





SUUX

Sustainable UX *in Practise*





Sustainability
can be difficult
sometimes.



„The world changes by
your example, not by
your opinion.“

Paulo Coelho



Thorsten Jonas

Sustainable UX Consultant & Coach

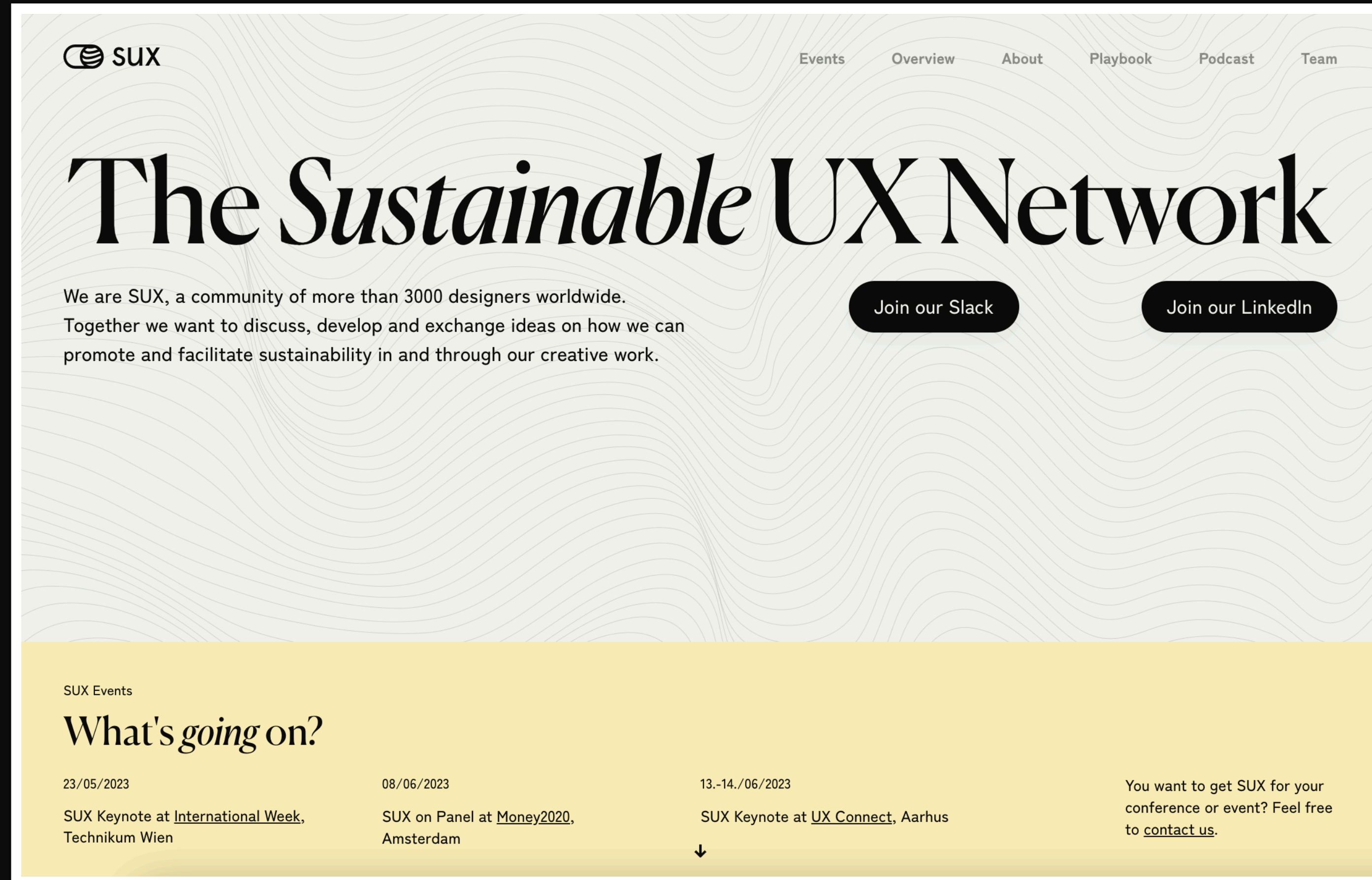
Founder „SUX - The Sustainable UX Network“

Web: sustainableuxnetwork.com

Web: thorstenjonas.com

Insta: [@dolbydigger](https://www.instagram.com/dolbydigger)





SUX

Events Overview About Playbook Podcast Team

The *Sustainable* UX Network

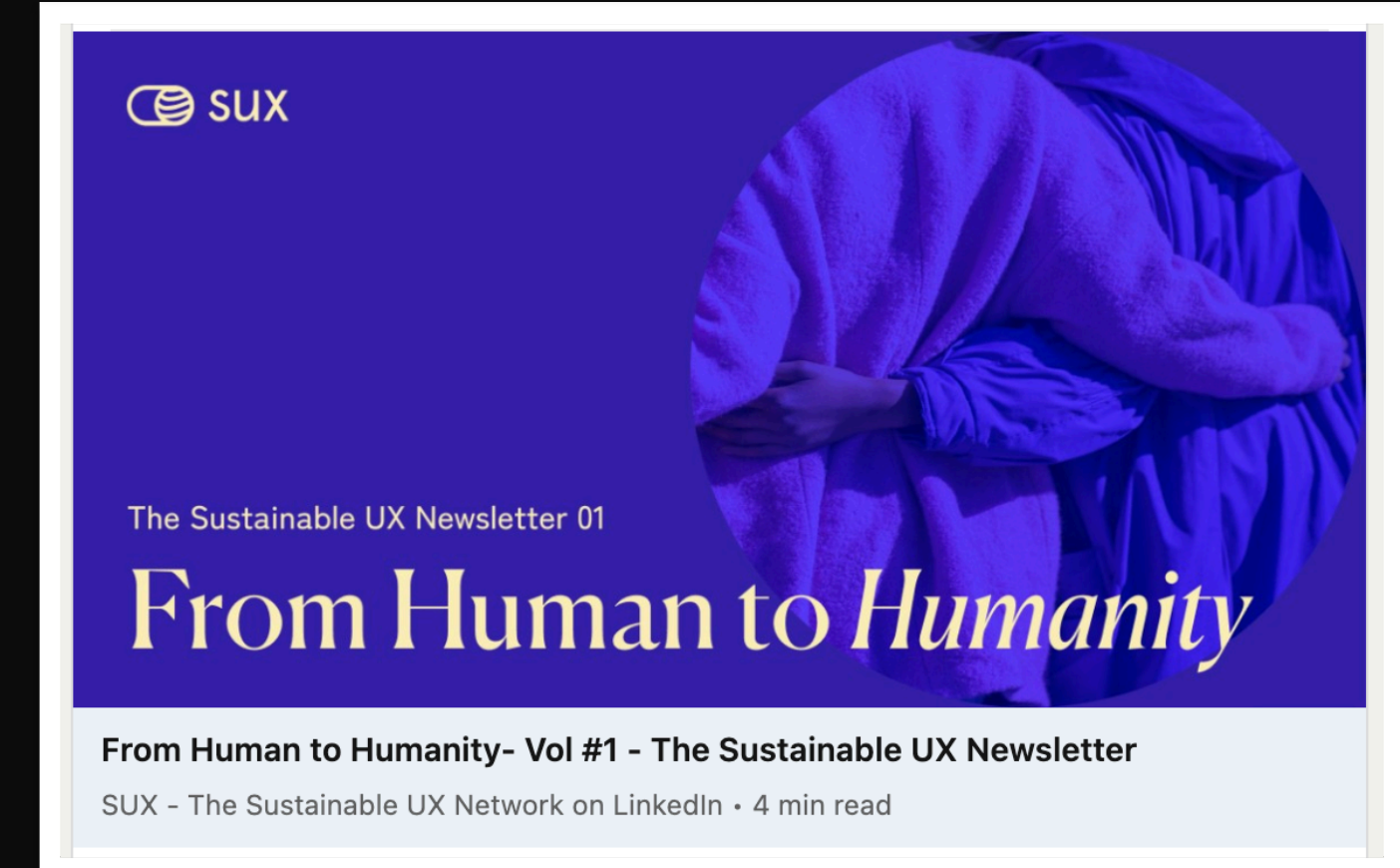
We are SUX, a community of more than 3000 designers worldwide. Together we want to discuss, develop and exchange ideas on how we can promote and facilitate sustainability in and through our creative work.

Join our Slack Join our LinkedIn

SUX Events

What's going on?

23/05/2023	08/06/2023	13.-14./06/2023	You want to get SUX for your conference or event? Feel free to contact us .
SUX Keynote at International Week , Technikum Wien	SUX on Panel at Money2020 , Amsterdam	SUX Keynote at UX Connect , Aarhus	



SUX

The Sustainable UX Newsletter 01

From Human to *Humanity*

From Human to Humanity- Vol #1 - The Sustainable UX Newsletter

SUX - The Sustainable UX Network on LinkedIn • 4 min read



SUX - The Sustainable UX Podcast

Von SUX - The Sustainable UX Network

Hello and welcome to SUX - The Sustainable UX Podcast, the podcast for designers, UX people and digital product builders who want to make an impact for a sustainable future. We are Bavo and Thorsten and we are two of the founding members of "SUX - The Sustainable UX Network", a non-profit initiative and community, that drives sustainable and responsible UX based on the UN SDGs in [our design process](#).

Auf Spotify hören Nachricht

AUF DIESEN PLATTFORMEN ZU HÖREN





[Events](#) [Overview](#) [About](#) [Playbook](#) [Podcast](#) [Team](#)

The *Sustainable* UX Network

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conference or event? Feel free
to [contact us](#).



sustainableuxnetwork.com



The big Problem with UX

„User experience (UX) design is the process, design teams use to create products that provide meaningful and relevant experiences to users.“

Has UX made it
easier to destroy
life on earth?

Amazon.de: Günstige Preise für x

https://www.amazon.de

amazon.de Hallo Lieferadresse wählen

Alle Suche Amazon.de

DE Hallo, anmelden Konto und Listen Warenrücksendungen und Bestellungen Einkaufswagen

Alle Bestseller Amazon Basics Angebote Prime Video Neuerscheinungen Kundenservice Musik Prime Audible Bücher Vatertag: alle Geschenkk Ideen entdecken

MAI ANGEBOTE

Amazon-Geräte: jetzt bis zu 40 % sparen

Top-Angebot

Bis zu 38 % Rabatt **Angebot**

Küchenprodukte von Wmf, Tefal, Fissler, Zwilling

Amazon Fire TV-2-Serie, nur 229,99 €

Geschenkk Ideen zum Muttertag

Zum Einkaufen bitte anmelden

Sichere Anmeldung

amazon geschenkgutscheine

Das passende Geschenk für jeden Anlass

Jetzt entdecken

The Internet is responsible for 3,7% of the global green house emissions per year.

Truck drivers transport stuff
back and forth over months
without even one day off.

Amazon.de: Günstige Preise für x

https://www.amazon.de

amazon.de Hallo Lieferadresse wählen

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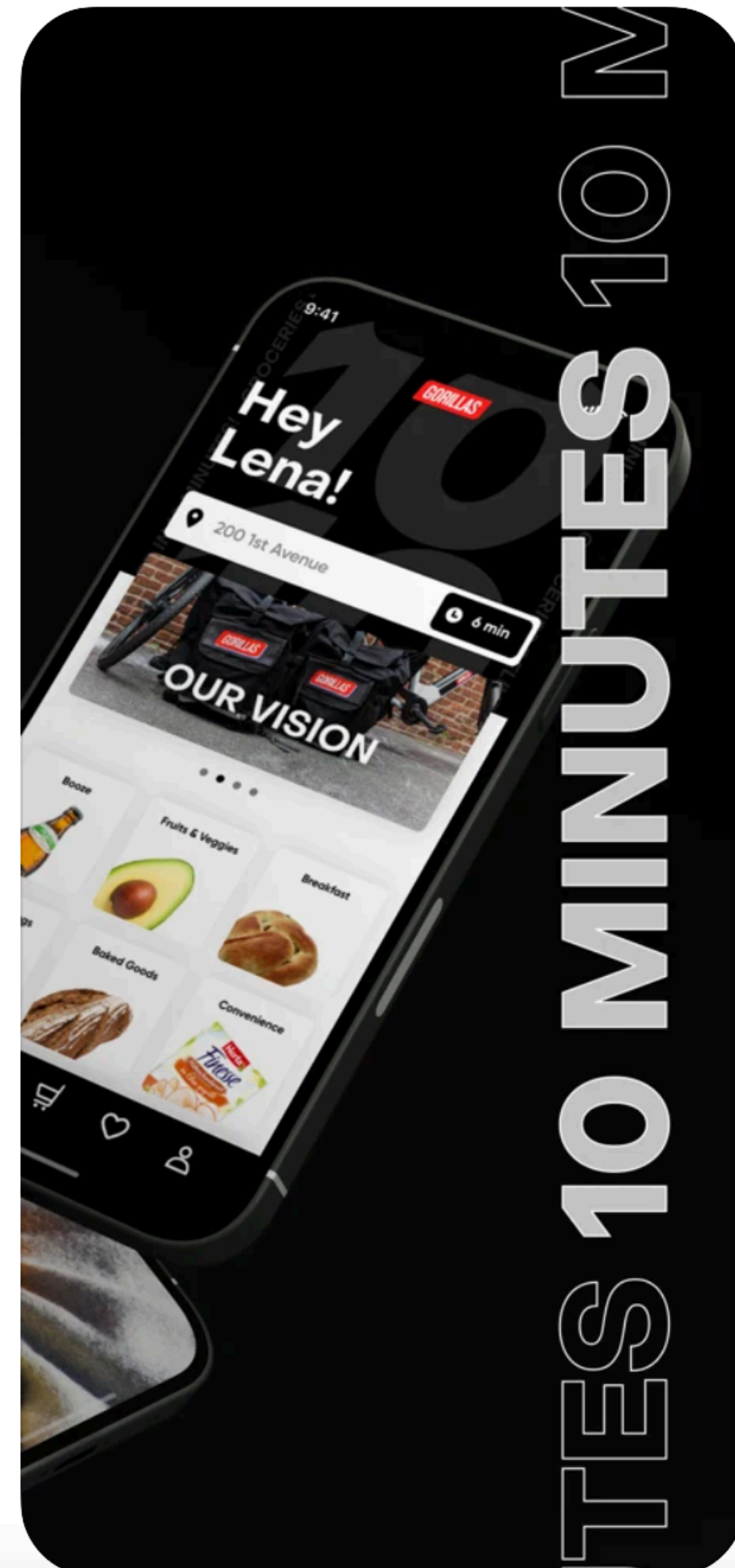
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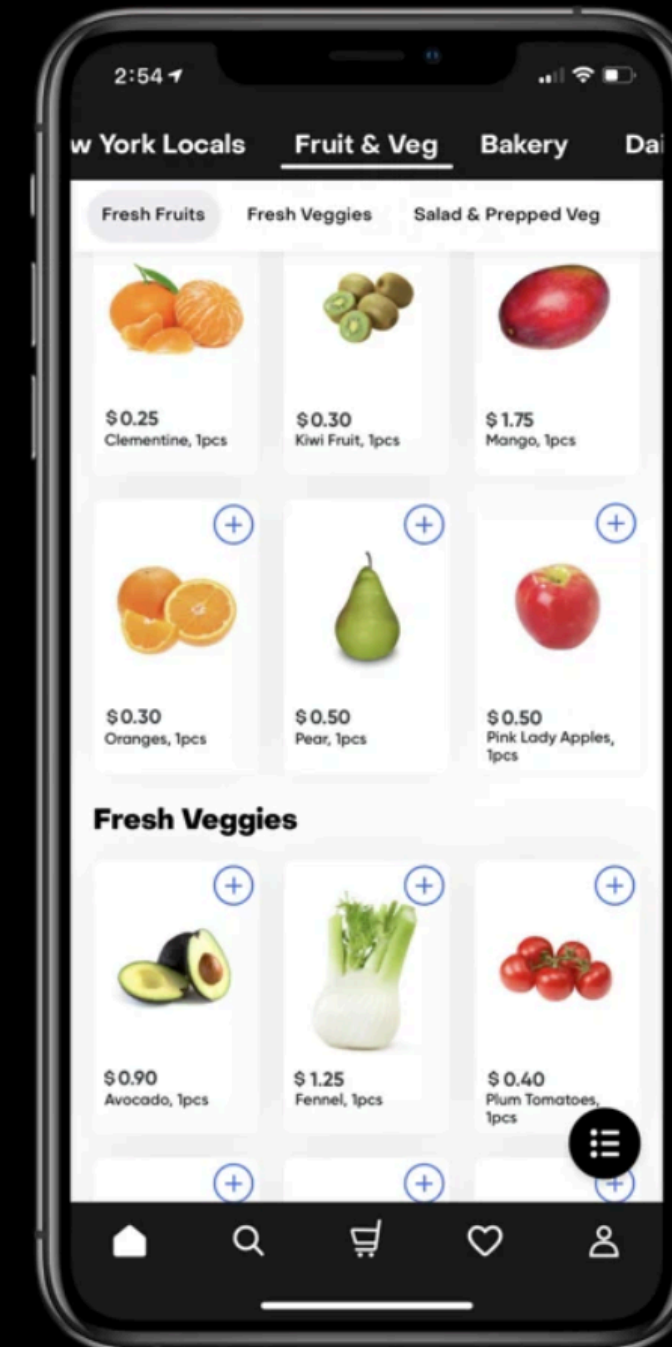


GORILLAS

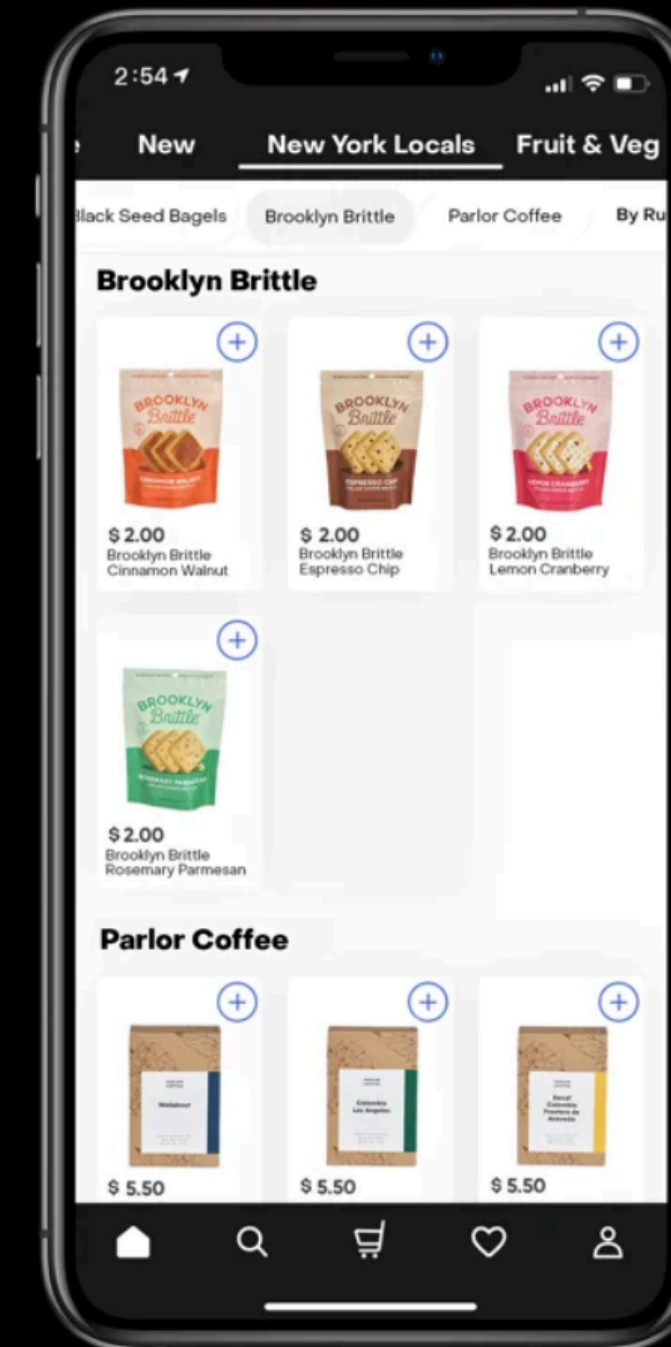
**Groceries
delivered in 10
minutes**



**Shop the freshest
products**



**Choose from
local brands**



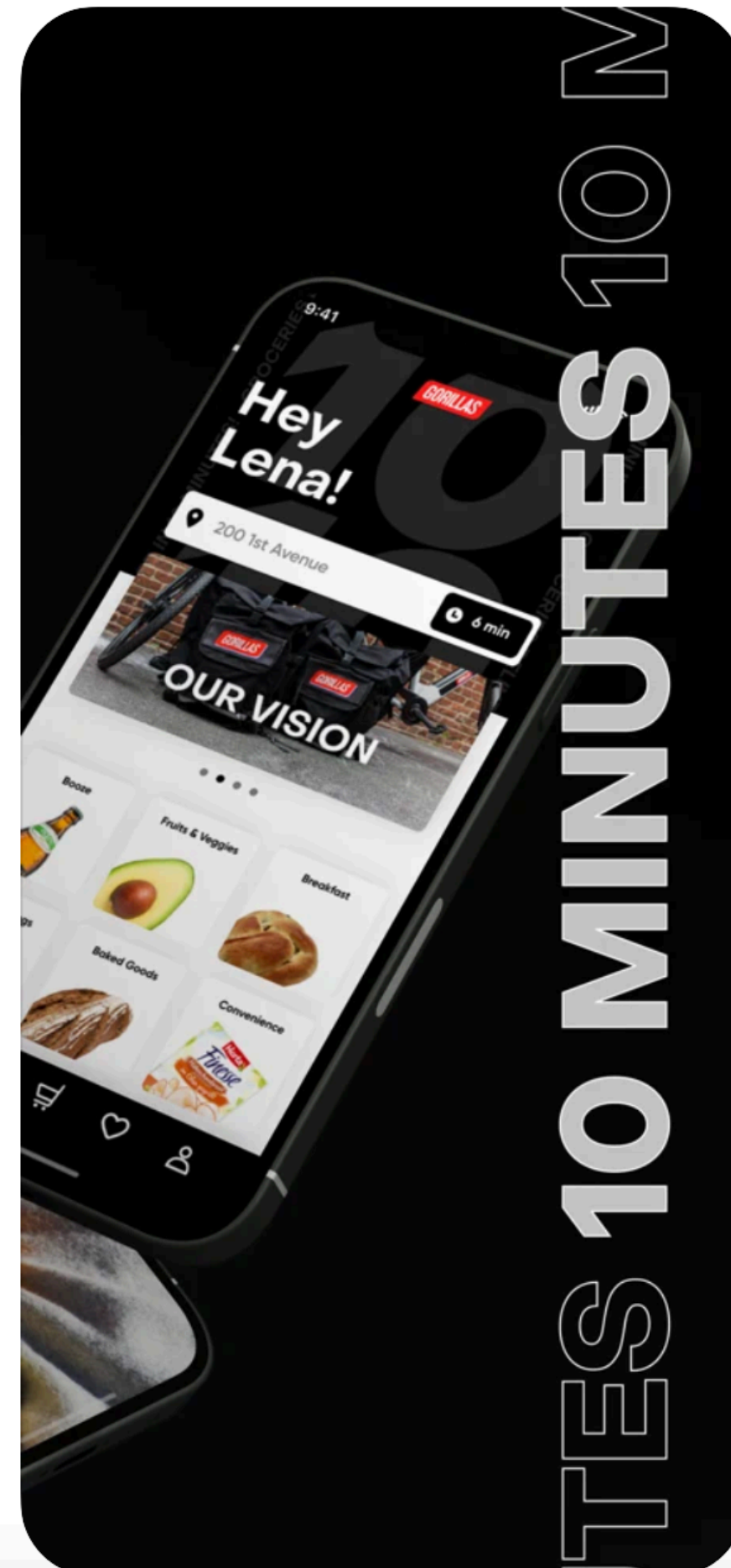
Delivery riders are often
not even social secured
employees.

Small grocery stores in our city die due to the destructing biz-models of Gorillaz & Co.

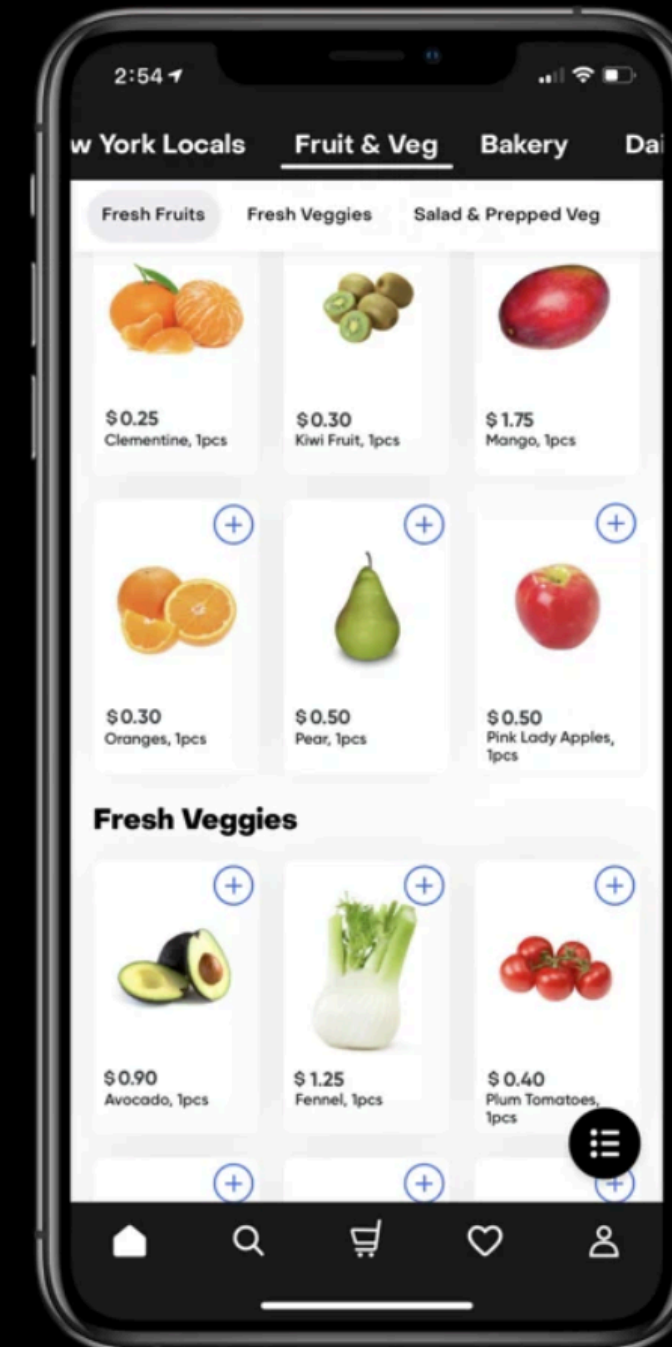


GORILLAS

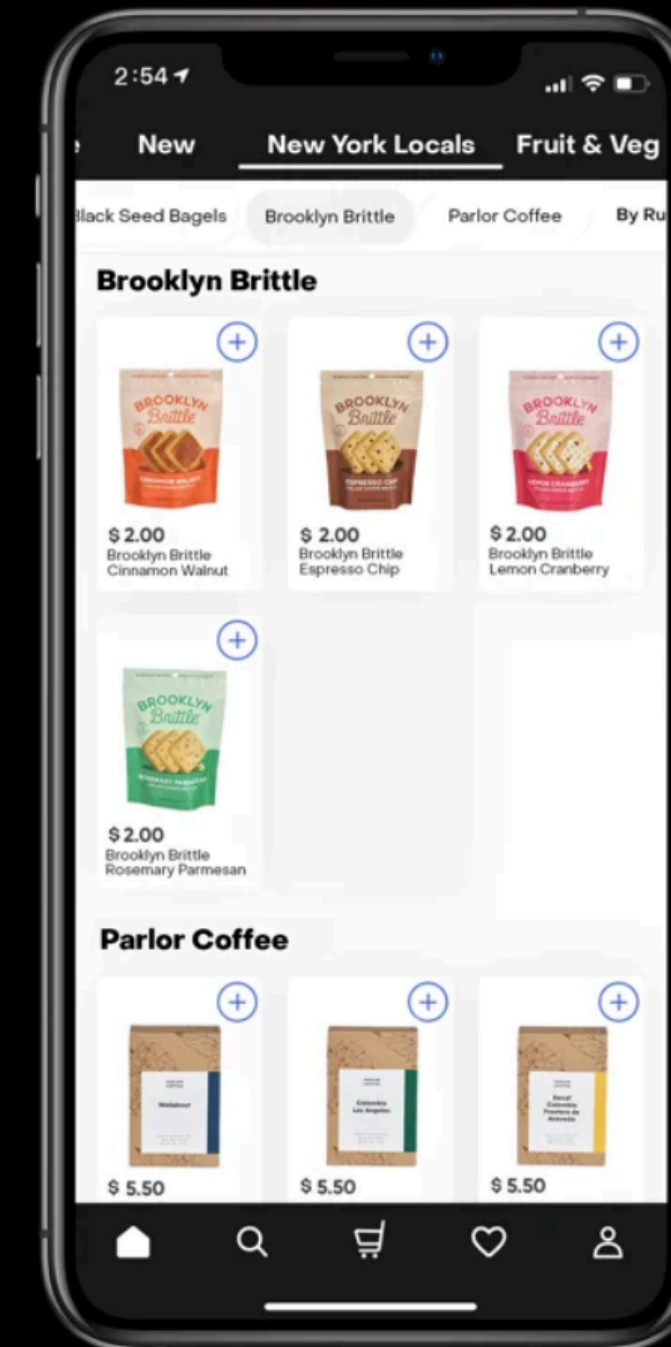
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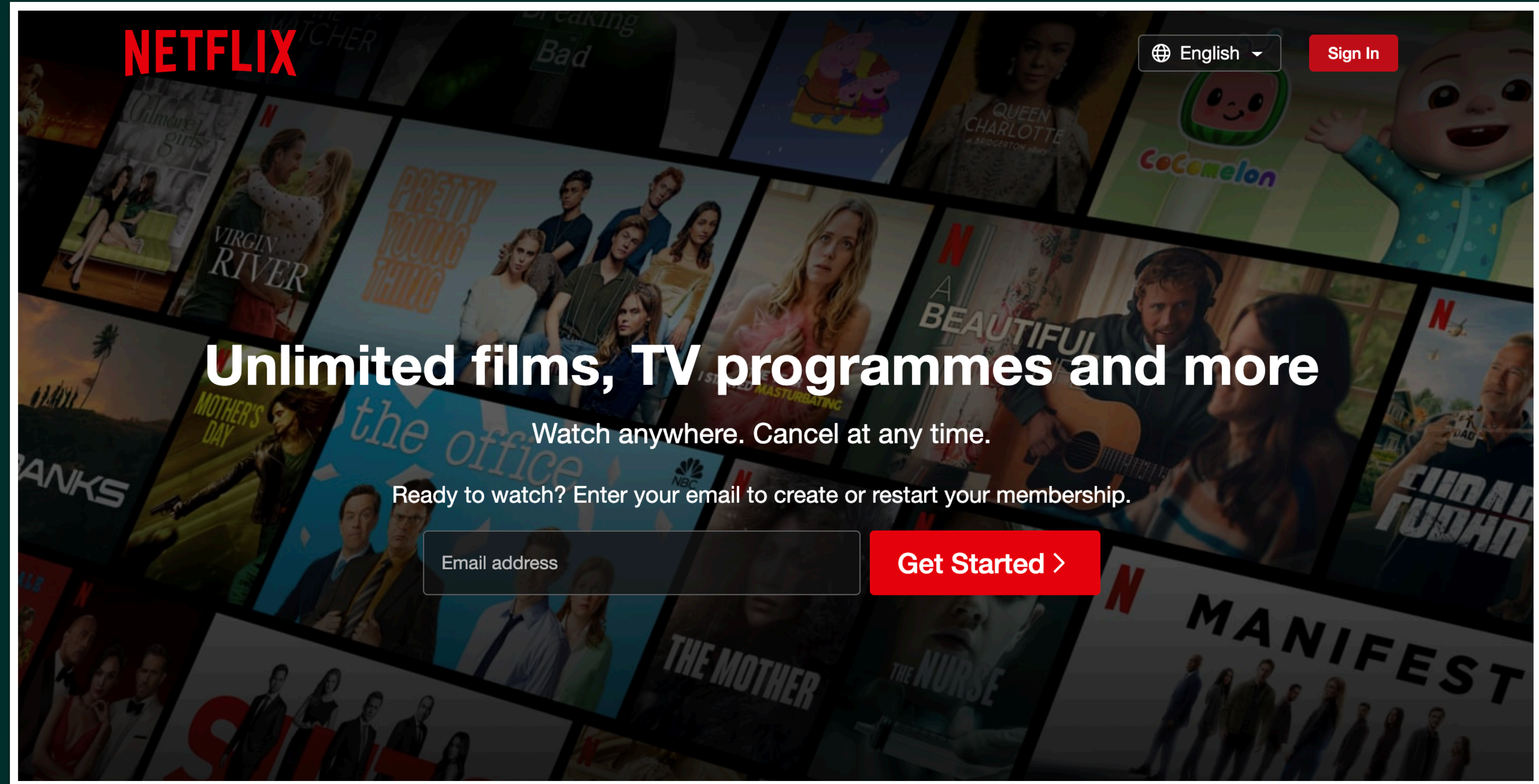


**Shop the freshest
products**




**Choose from
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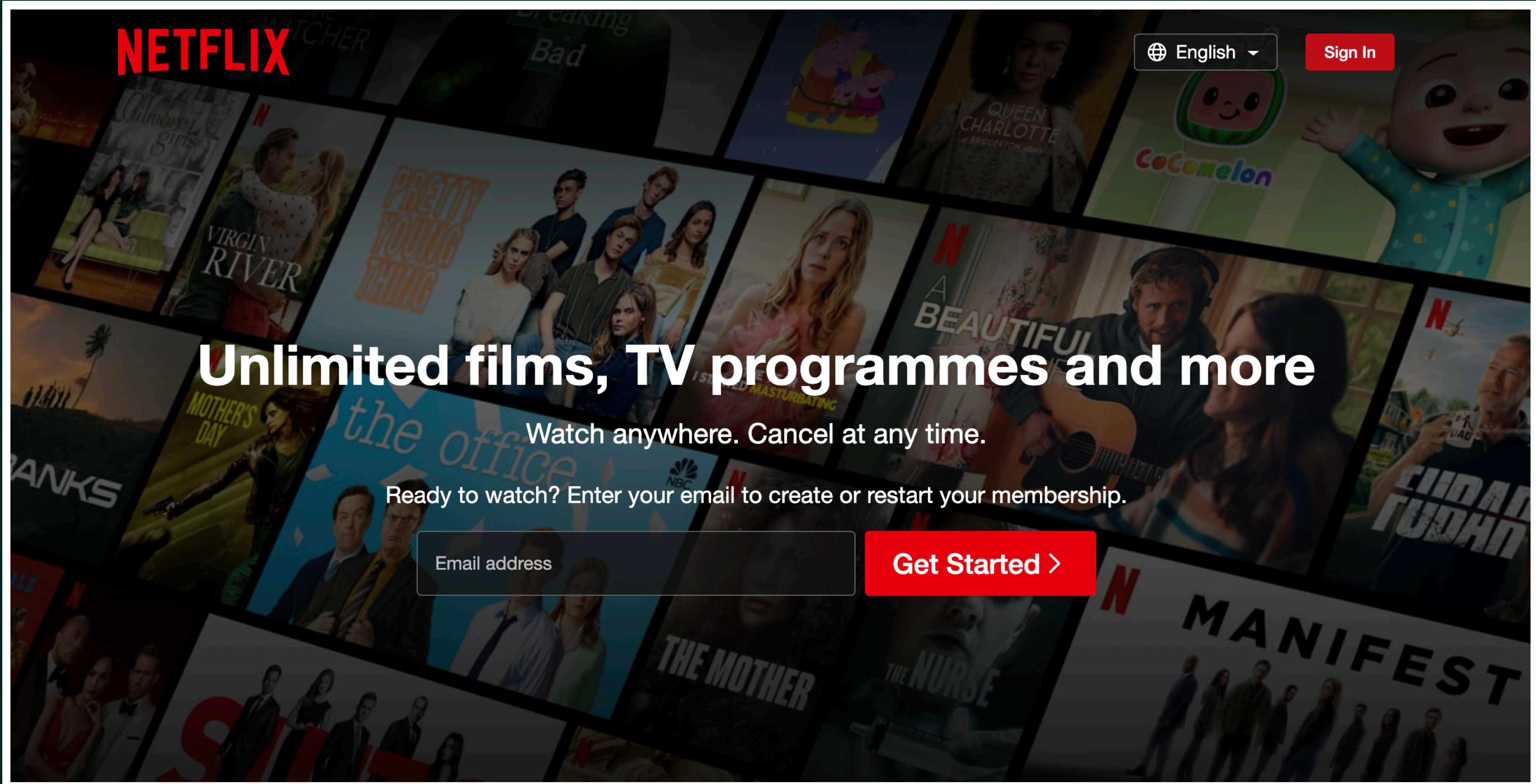
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A society that suffers on
mental health, gets trapped
in Autoplay and
Recommendations.

Sometimes we spend more time searching for a movie than watching one.



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Too often

someone else pays the prize for „good UX“



„When designers center around the user, where do the needs and desires of the other actors in the system go?“

Kevin Slavin

Stop designing
„for“ the user!

We need to move from a human to a *humanity* and *environmental* centered design approach.



From UX to *Sustainable UX*

Design for all aspects of *Sustainability*

What have we won, if we save the world only for us, who were lucky enough to be born on the rich side of the planet?

Or what have we won, if we save the planet, but continue having more and more cases of depression and burnout?

SUSTAINABLE DEVELOPMENT GOALS



<https://sdgs.un.org/goals>

Enhance *existing*
Tools wherever it
is possible

It's much easier to sneak new perspectives into existing frames, than creating totally new frameworks.

Create *Transparency*

Create transparency about the negative impacts of the experience on strategic level.

1 Ecosystem Mindmap

Put your product in the center and build a Mindmaps of the surrounding ecosystem. Who interacts with it. Who and what is influenced or affected by it. What resources are necessary, direct and indirect. Etc.

2 Business Model Canvas

Enhance Business Model Canvas by Sustainability layers (e.g. negative + positive impact)



Source: Future Scouting
<https://futurescouting.com.au/>

The Sustainable Business Model Canvas

Designed for:

Designed by:

On:

Version:

<p>Key Partners </p> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>MOTIVATION FOR PARTNERSHIPS: Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	<p>Key Activities </p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>CATEGORIES: Production Problem Solving Platform/Network</p>	<p>Value Propositions </p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>CHARACTERISTICS: Newness Performance Customization „Getting the Job Done“ Design Brand Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p>	<p>Customer Relationships </p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>EXAMPLES: Personal Assistance Dedicated Personal Assistance Self Service Automated Services Communities Co-Creation</p>	<p>Customer Segments </p> <p>For whom are we creating value? Who are our most important customers?</p> <p>POSSIBILITIES: Mass Market Niche Market Segmented Diversified Multi-sided Platform</p>
	<p>Key Resources </p> <p>What Key Resources do our Value Propositions require? Our Distributions Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES: Physical Intellectual (brand patents, copyrights, data) Human Financial</p>		<p>Channels </p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>CHANNEL PHASES: 1. Awareness 2. Evaluation 3. Purchase 4. Delivery 5. After Sales (post-purchase customer support) ... of products & services and Value Proposition</p>	
<p>Cost Structure </p> <p>What are the most important costs inherent in our business model? Which Key Resources are the most expensive? Which Key Activities are most expensive?</p> <p>IS YOUR BUSINESS MORE: Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focussed on value creation, premium value proposition)</p> <p>SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities) Variable Costs Economies of Scale Economies of Scope</p>		<p>Revenue Streams </p> <p>For what value are our customers really willing to pay? For what do they currently pay? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>FIXED PRICING: List Price Product feature dependent Customer segment dependent Volume dependent</p> <p>DYNAMIC PRICING: Negotiation (bargaining) Yield management Real-time Market</p> <p>TYPES: Asset Sale Subscription Fees Licensing Usage Fee Lending/Renting/Leasing Brokerage Fees</p>		
<p>Eco-Social Costs </p> <p>What ecological or social costs is our business model causing? Which Key Resources are non-renewable? Which Key Activities use a lot of resources?</p> <p>EVALUATION INSTRUMENTS: Life-Cycle Assessment (of products and services) Common Good Balance Sheet</p>		<p>Eco-Social Benefits </p> <p>What ecological or social benefits is our business model generating? Who are the beneficiaries? Are they potential customers? Can we transform the benefits into a Value Proposition? If yes, for whom?</p> <p>INSTRUMENTS: Social Reporting Standard Common Good Balance Sheet</p>		

Based on: www.businessmodelgeneration.com

Source: CASE Project

<https://www.case-ka.eu/index.html%3Fp=2174.html>

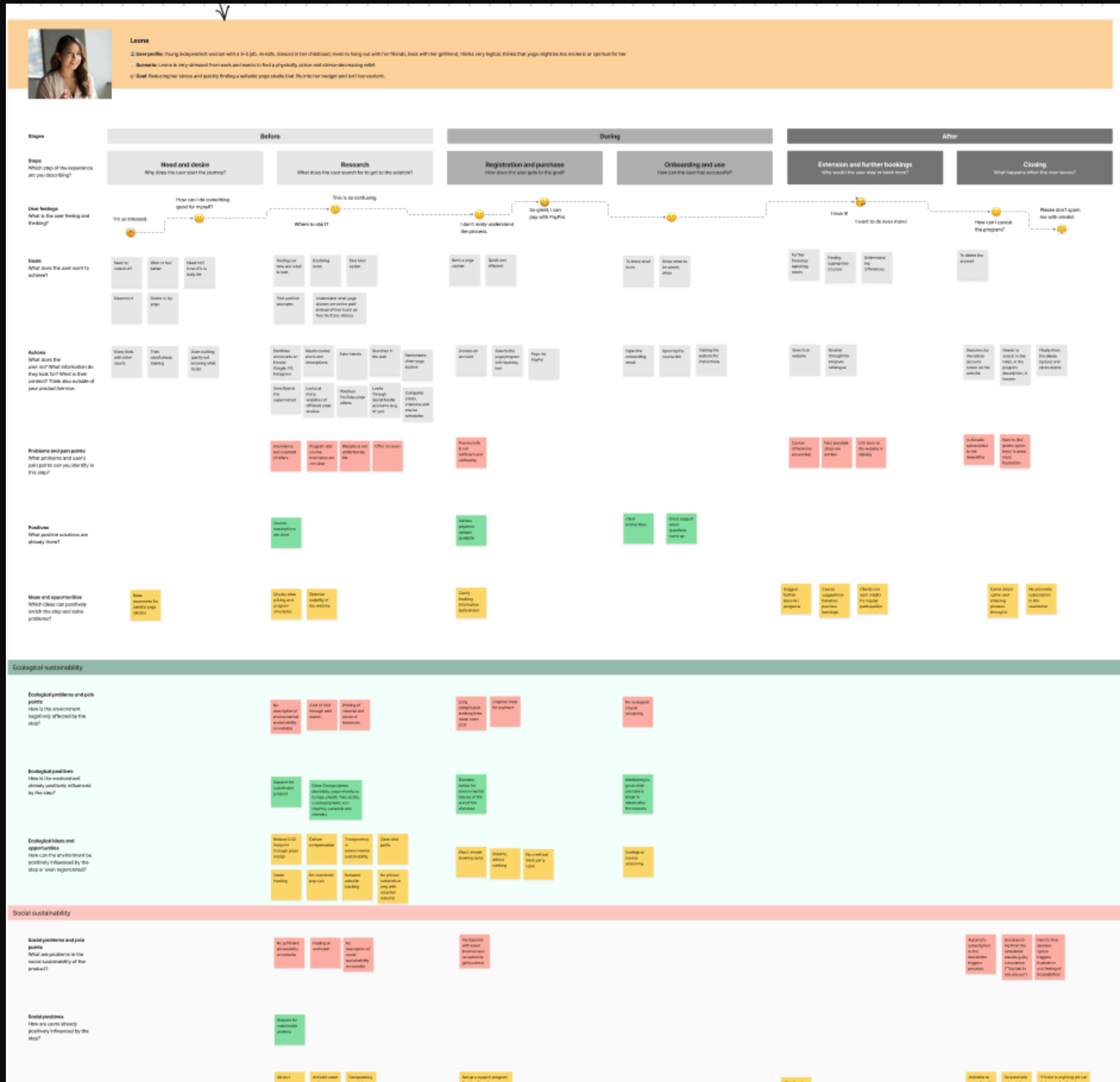
Create transparency about the negative impacts of the experience on analysis level.

1 User Journey

Enhancing User Journeys by a layer that shows for example energy usage of every step and wherefrom this energy comes or why it is needed.

2 Personas

Create Personas not only for the users, but also for non-users or even non-human actors. By doing this you give all actors a „seat at the table“.



Source:

Green the Web

www.figma.com/community/file/1207376705533494920/Sustainability-infused-User-Journey-Mapping

Bees



“ I may only live six weeks at times, but I pollinate plants to enable them to reproduce—70% of the world's agriculture and flowering depends exclusively on me. Without me, fauna would begin to disappear, impacting environmental health and human food supply. Humans can not live without me. ”

HABITAT

We thrive in natural or domesticated environments, but we prefer gardens, woodlands, orchards, meadows and areas of abundant flowering plants. Within our natural habitat, we build nests inside tree cavities and under edges of objects to hide from predators.

NEEDS & JOYS

We need water, pollen, and shelter to thrive. Grow more flowers, shrubs and trees, let your garden grow wild, don't use toxic pesticides, and leave water out when it's hot.

CHALLENGES

Overuse of toxic pesticides are killing us. Climate change and overuse of land is destroying or safe places to live and breed.

- Material extraction
- Supply chain
- Product in use
- 2nd life
- Waste

ANIMAL EXPERIENCE

Navigation

Senses, etc.

We use the sun, landmarks, and colour to navigate, and our sensitivity to polarised light allows us to 'see' the sun in poor weather.

We can also sense the earth's magnetic field with a magnetic structure in our abdomens.

Communication

Sound, posture, etc.

We use body language and eye contact, and some vocal patterns. Our two primary methods are movement and odor. We use these to send messages throughout the colony, locate nearby food, and share other information.

Interaction

Climbs, bites to pull, etc.

We have 5 eyes, 6 legs, and fly 20mph. Our bodies allow pollen to stick so we can transfer it.

We have stingers for protection but die if we use them. Some of us make honey using a proboscis to suck liquid found in plant nectary

HUMAN WORLD

Barriers/exclusion

Physical Destruction of habitat

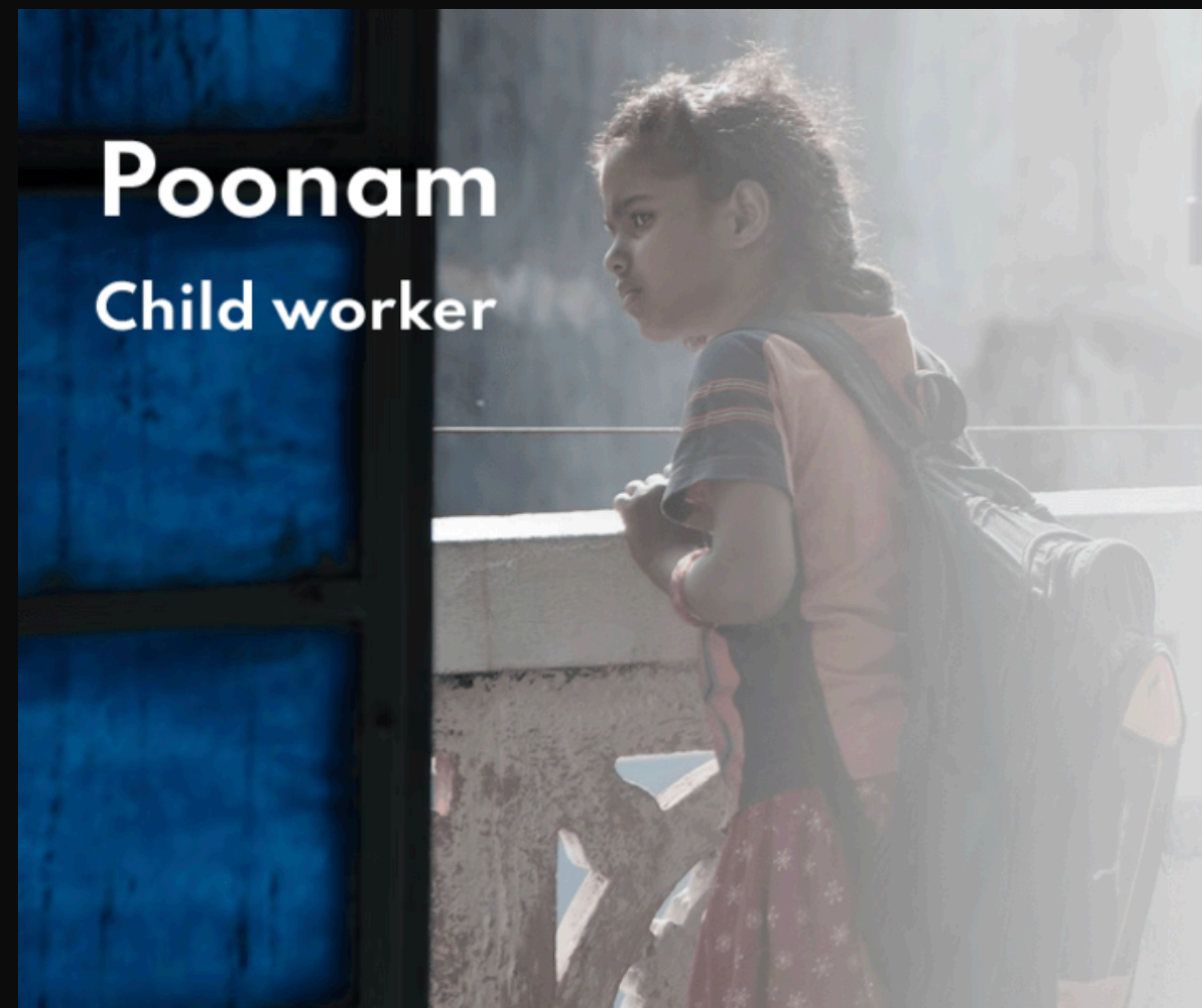
Social Threatening behaviour from humans

Cognitive

Human engagement

- Farmer
- Animal Welfare
- Consumer
- Citizen
- Captive parent
- Pet parent
- Hunter

Poonam Child worker



“ I am 12 years old, some of my friends are younger. We can not go to school, we have to make money for home. I am so tired, I squat down all day, and the fumes make me sick. But if I don't go, I feel guilty, because my parents can't get work. I love my parents, they look after me. Some of my friends are not so lucky. I used to think, one day, I will make a lot of money, and I will go to school, but I don't think so now. ”

- Material extraction
- Supply chain
- Product in use
- 2nd life
- Waste

NEEDS

Food, clean water, shelter, healthcare
Protection
Development
Community participation
Time to play

CHALLENGES

Poor living conditions
Low levels of income
Lack of job diversity

PROTECTION

PREVENTION	HEALING
Check material sources	Raise awareness
Do not source from areas known for child labour	Sponsor a child
	Make a donation
	Connect with humanitarian programs

Derive *KPIs* *and Goals*

We need to set additional goals and KPIs where we can.

1 Create additional KPIs

Add additional KPIs. e.g. „how much CO2 emissions does our product/experience cause in one month?“

2 Set „do-able“ goals

Short term: What can we do better in the next 6 months

Long term: where do we want to be in 2 years.

Design for *all*
actors in the system

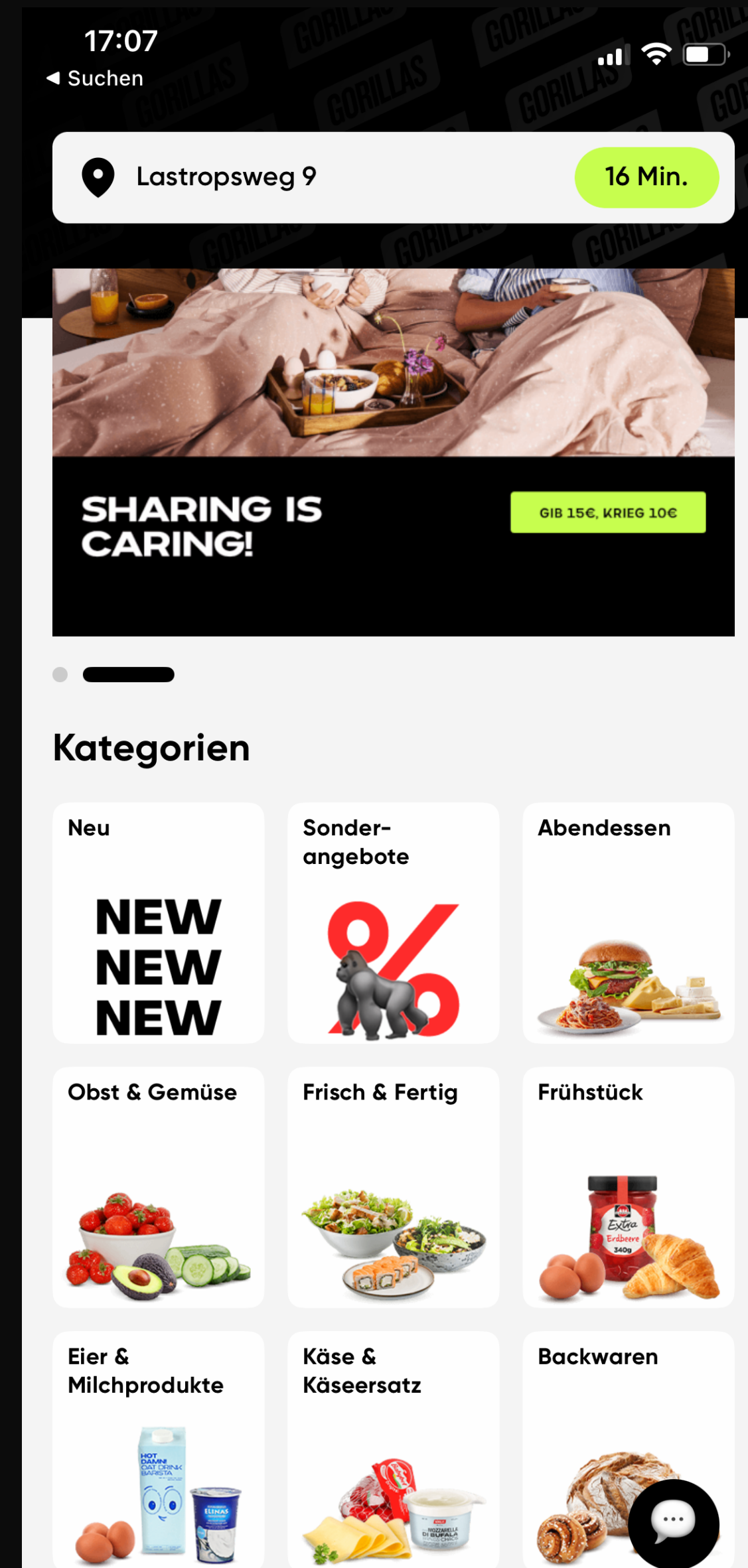
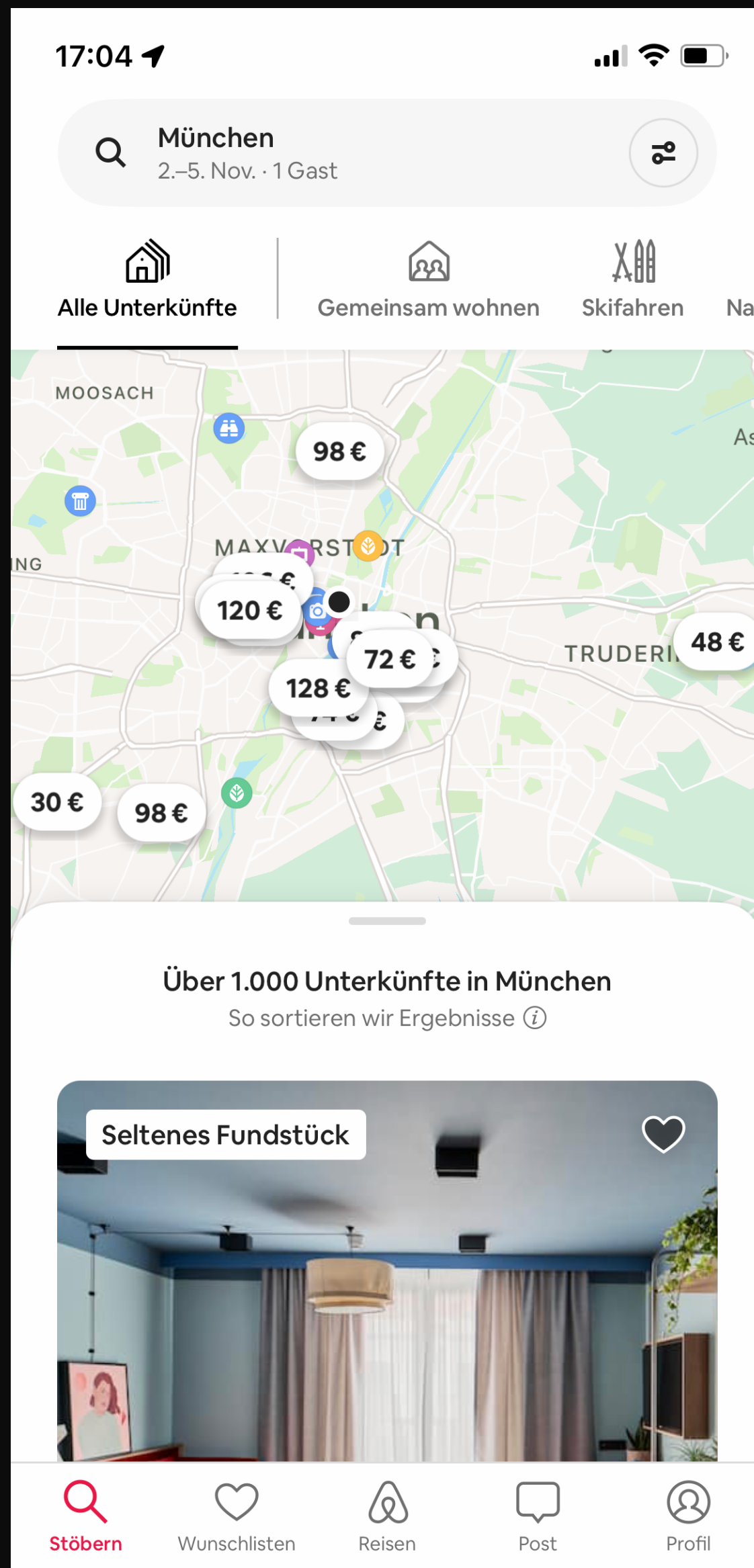
Everything we build is part of a bigger system. We must not design for our users only, but for all actors.

1 Actor Personas

Create personas for all relevant actors in the system. Human and non-human.

2 User convenience vs Actor well-being

Use the personas to discuss and decide along the user journey, where actors are negatively impacted and where a little less convenience for the user could make difference.



Source:
AirBNB
Gorillas
Amazon

We must not exclude people from our products and experiences

1 Accessibility

Still needs to get more focus. But regulations help a lot here. But, it's not about fulfilling the minimal regulations, but rather what is the best result possible.

2 Non-User Users

Switch the user persona perspective. Determine the users, who CANNOT use the product and why. Determine, if these people SHOULD be able to use it.



Do not exclude Users



Design for *less* *Carbon Emissions*

We need to make designing for energy savings the new normal.

1 Design

There are various ways to websites using a lot less energy without big compromises in design decisions: Colors, Fonts, Elements, etc.

2 User Journeys

Optimize User Journeys, for the good of the user and the energy consumption. Less steps → less page views → less energy consumed

OTTO Wonach suchst du? Service Mein Konto Merktzettel Warenkorb

Inspiration · Damen-Mode · Herren-Mode · Baby & Kind · Sport · Drogerie
Multimedia · Haushalt · Küche · Heimtextilien · Möbel · Baumarkt · Marken · %Sale%

Startseite | Multimedia | Aktionen

Neuheiten

Neuheiten

- Bürotechnik (1)
- Kommunikation (2)
- Navigation (15)
- Optik (2)
- Technik-Zubehör (29)
- Unterhaltungselektronik (50)

Marke

Nach Marke suchen

- Sony
- LG
- CTEK
- CASIO EDIFICE
- VDO
- Garmin
- Diesel

Verkäufer

Preis

Farbe

Bewertung

Modellreihe

Reduzierung

Aktion

Lieferzeit

Nachhaltigkeit

UP Liefer-Flat

10€ für Neukund*innen

fitbit
Achte auf dein Herz!
Besonders am Valentinstag.
Mehr erfahren >

Sortieren nach
Topseller

99 Produkte

<p>Super Brand Weeks</p> <p>-31%</p> <p>SONY WHCH520 On-Ear-Kopfhörer (Freisprechfunktion, Rauschunterdrückung, Google Assistant, Siri, Bluetooth, 50 Std. Akkulaufzeit,...</p> <p>★★★★☆ (5)</p> <p>UVP € 69,99 Nur bis zum 22.05.! € 47,99</p> <p>lieferbar - in 2-3 Werktagen bei dir</p>	<p>Super Brand Weeks</p> <p>-30%</p> <p>SONY WH-CH720N Over-Ear-Kopfhörer (Freisprechfunktion, LED Ladestandsanzeige, Multi-Point-Verbindung, Noise-Cancelling,...</p> <p>★★★★☆ (1)</p> <p>UVP € 149,99 € 105,19</p> <p>lieferbar - in 2-3 Werktagen bei dir</p>	<p>Made for Germany</p> <p>-4%</p> <p>SAMSUNG HW-Q995GC Soundbar (656 W, 11.1.4-Kanal Surround Sound System, 4.0.2-Kanal Rücklautsprecher, Kabelloses Dolby Atmos & DTS:X, SpaceFit Sound...</p> <p>★★★★★ (3)</p> <p>UVP € 1.599,00 € 1.536,26</p> <p>lieferbar - in 2-3 Werktagen bei dir</p>
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Source: OTTO
<https://www.otto.de>

And we need to talk about AI. You will use it, but use it wisely and less than you would want to.

CHRIS STOKEL-WALKER BUSINESS FEB 10, 2023 7:00 AM

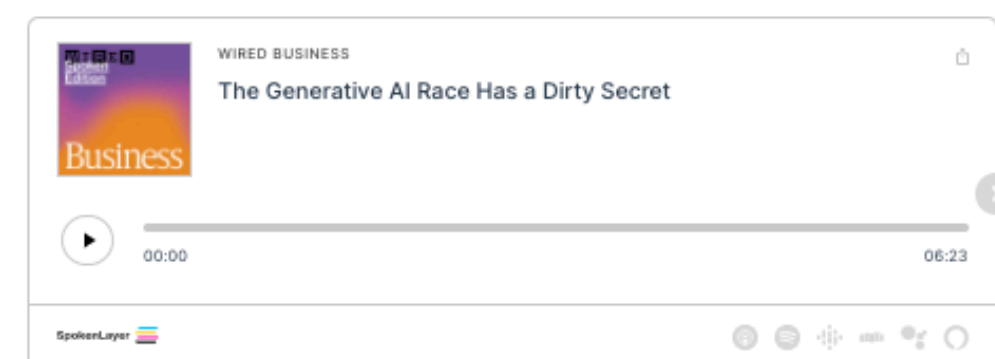
The Generative AI Race Has a Dirty Secret

Integrating large language models into search engines could mean a fivefold increase in computing power and huge carbon emissions.



ILLUSTRATION: JACQUI VANLIEW; GETTY IMAGES

IN EARLY FEBRUARY, first Google, then Microsoft, announced major overhauls to their search engines. Both tech giants have spent big on building or buying generative AI tools, which use large language models to understand and respond to complex questions. Now they are [trying to integrate them into search](#), hoping they'll give users a richer, more accurate experience. The Chinese search company Baidu [has announced](#) it will follow suit.



But the excitement over these new tools could be concealing a dirty secret. The race to build high-performance, AI-powered search engines is likely to require a dramatic rise in computing power, and with it a massive increase in the amount of energy that tech companies require and the amount of carbon they emit.

"There are already huge resources involved in indexing and searching internet content, but the incorporation of AI requires a different kind of firepower," says Alan Woodward, professor of cybersecurity at the University of Surrey in the UK. "It requires processing power as well as storage and efficient search. Every time we see a step change in online processing, we see significant increases in the power and cooling resources required by large processing centres. I think this could be such a step."

FEATURED VIDEO



RE:WIRED GREEN 2022: James McBride on Decarbonizing the World

MOST POPULAR

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The US Is Openly Stockpiling Dirt on All Its Citizens
DELL CAMERON

SECURITY
UFO Whistleblower, Meet a Conspiracy-Loving Congress
MATT LASLO

SECURITY
An Anti-Porn App Put Him in Jail and His Family Under Surveillance

„Third-party analysis by researchers estimates that the training of GPT-3, which ChatGPT is partly based on, consumed 1,287 MWh, and led to emissions of more than 550 tons of carbon dioxide equivalent.“

Source: [Wired](#)


<https://www.wired.com/story/the-generative-ai-search-race-has-a-dirty-secret/>

UC RIVERSIDE News

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NEWS » APRIL 28TH, 2023 » AI PROGRAMS CONSUME LARGE VOLUMES OF SCARCE WATER

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AI programs consume large volumes of scarce water

UCR study finds that keeping servers powered & cool at cloud data processing centers has high water costs

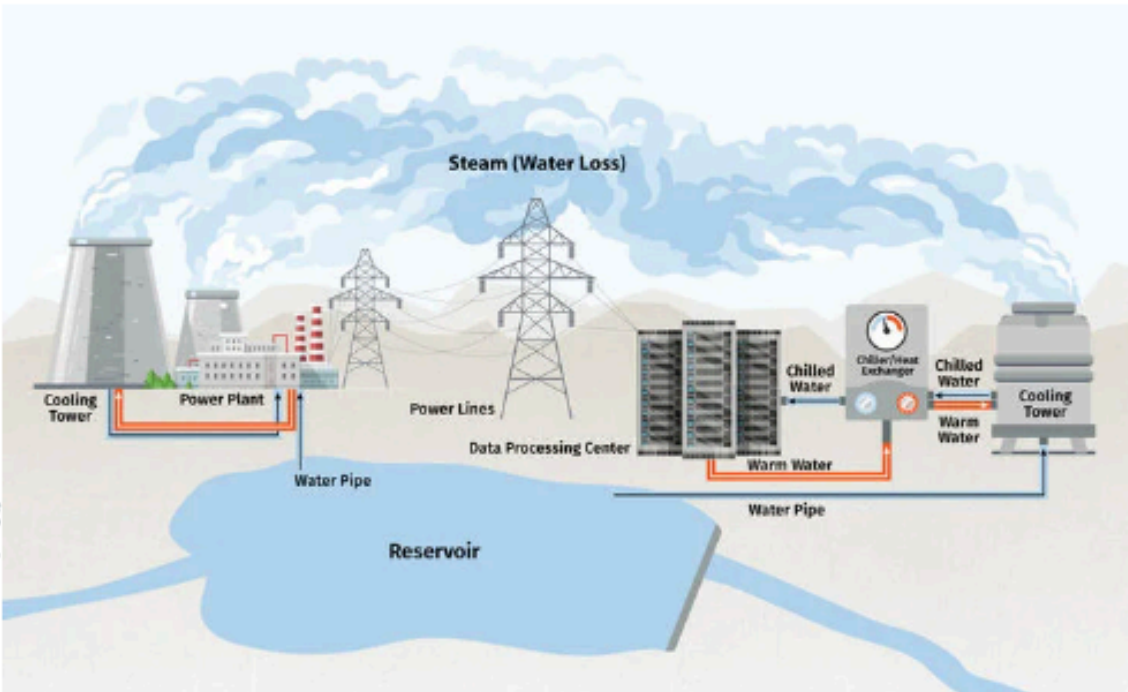
Author: DAVID DANELSKI
April 28, 2023

SHARE THIS: [Social Media Icons]

Every time you run a ChatGPT artificial intelligence query, you use up a little bit of an increasingly scarce resource: fresh water. Run some 20 to 50 queries and roughly a half liter, around 17 ounces, of fresh water from our overtaxed reservoirs is lost in the form of steam emissions.

Such are the findings of a University of California, Riverside, study that for the first time estimated the water footprint from running artificial intelligence, or AI, queries that rely on the cloud computations done in racks of servers in warehouse-sized data processing centers.

Google's data centers in the U.S. alone consumed an estimated 12.7 billion liters of fresh water in 2021 to keep their servers cool -- at a time when droughts are exacerbating climate change - Bourns College of Engineering researchers reported in [the study](#), published online by the journal arXiv as a preprint. It is awaiting its peer review.



Data processing centers consume water by using electricity from steam generating power plants and by using on-site chillers to keep their servers cool. Graphic image by Evan Fields/UCR

„Run some 20 to 50 queries and roughly a half liter, around 17 ounces, of fresh water is lost in the form of steam emissions.“

Source: University of California, Riverside

<https://news.ucr.edu/articles/2023/04/28/ai-programs-consume-large-volumes-scarce-water>

Design for more *sustainable Users*



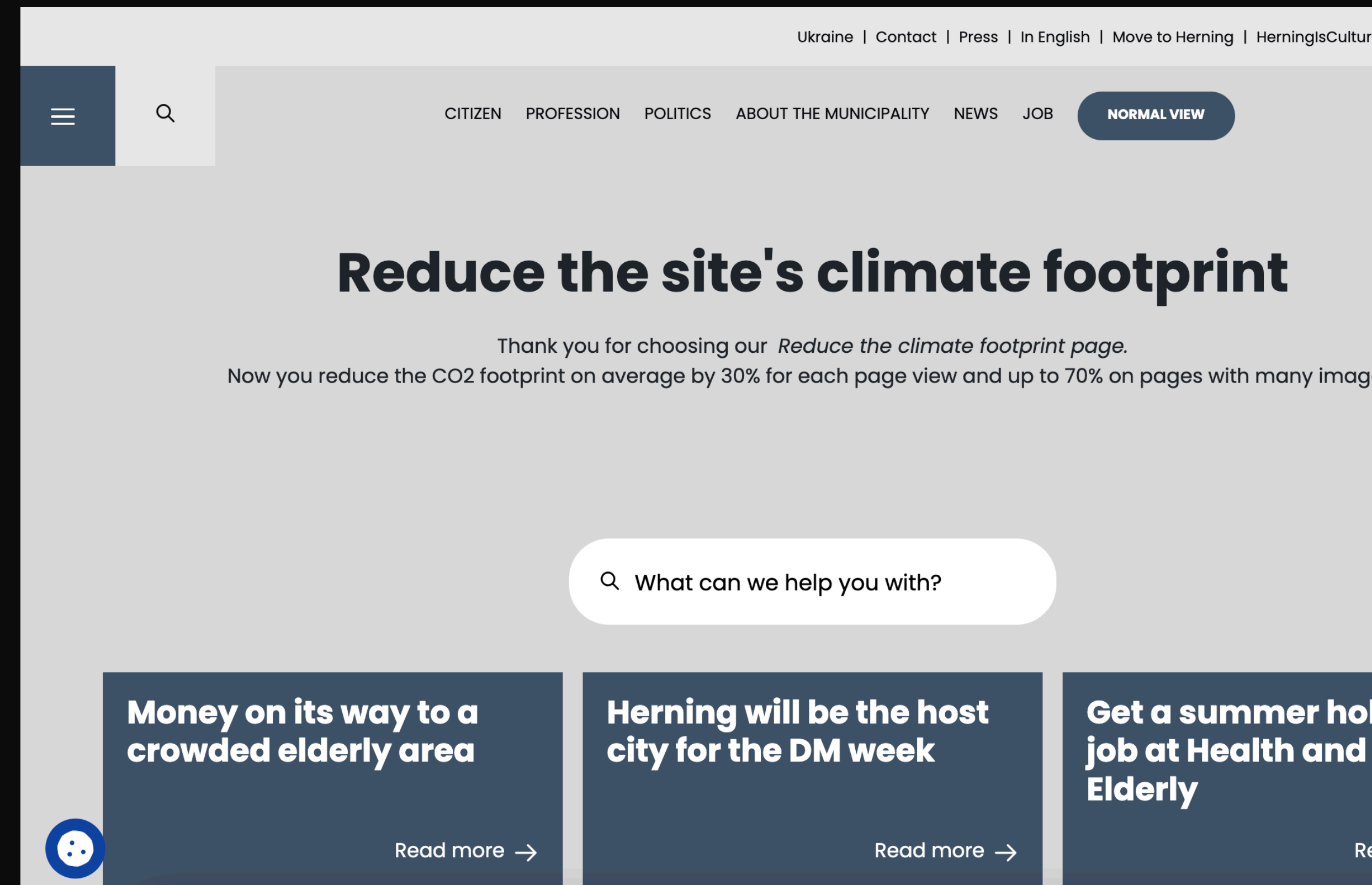
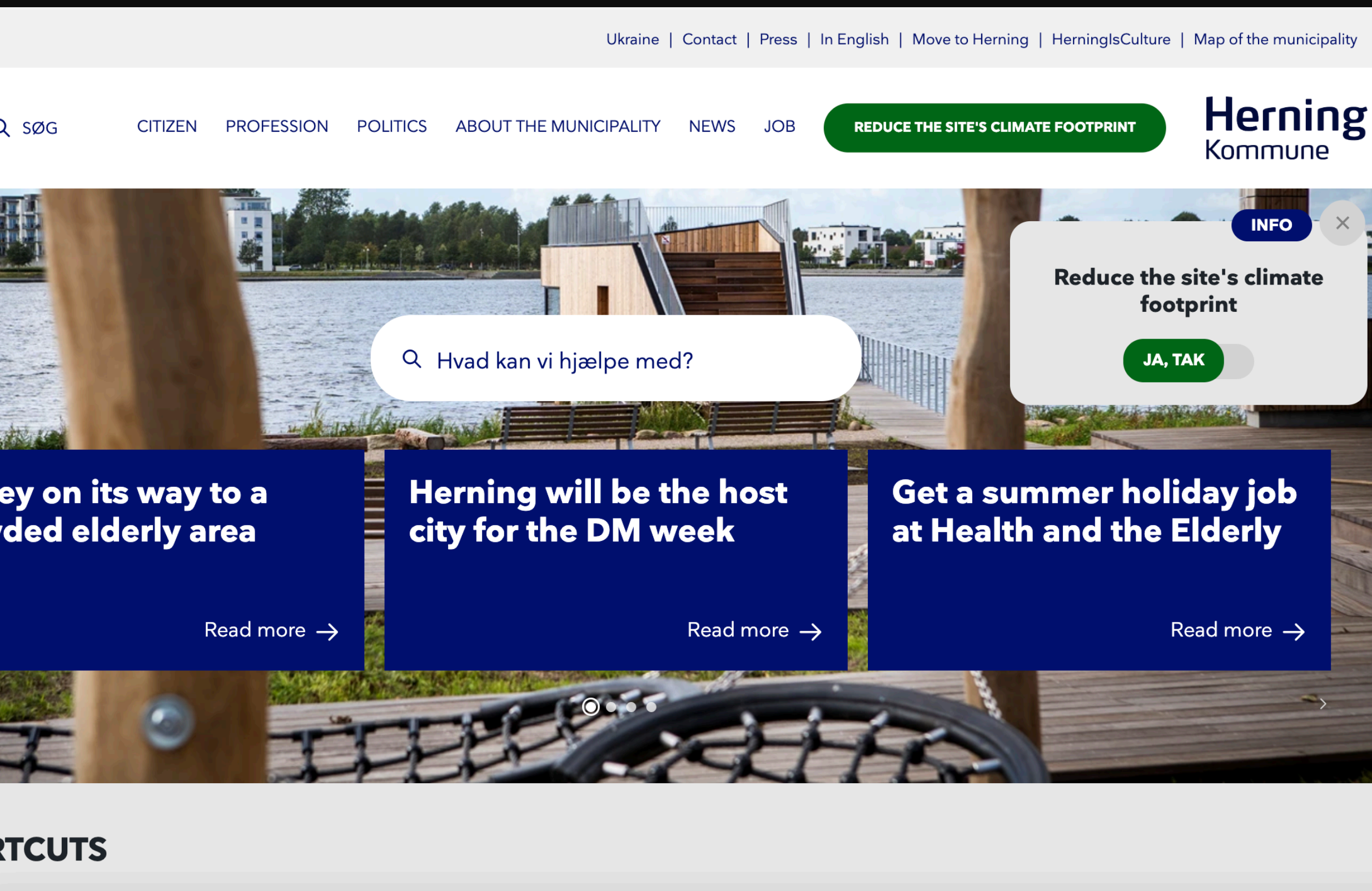
We need to help our users to act more sustainable.

1 Educate Users

Explain the impact and offer a low impact alternativ. For example in Webdesign pages with less pictures and colors or less emails, for example.

2 Sustainable Defaults

Make the more sustainable choice default wherever possible. Could be emission wise as well as all other aspects of sustainability.



amazon.de Ihre Bestellung (1 Artikel)

1 Eine Versandadresse auswählen Schließen x

Zuletzt verwendet

- Thorsten Jonas Lastropsweg 9, Hamburg, 20255, Deutschland, Telefonnummer: 01792917592 Adresse bearbeiten | Lieferanweisungen hinzufügen
- Thorsten Jonas Hartwig Hesse Strasse 41, Hamburg, 20257, Deutschland, Telefonnummer: 01792917592 Adresse bearbeiten | Lieferanweisungen hinzufügen

Andere Adressen

- Regine Jonas Clüverstr. 34, Achim, 28832, Deutschland, Telefonnummer: 01792917592 Adresse bearbeiten | Lieferanweisungen hinzufügen
- Thorsten Jonas Lastropsweg 9, Hamburg, Hamburg, 20255, Deutschland, Telefonnummer: 01792917592 Adresse bearbeiten | Lieferanweisungen hinzufügen
- Thorsten Jonas Lastropsweg 9, Hamburg, Hamburg, 20255, Deutschland, Telefonnummer: +491792917592 Adresse bearbeiten | Lieferanweisungen hinzufügen

+ Geben Sie eine neue Adresse ein

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- DHL Postfiliale 442, Stelling Weg 9, Hamburg, 20255, Deutschland Karte
- Amazon Hub Counter - GALERIA Hamburg Eimsbüttel Osterstraße 119, Hamburg, 20259, Deutschland Karte | Löschen

+ Abholstation in der Nähe finden

An diese Adresse senden

Fahren Sie mit Schritt 3 fort, um Ihre Bestellung zu überprüfen und aufzugeben.

Bestellungsübersicht

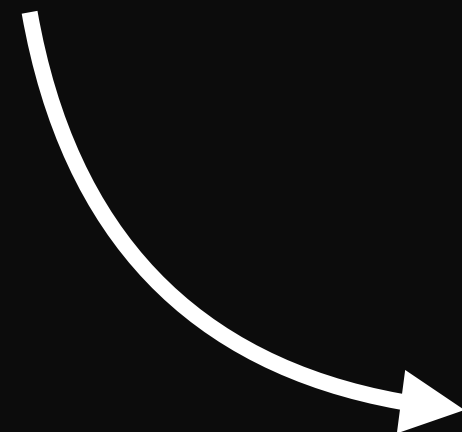
Artikel:	30,01 €
Verpackung & Versand:	0,00 €
Gesamtbetrag:	30,01 €

Gesamtbetrag der Bestellung enthält USt. Details anzeigen

Wie werden die Versandkosten berechnet?

Ihre Abholstationen

- Hermes PaketShop - Kiosk Aktuell** Stelling Weg 6, Hamburg, 20255, Deutschland Karte | Löschen
 - DHL Postfiliale 442**, Stelling Weg 9, Hamburg, 20255, Deutschland Karte | Löschen
 - Amazon Hub Counter - GALERIA Hamburg Eimsbüttel** Osterstraße 119, 2. Obergeschoss; Sport-Kasse, Hamburg, 20259, Deutschland Karte | Löschen
- + Abholstation in der Nähe finden



Design for *less* *User Addiction*

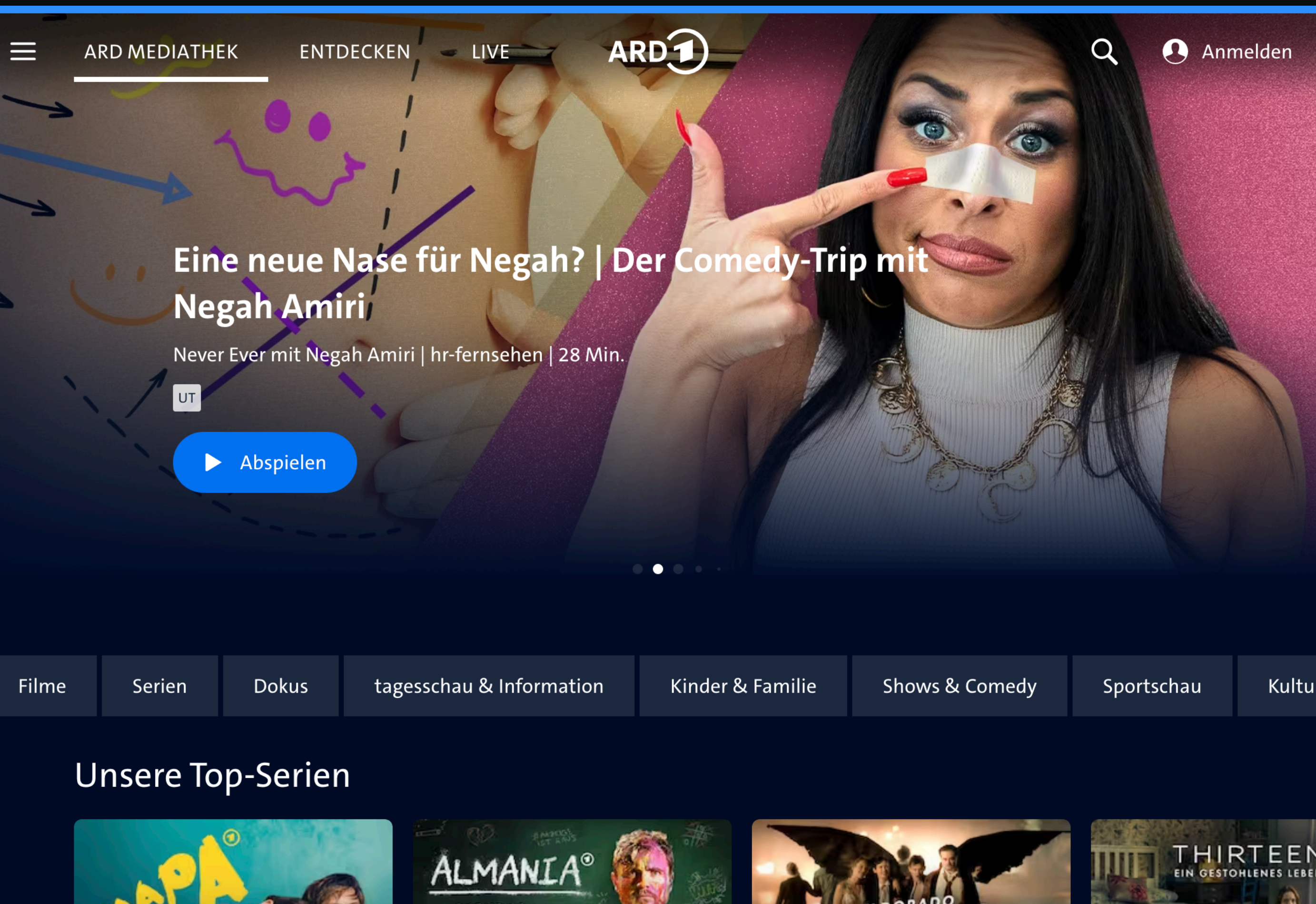
We need to design for the good of our users instead of stakeholders (only).

1 No endless scrolling / Autoplay

Endless scrolling or Autoplay are for many reasons not good for our users. They are the main vehicle to fulfill Stakeholder KPIs like „time spent with product“

2 Make users leave (and return)

We have UX KPIs (e.g. Time on Task) that do exactly what we want. But we must return to focus on them. We need to build products that make our users leave as fast as possible (to return soon) instead of holding them as long as possible.



Source: ARD Mediathek
<https://www.ardmediathek.de/>

But, the business-people say
it makes us no money, but
only additional costs.

Sustainability is good for business and necessary to still have a business in 5 years.

Argument 1: Market demands

Consumers demand more and more „sustainable products“. Sooner than later it won't be enough anymore to just paint a product „green“ to fulfill these demands.

Argument 2: Regulations

Regulations already happen. More will come. Some sooner, some later. Accessibility is a good example. Same is in the making for CO2 emissions and ESG.

HSBC adds greenwashing to risk matrix

By [Sarah George](#)

22nd February 2023



The addition was confirmed through the bank's latest annual report and accounts this week, which also confirmed Q4 2022 profits of more than £4.3bn – an increase of some 90% year-on-year.

“Expectations with respect to the intersection of environmental, social and governance (ESG) issues and financial crime as our organisation, customers and suppliers transition to net zero, are increasing, not least with respect to potential ‘greenwashing,’” the report states, in a section on top and emerging risks driven by external factors.

“Companies also face a heightened regulatory focus on both human rights issues and environmental crimes, from a financial crime perspective,” the report adds.

Elsewhere in the report, HSBC confirms that it will update its climate plan by the end of the year, including new measures to measure and address climate-related risk. “We are also enhancing our approach to greenwashing risk” this section adds

Source: **edie**

<https://www.edie.net/hsbc-adds-greenwashing-to-risk-matrix/>

“We found that organisations that focus on sustainable product design not only stand to gain from improved compliance, reduced emissions, and reduced resource scarcity concerns, but can also reap benefits such as increased revenue growth and improved relationships with customers and employees.”

Question and discuss projects

Most of the products or experiences we build have at least some negative impacts. But this is also a chance for impact.

1 Decide which projects you take

If you can, decide where to put your energy. It is important to help changing these who are not doing good, but also everybody has his or her own boundaries and need to respect them.

2 Show stamina

Things will never change with the first discussion. It is a process, that takes time. On the one hand we need to create the basis for discussion while also changing directly what we can.

Make *Sustainability*
the new default



Sustainable UX is part of all steps of our Product Design Processes.

Emphasize

Define

Ideate

Prototype

Test & Iterate



Careful use of resources

Sustainable Business Model Canvas

Social Friendly Design

Unintended Consequences

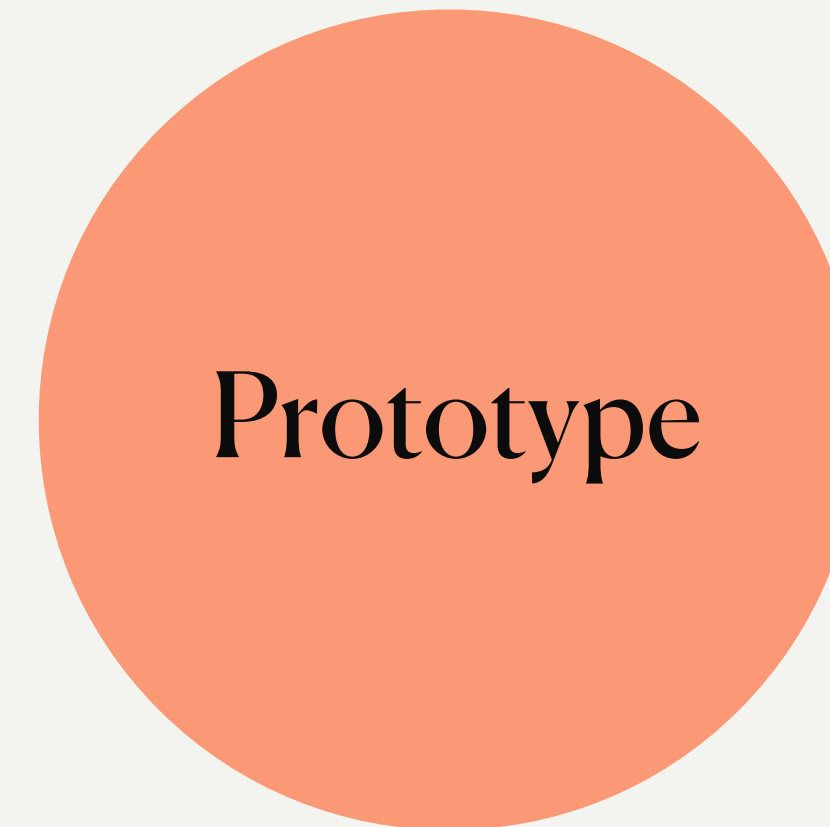
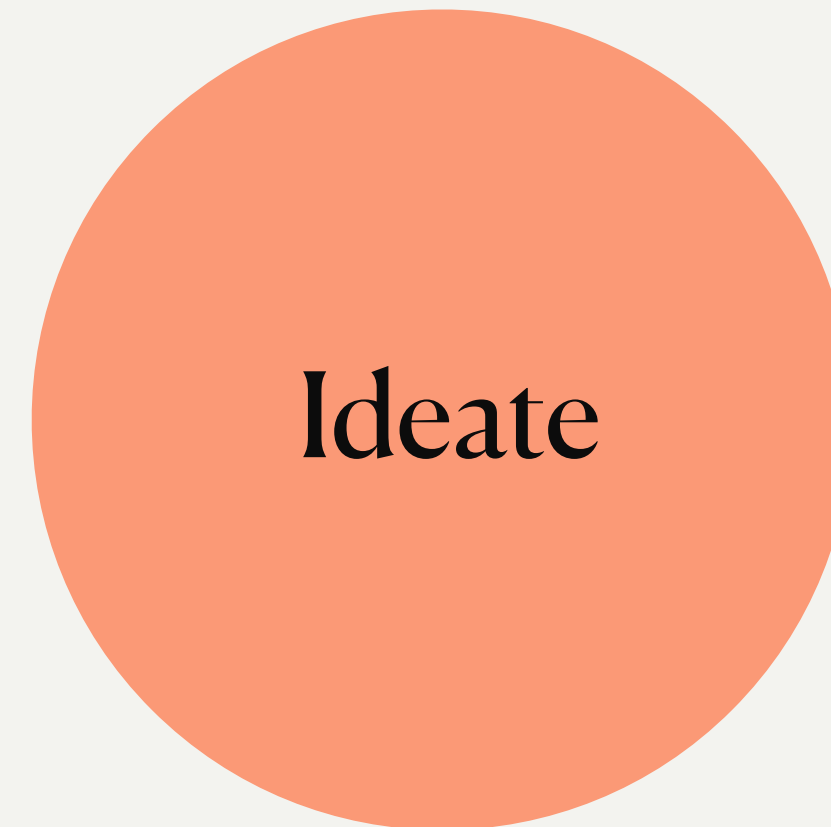
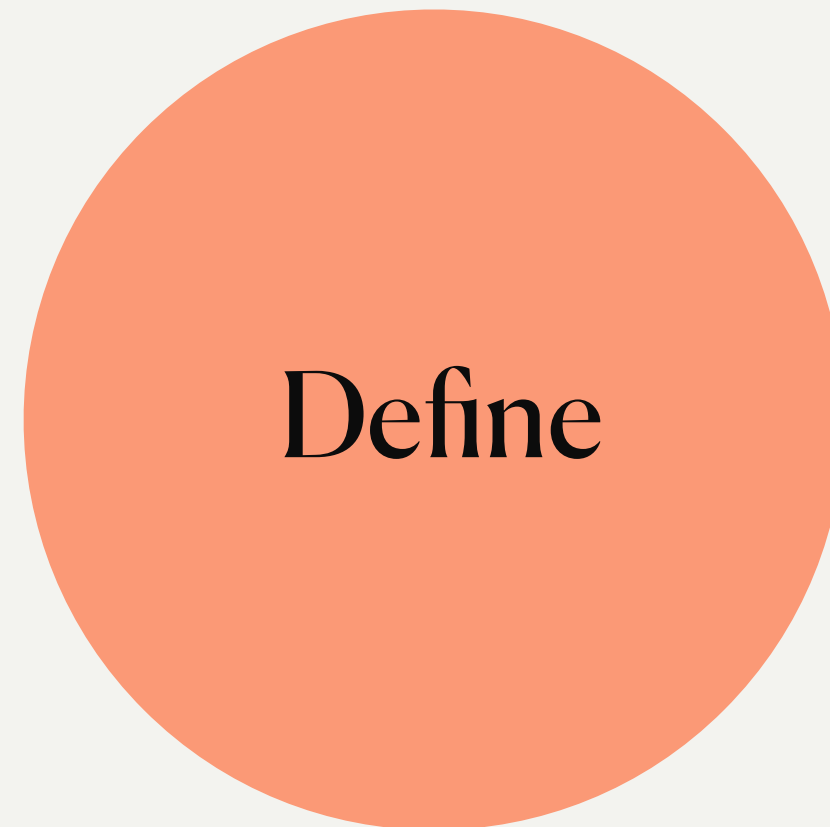
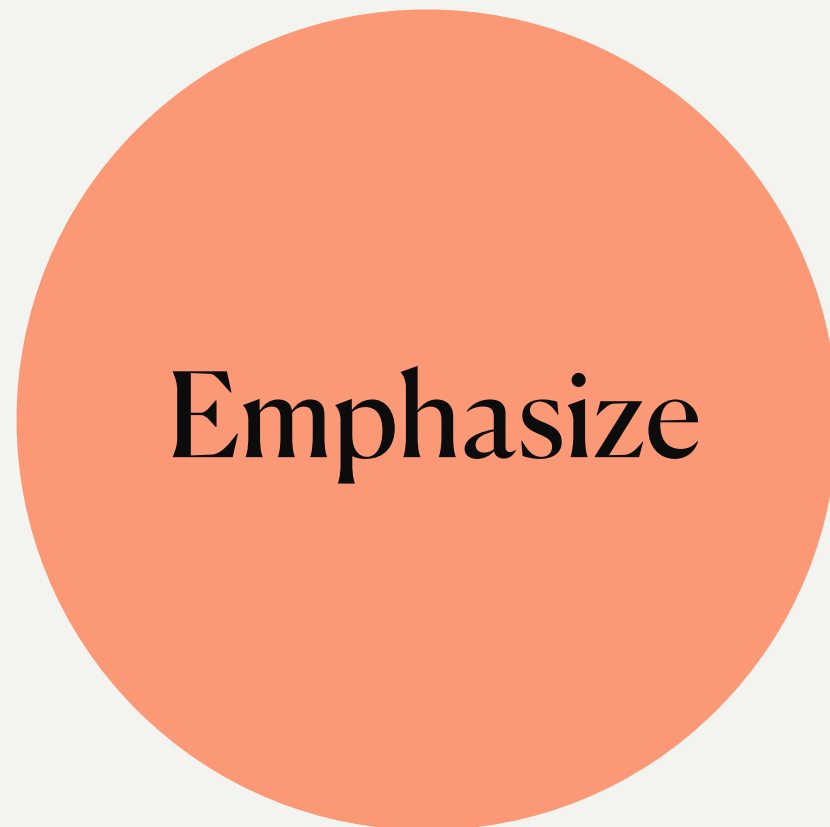
Carbon Friendly Design

Problem Framing

Enh. User Journey

Women centric design

Sustainability KPIs



Emphasize

Define

Ideate

Prototype

Test & Iterate

Empathy Mapping

Educational Design

Non-Human Personas

Short & Long Term Goals

Non-User Personas

Positive Nudging

Enh. Service Blueprint

Inclusive Design



SUX is a *mindset.*

We need to change the way of thinking digital product creation by asking the right questions, setting new layers and KPIs and going beyond our classic (UX-)mindsets.





SUX

OR

„The greatest *threat*
to our planet is the
belief that someone
else will save it.“

Robert Swan - 2041 Foundation

SUX

WUD Estonia 22 - 25.11.2022

Sustainable UX

How UX can (hopefully) save the world

SUX

WUD Estonia 22 - 25.11.2022

Sustainable UX

How UX can (hopefully) save the world

Let's get **in touch.**

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