I = interviewer; P10 = participant. Refer to DDM2020 dataset documentation for more information.

1	I	okay so let's get started
2		in our email exchange you told me about one
3		product that you'd like to talk about with a
4		sustainability focus could you remind me what the
5		product is
6	P10	yeah
7		the product is called ((product name)) is a
8		composting bin
9	I	yep
10	P10	made or designed for children
11	I	mhm
12	P10	so actually is my first sustainable er project or
13		product er since a couple of years I'm going in
14		this way
15	I	mhm
16	P10	of trying to design more sustainable products you
17		know cos actually right now I don't think in
18		other way to design no so every time that I'm
19		designing something or approaching some project
20		I'm trying always to go in that way
21	I	mmm
22	P10	because I think it's necessary and is a must
23		right now
24	I	yeah
25		and so the the compost bin erm it was in the
26		context of a competition I saw
27	P10	yeah er it was a contest er organised by
28		((organisation name)) which is a an organisation
29		of Spain of design
30		here I'm in Spain and also by ((organisation
31		name)) er is the American er American
32		((organisation name)) so they they create this
33		this contest
34	I	mhm
35	P10	with the purpose of call all the designers of
36		Spain to create something sustainable but also
37		something er timeless

I okay

mhm

P10 so from

yeah sorry

I yes so they gave a design brief to everybody did they

P10 yeah exactly so from three hundred participants I was selected and we were two twenty participants

I oh okay

P10 at the end and these twenty participants we were er we had a meeting or workshop in Madrid last year and in this workshop they explain us all the process and also all the er the brief also

I yes

P10 they got information about the material

I right

P10 American red oak er the properties and all the requirements necessary to start with our project and also we had some talks or professionals of the industry but also sustainable professionals and

I yeah

P10 and and yeah from this day er from that day erm last year er

we were starting with the project er independently

I and so

P10 yeah tell me tell me

I the design brief focused on sustainability then

P10 the design brief I can read to you more or less cos I have here

I okay

P10 my can you see yeah okay your you see my face right

I yes I see your face but you can share the screen if you want

P10 with a pdf

so the brief it was to analyse how our society is engrossed in the throwaway culture and consider

as designers that our role in the change of mentality that must ((inaudible)) to establish a better world so the challenge was er design a infinite objects

I mhm

P10 err objects that persist across time cos err yeah at the end they were explaining that er we were we are surrounded by this throwaway culture of one product last for one year three years and then you throw away and you buy another one so they try to erm motivate us to design something that even now and even in ten years or twenty or thirty years this product is going to be the same

I yeah

P10 it's gonna be useful and it's gonna be something meaningful for you

so they tried to motivate us to design that kind of timeless product no

I yeah

P10 so yeah and and I think erm from this workshop also I struck some conclusions errm about how the product could be or how the jury it's the jury yeah and how they could erm

sorry I I'm trying to ((inaudible)) my English

I yeah

P10 but the end it was like their path to follow the some guidelines yeah that's the word

I yeah

P10 so er at the end I just brought some conclusions of the workshop and one was that red oak is the most sustainable wood err nowadays because ((inaudible)) has erm research and they study every year how the red oak and erm all the the wood in America is growing I can send their link er afterwards if you want

I okay yeah

P10 cos they have a extend a study of all the all the wood in the area and how it's growing and how effect to the environment and everything so that was a first then erm they say they said to us that the product should be made mostly of American red oak

I mhm

P10 it could be some different material but if it is entirely or mostly of American red oak it's better and also er it must be an object with our own identity cos as a designer so if you can find your own identity in the product is going to be better if it's something neutral no or

and also it must take into account the product's co2 footprint and this is something that you have to take into account when designing er also because not only with the material that you are designing but all with all the process no how much energy are you using and and also the proportions and dimensions how much time it's gonna take you to design it then you have to take this in into account

I yeah

P10 and also er they try to er they try to put that erm search for the sensory part no so a product that when the user is having the product the product in their hands they feel a part of the product of the product no

I mhm

P10 and also the user experience something that it's interesting for the user and er he or her err he or she enjoy it no

I mhm

P10 so maybe that was the brief the my conclusions of of of the of this workshop

I okay

and what was the the end result of the competition

P10 er you you mean that day or err

I just is it is the competition finished now

P10 ah yeah yeah yeah so I wasn't selected because er unfortunately I didn’t it was a short time for er develop the product and

I yeah

P10 so and at that time I was travelling and I didn't have enough time to develop the project as I wanted but erm yeah

then in February they said or they selected all the all the designers

I yeah

P10 of the twenty designers and they realised the product of they realised a prototype

so the prototype it it was made by one of the manufacturers here in Spain

I right

P10 mhm so it was really nice because it was yeah it was amazing the result of the designers and

I yep

P10 also you you could present it as a group and as an independent designer so

I okay

P10 it was like really mixed and

I yeah

P10 and yeah then I can send you all the information and also the erm the other participants

I okay

P10 if you want to interview them or

I sure

P10 or whatever

I yeah yeah it's be good to see what they did thank you

and so did you did you work completely on your own for your submission

P10 yeah totally it was my my proposal and I did it by my own so

I okay and when you worked on this design erm can you tell me about some of the things you had to make design decisions about

P10 mhm so er well in in their research erm in the research I start to figure out erm what the product could be or so the first decision it was about what to design no

I yeah

P10 and for that I start to go to my oh I went back to my childhood and to bring that nostalgic character to my product no so because I wanted to produce something useful and functional but also with emotional erm character no so

I yeah

P10 that was maybe er the first step I did and also taking into account all the material or the yeah erm wood er I I I was starting to work with because it was er American red oak but yeah that was mainly the first decision

and also I wanted to create something applying the at least the the the the principles of circular er design

I mhm

P10 and trying to apply it because I'm not an expert on it er I'm a beginner on that so I just wanted to get information about that and trying to apply so yeah

I mhm

P10 and also er another decision I did in the research is that I wanted something for er educational purpose so trying to make some product for and that can bring some knowledge or can bring bring so something useful for the society

I mhm

P10 so that was maybe three of the directions I took an emotional way erm also education product and and also circular design

I yeah okay and for you which decision was most important in terms of sustainability

P10 erm probably the the what material to use in in that regard

I yep yep

P10 so to design something that is entirely by wood with a functional or a mechanical er component it's not tricky but you have to see better and how to use it because at the end you cannot some part of another material that it's already made or a piece that's already a part that it's already created and that's all

for example an hinge yeah and that's not the but to start about thinking how to do that hinge only with materials or how to make a screw with er with wood so that was also for me a challenge because I'm not an expert on wood I'm more expert on plastics and that kind of materials and not with er novel material as as lumber

I yeah

P10 so that was for me another part no I learned a lot from this project because it was everything new for me

I mhm

P10 from the sustainable way and also for the wood way no the more the handmade process of to create a product so it was like even if I er if I do then win this this project it was like really satisfactory to me because I learned a lot of things

I mhm

P10 from that so coming back to your question er what was the yeah probably that was a the question how to to work with er wood and American red oak only

I yeah

P10 yeah yeah

I so you didn't use any other materials in the end

P10 err no

I okay

P10 I tried to design the concept er only with American red oak

I yeah

P10 because then I could I could link better what the concept was about that it was to design something erm or create a product that everything of the cycle is er American is American red oak no

I yeah

P10 so that was the ideation of when I start to create the initial sketches er I start to think about the shape and also the functionality

I yep

P10 erm I start to think about well if it's going to be something with oak so let's try to to go to the the tree have to design something in relation with with the oak so that's why you start to sketch erm the shape of a an acorn you understand it right

I acorn yeah

P10 acorn yeah thank you so that's why I started to emulate the the the form of an acorn in the way that everything from the acorn to to the material is the same the same thing no

I mhm

P10 so yeah frankly that's another way I know so yeah you start to think about okay if it's gonna be for a child so I'm gonna start to think about the first dimensions and ergonomics for for the kids and everything that it's er according to the proportions of the of the of the kids no

I yeah and so can you tell me a bit about the functionality

P10 yeah sure um well if you want

I I saw the pdf before I saw the pictures yeah

P10 mhm okay so yeah er again so I start with a final concept was

I mhm

P10 you want me to to speak about the final concept or

I just briefly explain how it works yeah

P10 okay so so as I told you ((product name)) is an ((inaudible)) composting container convertible to a pot made entirely with American red oak so has two main functions one of er so the first function is to allow er storing and generating compost inside and on the other er on the other hand it allows to the compost to be poured into the pot to germinate acorns of American red wood yeah so it could be another acorn

I yeah

P10 it could be another seed

I yep

P10 but I wanted to relate everything like one because if there's going to be er for educational purpose

I mhm

P10 so I thought that it's better to ((inaudible)) to to teach something which is in in the same in the same language or in the same character no

I mhm

P10 so if you are talking with them in as er with acorns so this gonna er they are gonna understand better I think the meaning or the purpose of that no

I yep

P10 so that they can imagine better the tree of the American red oak they can imagine better the seed of the American red oak and also that the material the the product they are touching into American red oak no

I yeah

P10 so that was my intention

I yeah

P10 erm yeah so that these are the two main functions

I yeah

P10 and

I it looks like a really nice really nice product to have yeah

P10 yeah I think it's interesting cos er you can play with that no with all the cycle of the biological cycle of a plant but not only a plant it's at the end it's life no

I yeah

P10 and to create this consciousness in in the age of a kid it's I think er beautiful no

I yeah

P10 so about the functionality of erm sorry one second about the functionality erm of the product how it works so first of all erm erm the product then ((product name)) has a lid on the top so you have to unscrew the lid erm er to pour the content so erm to produce compost you have to I'm not an expert also in compost but you have to alternate layers of green

I yeah

P10 products with a high level of nitrogen like fruits eggshells coffee and vegetable er vegetable remains and coffee products with high level of carbon branches cardboard newspaper and dry leaves no

I yep

P10 and also to use water to keep er the compost moist but not wet so you can put all these elements inside the container

I mhm

P10 and then the third step you have to make is to open the the lid again and also the main container has a an screw er screw on it

I mhm

P10 so you can er put outside or you can unscrew the ventilation holes

I yeah

P10 located in the lower part of the lid and the container so that allows to generate an oxygen oxygen flow

I yeah

P10 inside ((product name)) and to accelerate the composting process

I yep

P10 err to unlock them you have to unscrew both parts the lid and container and you can see the holes and the holes are adjustable allowing greater control over the entry of oxygen inside because it has two holes one on the top and one and two on the sorry two on the lid on the top and two more in the lower part

I yep

P10 so you can control it by okay so I want just one because I see that it's enough for or it's enough wet or it's enough moisture so only one is enough for I want to oxygen I'm more the inside so it's better to hold since default one so you can control it as you want yeah and then you have to because this is a funny way to to do it because mostly of the industrial composting or the gardening composting you have to burrow ((does digging action)) a bit and

I yeah

P10 and shake it but I thought was about to erm to shake the content as ((inaudible)) and like that as a cocktail ((shakes hands as if mixing a cocktail))

I okay

P10 erm I don't know what's the name

I shaker shaker

P10 yeah shaker ah so I think for a kid it could be nice to have fun with that yeah

412 and so you have to shake it a bit to to move all
413 the components inside

414 I yeah

415 P10 er and to avoid the stagnation of the materials
416 so when the compost is running you err you have
417 to you can pour it into their pot so erm they
418 acorn or the ((product name)) it converts into a
419 pot so this pot er it's designed to generate the
420 exact amount of compost that the pot er the pot
421 before can contain so so you when you pour it
422 it's is exactly the measure you want for creating
423 or to put some seed on it no so when the compost
424 is deposit in the top it is time to introduce the
425 seeds so ((product name)) is designed to house
426 shoots of American red oak it means that you can
427 play any plant whatever you want

428 I yeah

429 P10 it was to start again with a cycle

430 I yeah

431 P10 so you create this compost you create the food
432 for the plant and then you put the seed again and
433 then the process starts no

434 I yeah

435 P10 when the the plant grows a bit you extract it and
436 you plant it on your garden maybe and then you
437 start again with the composting process

438 I mhmm nice

439 P10 that is what yeah tell me

440 I and so how did you

441 P10 I'm speakin too much

442 I how did you choose your final concept did you
443 have lots of ideas and then how did you choose

444 P10 yeah I so my process normally starts with the
445 initial sketches and I start to brainstorm lot of
446 idea a lot of ideas hundreds erm from that ideas
447 er you start to synthetise er which one could be
448 the best or the more suitable for for also for
449 the brief because

450 I yeah

451 P10 because I had a brief so even if it was er my
452 product and my own idea I had to stay inside that
453 brief or

I yeah

P10 so yeah with that in mind I synthesise the ideas that could fit more into that brief and also in into my perspective for er the product and and then the when you're iterating with the functional process of creating er the mechanical functions and also the economics and er also see a ((inaudible)) with the materials and the shape and their overall look just start to define and to select er more concrete ideas no

I mhm

P10 so yeah I think that it's a it's a iterative process

I yeah

P10 when you are going er in a line but then you can come back again to the cycle and start to okay I thought that this was really nice but I have to modify something of this and just start again until you find the final concept no which one is this one

I yeah

P10 so for that I normally just three d printing for prototyping

I okay

P10 and rapid prototype some ideas so I could I don't know if I but yeah because I have some prototypes over there ((signals to shelf behind)) but yeah I start doing small scale to prototype er for example the overall er shape

I yeah

P10 of the ((product name)) no so then I can say okay I like it by could modify that part better or the other part or erm I don't the lid because looks like too sharpy so I'm gonna I'm gonna do it more rounded

I mhm

P10 so that was er from the ergonomic part

I yeah

P10 and then with three d printing for example you can also prototype er mechanical er parts

I mhm

P10 so you can test if they screw for example in that case a it was working

I yeah

P10 so when I test it and okay it's working so I can move over

I uhu and

P10 it's really nice to have a three d printer at home cos you can you can test it in a fast way and more more rapidly

I yeah and do you have to do a lot of prototypes to get to the final option or was it quicker

P10 in that case I was satisfied with that one and I didn't change too much also because as we had to present this as a concept the contest er it was enough to present something that looks functional and look that works

I yeah

P10 cos at the end their final prototype it was aim to to this to create it with the company or erm this spanish company for wood so the process was that you sel from the selected concepts of erm of the contest then the selected candidate they could prototype the final concept

I yep

P10 with this company so with yeah with quality tools and quality machines to create that prototype in real scale in one one scale

I yes

P10 and so on so for this is step for yeah for this stage it was only necessary to create something conceptual er attractive er visual attractive and also yeah functional and with some meaning

I yeah okay and so would you say that your own values influenced your design decisions

P10 erm values like personal values or

I yeah

P10 I think that project yes for me er is the change in my mind erm it start so from this bright I think my identity as a designer if I consider me as a designer because I'm erm I'm just starting in this in this path of design my own products

I mhm

P10 because before I was designing for agencies or studios or companies

I yeah

P10 so from one year two years ago I'm starting to try to create my own products so from that moment and from this contest er I tried to push myself to participate on it so yeah I think that is er one of change er one of the products that it changed my perspective for

I yeah

P10 to create products er in a more sustainable way and for me in the right way of design

I yep

P10 everything whether you design must be sustainable at least er yeah in in everything now in materials in energies and and also for the user no must be something erm honest with a user

I mmm but you weren't thinking about sustainable design before you did this project did you say

P10 well I mean always has been inside me inside me you know

I yeah yeah

P10 um but I didn't find the maybe the time or the er tools next to me to to start to develop something or to push that way

I yeah and

P10 but yeah from always even from when I was a bit I always I I've been really sensitive to nature and to and to the biological wave of I always I was respecting always the nature so I think that er it was already st on my mind so as soon as later have to from designing you know have to be err yeah well i would like to express that word er yeah yeah right now I'm really cold sorry sorry

I oh no I understand that

P10 a lot of effort to understand me

I no I understand what you're saying

P10 really freezed my English right now and I'm trying to ksshh ksshh come back and look

I no I I understand I used to live in France and speak French fluently and now it's just somewhere at the back of my head yeah

P10 yeah yeah totally

I it takes time to come back yeah erm but the previous companies that you worked for then they didn't have any sustainability focus themselves

P10 no that's why err not at all because well from from the first one maybe yeah cos erm when I started to do work for the first studio or startup it was in Vienna in Austria so I did my internship there and at that time I was designing a ebikes electric bicycles so in that way they were doing something sustainable

I yeah

P10 not maybe today

I okay

P10 but maybe as a concept no of electric bicycle so that was really nice also because it's a very beautiful and really nice design maybe you know ((product name)) bike it's it's it's from Vienna so yeah it's really nice nice bike erm But but yeah and then I moved to a different field totally and in I was working for the construction for construction er roads and bridges and

I yeah

P10 and then I realised that in that area they don't have any respect for the environment

I okay

P10 and that was it was really nice for me to work in that environment of of colleagues maybe to start to er work in in a team where you share ideas and because it was the first time that I was working for a big company and it's your you learn a lot from

I yeah

P10 the work perspective but then as I was observing and how the system or how they work or how they approach the work and err at the end they don't respect it too much the er the nature no they create or maybe they they erm they break some areas they they didn't have to break and just for the main of of greater roads or above the line so yes that was something that for me it was nice also to be there because you see it in first person and you can okay so right now this is what happened and then you can contrast and and then I moved to er another when I was in Australia

because I moved there for for travelling and also for working and practice my English that I forgot

I haha you didn't

P10 but at that moment I was like yeah with the erm motivation of travelling so I I could work for a company in In it was a mechanical and designing company er doing through a lot of projects but mainly focused on mining because they in Perth in Australia they have a lot of industry of mining so even that I was feeling that okay I'm designing with SolidWorks it's my my tool I'm comfortable working with them really nice colleagues and and everything was really nice because they also they got me some product design projects so I could design some something interesting but I think that I was like needing some something else no to to bring er something to the nature that I wasn't giving I don't know if you understand me but I wanted to yeah to go more in that direction and something inside me was growing no to okay it's nice what you are doing but right I think we are in an emergency er erm the emergency situation and what you are doing is nice but in you you you can have you have more things or

I yeah

P10 more skills to to help this situation to be solved no

I yeah

P10 so that's why when I came back to Spain I start to rethink about what to do and then I find that programme of Erasmus er for young entrepreneurs and I found in Amsterdam I found ((company name)) studio which is a product design studio but they are also starting to create more social projects and sustainable projects

I mhm

P10 and collaborate with different big and small companies to not also to create some product and done no

I yeah

P10 yeah also to to offer something else no something more er social something more erm eco eco friendly no or

I yeah

669 P10 so yeah that was er was I think was the best
670 experience of my life because I could work with
671 er people synchronised with with me as well
672 working in in one way no

673 I mm

674 P10 also with a really nice environment of er team er
675 working and it was really a fruit fruitful
676 experience

677 I yeah

678 P10 er so yeah from that I learn a lot from er the
679 senior designer er ((name)) that it was er a kind
680 of experience with erm wood also and with er all
681 the materials in general but with wood so I it
682 was I could extract er conclusions from him no
683 and also from the team no but yeah mainly from
684 from the ((name)) the senior designer

685 I yep

686 P10 and yeah it was from that moment I I start to so
687 okay I'm gonna invest time in work in create that
688 kind of products no create that kind of of of
689 design no

690 I yep

691 P10 not only for the style of things or for the trend
692 but to create something that it's gonna be useful
693 for me useful for for you and for everyone no

694 I mhm

695 P10 and that can help to solve er a problem in our
696 lives small problem big problem whatever but to
697 solve some problem

698 I yeah okay and so who do you think is responsible
699 for the sustainability of a product

700 P10 who is responsible of

701 I for the sustainability of a product

702 P10 when designing er a a product you mean

703 I yeah or or in a company situation who do you
704 think is responsible for whether the product is
705 sustainable or not

706 P10 so probably as if the designer wants to create
707 something er envi envi environmental friendly or

708 I yeah

709 P10 with eco er eco design er yeah it starts from the
710 designer

I right

P10 I think

I okay

P10 but then it's gonna be depending on a lot of factors

I yeah

P10 er the budget and also if you are synchronised with the values of the company

I mhm

P10 and also if the client wants this because if they don't want this they are not gonna invest on sustainability

I yeah

P10 and you're gonna bring er yeah er some

I yeah

P10 another product to to the market no

I yeah

P10 so from the beginning it must be er start from I think the designer or maybe start from the client er if the client wants this and er contact with you it's because they already want something erm according with that

I yeah

P10 so at least it must be something er er something together no something I don't know the symbiosis is the word like when you are working in concordance with one another no

I yeah

P10 so it must be some kind of agreement with them otherwise er you're gonna think about a lot of nice ideas and super nice ideas but then if they don't wanna invest in that

I yeah

P10 it's gonna be the same and this will stop at conceptual stage and forget it

I yeah do you think you do you think designers have any responsibility to try to influence the client or the company

P10 oh yeah

I in terms of sustainability

P10 erm er I think right now it's changing the they way the client is thinking no I mean

I right

P10 errr step by step at least I can see that in Europe that it it's already erm changing but in Spain it's changing in slowly really slow motion haha

I yeah

P10 as a slow motion process but err I can feel that I can see that err now the companies are changing their minds maybe because they don't have any chances to because erm right now they are gonna regulate all the emissions and

I yeah

P10 so maybe in the cos they don't have any other options or maybe because there there is it's been a erm a change in their minds no because okay we are er climate change there is a lot of information that er ten years it was er kind of taboo or

I yeah

P10 and nobody wanted to talk about but right now everybody's talking about that

I yeah

P10 and I think we are changing

I mhm

P10 and clients are able to adapt to the designer to create something and to work together

I mhm

P10 and before it was impossible but right now you can find this more and more no

I okay yeah

P10 so hopefully it's gonna be I think it's gonna be er from ten years now it's gonna be a really nice age to see if we are capable to to go forward and to create a better future

I yeah I hope so let's see

P10 yeah yeah I'm totally motivated

I haha

P10 and also I have er in October I start a master in circular economy

I oh great yeah

P10 erm I want to yeah to squeeze the master as maximum

I yeah

P10 to yeah I want to to yeah to do that master to see if it's possible to make some change in in the not only companies but the society

I yeah

P10 er you know

I yeah so is that a masters in circular economy in general or in circular economy design

P10 no er this one is in general

I yeah

P10 er it's circular economy and sustainable development

I yeah

P10 or in English

I sounds good yeah

P10 erm so yeah I want to take this as just you know to then link it with with

I yeah

P10 with design because at the end yeah it's nice to know from the design part to work with sustainable materials and sustainable process cos err well the technology is there and you can choose a technology you want to create something sustainable as electric energy or taking from er renewable energies and

I yeah

P10 so from the design perspective I have a lot to think about

I yep

P10 but also I want to have this kind of erm general er yeah general profile to to go and far away no from not only design but to be integrated maybe in a company where they don't think design is possible maybe or

I yeah

P10 but yeah it's just to to be more to have this general knowledge and then to yeah to apply it whenever when design is necessary apply design and whenever is not necessary design er always is necessary design haha I mean that yeah maybe I I think it's haha sorry because I'm ((inaudible)) right now

I no it's fine it sounds really interesting yeah good luck with that

P10 uhu yeah thank you

I and so those are all the questions I had was there anything else that you'd like to add or anything that you thought I might ask but I didn't

P10 err well no maybe with the because I coming back to ((product name))

I yeah

P10 cos in ((product name)) I the step of designing with wood

I yep

P10 also you have to think about er footprint and er how much energy you use that study of how much ener of co2 because right now everything it's measured in by co2

I yeah

P10 so that er we didn't do that in the first stage of the conceptual stage that I did that I presented my my concept but for when the selected designers that were five for the next round of the prototyping process

I yep

P10 they did er erm kind of calculation of how much co2 they were er investing on the projects so erm and

I okay was that like an a life cycle analysis or

P10 yeah that's it that's it So I think everything is on the website of ((organisation name)) and also or on the website of ((organisation name)) er so I can send to you that information through email

I yeah sure yeah thank you

/end/