

Background

00:13 Okay, here.

00:20 Hello, thank you so much for participating in this activity today.

00:23 How's your week going so far? It's going good alright.

00:30 So. just to be clear clear, this is not an evaluation in any way.

00:34 This is just here for me to learn about how you, an adult who is passionate about sustainability, find information, and how you find ways to volunteer to promote environmentalism.

00:47 So with this information gathered I hope to better understand the struggles of other people who tried to live more sustainable lives and improve the user experience of the website, that we're gonna look at today.

1:00 So. just to go on the study will primarily just be a discussion between us, and I was asked you to show me how you use this website, and we'll ask you questions to get a better understanding of what you're doing so here.

1:13 As a quick breakdown of the session i'm gonna ask you a few questions about how you generally try to implement sustainable actions in your day to day life.

1:23 I'll also ask you a few questions about what makes you passionate about sustainability, and drives you to advocate for environmentalism.

1:30 And then i'm gonna ask you to do a few quick tasks during which it would be great if you could just talk aloud and say what you're thinking things you like or dislike or just anything that comes to mind and also just

1:41 to be specific. These tasks are related to navigating this site.

1:46 You won't have to like Get up or anything for that Do you have any questions so far?

00:26:52 Nothing so far Sounds good, alrighty. So this Zoom meeting is recorded where you will have eventually have access control to my screen as you complete those tasks.

2:04 Later on I will record your a video of your face as well as the screen when you're trying to navigate the site.

2:13 And it will capture your facial expressions and words.

2:17 Why you conducted the tasks on the site on my computer.

2:22 So the video will only be used internally for me to review later, and I will not use your name and consider with anything alright.

2:30 Sounds good alrighty. So please let me know if you have any questions throughout.

2:41 And just know that you can choose to end this activity at any time, and you can also just interrupt me at any time.

2:51 So. My first question is, would you please say your name and occupation?

2:58 My name is Shugwin travislava I'm.

3:02 Currently a Masters Student at UC Santa Barbara: Okay, sounds good. So would you say that you're passionate about sustainability.

3:11 I would say, i'm passionate about sustainability? so?

3:17 How have you been involved in sustainable efforts in the past?

3:20 So in the past i've been volunteering for several different organizations, which work to promote sustainable actions and work towards building a more sustainable future

3:38 So was this like at school, through university like? So how how were you involved? Yeah.

3:45 So I started off in high school. I was part of a club called Green Earth for you

3:53 And it primarily was just working with the local organizations, and how to educate people on how to practice more like sustainable practices in their dictionary lives.

4:08 And this was targeted primarily, for like giving people an option to have like low effort sustainable option.

4:16 So one thing we did was we partnered with the local company, and they give us water aerators, which would give up to people for, and we would show them how to install them into their tabs.

4:25 And then, as people did that, then I think it was something like 40 or 50% of water

4:32 waterflow through per minute was reduced by almost 50% as waters aerated and water pressure remained about the same

4:40 And then, as I go on to college I I go to Uc.

4:45 Santa barbara and we're located right on the beach, and we have a lot of marine admission groups here which run a lot of programs are cleaning up the ocean cleaning up the local communities.

4:56 We've done a lot of great work where we've organized beach cleanup days.

5:03 And in just in general, I like to promote like a healthy, sustainable lifestyle in general, too. so i'll always try to go for items which are go from recycled materials and stuff like

5:15 that Alright, sounds good. So I think you started answering my next question a little bit, but it was how you contribute to sustainable efforts.

5:23 Currently so you just talked about the organization that You're involved with within your master's program at Uc Santa Barbara.

5:33 Is there anything else that you're currently involved with not told me I've been really busy, but I would love to get more involved in a couple of groups around alright.

Contextual Inquiry

5:46 Sounds good. So My next question is, how would you say then?

5:49 You usually look for sustainability resources whether it's information or places to get activately involved.

5:58 Is it through like online word of mouth? Do you usually do it through other organizations?

6:04 For example. Well, how how do you find places? to get involved or just informed about sustainability?

6:12 Usually it's word of mouth and if i'm going through like a group which is into sustainability.

6:16 A lot of people there are passionate about like different sectors of sustainability. so they'll always be talking about like other activities that they're part of, and that's kind of how like I learned about it.

6:26 And like initially, I used to use the internet a lot in like there's a couple of Facebook groups which are great promoting or like informing you about like sustainability, too, and stuff in your area.

6:38 Great. So What are your preferences, then, to finding, like sustainability, projects to be a part of

6:44 Is it like proximity time commitment interest in the specific goal? for me it's usually proximity and time commitment.

6:53 I'm pretty so I tried to look for like options for sustainability, which are kind of like low cost to me, and are easy to implement in my like day to day lines.

7:08 So then How does the availability of finding, like these resources affect your like desire to put yourself out there in the community?

7:16 I mean. I think the availability of having these resources like so readily available for me has made it really easy for me to participate.

7:24 Pay andies, especially in like California or Santa Barbara in general.

7:28 These are The sustainability is usually like a pretty heavy hidden, and it's something that's pretty important around here.

7:36 So just there's this year. number groups and share number of people which are committed to advocacy for sustainability or just sustainability in general makes it really easy to participate.

7:49 Fine. thank you. How would you say that you incorporate sustainable practices then?

7:54 And you're like everyday life I didn't day to day lives in my day to day life.

8:00 I try to target like as many sustainable practices as I can like.

8:03 I don't use single use plastics i'll let try to use if i'm buying something. then i'll make sure i'll try to do like as much research as I can to make sure it's coming from like

8:14 a sustainable background it's coming from like a company which values sustainability or like practices healthy and free like, save practices like when I brought my phone.

8:29 One thing I noticed was that it they're all mercury free, and the apple of the company was really committed to like giving back to the environment.

8:38 I try to shop organic and local from farmers market So i'm not really like contributing as much to like flying fruits all the way across the world and stuff like that.

8:49 So It's just mostly small actions I try to bike as much as I can to campus and avoid using my car gas is also \$7 a gallon that helps out there, too.

9:01 So. what What do you like and dislike about the current ways that you're able to look for?

9:06 Sustainability. resources. one thing is I think there's a lot of times like i'll find a source for sustainability, and they'll give me a lot of like information but they won't list their sources

9:19 or they will list their site site a lot of the information that they're claiming to have, or a lot of times like you'll find websites for sustainability that were built in like the nineties, and they're really

9:30 outdated and hard to use. so is There anything else. Then that you'd like to share with us about your experience and getting involved in sustainability efforts in your community.

9:41 Anything else we should know Nothing much really I think sustainability is one of those things where it's like easy to implement in your lives.

9:51 There's no like downside promotion for implementing sustainability.

9:56 It's kind of like a just an easy win for everyone involved there's no downsides to It thank you.

User Activity

10:17 So this is this is the user activity part of the interview that I was telling you about earlier.

10:22 So you should have access to my screen so i'm just gonna ask you to complete a couple of tasks again.

10:30 You're not being tested on This so You don't have to worry about like your performance.

10:33 It's just to see how you navigate the site. So looking at this website, just to make sure.

10:39 Have you? Have you seen this website before have you ever logged onto it?

10:44 I don't think so. Okay, So looking at the site What do you think you would primarily use it for

10:52 Would it be like participating in local projects or in your community, or looking for information?

11:02 About sustainability. What What do you think it's used for just off the top of my head.

11:06 It's about. I see they have a podcast tab I think it's just a I group focus on sustainability.

11:13 There puts programs together for sustainability. Okay, okay,

11:20 So out of the 2. Which would you rather like to spend time on for a test?

11: 27 Would you rather look for local projects to be a part of or look for like information about sustainability, and what maybe the organization does for sustainability?

11:40 I'd probably on the track. Okay, so we you mind then helping our like navigating to find like a local chapter on the site.

11:52 Yeah, let's see

12:06 Oh, here we go. project locations, doctors in America.

12:17 And feel free again till I just like talk about your selections as you go through.

12:23 Just talk about your thinking alright. Okay, so I clicked on the United States, where i'm located

12:32 It's an i'm looking at the map here I don't think they have where we're located just about here and talk might be wrong.

12:46 Let's see. Okay, So they have a lot of programs here in 700

12:58 So okay here, they'll set you all the united States program

13:07 Okay, so it it looks like they might partner with local community organizations that exist

13:27 See let's see if I can search see if they have anything in the area.

13:34 Am I able to type if there's a shared screen I am

13:46 From there. let's see most cities right here

14:02 Okay, I don't think they have a local chapter in my area.

14:06 I'll see if I can find maybe some resources about oh, here we go, you all cities, programs.

14:16 Look at that in Chinese. Yeah. i'm a whole hosting to use on how to find my city.

14:27 Okay, let me first find out what exactly we need. I think I might have jumped the gun there a little

14:37 Let's go here more about Okay, so they do in in power people to transfer them

15:07 Okay, how we do it strengthening. Okay, So they do, partner.

15:10 Maybe I can start a local one. let me see if they have them in the Bay area where I originally from.

15:24 Yeah, they have a pretty big cluster here. How do I find a problem like a more detailed math?

15:34 Maybe you can try that bolded text at the bottom that says, a little about to visit solution yeah, maybe

16:08 Okay, this is just about featured items. Okay, provide assistance.

16:16 But how do I find groups that they provide assistance, too?

16:23 Places right here.

16:31 Okay, here we go. zoom over here. yeah Santa Barbara is dead.

16:43 So i'm not surprised

16:50 See parts of the Bay area. This service

16:56 Okay. Looks like they're over here in little more okay i'm located hopes.

17:06 I don't know what I did places over here Okay, But how do I find organization that they've worked with?

17:19 And that's like right 20 min away from me I can do that.

17:25 Okay, I think that's it for this task so yeah.

17:30 In terms of this site. It does kind of just come towards this map where it talks about the different, or it shows, like the different communities.

17:39 But yeah, I don't think it links over to them so

17:44 My next task was going to be how you could find like resources or like information.

17:53 But I think you kind of did that when you were not advocating to find this.

17:58 But could you show me again then how you would find like a information?

18:06 Okay, I think i'll go to the homepage first.

18:11 Or I think i'm already in places let me go back to sustain org

18:24 Good thing. I remember I saw a tab somewhere around

18:34 I think this one maybe insights Yeah, okay this looks like It's a blog

18:44 Okay, Yeah, I think I think these are gonna be the resources right?

18:50 Like I could call them decarbonization energy, equity and climate justice, industry.

18:59 Let's take a look at this one green jobs in India fine

19:04 Alright, thank you so much, so from there. i'm gonna Now ask you like a few questions about how

19:18 How about those tests that you just completed so i'm gonna actually stop the share?

19:25 And i'll go back to just this Zoom meeting being recorded.

19:35 Okay.

19:40 So are you satisfied with how you are able to achieve both of those tasks?

19:48 Finding the information was easy. Finding a local chapter for me, however, was very difficult.

19:55 Ideally, I think it shouldn't be a task that takes me that no one was up like 5 min.

20:02 Probably should probably be something that I can find with in a minute like.

20:07 I think it should be easier for me to just pinpoint.

20:09 Is there? Are they available in my region if they're not coming?

20:15 I see Regents they are available in. And then once I found that there available over in

20:20 Livermore, I should have been able to see what chapter or like a way to contact them, or wait to do that local chapters website, or information about them for the work.

20:31 They do something like that. So then, you've already kind of gone into this?

20:37 But what kind of other options would you like to see for the site?

20:41 So examples of this include: maybe an ability to sign up for projects.

20:49 Ways to get involved beyond just volunteerism, potentially, for people who want to go into sustainability in their career.

20:58 Other options include like sustainability, quick tips.

21:02 So instead of like like those that blog format, rather than seeing that maybe seeing like informative like fact sheets or maybe even like a social networking component where people on like users of the site can connect with one

21:17 another so like which options of those would you like to see or other ones that you have in mind?

21:26 I think that when you tips would definitely be nice to have like Bradily available, or maybe like, on their landing pages, See? like a quick ticket of the day, or something basic and I think having a tab where it just says

21:43 like chapters would be very helpful. I think one thing was a lot of things on my website.

21:52 Were under a lot of different menus, and I just kept having like click to the manuscript to the manuscript. There's 1 point where I accidentally went back to Page, and it just took me a minute to find my

22:02 way just to get back to that page. So I think like happening to another tab would have made it a lot easier.

22:12 So. why is that important to you? and why, maybe, are some of the options not as important to you that you might not want to add to the site?

22:22 I mean, I think, that's just important for me to me as of now, just because, like I was trying to complete that task, and I was interested in finding a local chapter and then just made it difficult for me unnecessarily so in my

22:36 opinion that the information I needed. Okay, so what do you consider?

22:47 Then the site recording user history to be useful for example like maybe book marking tool for projects.

22:53 You're interested or information that you're interested in to like view later.

22:59 Would you find that helpful? Why, you're not like what I consider bookmarking it from my own personal use to go back to?

23:09 Probably not if i'm being honest. but yeah okay I I meant more like a bookmarking feature within the website.

23:20 Not like if you would to your home page on your like Mac, or whatever it does.

23:29 Hey? Maybe it might be nice if they added, like a bookmarking feature.

23: 34 I think the feature which would have been nice if they'd asked to like access my location and if I could just click yes, share my location, and they could just send me like a local page, or something would not more related to my locality especially

23:49 when I went to that our little calculations. Page:

Problems

23:58 Okay. So now we're gonna go into problems so what in your experience is the most difficult part about getting involved with sustainability efforts.

24:11 I think the one of the biggest problems for me initially was that I I had this thought: I go. i'm trying to be part of like trying to join like a sustainability group, and a lot of people there were kind of like

24:29 a They have a lot a lot of times. people have an attitude that they're better than you, or they're more sustainable than you, and I think just one thing that was nice is like every little hey?

24:40 I was like sustainability like just like no matter how sustainable you are.

24:46 I mean, no matter how many parts this is you're doing or you can afford to price.

24:51 This does just like you're still doing the best you can vessel that's important.

24:55 There's many people in these groups which will kind of have an attitude of Oh, why do you even have a car?

25:01 Or why do you I don't know and by clones which aren't like you, aren't making yourself or coming so things like that, I guess.

25:12 Okay, and then what would you? What would you say was the most difficult part about getting involved to sustainable efforts with the website?

25: 17 Specifically with that website. we just get out in general coming for that one.

25:25 I just I couldn't even find a group to get just like to even join.

25:30 So I guess that would be an issue like it was nice, and I was able to find them back if eventually they did list out their locations.

25:39 But they should have at least linked the organization which is at that location.

25:47 Okay, and so What would you say, then, is the most difficult part about finding information or resources about sustainability?

25:54 in your experience in everyday life. and just everyday life. I think it's just hard sources about sustainability, which are like side which have like citations, and actually are like, oh, how truly cited by research papers and

26:12 stuff which like, cause a lot of times you'll see information about sustainability.

26:17 And then in a week later, Oh, this thing I just write is completely calls. Then you read another article which tells you.

26:22 Oh, but what that thing like they'll always be flip popping a lot of these issues!

26:28 So I think it's always nice to have like sources for sustainability, which cite their sources.

26:34 So you can, what's going on. Okay, so Then what would you say, was the most difficult part about finding information within the website.

26:45 We just looked at. there were way, too many clicks involved.

26:53 It should be more like easier to not keep the website. I guess, or it should just be like more clearly out

27:03 And so we're approaching the end of this interview but I just have a few more questions.

Other Questions

27:12 So are there any other efforts that you're passionate about just out of curiosity?

27:18 Like environmental efforts, or any like environmental things that closely relate to sustainability.

27:24 Such like an example could be like specifically fast fashion, or it could be just something in general.

27:32 I am pretty against fast fashion. I try to avoid my purchases from fast fashion venues like or Z.

27:42 I try to buy clothes more from like Brooks Brothers, or company, which, like, are a little more expensive, which kind of have like buy it for life, or like a higher quality product even if it's more

27:54 upfront. What they do last I think one thing that I'm passionate about is ocean conservation.

28:03 I live really close to the ocean and just one thing that really frustrates me is walking to the ocean, and just seeing like trash on the beach.

28:10 It's one of those small things in the heck like seagulls interacting with them.

28:12 You see other animals like interacting what the end of just this is a pretty awful lot.

28:18 Another thing I'm passionate about is I personally tried to limit my the amount of driving I have to do.

28:27 I try to bike around as much as I can. I think it's really easy, and that's just something I'm really passionate about is just biking around or walking to a lot of like events are as many things as

28:39 I can like even grocery shopping if I can bike the right.

28:45 So by bike there versus driving there. Wait so and do you feel like there's anything else about yourself that is relevant that you want to share with us for this interview.

28:58 I can't really think of anything so they'll ask you questions.

Closing

29:05 Then can you write the importance of sustainability to you on a scale of one to 10, to like an 8 or 9?

29:14 Okay, and What are the characteristics that you're ideal or dream sustainability website?

29:20 Would have, I think, an ideal sustainability website would have like, like a landing page where it's nice and clearly laid out.

29:33 I easy to use tabs up top where I can like easily access local like local things.

29:44 I can do resources. I can access just like, maybe like an email list.

29:51 And just like have it very clearly laid out in what the nice like clean ui or design would be nice.

30:02 And I guess one thing would be nice if I can have that like.

30:05 Also open up on my phone and have it. Yeah, as usable.

30:10 And I can like, share it easily. And then my last question is, do you have any questions for me?

30:20 I can think of at the moment. Alright, so again.

30:25 I just wanted to thank you so much for taking the time out of your day to meet with me and have a good rest of hear me.