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Design for Sustainable Behavior: Investigating Health and Social Impacts

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Abstract:

Usage stage of product life cycle is the key phase that has the most impact on environment. In this stage the consumer behavior can play a key role in reducing this impact and this the focus point of design for sustainable behavior. In this paper, we go beyond the usual understanding of the environment as physical resources and surrounding. We focus on the health and social impact of human life and attempt to investigate how design for sustainable behavior can present an approach to decrease these impacts in modern life. Through focus groups and case studies, we present a new concept how to use design for sustainable behavior to improve life quality of people through investigation of health and social impact. This investigation was done by a focus group of designers and they presented two case studies. The first case study attempted to improve healthy life style through reducing sugar usage in our diet. The second case study paid attention to the importance of family mealtime and how it can be improved through technology.

Keywords:

Sustainability, Sustainable Design, Design for Sustainable Behavior

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