

Can DfS change the world?

No!

- Good intentions, but: exaggerated self-importance.

Can DfS change people?

Yes!

- It is not the world that needs changing, it is the people living in it that need to change.
- But: as designers we still need to learn an awful lot about how to bring about sustainable changes in people.

Can DfS change people?

Challenging design conventions

People are **open** to trying out more sustainable practices.
Products can **close** off the possibilities.

Product design can both **enable** & **disable** people!

Highly integrated, rigid designs:

- reduce their options for practical creativity
- lock them into patterns of consumption
- make them passive (unskilled) practitioners

Can DfS change people?

Design principles for people-centric DfS:

- enables people to understand & change the impact of their practices
- flexible/changeable, not a fixed product/service
- engages people in their real lives
- creates more options not fewer
- gives people more control
- provides useful feedback/information
- creates interaction between people trying to change practices

Can DfS change people?

Wattcher

wattcher

BESPAAR THUIS ENERGIE DOOR INZICHT!

wat is de wattcher?
mijn verbruik
hoe kan ik besparen?
handleiding & installatie
verhalen van gebruikers

BESTEL DE WATTCHEER!

over de makers
contact
nieuws

De Wattcher is ontwikkeld samen met

Eneco

De wattcher is eenvoudig in gebruik
en altijd up-to-date!