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Pachira, the goal-oriented browser extension for sustainable shopping

Online shopping is an essential part of many people's daily lives. Whether the reason for online shopping is out of necessity or convenience, the reality is that the modern consumer is more likely to purchase online than they are to go to a department store¹. The modern consumer is also becoming more environmentally conscious through their shopping by being more selective about which brands they buy from². These two sentiments don't always necessarily synergize, however. Online shopping incurs a carbon footprint that shopping in person at department stores doesn't: the transportation of their order. This, coupled with the regular carbon footprint produced by products, like fast fashion overproduction and waste, can lead consumers feeling cognitive dissonance when purchasing their goods online.

This is where our product, Pachira, comes in. Pachira is a browser extension that enables online shoppers to scan their shopping carts and receive a "sustainable score" on their shopping cart. It will evaluate factors such as whether or not it is fast fashion, internationally shipped, and others to see how sustainable the production and shipping of your entire shopping cart is. Then, if their score doesn't meet a score that a user chooses for their sustainability goal, Pachira will find alternatives, be it a local store selling something similar, or another online merchant selling the same product but shipping more sustainably. This way, Pachira helps consumers make educated and sustainable decisions while enjoying the convenience of online shopping.

Another feature of Pachira is its emphasis on goal-oriented progress for its users. Pachira allows users to set their "sustainability goal" to wherever they would like. It then issues a short quiz to its users and determines where their current sustainable score is. Then, Pachira tracks user progress. Users can receive a newsletter detailing their online shopping habits- specifically how sustainable they were. Pachira will detail the user's progress by displaying their data for the past month of usage. With intuitive data visualization, users can understand easily in what ways they want to try and improve their online shopping.

Overall, Pachira is an application that gives users the ability to improve themselves at their own pace when it comes to sustainability and shopping. In a realm where this journey to self-improvement can be incredibly gatekept and overwhelming, Pachira hopes to provide users with an easy method of improving their habits in whatever way they can.

¹ CNBC, Apr 2 2019

<https://www.cnbc.com/2019/04/02/online-shopping-officially-overtakes-brick-and-mortar-retail-for-the-first-time-ever.html>

² Business Insider, Apr 22 2020

<https://www.businessinsider.com/sustainability-as-a-value-is-changing-how-consumers-shop>