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Background

- From our research, a lot of ski resorts do attempt to act more sustainable, the problem lies with people's knowledge of these resorts
- Our interviews highlighted:
 - much of the population is not informed about the extent of the environmental consequences of winter sports
 - people don't know how they can act sustainable and what aspects make a ski resort sustainable
 - people would be more willing to choose sustainable options if they were conveniently available

"Up until now it was normal to make sustainable choices by ourselves, but I like the idea of making sustainable choices, based on a "trophy"-rating-system of different ski resorts... It also would be a great motivation for them to act more sustainable." - Tommaso, skier, 19

Problem Statement

Our persona:

Matthias

- 22 years old
- lives in Munich
- casually skis 5-8 times a year
- enjoys going on day/weekend ski trips
- is environmentally aware, feels that sustainability is an important topic



How might we make it easier for the young adult casual skier to make sustainable choices?

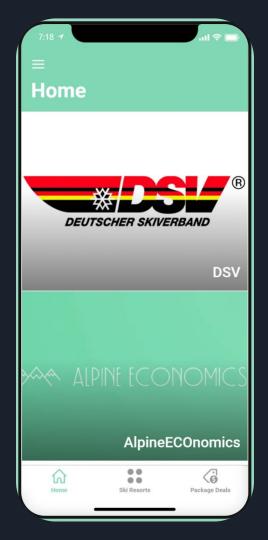
Storyboard



Prototype

ecoskiers.glideapp.io





Thank you for your attention!