

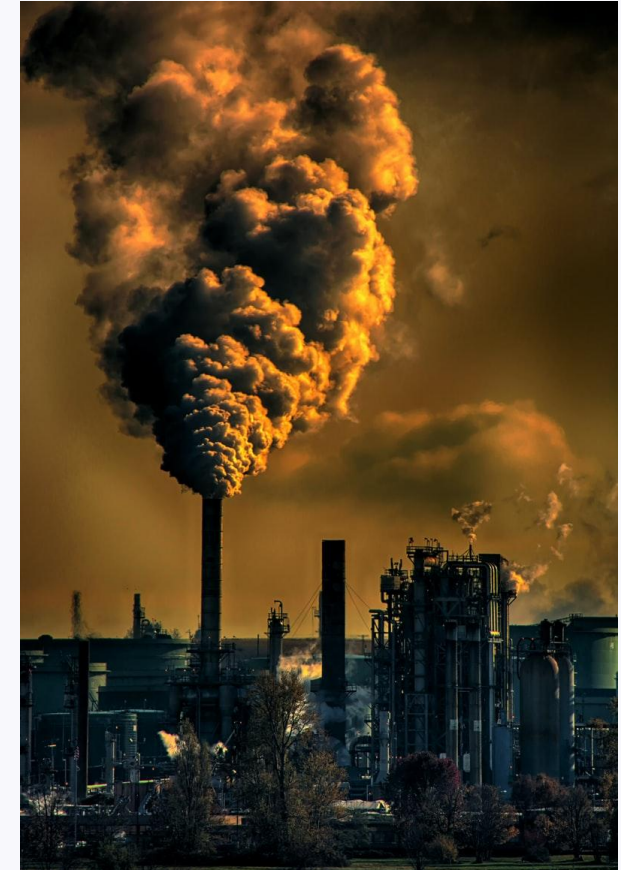
Sustainability in Digital Design



How can we design visually appealing UI's that are also sustainable?

Did you know that...

- Technologies will be responsible for more carbon emissions in 2025 than any country except China, India and the United States. - *Internet Health Report 2018*
- The internet is accountable for about 3.7% of the world's carbon emissions per year - *Sarah Griffiths (BBC) 6th March 2020*
- The internet has an impact on the climate that's roughly comparable to the aviation industry - *Ovo Energy 2022*



So what is digital sustainability and sustainable digital design?

- It's about figuring out how to design, adapt, and guide the technologies of our digital age toward meeting local and global sustainability goals
- It's about minimizing carbon emissions and designing products that are as energy efficient as possible
- It includes anything from the way a digital device is wired to products that are meant to last rather than to be replaced as soon as they become outdated



Problem / Challenge

- Many people are not aware of their carbon footprint when browsing or streaming online
- There are not enough concepts out there that will help educate designers, clients and individuals about digital sustainability
- The topic about digital sustainability is not talked about enough
- Sustainability in digital design is not activated enough in the way designers work

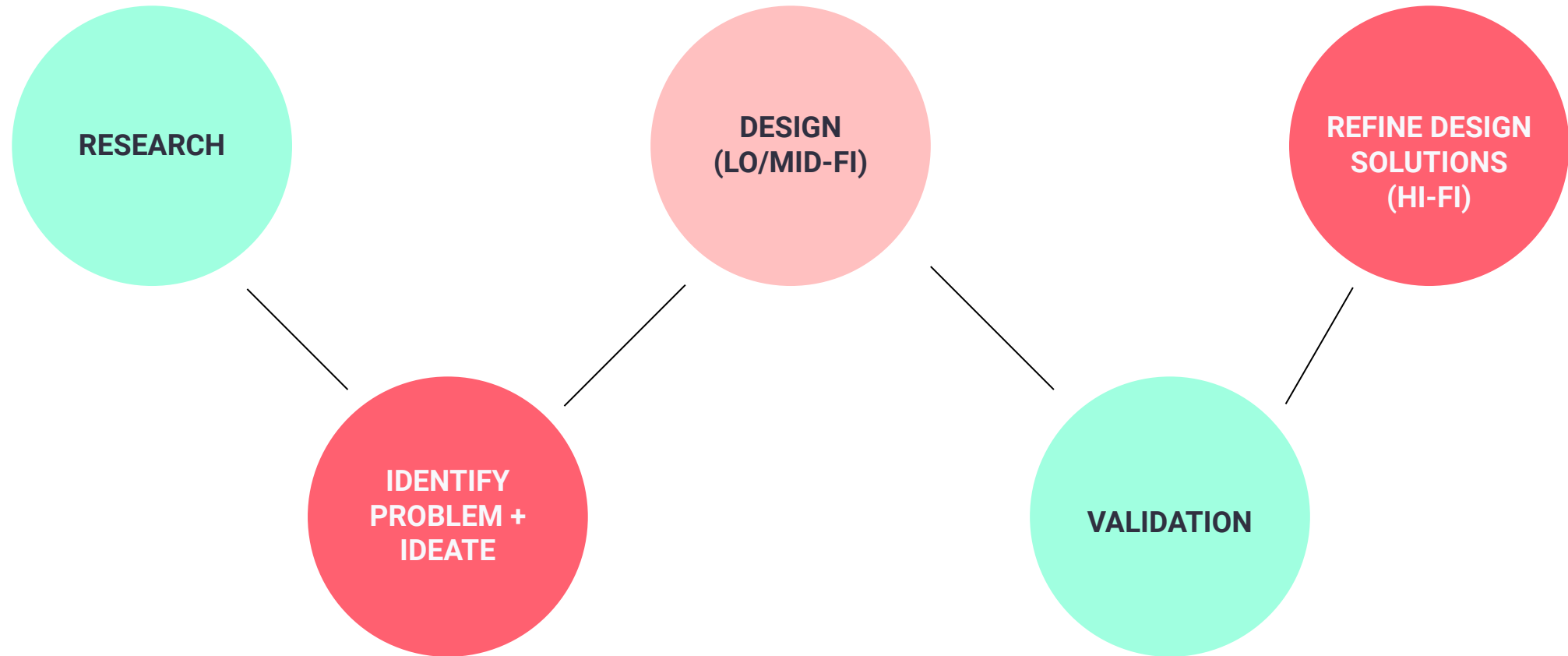


Project Mission

- Educate both designers at Grow + Digitalist and being able to educate others
- Come up with a concept that will help designers create sustainable UI's that are visually appealing
- Address why we are making it, how people will use it, and how it reflects our strategy to create a safer environment
- Decrease the amount of energy usage by helping digital designers make more informed choices about their visual creations

We are the future. We are the ones who can make a difference.





HOW MIGHT WE...

How might we design visually appealing UI's that are also sustainable?

How might we make the user aware of their digital carbon footprint?

How might we educate both employees and others in digital sustainability?

How might we incorporate sustainability in the development processes from beginning to end?

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Design Challenge Framework

How might we design visually appealing UI's that are also sustainable?

WHY?	WHO?	WHEN/WHERE?	WHAT?	PRIORITIZATION
<p>Reducing the digital carbon footprint</p> <p>Give Grow an advantage among their competitors</p> <p>Create awareness about digital sustainability for both designers at Grow, clients and individuals</p> <p>Educate and have set guidelines</p>	<p>UX/UI Designers & Developers</p>	<p>When designing and developing digital services/products and when developing a brand identity</p> <p>In workshops/meetings to spread awareness</p>	<p>Create a concept that will be useful to explain why we are using it, how it will be used, and how it reflects the strategy towards digital sustainability</p>	<p>Effort = Low/Mid</p> <p>Reach = Mid</p> <p>Impact = High</p>

Goals of the workshop:

- Meet with designers to get useful insights
- Explore ideas/concepts and create sketches
- Decide on a couple of concept directions that can get developed and tested

Decisions to make:

- What do designers need to create sustainable interfaces?
- How can we activate designers to actually start doing it?




Figma Template

Pros:

- Available for designers to duplicate/use as guidelines and inspiration
- Explains the impact of design decisions

Cons:

- Only accessible for people who work or are familiar with Figma
- Users might just read through the template a few times



Figma has
about 4 million
users

But there are no design
templates/plugins
available for how to
design sustainable UI's

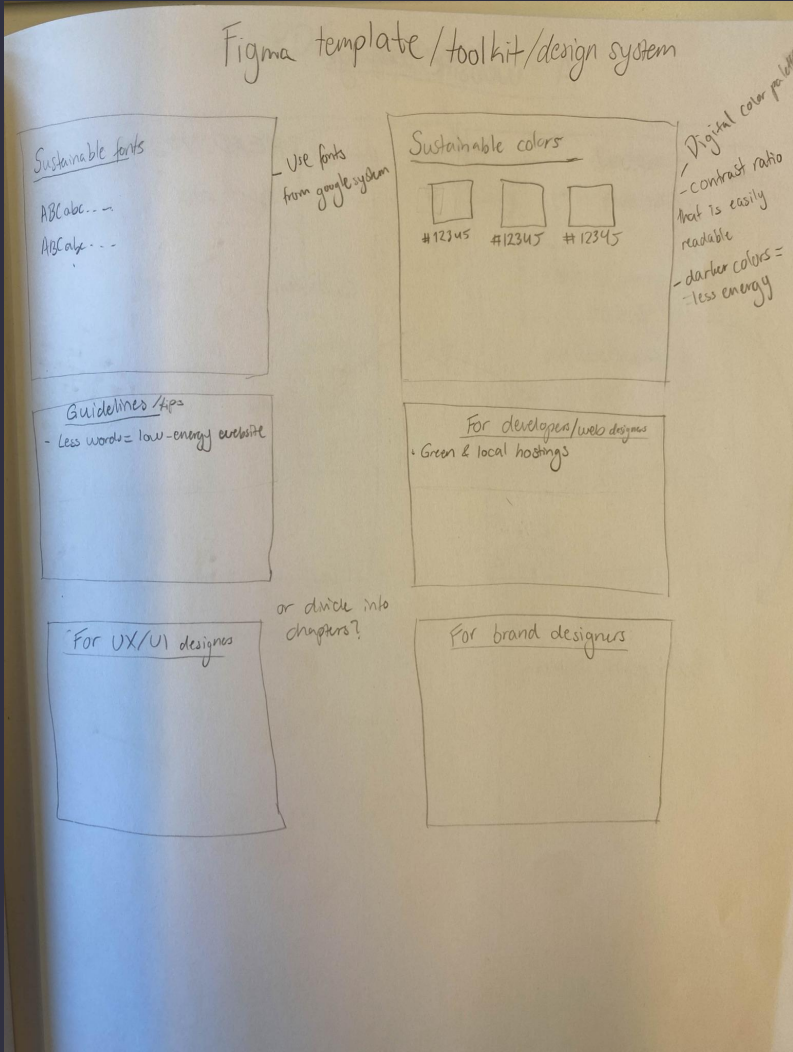
Figma Plugin

Pros:

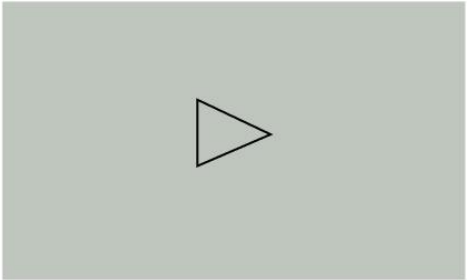
- Active tool to use when designing to check if your components are sustainable
- More useful in the long run

Cons:

- Takes long time to develop
- More experienced back-end developing skills needed
- Only accessible for people who work or are familiar with Figma



Sustainable video usage on websites



www.linktowebsite.com

What

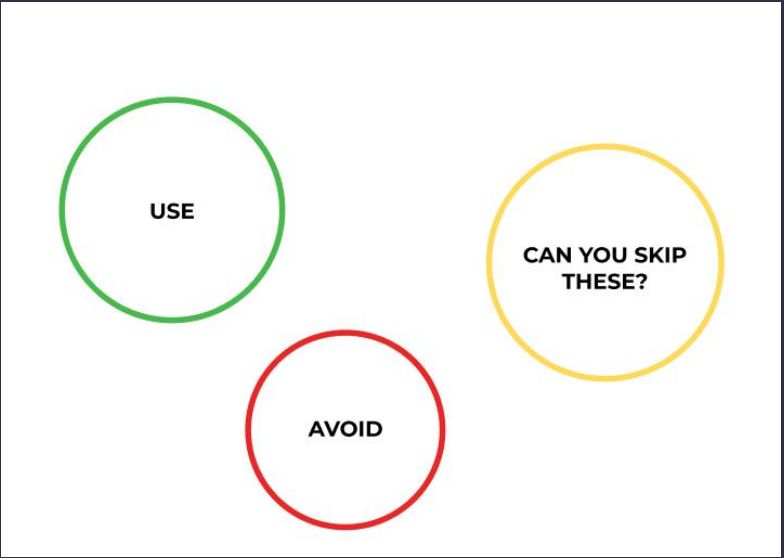
Sustainability tips

How

How people will use it

Why

Arguments to support the design choice



Concept Validation

Info

- 11 participants got to vote for either concept A (figma template) or concept B (figma plugin) and add their feedback

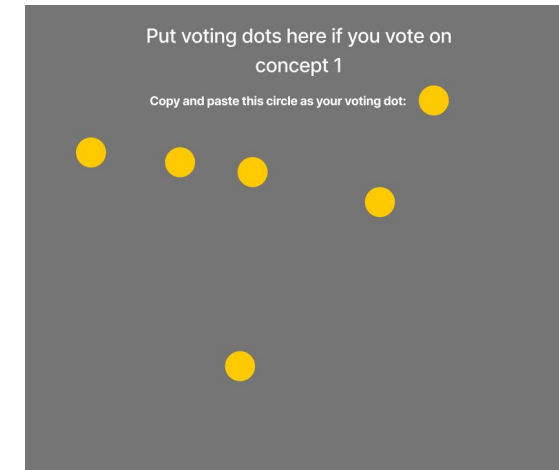
Insights from participants

Concept 1 (Figma Template):

- “Has more room to present larger definitions and explain the impact of design decisions”
- “Feels like natural step towards educating the target group”
- “A good touchpoint for educating a wider audience”

Concept 2 (Figma Plugin):

- “This concept gives me constant feedback as I am working”
- “As a designer I would love to have easy way to check my designs during the development and Figma plugin is a great idea for this purpose”



Fill in one sticky note if you voted for concept 1

Name: John Frantzen	Name: Päivi Vartiainen	Name: Christie Wong	Name: Leon Hui
Role: Design & Insight director	Role: Lead Insight Specialist	Role: Senior UX/UI Designer	Role: Design Strategist
Why I voted for this concept: Although I really understand the value of the Figma plugin I think this concept feels like natural step towards educating the target group. Then when the Figma template has been adopted we launch the Figma plugin.	Why I voted for this concept: I actually voted for both, because these options are for a bit different target groups. Plugin is a great tool for UI/UX-designers, who actually work in Figma, but this one is something that is useful also for others, that you need to take into account and discuss in the design and development team	Why I voted for this concept: I agree with Päivi that these are options for different audiences, so I also voted for both concepts. This would definitely be a good touchpoint for educating a wider audience.	Why I voted for this concept: More room to present larger definitions and explain the impact of design decisions.
Additional comments/ feedback: Validate the value of the Figma plugin with a simple one pager with the option register their interest using their email.	Additional comments/ feedback: How about combining both options in some level: having some general guidelines and information in the template/presentation + having the concrete plugin for the designers? E.g. in my work, I give guidance and suggestions to the design, but not actually doing the designs myself.	Additional comments/ feedback: Besides being an educational piece, I'm wondering if this page could evolve to something like guidelines? For example, Google Material Design has a comprehensive set of guidelines that is useful for designers to keep referencing as they work. I think this would complement the plug-in idea.	Additional comments/ feedback: Perhaps you may want to first define the meaning of the word "sustainable", and how certain design decisions can have an impact on sustainability. The format of a template (or a website even) may be more suitable for this than a plugin. A plugin could be helpful later on once you have found an efficient way to assess sustainability of components chosen, but I think sustainable design requires a conscious look at the purpose of the design as a whole rather than as parts.

Result

Concept 2 won in votes but a lot of the participants actually voted for both of them, and expressed that they could see them complement each other.

Decision

A decision was made to go for concept 1 (figma template + supportive website) even though it got the least amount of votes. The figma template would be manageable for me to design myself and the figma plugin would be a future project with more help from developers.

Website Wireframes + Figma Template



At Grow + Digitalist I got the opportunity to..

- Of course, learn about digital sustainability
- Collaborate and work in a professional environment
- Refresh my coding skills
- Work with developers
- Learn about how a design process works from beginning to end
- Develop my skills in Figma

In the future I will...

- Explore and develop my skills further in the research and ideation phase by having more workshops and user testings
- Optimize my design process
- Keep an open mind to changes that can happen
- Spread the word about the importance of sustainability in digital design
- Design more sustainable projects!

THANK YOU!

Any questions?