Human-Computer Interaction Design
Project 5.B Sustainability & Futuring

Tuesday March 30th 2010

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Project

The term “Futuring” is due to Tony Fry [see: Fry, T. (2009). *Design Futuring: Sustainability, Ethics, and New Practice*. Oxford, New York: Berg]. It denotes the idea that designing may be understood to be an act that is deeply implicated in the choice of sustainable futures over unsustainable ones. Use the design research you did for Project 5.A to motivate and inspire a new concept related to sustainability and futuring and which considers the use of digital materials and interactivity. You may use the design research of other students also to help inspire your concept, provided only that you properly attribute. Illustrate and explain your concept—there is a fair bit of latitude about how you do this. Note that clarity and production values matter.

Format

Your project must be presented on a single landscape mode page in pdf format, for both the initial rough first iteration and the final form completed project. You may include auxiliary files of other media types, as instructed in class. Upload your work to oncourse, as instructed in class. Be certain to reference all of your sources accurately and completely.

The example on the page that follows gives an idea of what a design research project could look like for the purposes of this class assignment. The example is by no means the most ideal project—yours should not be longer, but it can be more compelling and interesting than the example. Neither the sketch nor final examples should be taken as best examples.

DUE

Wednesday March 31st no later than 23:59:
An initial rough SKETCH first iteration of your ideas for how you will complete this project.

DUE

Tuesday April 6th no later than 11:15:
A FINAL form completed project.
consumer perspectives: product acquisition and end of life

choices

<table>
<thead>
<tr>
<th>hidden</th>
<th>revealed</th>
</tr>
</thead>
<tbody>
<tr>
<td>reusable things</td>
<td>pay-for-disposal systems</td>
</tr>
<tr>
<td>recyclable things</td>
<td>available renewal, reuse, &amp; update systems</td>
</tr>
<tr>
<td>local things</td>
<td></td>
</tr>
<tr>
<td>disposable things</td>
<td></td>
</tr>
<tr>
<td>high mile things</td>
<td></td>
</tr>
</tbody>
</table>

OPPORTUNITY SPACE:
Consumer Labels for Origins, Carbon Footprint, End of Service Options, ...

predetermination
### Product Labeling to Promote Transparent and Sustainable Consumer Choices

A clear and transparent system of labeling products may allow for more sustainable choices about our collective future. Such a system would likely need to be federally mandated in order to serve the interests of the public, not unlike warning labels on potentially harmful products such as cigarettes, alcohol, pharmaceuticals, and so forth. The labels could be used on all products, not just harmful ones in order to promote the use of products that promote sustainable lifestyles, as well as discouraging the use of products that induce unsustainable lifestyles.

Digital technologies play a role here in tracking the data to be displayed on these labels. For example, since the distance to market varies depending on the particular market, the labeling on this product needs to vary accordingly. This may be accomplished with a number of different technologies: local printing of labels; e-ink displays when and if such displays become common, reusable, and not harmful in-and-of-themselves; bar-code readers which display the label information on a separate device, and; possibly others.

### BIGGER LABELS = BETTER CHOICES

#### Government Required Warnings
Use of this product is harmful to the environment. Consider Alternatives.

#### Alternatives
Consider using refillable more durable containers using local water sources. Consider reusing and refilling this container using local water sources.

<table>
<thead>
<tr>
<th></th>
<th>Distance to this market</th>
<th>Disposal</th>
<th>Recycle</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Airplane</strong></td>
<td>300 Miles</td>
<td>6 KG CO2 PER KG</td>
<td>3.5 KG CO2 PER KG</td>
</tr>
</tbody>
</table>

**Alternatives**
- Reuse & Refill
- Consider more durable containers
- Use local water sources

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Image: "Bigger Labels = Better Choices"

- **Bigger Labels = More Than**
- **Government Required Warnings**: Use of this product is harmful to the environment. Consider Alternatives.
- **Alternatives**: Consider using refillable more durable containers using local water sources. Consider reusing and refilling this container using local water sources.

**Table**
- **Airplane**
  - Distance to this market: 300 Miles
- **Disposal**
  - 6 KG CO2 PER KG
- **Recycle**
  - 3.5 KG CO2 PER KG

**Alternatives**
- Reuse & Refill
- Consider more durable containers
- Use local water sources
Primary Attributions


Secondary Attributions

The figures for CO2 emissions of disposal and recycling of plastics come from here: http://timeforchange.org/plastic-bags-and-plastic-bottles-CO2-emissions @ 11.2.09

Some very compelling photographs about the effects of products like plastic bottles are here: http://www.chrisjordan.com/ @ 11.2.09