Sustainability Inspired Product and Service Design ("SID")

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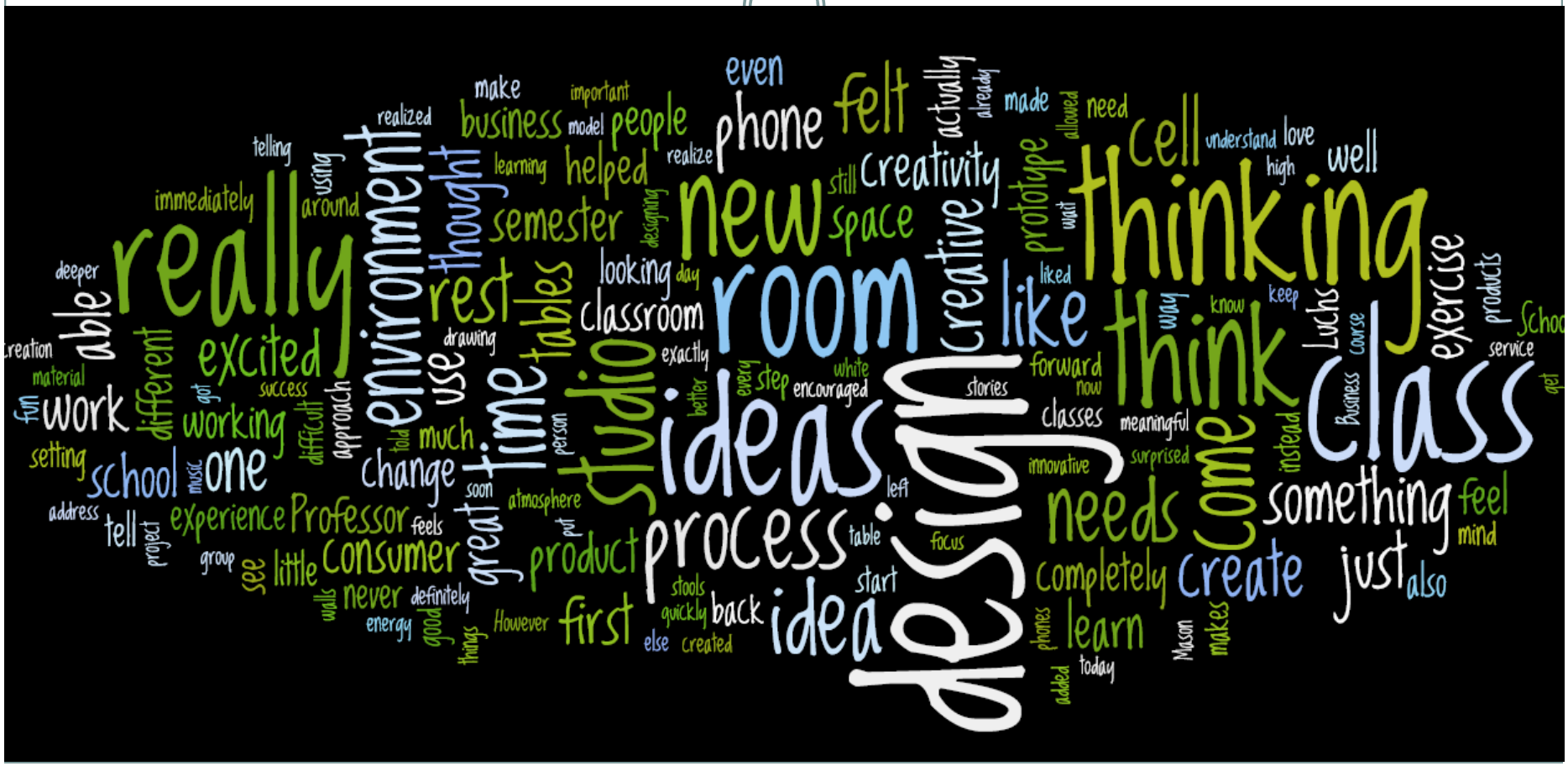
COLLEGE OF WILLIAM & MARY



Beyond our focus on Sustainability, learning outcomes for this course include:

Integrating discrete knowledge into a more holistic understanding of the interdependency of people, functional disciplines, socio-cultural systems and physical resources

Nurturing your creative instincts and confidence

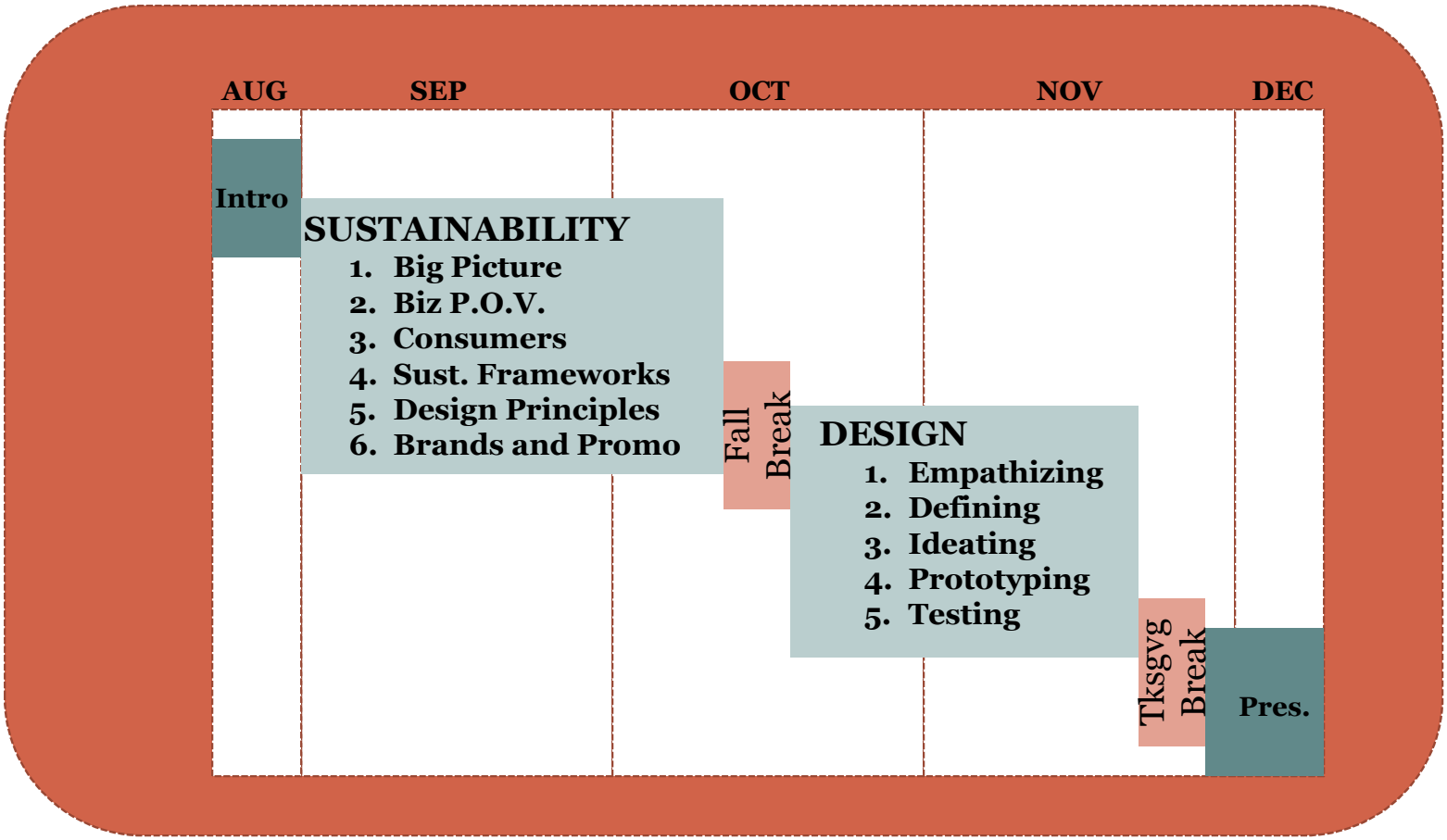
Gaining comfort with complex, ambiguous problems and the uncertain path towards specific, viable solutions

Appreciating the importance of process to guide your thinking without constraining it

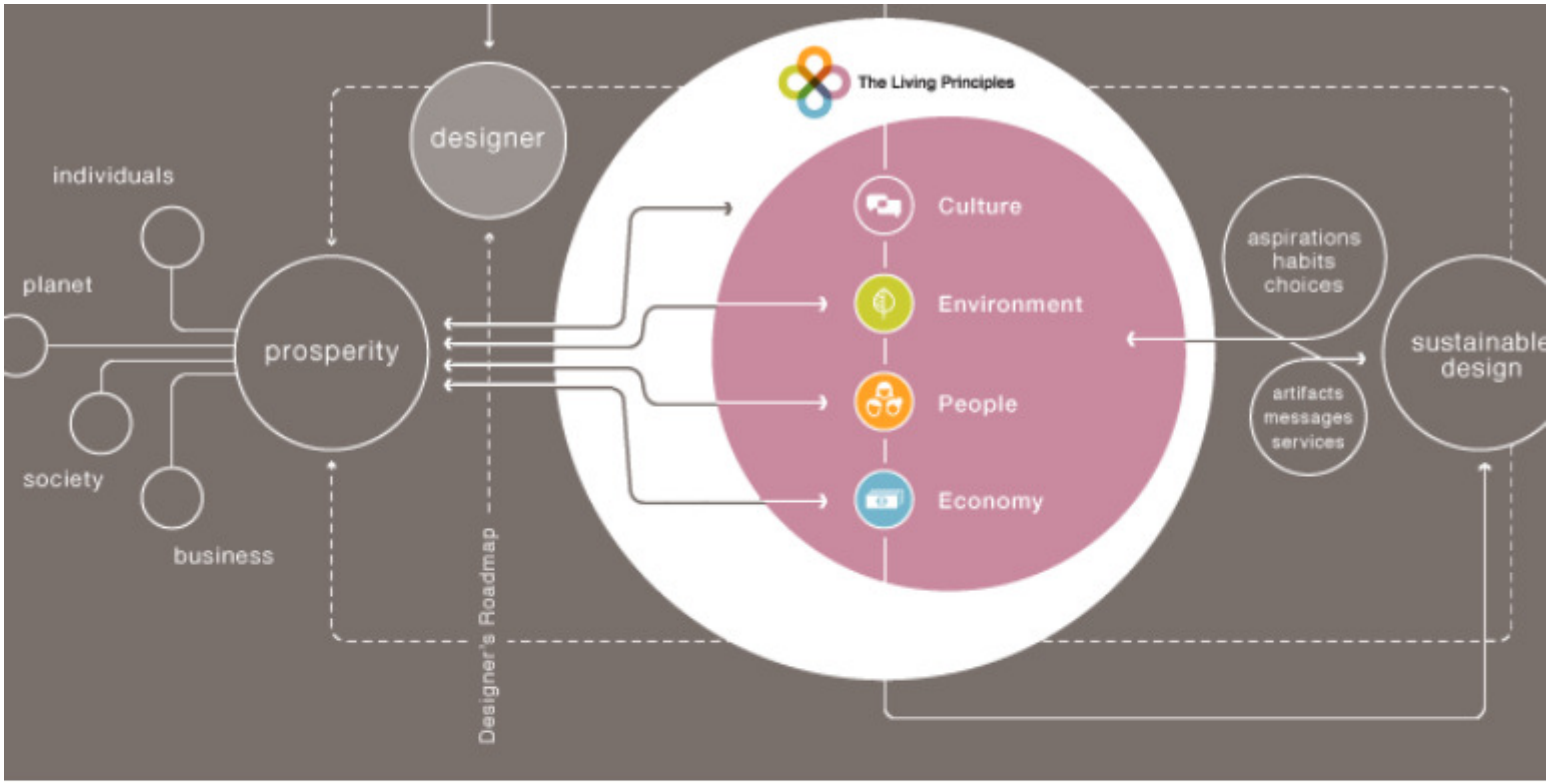
Developing a greater sense of purpose and empowerment; exploring your mission and meaning in life

Sustainability Inspired Product & Service Design

Course overview



Our initial module on Sustainability will culminate in an assignment based on the Living Principles framework



Four Streams of Integrated Sustainability[1]

Environment

Actions and issues that affect natural systems, including climate change, preservation, carbon footprint and restoration of natural resources.

People

Actions and issues that affect all aspects of society, including poverty, violence, injustice, education, healthcare, safe housing, labor and human rights.

Economy

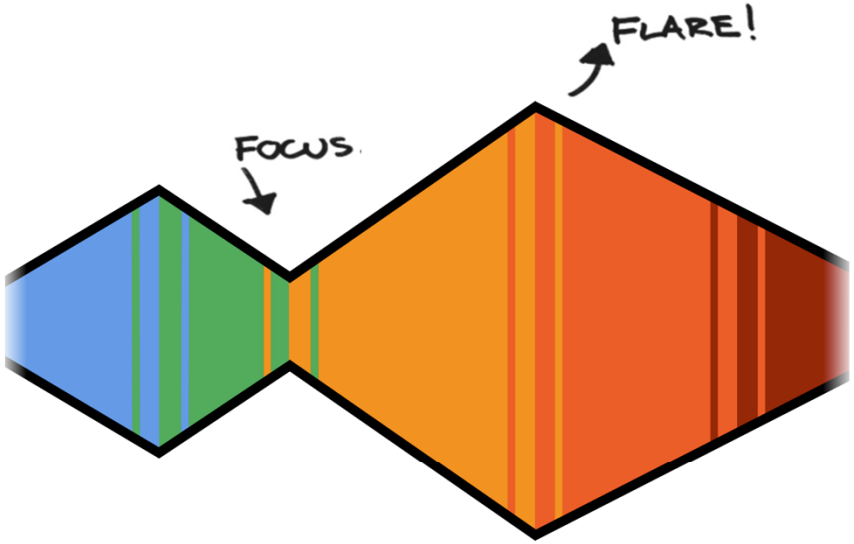
Actions and issues that affect how people and organizations meet their basic needs, evolve and define economic success and growth.

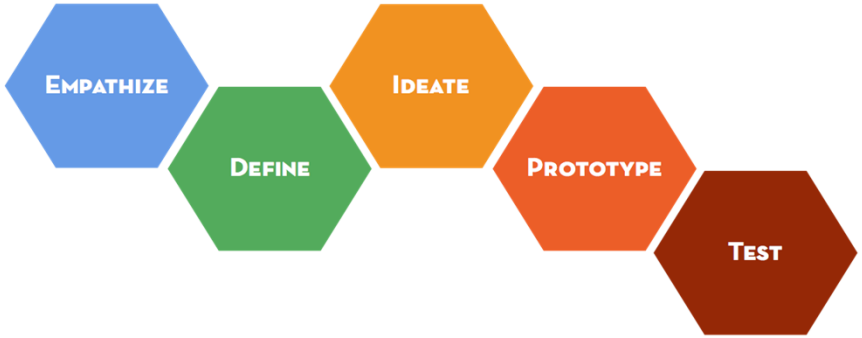
Culture

Actions and issues that affect how communities manifest identity, preserve and cultivate traditions, and develop belief systems and commonly accepted values.

We'll then use the Stanford Design School's methodology to apply what we have learned about sustainability to a product or service design challenge of your choosing

HASSO PLATTNER
Institute of Design at Stanford





Assignments/learning opportunities

Group	Individual
• **Living Principles Analysis (20% of course grade)** • **Design Project (40% of course grade)**	• **Journal/blog (25% of course grade)** • **Class participation (15% of course grade)**

Weekly BLOG assignments will help you reflect on what you are learning in class and what you are doing in the Studio

Posted in Happiness | Leave a reply

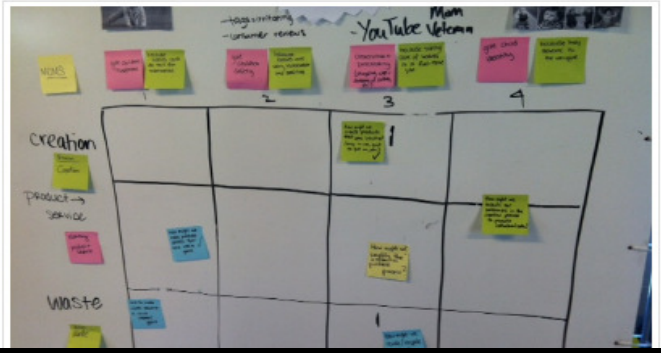
Next Focus: Define.

Posted on November 1, 2012

This week's work completely reorganized our board!

This Wednesday our class focused on the defining stage. My group basically worked on reorganizing our board based on the main stories and insights we had previously selected. With this new approach we gained a clear overview of our main focus points, for which we each had to pick two of the Living Principles levers. Our selection process in regard to what levers to pick opened up the first big discussion in my group. I noticed that the difficulty in deciding what lever to choose was very closely tied to the various interpretations of the lever's definitions. We seemed to understand each other's arguments but had trouble applying them to the lever required for them. We ended up picking the options that seemed most broadly applicable to our stories. Our next deep discussion happened when we were trying to filter down the most appropriate "How might we…?" statements with our respective stories. At this stage we struggled to find very specific definitions for some of the rubrics from the grid. Sometimes our statements seemed too broad and like a paraphrase of the two different parts of the grid. We approached this issue by reviewing each of the statements again and then modifying them into a more specific declaration. In the end it was not hard for us to filter down our preferred selection as we had realized which ones were strongest throughout the discussion process.

I believe that both, discussing and asking questions repeatedly, were a big part of our work and significantly helped us throughout the defining process.



RECENT POSTS

- Getting down to Business!
- Next Focus: Define.
- Oh, Baby!
- Change by Design
- First day in the studio!

RECENT COMMENTS

ARCHIVES

- November 2012
- October 2012
- September 2012
- August 2012

CATEGORIES

- Carter's
- Design
- Happiness
- Sustainability

META

- Site Admin
- Log out
- Entries RSS
- Comments RSS
- WordPress.org

Space is the “body language” of an organization.

- make space (book)

And for the “studio” work, we’ve turned the shell of a classroom in the Mason Business School…

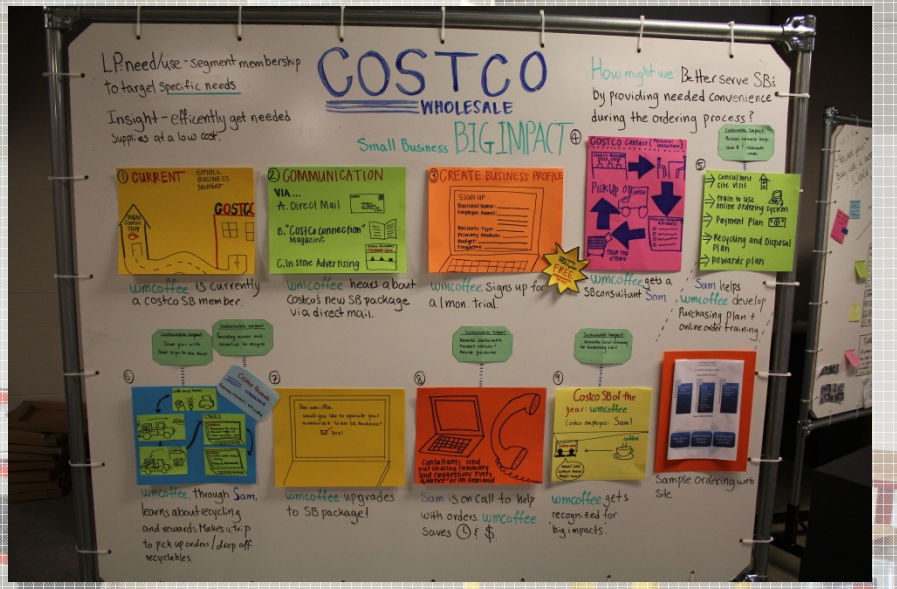
...

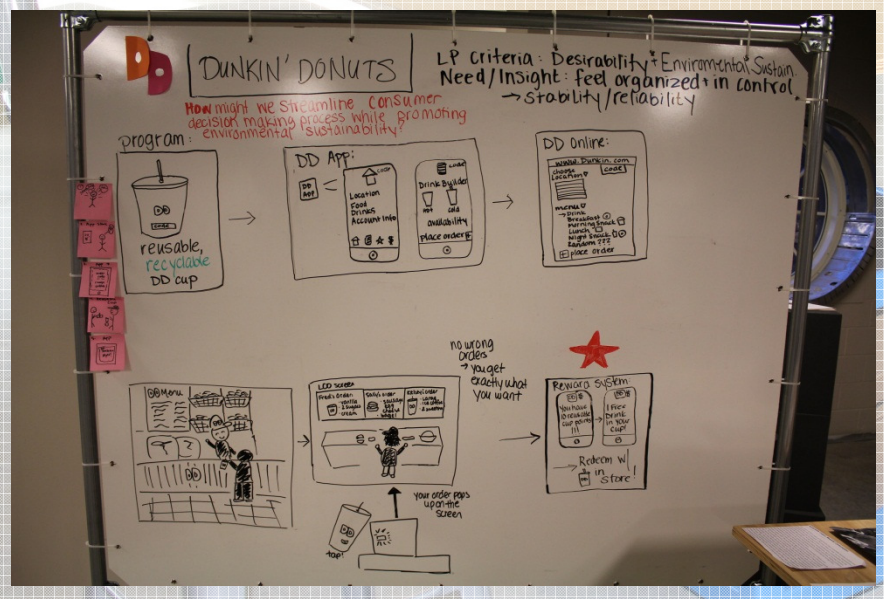
...into a Design Studio

TEAM: OH, BAB

Disney Wor
actionable
accessible
inspire
lifestyle
changes

What to do:


COSTCO
WHOLESALE
Small Business BIG IMPACT
LP: need/use - segment membership to target specific needs
Insight - efficiently get needed supplies at a low cost
How might we Better serve SBs By providing needed convenience during the ordering process?
1 CURRENT
2 COMMUNICATION
VIA...
A. Direct Mail
B. "Costco Connection" Magazine
C. In store Advertising
3 CREATE BUSINESS PROFILE
wmcoffee is currently a costco SB member.
wmcoffee hears about Costco's new SB package via direct mail.
wmcoffee Signs up for a 1 mon. trial
wmcoffee gets a SB consultant Sam
Sam helps wmcoffee develop Purchasing Plan + online order training
wmcoffee through Sam, learns about recycling and rewards. Makes a trip to pick up orders / drop off recyclables
wmcoffee upgrades to SB package!
Sam is on call to help with orders wmcoffee saves $
Costco SB of the year: wmcoffee
wmcoffee gets recognized for big impacts.
Sample Ordering web site


DUNKIN' DONUTS
LP criteria - Desirability + Environmental Sustain.
Need/Insight: feel organized + in control
→ Stability/reliability
How might we Streamline Consumer decision making process while promoting environmental sustainability?
Program:
reusable, recyclable DD cup
DD App:
DD Online:
no wrong orders → you get exactly what you want
Rewards System
Redeem w/ in store!
your order pops up on the screen