

- Age, Occupation, Gender
- How much do you feel you follow sustainable practices in your daily life? (1-10)
- Which sources do you use to get help about sustainability?
- How interested would you be in an app which helps you get started with sustainability? (1-10)
- How often would you use such an app?
- What would be your expectations from such an app?



# Need Finding



## Questions in the survey



# Need Finding



## Expectations from such an app

- Easy to use, **simple tasks**, daily goals
- **Daily motivation**
- **Monthly goals** or targets to fulfil
- **Gamified goals** and challenges
- Help in **getting started**
- Usable by people of all age groups
- **Reward system**
- Possible **social interaction** and gathering

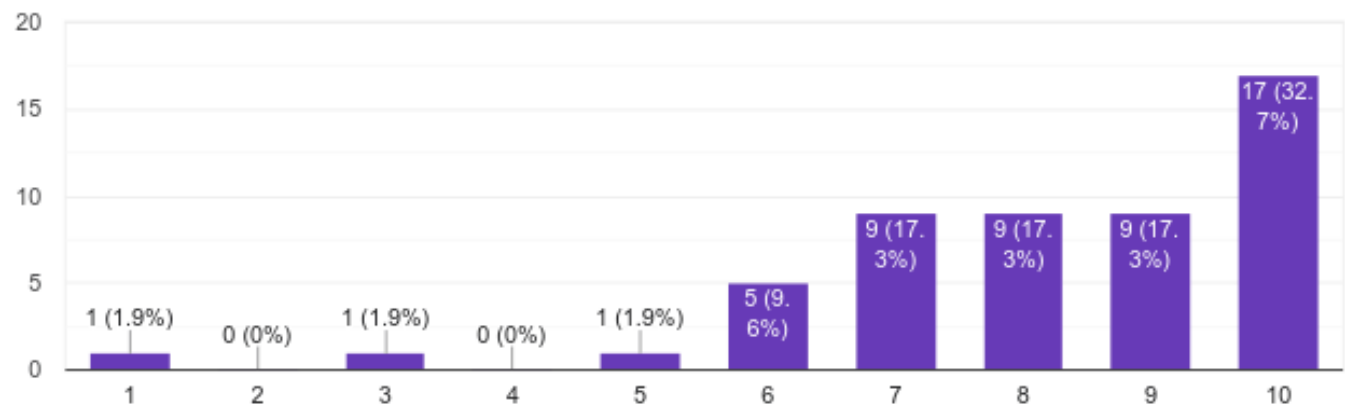


# Need Finding



How interested would you be in an app which helps you get started with sustainability?

52 responses



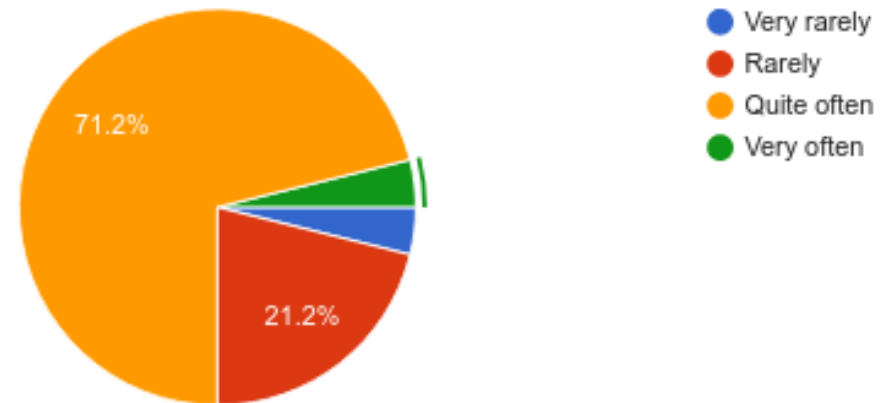


# Need Finding



How often would you use such an app?

52 responses







## **Interview with Club head of Change Makers Society, PES University**

**As somebody who's striving to  
create an impact, what kind of  
tasks/tips would you expect from  
such an app?**

- Connecting with people who are already living sustainable lifestyles
- Finding alternates, where to buy these alternates from (connect to suppliers)
- Video hacks, posts, QnA sections

## How do you gauge the impact that the Change Makers Society club has created?

- Can't have immediate and observable change.
- The main indicators of impact and progress involve:
  1. Energy and time spent with us
  2. Retention
  3. Increasing momentum
  4. Increased interest
  5. Increase in interaction within the club - taking up initiatives, projects, research

- Absolutely
- Sustainability doesn't have to be changing the world, it starts with you, at an individual level
- If an app will help in a person achieving that slowly, that'll be great. The main challenge of the app will be to keep users hooked.

**Do you think there's scope for an app that helps get started with sustainable development?**