

Digital Democracy & **The Environment**

Jordan Blue, Cade Crow,
Riya Verma, Nadia Wan Rosli

Needfinding Methodology



Raul, 24

Stanford CEE '19
Engineer,
San Jose Water
Company

Nadia's Friend

Interviewed at
Arrillaga Dining

Compensated by
Dinner (free)



Tejal, 16

Menlo School '21
High Schooler,
Basketball Player &
Fashion Enthusiast

Riya's Family Friend

Interviewed at Home

Compensated by CS
Tutoring

Needfinding Methodology

Will & Alex, 30s

Alex: Management at lab
grown leather company

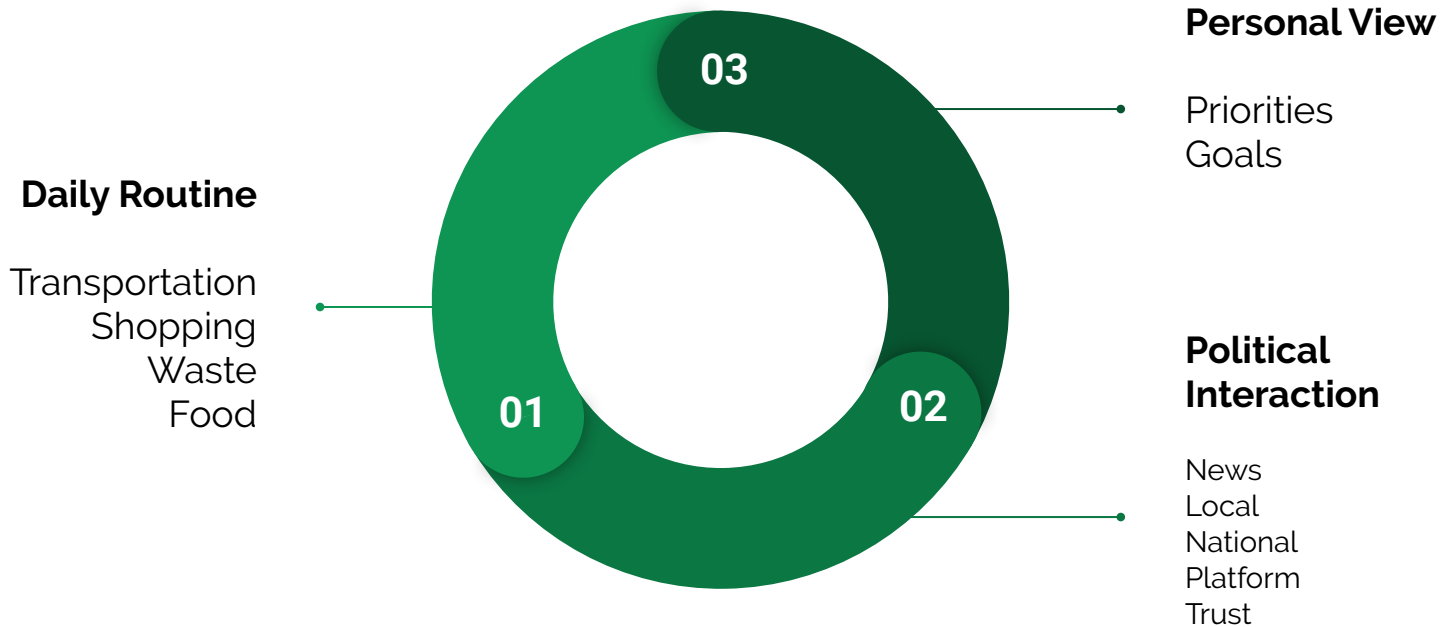
Will: Strategic Partnerships
Lead at gg designs

Cade's friends

Interviewed at their home in
Palo Alto and compensated
with ~ friendship ~

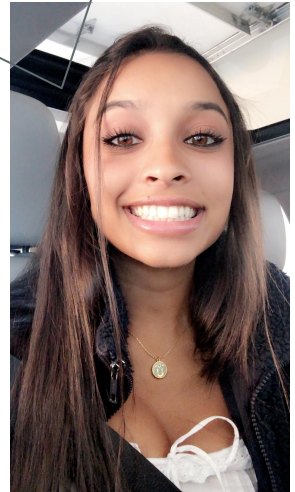


Needfinding Methodology



- Carpooling & EVs
- Short Lived Initiatives -
Food Waste Points & 1
hour vegan

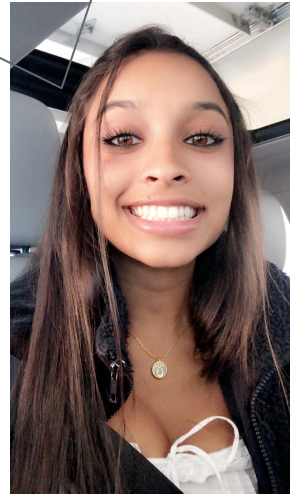
**“You can’t just
eat tofu”**



Vegans preparing for another day of
taking on the haters



**"You can't just
eat tofu"**



**“I would love to hold
a city government
position, but I can’t.”**

**- Will
US Permanent
Resident**

- Follow national news on NPR, Twitter. Instagram, CNN
- Engage locally via email & google
- Varied amount of interest in involvement

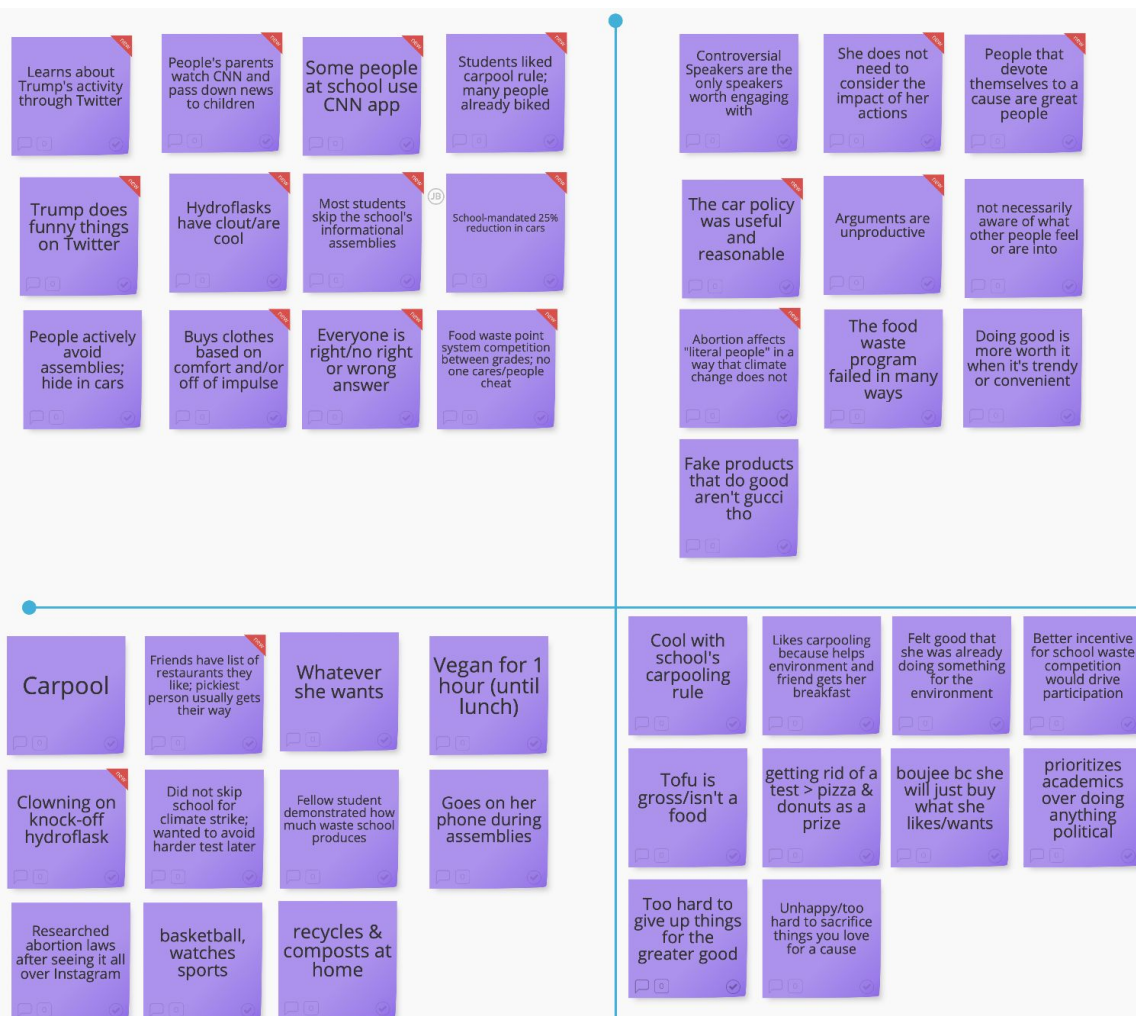
**“It’s hard to
give up things
you love”
- Tejal**

- Family, Money, School, and Sports > Environment
 - Trendy = Good
 - Need for long-term planning
-



Raul

- Passion for Sustainability v. Financial Needs
- Planner personality but unsatisfied with lack of seeing short term results of planning job



Tejal

- Motivated by humor
- Understands importance but limited knowledge and action
- Feels good to go good vs. Convenience & Urgency



Will and Alex

- All or Nothing Political Participation Mentality
- Fact-Checking Fiends
- Enjoy interactive and visual information

Analysis

Insights

Frustration from helplessness,
inability to act, and lack of action

Inconvenience deters participation

Rules create action

Happiness/fun/comfort drives
behavior change

Needs

Environmental action needs to be
easily accessible

People need to feel and see
tangible results of their actions

Environmental action needs to
create positive emotion to be
engaging

Summary

- Interviewed 4 different participants of different ages, races, male-female balance
- Despite differences in background, all agreed with environmentalist sentiments but encountered barriers to participate
- All engaged with politics, but in very different ways and intensities