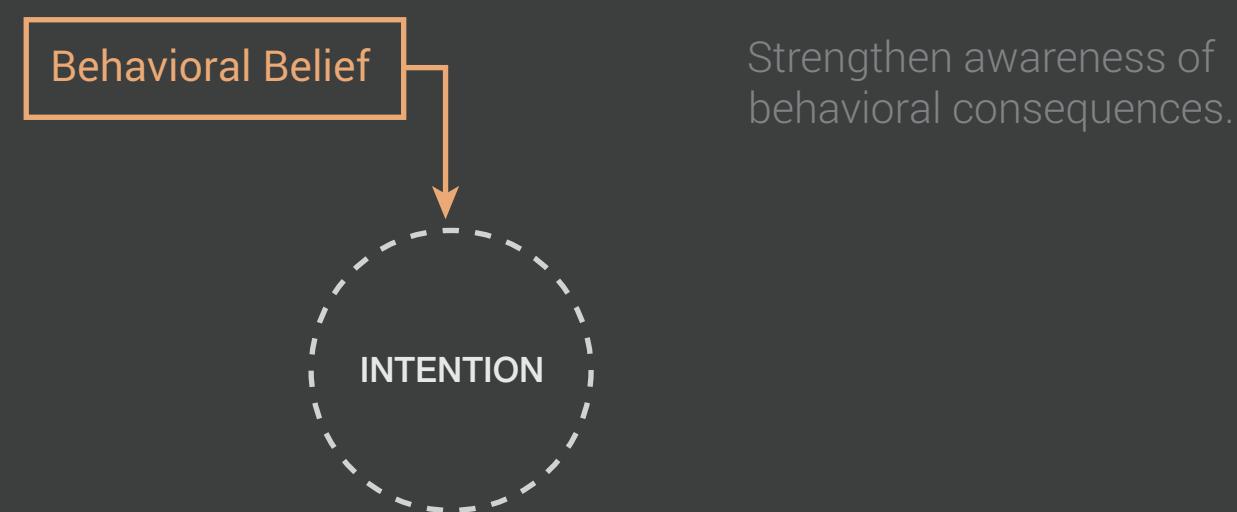
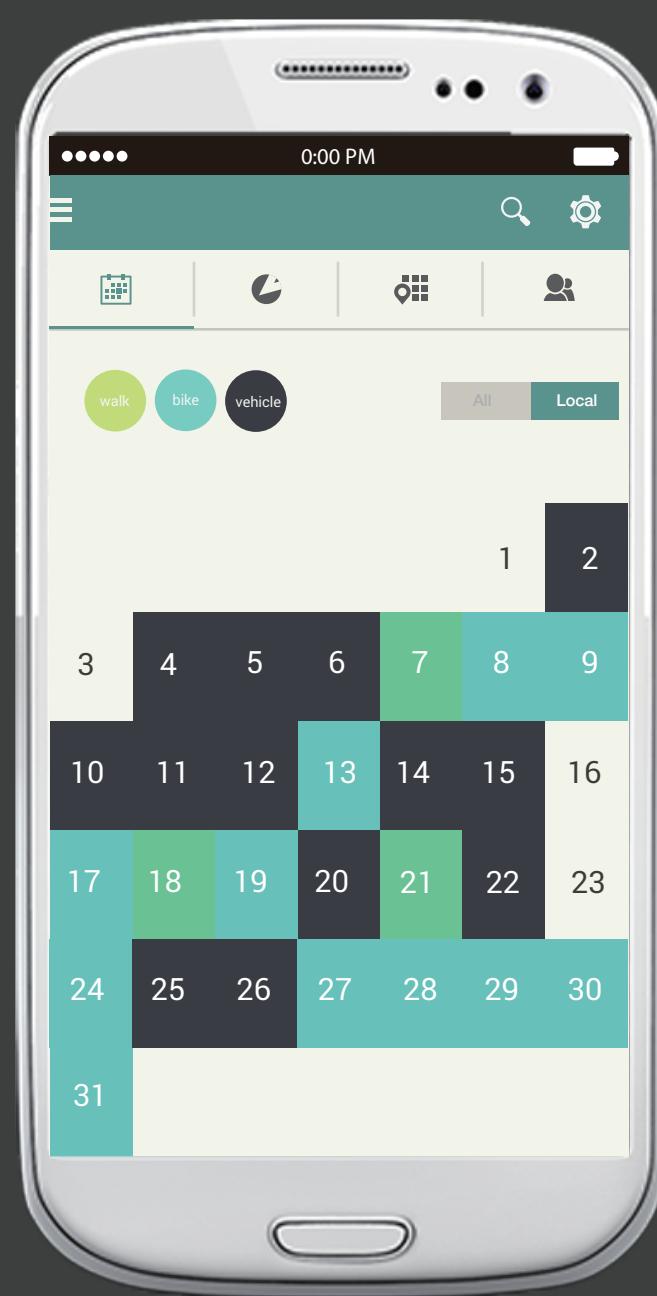


# CONNECTION TO THEORIES



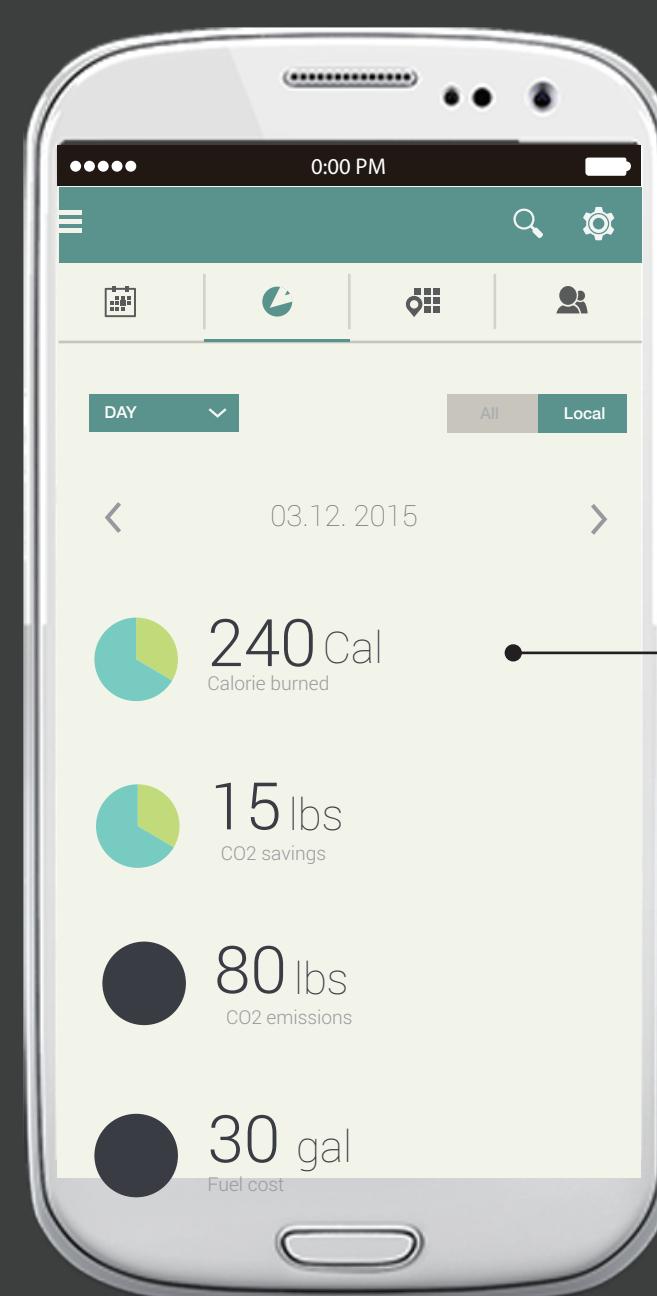
Strengthen awareness of behavioral consequences.

# THEORY BASED INTERFACE DESIGN

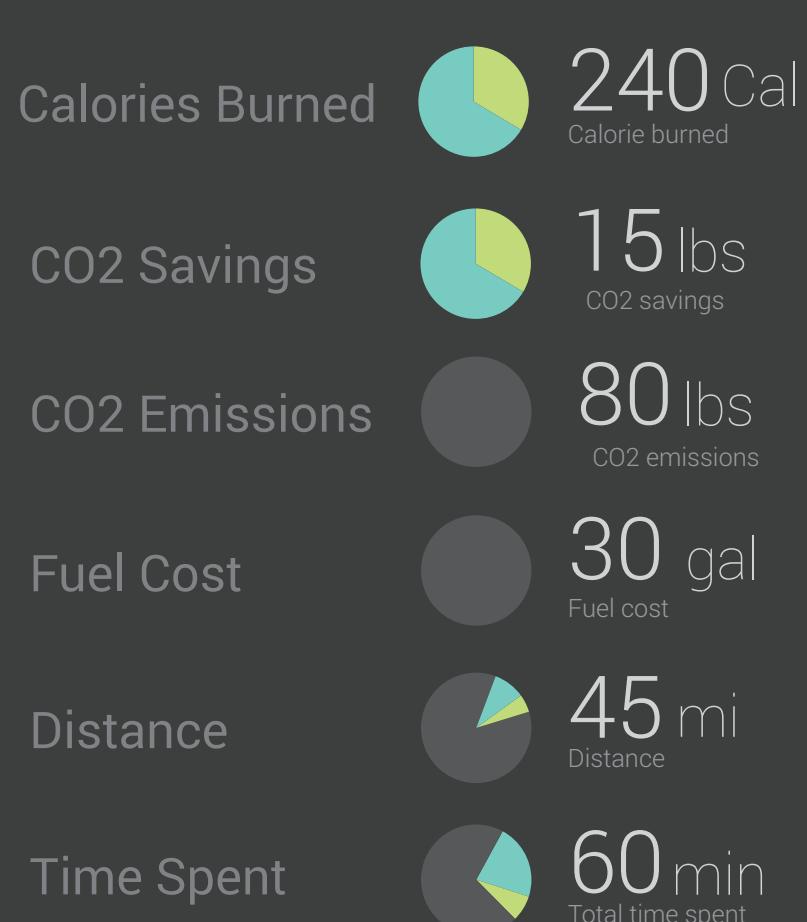


The calendar illustrates the pattern of transport mode choices with color codes.

Self-monitoring function also allows people to see themselves so as to modify their behavior to achieve their goal



# STATISTICS



# MOTIVATIONS

- *Ecospheric values*
- *Human centered values*

## UNITS

This infographic compares the environmental impact of jogging versus driving a car across four categories: Calories Burned, CO2 Savings, CO2 emissions, and Fuel Cost.

**Calories Burned:** jogging vs eating butter

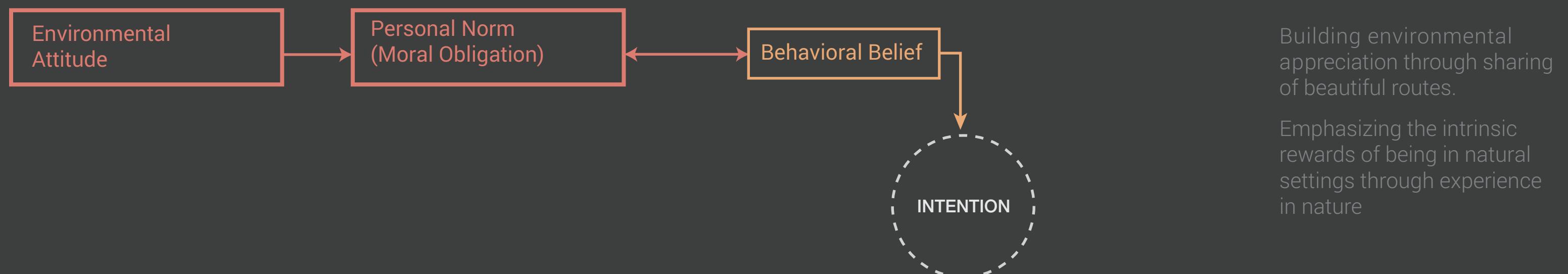
**CO2 Savings:** jogging vs伐木 (adult trees)

**CO2 emissions:** jogging vs 活火山 (min of eruption)

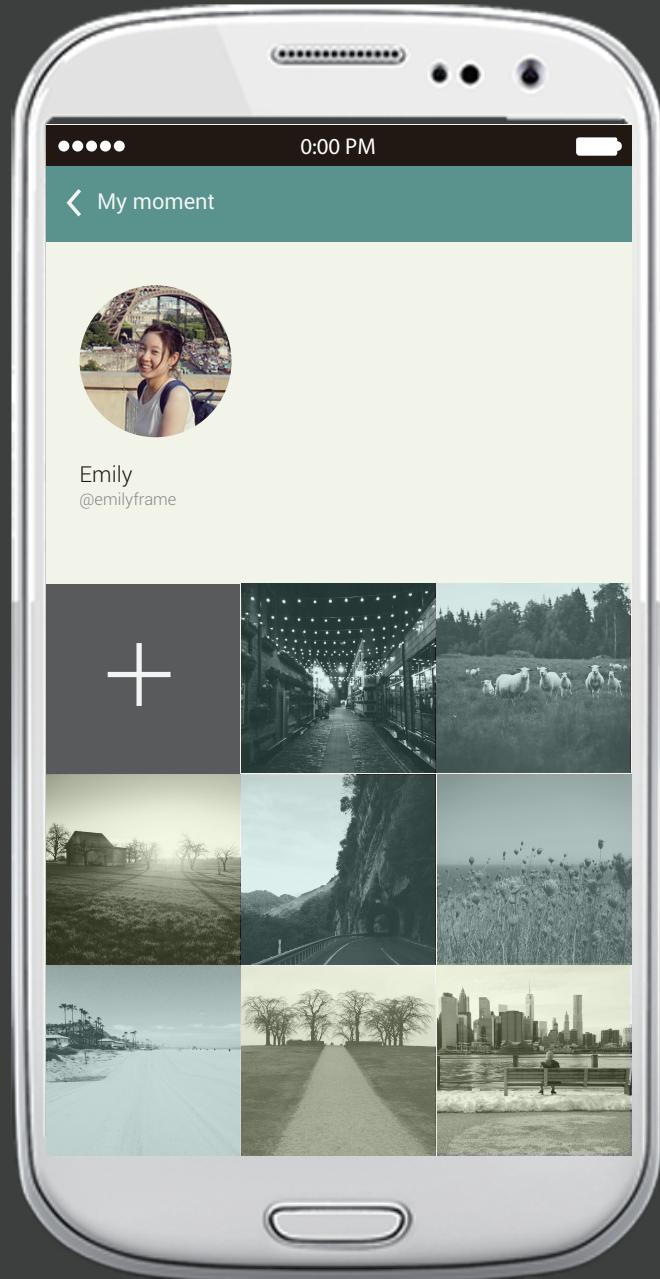
**Fuel Cost:** jogging vs 恐龙 (tons of dinosaur)

Category	Jogging (Left)	Driving (Right)
Calories Burned	Calories	g of butter
CO2 Savings	lbs	adult trees
CO2 emissions	lbs	min of eruption
Fuel Cost	gal	tons of dinosaur

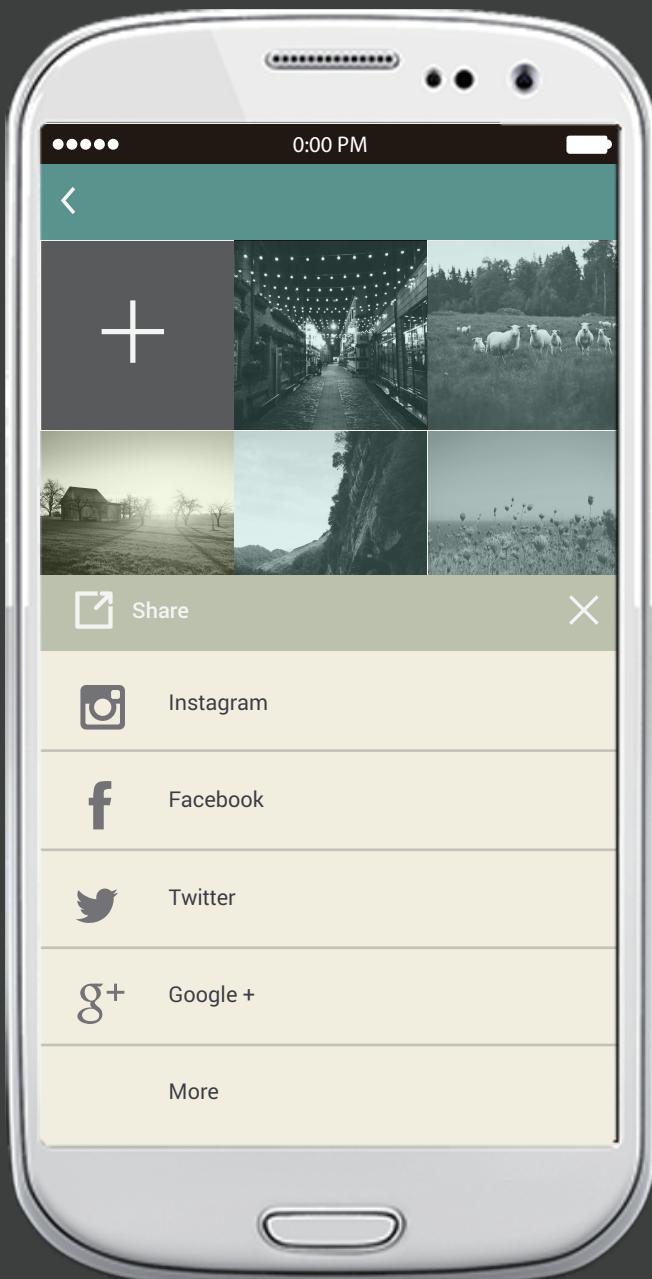
## CONNECTION TO THE THEORIES



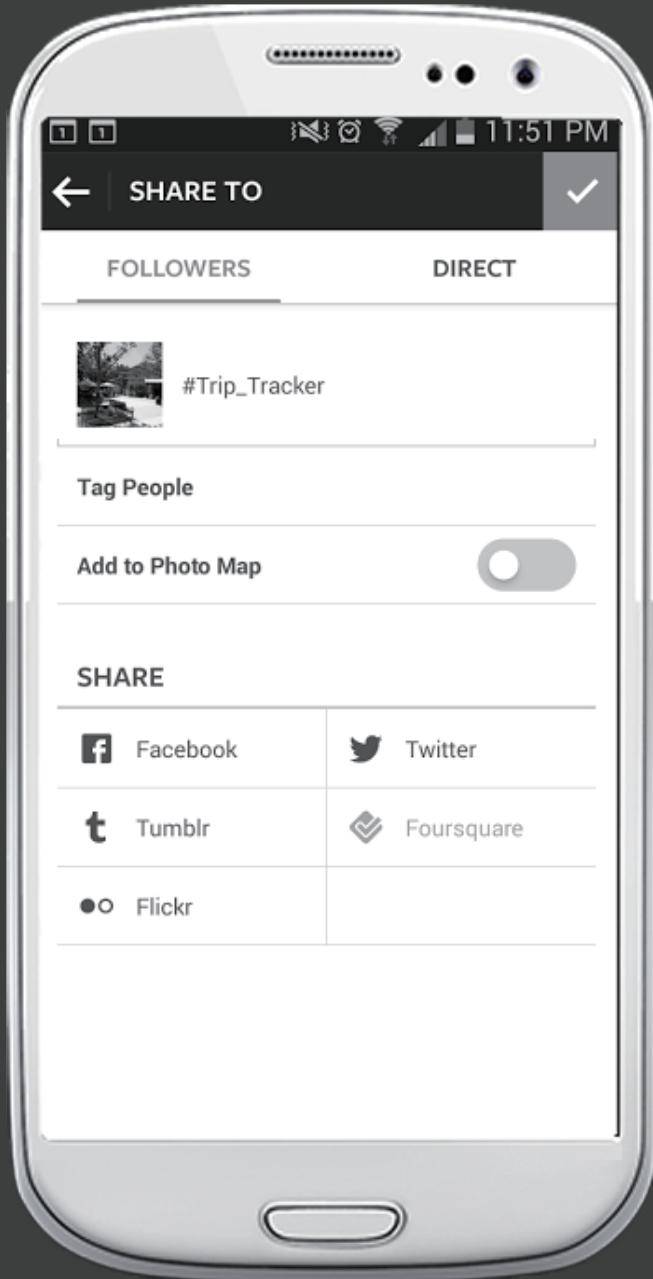
## THEORY BASED INTERFACE DESIGN



Trip Tracker



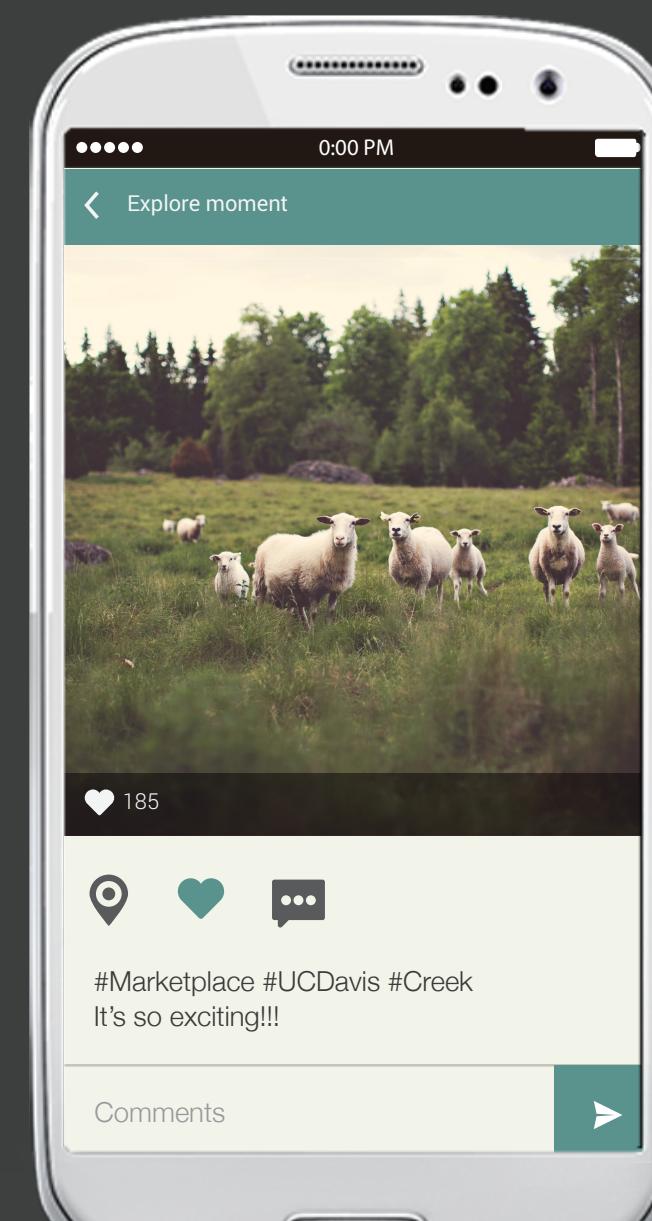
Trip Tracker



Instagram

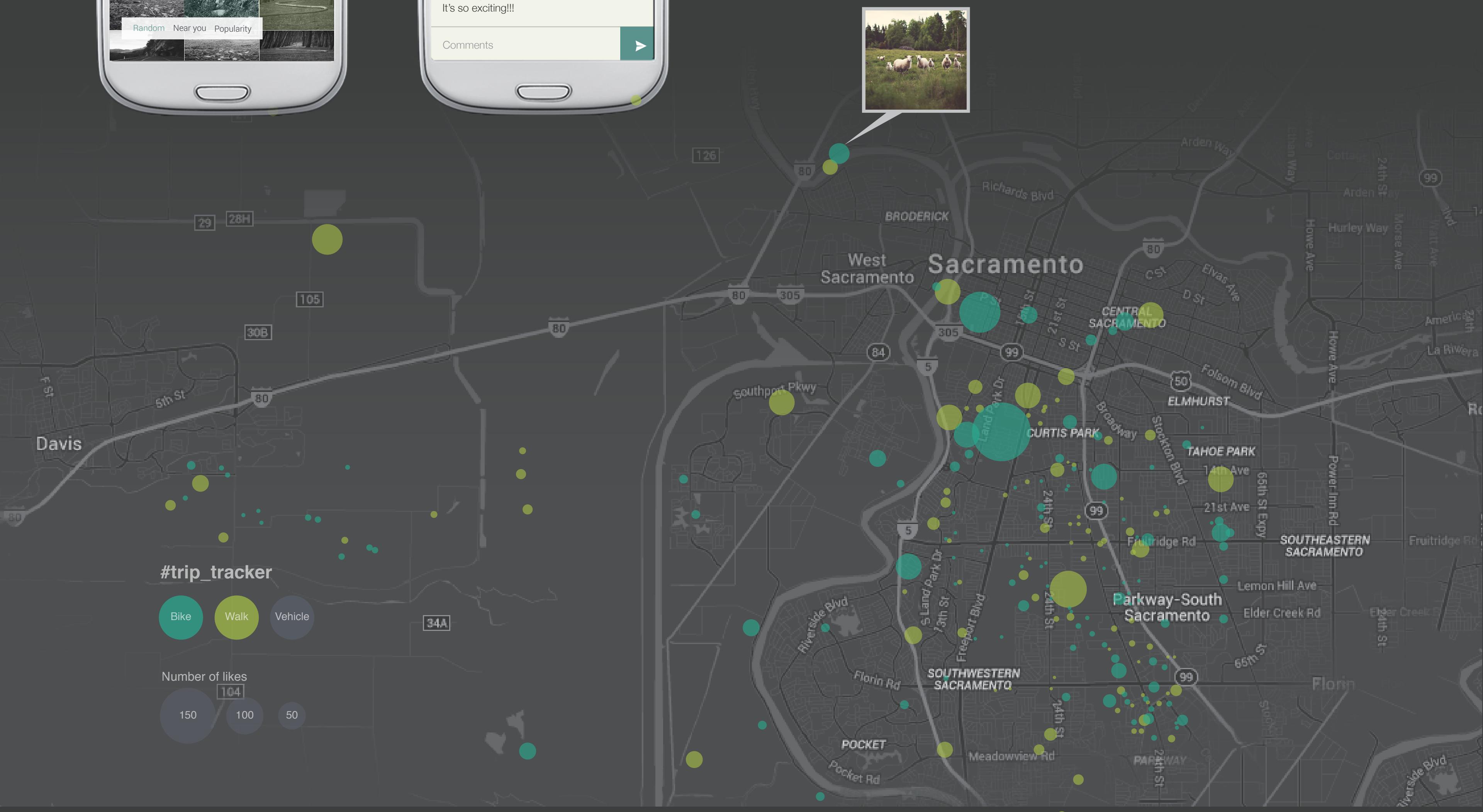
Share and view photos from scenic routes of your Social Network Services (SNS) through Trip Tracker.

It will automatically create a tag, #trip\_tracker.

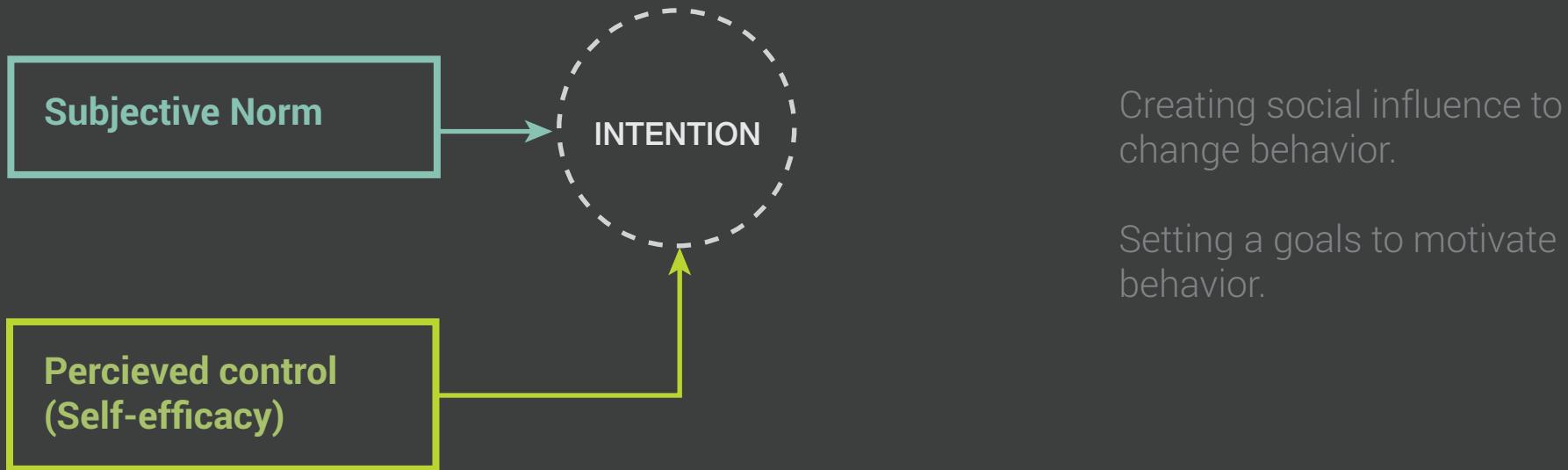


It brings every photos on SNS with the tag into the screen so user can see other people's photos

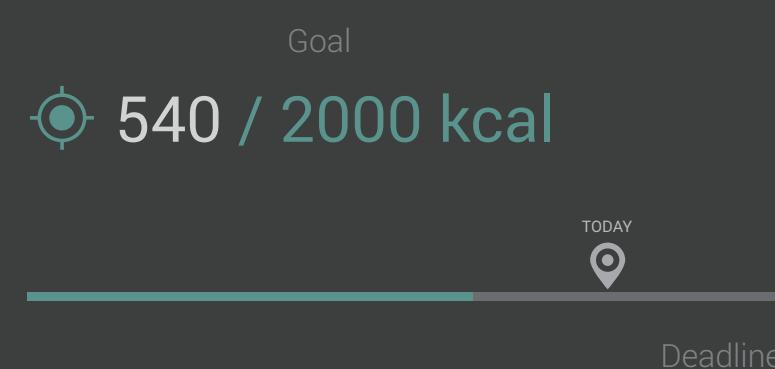
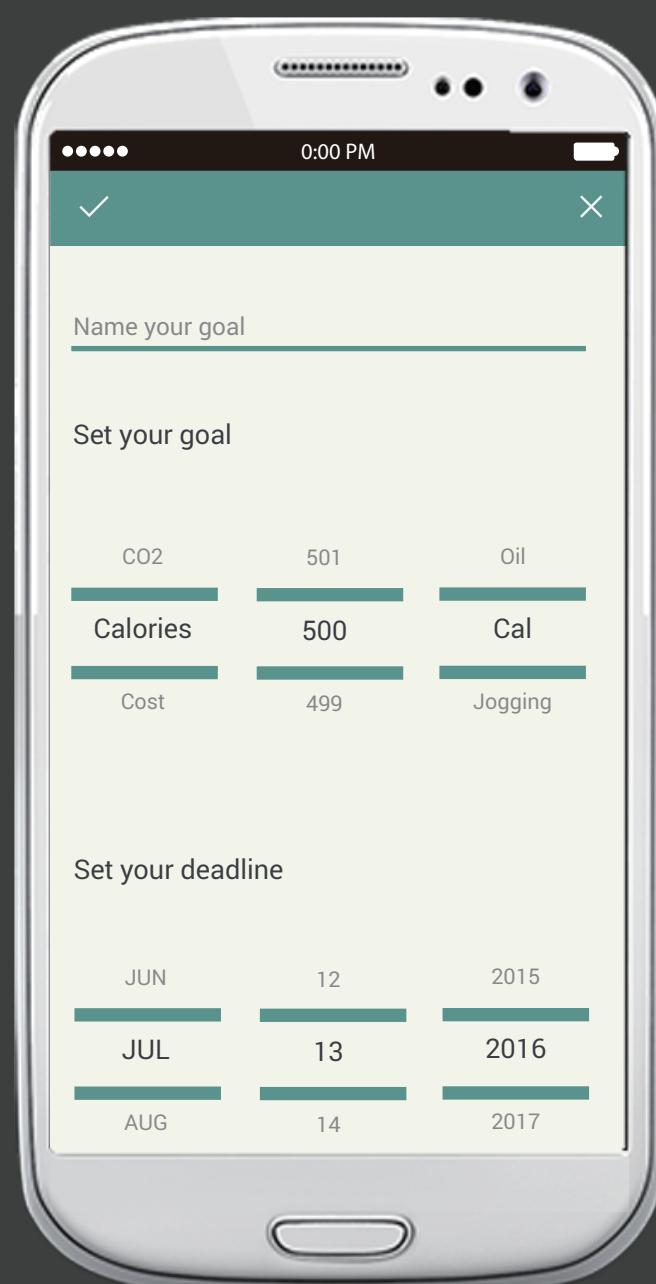
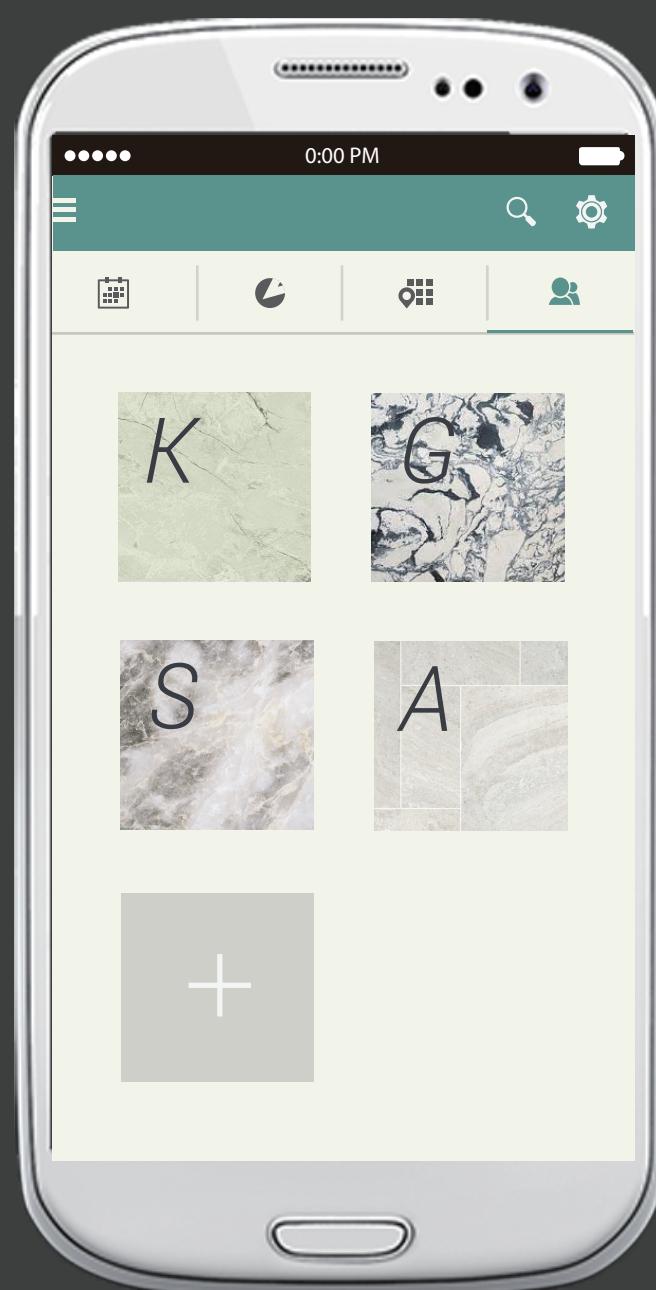
Shifting people's attention away from economic concerns such as time, money and even efficiency toward quality of life concerns such as enjoyment



## CONNECTION TO THEORIES

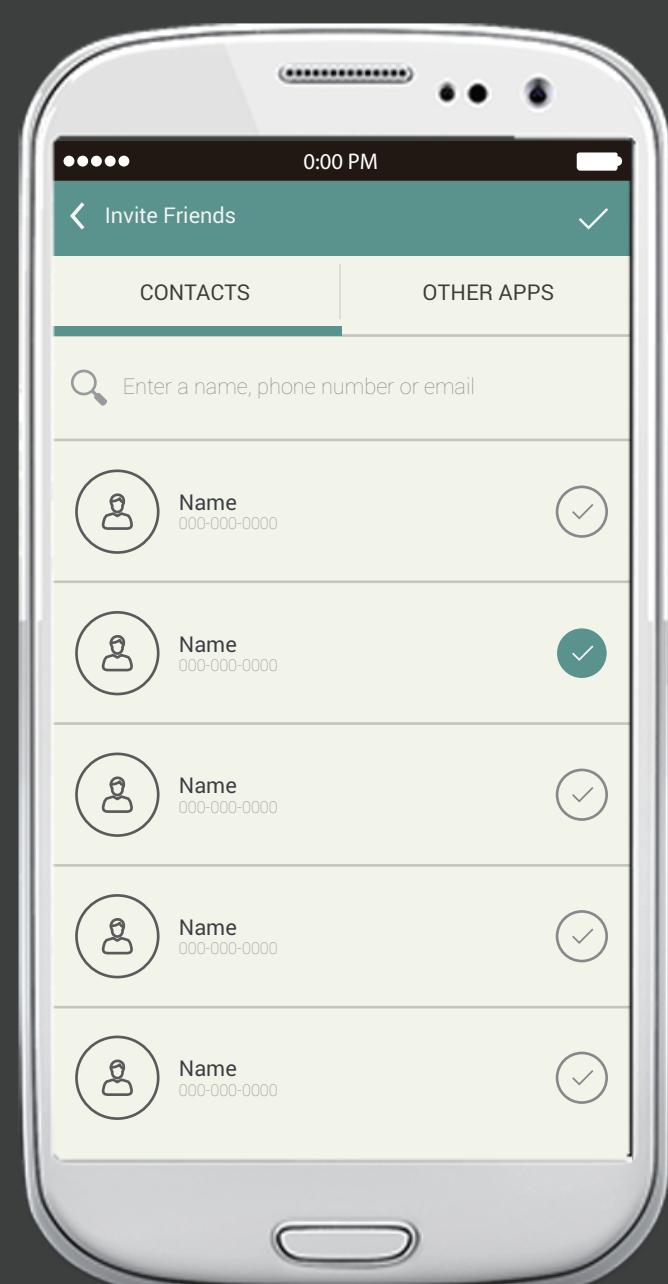
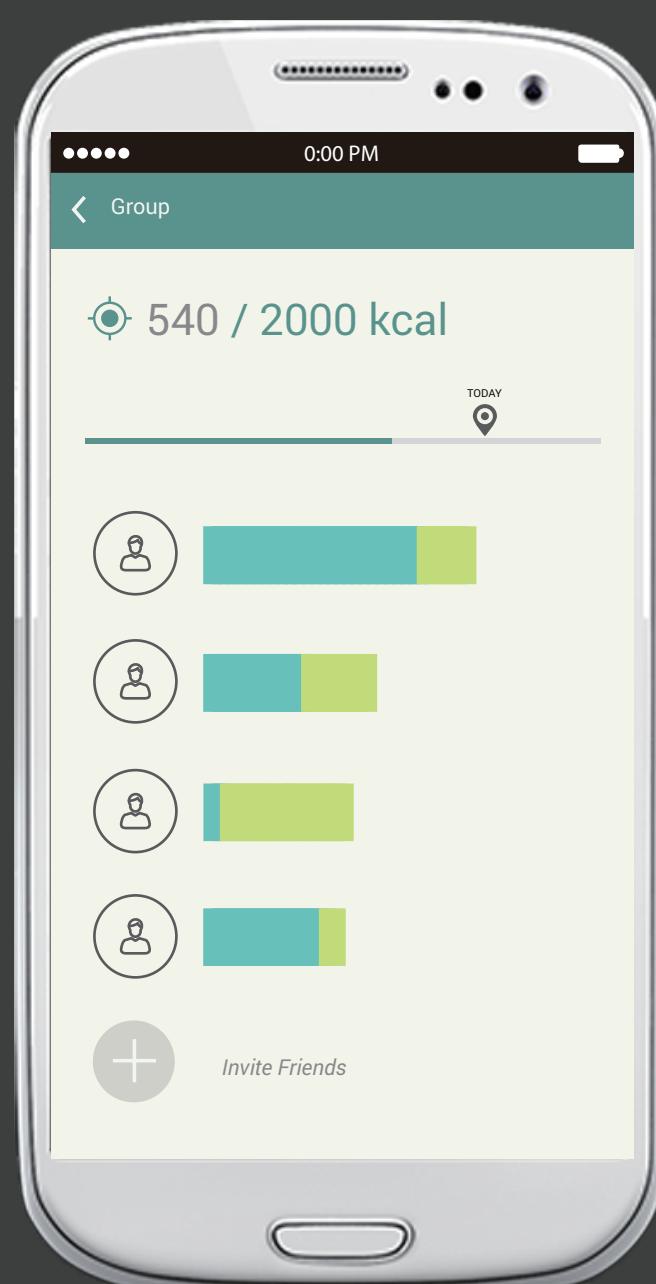


## THEORY BASED INTERFACE DESIGN



A public commitment to the goal

People seek the performance of others, especially others who are similar to themselves, and they will have greater motivation to change their behavior or attitude if they know about the behaviors of others.



Taxonomy of Persuasive Mechanisms: People are strongly influenced by what others, especially friends and peers, are doing (Cialdini, B., 2007)