

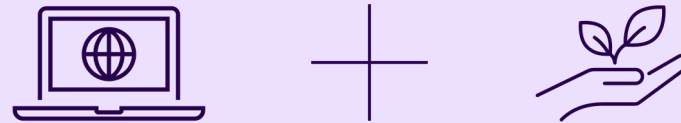
Discovering UX in the context of carbon footprint calculators: Case SUSLA

Annastina Saari

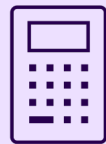
ORSI Roundtable

2.9.2021

How to combine ISM and sustainability?



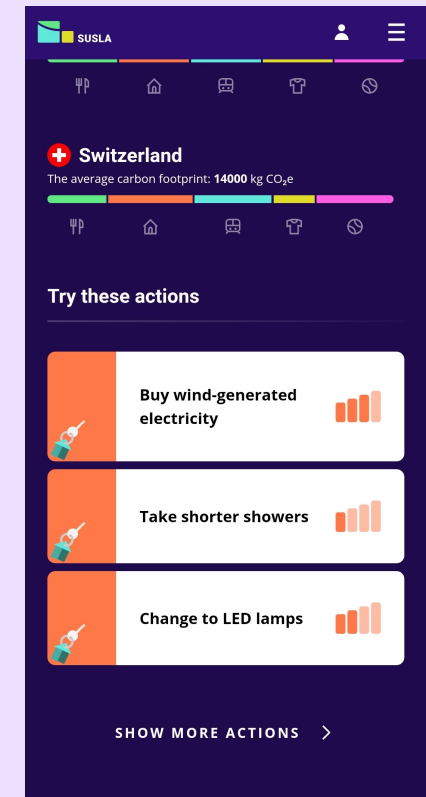
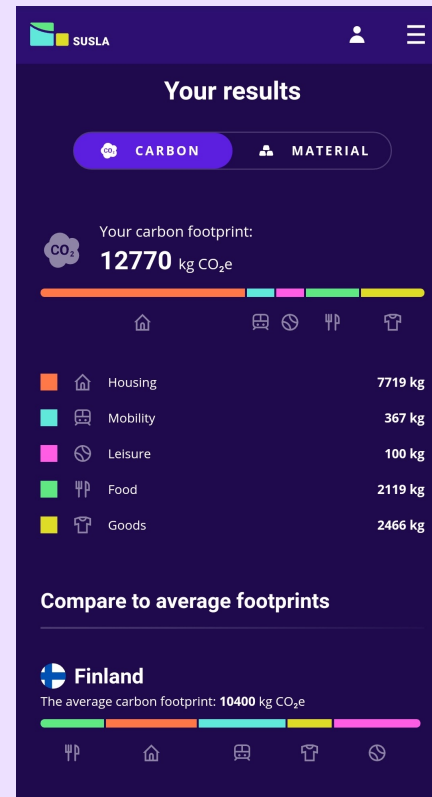
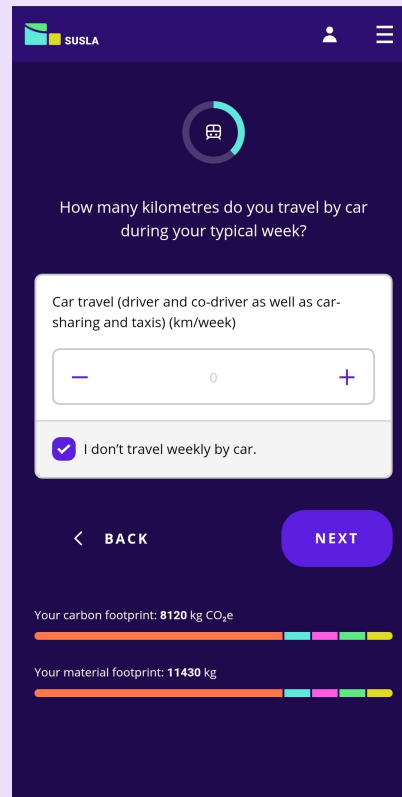
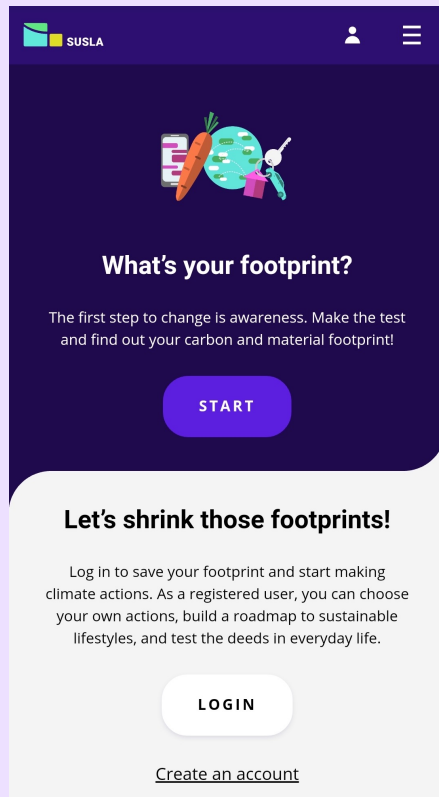
“How can UX be used to increase user commitment and shift behavior towards a more sustainable lifestyle and decisions?”



UX



How does the SUSLA calculator work?



Source: susla.app

How was the research implemented?



The goal was to discover in-depth opinions and thoughts regarding the calculator.



Results: Altogether 10 semi-structured interviews with test users from around Finland during spring 2020.

How was the UX?



For most test users, the calculator in its current form doesn't provide enough content in order to be used in the long-term.



A clear need for integration, automation and personalization.



The ultimate wish was to get a calculator that consistently collects data from the user and provides real-time data on their consumption habits in addition to giving them guidance on how to make more sustainable decisions.

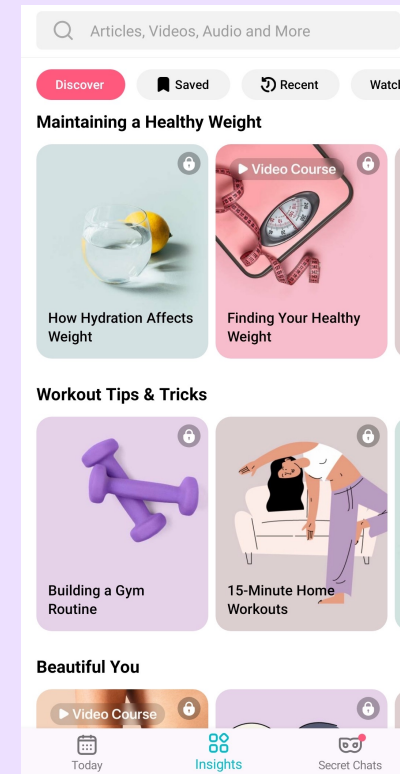
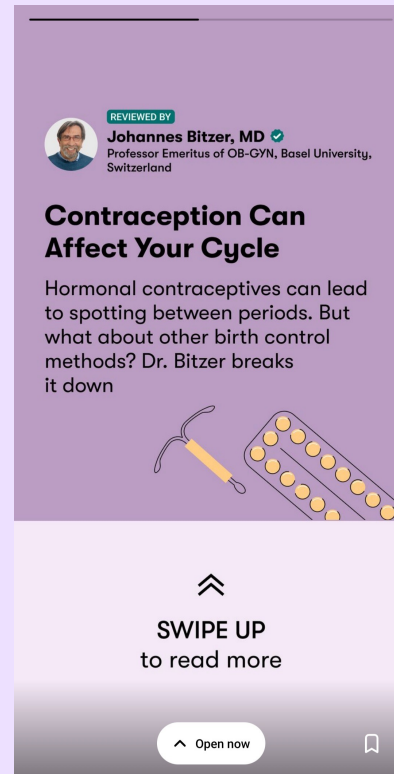
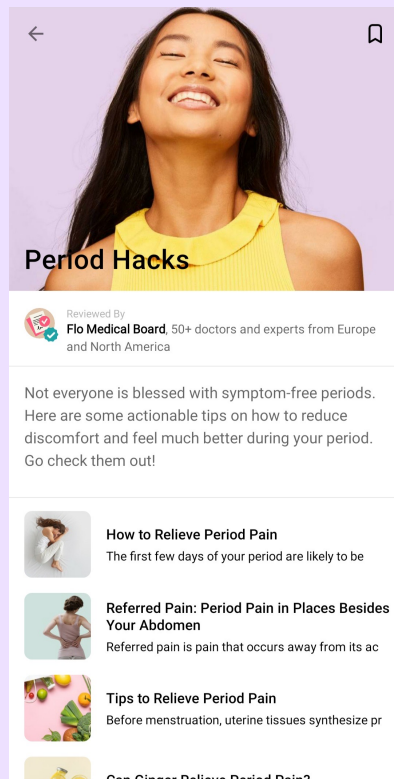
Design implications

i.e. How to make the calculator better

Integration



More versatile content



Notifications

8.00 AM SUSLA:

Have you ever been on a vegetarian diet?
Give it a try this week for three days and see
for yourself how it feels!

7.00 PM SUSLA:

Did you know that electricity consumption
can be reduced up to X % simply by
changing to LED lamps?

8.30 AM SUSLA:

The amount of food waste can be decreased by avoiding impulse purchases and planning meals in advance. This week, aim to plan your groceries beforehand and stick to your list when shopping.

Is a carbon footprint calculator the solution to changing consumer behavior?



I don't know