

Apple Eco

Reimagining Apple's Sustainability Services

Meet the Team!



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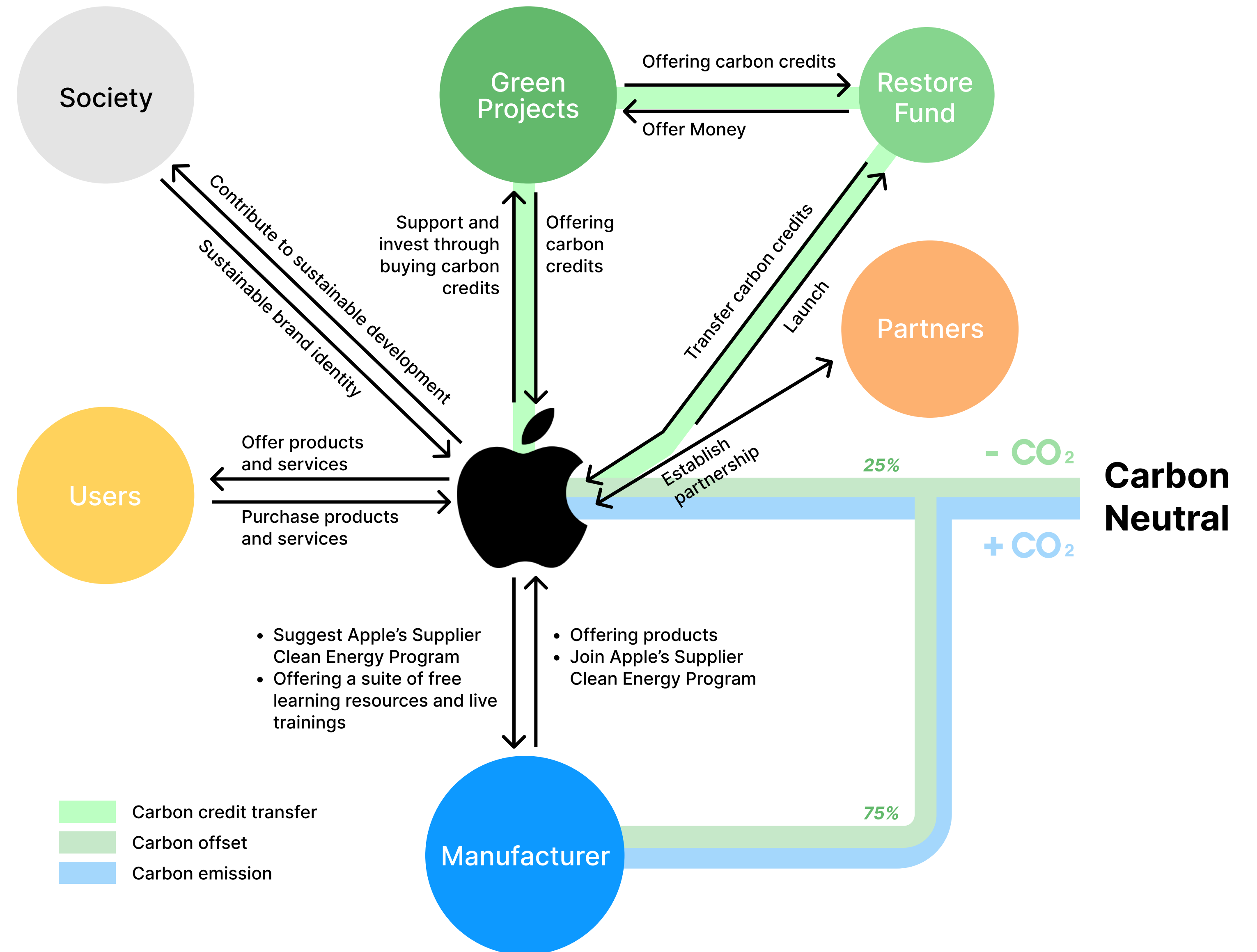


Yunyu Liu

MFA in Service Design

Discover

Apple's Carbon Neutral 2030 Plan



From the map, we identified two opportunities to increase Apple's effort in investing green projects:

- **Increase access to gain carbon credits;**
- **Increase investment in green projects.**

Discover

Our Research Discovery Process

50

Questionnaire Responses

3

In-depth Interviews



Interviews



Questionnaires



Desk Research

Providing the public with easy-to-understand and easily accessible information about Apple's sustainability actions.

easy-to-access & easy-to-understand product sustainability information

make changes on product ecosystem and public promotion

Opinions on Apple's Sustainable actions

Apple's sustainability information exposure to public

Insights

- 1** Users face challenges initiating eco-friendly practices or purchases due to a lack of financial incentives.
- 2** Users tend to avoid spending time and effort to understand sustainable information on the internet because they prefer things to be quick and easy.
- 3** Users struggle to recognise the importance of sustainability because the concepts are difficult to understand and applied into their daily lives.
- 4** Most users are not aware of Apple's sustainability actions, because they think Apple is not effectively showcasing its sustainable practices and efforts in promoting their products.
- 5** Users see Carbon Credits as emission offsets but find the concept confusing and express concerns about potential loopholes

How might we.....

- 1** How might we provide financial incentives to motivate users to adopt sustainable and eco-friendly actions?
- 2** How might we help users to find and understand information about sustainable products more quickly and efficiently?
- 3** How might we present sustainability information in a way that is more easily understood by users?
- 4** How might we help users in becoming aware and informed about Apple's sustainability actions?
- 5** How might we present data to simplify the understanding of carbon trading and accounting concepts for users, ensuring trustworthiness in the information?

Brainstorming

- Partner with electricity provider
- Push notifications for sustainability milestones or tips
- Educational content about Apple's environmental programs
- Icons and labels to indicate eco-friendly attributes directly on product pages
- Earn credits through eco-friendly actions and use Apple Pay to trade these credits in a Apple marketplace
- Tutorials or stories in Apple TV+ showcasing Apple's sustainability journey
- A carbon trading system among customers, business and apple
- Information sharing with the carbon credits transfer process

How might we provide financial incentives to motivate users to adopt sustainable and eco-friendly actions?
Kasa Chan

- Implementing a rewards system within the Apple ecosystem, where eco-friendly actions earn points redeemable for discounts on services like Apple Music or iCloud.
- Loyalty programs rewarding sustainable choices.
- Offering Apple Store or iTunes credits for recycling old devices through the Apple Trade In program.
- Partner with public transportation system.
- Partner with Eco-friendly Local business.

How might we help users to find and understand information about sustainable products more quickly and efficiently?
Yunyu Liu

- Integrate a sustainability rating or indicator directly into the Apple Store, detailing the environmental impact of products.
- Creating a dedicated section in the Apple Store app for eco-friendly products.
- Use the workout function in Apple Watch. Showing how many carbon they saved when they walked/running.
- Creating algorithms for users with a history of purchasing sustainable products.
- Provide verifiable evidence (direct link to original data with verifications from credible sources) regarding the sustainability of the products.
- Be transparent about product's supply chain.

How might we present sustainability information in a way that is more easily understood by users?
Kasa Chan

- Use simplified icons and labels to indicate eco-friendly attributes directly on product pages.
- Interactive elements like virtual tours or augmented reality experiences to showcase environmental impacts.
- Create visual content (infographics, charts, videos) about Apple's sustainability information.
- Use simplified icons and labels to indicate eco-friendly attributes when checking out with apple pay.
- Match the consumption of merchandising products with the stuffy like playgoods.
- Create an apple health like trend/journey for users to track their sustainable efforts.
- Providing a seamless link to detailed reports for in-depth information.

How might we help users in becoming aware and informed about Apple's sustainability actions?
Kasa Chan

- Partner with sustainable influencers or creators to promote sustainability actions.
- More transparency reports with easy understand info.
- Educational campaigns on various media platform to highlight Apple's sustainability efforts.
- Educational content about Apple's environmental programs could be featured in regular updates via the Apple News app.
- Tutorials or stories could be added to Apple TV+ showcasing Apple's sustainability journey.
- Leveraging push notifications for sustainability milestones or tips on living a more eco-friendly lifestyle could engage users directly on their devices.

How might we present data to simplify the understanding of carbon trading and accounting concepts for users, ensuring trustworthiness in the information?
Kasa Chan

- Third party verification to show how these credits are transferred and verified by third-party experts in the field of carbon trading. Increase transparency.
- Webinars and workshops led by experts to educate users about carbon trading and accounting.
- Apply carbon trading concepts into daily life examples.

How might we integrate carbon credits trading options for users through apple pay?
Kasa Chan

- A dedicated section within the Apple Wallet app, providing users with options to participate in carbon offsetting programs.
- Earn credits through eco-friendly actions and use Apple Pay to trade these credits in a Apple marketplace.
- Create a new system of carbon trading among customers, business and apple.
- Incorporating a tracking feature to show the environmental impact of users' purchases and carbon credit transactions.

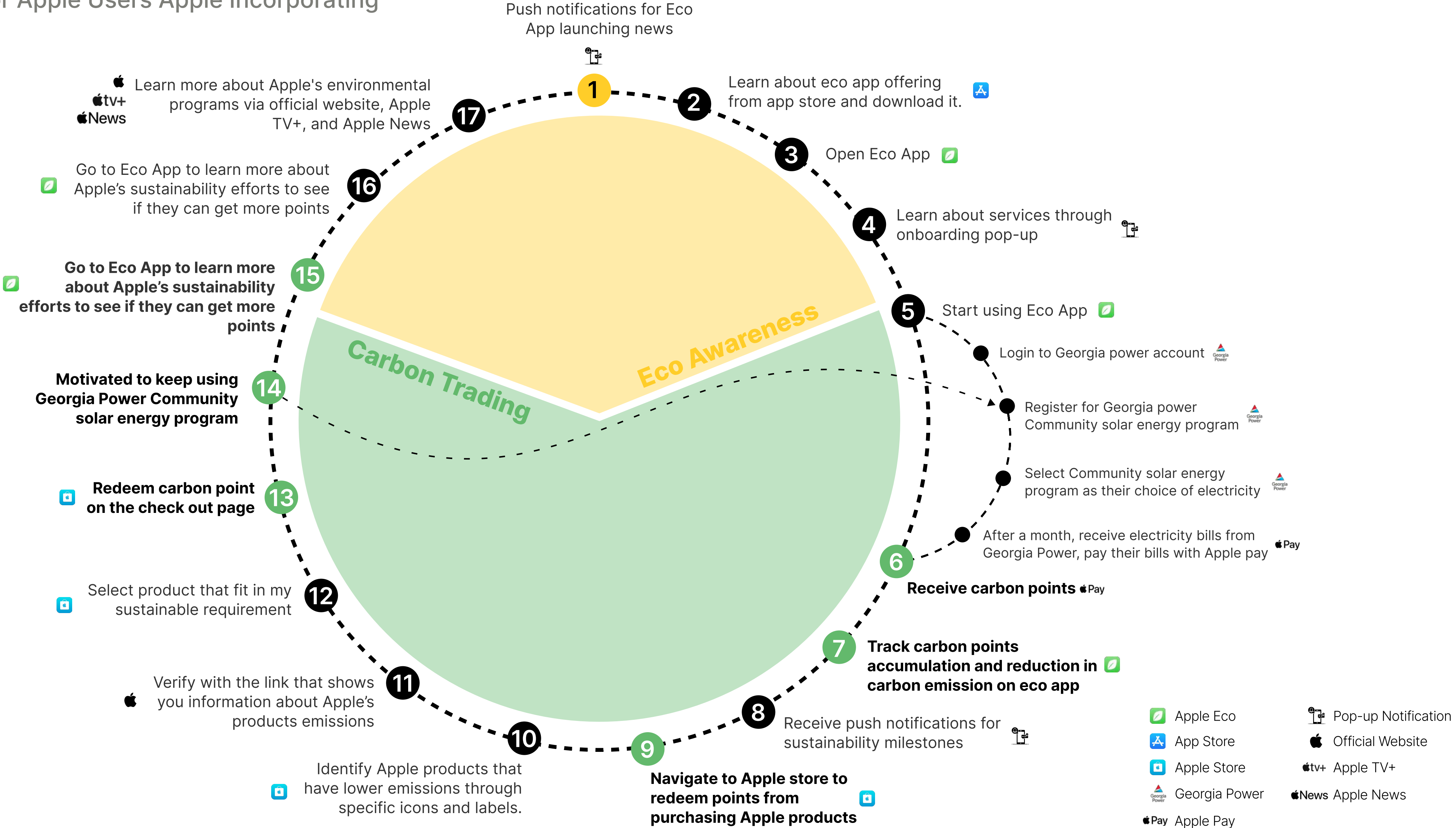
Desirability, Feasibility, Viability Scorecard

- 1 Partner with electricity provider
- 2 Educational content about Apple's environmental programs
- 3 Leveraging push notifications for sustainability milestones or tips
- 4 Use simplified icons and labels to indicate eco-friendly attributes directly on product pages
- 5 Earn credits through eco-friendly actions and use Apple Pay to trade these credits in a Apple marketplace
- 6 Tutorials or stories could be added to Apple TV+ showcasing Apple's sustainability journey.
- 7 Provide verifiable evidence (direct link to original data with verification) from credible sources regarding the sustainability of Apple products
- 8 Create a new system of carbon trading among customers, business and apple
- 9 Information sharing with the carbon credits transfer process
- 10 Loyalty programs rewarding sustainable choices

1	Items	Desirability	Feasibility	Viability	Total
2	Partner with public transportation system	6	7	7	6.67
3	Partner with Eco friendly Local business	6	7	6	6.33
4	Partner with electricity provider	8	9	8	8.33
5	loyalty programs rewarding sustainable choices	8	7	9	8.00
6	Implementing a rewards system within the Apple ecosystem, where eco-friendly actions earn points redeemable for discounts on services like Apple Music or iCloud	8	5	8	7.00
7	be transparent about product's supply chain	4	5	3	4.00
8	Integrate a sustainability rating or indicator directly into the Apple Store, detailing the environmental impact of products	6	7	6	6.33
9	creating a dedicated section in the Apple Store app for eco-friendly products	6	8	6	6.67
10	Use the workout function in Apple Watch. Showing how many carbon they saved when they walked/running	8	8	5	7.00
11	creating algorithms for users with a history of purchasing sustainable products	8	6	8	7.33
12	Provide verifiable evidence (direct link to original data with verification) from credible sources regarding the sustainability of the products.	8	7	8	7.67
13	use simplified icons and labels to indicate eco-friendly attributes When checking out with apple pay	9	7	6	7.33
14	match the consumption of merchanting products with life stuffs(like playground) in the infographic	8	8	6	7.33
15	create visual contents(infographics, charts, videos) about Apple's sustainability information	6	8	7	7.00
16	use simplified icons and labels to indicate eco-friendly attributes directly on product pages	8	8	8	8.00
17	interactive elements like virtual tours or augmented reality experiences to showcase environmental impacts	7	7	6	6.67
18	Create a apple health like trend/journey for users to track their sustainable efforts	7	9	9	8.33
19	Partner with sustainable influencers or creators to promote sustainability actions.	7	9	6	7.33
20	More transparency reports with easy understand info	5	7	5	5.67
21	Educations campaigns on various media platform to highlight Apple's sustainability efforts.	5	9	8	7.33
22	Educational content about Apple's environmental programs could be featured in regular updates via the Apple News app	6	9	8	7.67
23	tutorials or stories could be added to Apple TV+ showcasing Apple's sustainability journey.	5	9	8	7.33
24	leveraging push notifications for sustainability milestones or tips on living a more eco-friendly lifestyle could engage users directly on their devices	6	9	10	8.33
25	Apply carbon trading concepts into daily life examples.	7	8	6	7.00
26	Third party verification to show how these credits are transferred and verified by third-party experts in the field of carbon trading. Increase transparency	8	6	7	7.00
27	Webinars and workshops led by experts to educate users about carbon trading and accounting	6	6	9	7.00
28	a dedicated section within the Apple Wallet app, providing users with options to participate in carbon offsetting programs	5	8	9	7.33
29	earn credits through eco-friendly actions and use Apple Pay to trade these credits in a Apple marketplace	8	8	9	8.33
30	Create a new system of carbon trading among customers, business and apple.	8	5	10	7.67
31	Incorporating a tracking feature to show the environmental impact of users' purchases and carbon credit transactions.	7	6	8	7.00

User Journey Map

Onboarding Journey for Apple Users Apple Incorporating Eco App into Lifestyle



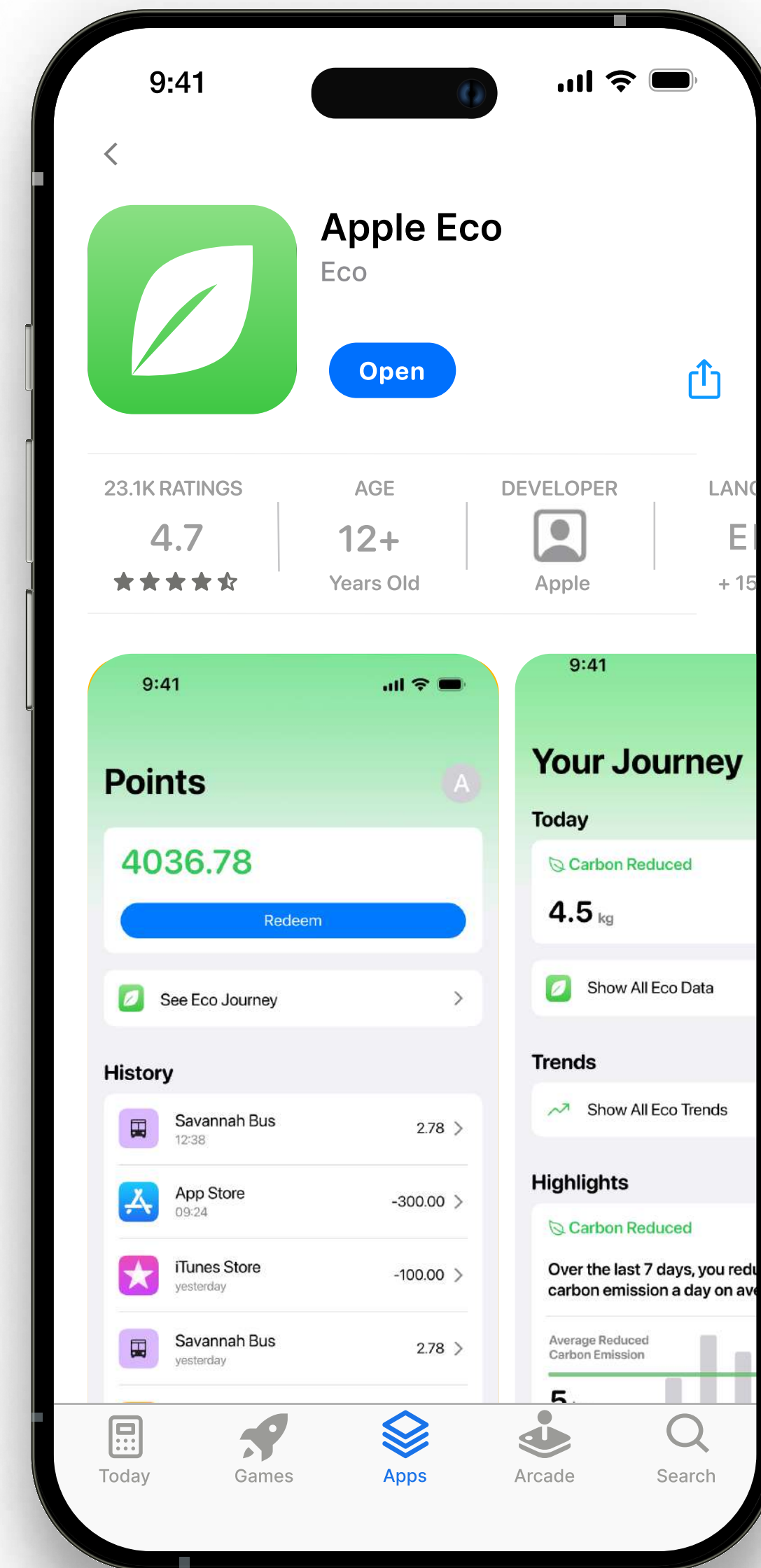
Solution

Apple Eco App

"Green Your lifestyle, Reward Your Choices"



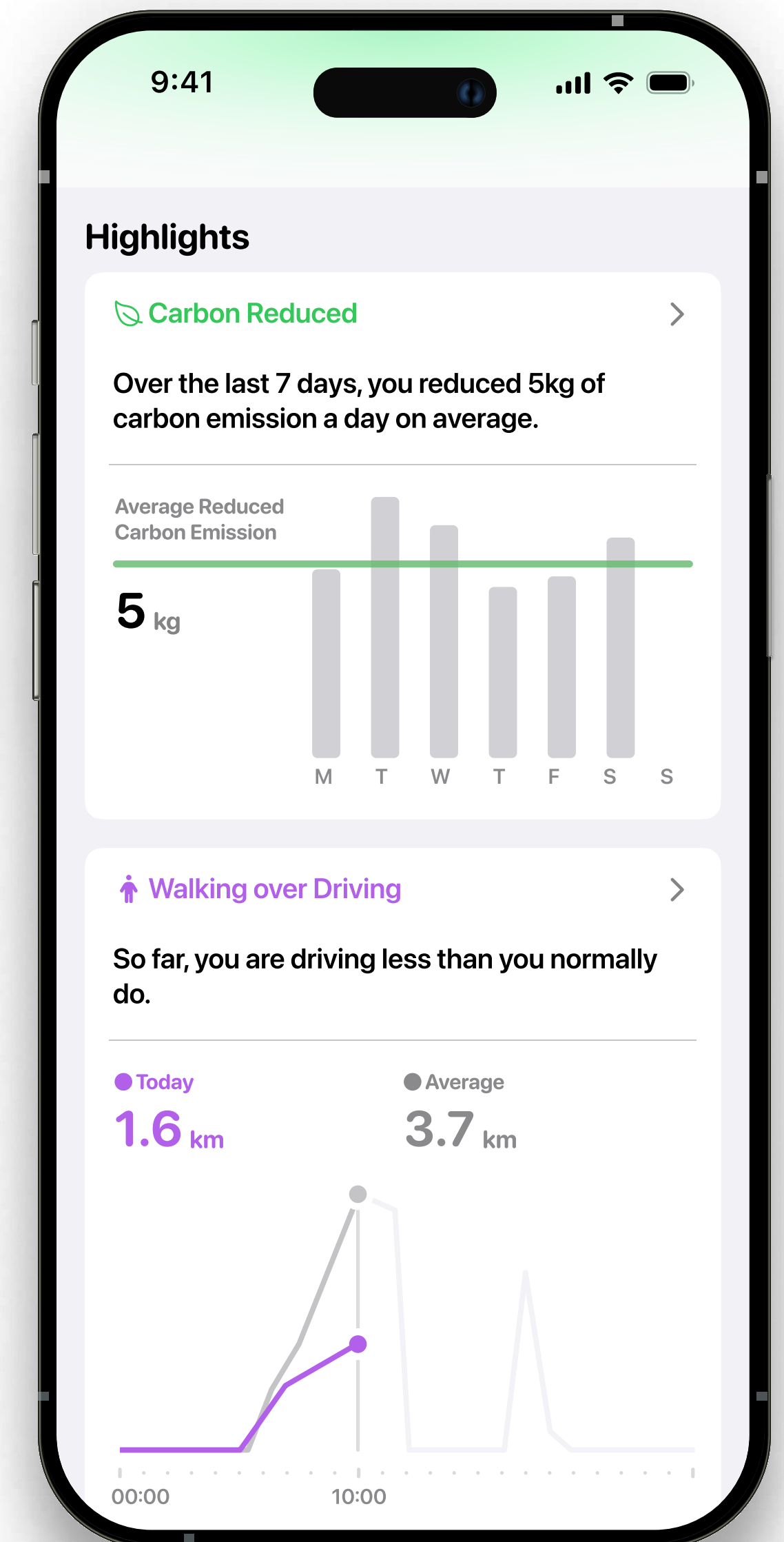
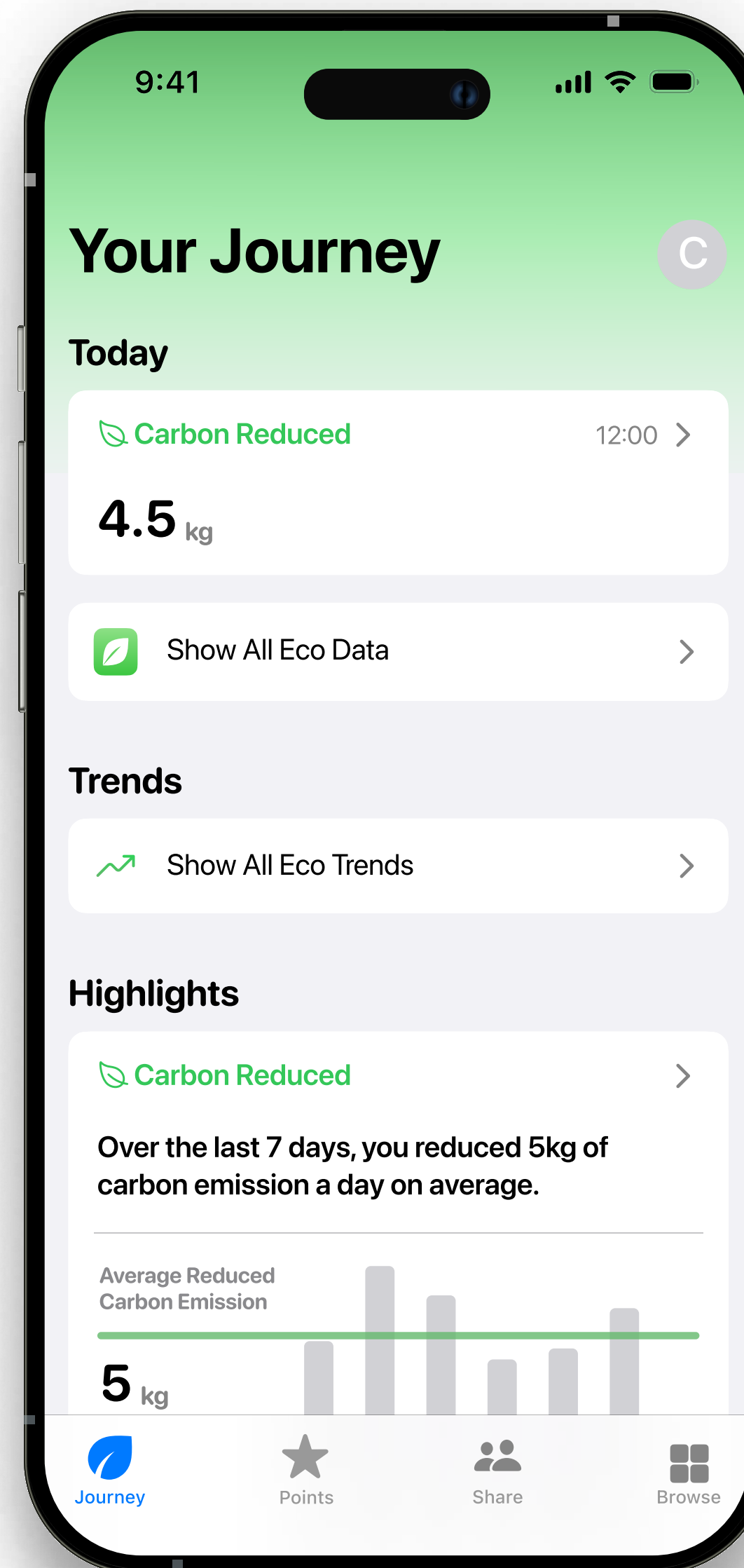
"Eco" makes it simple to track your carbon footprint and earn rewards for eco-friendly choices, helping you contribute to a greener world effortlessly.



Solution

Eco journey

Track your carbon emission and your daily eco activities.

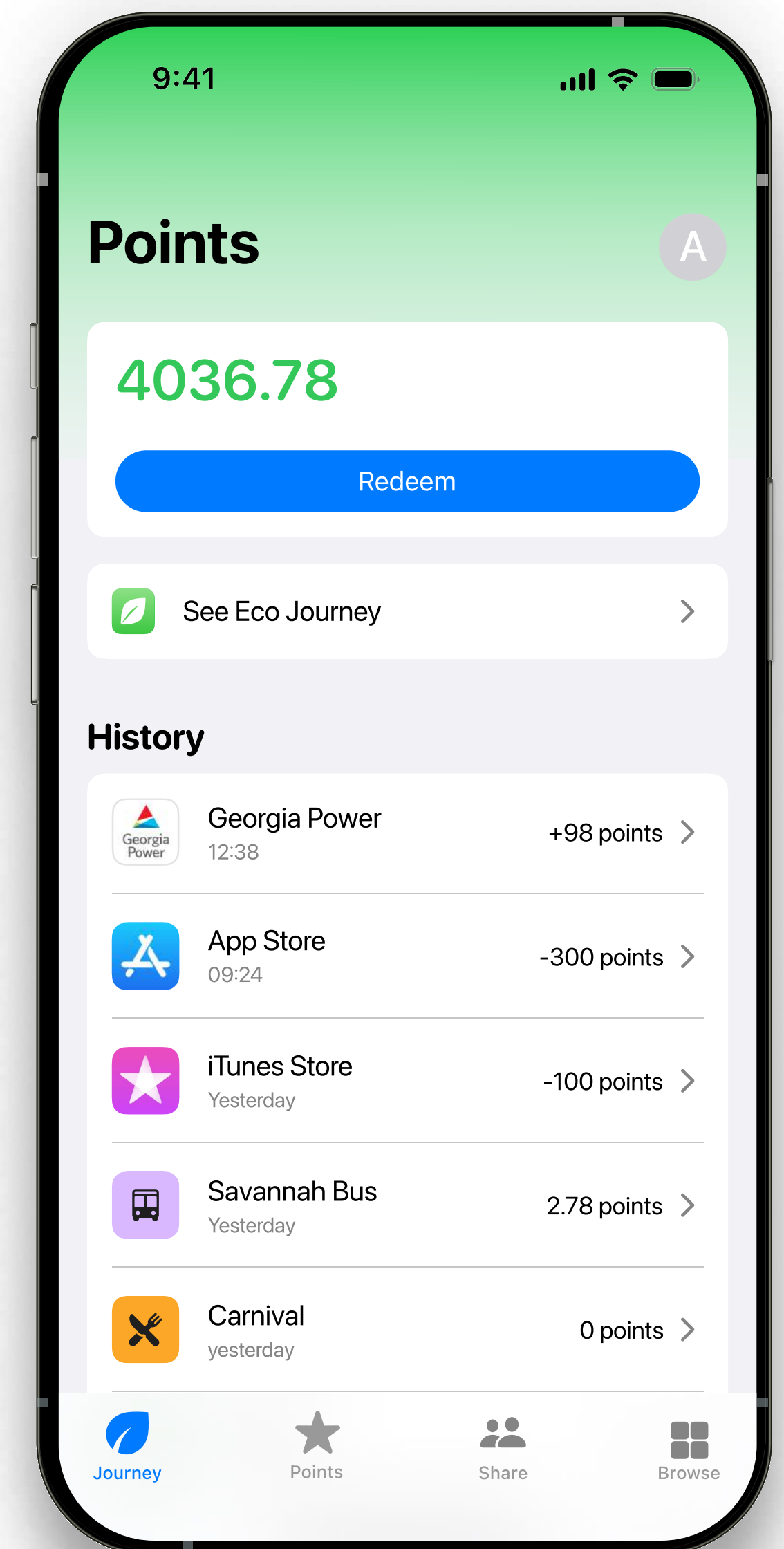
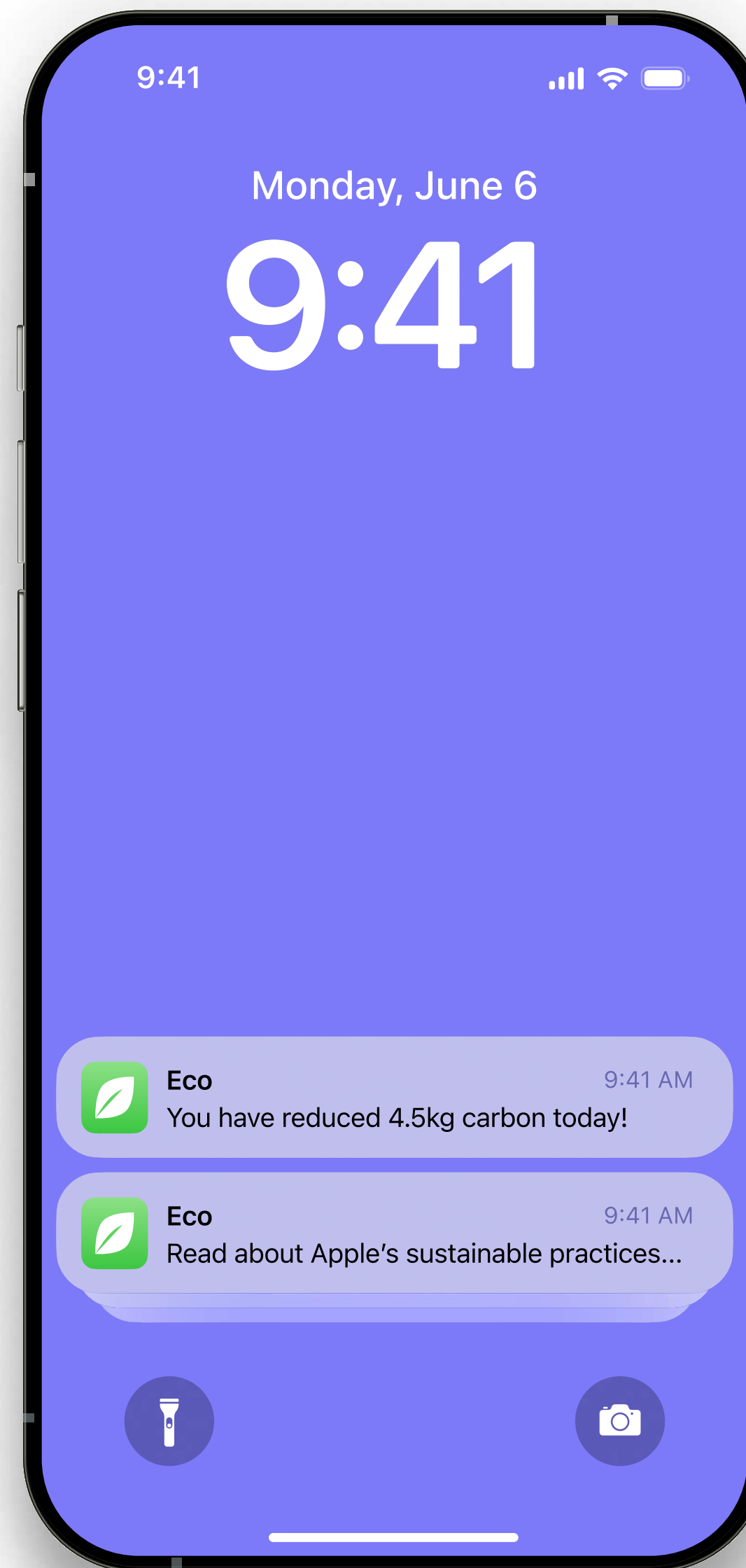


Solution

Eco Point System

Earn points from making eco-friendly purchases

Spent it on

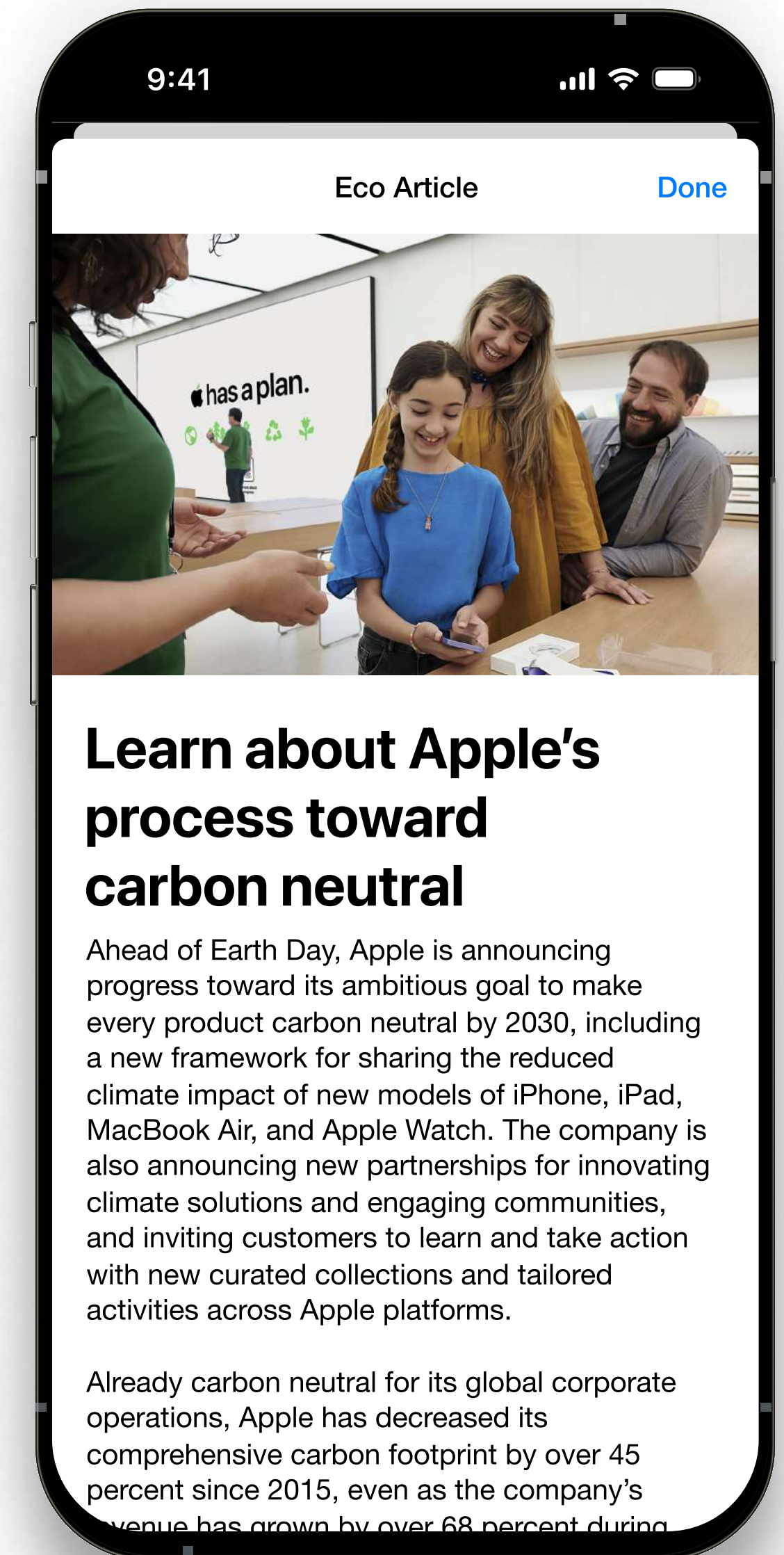
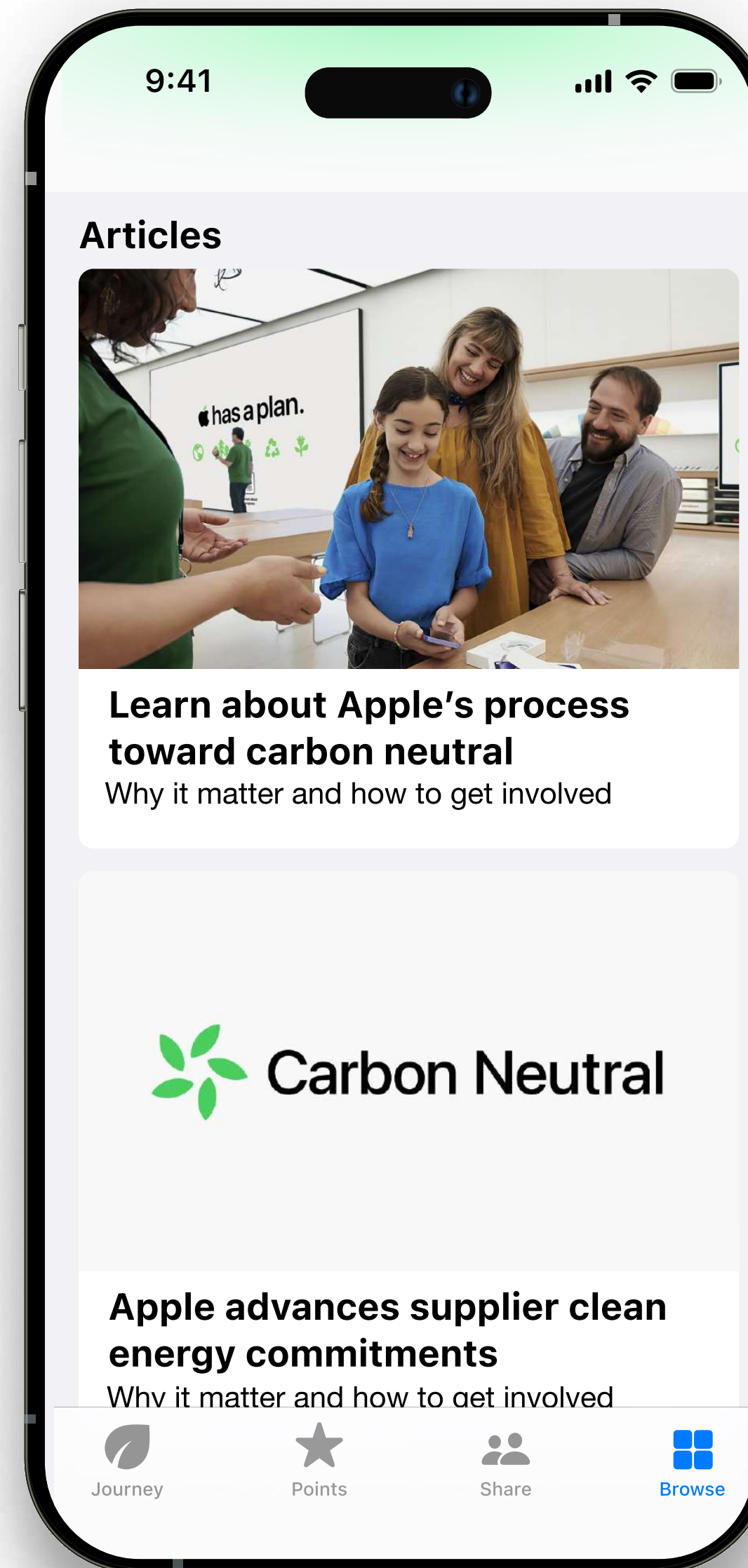


Solution

Eco Content

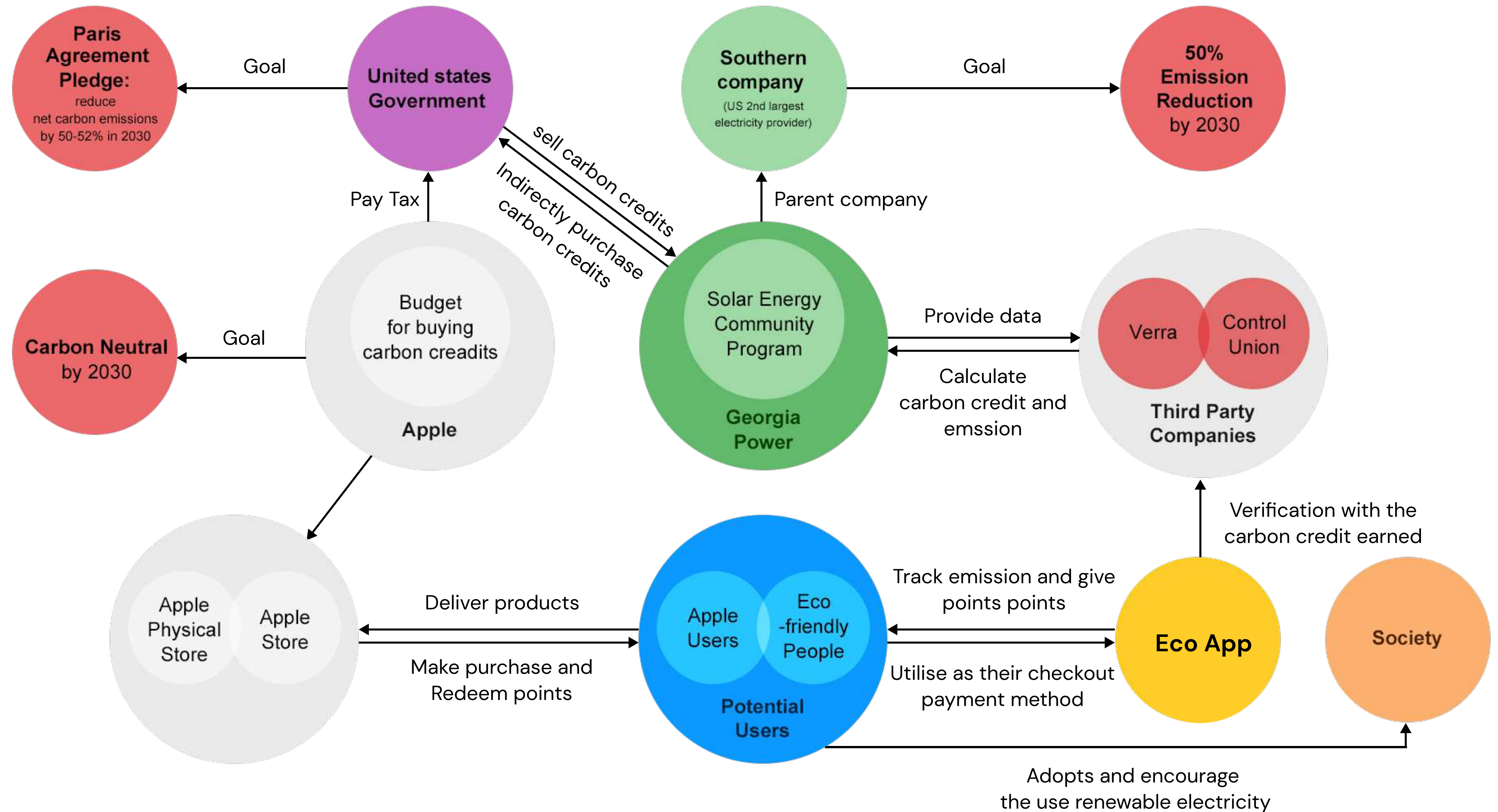
Learn about Apple's sustainability process and practices

Get tips on how to make your life more eco-friendly

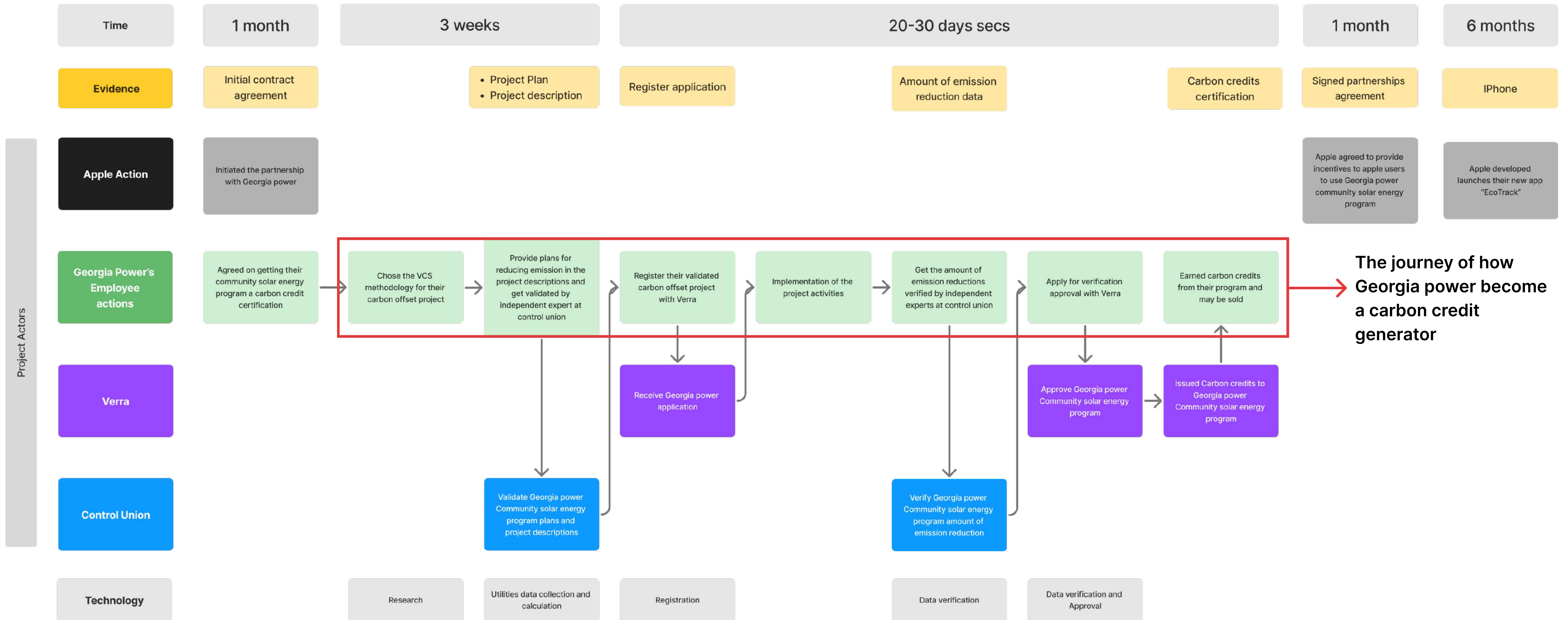


Future Stage Ecosystem map

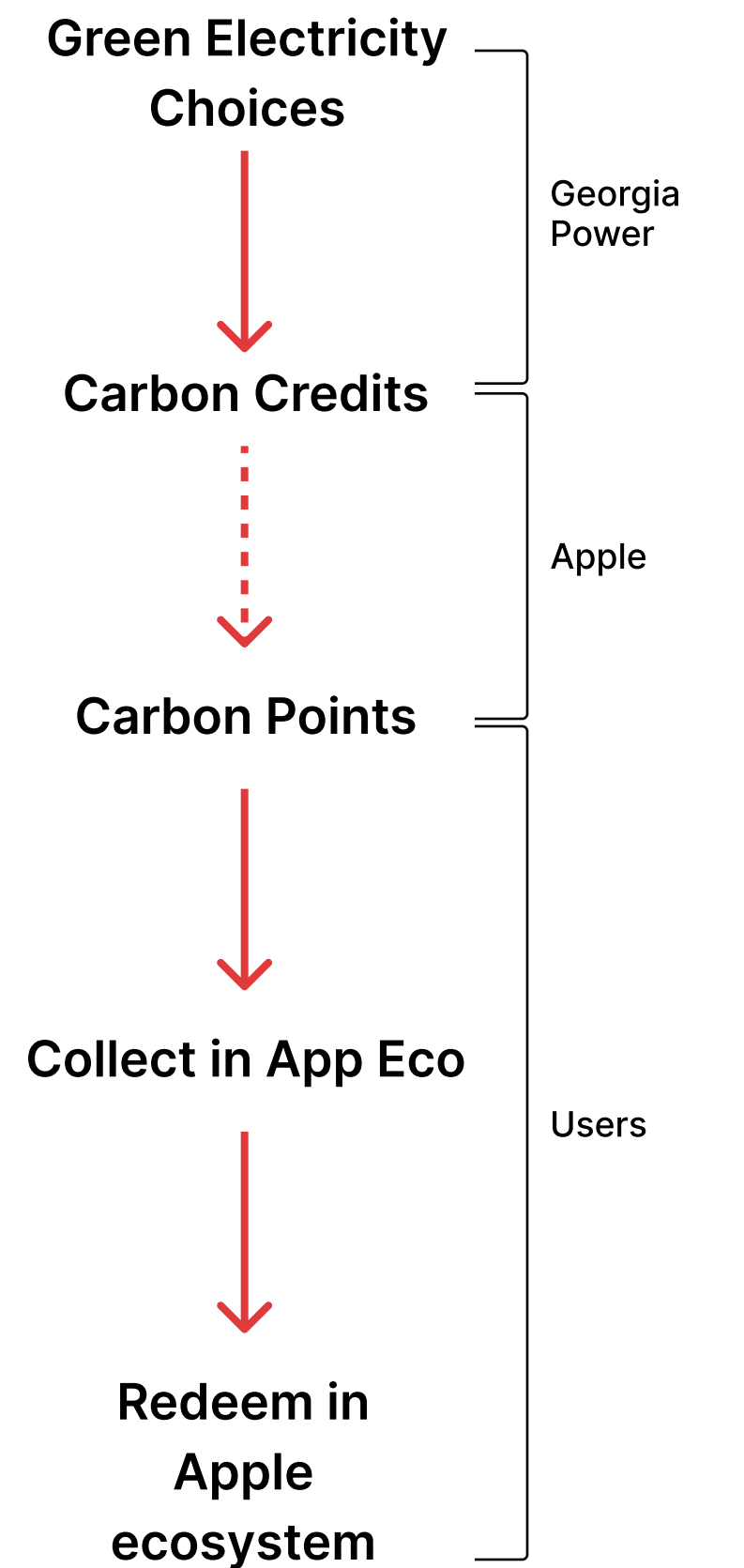
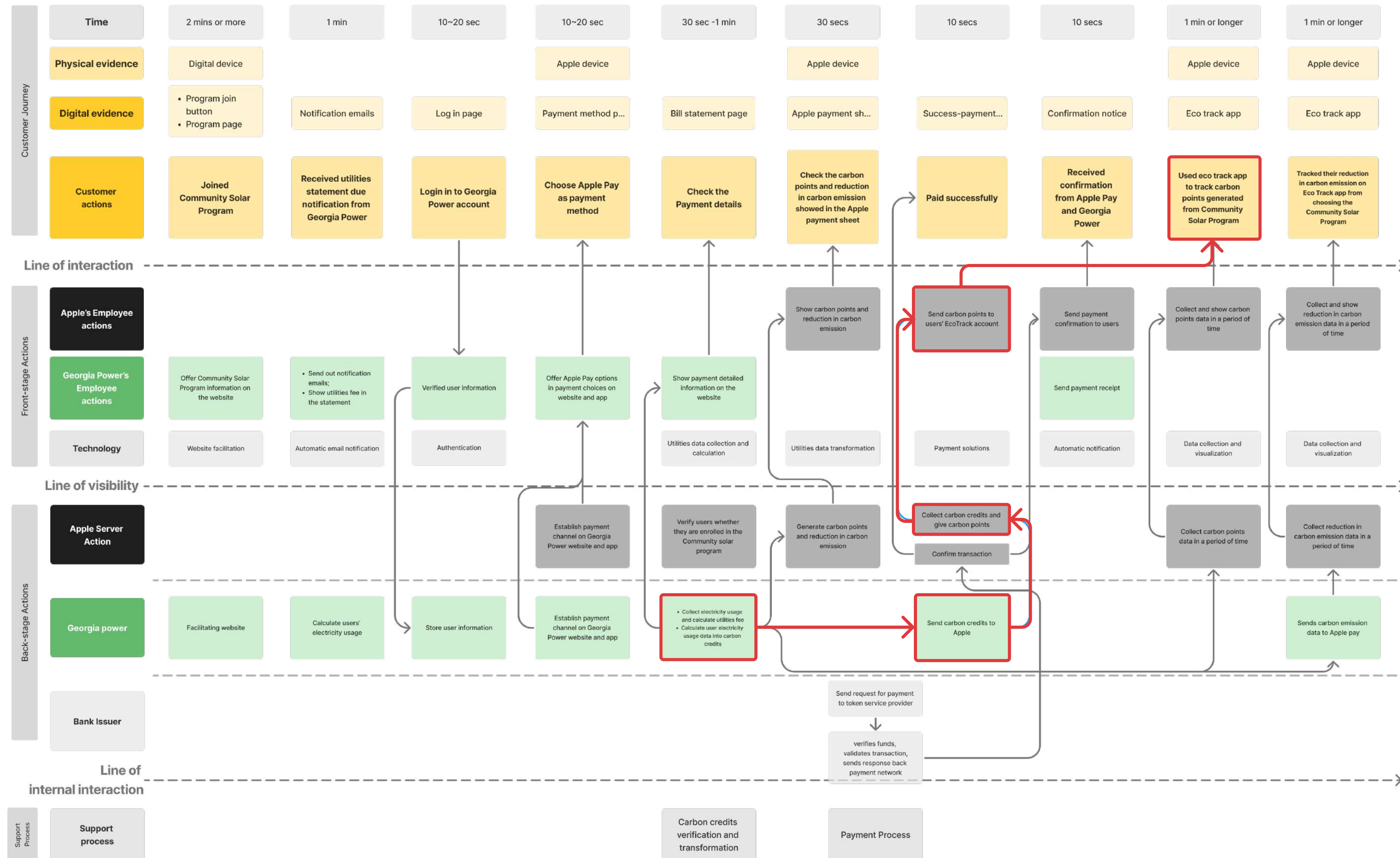
Georgia power as the potential carbon credit trading partner



Future Stage System Map



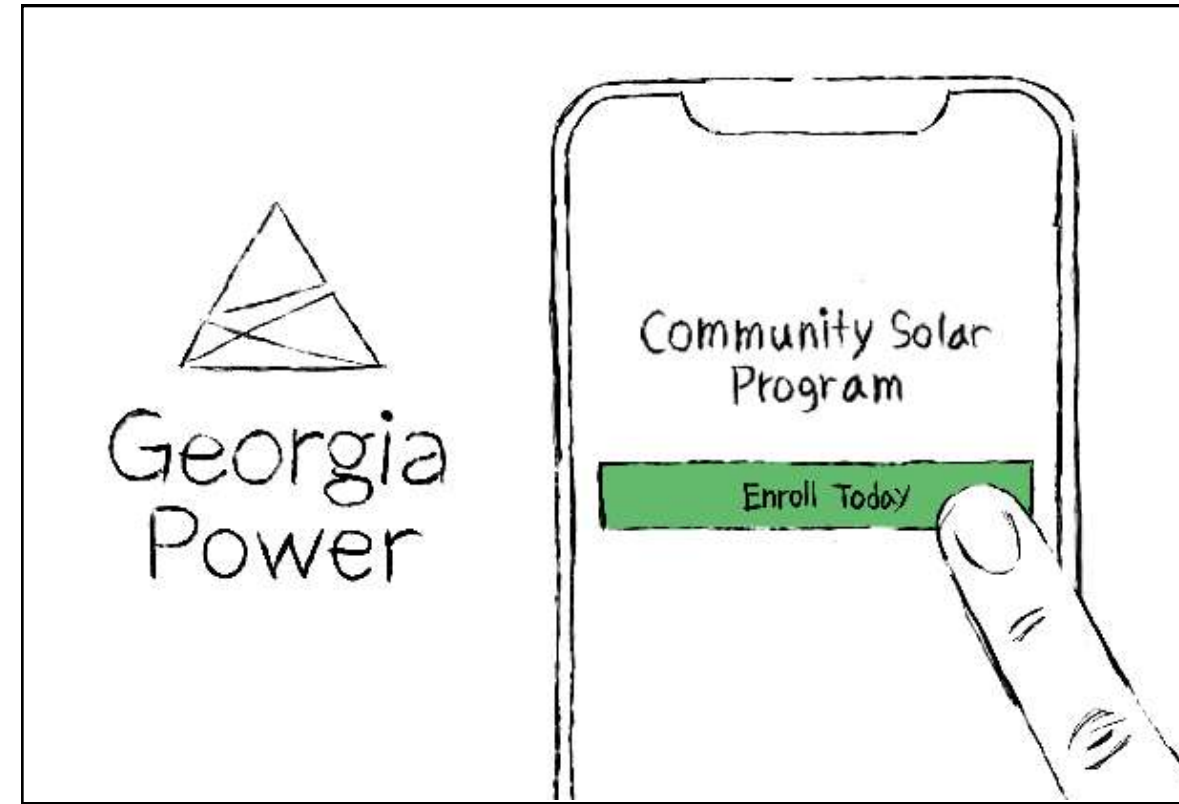
Future Stage Service Blueprint



Storyboard *Apple Eco: Green your lifestyle*



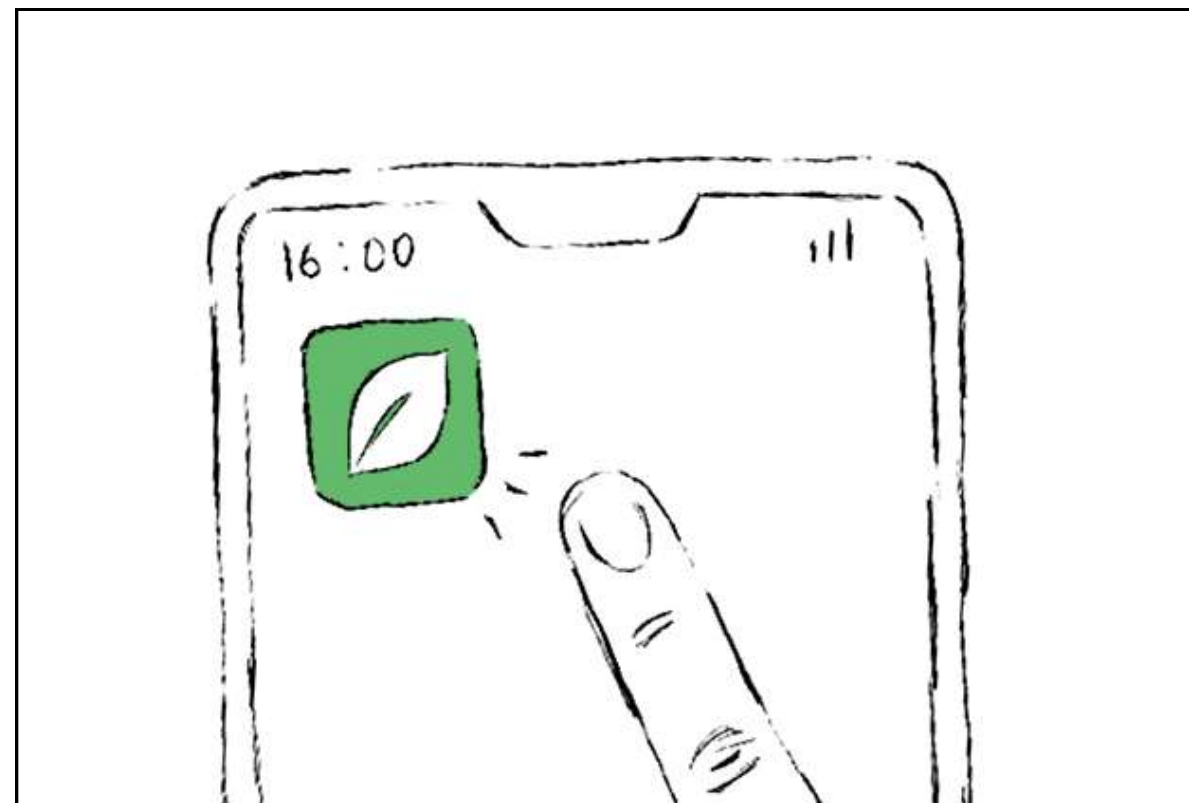
Alex, who interested in sustainability and environmental concerns, moved to an apartment in Atlanta.



She found that Georgia Power supports the Community Solar Power Program and enrolled it.



A few days later, she paid her apartment's electricity bill using Apple Pay for the first time. Then, she received a notification on her smartphone. "You've got reward."



She found that the notification was from Apple's new app that was automatically installed after updating her iPhone.

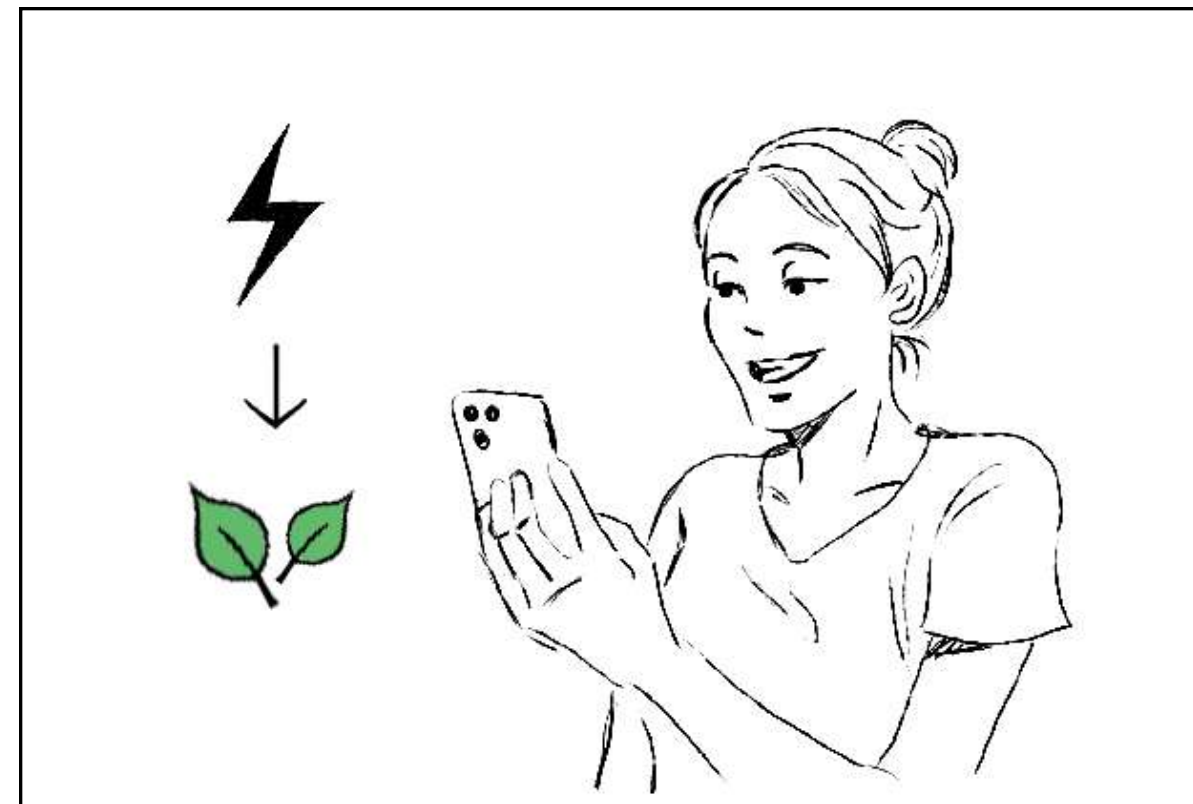


This app showed an infographic about points for the sustainable or eco-friendly actions she did.

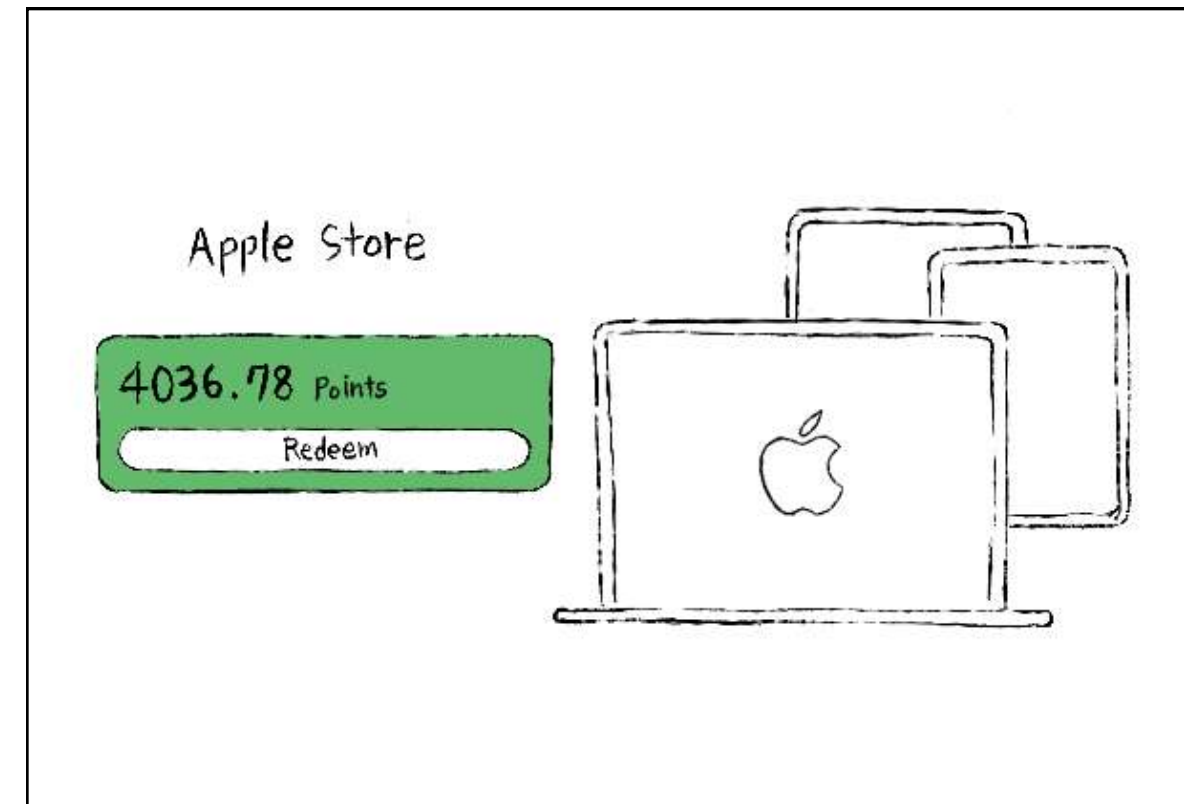


She wondered what action led to her getting points. Therefore, she clicked on the history of eco data.

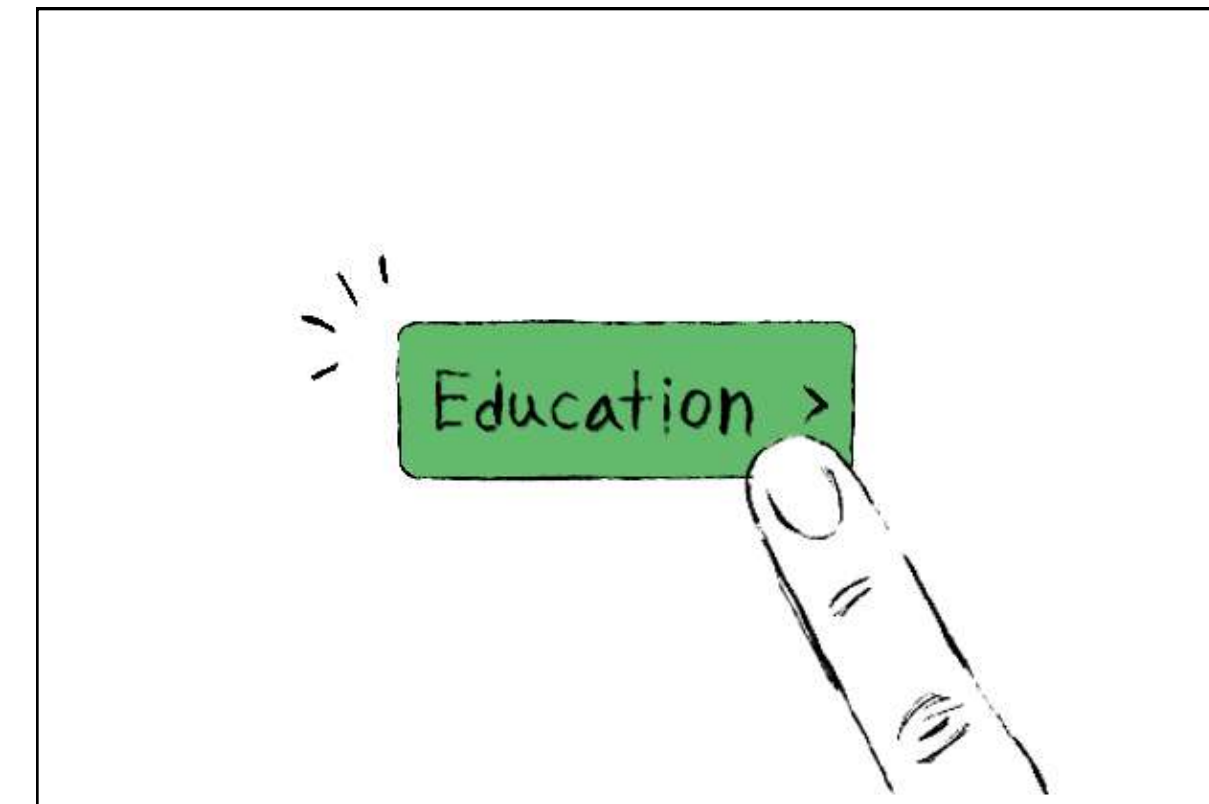
Storyboard



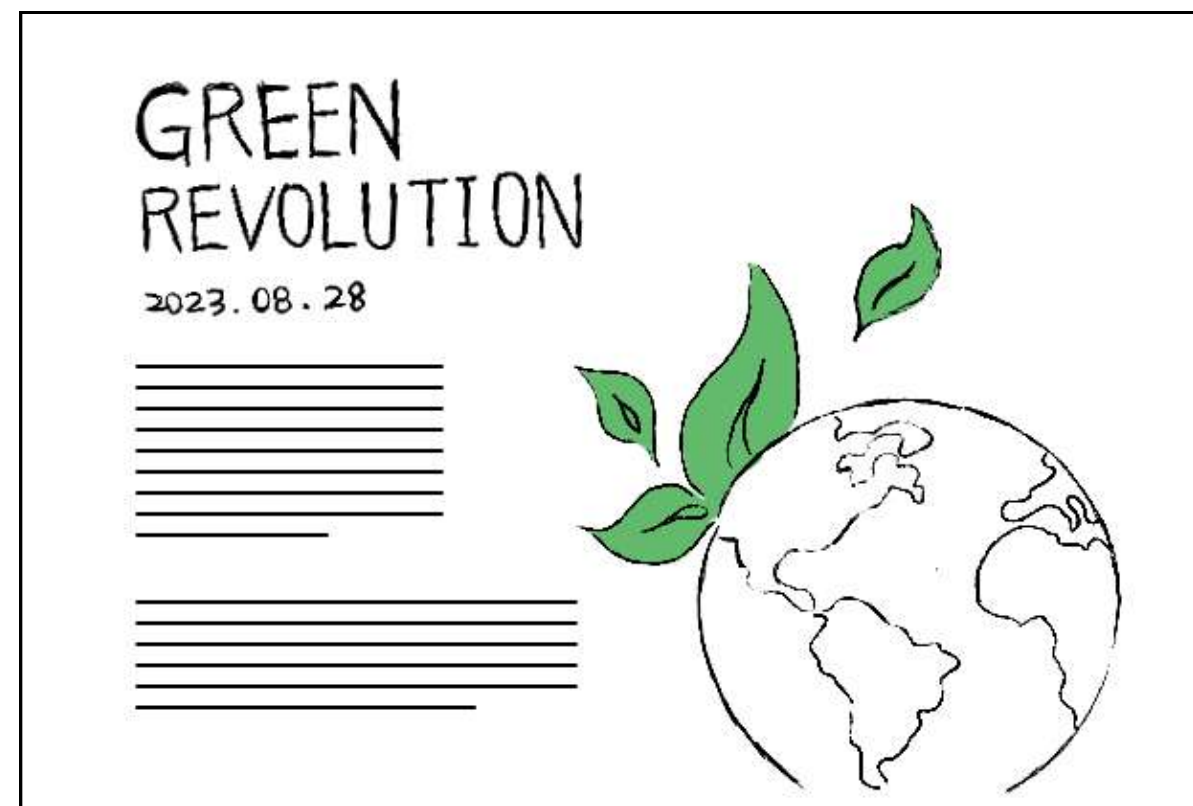
Alex was happy to participate in eco-friendly actions by just paying her electricity bill.



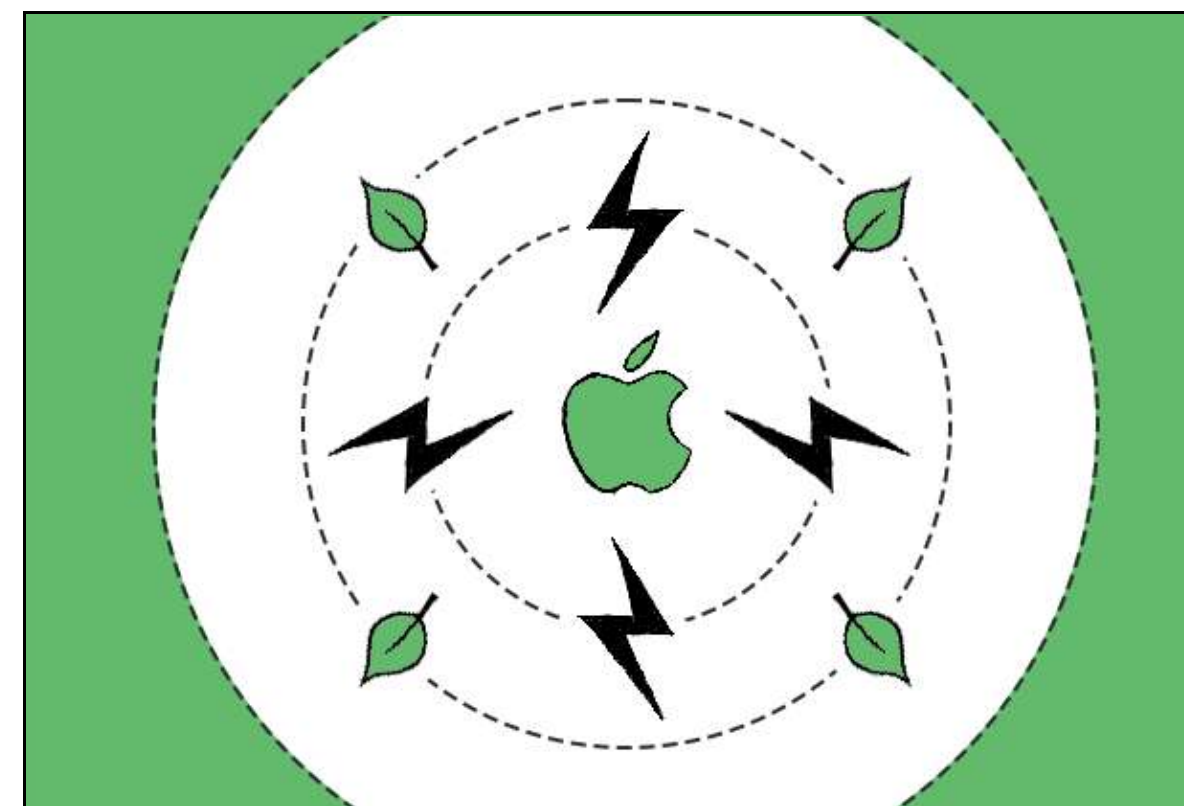
These rewards are also available as points when she purchase products or services from the Apple Store.



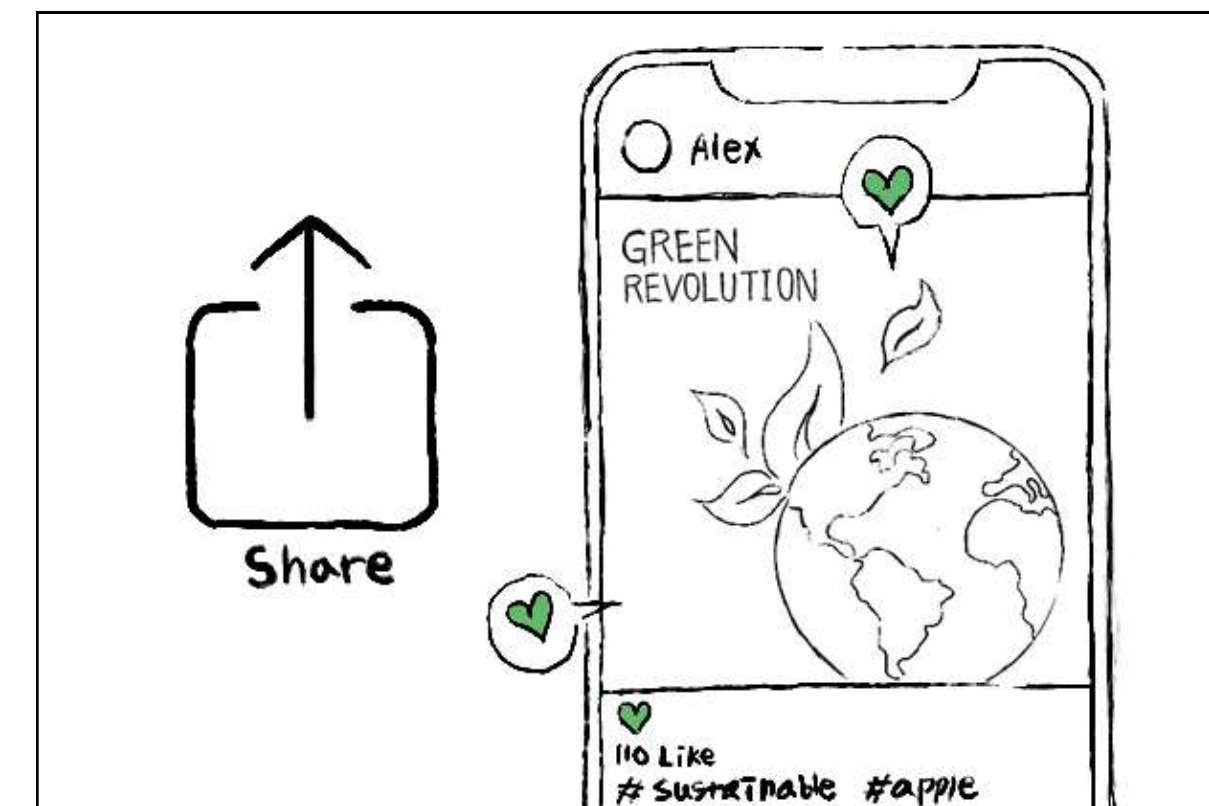
She thought this is interesting, so she looked at other tabs in the app.



It offers interesting sustainability articles that Alex wanted to know more about.



Also, she could watch news and videos about Apple's eco-friendly efforts that she didn't realize.



She posted interesting sustainability articles from Apple on social media to share with her friends.

Future Stage The Business Model Canvas

<p>Key partners</p> <ul style="list-style-type: none"> • Georgia Power • Electricity provider <ul style="list-style-type: none"> • Pacific Gas & Electric • Southern California Edison • Florida Power & Light • Public transportation <ul style="list-style-type: none"> • TriMet (WA) • DC Metro (WA) • Bart (CA) • Eco-friendly products <ul style="list-style-type: none"> • <u>Ever Eco</u> • <u>Honeybee wraps</u> • <u>Bambiki bamboo toothbrushes</u> 	<p>Key activities</p> <ul style="list-style-type: none"> • Track eco-friendly purchases • Track emission reduction • give out carbon points to users • Collect carbon credit <p>Key Resources</p> <ul style="list-style-type: none"> • Self service 	<p>Value Propositions</p> <ul style="list-style-type: none"> • Moving towards carbon neutral together with users • Enhanced brand image for apple: aligns with sustainability goals, strengthen Apple's reputation 	<p>Customer relationships</p> <p>Self service Automated service</p> <p>Channels</p> <ul style="list-style-type: none"> • Apple Eco • Apple App • Apple Store • Apple devices • Apple News • Apple TV+ • Apple official website 	<p>Customer segments</p> <p>Apple users</p>
<p>Cost Structure</p> <ul style="list-style-type: none"> • Calculate and verify carbon emission and carbon credits (Future development) • Development of the App 		<p>Revenue Streams</p> <p>Carbon credit More spending from Apple customers</p>		

Future vision and Project Roadmap

Stage 1

Partnership with Georgia power

Partner with Georgia Power to launch this project

Stage 2

Partnership with other electricity providers in the United States

Partner with electricity providers' renewable energy programs such as Pacific Gas & Electric, Southern California Edison, Florida Power & Light etc.

Stage 3

Partnership with Public transportations in the United States

Partner with public transportation in the United states such as TriMet (WA), DC Metro (WA), Bart (CA) etc

Stage 4

Partnership with Eco-friendly products & service

Partner with Eco-friendly products like Silicone Food Pouches by Ever Eco, Honeybee wraps, Bambiki bamboo toothbrushes etc.