

Learning Module 6

Mash-Up Ideation Exercise

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ICM 512: Principles of User Experience Design

Professor Bjorn Akselsen

Learning Module 6

“How Might We” Statement: How might we incentivize people to become greener/eco-friendly?

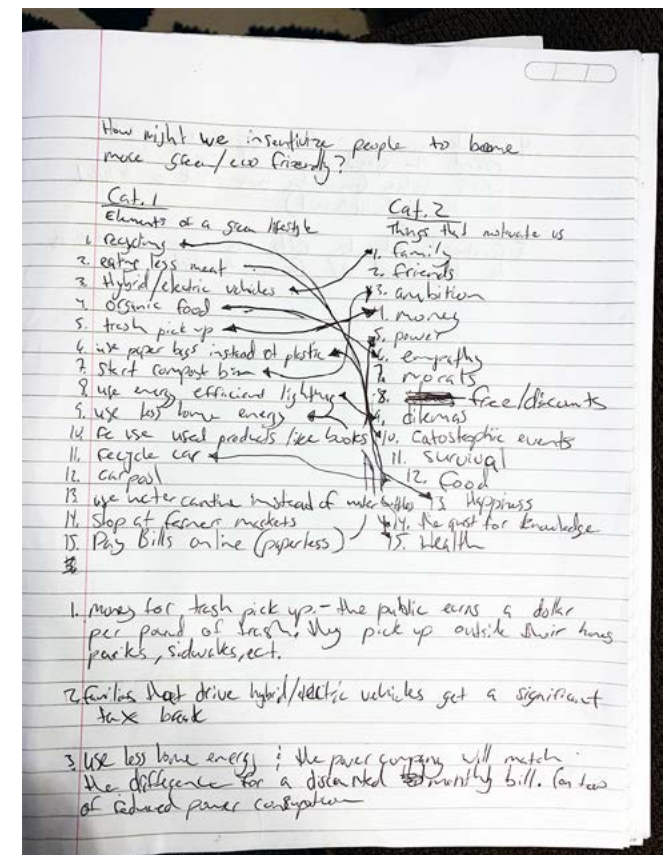
With the necessary information about how this technique works, I started by posing my statement: How might we incentivize people to become greener/eco-friendly? I chose this statement because I thought it would be a problem to ideate and see if any solutions could be found throughout the process. For the next part, I had to think of two opposing or simply different ideas that can be used to solve my “how might we” statement. The point of this is to start brainstorming ideas and using those two sets of different ideas to start fusing them together into 1 cohesive idea that relates to what was the problem statement, turned into a “How might we” statement. After figuring out what would be on both lists, it was time to put together these ideas into mash up definitions or statements.

Elements of a green lifestyle

1. Recycling
2. Eating less meat
3. Hybrid electric vehicles
4. Organic food
5. Trash pick up
6. Use paper bags instead of plastic
7. Start compost bin
8. Use energy efficient lighting
9. Use less home energy
10. Re use used products like books
11. Recycle car
12. Carpool
13. Use water cantina instead of plastic water bottles
14. Stop at farmers market
15. Pay bills online (paperless)

Things that motivate us

1. Family
2. Friends
3. Ambition
4. Money
5. Power
6. Empathy
7. Morals
8. Free/Discounts
9. Dilemmas
10. Catastrophic events
11. Survival
12. Food
13. Happiness
14. The quest for knowledge
15. Health



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Here are the 5 statements I created:

1. Money for Trash Pickup – The public earns a dollar per pound of trash. They pick up outside their homes, parks, sidewalks, and turn it in in large trash bags that are then weighed for money. Creating a trash economy in the process.
2. Families that drive hybrid/electric cars are given a tax break for as long as they have the vehicle.
(something like this is already in practice).
3. If you use less electricity at home, the power company will match your decrease to provide a substantial discount to your monthly bill.
4. Recycle your car for grocery gift cards to spend on food equal to the car's value (must be over 100k miles, totaled, or non-functional).
5. A contest: Which city is more ambitious to be greener by buying local at farmers markets instead of chain supermarkets and stores.
Prizes may vary from state to state.

