

Sustainable UX - a practical workshop

UX Connect 2023

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A short intro, before we get to work!

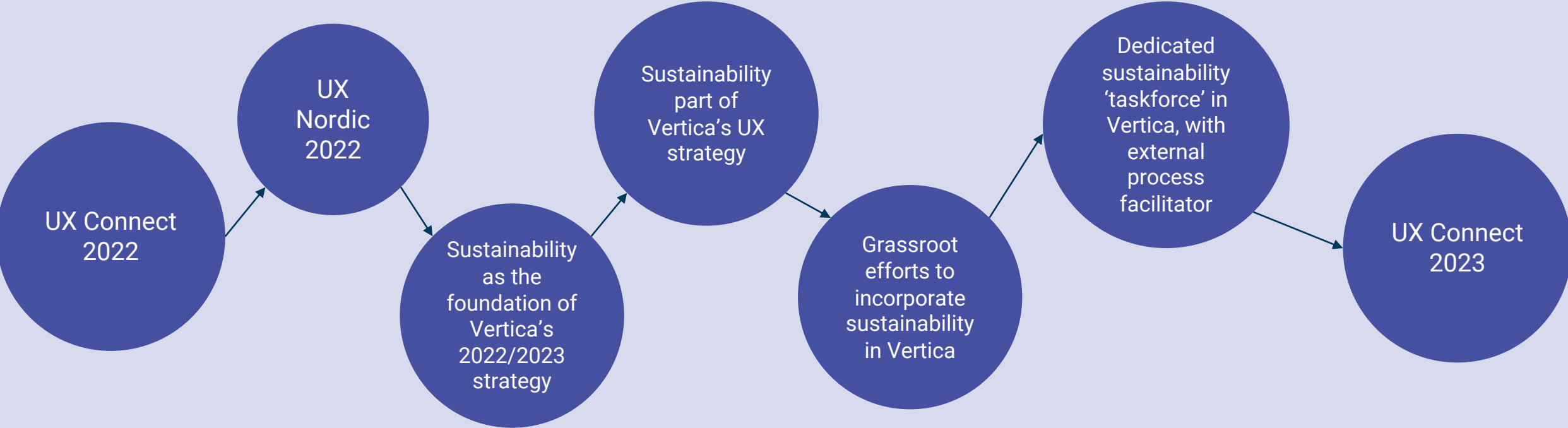
Vertica



Natalia



Sustainability in Vertica



Sustainability in Vertica

Internally



With our clients



Vertica UX's sustainability approach

Sustainability
concept
development



Sustainability in the
interface

Sustainability-focused UX research

What we want to give you today.

Hands-on experience with UX tools with a
sustainability twist

Let's roll up our sleeves!

75 minutes.
3 sustainable UX tools.
1 case.



Environmental

- Renewable fuels
- Greenhouse gas (GHG) emissions
- Energy efficiency
- Climate risk
- Water management
- Recycling processes
- Emergency preparedness



Social

- Health and safety
- Working conditions
- Employee benefits
- Diversity and inclusion
- Human rights
- Impact on local communities



Governance

- Ethical standards
- Board diversity and governance
- Stakeholder engagement
- Shareholder rights
- Pay for performance

17 sustainable development goals





Environmental

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Greenhouse gas (GHG) emissions
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Climate risk
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Recycling processes
Emergency preparedness



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Case.

Canyon Bicycles want to create an online community around **performance cycling**. The project is called: Canyon Community.

The community will be open to Canyon bike owners. Canyon Bicycles expect that offering and facilitating an online community will lead to increased sales of Canyon bikes and accessories, and to customers biking more than they do today.

In the online community, members will:

Track own and group's cycling efforts and motivate each other.

Organize cycling events, fix bike to work together, mountain/trail biking, social bike rides.

Create cycling goals for themselves and their groups.

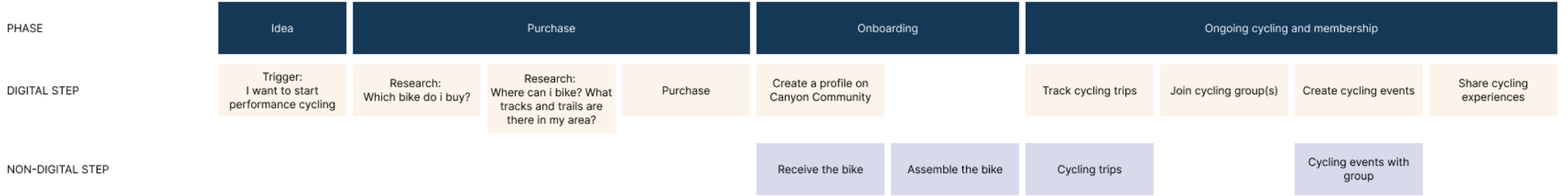
Task.

1. Plan your groupwork and choose a time keeper.
2. Evaluate the social and environmental implications of Canyon Community, using minimum 2 of the tools:
 - User Journey Mapping
 - Empathy Mapping
 - Unintended Consequences
3. Based on the exercises, identify at least 5 areas, where UX design has to specifically address a sustainability challenge or consequence of the concept.
- (4. If you have time: start ideating on how UX can mitigate the consequence.)
5. Share your most interesting finding with the room. (3 min per group)

User journey mapping

15 min

USER JOURNEY MAP: CANYON COMMUNITY



ENVIRONMENTAL SUSTAINABILITY

ECOLOGICAL PAIN POINTS
How will the environment be negatively affected

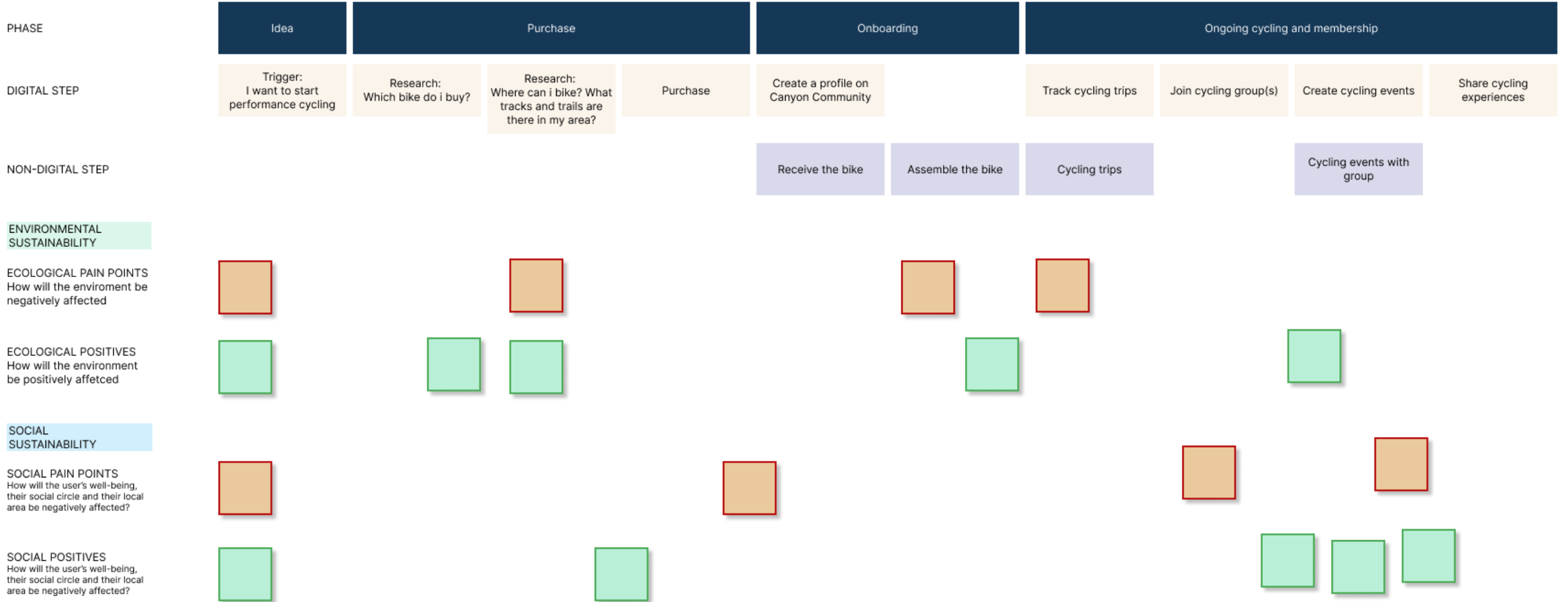
ECOLOGICAL POSITIVES
How will the environment be positively affected

SOCIAL SUSTAINABILITY

SOCIAL PAIN POINTS
How will the user's well-being, their social circle and their local area be negatively affected?

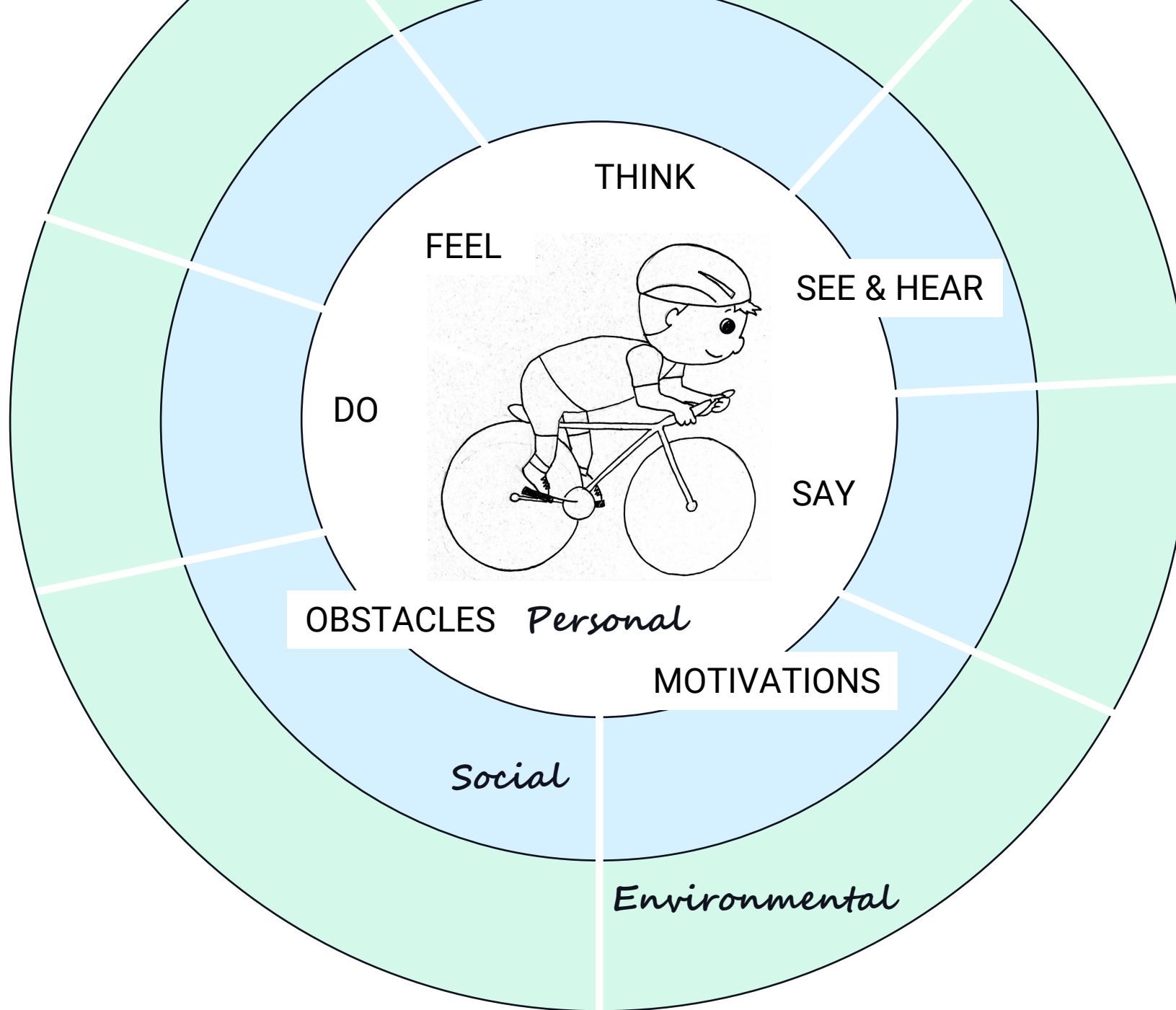
SOCIAL POSITIVES
How will the user's well-being, their social circle and their local area be positively affected?

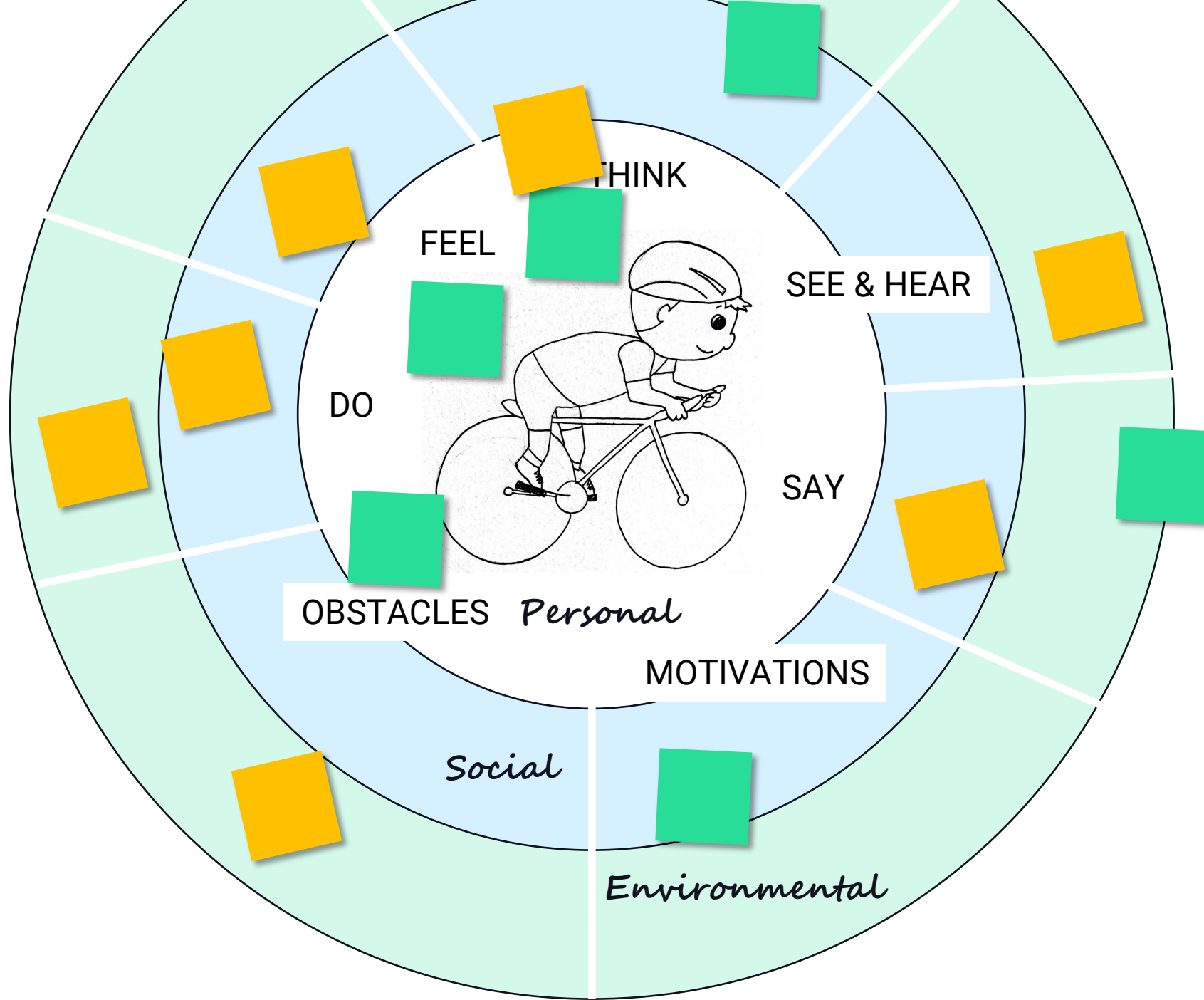
USER JOURNEY MAP: CANYON COMMUNITY



Empathy mapping

15 min





Unintended consequences

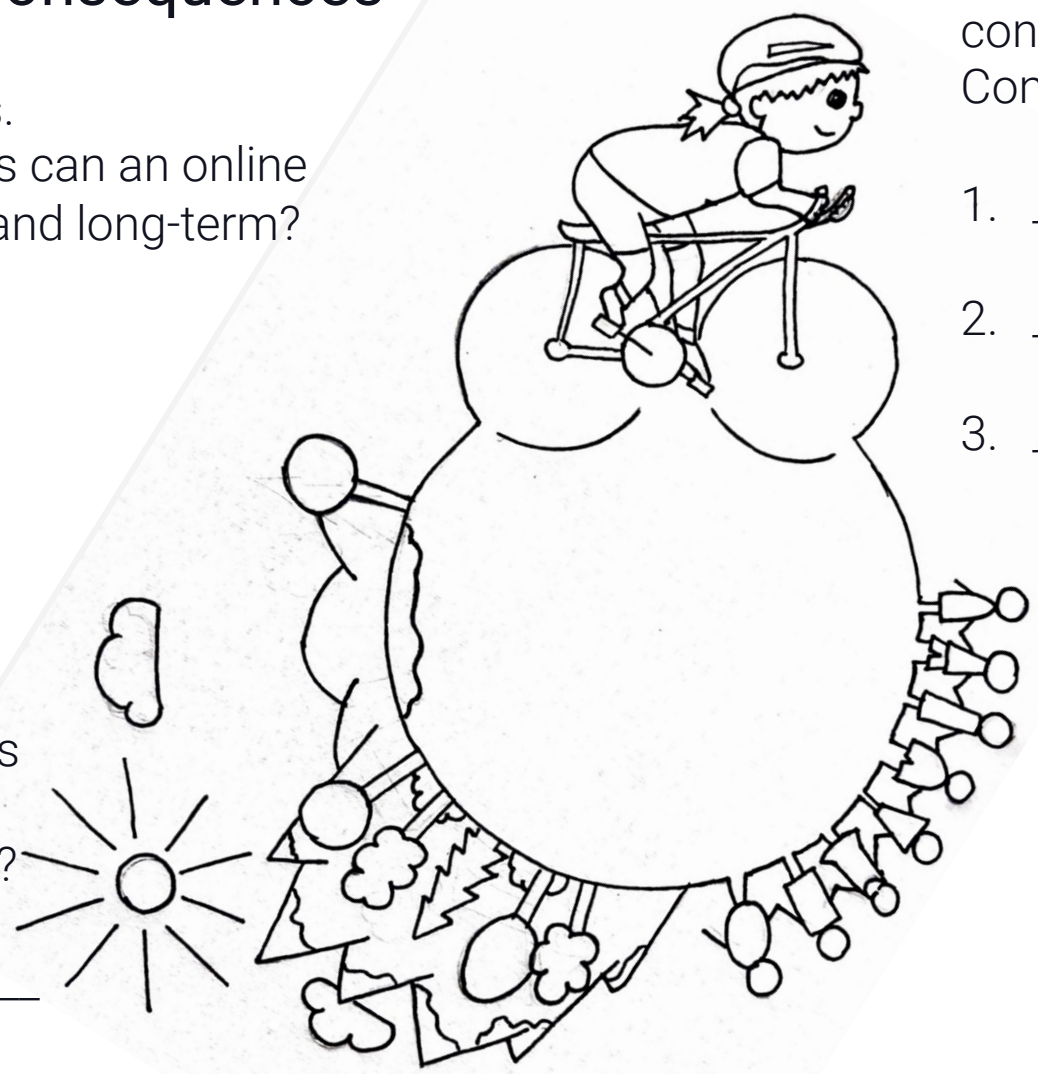
15 min

Spot the unintended consequences

Challenge your optimism bias.
Which negative consequences can an online community have, short-term and long-term?

What unintended consequences does Canyon Community have for nature and the environment?

- 1. _____
- 2. _____
- 3. _____



What unintended consequences does Canyon Community have for the user?

- 1. _____
- 2. _____
- 3. _____

What unintended consequences does Canyon Community have for the user's direct social network?

- 1. _____
- 2. _____
- 3. _____

Share your most interesting finding with the room.
3 minutes per group.

Useful links:

cycleplan.co.uk/cycle-savvy/environmental-benefits-of-cycling/

<https://uxdesign.cc/sustainable-ux-and-ui-design-is-more-than-reducing-your-website-s-footprint-a99c336c15>

<https://mercatometropolitano.com/the-4-factors-of-sustainability-human-social-economic-environmental/> 1f