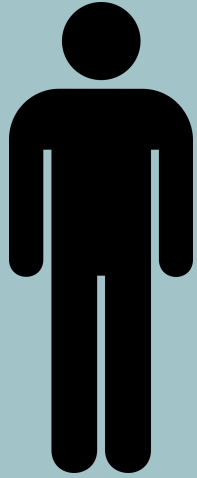

Service Industry Sustainability

Andy Wang, Girish Kumar, Saljuk Gondal





Patrons



Workers

– Initial POV

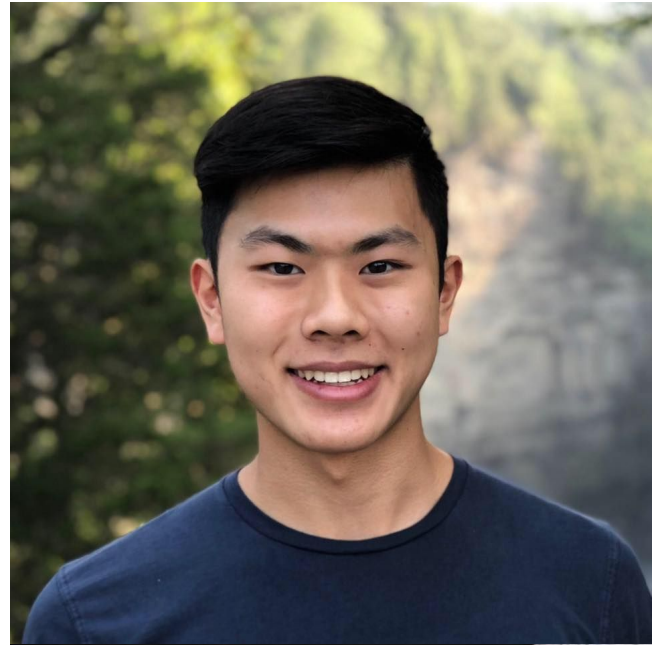
We met Chris, a young student in Cleveland who works as a barista at Starbucks.

We were amazed to realize that despite believing in the moral and practical benefits of sustainability, he doesn't really practice it because he doesn't have any strong financial incentive to do so

It would be game-changing to inspire people to make sustainable decisions even in the absence of financial incentives

Needfinding Part II

“Most people work here and rely on the income. I wouldn’t do it and sacrifice earnings. Adding more sustainability sources would be nice but if it costs more I’d rather focus on paying our workers more.”



Justin Ong

Manager at a Tea Shop

“I would still go [to an unsustainable restaurant] if it’s my favorite. Can’t say no if my friends already want to go there [e.g. Dunkin Donuts]”



Shan Reddy

Average consumer who considers himself to be “mildly sustainable”

Refined POVs

We met Shan, a college student who goes out to restaurants for the social experience

We were amazed to realize that despite feeling guilty that a restaurant had poor sustainability practices, he still went there because all of his friends were going there too

It would be game-changing to help people enjoy their collective experiences at restaurants without enabling poor sustainability practices



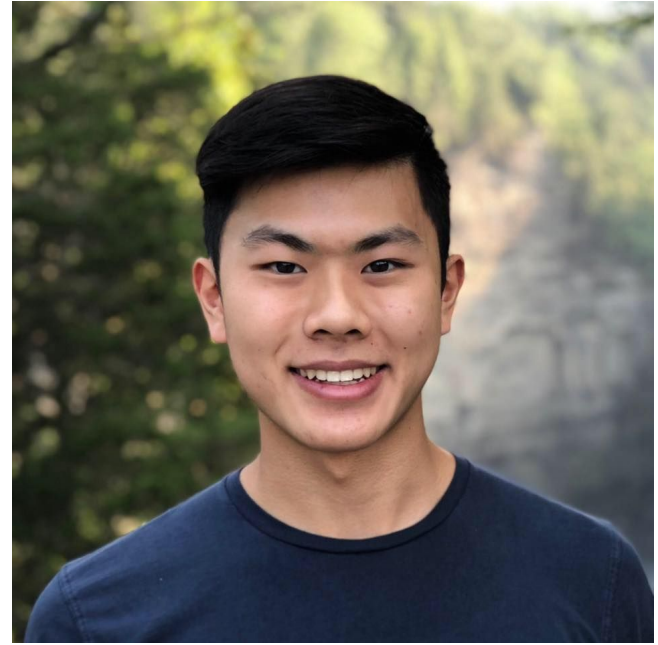
Shan Reddy

Average consumer who considers himself to be “mildly sustainable”

We met Justin, a former manager at a Tea shop

We were amazed to realize that he thinks sustainability is only accessible to large higher-end restaurants, even though he believes that the image of sustainability is of a very “earthy hippie” nature more suitable for smaller places

It would be game-changing to encourage and make sustainability accessible for restaurants of all sizes and forms



Justin Ong

Manager at a Tea Shop

We met Misha, a college student with a deep passion for sustainability and activism

We were amazed to realize that she still goes to restaurants with known unsustainable practices because she doesn't want tip-reliant workers to be deprived of incomes

It would be game-changing to have diners not choose between their sustainable decisions and the livelihood of service staff

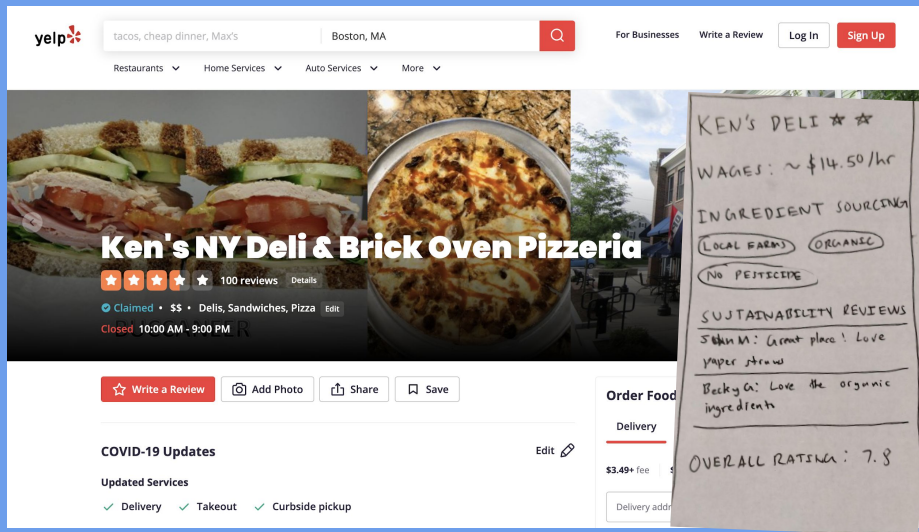


Misha Zahid

Restaurant enthusiast

How might we increase
everyone's awareness about a
restaurant's sustainability
practices?

— Prototype I



Idea: A chrome plugin which overlays information on sustainability practices on top of the restaurant's yelp listing

Assumption: Reducing friction/effort needed to access information of restaurant practices would nudge them toward the right choices.



Liked the ease of access to sustainability info while choosing restaurants

Would use info to break ties between restaurants

“It’s nice that it’s surfaced right when I’m choosing where to eat”



If only negative information was shown, likely to uninstall widget

“I don’t want to feel bad about the choices I make”

“Not sure if I’ll use it when I’m out with friends”

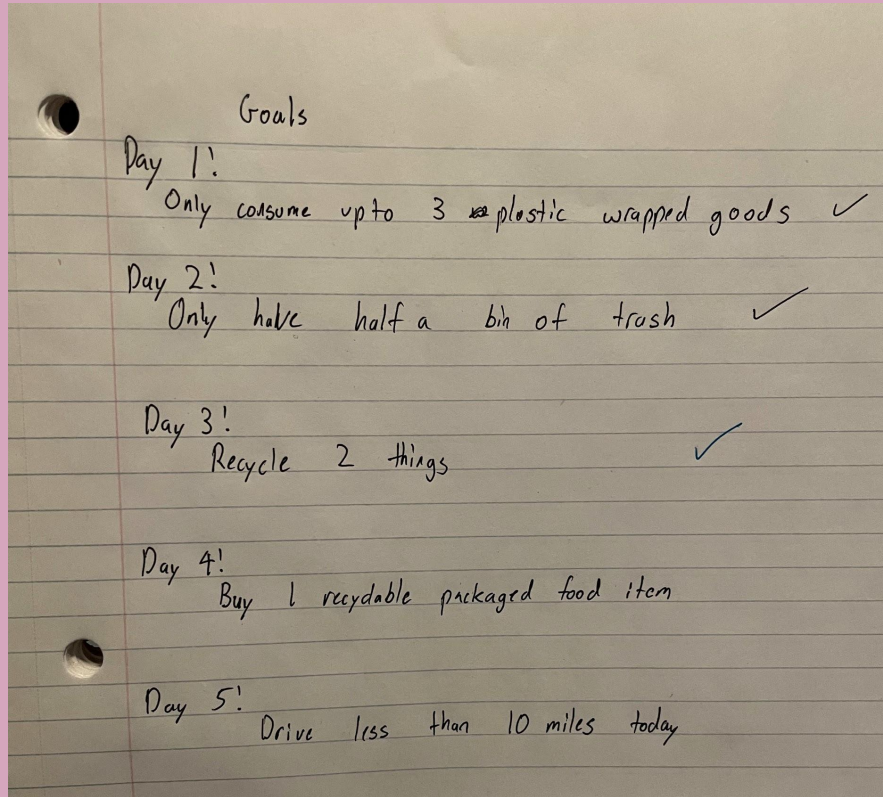


Hashir

Average
Consumer

How might we encourage
smaller restaurants to take up
low investment sustainability
options?

– Prototype II: Goal Setting



Idea: Planning out weekly sustainability goals and trying to accomplish them each day.

Assumption: Folks like making/being shown quick progress by tackling bite-sized goals



Would feel positive about the progress made on goals

“It’d feel good ticking off tasks at the end of the day ”

Felt that having some structure would keep him accountable



Would feel fatigued by the drag of achieving goals after a few days

Wanted a greater variety of tasks

“Some incentive like planting a tree every month would keep me going”

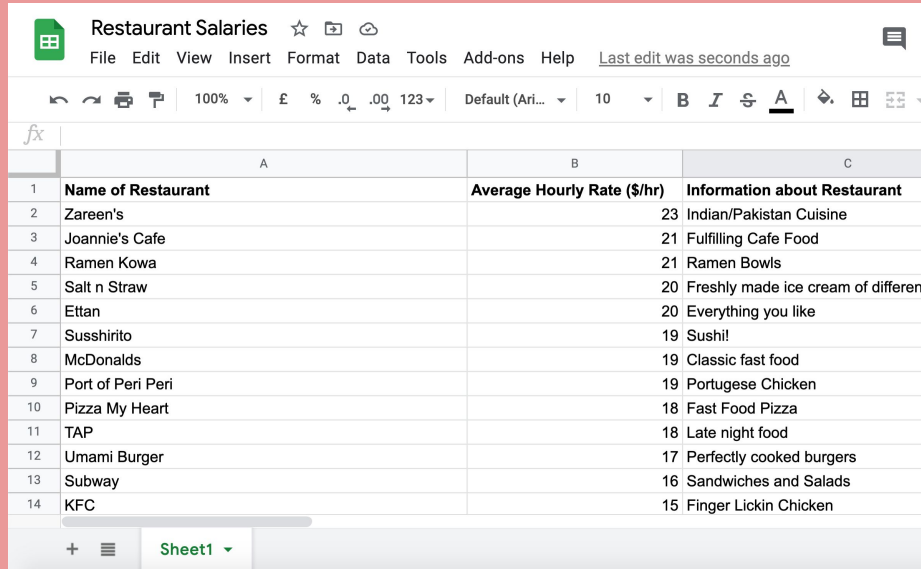


Krish Parikh

Former Barista

How might we denormalize
tipping culture as a standard part
of service staff salaries?

– Prototype III



Restaurant Salaries ☆ 📄 ☁

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	A	B	C
1	Name of Restaurant	Average Hourly Rate (\$/hr)	Information about Restaurant
2	Zareen's	23	Indian/Pakistan Cuisine
3	Joannie's Cafe	21	Fulfilling Cafe Food
4	Ramen Kowa	21	Ramen Bowls
5	Salt n Straw	20	Freshly made ice cream of differen
6	Ettan	20	Everything you like
7	Susshirito	19	Sushi!
8	McDonalds	19	Classic fast food
9	Port of Peri Peri	19	Portugese Chicken
10	Pizza My Heart	18	Fast Food Pizza
11	TAP	18	Late night food
12	Umami Burger	17	Perfectly cooked burgers
13	Subway	16	Sandwiches and Salads
14	KFC	15	Finger Lickin Chicken

+ ☰ Sheet1 ▾

Idea: App where restaurants can opt in to disclose the wages they give to their service staff

Assumption: Knowing that a restaurant is paying its workers well will reduce burden on customer to tip highly and motivate them to visit



**Would use it to break ties
between restaurants he can't
decide between**

“Workers being paid
more makes me feel
good”

“Reduces stress on me to
tip a lot of my bill”



**Main decision factor is still the
quality of food**

Need to bundle that
information with quality
of food for a complete
package

Not sure if would always
refer to the spreadsheet



Mujtaba

College Student
from
Pennsylvania,
Foodie

Summary

- We're focused on the restaurant industry
 - Financial considerations are still front and center
 - Good restaurant practices can be tie-breaker in consumer choices
 - Focus on making people feel good about their choices
-