

Let's have a

Conifersation

A surprising conversation starter

Design goal

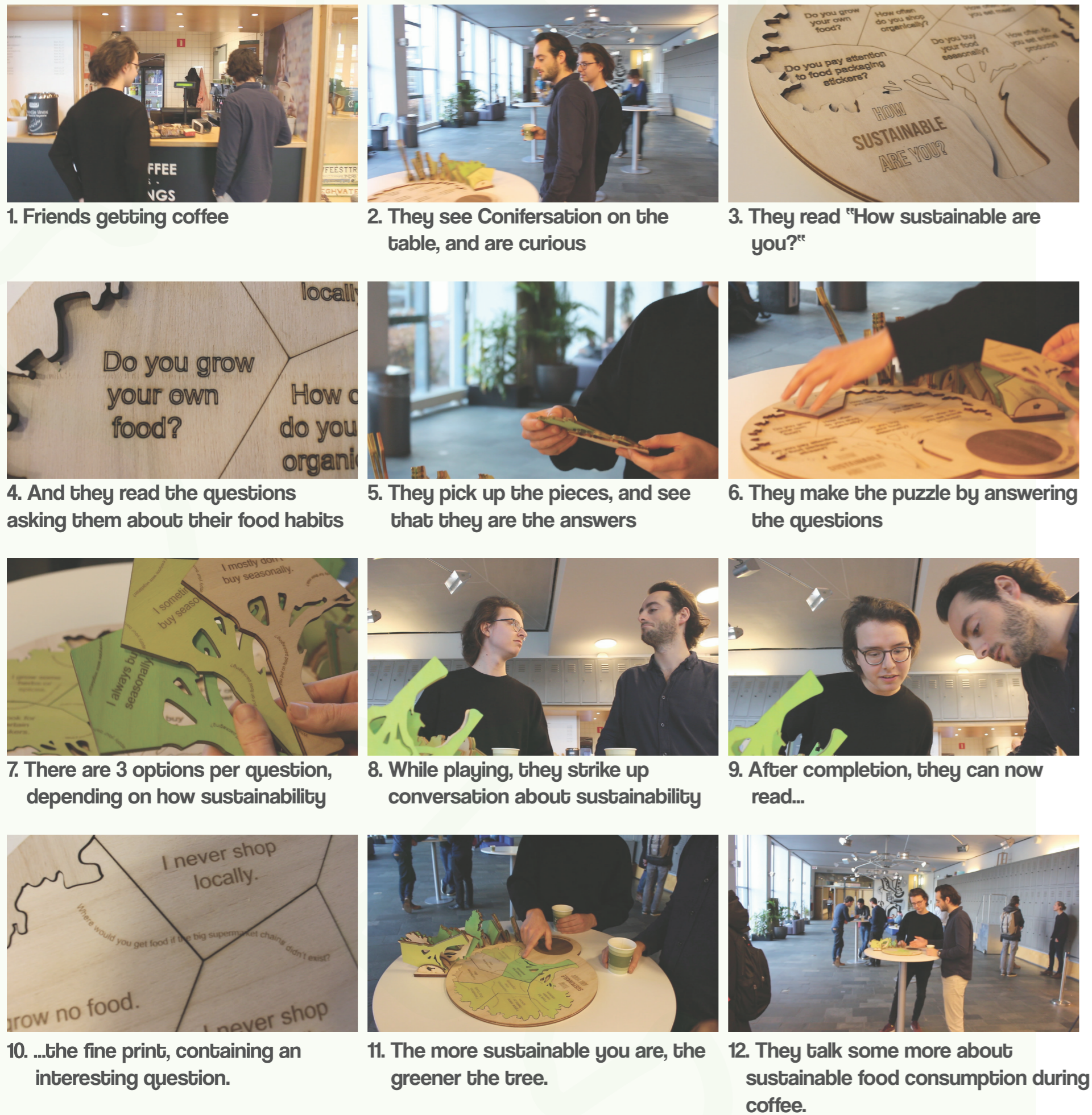
“To trigger a conversation about sustainable food consumption between students in a coffeehouse”

Curious - Surprising - Triggering

Conifersation is a wooden puzzle on the table in a coffeehouse. Users make the puzzle by answering the questions that are in the puzzle. The puzzle pieces are the answers to the questions. For each question asked, there are three options (pieces): a not-so-sustainable option, a pretty sustainable option, and a very sustainable option. The more sustainable the answer, the greener the piece. In this way, the end result is a greener tree when the user is more sustainable in his food habits. Also, when the puzzle is made, more questions start to be readable, furthering the conversation.

It is important to talk about sustainability, and how to 'apply it'. To talk about how one can help by adjusting their food habits. But, often times talking about such things brings along stereotypes of tree-hugging vegans 'coming to take your meat', or other cliches. And so people only talk to like-minded people when it comes to these things. However, having a conversation is often the most effective way to make people aware of their unsustainable food habits. Conversation evokes consciousness. So, let's have a conversation.

Storyboard



How-to-puzzle

