DESIRE & REALITY

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WELCOME TO
DESIRE & REALITY

"

PREFACE

Dear Readers,

When the two of us started the Design for Social Innovation program at the School of Visual Art's, we had a common interest in protecting the environment, which led us to start our thesis journey together. In daily life, we have noticed that overconsumption makes many Chinese college students face debt problems, and this phenomenon is also common across age ranges in China. College students are unconscious of consumer education and have no guidance on consumption. Without guidance, they think that consuming is a substitute for feeling a sense of security. They have never considered the impact of overconsumption and the waste that has been generated from their habits. This discovery led us to start studying this problem that can fill in the gaps of the lackment of consumer education in China. To make Chinese college students aware of the impact of excessive consumption from their own behavior and guide them from finding problems to solving them is something we need to study and implement.

With China's rapid economic growth in the past decade, consumerism has become a new phenomenon in China. China has never experienced a rapid growth of consumer groups and gradually began to be affected. As a special consumer group, the cultivation of Chinese college students' consumption values has a direct impact on the formation of values and the construction of the world outlook, and has an important impact on their study, life and even future work. Under the pressure from society, most parents fail to educate and correct their children's consumption, so college students are out of control when it comes to consumption. By studying contemporary college students' consumption habits and behavior, we designed a system of guidance for more responsible consumption. We hope that through this guidance, college students might start to form better consumption habits and that consider the environmental impacts of their actions.

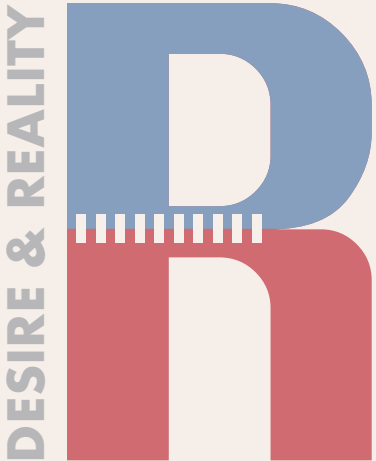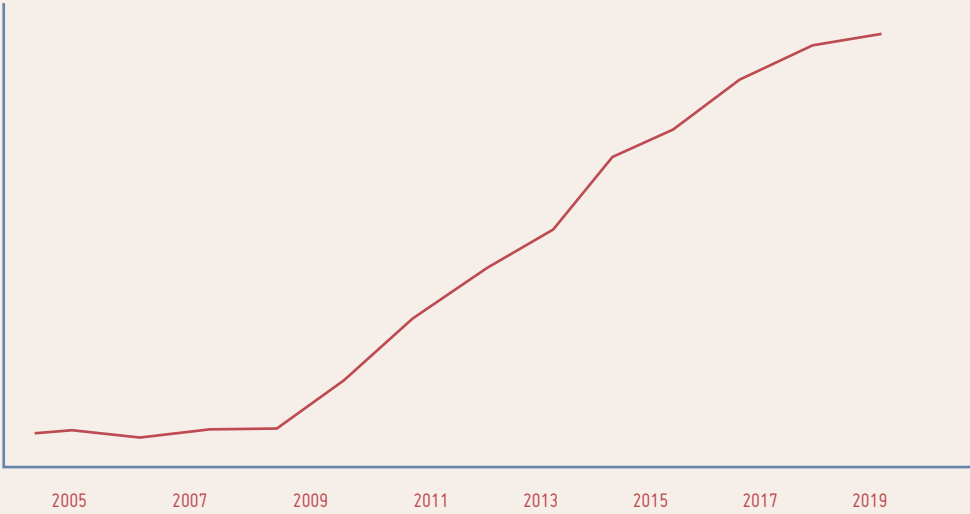Sincerely,
Tianyao Wei & Han Wang

TIANYAO WEI

HAN WANG

TABLE OF CONTENT

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CONTEXT

In the past two decades, China has carried out a large-scale reform of its education system nationwide. At the same time, China has experienced rapid economic growth and comprehensive social transformation. Below introduces how consumption has shifted in Chinese society throughout time.

2005   2007   2009   2011   2013   2015   2017   2019

Resources: 前瞻产业研究院整理

"Many of the problems troubling the world are not caused by economic globalization"[1]
—Xi Jinping

1. World Economic Forum: Top quotes by China President Xi Jinping at Davos 2017

Background of consumption changes in Chinese society:

- As China seeks modernization, its people are moving toward a well-off and prosperous life. With improved income levels, quality of life is gradually enhancing, which leads to a change in consumption. The way the Chinese consume is changing from "frugal type" to "enjoy type". Over the last century, "overconsumption" has slowly become a problem in Chinese society as economic development expands.

- Now, there are two distinct voices on whether China has fallen into the crisis of "over consumption" and whether "consumerism" is the mainstream consumption ideology of Chinese people. But we cannot deny that the phenomenon of "over consumption" appears more and more frequently in the Chinese market.

Characteristics of over consumption in Chinese society:

- Although it is impossible to accurately count the number of people who over consume, due to the huge population base in China, the waste caused by it will bring huge environmental pressure to the society and the environment even if only 10% of people over consume.

- Although China still lags far behind developed countries in ability to consume, the total amount of waste consumed in China now far exceeds China's capacity to dispose of consumer waste and also environmental capacity.

- People are not ready to meet such a huge consumption with what kind of consumption attitude, resulting in people's thoughts and behavior lost in a large number of goods.

DESIGN THINKING PROCESS
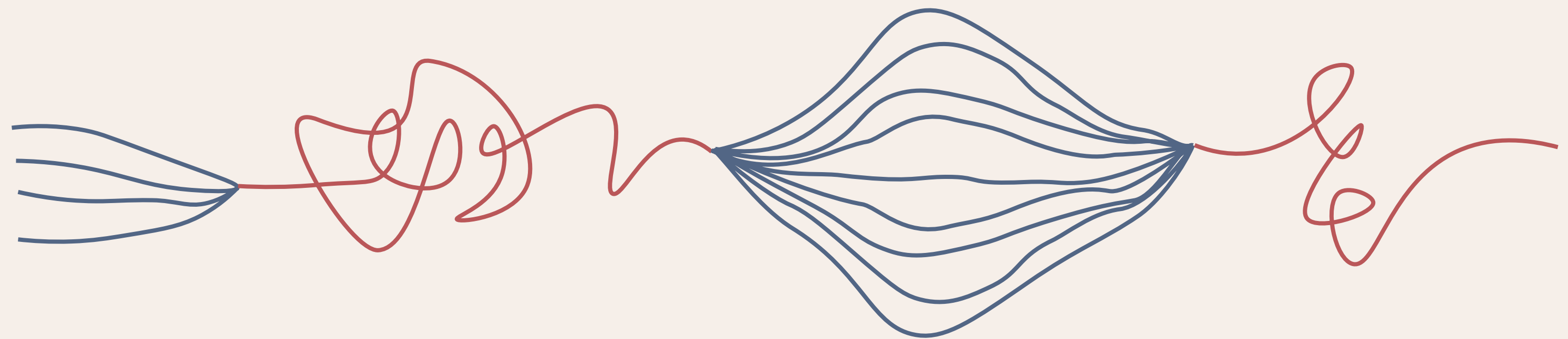
EMPATHY

Conduct
conversations
with college
students in China

DISCOVER

Analyze data
collected from
college students
in China

DEFINE

Find the leverage
point of how to
intervene in the
system

EXPLORE

Research a
climate change
charity for
further research

IDEATE

Brainstorm and
design game that
are interactive to
provoke college
students to engage
with the issue

PROTOTYPE

Prototype game
and learned from
user feedback

REDEFINE

Rethink process
and ideas

TEST

Workshop activities
with stakeholders
and test habit
building card game

SNAPSHOTS

Engaged with college students in 3 major Chinese cities: Beijing, Guangzhou & Shenzhen. Gathered 5000+ data sets of overconsumption from 8 universities: Sun Yat-sen University, Guangdong Baiyun University, Guangzhou City Polytechnic, South China University of Technology,Jinan University, Zhongnan University of Economics and Law, Shanghai Lixin University of Accounting and Finance. Interviewed 60 college students for more indepth research. Made 6 small tests for understanding the behavior and awareness of overconsumption. Hosted 4 workshops and provided tools to build a long-term habits

03
CITIES

08
UNIVERSITIES

5000+
DATASETS

60
INTERVIEWS

06
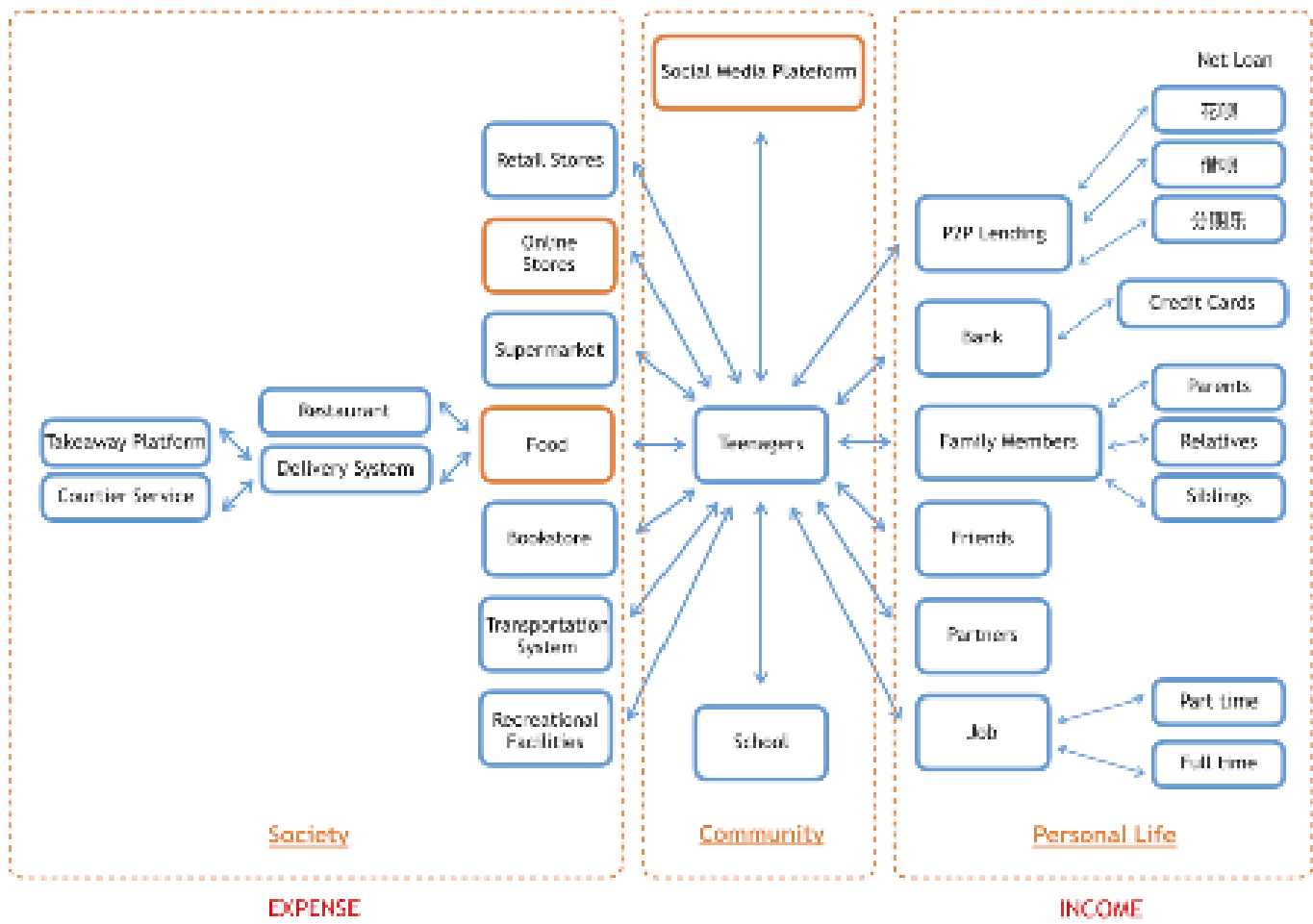TESTS

04
WORKSHOPS

PARTNERS

CYCAN is the first Chinese non-profit organization for youth action in the field of climate change. They provide services for organizations interested in promoting youth participation in civil society. They inspire and guide young people to grasp the opportunities in China to tackle the challenges of climate change and transition to a sustainable future. They also provide a platform for young people for personal development and to explore new opportunities. More than 300 colleges and universities have collaborated with CYCAN, and they have the resources to interact with over 500 colleges and universities to engage with youth.

CliMates is one of the official children and youth NGO observer missions of the United Nations Climate Change System, representing the interests of young people and children under the age of 30 in world climate change negotiations. It gathers more than 300 young student volunteers and professionals from around the world, with a mission of addressing the challenges of climate change and shaping a low-carbon society. Through theoretical training and practical project training, CliMates cultivates young people to be able to express themselves bravely, support their rights and interests, and make changes for the future of the climate.

Social Media Plateform

Net Loan

Retail Stores

Online Stores

Supermarket

Restaurant

Takeaway Platform

Delivery System

Courier Service

Food

Bookstore

Transportation System

Recreational Facilities

School

Teenagers

P2P Lending

Bank

Family Members

Friends

Partners

Job

花呗

借呗

公积乐

Credit Cards

Parents

Relatives

Siblings

Part-time

Full-time

Society

Community

Personal Life

EXPENSE

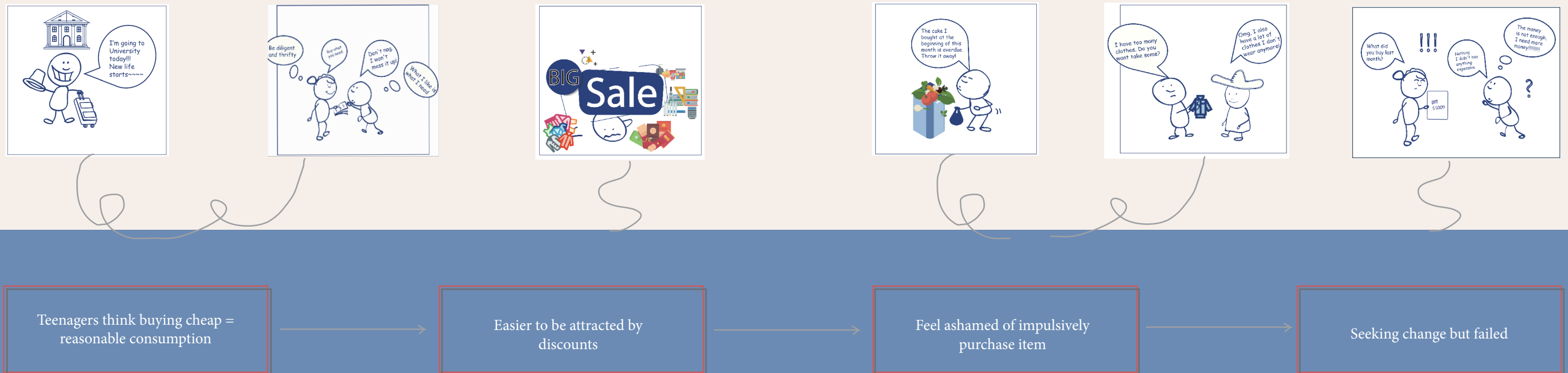INCOME

EMPATHY THROUGH INTERVIEW

In order to understand our stakeholders, we had several interviews with Beijing and Guangzhou's college students and their parents.

Before the interview, we think advertising marketing is the main problem of overconsumption. As you can see in this map, The advertisements on social media influence students and the merchants give students targeted instalment discounts. This two part forming a consumption

trap designed for students. However, through the conversations, we found that **contradictions and misunderstanding** between the family members on the consumption concept has more influences on college students.

Finally, we selected **three main stakeholder groups**(social media, parent,college students) for preliminary analysis to made assumptions about the reasons for college students' overconsumption.

1 THE ADVERTISEMENT COMBINES CONSUMPTION POWER WITH SELF-WORTH

"How you spend your money is what class you are."

"Don't let a hair dryer under $200 blow out your hair"

- Advertising words on new media

2 PARENTS DON'T KNOW HOW TO EDUCATE THEIR CHILDREN ABOUT CONSUMPTION

"I will limit the amount my child spends, and as long as she spends within that range, I won't worry about her spending too much."

"I will teach my child rational consumption, but because my child is a girl, it is better for her to grow up in a rich environment, so that she can marry well later."

"My child's grades are perfect, so I do not let him care too much about consumption. As long as he puts his mind on academic performance, there is no time to overconsumption."

- Parents of college students

3 STUDENTS ARE CONFUSED ABOUT WHAT IS RATIONAL CONSUMPTION

"I feel like I'm spending it on what I love. It's all I need."

"Since discounts are cheap right now, I could stored them and use them later"

"Spend money if you can and save the troubles."

"I do buy a lot of useless things, but I don't know how to stop, buying can make me feel happy, I just need to earn more money."

"It depends on my parents' mood, maybe because the money is not returned by me and there is no pressure."

- College students

| Teenagers think buying cheap = reasonable consumption	→	Easier to be attracted by discounts	→	Feel ashamed of impulsively purchase item	→	Seeking change but failed

After we realized the problem of the contradiction of values, we conducted more interviews. The picture above is a common story among Chinese college students.

First, students misunderstand rational consumption equivalent to buying cheap goods, so they are more likely to be attracted by discounts, and than, when they find something that are wasted, they will feel guilty and want to change their habits, but both of the parents and the society can not give them a solutions to solve the real problem.

When problems pile up,it will cause serious consequences. This is a data set of the amount of transactions by college students online.From 2011 to 2019 this short 8 years consumption has grown so exponentially, as college students overspent on many things that they did not actually need.
In addition, 80% of these products will be sent to the dump for collective incineration.
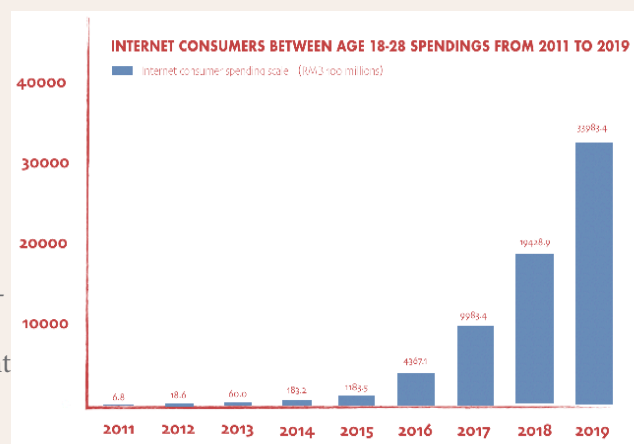
As we grew to understand the problem more thoroughly, we began to rethink what core problems we could address.The problem contains 3 core parts, Family education, social environment, and self-awareness.

For family education:
Parents hope to conduct consumption education for children only by regulating the
amount of financial assistance, Cheap is a "good" buying strategy.
also, parents tend to compare their children with their peers' children, This subconscious reinforces the students' indulgence in comparison. When students have a sense of comparison, we cannot ask them to compare only their grades and not their consumption

For the social environment:
Today, almost all social apps use analytics to recommend consumer information based on preferences. Also, the advertisement combines consumption power with self-worth, which makes students misunderstand what self-improvement really is.

For the self-awareness:
Young college students are at a critical moment in their independence and growth, often living alone for the first time and finding self-worth influences by their peers.And media. Most important is they over-focus on short-term benefits and ignore long-term effects, which also makes them addicted to the excitement of buying.

IMPACT OF SHOPPING DECISION MAP
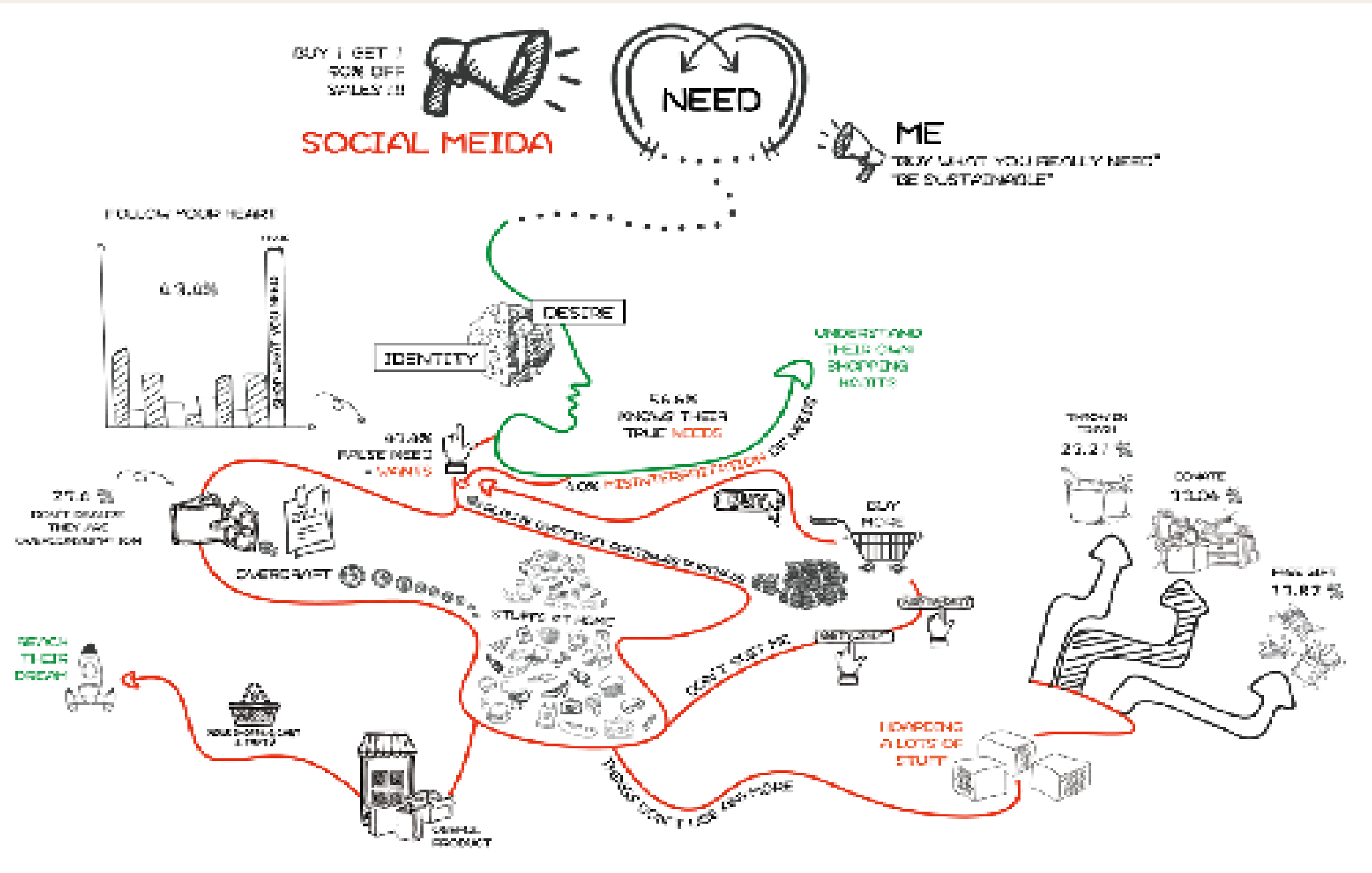
Next, in order to find leverage for action, we need to understand in detail how college students make their purchase decisions, what happens after the purchase, and what the consequences of these actions might be.

We created three questionnaires and collected 5,000 data in three different cities. After analitize those data, the degree of self-doubt and self-contradiction of college students surprised us.

The map we created describes the shopping decision process. First, when teenagers are forming a decision about what to purchase, they are targeted by social media campaigns and advertisements, so much that the teengers start to ignore their inner voice, and forget to question themselves. As a result, false DESIRE becomes the main thing that is driving them to purchase.

According to our data, 43.4% of teenagers purchase items based on their feelings. Among these teenagers, there are two mindsets: those that don't realize they are over-consuming; and those that realize they are over consuming but do not care about the impact of their overconsumption.

These two mindsets cause hoarding. According to the 5000 data we collected, of the items purchased, only 20% are used and 80% turns into "trash."

When items begin to take up too much space, 23% of people choose to throw it in trash, 33% choose to donate and 14% choose to give their friend as free gifts.

The green line in the graphic beside, represents the 56.6% of individuals that do not purchase products based on their feelings, but in fact, 40% of those 56.6% do buy on their feelings but they did not realise it. This group also often does not realize they are over consuming, and they believe their behavior is based on what they need.

"

01

The new generation of college students have more freedom in the family. In the past, children were rarely given the right to speak in the family and they should follow their parents' opinions. However, with the development of Chinese society, more and more parents begin to respect their children's opinions and let them make their own decisions. The courage to oppose authority and question authority, helped develop a habit of independent thinking, dialectical thinking. This has allowed young Chinese students the freedom of their own preferences and their own will.

02

With the ability to make their own purchasing decisions that fit their own personality, they are also easily attracted by brands that cater marketing campaigns to them.

"

The new generation of college students are more independent and self-centered

66%

GENERATION Z

66% of Generation Z said, "I made a lot of decisions myself." They have greater financial autonomy, they are used to making their own decisions and have a strong sense of self. And they are able to effectively experiment with multiple interests and identify their strengths early on.

Resources: Tencents Research

16%

WEB CELEBRITY

KOL became less influential, with only 16% saying the blogger or web celebrity was closer and the recommended product was more reliable than the celebrity.

Resources: Tencents Research

62%

AREA OF INTEREST

Willing to pay for their interests, Generation Z defines themselves by the depth of their introduction and creativity in a field, and no longer think of the breadth of expertise as admirable. 62% said they would invest more time and money in their area of interest.

Resources: Tencents Research

As proven through these statistics, our stakeholder has a need for self-exploration and self-improvement and tends to take initiative in their own lives. College students tend to believe in their own judgment and their own decisions. However, due to the unique education system in China, college students only have the right to contact with the diversified society when they enter the university, and they can receive a large amount of diversified information in an instant, which makes them easy to get into a confused situation. When college students encounter difficulties and frustrations, new media businesses will take the opportunity to attach the product on the concept of personal values, and sell it to college students. This gives college students an invisible idea of "new products can help me find a better self."

"Products can improve myself"

"Products keeps me in touch with the trends"

"Products keeps me feeling positive"

"Products can make me feel confident"

"Products can make me feel special"

Resources: 5000+ data set collection

WHAT CHANGED?

The real problem is not about their impulse shopping habits, it more about self-awareness and consumption education:

1. There are few tools and organizations that can help college students actively explore themselves.
2. Parents' consumption education is outdated, which is not in line with the current era, and arouses teenagers' rebellious exploration.
3. College students turn their existing false cognition into their own characteristics, indulge in false feelings, and fail to realize the fundamental problem.

"

HOW MIGHT WE CREATE OPPORTUNITIES FOR COLLEGE STUDENTS OVERLY INFLUENCED BY THE VOICE OF CONSUMERISM TO BUILD A BETTER RELATIONSHIP BETWEEN WHO THEY ARE AND WHAT THEY BUY?

GOAL

Our main goal is to help Chinese college students establish a more stable consumption behavior and find themselves. Therefore, we need to have a deeper understanding of what activities and methods can help college students establish themselves. What are the interests of college students?

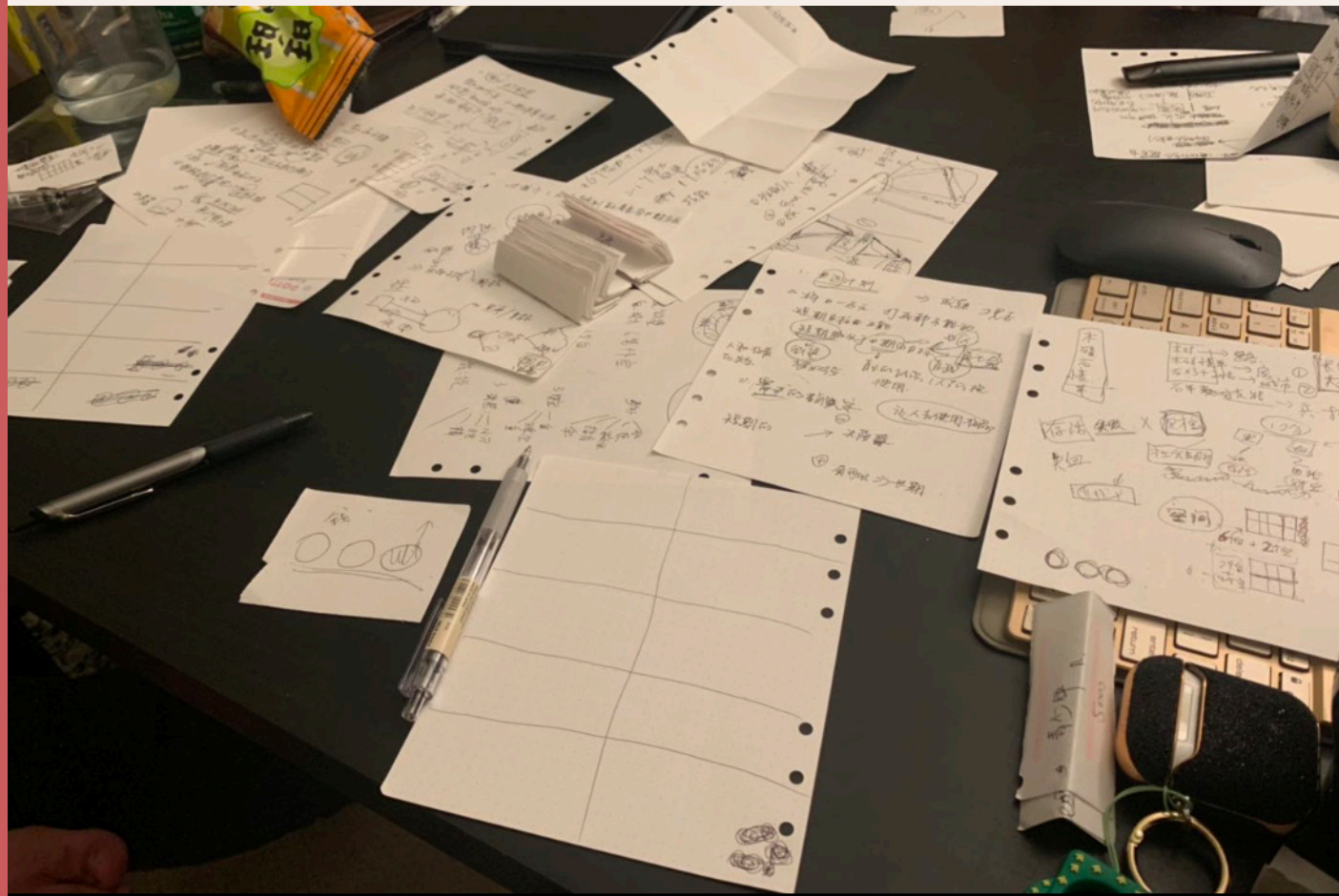"If a new habit can build on an existing habit, the transition will be easy"

"I like to get new insights by reading and learning on my own or by trying things out for myself"

"I want the exercise to be open-ended, with no right or wrong, and for us to find our own ground."

"I would like it to be a competition, so that I can have the motivation to adhere to."

"There are a lot of interesting activities, but short. From my POV, if there is an activity to help us insist on doing something for a long time it will be very meaningful."
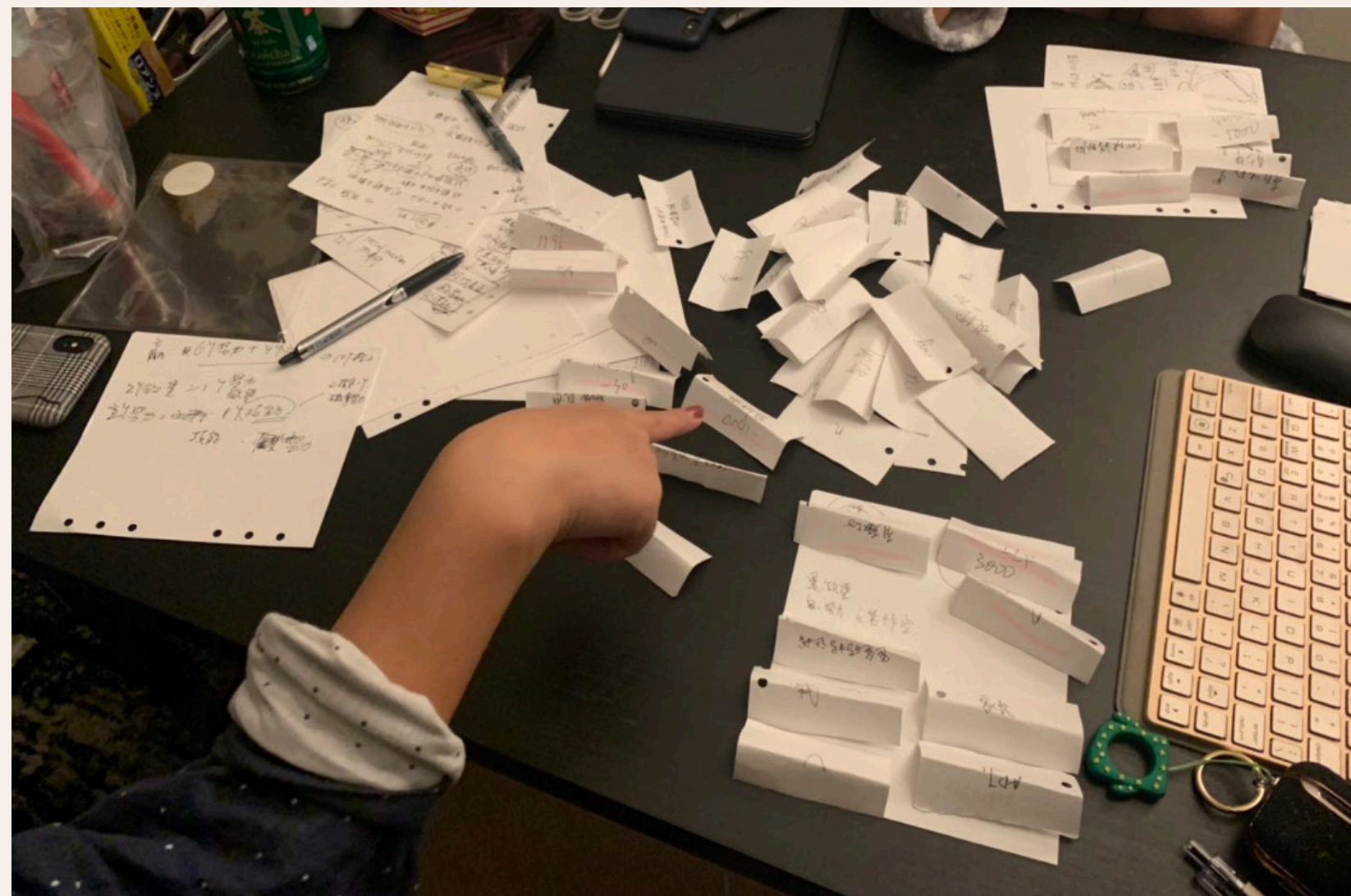
"Having quick feedback and incentives for uncertain answers can give people the desire to achieve their goals"

During the meeting we decided to formulate a game, achieve the goal of rapid feedback and training of long-term behavior through games. In the specific design process,we were struggling with whether to awaken people to action or to change their mindsets through action, in fact the game we designed at this stage focused more on how to make college students aware of the real problem they are facing in life.

HOW DO WE TURN THIS INFORMATION INTO A REALISTIC PROJECT?

Our goal was to design an exercise with rapid feedback and long-term impact to build a stable identity for young students in China. During brainstorming ideas, we use different brainstorming tools, including where each of us wrote down 20 nouns, verbs, and adjectives, and combined them into one sentence at random, which gave us a lot of unexpected inspiration. We generated 40 ideas to elaborate for the prototype.

BOTTLE CAP GAME

GOAL

Through a competition game, feel the difference between estimation and use, and talk about how to make better shopping decisions.

PART 1: DISSCUSSION

- Divide the personnel into groups according to the situation on site. Each group shall have no more than 5 persons and no less than 2 persons.
- You will have 5-minute strategy discussion, we will provide sample cap for the discussion. (each group has two samples of each cap, or three if the cap that are the same)

5 MIN

PART 2: COMPETITION

- All groups will have 30 seconds after the discussion to go to the bucket/table to get the bottle cap, and bring the bottle cap back to the group and put it in the bucket. Each group can send only one player per round trip, and the next player can be sent when the player reaches the group. (the game does not provide any props for retrieving the bottle caps, also you cannot disturb other team members)
- Put the bottle cap you retrieved on the table and wait for instructions to start. Each group has 2 minutes to build the bottle cap, and only one bottle cap model can be built. (do not disturb each other during the display)

KEY LEARNINGS

After designing and sharing the game with our partners, we realized the game was too complex, the implementation of personnel and site requirements were too demanding, the cost of testing too large. In the process of game design, we did not consider how difficult it is for our partners to implement. While the situational simulation brought a strong sense of what we called consumerism "traps", it did not guide players through a thinking process that would change habits for oneself. As stated by Ci Xi, "The real situation simulation game does give people a sense of experience to some extent, but it is difficult for individuals to pull away from the game. Instead, it is more likely to lead to the helplessness of life related problems and negative emotions."

GOAL

Through a real situation simulation game, have students experience and find the trap of consumerism.

KEY LEARNINGS

After designing and sharing the game with our partners, we realized the game was too complex, the implementation of personnel and site requirements were too demanding, the cost of testing too large. In the process of game design, we did not consider how difficult it is for our partners to implement. While the situational simulation brought a strong sense of what we called consumerism "traps", it did not guide players through a thinking process that would change habits for oneself. As stated by Ci Xi, "The real situation simulation game does give people a sense of experience to some extent, but it is difficult for individuals to pull away from the game. Instead, it is more likely to lead to the helplessness of life related problems and negative emotions."

It is a long-term process for college students to know themselves and establish their own identity. However, in the process of integrating into the new group, college students need to quickly establish their own identity labels. Therefore, it is the easiest and fastest way to create their own identity labels with consumption items and attract the students around them. In fact, college students establish this identity label in the hope of receiving compliments from others so as to enhance their confidence and make them feel worthy and worthy of love. They know that such consumption behavior is incorrect, but they don't know how to solve the problem.

We realize that our solution mainly helps them to be aware of the problem, causing everyone to want to change their mood, but in fact, college students have realized their own problems, but actively choose to ignore our tools should pay more attention to how to solve, and not just stay on awakening.

Identity = Self-Discovery + Self-Construction
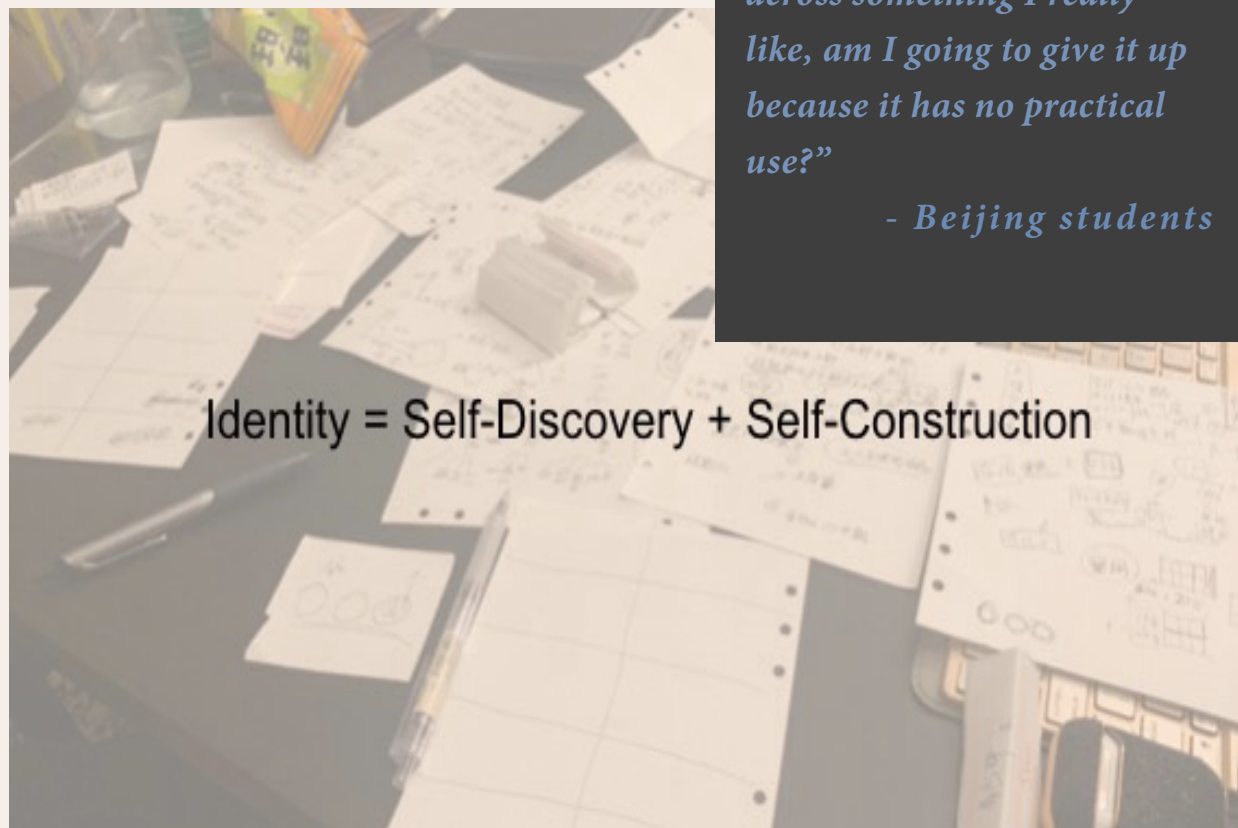
"I think my values are to buy on demand, but when I come across something I really like, am I going to give it up because it has no practical use?"

- Beijing students

"I really want to be recognized, especially when I'm in a new group, and I'm afraid of being isolated. Should I establish myself first or make sure I get along with my friends first?"

—SongMing

WHAT SHIFTED?

In the prototype test of MVP, our attitude changed, the interaction with the students revealed new information, the college students accepted the information in confusion, identified the information and established a stable identity. The deep reason for college students to hoard and purchase things is to enrich their identity labels and fill the lack of security.

> *HOW MIGHT WE HELP CHINESE COLLEGE STUDENTS AGED 18-23 REDUCE OVERCONSUMPTION BY CREATING AN EDUCATIONAL PROGRAM THAT ENGAGES THEM IN A REEXAMINATION OF THEIR POSSESSIONS TO RECOGNIZE THEIR SHOPPING HABITS ARE DRIVEN BY INSECURITY AND A FALSE SENSE OF SELF-WORTH?*

WORKSHOP 1: SESSION 1

We have teamed up with environmental groups to hold workshops on self-exploration of consumer behavior in the context of environmental organizations' existing activities. We providing tools for thinking and leading college students to make practical plans for changing their consumer behavior.

GOAL

Observe what types of tools can engage and move college students to complete the wireframe of our tools.

ACTIVITIES

We partnered with CliMate and other institutions to launch a "Needs and Wants" online workshop we designed to meet the stated goal.
To arouse the enthusiasm and participation of the university community, and have students unite in our activities, we offered five different thinking tools, and steered students to find a design solution to their consumption problem.By learning more about the problem itself, we hoped to change the behavior of the participants themselves.
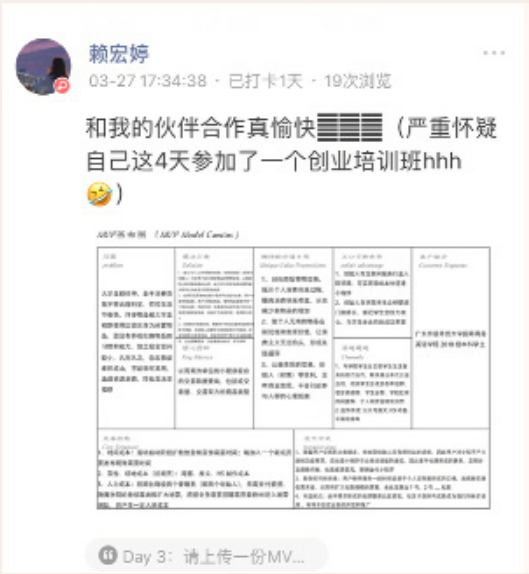
WHAT WE LEARNED

1. A total of 36 people participated in the activity of the workshop, and most of them came to the workshop because they were curious about the effective solutions to help them control their consumption desire.
2. During the process, we received 12 effective suggestions and feedbacks, which had an important impact on our subsequent workshop.
3. Clearly separate out which activities are effective in the complex and diversified activities.
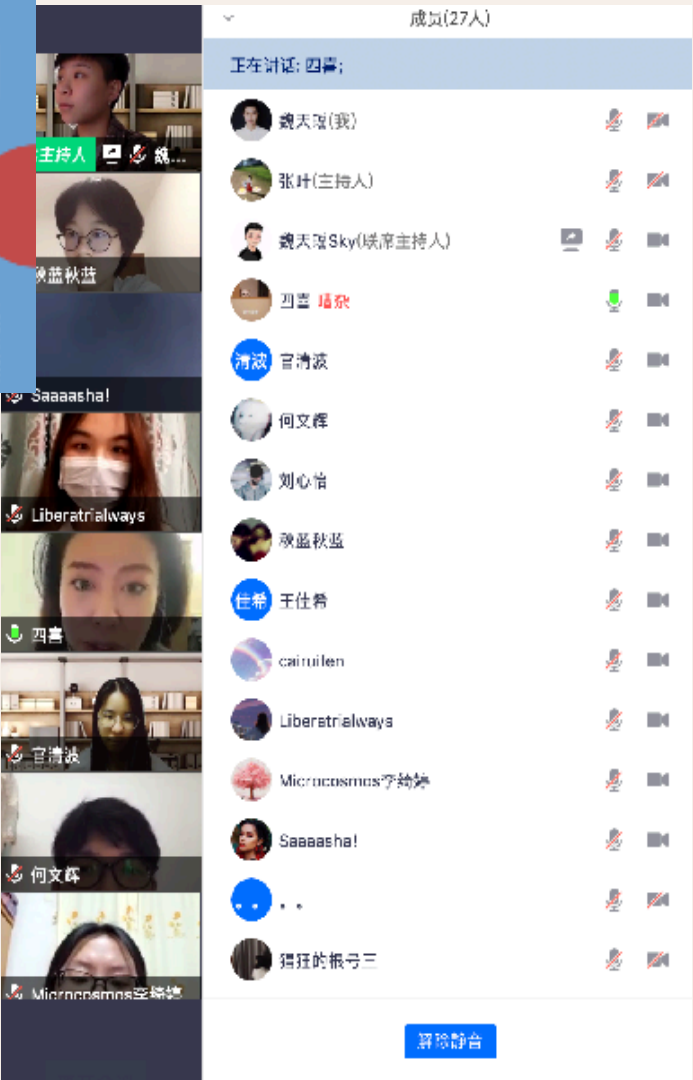
WORKSHOP 1: SESSION 2

GOAL

Test whether the framework will be more effective in getting people to take action.

ACTIVITIES

We received an invitation from CYCAN to participate in a two-week online environmental diversity workshop as a small branch of their programming. In this activity, we focused on how to help college students identify their real problems and promote effective action.

WHAT WE LEARNED

1. We recreated our workshop, focused more on how to enhance the project's interest and flexibility. Therefore, we added more games and interactive sessions and found some online platforms where they can co-create so that people could see other people's creations in real-time. In addition, We combined four days of one-hour practice into three hours a day, and finally we received positive feedback.
2. Using a random list to draw participants and share their results is conducive to an active atmosphere and can improve people's attention.
3. Group discussions from time to time can help them gain new inspirations in the process of sharing.
4. Through the way of writing letters to themselves, they can find out the problems they have neglected in the process of interaction.
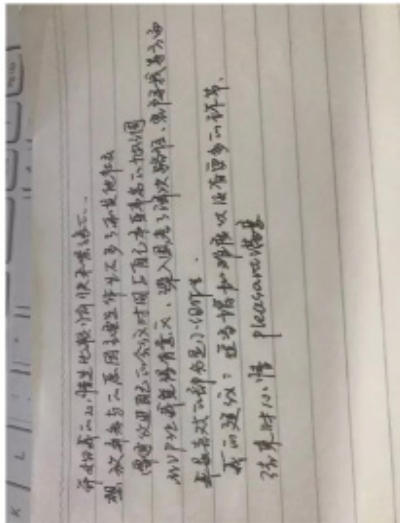
WORKSHOP 2

Our game is to pick a random card every day and do the exercises suggested on the card, such as tidying up my desk, finding a fixed position for the earphone, thinking about what I want to buy recently, why I want to buy, etc.

GOAL

Develop long-term behavior change through a single player game. through this test to find out how can we improve our games.

ACTIVITIES

Through the previous workshop, we selected 20 students to take an online test of our THINK OR DO card game and improve our game according to their feedback.

WHAT WE LEARNED

1. Try to motivate our target audience rather than just designers.The most important part of solution designing is the process of everyone emerging together, not just a small group of designers coming up with a product that tells the user how to use it.
2. The tool we use has to be unique, we use tools to engage people not just educate.
3. We designed 100 CARDS, and after testing we decided to cut it down to 40. This ensures that the chance of picking the same card is increased when the player is randomly selected daily. It helps to consolidate the practice over a period of time.

> **In the think card, if you add self-filling space on the back of the card, it will be easiaer for us to clock in.**
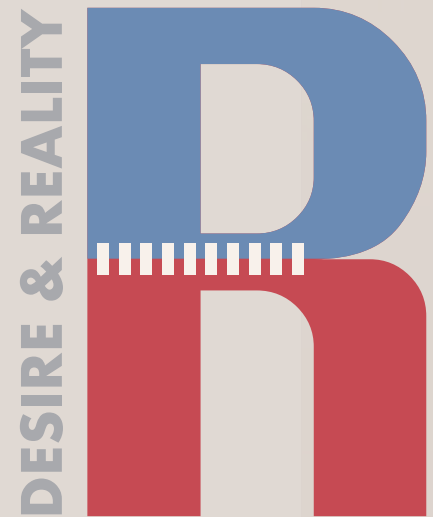
We created 100 exercises to test which type of students were interested in
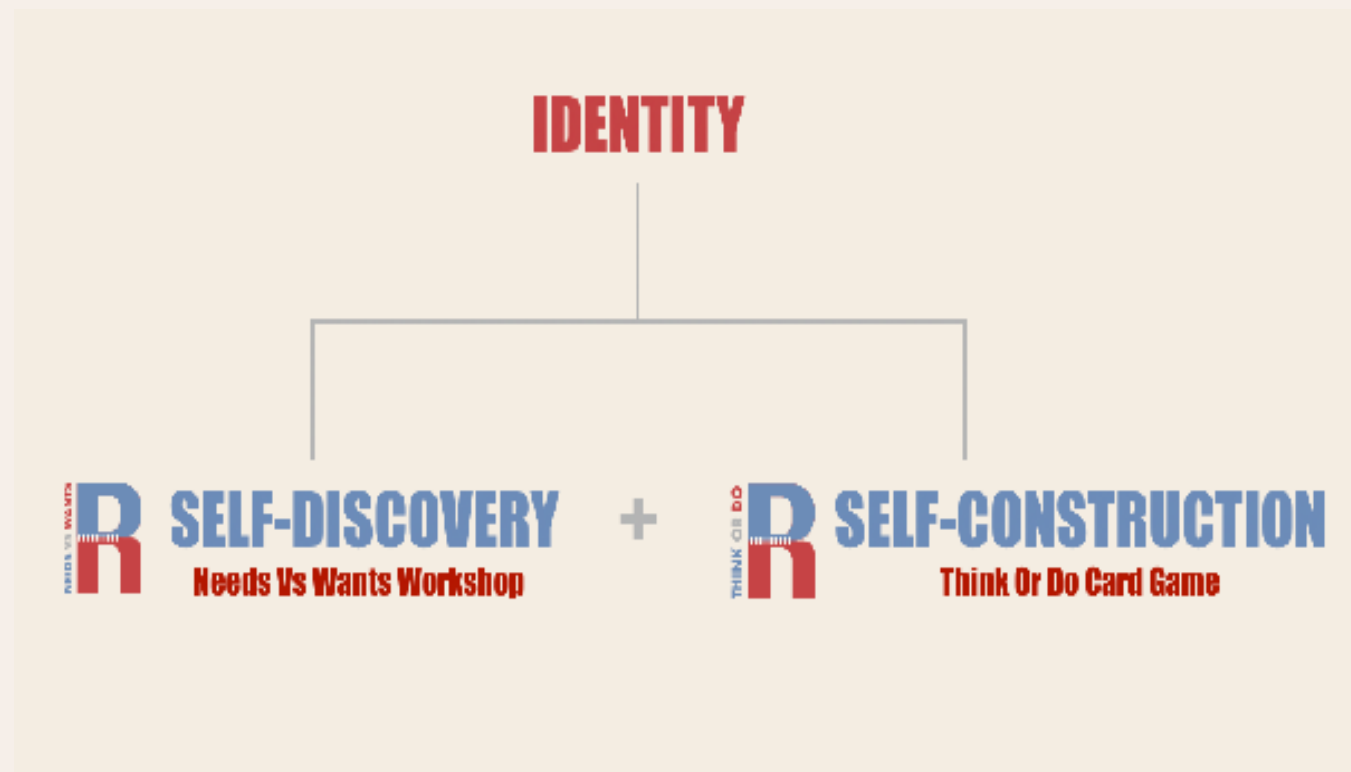
Introducing D&R

Desire & Reality (D&R) is an online consumption education program to help college students aged 18-23 understand their shopping habits to reduce the purchase of unnecessary objects and take actions to keep the environment sustainable. By building a bridge between awareness and action, D&R seeks to separate desire from need.

DESIRE & REALITY

THINK

打折促销的时候我都买过什么东西？

把过期的食品扔掉

DO

THINK OR DO

Desirevsreality.co

THINK

OR

DO

Desirevsreality.co

R

R

Desire & Reality hosted two gaming events: the Needs vs Wants Workshop and Think or Do Game

IDENTITY

R SELF-DISCOVERY
Needs Vs Wants Workshop

+

R SELF-CONSTRUCTION
Think Or Do Card Game

ORGANIZE

R

SELF-DISCOVERY
Needs Vs Wants Workshop

LETTER TO THEMSELF & MANIFESTO

DISCUSSION & IDENTIFY THE PROBLEM

Desire & Reality is based on 5 principles

1. That spaces should feel safe and comfortable
2. That there should be spaces to share and express love of each other
3. That participants should have a sense of belonging and find a shared common ground
4. That participants can build connections to expand their network of friends
5. That our program should create a sense of inclusiveness, like family.

Our Needs vs Wants Workshop was a game and discussion based workshop

During the workshop participants tidied up their rooms by organizing 20 products they've purchased, and then had a conversation around the experience and feelings of the organizing process they went through, and the problems they are facing with consumption. At the end they wrote a letter to themself which included a manifesto of what they will do in the future after their experience during the workshop.

The workshop used tools we created, including 5 "why" questions, and problem-solving trees to help them dig deeper into their behavior. The main goal was to help them to identify the issues they are facing and recognize what emotions they are expressing through their behaviors.

At the end of the project, we asked everyone to fill out the letter according to our template. Based on your letters, we extracted some of the sentences and made the workshop posters for the participants. This is the posters of some participants and their quotes in the letter fragments.

Our template for this letter

_____(name)

One day when I was sitting at my desk, I was thinking_____, maybe it's time to change my spending behavior. So, I had a serious thought, where do my spending impulses come from? What makes me feel suffocated and confused? What do I really need? The answer is ___. When I got the answer, I knew that my awakening was significant, and I could do it better, so as to infect those around me and magnify my value.

However, after reviewing my past spending practices again, I found that it has some problems, such as_____, and_____. But the same issues can be resolved by_____, for example_____.

Now, of course, in addition to all of that, there's a part of the problem that I don't want to be dealt with, for example_____, and the reason that I don't want to be dealt with is_____, well, is there any alternative to that? _____ I would like to give it a try if I can, but I will allow myself some psychological space. After all, reasonable consumption habits do not need to go to extremes.

After the whole practice, I found that the main propositions_____, I hadn't thought this before, to me it is the meaning of_____.

Because _____, I want to change my spending habits, I am passion to be a _____ person. When I can stick to the plan I made today, I will improve my sense of trust and establish a reliable image.

3 HOUR ONLINE WORKSHOP

NEEDS VS WANTS

唐婕

APRIL 29TH, 2020

CYCAN×D&R

我因为东西过多，想要一个整洁宽敞让自己呆着舒服的地方，也响应低碳环保开展极简生活想要开始改变我的消费习惯，我希望成为一个有个简单的窝却充满生活幸福感的人。当我能够坚持完成今天制定的计划后，我将提升自我信任感，并且树立了一个可靠的形象。

3 HOUR ONLINE WORKSHOP

NEEDS VS WANTS

森舟

APRIL 29TH, 2020

CYCAN×D&R

我因为过度的心理和消费负担想要开始改变我的消费习惯，我希望成为一个照顾好自己，自知自觉的人。当我能够坚持完成今天制定的计划后，我将提升自我信任感，并且树立了一个可靠的形象。

3 HOUR ONLINE WORKSHOP

NEEDS VS WANTS

郑舒桓

APRIL 29TH, 2020

CYCAN×D&R

我因为不必要的衣服太多想要开始改变我的消费习惯，我希望成为一个衣服式样简洁的人。当我能够坚持完成今天制定的计划后，我将提升自我信任感，并且树立了一个可靠的形象。

3 HOUR ONLINE WORKSHOP

NEEDS VS WANTS

苏恺

APRIL 29TH, 2020

CYCAN×D&R

我因为生活结据想要开始改变我的消费习惯，我希望成为一个合理消费理性消费的人。当我能够坚持完成今天制定的计划后，我将提升自我信任感，并且树立了一个可靠的形象。

"I'm irritated because there are TOO MANY THINGS at home. I want to be a HAPPY AND HEALTHY person"
-WangSiyu

"I want to start changing my consumer habits because of PSYCHOLOGICAL BURDENS that are caused by overconsumption. I want to become a SELF-CONSCIOUS PERSON who takes good care of myself."
-ShenZhou

"Because I have TOO MANY THINGS, I want a neat and spacious place to stay comfortable. I also want to start to CHANGE MY CONSUMPTION HABITS in response to the LOW-CARBON AND ENVIRONMENT-FRIENDLY minimalist lifestyle. I want to become a person with a simple nest but full of life HAPPINESS."
- TangJie

36 PARTICIPATES

MAIN GOAL: Help college student reduce overconsumption to take actions on climate change

THESIS GOAL: College students take actions to reduce unnecessary storing product and understanding the value of the product

Pre-conditions

| Increased courage to face inner voice | Increased motivation to cleaning their life | Build their personal stable value | Increased confidence that individual voices/actions matter | Increased understanding their real needs | Improve community harmony to make college student feel loved & needed | Increased ability to take individual action | Improve the bond with environmental organizations and college students |

Outcome

| Engage the college students express their concern for others | Increased ability to classified product | Increased awareness of unnecessary storing products | Increase understanding the influence of their storing behavior | Increased understanding of their power | Increased understanding of how The product line works | Increased sense of connection to environment organizations | Enhance the interest of EO's activities | Increased understanding of local their role in the issues |

Output

| Increased access to basic information (issues, action & impact) | Increased access to a series of wake up story | Increased access to self-discover tools | Increased safety to listen/share individuals story | Increased access to how to reuse the unnecessary products resource | Increased access to EO'S events | Increased access to current projects about arrangement method |

INTERVENTION: Needs and Wants (discover tools & story sharing account)

Input

| Links to TikTok platform | A list of tools for workshop Exercises | A list of story collection and story build | EO &WODI product a series of awareness movies | A collection of environmental knowledge from EO |

Indicators

| # of participants and followers | # of videos | # of likes | #of comments | Quality of users' comments | # and quality of stories | # of new solution created | # of users using and sharing their products | # of users Continuous feedback |

THEORY OF CHANGE

INPUTS

PEOPLE

Sky & Cecilia
CliMate(17)
CYCAN (50)
Beijing universities(3)
Guangdong Universities(5)
College students
Internet users
Advisors (Thesis,
Entrepreneurship)
Cheryl Heller
Miya Osaki
Archie Lee Coates
Kara Meyer
DSI Cohort
Influencers (Internet celebrity)

PLATEFORM

TikTok
WeChat

FUNDS

$5000 (if our activities have over
100thousands followers)
Filming equipment

EQUIPMENT

Google drive
WeChat
Laptops
Printers
Cell Phones
Gamebooks
Office supplies
Personal waste

ACTIVITIES

RESEARCH

Surveys (X2)
Data sorting
Interviews
College students research workshops(2)
Parents online workshops(1)
Participate in related events(2)

IDEA EXPLORATION

Online brainstorming sessions with
environmental groups.

Activity positioning and planning meeting
with the WODI production company

PROTOTYPING+DEVELOPMENT+BRANDING

Create TikTok account
Competitor product analysis (video)
- Look for challenging interactive videos with high attention
- Analysis summary comment
- Analyze the change process of the historical video content of the account
Content planning
- Wireframes for video content building
- Determine the number of topics per week
- Determine the topic of each series
- Determine the text version of the topic
- Develop protagonist IP on TikTok
- Conduct video styles
- Plot setting
- Session planning
- Video content time slot
Content acquisition
- Cover and caption
- Soundtrack/soundtrack
- Memes
- Video introduction text
- Shooting guide
Forwarding and republishing after publish
Create new video content based on feedback
- Initiate discussion and testing of content topics on the web
- Summary and collation of comments
- WODI company's data analysis results of test video
- Students' online chat feedback
Test interactive front end
- Fans maintaining: Interactive comments guide
- Build chatting groups on WeChat
- WeChat Official account workshop blog posting

"

OUTPUTS

LISTS OF STAKEHOLDERS MAPSURVEYS (X2)

PROFILE OUR TARGET AUDIENCES

INTERVIEW, SURVEYS

Understand the relationship between college student and sustainability
Understand college students consumption behavior
Understand college students motive of consumption and the background
Quantitative data on our target audience's behavior, feelings, relationships and barriers

PROTOTYPING

Online workshop
Interactive online activities

• Online matching activities for college fans to participate
• Consumption stories for college students to fill out
• One-on-one gift exchange matching
• Provide creative ideas for repurposing their waste

BRANDING

Post videos on TikTok account every day(3 per day)
Interact with other web celebrity, invite co-release
Link of related articles in the comments to incentivize our target audience to engage
Establish a stable online community
Communication space for a college student: WeChat group chat
List of potential account names
The adhesiveness of video content strategy
Communication strategy
Video comments guiding system
Visual identity system (Logo, Titles, Color, Typefaces, Elements)

RELEASING CONTENT

Post videos on TikTok account every day(3 per day)
Interact with other web celebrity, invite co-release
Link of related articles in the comments to incentivize our target audience to engage
Establish a stable online community
Communication space for a college student: WeChat group chat

OUTCOMES

Let environmental groups guide college students to sort their supplies and learn about their hoarders.
Help college students to fill in their own stories and through the process to be aware of their
unnecessarily stocking product.
Emotional connection with people makes them feel A sense of security and being loved.
Create new shopping habits or hobbies to spend on their free time.
Guide college students to find their belongingness, love, and identity.
Consumption education through actions to understand the meaning of money
Better self-control on the temptation of sales in social media

IMPACT

SHORT-TERM IMPACT

To promote college students to
think about their own purchase
behavior, self-exploration
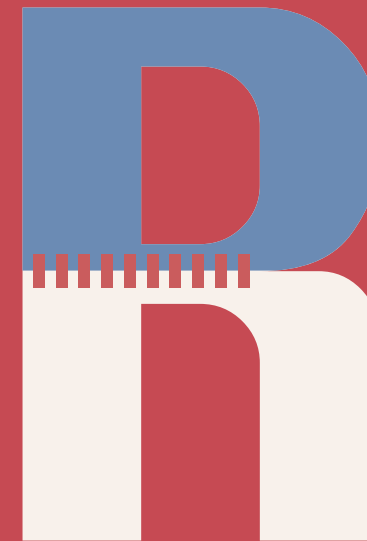and establish a stable rational
consumption concept.

LONG-TERM IMPACT

Form the public opinion space
about consumption, drive more
people to think about consumption,
Thereby reducing unnecessary
purchases and waste, protecting
environmental resources, and
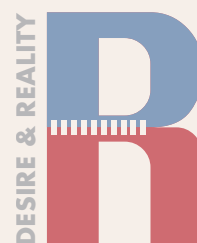contributing to the solution of
global warming.

SPECIAL THANKS!

DESIRE & REALITY

CONTACT US

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