MARK:

SCENARIO: Mark is listening to the podcast "Sixty-Seconds Earth," and feels the gravity and urgency of the climate change issue. However, this problem seems so huge that he doesn't even know how to begin tackling it and is completely at loss of what kind of changes he's able to make. He's also concerned that changing his lifestyle may come with greater expenses. He goes on the app and selects environment/sustainability as his major concern regarding his food consumption. He's then prompted to select from a more narrow set of concerns including, "diminishing carbon footprint" "diminishing de-forestation," etc. He chooses to prioritize diminishing carbon footprint. The app then shows him a list of action that he can do, such as buying in-season food locally. He can then upload his grocery list into the app, and indicate a price range. The app will help him decide which brand of product to buy depending on his ethical values and budget.

INITIATION:

Mark wants to do something to slow climate change. But this sounds like too huge of a goal.

He needs help breaking down this goal to steps.

He also wants to make sure he's within his grocery financial budget.

BREAKING DOWN THE ISSUE:

Mark uses the app to find a more specific and realistic goal that he can focus on achieving within a time frame.

He also inputs his grocery lists.

FEEDBACK STAGE:

The app provides streamlined recommendations on which products/brands he should buy in order to achieve his goals.

GOAL-ACHEIVING:

Mark is no longer confused! He found a goal and is able to get help achieving that goal!