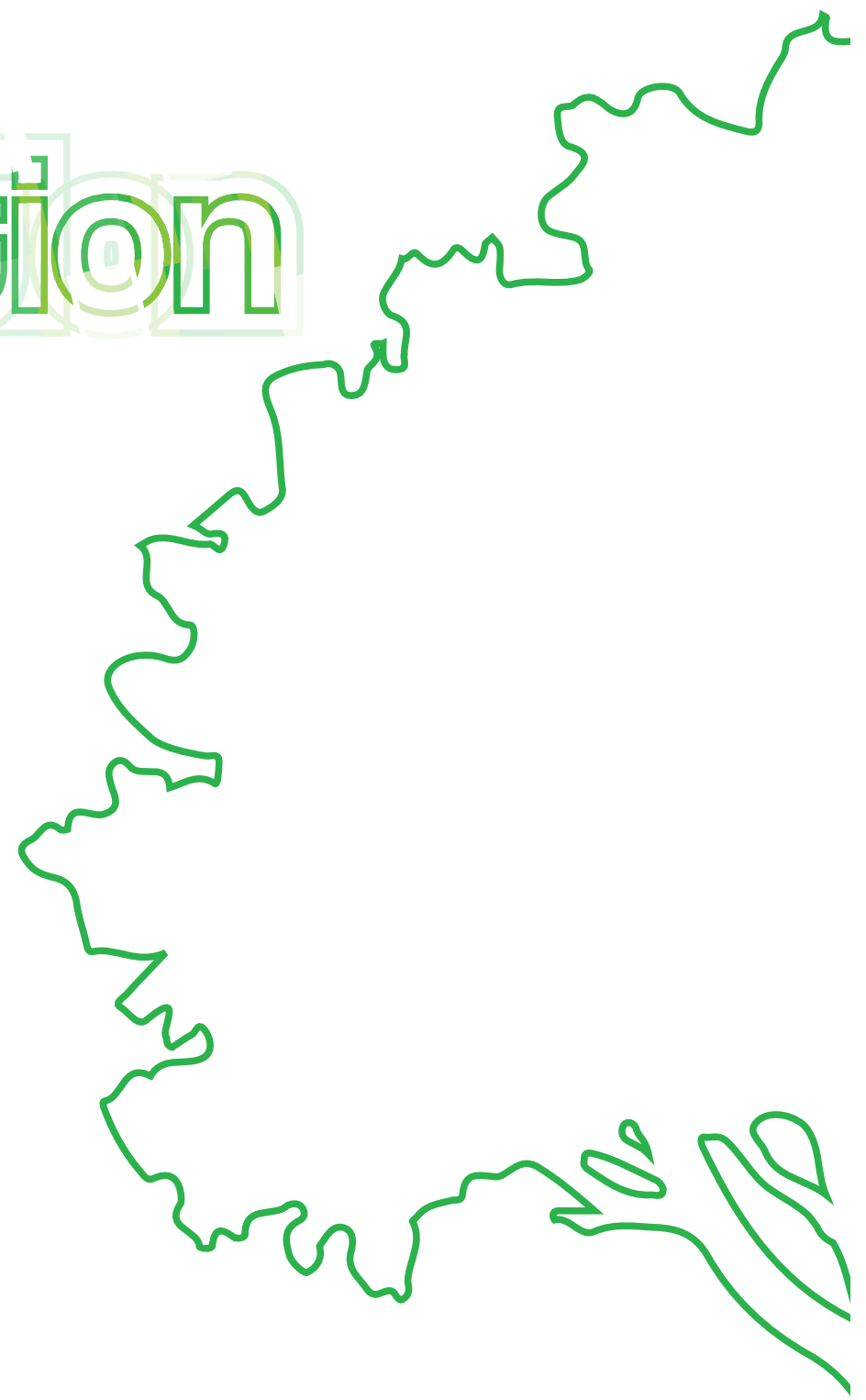


Let's have a

# conifersation



Jelmer Koedood

Final presentation

Exploring Interactions 2017/2018



# Current interactions or the vegan-carnivore dynamic

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# Current interactions or the vegan-carnivore dynamic

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# Current interactions or the vegan-carnivore dynamic

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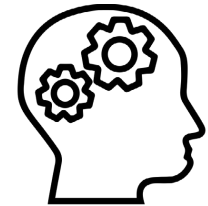


# Current interactions or the vegan-carnivore dynamic

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**Conversation evokes  
consciousness**



# Current interactions or the vegan-carnivore dynamic

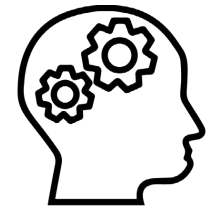
---



**No conversation**

*but*

**Conversation evokes  
consciousness**



so

**Let's start a  
conversation**



# Design goal

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# Design goal










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**“To trigger a conversation about sustainable food consumption patterns (SFC) between students in a coffeehouse.”**

# Design goal

---

**“To trigger a conversation about sustainable food consumption patterns (SFC) between students in a coffeehouse.”**

-  **Heeding food packing stickers**
-  **Growing your own food**
-  **Shopping locally**
-  **Shopping Organic**
-  **Shopping Seasonally**
-  **No Beef**
-  **Eat less meat**
-  **Eat no meat**
-  **Eat no animal products**

**Context: coffeehouse**

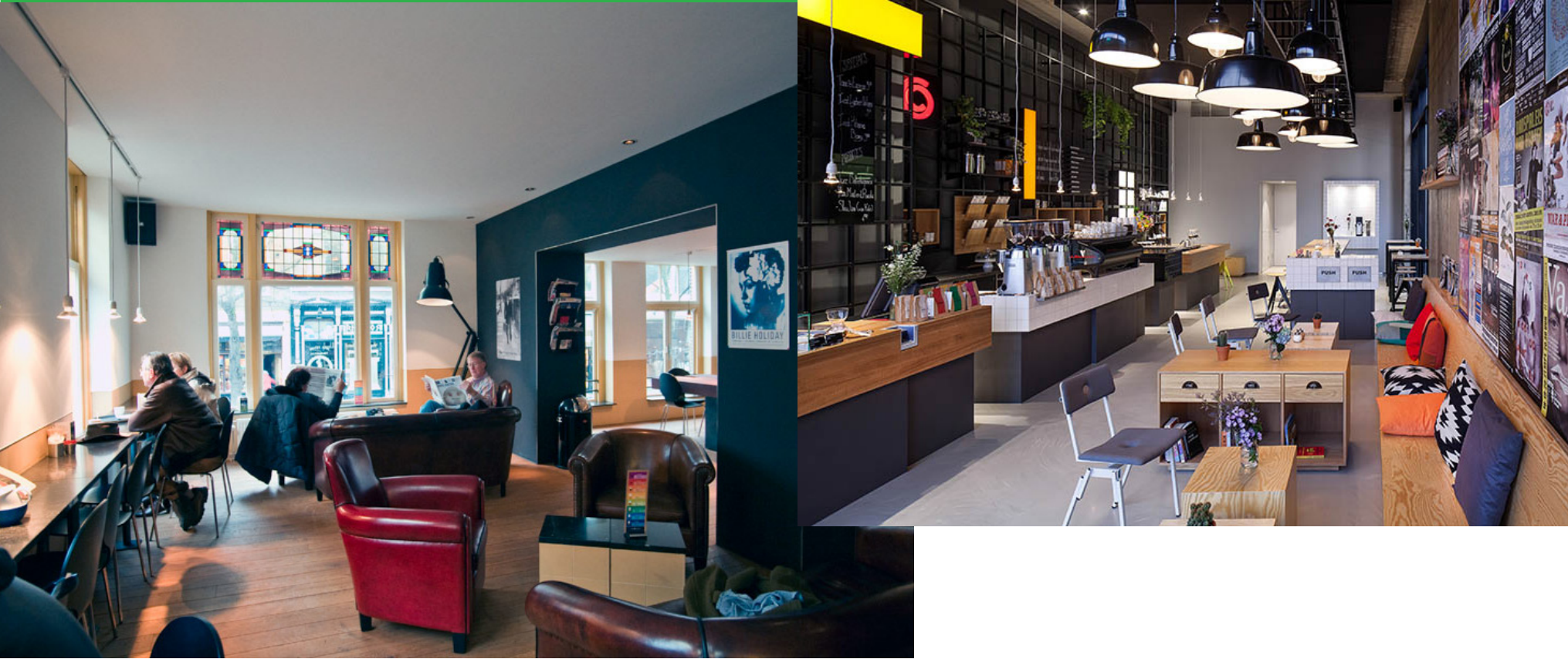
---

# Context: coffeehouse





# Context: coffeehouse





# Context: coffeehouse





# Context: coffeehouse



# Interaction vision

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# Interaction vision

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**“A group of friends  
stopping to watch a  
street performer.”**



## Interaction vision

---

**“A group of friends  
stopping to watch a  
street performer.”**





# Interaction vision

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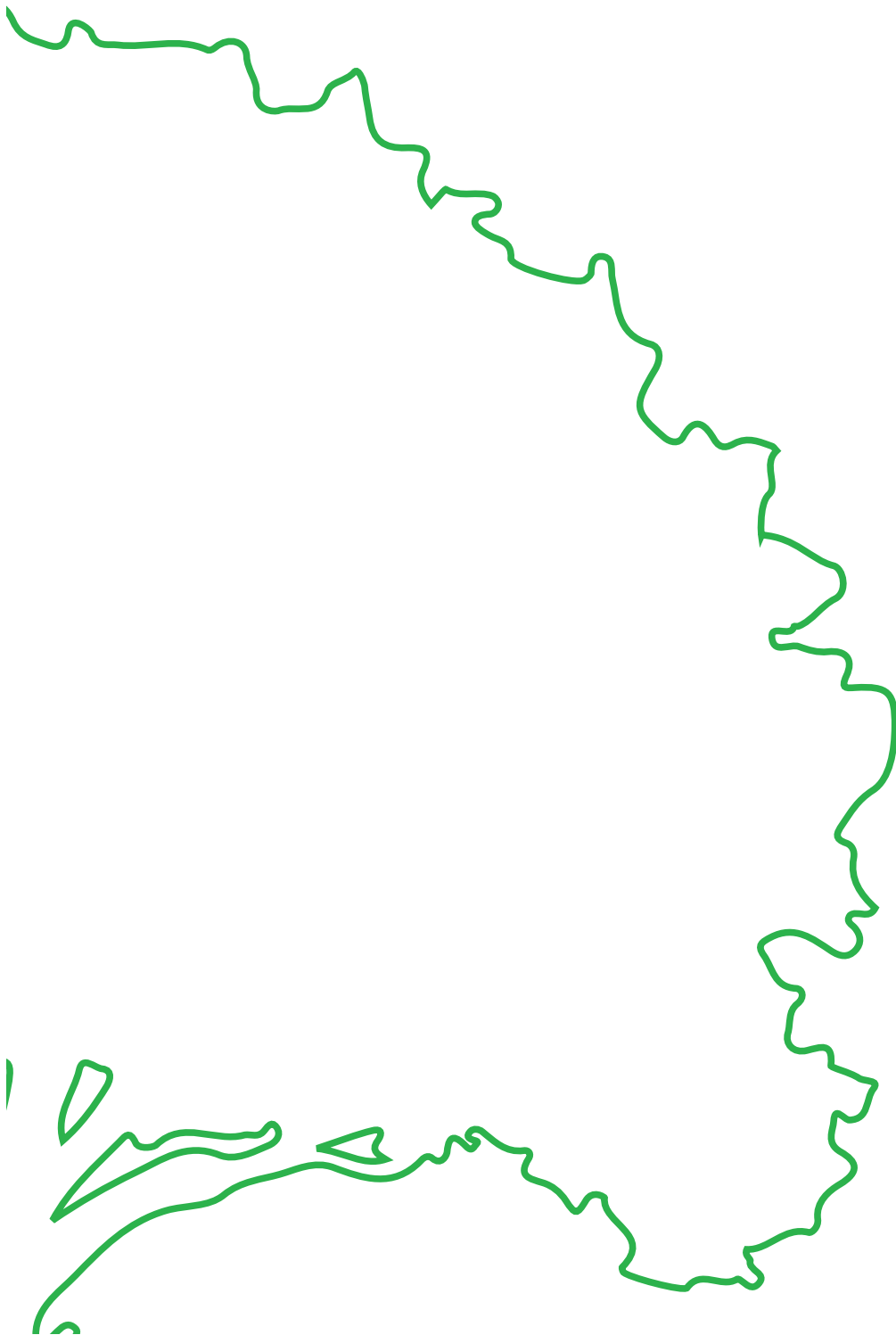
“A group of friends stopping to watch a street performer.”

Curious

Surprising

Triggering





**Design and Research**  
**Explorations**  
*The ones that matter*

# Question Coasters

---

HOW MANY LITERS OF WATER  
DOES IT COST TO PRODUCE 1  
BEER?

**25.600 km**

HOW MANY LITERS OF WATER DOES 1  
KILOGRAM OF BEEF COST TO  
PRODUCE?

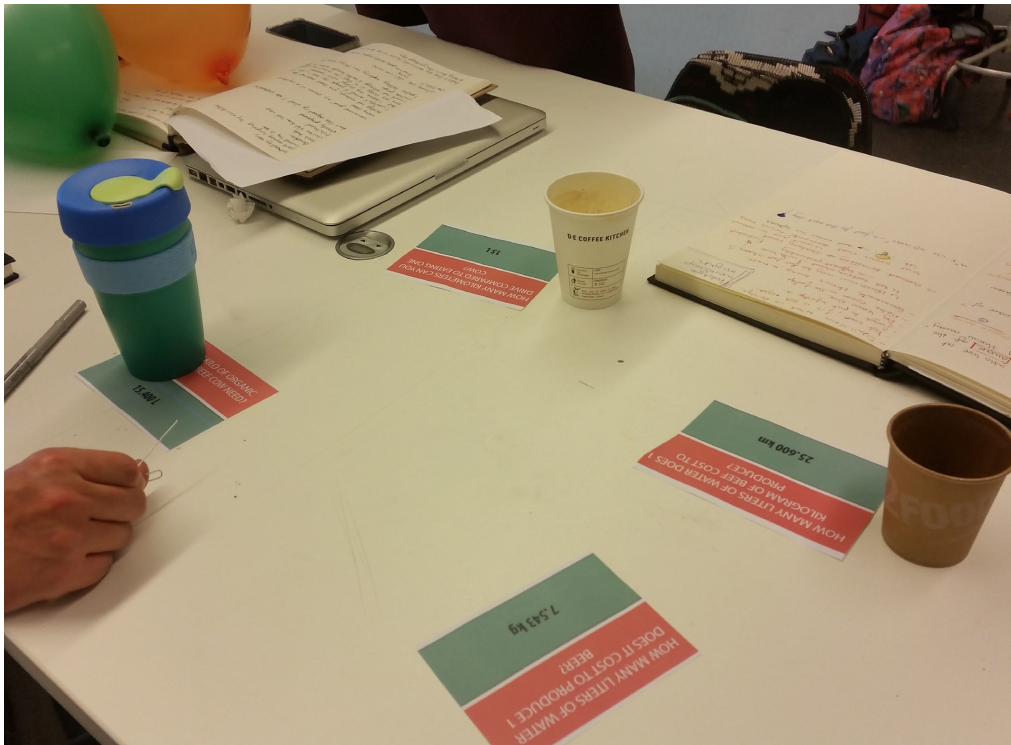
**7.543 kg**

HOW MUCH KILO OF ORGANIC  
FOOD DOES A BEEF COW NEED?

**15 L**



# Question Coasters



HOW MANY LITERS OF WATER  
DOES IT COST TO PRODUCE 1  
BEER?

25.600 km

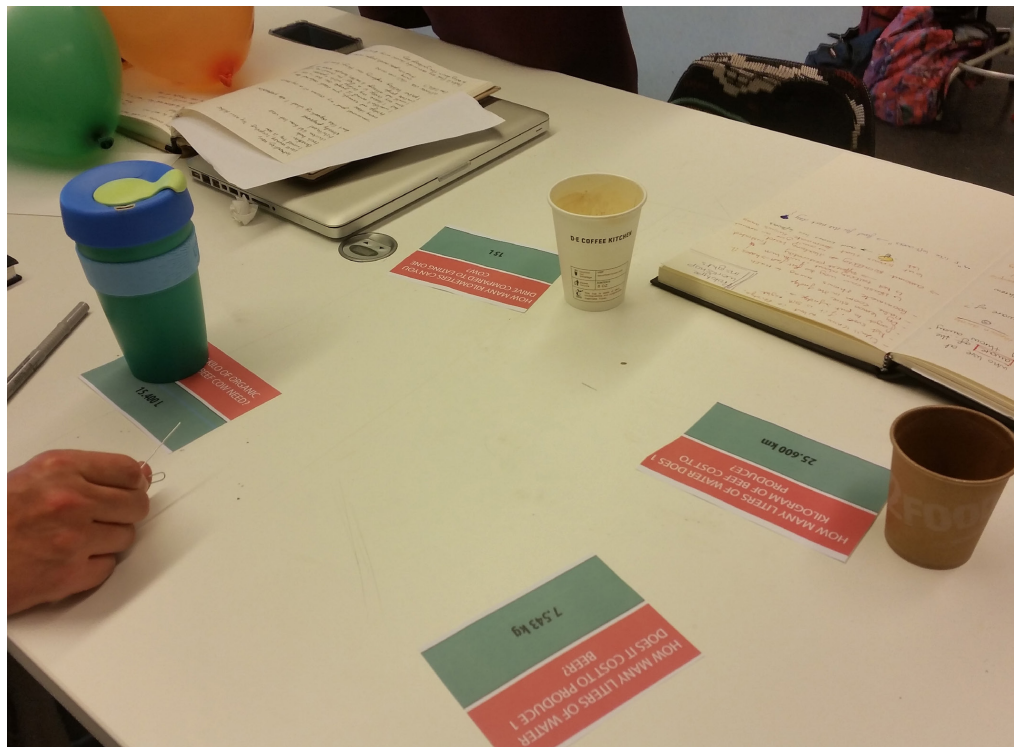
HOW MANY LITERS OF WATER DOES 1  
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PRODUCE?

7.543 kg

HOW MUCH KILO OF ORGANIC  
FOOD DOES A BEEF COW NEED?

15 L

# Question Coasters



# Question Coasters

- + Promising
- Redesign shape
- Answers not relatable



# Question Coasters

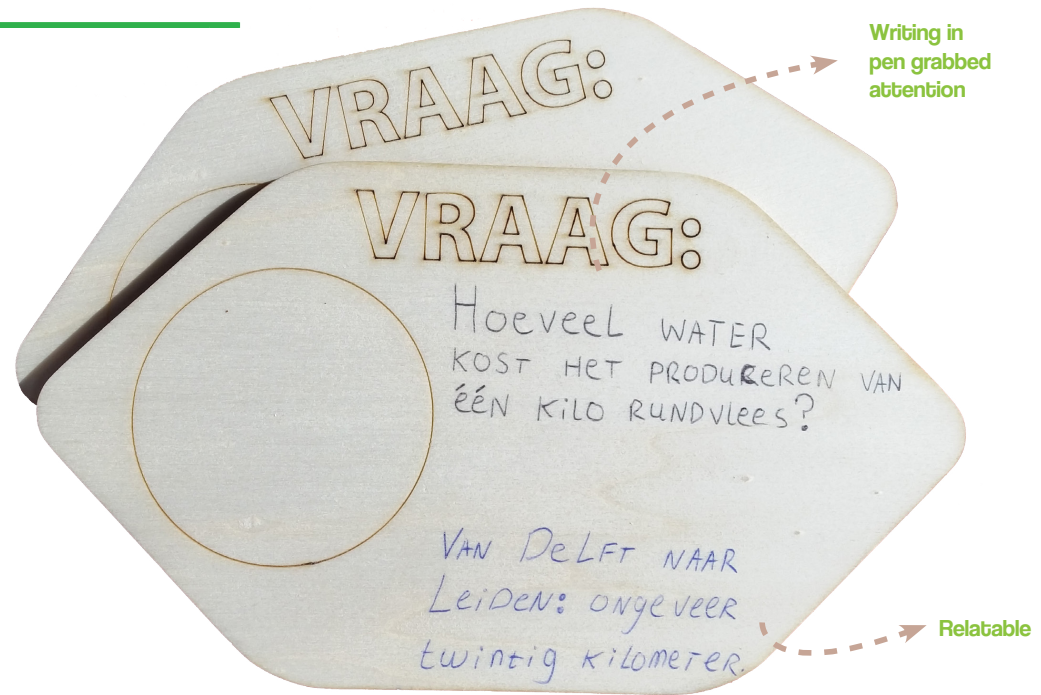
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# Question Coasters

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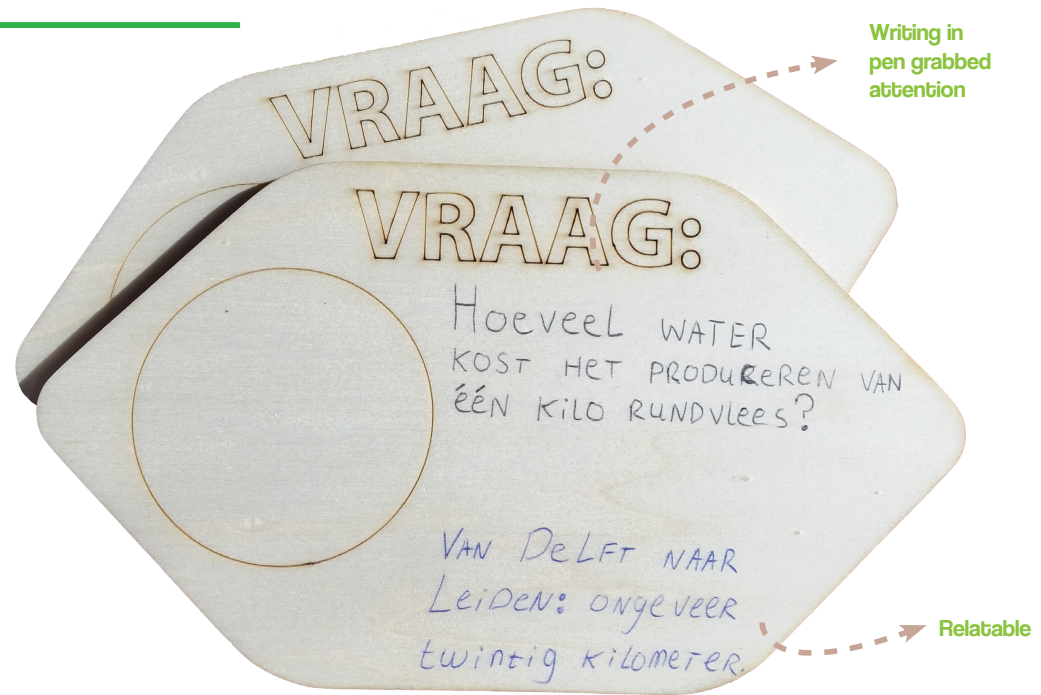


"I want  
to collect  
these"

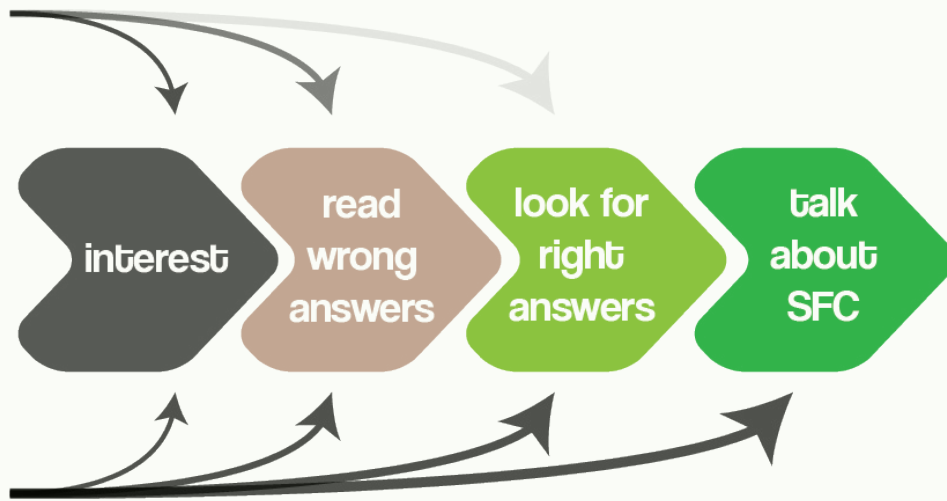
"It looks like  
a puzzle!"

"Are those  
for a  
pubquiz?"

# Question Coasters



observed interaction



desired interaction

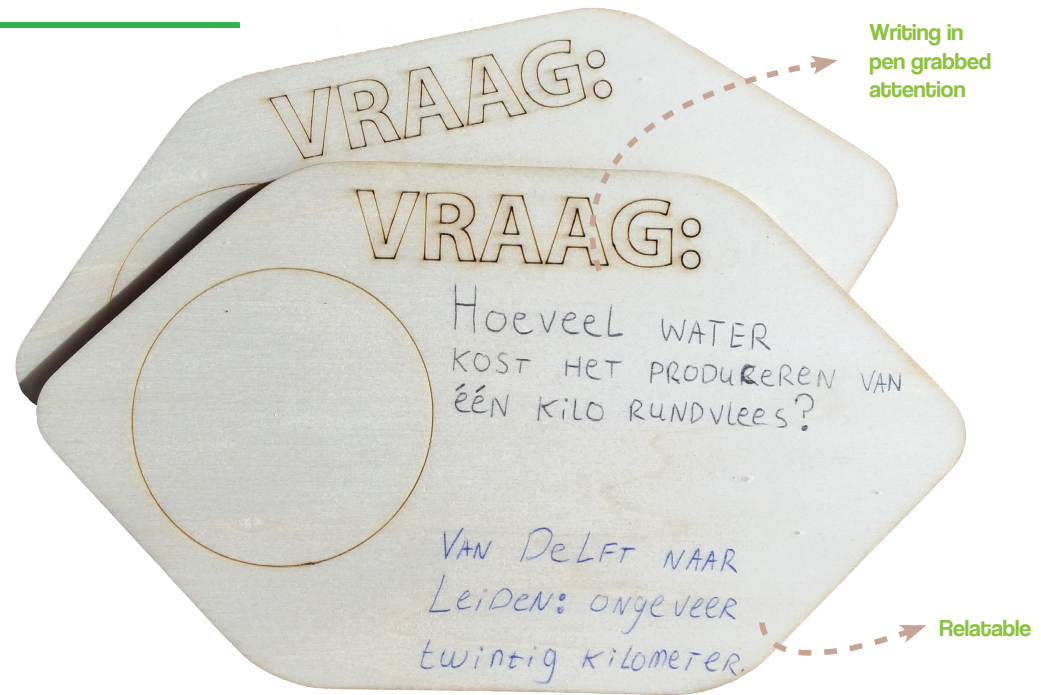
"I want to collect these"

"It looks like a puzzle!"

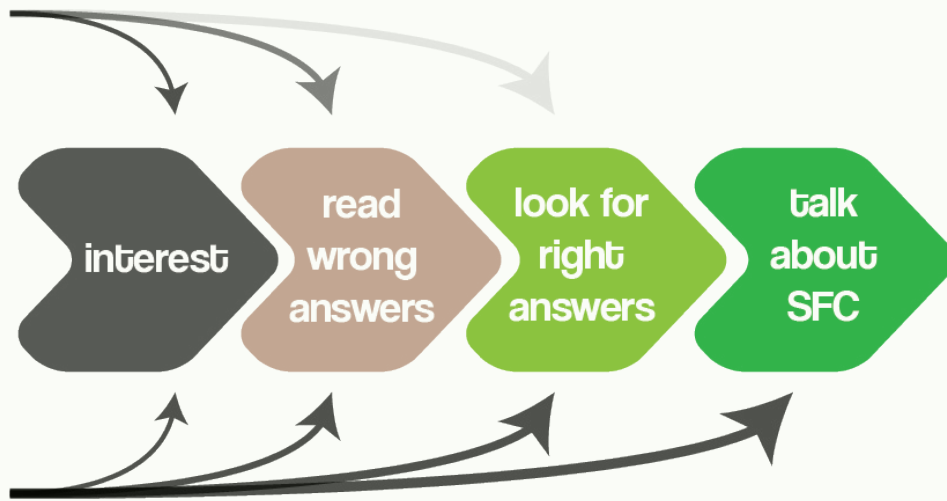
"Are those for a pubquiz?"

# Question Coasters

- + Promising
- Interaction not long
- Nothing 'to do'



observed interaction



desired interaction

"I want  
to collect  
these"

"It looks like  
a puzzle!"

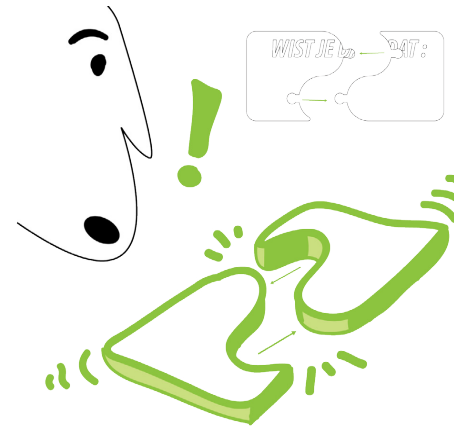
"Are those  
for a  
pubquiz?"

# Puzzle pieces

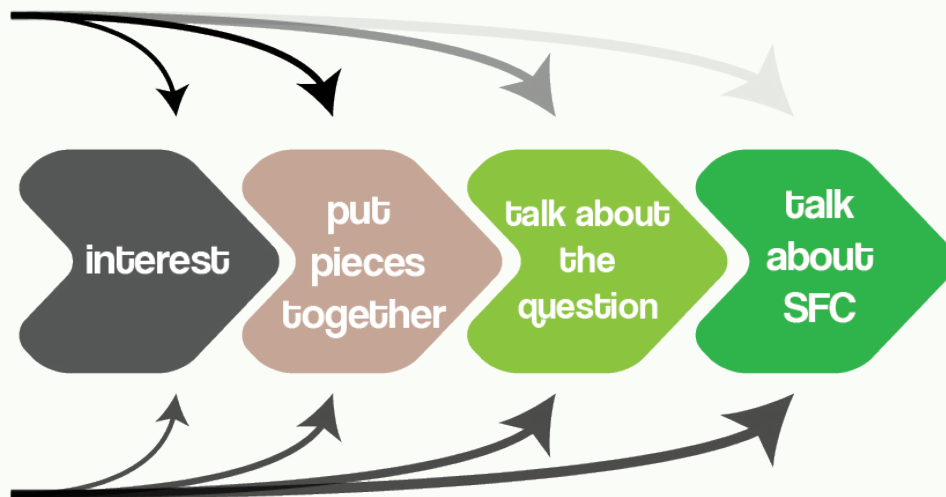




# Puzzle pieces



observed interaction



desired interaction

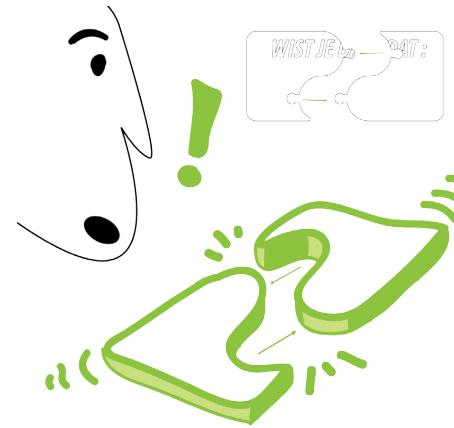


# Puzzle pieces

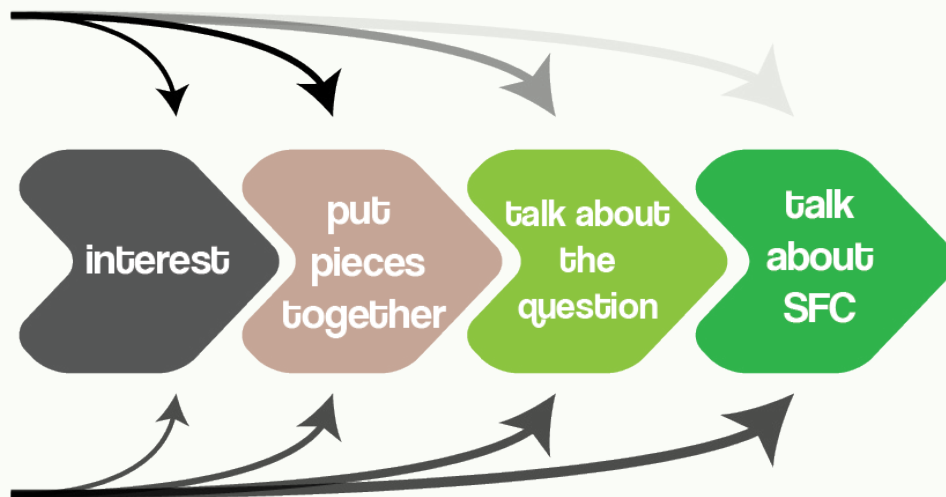
+ Decorative

+ Something 'to do'

- Interaction & conversation  
still short



observed interaction

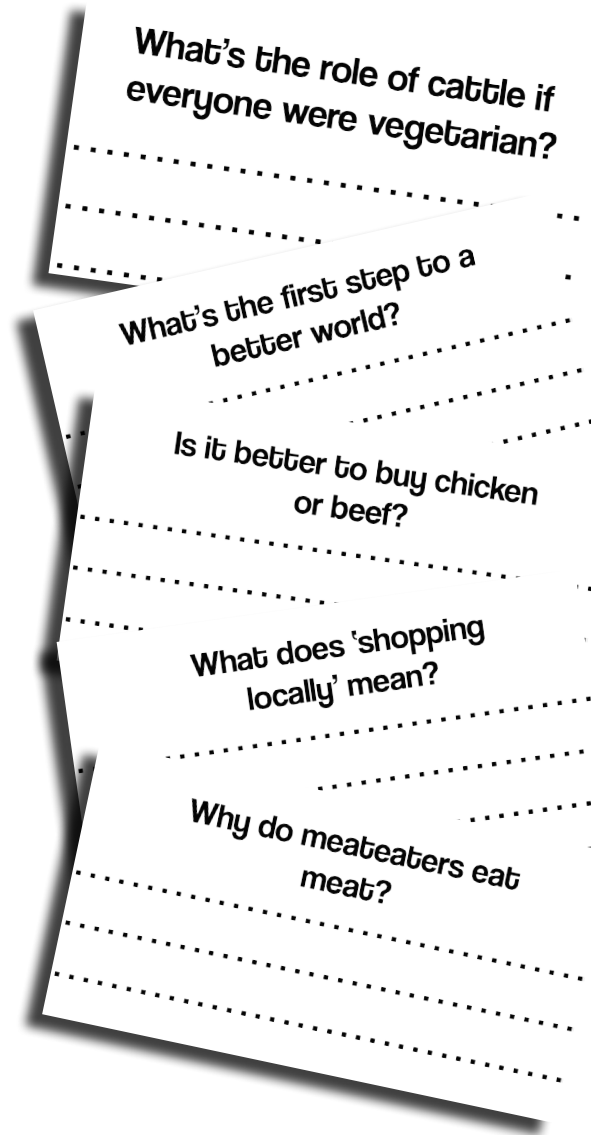


desired interaction



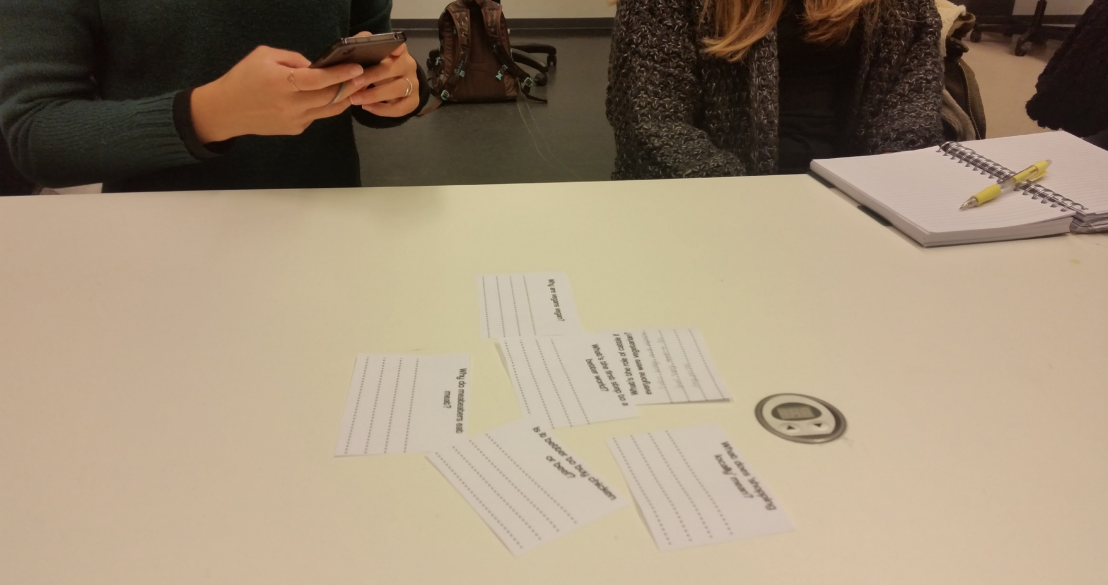
# Phrasing

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# Phrasing

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What's the role of cattle if everyone were vegetarian?

What's the first step to a better world?

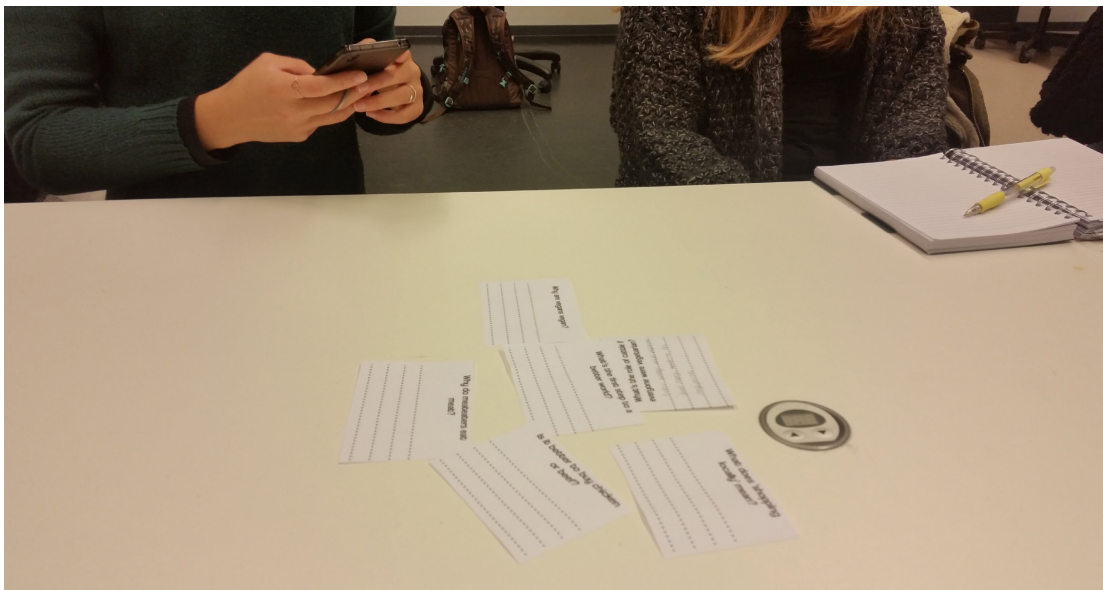
Is it better to buy chicken or beef?

What does 'shopping locally' mean?

Why do meat eaters eat meat?



# Phrasing



Open, "philosophical" question.  
What-If-Scenario

Picked the most

What's the role of cattle if everyone were vegetarian?

What's the first step to a better world?

Is it better to buy chicken or beef?

What does 'shopping locally' mean?

Why do meat eaters eat meat?

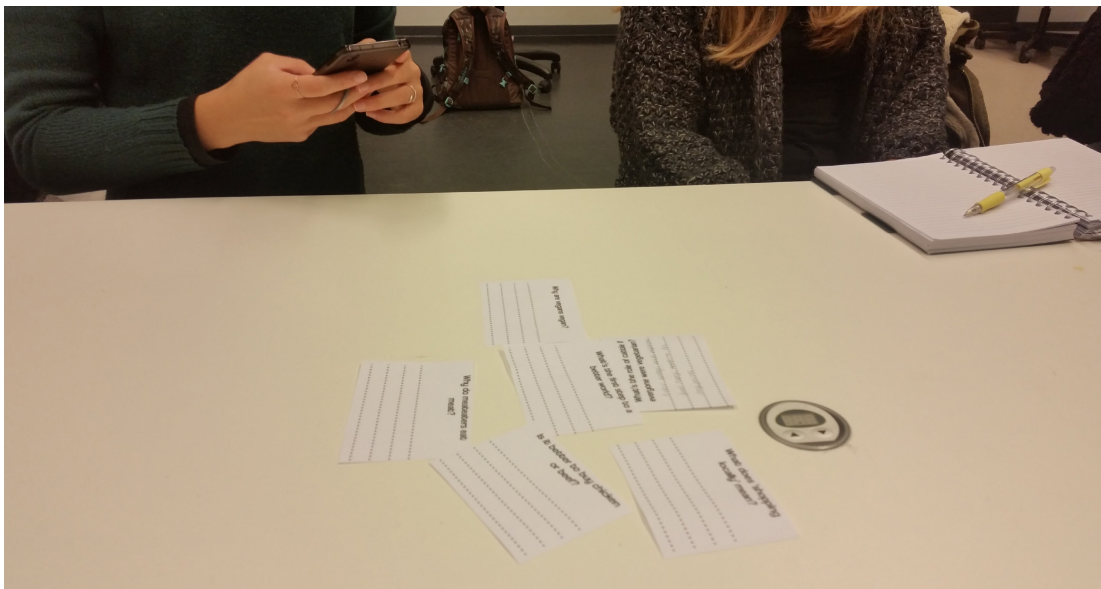
Picked the least

Reasonably closed question

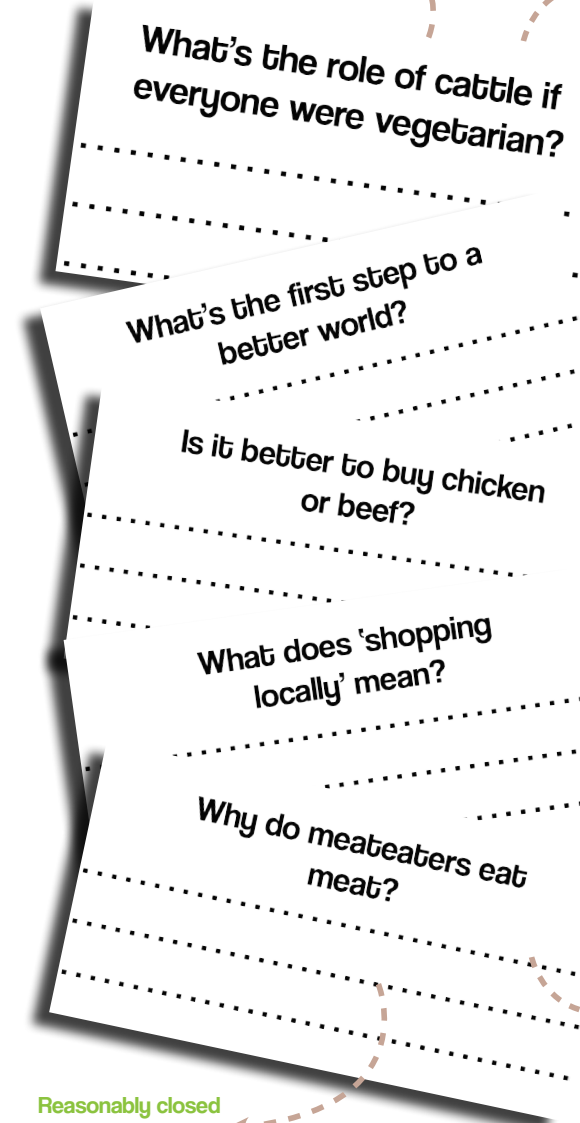
Participants were asked to discuss a question, and which they liked best. This is the resulting order.

# Phrasing

Sustainable food consumption pattern	Associated "philosophical" question
Heeding food packing stickers	"What kind of stickers would YOU like to put on food packaging?"
Growing your own food	"What would your backyard look like if everyone grew their own food?"
Shopping locally	"Where would you get food if the big supermarket chains did not exist?"
Shopping Organic	"What if you had to apply your own pesticide?"
Shopping Seasonally	"What would your diet look like if you only shopped seasonally?"
No Beef	"What kind of world is a world where we only use cows for their milk?"
Eat less meat	"What's the role of cattle if everyone were vegetarian?"
Eat no meat	
Eat no animal products	"What would an animal's life look like if everyone were vegan?"



Open, "philosophical" question.  
What-If-Scenario



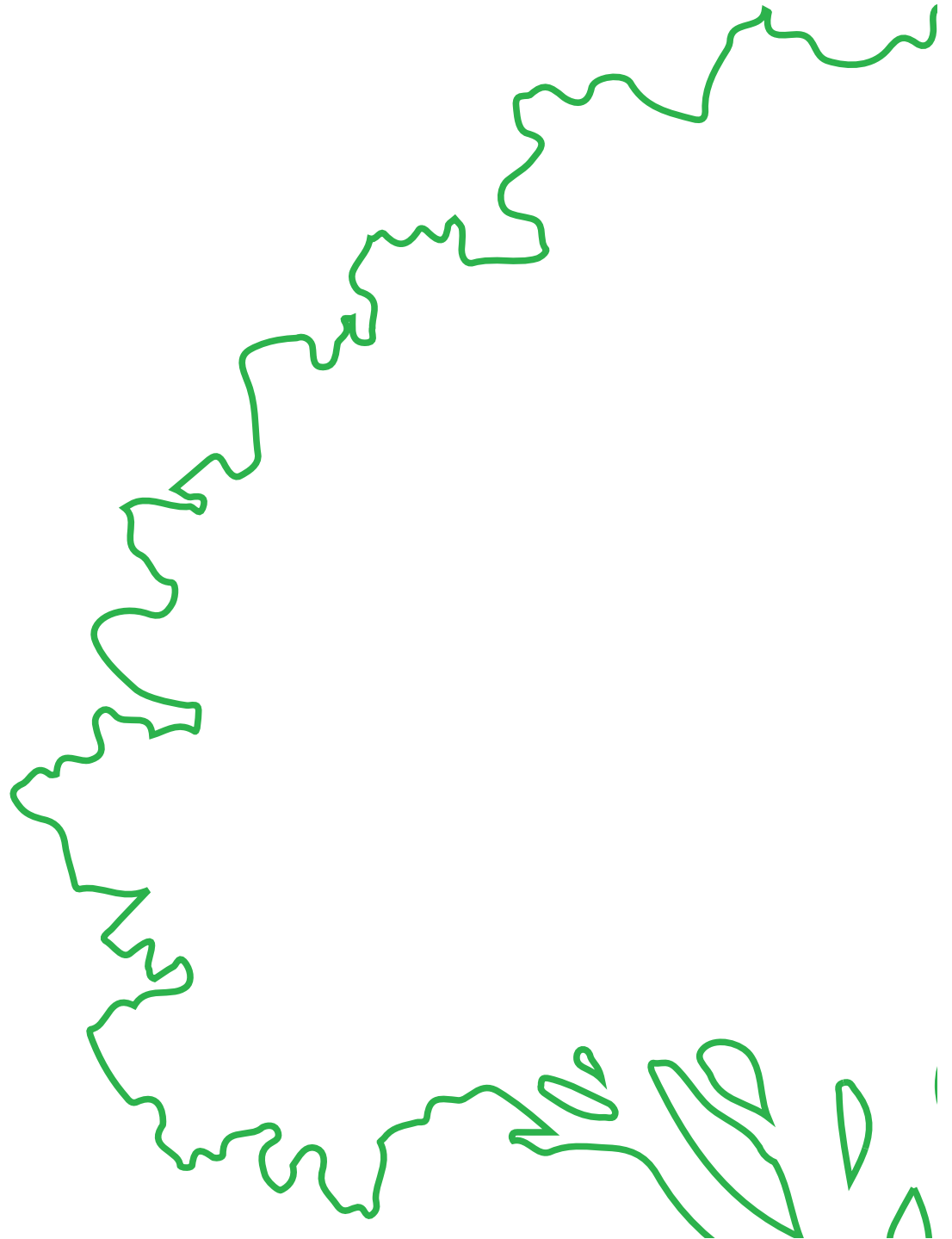
Picked the most

Participants were asked to discuss a question, and which they liked best. This is the resulting order.

Picked the least

Reasonably closed question

**Final Design**





# conifersation

a surprising conversation starter











not sustainable

somewhat sustainable

very sustainable



fully not sustainable



somewhat sustainable on all fronts



fully sustainable!





not sustainable                      somewhat sustainable                      very sustainable



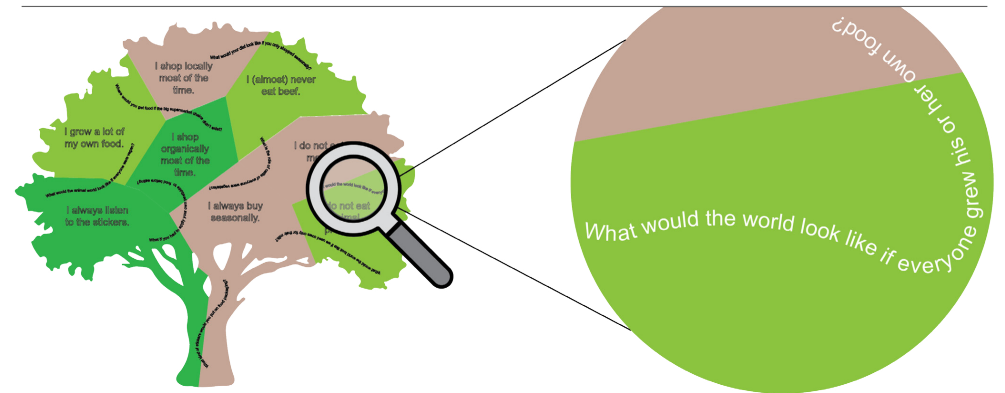
fully not sustainable



somewhat sustainable on all fronts



fully sustainable!



Let's have a

conifersation



# Testing & Evaluation

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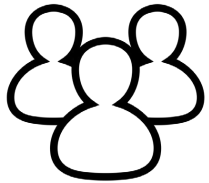


# Testing & Evaluation

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2.5 locations



15 participants



observation &  
questionnaire

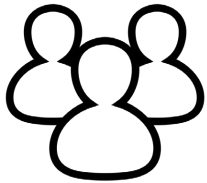




# Testing & Evaluation



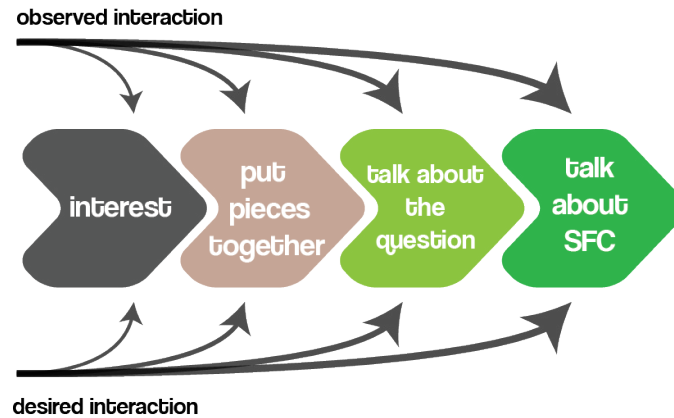
2.5 locations



15 participants



observation & questionnaire



“We did immediately discuss that she [pointing] should go to the market more often”

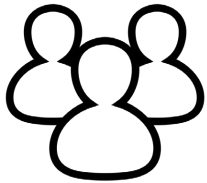




# Testing & Evaluation



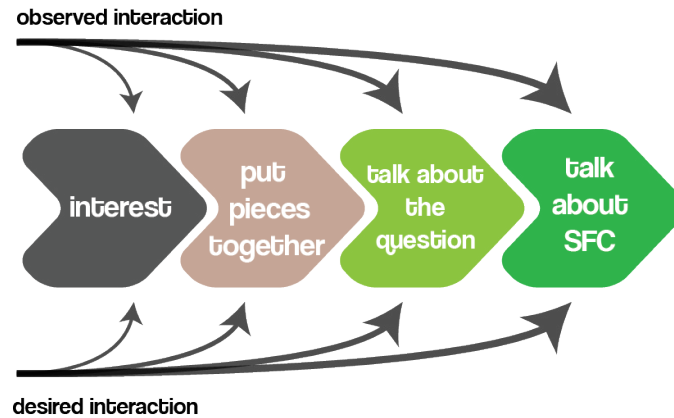
2.5 locations



15 participants



observation & questionnaire



Interaction quality	Average score
Curious	7.0
Surprising	7.0
Triggering	6.2

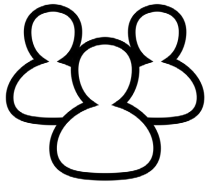
“We did immediately discuss that she [pointing] should go to the market more often”



# Testing & Evaluation



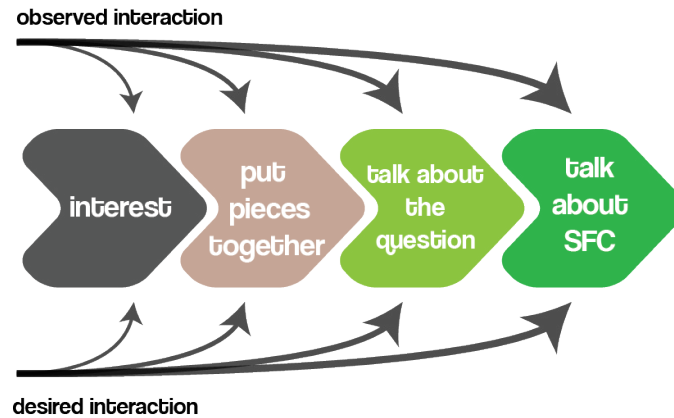
2.5 locations



15 participants



observation & questionnaire



Interaction quality	Average score
Curious	7.0
Surprising	7.0
Triggering	6.2

“We did immediately discuss that she [pointing] should go to the market more often”

**12 out of 15**

Had a conversation about SFC

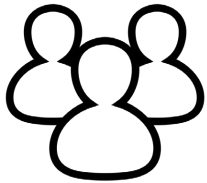




# Testing & Evaluation



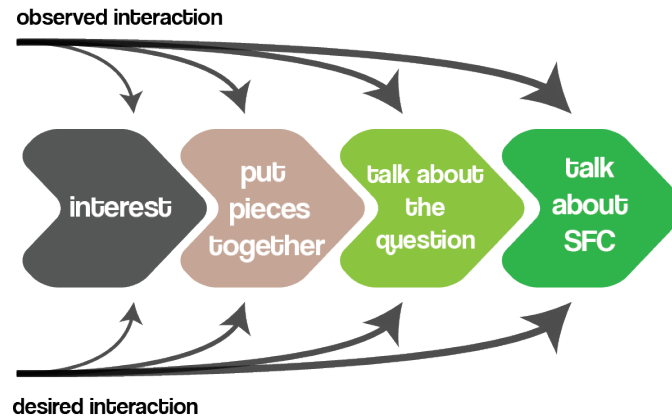
2.5 locations



15 participants



observation & questionnaire



Interaction quality

Average score

Curious

7.0

Surprising

7.0

Triggering

6.2

“We did immediately discuss that she [pointing] should go to the market more often”

12 out of 15

Had a conversation about SFC



# Recommendations

*The ones that matter*

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# Recommendations

*The ones that matter*

---



**Active context**



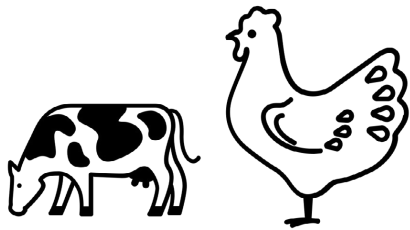
# Recommendations

*The ones that matter*

---



**Active context**



**Size relation to sustainability**



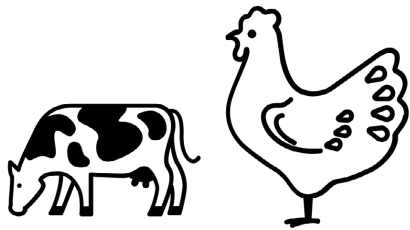
# Recommendations

*The ones that matter*

---



**Active context**



**Size relation to sustainability**



**Too much meat**





**The End**

**Questions?**