

Come for the experience, stay for the impact

When sustainability is a side effect

Robert Boler • Practice Makes • Aug 2022





Robert Boler

Senior User Experience Designer

mobility • urbanism • shipping • packaging



closed

why?



TRASHLESS



still truckin'!

why?



convenience



convenience

1 We deliver local groceries in reusable packaging



2 Enjoy! Scan the tag on any item to view info or easily reorder



Get the app

3 We pick up empty packaging when we deliver your next order



4 We sanitize and reuse empty packaging for new orders



**Why do sustainability advocates spend time
trying to change a person's values & priorities?**

Let's be user-centered about customer motivations...

**Let's motivate people with
what they already care about.**

The **outcomes** are the same regardless of the motivation behind the choice.



lower emissions
less waste
undeveloped wild areas



convenience
familiarity
cost

Why do people buy Teslas?



The Quickest Production Car Ever



1.99s
0-60 mph

9.23s
1/4 Mile

200 mph
Top Speed

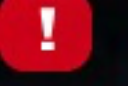
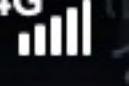
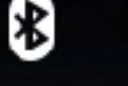
1,020 hp
Peak Power

390 mi
Range

187 mi
Charge in 15 Min

performance

TESLA LIVE



17°C

10:21 AM

P

P R N D

315 mi

MODEL 3

OPEN

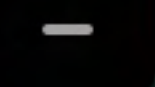
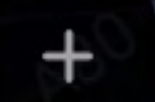
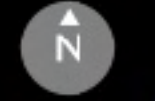
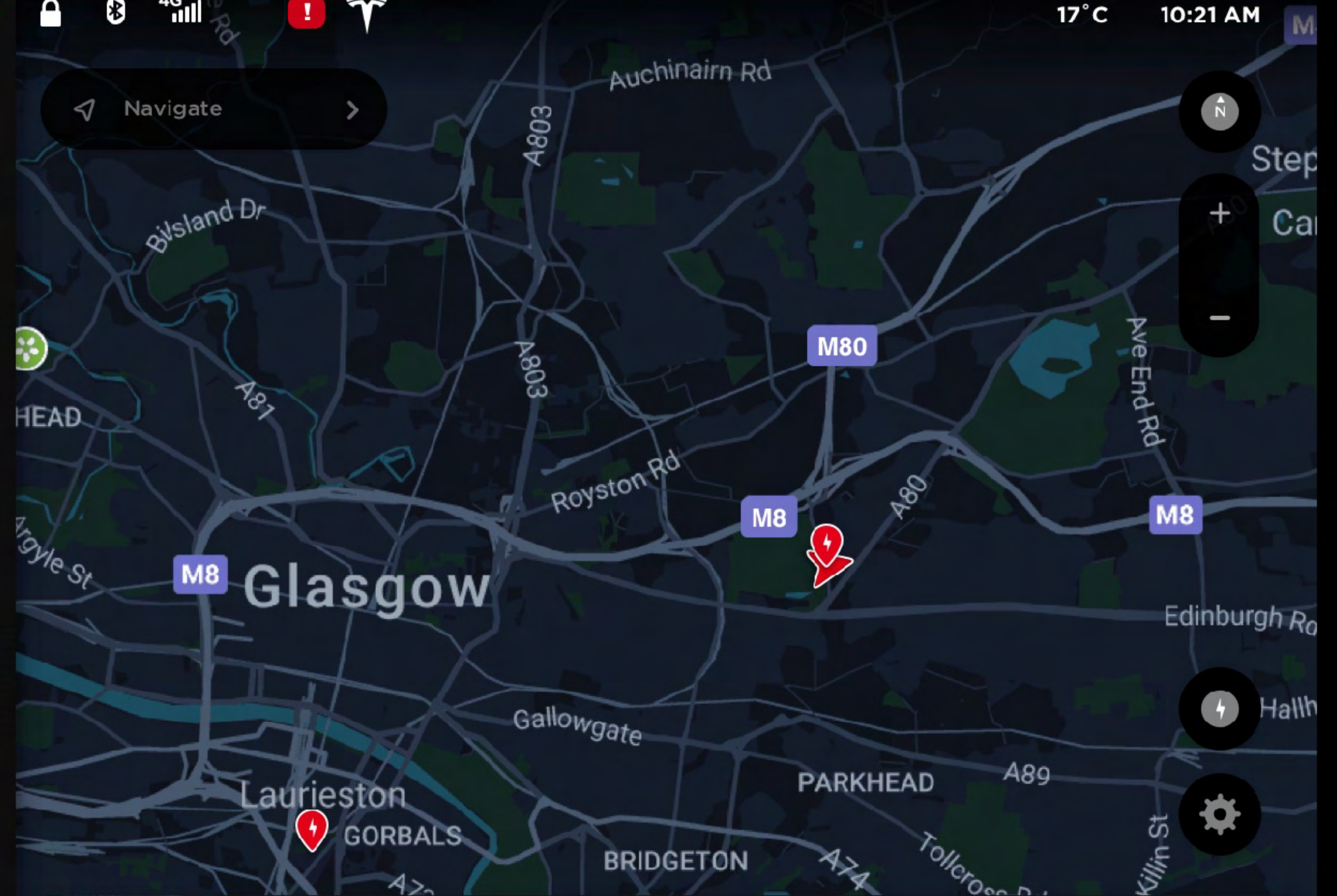


OPEN

OPEN

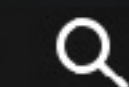


Navigate



Alpha Omega
Karnivoool
Asymmetry

-1:45



early tech adoption



20°



20°

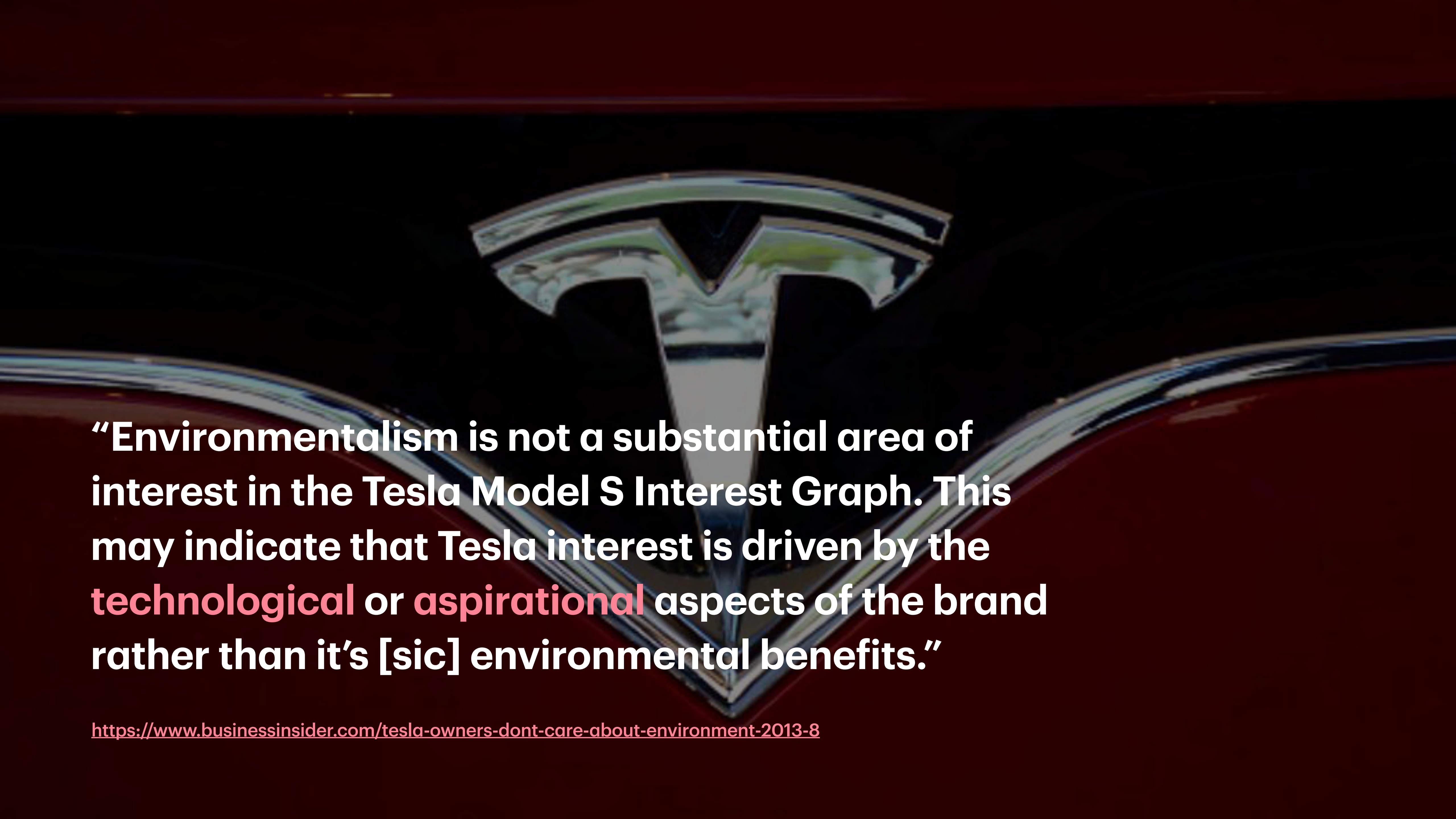




energy independence



brand panache

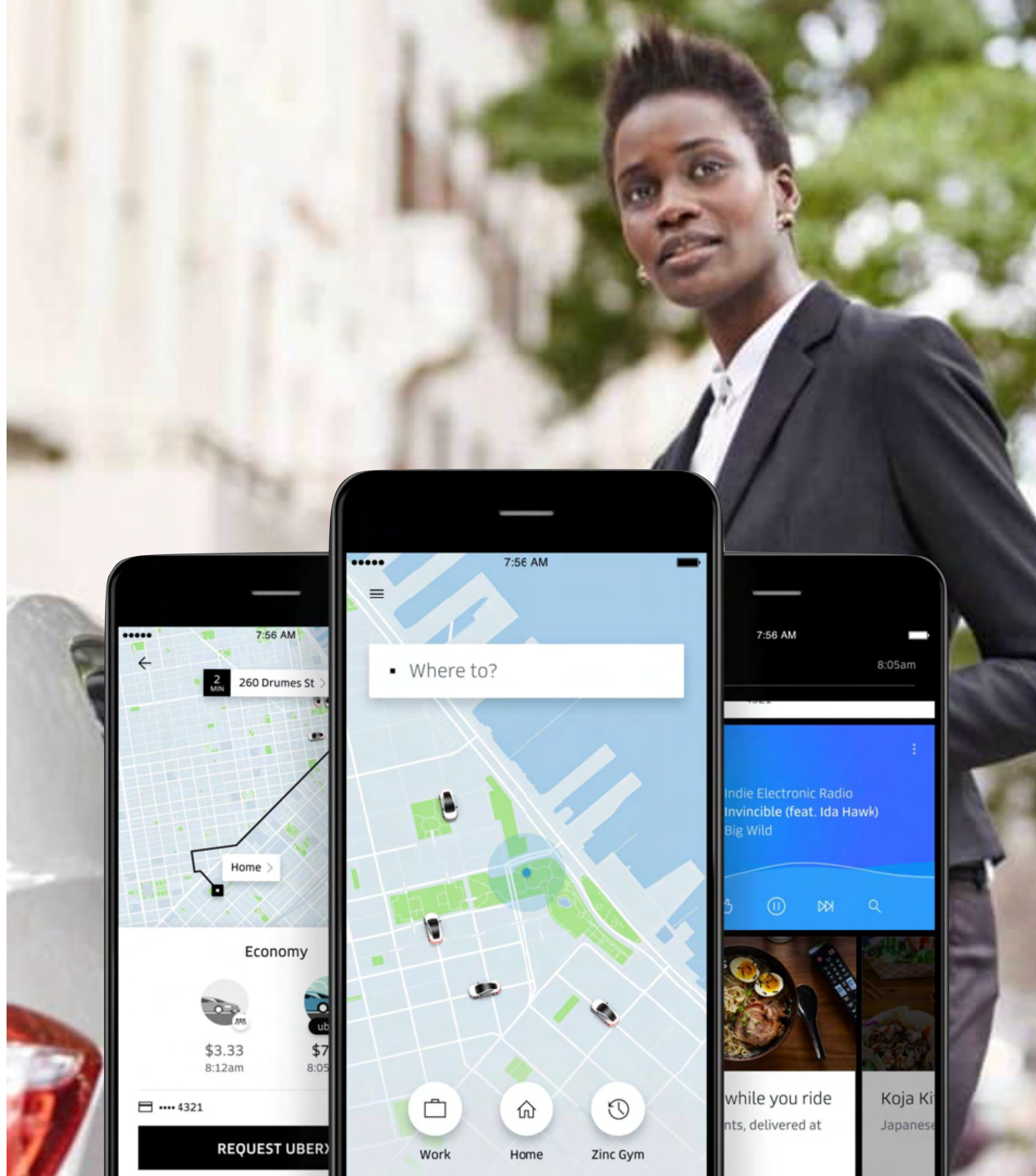
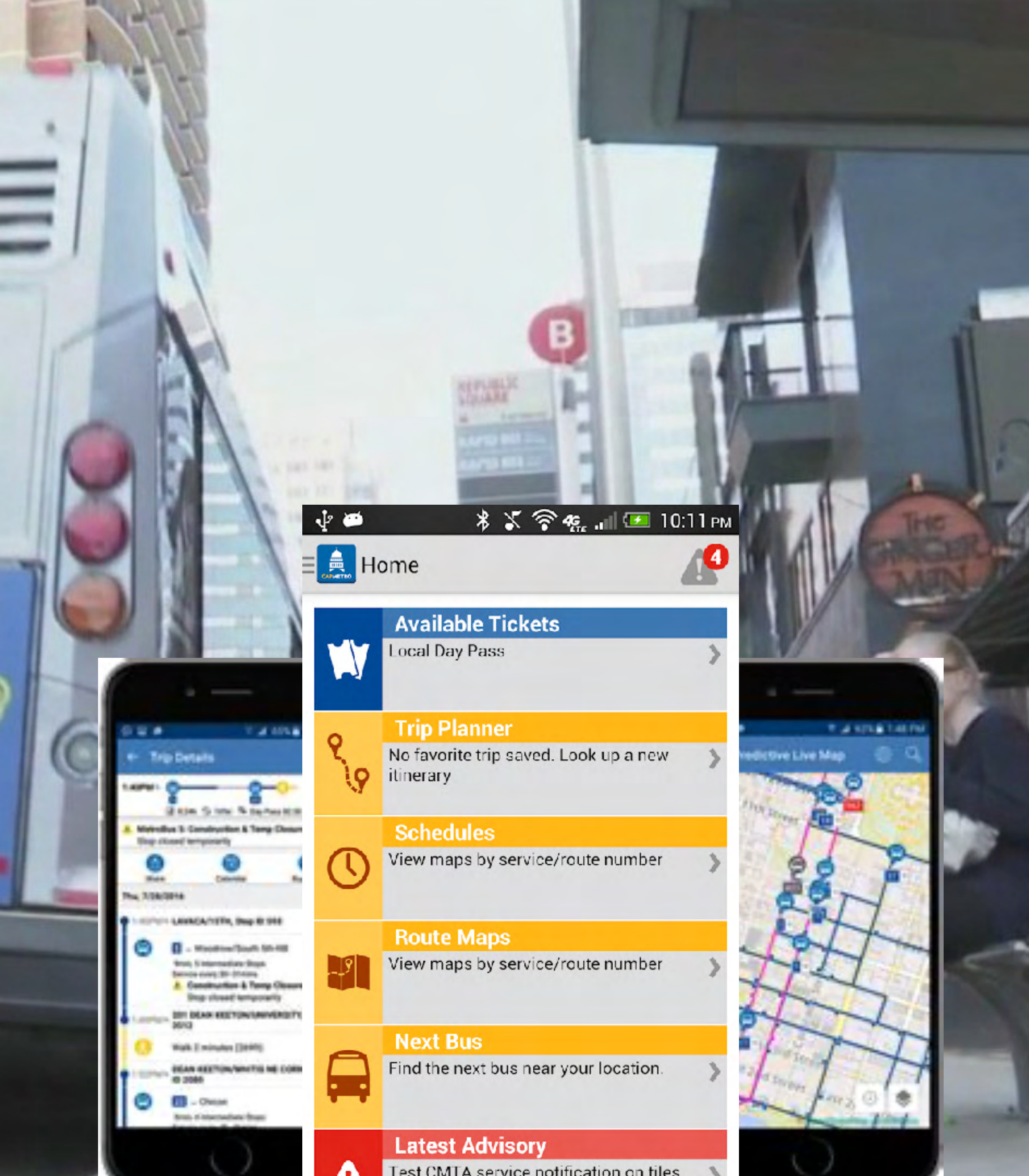
A close-up photograph of the Tesla logo, a stylized 'T' with a curved top, mounted on a dark red car's hood. The logo is highly reflective, showing highlights and shadows. The background is dark and out of focus.

“Environmentalism is not a substantial area of interest in the Tesla Model S Interest Graph. This may indicate that Tesla interest is driven by the **technological or **aspirational** aspects of the brand rather than it’s [sic] environmental benefits.”**

<https://www.businessinsider.com/tesla-owners-dont-care-about-environment-2013-8>

Today, living sustainably
is a poor experience...







AC Connectors



Type 1 / SAE J1772



Type 2 / MENNEKES



Type 3 / SCAME



Tesla Connector
(both AC & DC)

DC Connectors



AA / CHAdeMO



EE / CCS-1



FF / CCS-2







To be competitive with wasteful lifestyles,

**Living sustainably should be
a great experience.**

Transit app

Beautiful, responsive, one-hand app designs; including best-in-class map renderings

Live, crowd-sourced schedule & crowding data

One-tap multimodal routing (bike+bus, Lyft+train)

Navigate & buy tickets in the same app (in partner cities)

Single app works in all cities

transit

Regions

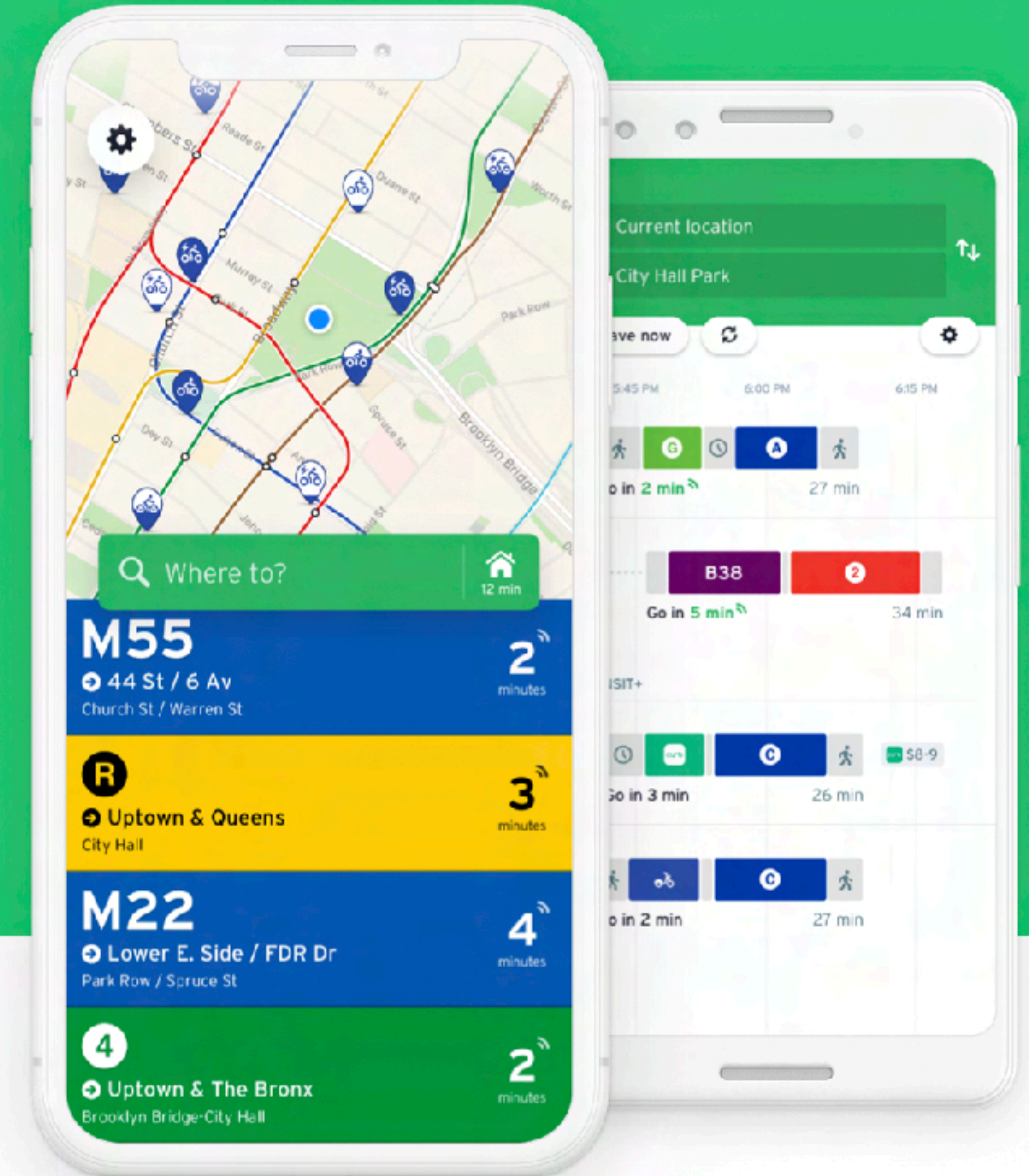
Partners

Blog

GO YOUR OWN WAY



It's in the Name™



Vonlane

Classy, safe, 24/7 terminals
(hotels like Hyatt Recency)

Wide, soft, reclining seats

Stewards/stewardesses
(and even a safety video)

Quality snacks, meals

Fast boarding

Similarly priced to regional
flights

One Way Round Trip

From:

To:

Depart:

Return:

Passengers

Where are you starting? ▾

Where are you going? ▾

08/29/202

08/29/202

1

Search

 Chat

Tesla SuperChargers

Easy, fast charging

**Locations & availability
built into car navigation**

**Near points of interest (like
restaurants or shops)**

**Remote communication
via app**



“Middle housing”

Dense, humane homes like townhomes or 6-plexes

More affordable

Attractive, human-sized

Less lawn/structure maintenance

More people closer to more businesses & amenities

More walk-, bike-, and transit-friendly

More households able to own property, building equity



Trashless

Doorstop grocery delivery & container pickup

Attractive, playful packaging design

Locally sourced foods

Swappable to-go beverage cups that require no consumer washing

Accountability via individualized metrics

TRASHLESS

Takebacks Groceries

Sustainability made convenient

Groceries, coffee, meals & more with zero plastic waste



Get the app

Sign up

Business: Start free trial



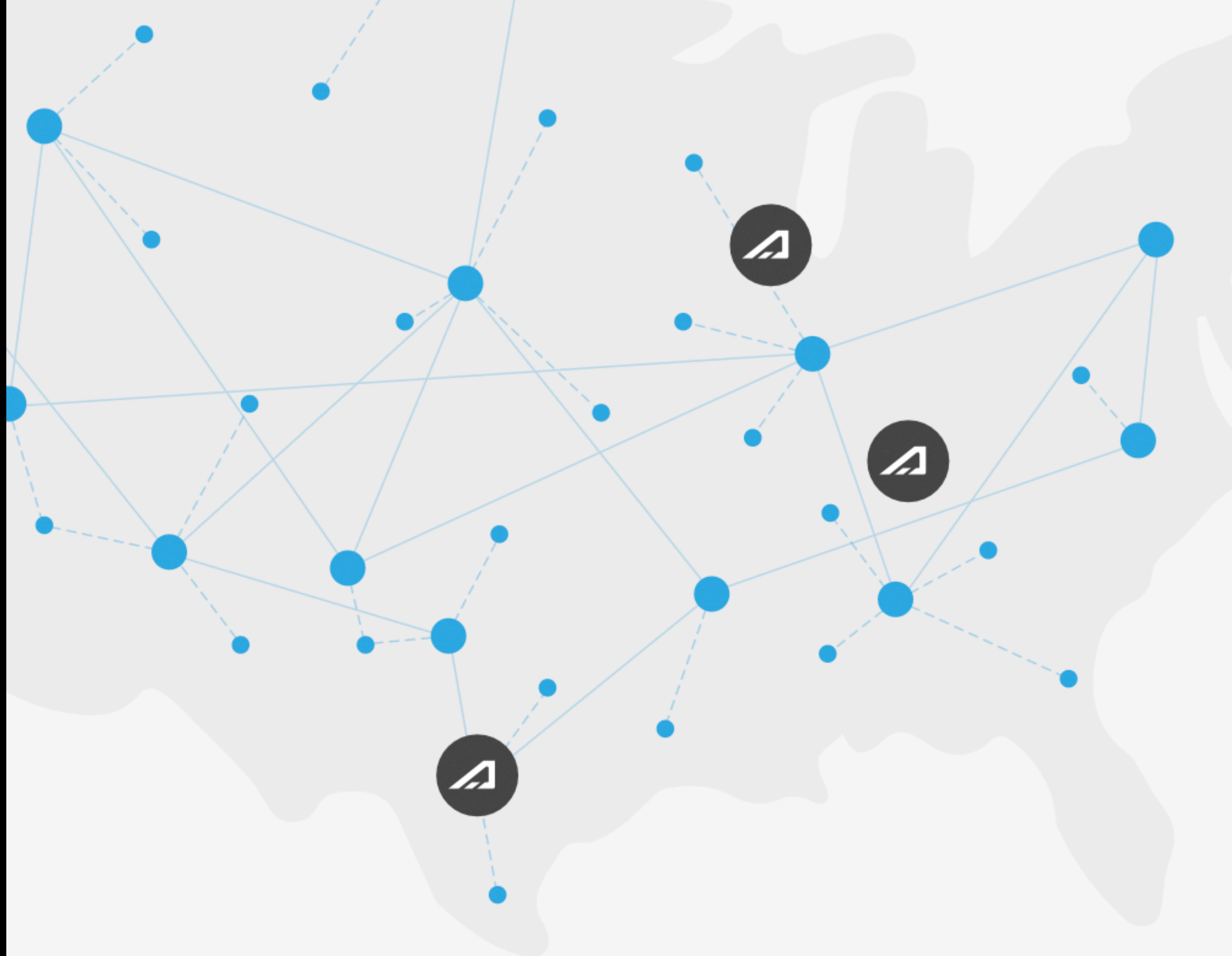
Arrive Logistics

Industry average wasted
“deadhead” miles: **~25%**

Arrive’s preliminary
matching program: **~10%**

Less deadhead means:
less fuel, less emissions,
less engine wear, less
traffic, less drive time

We’ll **spea**k to our
partners’ **val**ues when we
share this great news



Notice what wasn't mentioned once in those value props...

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~~sustainability~~

Notice what wasn't mentioned once in those value props...

~~sustainability~~

And yet they all reduce consumption of natural resources.

“It is clearly within our grasp to provide a decent life for everyone while still protecting our climate and ecosystems.”

PROFESSOR JULIA STEINBERGER, LEADER OF THE LIVING WELL WITHIN LIMITS PROJECT AT LEEDS

<https://scienceblog.com/518819/decent-living-for-all-does-not-have-to-cost-the-earth/>



Thank you

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