Human-Computer Interaction Design
Project 4.B Sustainability & Futuring
Tuesday October 26th 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 4.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 three and only three landscape mode pages in pdf format. The first page should be a sketch, the second page should be your final research or concept, and the third page should be your primary and secondary attributions lists, as in the example/model solution that follows. 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.

This week, the sketch is in the form of a semantic differential. You are highly encouraged, but not required to use this form—or another equally structured form—to organize your research choices.

DUE
Thursday November 4th no later than 16:00
An initial sketch of your ideas for how you will complete this project.

DUE
Tuesday November 9th no later than 16:00
A FINAL form completed project.

You may choose someone else in the class to work with on this assignment—indeed, this is highly recommended, but not required. You and your partner should each submit your combined work as separate copies under each name, even though each copy is presumed to be identical. Be sure to clearly identify both names on the submitted work.
consumer perspectives: product acquisition and end of life choices

- reusable things
- recyclable things
- local things

- disposable things
- high mile things

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

pay-for-disposal systems
available renewal, reuse, & update systems

predetermination

hidden

revealed
**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>300 Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>DISPOSAL</td>
<td>6 KG CO2 PER KG</td>
</tr>
<tr>
<td>🙁🙁</td>
<td>RECYCLE</td>
<td>3.5 KG CO2 PER KG</td>
</tr>
</tbody>
</table>

**ALTERNATIVES**
- REUSE & REFILL
- CONSIDER MORE DURABLE CONTAINERS
- USE LOCAL WATER SOURCES

**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; barcode readers which display the label information on a separate device, and; possibly others.
Primary Attributions


Secondary Attributions
[1] 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

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