

Conclusion

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- Make a public profile of my carbon consumption!!!
- Shop
- Save
- Invest
- Build closer relationships with sustainability-focused companies
- Sales funnel for eco-focused products
- The eco-friendly market is fragmented
- Build trust, clarity, transparency, and honesty
- Sustainability is fragmented. How can billions of people build closer relationships with sustainability-focused companies based on honesty and transparency? A research project for designing a sustainable shopping, savings, and investing companion.
- Most sustainability plans rely on carbon credits to achieve their goals, making carbon credits a single point of failure. If the credits are not accurate, the whole system collapses.
- TODO: Make a table showing research results translated to design decisions