

IGGY:

SCENARIO: After watching the documentary, "Cowspiracy," Iggy feels terrible that she's been eating so much meat and she wants to do something about it. However, Iggy doesn't want to commit to a one hundred percent vegan diet yet since that would completely change her current lifestyle. She wants to feel like she's making an impact without disrupting her life. As Iggy wonders down the aisles of the grocery market, she wishes there's someone who can be like a mentor to her and help her make decisions of what to buy in the grocery store without her having to spend time outside of her already heavy workload at school and do her own research. She goes on the app. Choosing from a list of popular ethical concerns, she indicates that she cares about animal rights the most on the app. When prompted, she uploads a screenshot of her grocery list and the app will inform her of the best vegan substitutes available in close proximity. If there are no substitutes available, Iggy will see an encouraging message on the screen that says, "you're already able to substitute most of your meat consumption today! No worries if you can't be perfect in one day! Do you still want to buy this item or give it up?" Iggy chooses to buy the item. She puts everything in her cart and checks out, happy that she was able to improve and consume less meat today.

INITIATION:

Iggy watches a documentary

She feels like she should do something but doesn't know how to translate her drive to action

EXPLORING STAGE:

Iggy is confused and not sure what she wants to do. She relies on the app to prompt her to find a suitable action.

The app prompts her to enter information that she's able to provide (her grocery list)

FEEDBACK STAGE:

The app provides streamlined feedback/advice on what type of food Iggy should buy.

This makes it easy for Iggy to make a decision without participating in intensive research.

GOAL-ACHEIVING:

Iggy achieves her goal and is able to improve herself according to her ethical goals/priorities!