and overconsumption. Corporations. The working class.

Thinking about the U.S. as an economic ecosystem. Consumer spending is 70% of the U.S economy and the middle class is the heart of consumer spending. A strong vibrant and growing middle class is vital to overall prosperity the large gap in Inequality in income.

**I found myself asking,
just because we can,
should we?**



Charts showing Income Inequality in the United States

COOPERATION

PROGRESS REPORT ONE

February 3rd

After having missed our first class due to a snow day, I was excited to share my current degree project ideas with my class. I felt confident about the direction I was going in.

I began briefly explaining how Americans are often disconnected from the natural world and lack a full understanding of how their lifestyles are contributing to the major problems, such as:

U.S. income inequality, corruption, climate change, over consumption.

I wanted to pose a possible solution by viewing the U.S. as an "economic ecosystem," I hoped to convey to our generation the understanding that we are all a part of something bigger than ourselves. I needed to create something that would encourage users to evolve, become more passionate, and challenge individual priorities for the sake of the majority.

I believe that in order for a person to see themselves in the "big picture", humility and selflessness must be practiced.

Humility is not thinking less of yourself, but thinking of yourself less. Selflessness is the recognition that what I do comes through me, not from me.

Collective Action Problem

Rolling Stones article, Global Warming's Terrifying New Math, by Bill McKibben
Global article about Koch brothers inspired me to look into who's investing in who, but I found that I could not find this information.

This particular article says that the Koch brothers are two of the wealthiest people in the world. They are using much of the money that they have for political leverage. This knowledge inspired me to find records of other wealthy contributors. As it turns out this was much more difficult than I thought it would be. This represented a turning point. I couldn't solve my problems by targeting any one group, institution, or person directly because of what I had learned to be 'collective action problems'.

February 10th

Another SNOW DAY!! This was frightening it was the second snow day and I was still feeling lost. I was doing a lot of researching, diving in. Spending hours finding anything and everything that spoke to the current state of my project.

Sustainable Happiness

I wanted to focus on the decline of happiness and it's correlation with increased consumerism. Sustainable happiness would contribute to individual communities and global well-being, without exploiting people, the environment, or endangering future generations. I wanted to reveal the role an individual has on the environment, and empower them to make better choices with their daily purchases and activities. I want others to ask themselves, "do I really need this?" and "will this make me happy?"

Hazho

Building off of the ideas I had on humility and selflessness, I was inspired by the Navajo indian idea of "being in Hazho", which means to be at one with, and a part of, the world around you. Hazho encompasses the Navajo ideology of living in harmony with all that is.

In my research I also found a book called "Cradle to Cradle". I came across a quote in this book stating: "the waste, pollution, crude products and other negative effects... are not the result of corporations doing something morally wrong, they are the consequence of outdated and unintelligent design". I decided after reading, this that in order to start finding solutions, humans need to start designing products intelligently. That means I needed to make an intelligent design.

Do I need this?

What was I trying to do?



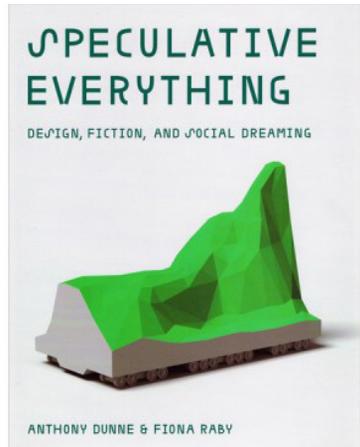
A symbolic labyrinth for Hazho

Critical Design

From this point I started to ask myself what it means to design intelligently. I discovered "critical designers", which are a small niche of designers in the UK. Critical design is defined by Anthony Dunne and Fiona Raby as using speculative design proposals to challenge narrow assumptions, preconceptions, and givens about the role that products play in everyday life. It is more of an attitude than anything else; a position rather than a method. I felt like I needed to start identifying myself as a critical designer, as this idea really resonated with me. I was trying to decide how could make this happen?

Satire

I had found that the goal of critical design is to use satire when making artifacts in order to critique consumer culture. The aim of these products is to have the consumer analyze their morals, values, and cultural practices. The viewer should experience a dilemma. Is this serious or not? Is this real or not? For a critical design to be successful, the viewer needs to make up their own mind.



Speculate Everything, Anthony Dunne and Fiona Raby

Has it always been like this?

I began thinking about my project visually. With satire, and American over-consumption at the forefront of my thoughts, I collected imagery for inspiration. The images I found revealed that times are changing. Also, things that were once appealing are no longer even acceptable! For example, the use of babies in ads was common in products that today would be ridiculous. Babies on cigarettes, razors and soda? Unheard of today but normal in the 1950's.

I also found that consumer demand is increasing beyond the growth of population. People are eating more, buying more goods, and consuming more services than ever before. Meals portions are growing in size to fulfill our ever growing gluttony. Our homes are swelling in size to keep pace with our ravenous consumerism.

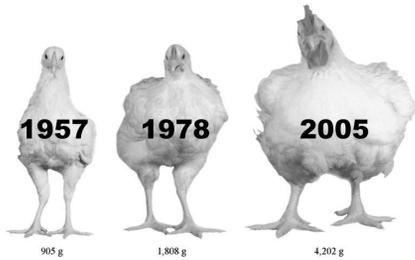
Questions I had asked to myself: Can the world ever be sustainable? Is there a way to live within our means?

I hope so.

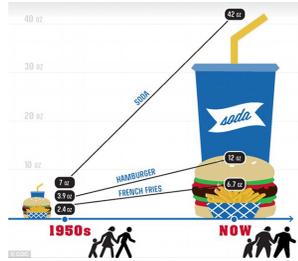
With the need for dual income households and wage growth falling behind cost of living increases, can society maintain its quality of life?

No.

An intelligent approach to rethinking the way consumers consume needed to be made. For the world to make progress, people need to know more about their products, and companies need to think more about delivering products that consumers actually need.



American Chicken Size difference



American food portions since the 1950's



Marlboro Cigarette Ad 1951



Gillette Safety Razor Ad 1970



Coca Cola Ad 1960

Important Facts

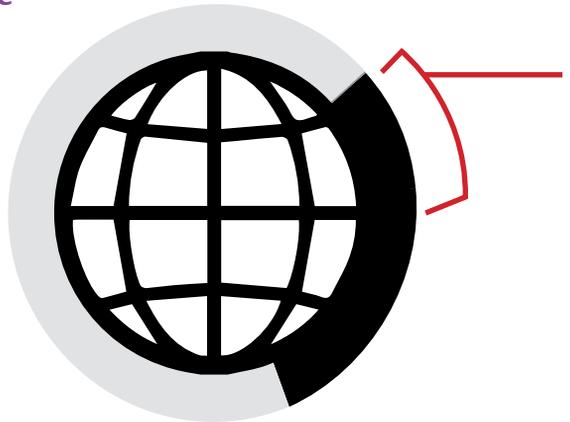
The facts that I found were alarming. There is reason to panic. According to the facts, within my lifetime and my hypothetical children's lifetime, the world's natural resource base will be entirely consumed, primarily due to U.S. consumption rates. I want people to question their current possessions and spending habits. And I started to think more visually.

All facts from TheStoryofStuff.com



If everyone consumed at U.S. rates, we would need three to five planets but we only have one.

Last 30 Years about one-third of the planet's natural resources base have been consumed



House sizes have doubles since the 1970's

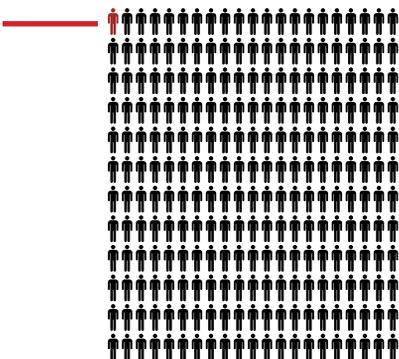


1970's



2014

x2



USA has 5% world's population and create 30% of the world's total natural resource waste



In less than fifty years, a massive wave of corporate mergers and consolidations has created a world of consumption wholeheartedly different from that experienced by any generation before. What appears on the surface as hundreds of individual companies and brands is in fact a dozen or so megacorporations creating nearly every aspect of life.

Feb 17th

I presented my research thus far to the class—it was received well. It was suggested that I create a case study on individual spending habits. This was the first time that my ideas had been understood by the class. I had never conducted a case study before and I was not entirely sure how to proceed, but I had decided to go for it anyway. I had four friends participate and had them fill out a google form I created. The form had eight different categories about products they had purchased. The questions I asked were: “What was the purchased item?” “How much was it?” “Did you pay with cash/debit/bank card?” “Did you want it? Need it? Or both?” “Does the product produce material waste?” “How long will you have the item before it is waste?” “Can it be repurposed/composted/recycled? (consider packaging)” “Did you repurpose/compost/recycle it?”

Feedback

The people who participated in this study informed me that it made them analyze their purchases and think about their spending habits. They were thinking more about how long these items lasted, which they claimed they had not thought much about previously. When buying products after this case study, they considered the long term life of the products and its packaging rather than just the immediate use. The particular question of whether a product ‘was needed’ or just wanted was hard for people to define, and often needed further explanation. It got case study participants to ask themselves, “how have these products contributed to my life?”

Purchase/ Paid with Cash or card or other for **First Week/ one week.**

What was the purchased item?	How much was it?	paid with cash or bankcard =bc	Did you need it or did you want it? or both	Does it produce material waste?	How long will you have item for before it is waste?or done	Can it be repurposed or compost, recycled? Consider packaging.	Did you repurpose, compost or recycle it?
Train ticket	10.50	bc	need	yes	2 hours	no	no, trash
Train ticket	5.00	cash	need	yes	2 hours	no	no, trash
Jam	2.00	credit	both	yes	4 months	yes	still have, will recycle
Tortillas	2.00	credit	need	yes	1 week	don't know	no
Yogurt smoothie drinks	4.00	credit	need	yes	1 week	yes	recycled
Bananas	2.00	credit	need	yes	2 weeks	yes	no, I don't have a compost pile

example of my case study

Feb 24th

I presented a powerpoint to the class with all my research on critical design, sustainable happiness, etc, as well as my Case Study. I was told it was overwhelming and my class was still confused about my exact objective. There were too many facts and scattered ideas. It was during this class I came up with a title for my project: "Consumers Anonymous".

Why?

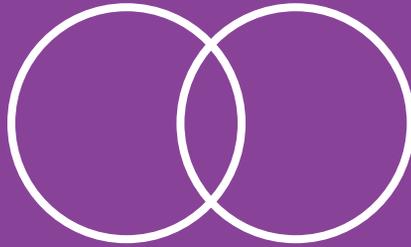
I thought it was satirical. The name of the service is inspired by Alcoholics Anonymous. The reason for this is to insinuate that over consumption is as heavy of an issue as Alcoholism and should be taken as seriously.

Jan suggested that I create something that teaches the consumers about their purchases.

Current Goals

To create Social movements/attitudes for sustainable happiness characterized by a minimalist approach.

- + I want to help people make better choices for themselves and the world. I want them to be mindful of themselves and their impact on the world.
- + Foresight: Create a long term impact for the wellbeing of future generations.
- + Help create more joy in others' lives, bring happiness to individuals friends, families and communities while sustaining our planet!



**When we see the contrast
between values we share and
the realities we live in, that is
the fundamental foundation
for social change.**



Robert Reich

SOMETHING THAT TEACHES
PROGRESS REPORT TWO

Questionnaire

I last left off with the title of my project “Consumers Anonymous” and that I needed to teach my users. Jan suggested that I make something that teaches through questions. I brainstormed questions, these are the things to keep in mind when making a purchase. .

- . Is this for you or someone else?
- . Is it meaningful?
- . Can it be re-purposed?
- . Does this item improve your life?
- . What is the item's lifespan before it becomes waste?
- . Do I already have a similar item?
- . Will this item save me time, making this less stressful?
- . Is it a tool?

Comparison

Comparison is a tool that I felt would aid in the success of my project. In my research I was inspired by Robert Reich, American political economist, professor, author, political commentator, and former secretary of labor under president Bill Clinton from 1993 to 1997. He states in his documentary *Inequality for All*, “When we see the contrast between values we share and the realities we live in, that is the fundamental foundation for social change.” What I took away from this statement was that comparison will be the key to my final deliverable. Comparison is extremely important for promoting abstract knowledge, for a wide range of tasks such as categorizing rational thinking and problem solving.

Social Change

Social change is the purpose of my project. I was trying to differentiate between the things that one can and cannot buy. I wanted to make clear the differences between our realities and our values. We value education, experiences, travel, love, goals, fulfillment, and the environment. But do the realities that we face allow us to make changes to those things for the better?

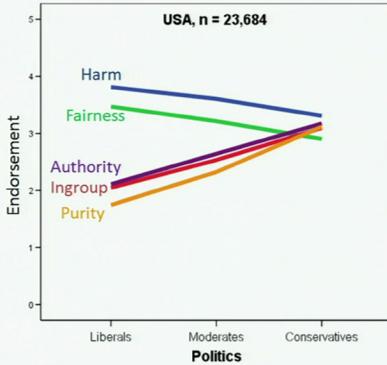
Morality

To understand how to bring about social change, I watched a TED talk by Jonathan Haidt. He talks about the two sets of moral bases that conservatives and liberals possess. These moral bases are harm/care, fairness/reciprocity, in-group/loyalty, authority/respect, and purity/sanctity. Haidt found in a questionnaire that liberals care more about harm/care and fairness/reciprocity issues than their conservative counterparts. Conservatives care more about in-group/loyalty, authority/respect, and purity/sanctity. Haidt proposes that in the political arena before making an argument, we all needed to empathize with the value set of others.

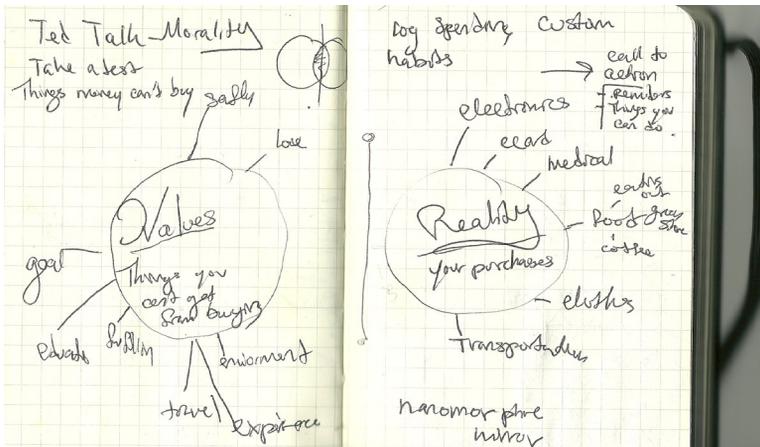
In order to achieve the social change that I am proposing, it is important to keep in mind what Haidt says about empathizing with the value set of others. Instead of focusing on and accepting one moral base as fact, it is important to con-

sider the moral bases that another might come from, or at minimum, understand that there are different moral bases than your own. Both conservatives and liberals are equally as important. In his talk Haidt says, "liberals speak for the weak and oppressed. They want change and justice, even at the risk of chaos. If you're high in openness to experience, revolution is good, it's change, it's fun. Conservatives, on the other hand, speak for institutions and traditions. They want order, even at some cost to those at the bottom. The great conservative insight is that order is really hard to achieve. It's really precious, and it's really easy to lose." These two moral base camps seem to be diametrically opposed, but in order to achieve an objective, one is required to understand the moral base camps of others.

Liberals 2 channels, Conservatives 5



Jonathan Haidt. Study on Morality Liberal Conservatives in the USA



My notebook

The Three Paths to Happiness

Prior to this semester I took a psychology class titled The Psychology of Flourishing, in which part of the class was about the three paths of happiness:

Good Life

The Good Life encompasses "recrafting your work, love, friendship, and leisure, to enhance your purpose and strengths." Or in other words it's about meeting your desires and reaching potential. To achieve the good life it is important to invest in oneself. If that person is a good artist than it is important to invest in art supplies.

Meaningful Life

The Meaningful Life is all about using your signature strengths in the service of something that you believe is larger than you. The Meaningful life brings about feelings of purpose, value and belonging. That someone will feel they are alive to serve for something larger and more worthwhile than just their individual pleasures and desires.

Pleasurable Life

The Pleasurable Life entails "having as many pleasures as possible and having the savoring and mindfulness skills to amplify the pleasures." I think this one is pretty straight forward because it is just as it sounds. Someone who lives a pleasurable life is catering to their senses and focuses on the positive feelings of pleasure, physical sensation, food and entertainment. Spending money on fun and treats for yourself contributes to a pleasurable life.

Minimalist Lifestyle

In class it was pointed out that I should look into minimalism. From there I was inspired by Joshua Becker's Blog, "Becoming a Minimalist." He gives tips on how to become a minimalist and why having fewer possessions benefits a person's life. Some of Becker's arguments for the benefits of owning less include:

Less Stress | A minimalist home is significantly less stressful.

Spend Less | Choosing to accumulate only the essential often results in financial freedom.

Easier to Clean | The fewer things in our home, the easier they are to clean.

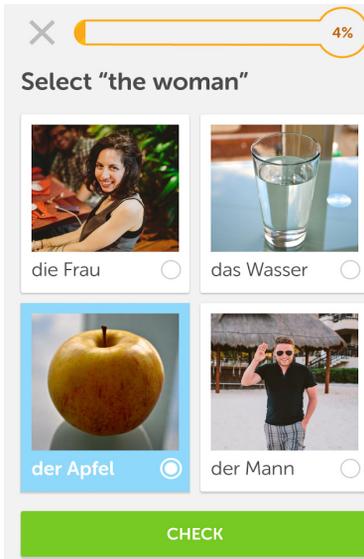
More Freedom | The sense of freedom that comes from minimalism is truly refreshing.

Good for the Environment | The less we consume, the less damage we do to the environment.

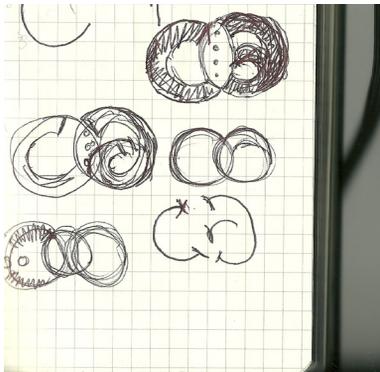
More Productive | Our possessions consume our time more than we realize.

Logo: Balance

Based off a recurring theme in my project 'balance' I created a logo. Balancing life, balancing happiness, balancing liberal and conservative thoughts. Thinking about existing visual representations of unity such as, yin and yang, will hopefully help me communicate these ideas.



Duolingo Screen Shot, that inspired me.



My notebook

March 3 Abroad

Duolingo German - I downloaded Duolingo before I left for Germany to help me learn a bit of German for my trip. I was inspired while using this app because of the methods it uses to teach. The application doesn't just have the user learn one word in all its variations, rather, it shows you the word; it lets you experience the meaning. This approach elegantly condensed a massive amount of information into a single exercise. I appreciated that more than one technique was used to evaluate my understanding of the language.

WIRE-FRAMES ONE

For my first wireframe, I was trying to combine elements of my research on comparisons, social change, morality, the three paths of happiness, and minimalist lifestyles. I'm trying to create a multi-step questionnaire that teaches a user about their individual purchases. While looking at different questionnaire services and applications for inspiration, I came up with various different questions that I can use. A question for myself that I was still trying to answer, "how many steps will this end up having?" It is somewhat endless at the moment. My concern is that this will take up a lot of time. The steps I have so far include:

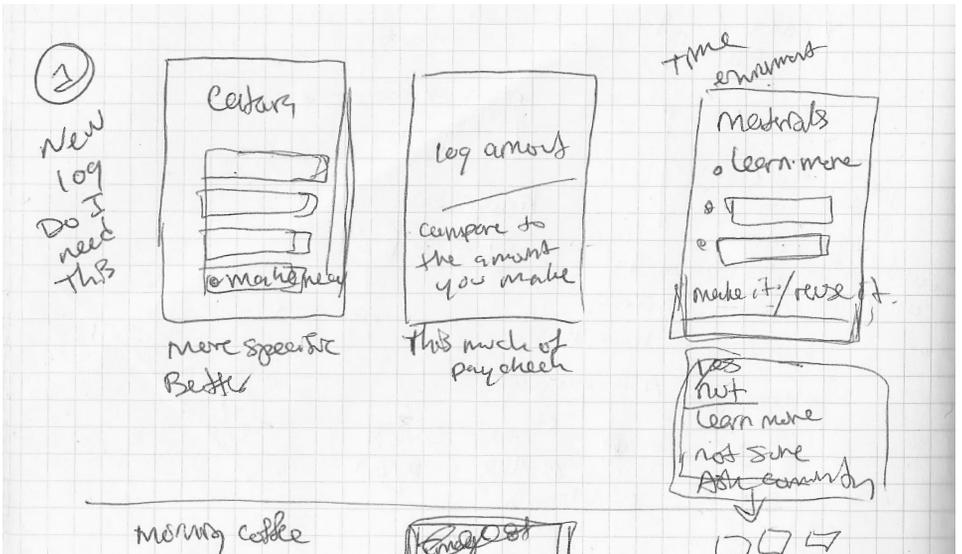
User is inspired to use this application by the question of "Do I need this?" in regard to a product they own or are interested in buying.

Logging the amount a product costs. They can compare that cost of purchase with how much is in their bank account/budget.

Log materials used that make up the product in question. If they are not sure what these materials are, they can research the product using services the app provides, or ask other users of the app - "ask community"

Log in estimated amount of time the product will last - consider maintenance such as cleaning, organizing. Estimated cost of the product over time will also be

My notebook



entered. Consider damage repair costs, replacements, etc. Overall this estimates the ultimate cost and time the item uses.

Don't let your possessions own you!

Do I already have this? Yes/No or you can ask your community to see if you can borrow something from someone else if it is a temporarily needed item.

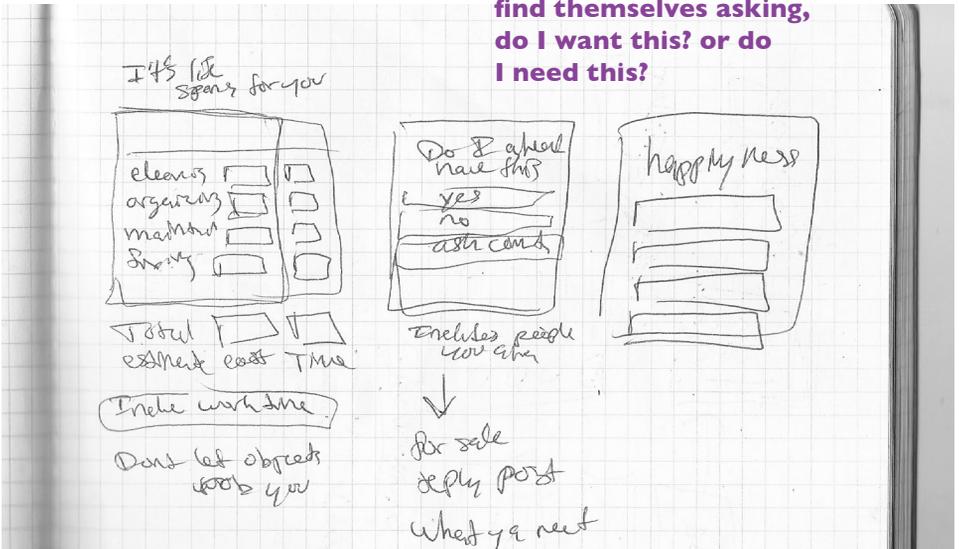
Log your happiness. You decide whether this product goes towards the Good Life/ Meaningful Life/Pleasurable Life

Morality questions: Is this object harmful? Pure? Fair? Respectable? Do my community or friends/family recommend this item?

My Community

In this application there will be an additional "Community Newsfeed." The user can decide whether or not they want to make their information public. They would have a profile that documents past activities, including anytime the user answered a question as 'unsure', or if they had wanted to 'learn more'. Also on this profile page the user can establish goals for themselves in regards to significant purchases or their budget. The community newsfeed had options for people to have group or private messages where they can discuss topics such as living more sustainably or finding public events.

What's not working?
How many steps?
When would someone find themselves asking, do I want this? or do I need this?



March 10 Spring break

Defining what is Consumer Anonymous

Since I was basing my project off of Alcoholics Anonymous, I conducted some additional research on them. Based on this I was inspired and decided at that moment in my process for degree that I was developing a service design, that includes an application and print materials for a fellowship community called Consumer Anonymous. Consumer Anonymous takes a holistic approach to solving the problems of personal overconsumption in 12 steps. Consumer Anonymous is a fellowship of men and women, Americans who have an addiction to buying. This service was for those addicted to the instant satisfaction of shopping, overwhelmed with the amount of personal possessions, or those who think they will find happiness and fulfillment in a less consumerist life.

Personality Types

A Consumer Anonymous member needed to identify themselves with a type of person. In my research I found that people who feel like they belong to a group they are more likely to cooperate.

Belonging to a Group

In my research I have already established that this is a political issue. Humans have an innate need to belong to groups. They are more likely to act in certain ways based on the community they are a part

of. Two groups that exist within our culture are conservatives and liberals. I wanted my app to be accessible and desirable to both groups, therefore I tried to come up with questions that appealed to the morals of each, and particularly to the morals of both. To strongly generalize, conservatives may be more concerned with budgeting and saving money, while liberals may have more of an environmental concern. When it comes to the topic of whether or not a product is “pure”, conservatives may care more about the chastity of a product while liberals may be more concerned with the item’s safety. Of course these groups are in no way just black and white, there is a lot of overlap in the morals and desires of both groups when it comes to individuals. I feel as though the questions I have come up with can be interpreted in whatever way appeals to the user.

Persona One



Persona One

Description: Standing in a rush hour commute in a suit, everything blurred out around them. This person is a workaholic and it is starting to burn them out. They have debts to pay and responsibilities to uphold, causing them to justify working so much. However, their whole life can't revolve around working.

Questions: Am I Working to Live or Living to Work?

Opportunity This application will allow this person to have the ability to invest in higher quality of products that will last longer, and will save them more time for things that are more meaningful.

Persona Two

Description: This person has some knowledge on the negative side effects of mass production, plastic and pollution. They are standing in a bottle polluted environment, in front of a vending machine. They have bought a bottle with a label that matches the ones polluting

Persona Two



the environment around them.

Questions: Just because I can buy this, should I? Am I over-consuming/wasting?

Opportunity This person has easy access to information that will allow them to learn more about products and their environmental impact. One option they have within the app is an alarm clock for reminders to bring a mug to work, or usable bags to the grocery store.

Persona Three

Description: This person is standing in their home, getting overwhelmed by the amount of things around them. Their TV is playing advertisements telling them to buy more things.

Questions: Why do I need all of this? Is this stuff making me happy?

Opportunity: The app provides a way to look at whether these things are giving any value to their happiness. They can decide whether the products contribute at all to the good life, meaningful life, pleasurable life, or nothing.

Persona Three



The 12 Steps

- Step 1 Do I need this? Log or scan item identify the materials used that make up the item and check off materials
- Step 2 Politically Identify with liberal or conservatives Personas
- Step 3-7 Five moral function
Is this item...
-harmful? Definition:
yes no not sure
not sure learn more link
ask your community
-fair? Definition:
yes no not sure
not sure learn more link ask
your community
-supported by member
of my political identity?
Definition:
yes, no, or not sure
check other users/
graph is shown
- respectful? Definition:
yes, no, not sure
not sure learn more link
ask your community
-Pure? Definition
yes, no, not sure
not sure learn more link ask your com-
munity. A not sure and like to learn
more allows for personal research and
they can come to their own conclusion.
- Step 8 What is the lifespan of this
product? Log the amount of time you
expect to have it for before it becomes
waste. Estimate and log the amount
of time it took to make the purchase
not sure look it up>link
- Step 9 How many hours of work were
needed pay for this?
Log the amount of money you make
and the amount of the purchase to
calculate the amount of time it took
to work for this purchase. Show for
the whole week, month year
- Step 10 Do I already have it?
yes, no
If yes a brief note to yourself why you
need it (note can be private public and
others can comment)
- Step 11 Category of Purchase
log your purchase a certain category
of purchase health ,education, make
your own.....

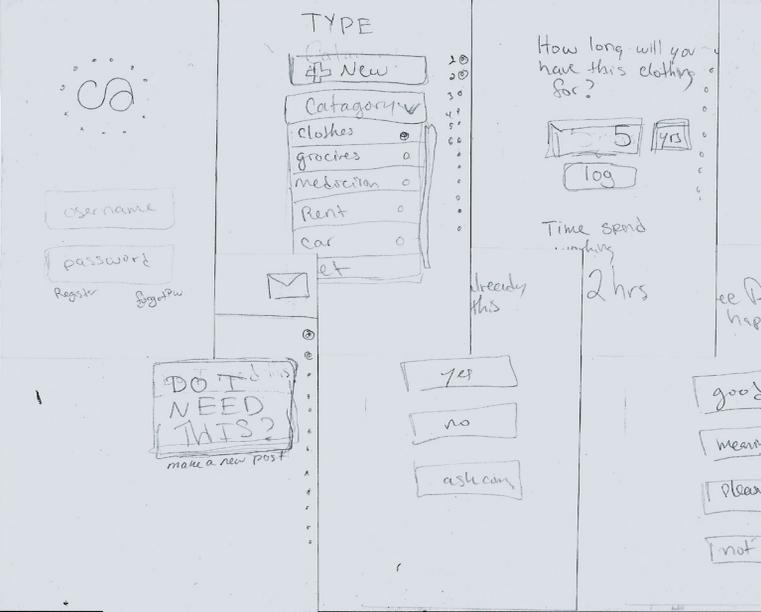
- Step 12
Then you log if the purchase is for your good life meaningful good life, pleasurable life or none of the above
- Final Screen Reveals
Authentic happiness : 4 colors vs % of categories toggle categories on and off
- When you see a surprising pattern in your spending you can then question it See the amount of time you work to support this consumer habit See the overall lifespan of the item before it becomes waste review personal notes
- I want curb my consumption possible tip to find alternative and resolve this habit Link to learn more or a reminder, a notification can be set if desired.
- Community Board
Others who are also purchasing these items the comments Your circle Be a sponsor in your circle
- Meeting in your area
- Promotional material
stickers poster campaign 2
20 sec animated commercial

March 17th

I met with professor Jan and I explained my thinking thus far to him. He told me to move forward and start creating the application itself. I started doing paper user testing to quickly figure out what's working and what's not. Jan also thought the morality and community aspects need to be investigated and resolved more. The amount of steps that I have needed to be condensed more.

WIREFRAMES TWO

March 24



Scattered Paper Wire-frames on index cards

Feedback

It's suggested that this application would be more usable if it was more focused around personal goals. Include things like rewarding yourself with more meaningful purchases (travel, education, a nice outfit, etc). The social & community aspects, are almost like an entirely different project. It doesn't seem entirely feasible. If everyone is getting updates for every purchase people in their community are making, they may get persuaded to buy those items too. It may end up having an opposite impact of its intended purpose. This is where I removed the social aspect of this app and made the information be only about that particular user. I need to narrow down the 12 steps into something more concise. Maybe consider there being a "skip" option for some questions.

condense

If they have it, I want it too!

remove social aspect

Add goals?

Goals

The goals are to question our culture's excessive possessions and identify personal consumption habits, and provides community support. Being able to pair personal spending habits with a platform for community discussion will curb the consumer's consumption cravings and help members live a more fulfilling life.



Logo Draft



Logo Mark, current look and feel of degree project

THERE IS NOTHING NEW UNDER THE SUN

PROGRESS REPORT THREE

Statement

For my degree project I am developing a service design application and a fellowship community, that takes a holistic approach to solving the problems of personal overconsumption in 12 steps. Consumer Anonymus is an fellowship of male and female Americans who have an over-consumption addiction. This service is for those addicted to the instant satisfaction of shopping, overwhelmed with the amount of personal possession or just want try living a happier and more fulfilling life.

The name of the service and it's 12 steps structure is purposefully inspired by Alcoholics Anonymous. The reason for this is to say that overconsumption is as much of an issue as Alcoholism and should be taken as seriously. Consumer Anonymus questions members' morals, while encouraging a minimalist lifestyle and identifying an individual's three paths

to authentic happiness. The goals are to identify personal consumption habits, and provides community support. Being able to pair personal spending habits with a platform with community discussion will curb the consumers' consumption cravings and help members live a more fulfilling life. Membership is open to Americans who want to do something about their consumption addiction.

Logo

The Consumers Anonymous logo is a modified dollar sign in the Typeface Decima Mono Pro laying on it's side. The modifications reveal the joint letters C and an A for consumers anonymous. The unity of the letters represents how consumers alliance is about bringing people together to make social change.

WIRE-FRAMES THREE

1
The first step to solving any problem is recognizing you have a problem.



STEP ONE

Recognition, asking yourself

DO I NEED THIS?

2
Based on feedback from last class I have added a feature for including goals



STEP TWO

Defining or Reviewing future goal

VIEW GOALS

7-10
I included fair, pure, and harmful from the morality search I had made. I was included eco-friendly as an option here.



STEP SEVEN – TEN

Is this item...
make a selection for each option encouraged to do independent research

FAIR?	PURE?
<input type="radio"/> Y <input type="radio"/> N <input type="radio"/> N/A LEARN	<input type="radio"/> Y <input type="radio"/> N <input type="radio"/> N/A LEARN

ECO-FRIENDLY?	HARMFUL?
<input type="radio"/> Y <input type="radio"/> N <input type="radio"/> N/A LEARN	<input type="radio"/> Y <input type="radio"/> N <input type="radio"/> N/A LEARN

Learn

Selecting learn allows users to find out more information on their own, and this also suggests that there is something for the user to learn.

11
How long the user will have the items before it becomes waste, also the amount of time it takes to work to pay for it.



STEP ELEVEN

How long will you have this item before it becomes waste?

log estimated amount of time

CALCULATE TIME WORKED

2.2 HOURS

post this publicly on my board

SKIP **NEXT**

3-5

Limiting the amount of steps by grouping steps on one page.



STEP THREE – FIVE

Logging in item.

DEFINE CATEGORY ▾

NAME ▾

\$ 00.00

NEXT

6

If the category already exists this means the purchase has been made before. Depending on this you are given one of two ways to answer the sixth step.



STEP SIX

I bought this before, why do I need it?

Write a brief explanation

Text input area for explanation

post this publicly on my board

SKIP NEXT

STEP SIX

Ask my community if they have it before I buy it?

Write a brief description of what you're looking for.

Text input area for description

post this publicly on my board

SKIP NEXT

12

Log the kind of happiness, this option can be skipped to save time.



STEP TWELVE

Is this contribute to your overall happiness?

GOOD LIFE

MEANINGFUL LIFE

PLEASURABLE LIFE

post this publicly on my board

SKIP NEXT

Answers and Spending Habits

Now that all 12 steps have been completed the application gives you an answer for whether or not they should buy/need the item being questioned for purchase. Lastly you can see you spending habits based on happiness.



SPENDING HABITS

MEANINGFUL LIFE MEANINGFUL LIFE MEANINGFUL LIFE



SELECT CATEGORIES ▾

SEE LISTED ITEMS

Feedback

Although I have tried condensing my application by adding a skip feature on some steps to save time, the feedback I received from my class indicated there is still too much manual logging. Too much time was being taken for just one singular purchase.

I'm trying to answer the opening question, "do I need this?" and it needs to be reconsidered. This was frustrating to hear, but at the same time I was also in agreement.

Jan points out that my application will be successful if I can first first get my users to learn about their spending habits and then as a result of this learning to ask themselves, "do I need this?" This question will no longer appear at the very beginning but will instead reveal itself later on as the user becomes more familiar with the service. Jan also suggested to consider developing my project around a new user and advanced user scenario.

The class suggested a way to reduce the amount of time manually logging information by utilizing existing technologies such as barcode scans, and to start referencing the way banks are already categorizing an individual's personal spending. Utilizing these existing technologies in my application could reduce the amount of steps. I then set out to I found services that offered elements that I was trying to offer in my application. I found the goodguide and Mint.com. Both had many of the things I had been wanting to incorporate.

Mint.com

Mint.com is a free web-based personal financial management service. I liked the way it put all financial accounts into one place so there was a complete picture of your finances all in one place. I like how they track trends, gave advice, and calculated a Credit score.

GoodGuide

GoodGuide is a comprehensive, authoritative resource for information about consumer products and companies. They focus on helping the consumer make informed purchasing decisions that reflect their preferences and values. I liked that you can scan and search items, as well as see a

Scoring System

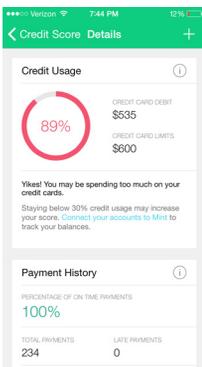
Both of these services covered a majority of what I was trying to do. Something they both had in common that inspired me was a scoring system. Finding these existing services were critical for the next stage of development for my service. It was here that I started to create my own score by developing the Consumer Alliance score!

Consumers Alliance

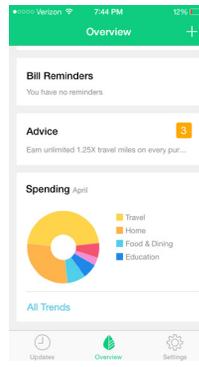
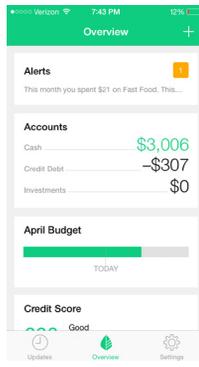
Changing the name to Consumers Alliance was a last minute decision. The newer name was more relevant to my overall concept of bringing people together to create social change.



GoodGuide application phone screens



Mint application phone screens

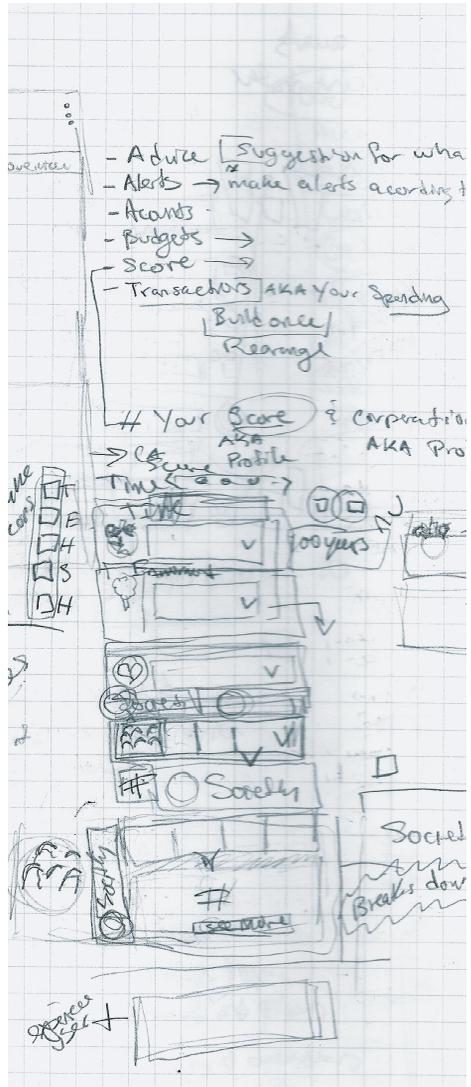


Inspiration

Inspired by the goodguide and mint I was moving forward with my project. I was thinking about my application in a whole new way. I was running out of time and need to start developing my application. I spent a lot of time drawing out various paths that a new and advanced user could take while navigating the application.

How are the paths similar? How are they different?

How can i show all of my features that my application offers through storytelling? What financial data will be personalised within the application to make the story more believable? I have limited time and developing user scenarios will prevent me from over-designing and same me time.



My notebook



Jess Purdy @ 11:00 P.M. Room 613

We are living in an age of maximum destruction. The current capitalist order that prevails has forced humanity to a state of near total estrangement from the natural world. As garbage piles, seas and temperatures rise, fish vanish, freak weather events multiply, and profound depression descends upon humanity, it's become obvious that something has to change. If the world consumed at U.S. rates, we would need 3 to 5 planets, but we only have one. Now, a new collaboration is rising up, "Consumers Alliance." They grasp the true nature of our civilization's crisis, and offer an essential opportunity to take action.

Consumer Alliance (CA) is a service design concept; it's a user centered approach to help Americans form healthier, happier spending habits that are required to live within planetary constraints. Membership is open to Americans who want to make a positive change in their excessive consumption to reprieve future generations.

Final Symposium Poster

CONSUMERS ALLIANCE

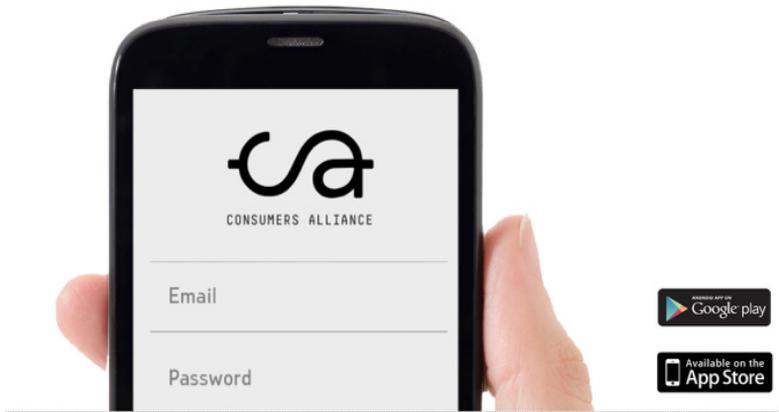
Final Abstract

We are living in an age of maximum destruction. The current capitalist order that prevails has forced humanity to a state of near total estrangement from the natural world. As garbage piles, seas and temperatures rise, fish vanish, freak weather events multiply and profound depression descends upon humanity, it's become obvious that something has to change. If the world consumed at U.S. rates, we would need 3 to 5 planets, but we only have one. Now, a new collabora-

tion is rising up, "Consumers Alliance." They grasp the true nature of our civilization's crisis and offer an essential opportunity to take action. Consumer Alliance (CA) is a service design concept; a user centered approach to help Americans form healthier, happier spending habits that are required to live within planetary constraints. Membership is open to Americans who want to make a positive change in their excessive consumption to relieve future generations.



Consumers Alliance Pins, for people to join and display membership



CA SCORE

Application

Consumer Alliance (CA) supports Americans in forming healthier happier spending habits that fall within planetary constraints.

Consumer alliance gives a home for viewing all your spending accounts in one place, and helps users find alternative products and companies based their health, environmental and societal impact, three paths of happiness and service time.

Consumer Alliance Score

A Consumer Alliance Score is a number 1-100 that is assigned to companies, products and CA members. The score is made of five individual categories, Health, Society, Environment, Service Life and Happiness. Two of the five categories, Service life and Happiness both need additional information from the user to be calculated, The other three aspects of the score are calculated based on the information gathered from purchases.



Environment

This category indicates things like corporate manufacturing processes and their environmental effects, transparency on environmental issues and companies policies and practices.



Service Life

Actual service life is the maximal recorded life of a product. This feature allows a user to estimate and record the amount of time products last. The user's score improves when the purchases have a longer service life. This helps users limit their personal waste in advance and ultimately puts less strain on the environment.



Society

This category indicates things like a company's corporate governance, safety policies, human labor rights.



Health

This category indicated things like potential health effects, risks, and company health performances.



The Three Paths of Happiness

The Good Life, "re-crafting your work, love, friendship, and leisure, to enhance your purpose and strengths. Or in other words its about meeting your desires and reaching potential.

The Meaningful Life, Using your signature strengths in the service of something that you believe is larger than you.

The Pleasant Life, "having as many pleasures as possible and having the savoring and mindfulness skills to amplify the pleasures." Spending money on things that take care of, and treats yourself.

USER SCENARIO

New User

Sarah 27 years old, Sarah is healthy and happy. During the day Sarah is a busy cosmetic artist. She loves her job and is always looking for new products and techniques to advance her work place. Sarah supports cruelty free cosmetics and pays close attention to product reviews and safety. On the weekends Sarah donates her time to the local humane society. For fun she participates in her local intramural beach volleyball league with friends

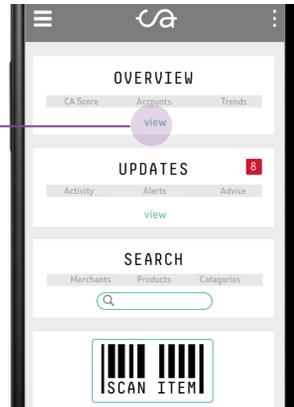
Sarah learns about the service in a recent cosmetic review and downloads the app and gets started by adding all of her spending accounts to her CA profile.

From here Sarah can choose from one of four options, overview, updates, search and scan. Within some of these options are additional avenues Sarah selects CA score. The first three of five categories are automatically calculated for Sarah the other two are meant for an advanced user to log in. Sarah learns that her score is 55 and can swipe through quick facts about her score such as

The more filled out each of the five categories are the more accurate your score will be.



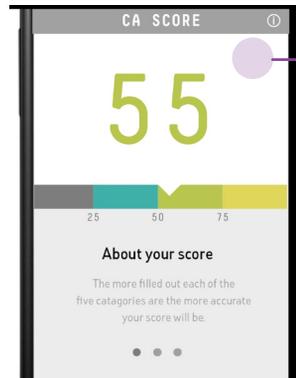
User: Sarah



Screen 1: Main

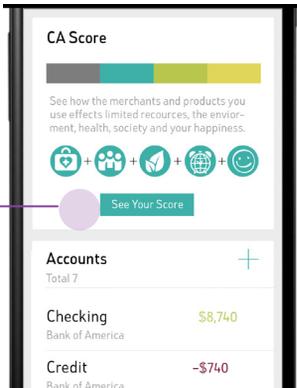
Selects Overview

Calculated
CA Score is 55



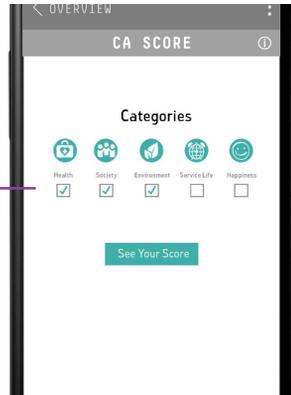
Screen 4: CA Score

See Score



Screen 2: Overview

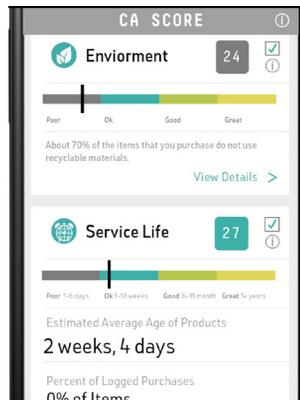
3 automatic
2 manual
categories



Screen 3: CA Score



Screen 5: CA Score



Screen 6: CA Score

Overview

In addition to receiving a Consumer's Alliance Score, Overview is where the user can view all their spending accounts in one place. This feature also provides personalized spending trends either by category or by merchant to visualize the user's monetary distribution.

Activity

In Updates Sarah can view her recent spending activity. Sarah's activity reveals she has been spending money on makeup at Sephora, and gas at Exxon to get to work and the beach. Each of the purchases she makes is given a CA score. In the example, Exxon is does not receive a score because it does not provide enough information to receive one.

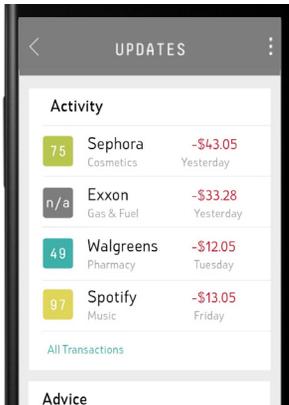
Alerts

Updates provides relevant monthly alerts and provides a brief summary of personal

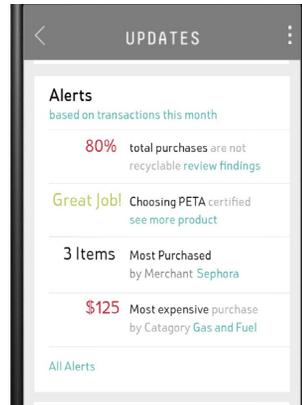
spending. In the example, 80 percent of Sarah's total purchases are non-recyclable, she is doing a great job choosing PETA certified products, she has most frequently made purchases at Sephora, and her most expensive purchase was \$125 on gas and fuel.

Advice

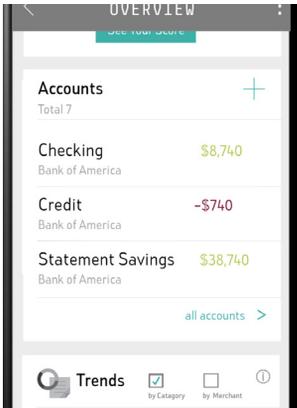
Consumer Alliance gives advice that will help improve each user's CA Score. In the example, the advice suggested for Sarah is to cut down on gas and fuel emissions and by getting involved in her local carpooling community. It also advises to cut down on her rate of consumption. At the moment, Sarah's consumption rate is 4 planets. The goal is to get down to one. Consumers Alliance suggests that she start to focus on the service life of her products and to start eliminating the purchases that only last one day.



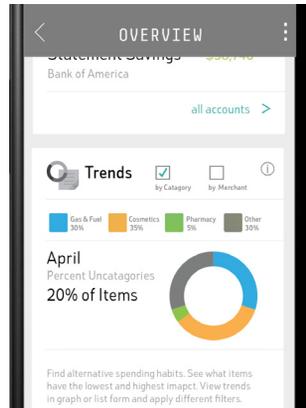
Screen 9: Updates, Recent Activity



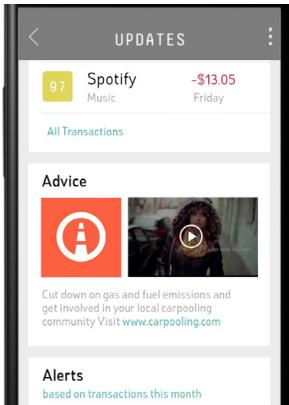
Screen 10: Updates, Alerts



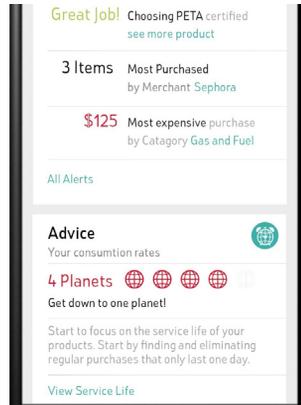
Screen 7: Overview



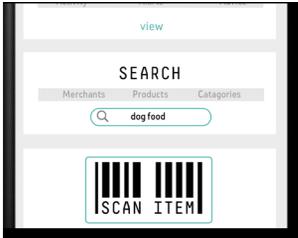
Screen 8: Trends by category



Screen 11: Updates, Advice to join car pool



Screen 12: Updates, Advice to cut down on number of planets



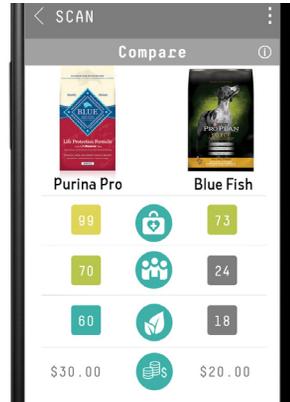
Screen 13: Scan and search products

Advanced User

Sarah gets a puppy named Toby! It is her first puppy, and she is not sure what dog food to buy. Sarah has one of two options, she can either search "dog food" or she can scan the bar code of a product to receive its Consumer Alliance Score.

There is also an option to compare products side by side. Sarah chooses to scan, and is given the option to scan in multiple products to compare their scores side by side.

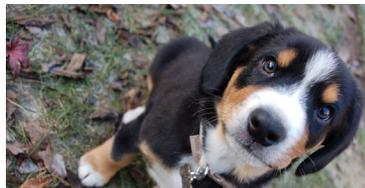
From here Sarah selects the healthier of the two dogs foods, Purina Pro Plan. The Purina Pro Plan profile shows a score of ## along with additional information about the product such as ingredients, certifications and the name of the owner of the product. Here the owner of the product is the Purina Pro Plan brand. By selecting the brand, the application will show a similar looking profile to that of



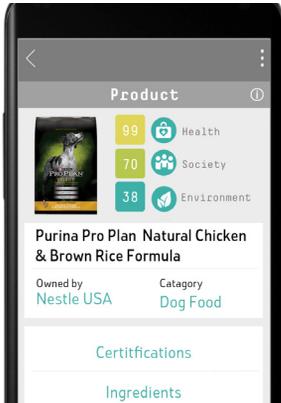
Screen 14: Compare Products

the product profile, allowing Sarah the opportunity to research and compare multiple brands' and companies' CA Scores.

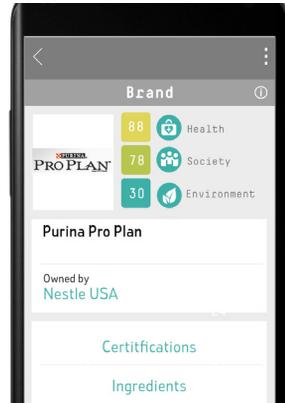
The last manual feature included in the CA Score is logging the three paths of happiness. Since happiness needs to be manually logged in, a new user would have no information displayed. For the advanced user, the goal is to try to



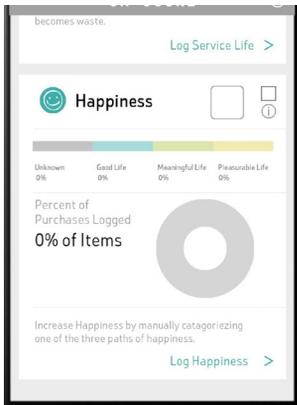
Sarah's Puppy Toby



Screen 15: View Brand



Screen 16: View Owner of Brand



Screen 17: Three Paths of Happiness

balance the three paths/type of happiness. For example, Sarah could log in the cosmetics she is buying for her profession as her good life because it pertains to her strengths and purpose as a makeup artist, but for purchases involving Toby the puppy, categorizing happiness under just one selection would be hard. For instances like these, there is an option to select more than one kind of happiness. Sarah logs Toby in as all three.



New and Advanced user happiness

OUTCOME

Because of Consumer Alliance, Sarah has experienced the following benefits:

- +Discovery of more cruelty free products for her profession.
- +Increased environmentally friendly decisions by choosing alternative products with higher CA ratings.
- +Consideration for the service life of products and active of one-use purchases.
- +She takes into consideration the packaging and the waste all her purchases make.
- +She is cutting down on transportation costs, as suggested, Sarah has joined a carpool to the beach for her intramural volleyball games.
- +She now has an easy way to compare purchases for herself and her new puppy.
- +She is investing and balancing the things in life that make her happy

Overall

Consumers Alliance is promoting self awareness. It focuses in on how the individual can contribute to global change, holding people accountable on an individual level, they can track their own personal spending habits and are more inclined to make improved consciousness decision

CA platform provides members with a means of contextualizing financial data, the ability to participate in an active community, with similar values

The new consumer demands will ultimately aid in forming a new mandatory corporate practices that encourages corporations needing to change their current business models to meet these new demands.

Symposium

The day of symposium I was nervous about presenting but after it was over it felt good to be done. The presentation was received well. Joe Quackenbush said that he liked my overall idea but mentioned the issue of companies not being completely transparent with the way they conduct their practices. I replied, "This is something I did consider, the idea would be to encourage users to choose companies that are being transparent and ideally this would then persuade companies to be more revealing. Joe also mentions that I had a visually pleasing presentation and liked how I made a big point about the amount of earths that it would take if everyone consumed at U.S. rates. A girl in the room said, "It was not until I came to the United States that I realized how much Americans actually consume" She also mentioned how this is an import-

ant topic and she would use this service if it were real. These questions created a conversation in the room, mostly about how consumers alliance would encourage members to go more local with their purchases in the long term.. Overall I received great feedback and symposium went over well.

Future Thoughts

Things to expand on further:

When I look back at my process there is an element of the application that I removed but wish I had kept. I had been thinking about visually showing money as time in hours spent working' instead of cost.

cost of Item = time in hours worked
If Sarah makes \$30 an hour
\$60 Item = 2 hours

This would give an additional perspective on individual spending habits, and if this element existed I think it would compliment my ideas of happiness and finding personal balance.

To possibly re-introduce a social aspect into consumers alliance. The social aspect was removed earlier in my process but that was before the Consumers Alliance score was created. It was removed because the information being shared was too personal and was showing a user's individual purchases. This could be embarrassing or encourage another member of the service to purchase an item rather than not consumer.

Now that there is a score, I think this would be something people would want to share. Sharing scores would encourage members to increase and maintain

good scores.

I also think there should be an option to make a comment and send emails to companies to improve their Consumers alliance Score

After spending the last few months thinking about the same ideas over and over I can state that my project has made me a better consumer. My research has make me more knowledgeable of the products I buy, and I have actually formed better spending habits. A negative aspect of this is that I also feel bad and especially guilty if I was buying things that will only last me a short amount of time. Since Degree has been a major topic of mine, I have gotten many of my friends and people around me have started to think more about these big ideas and problems.

After a long, chaotic semester Degree class in now over but the story of my degree project will not end here. Much of the research I conducted was of personal interest, and still is. I don't think there is an actual end to my project. I foresee there being opportunities where Consumers Alliance will continue to be a conversation piece in my regular life. Especially if consumption continues at the rate it is going. Both social change and over-consumption even at this point in my process are still topics that interest me.

