



YUBIKIRI

DESIGNED BY YUKA UOGISHI

SCOOP



A photo contribution website

YUBIKIRI

yubikiri.me

Background

In Japan just after the Fukushima accident, we were engaged in constant dialogue about alternative sources of energy. But four years later, the frequency of such conversations has decreased dramatically.

The rate of energy self-sufficiency in Japan is just 6%. We depend on imported oil, natural gas, coal, and other fossil fuels. Both our purchase rate of fossil fuels and our carbon emissions are constantly growing. Concerns about the increased dependence on overseas energy just encourages the Japanese government to continue running the nuclear power plants, even though more than 70% of Japanese are against it.

In this atmosphere, people sometimes lapse into cynical or lazy thinking, which makes it difficult to tackle the topic meaningfully. "There's no way... How can we shut down the plants? It's not my problem any more" "I can't talk about nuclear energy because I don't have enough information on how it works." How can we have real conversations about energy again?

I'm proposing a design solution called "YUBIKIRI."

YUBIKIRI (which means pinky promise in Japanese) is a photo contribution site aiming to generate conversation about shifting toward sustainable energy.

Target

Japanese citizens who have given up talking about alternatives to nuclear energy

Mission

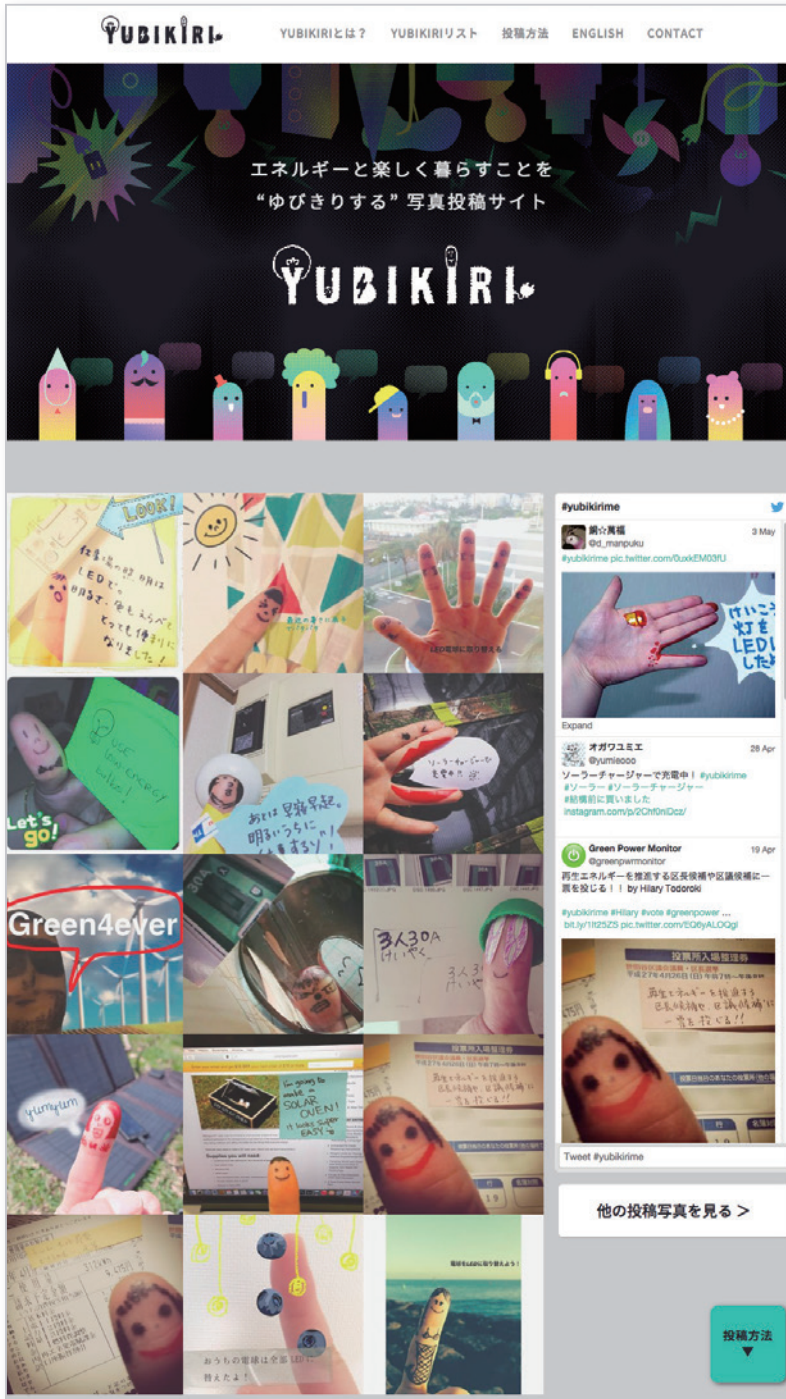
Create a system and space that generates conversation about energy

What YUBIKIRI provides

YUBIKIRI provides a safe and interactive space to talk about energy.

YUBIKIRI suggests seventeen simple actions, the YUBIKIRI list, that helps people to contribute to shifting toward sustainable energy. The list includes things such as exchanging an incandescent bulb with a LED one and so on.

Contributors pick an action they want to commit to, then upload a picture of personal finger art illustrating that commitment.

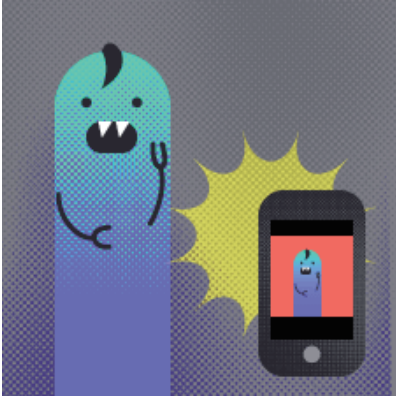


HOW YUBIKIRI WORKS

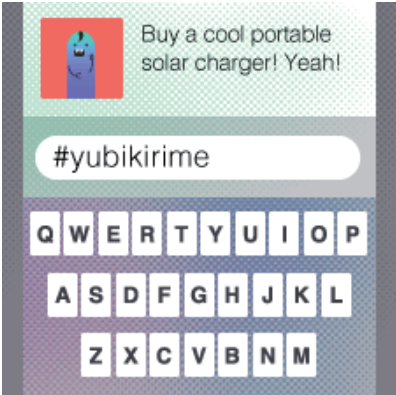
Step 1:
Pick what you want to commit to from the list of simple actions to contribute to a shift in sustainable energy.



Step 2:
Take a picture of finger art that illustrates your commitment.




Step 3:
Upload your finger art via Instagram or Twitter and add the hashtag #yubikirime or via mail. The photo appears on the top page.



YUBIKIRI
YUBIKIRIとは? YUBIKIRIリスト 投稿方法 ENGLISH CONTACT


電気と楽しく暮らすために、YUBIKIRIしたいトピックを選んでね




セブする
電気料金表をじっくり見てみよう

毎月届く電気料金表は、自分が使った電気の量が読める紙のモニターです。料金表の向きをマスターすると、節電への達成感が増して楽しく見られるかも!

[Read more](#)


 YUBIKIRIしたい! 2人




セブする
ワットモニターで消費電力を見える化しよう

ワットモニター（ワットチェッカーなど）は、月々の電気料金表では分からなかった、電化製品ごとの消費電力を数字で見ることが出来ます。

[Read more](#)


 YUBIKIRIしたい! 0人

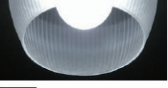


セブする
契約アンペアをダウンしてみよう

契約アンペアは無料で見直し出来ます。もしあなたが「節電の達人」でしたら、電力会社にアンペアダウンを依頼してみるのはいかがでしょうか?

[Read more](#)


 YUBIKIRIしたい! 3人




セブする
電球をLED電球に取り替えてみよう

LEDは高いんじゃないの? という方もいらっしゃると思いますが、使用電球量はなんと15%カット。コストの面でも明らかに白熱電球とは違えます。

[Read more](#)


 YUBIKIRIしたい! 9人




セブする
冷蔵庫を思い切って買い替えてみよう

冷蔵庫は24時間つけっぱなしの常電。かなりの電気食い使です。最新の省エネ冷蔵庫は電気使用量もかなり抑えられ、電気料も節約できるのです。

[Read more](#)


 YUBIKIRIしたい! 4人




作る
ソーラーチャージャーで携帯電話を充電しよう

コンセントのない場所でも、太陽さえあれば携帯電話が充電出来るって、なんてカッコいいだろう。ピクニックやキャンプなどでも大活躍間違いなしです。

[Read more](#)


 YUBIKIRIしたい! 6人




作る
サイクリングしながら携帯電話を充電しよう

ATOMはペダル踏み、簡単に充電が出来るという携帯充電器。サイクリングしながら充電するなんて、めちゃくちゃおもしろいですよ。

[Read more](#)


 YUBIKIRIしたい! 1人




作る
DIYソーラーでPCの電気を自給しよう

自分で小さな自分の発電機をつくって、コンセントを要りません。ほんのちよっとだけ独立してみるのは楽しいかも。まずはノートPCからいかがでしょうか?

[Read more](#)


 YUBIKIRIしたい! 4人




作る
ソーラートースターで青空クッキングしよう

ソーラートースター（ソーラーオーブン）は、レンジや空焚きでできるような機能を兼ね備えてもらって、太陽の熱を使って調理出来るんです。

[Read more](#)


 YUBIKIRIしたい! 0人




選ぶ
クリーンな電気でつくった商品を買っちゃおう

電力発電などのクリーンな電気でつくられたタオル、パンツや靴などがあることをご存知ですか? グリーンエネルギー関連の商品が徐々に増えています。

[Read more](#)


 YUBIKIRIしたい! 2人




選ぶ
エネルギー政策を掲げた候補者に投票しよう

エネルギーシフトの夢をかなえるためには、適切な投票することがとても重要なんです。候補者の具体的なエネルギー政策について調べてみませんか?

[Read more](#)


 YUBIKIRIしたい! 0人




応援する
ご当地電力や市民電力を応援しよう

自分たちでつくった電気を自分たちで消費するんです。エネルギーは地域が繋がっています。地域の自然環境を活かして電気を生かして頂きたいです。

[Read more](#)


 YUBIKIRIしたい! 2人




応援する
エネルギーを応援する銀行口座を作ろう

東京にある環境共生会費が事業発生一ヶ月後には口座振替をいらずに自動的に入金されます。その資金に賛同する人たちが口座をつくり始めることをご存知ですか?

[Read more](#)


 YUBIKIRIしたい! 1人




学ぶ
原発のニュースサイトをブックマークしよう

エネルギーについて考えるきっかけとなったのは、原発に関する記事でしょうか? 重要なニュースのまとめサイトは海外を知るのに便利です。

[Read more](#)


 YUBIKIRIしたい! 0人




学ぶ
Googleニュースに"福島" "エネルギー"を追加しよう

Googleニュースのカスタマイズ機能をご存知ですか? 追加したキーワードを指定することで、自動的に関連したニュースが表示されます。

[Read more](#)


 YUBIKIRIしたい! 2人




学ぶ
日本のエネルギー自給率を学ぼう

燃料資源が乏しく、福島原発事故以来、日本はエネルギーをほとんど輸入に頼っています。なんとエネルギー自給率は約6%とあまり少ないのです。

[Read more](#)


 YUBIKIRIしたい! 0人




話す
どんなYUBIKIRIをしたか家族や友達に伝えよう

YUBIKIRIしたことをアクションにうつすには、周りの人たちにそのことを伝えるのが、ソーシャルメディアなどを使って誰かと共有するのがとても効果的!

[Read more](#)

 YUBIKIRIしたい! 2人



YUBIKIRIリストのアイデア募集中です!
家のお節用や電気の作りかたの面白い電器や料理のアイデアは、ぜひお聞かせください! YUBIKIRI特製のデスクトップもしくはスマホ用壁紙をプレゼントいたします!
[アイデア募集中はこちら](#)

THE YUBIKIRI LIST

Save

- Check the amount you pay on your electricity bill
- Observe the quantity of electricity used by a Watt Electricity Monitor
- Get a lower amperage contract from your electricity company
- Replace a fridge with an energy-saving one
- Exchange an incandescent bulb with a LED one

Make

- Buy a portable solar charger to charge your phone
- Ride your bike and charge your device by ATOM
- Use a solar panel to charge your laptop
- Cook with a solar powered toaster oven

Choose

- Buy products that are manufactured using renewable energy
- Vote for pro-sustainable energy politicians

Support

- Support Green Power Communities in your neighborhood
- Open an account in a bank that supports shifting toward sustainable energy

Understand

- Subscribe to a RSS feed of a website that aggregates news about nuclear energy
- Update your Google news to include news about renewable energy
- Study the balance of energy usage around the world

Talk

- Talk to your friends and family about your commitments to sustainable energy

4

PROCESS



Interview

In order to understand current trends in Japanese renewable energy, I interviewed advocacy organizations over winter break. They shared strategies that they use to educate people about renewable energy and get them talking about energy issues.



Fujino Electric Power Company hosts workshops on using mini solar panel at festivals and events. Audiences learn creative ways to use them and hear about the benefits of having a self-sufficient supply of electricity.



Tama Plaza Bunbun Electric Power Company was established in 2014 by mothers. Their first step was to study nuclear power. Later, they became

determined to save and make electricity in their community for the next generation. Their motto is local energy production for local consumption.



Aizu Electric Power Company's goal is to supply all of Fukushima's electricity with renewable sources. Reminded of the nuclear disaster, many people have funded the project, including a good number outside of Fukushima.

These approaches are based on positive and future-oriented thinking, openness, and diversity, even though the Fukushima accident triggered their start. I'd like to emulate this warm atmosphere in my own project. Moreover, all of these organizations are taking positive actions toward shifting to renewable energy. This is important, as it is renewable energy that will allow us to stop depending on nuclear power.

Workshop & Experiments

During winter break, I tested the idea of a "Solar Room." Making electricity with my solar panel was an interesting experiment, but I ran into some problems. The biggest thing was my lack of a big budget. The installation wouldn't work unless I could get ten big solar panels or more. It seemed an infeasible plan.

Then I realized that conserving electricity is easier than making it. Keeping down energy consumption is an important part of the conversation about energy as it is easier to curb consumption than to generate new energy. In one interview, DIY solar panel workshop talked about awareness of power saving, called "Nega-watt." This knowledge was so unfamiliar that I researched other simple things to avoid using nuclear power.



Redefine

After winter break, I needed to reconsider my whole plan. I was confused about how I was sorting the information I'd gathered. I skipped summarizing and rushed to design something. As a result, I struggled with ideation once again. In order to redefine the target needs, I needed frameworks to help me classify my data and develop critical insights. I used the two frameworks below, which allowed me to move on to the next step.

1. The empathy map (fig.1)
2. Create insight (fig.2)

Over the course of this process, I hit on three insights.

1. More than 70% of Japanese hope to give up nuclear energy, but they are afraid to participate in a no-nukes demonstration because some demonstrators speak strongly against nukes.
2. There is nobody to talk to about nuclear power and energy issues in my target audience. They need to have the courage to generate conversation about it.
3. The size of solar panel market is dramatically increasing after the accident.
3,900,000kW(2010) — 9,110,000kW(2012)

These insights led me to formulate the target audience's needs like this:

1. Alternatives to anti-nuclear rallies and protests
2. A feeling of connection to communities that also want to transition away from nuclear power
3. Information on renewable energy

Ideate

As I mentioned earlier, this project's ideation was a constant struggle. I brought vague ideas such as a solar cart and an art installation. My thesis advisor kept asking me, "What conversation do you want the audience to have?" The answer is simply that they can contribute to discontinuing nuclear power plant little by little. This answer helped me find this project's direction.

I combined audience needs and orientation, which I articulated as "A Declaration of Independence from Nuclear Power." Finally, I decided the form my project would take: a virtual space to commit to simple steps towards sustainable energy, such as charging a phone by mini solar cell, replacing a refrigerator with an energy-saving one, and voting for politicians with no-nukes.



Fig1: The Empathy Map

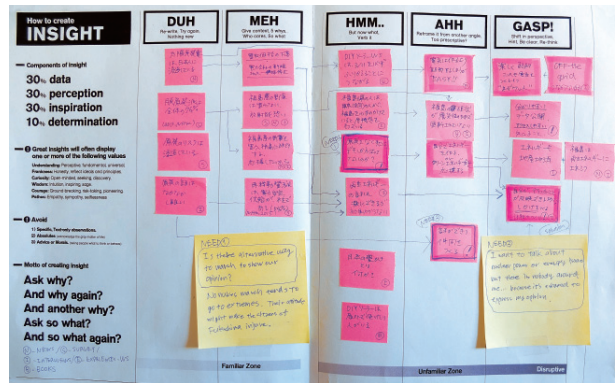


Fig2: Create Insight

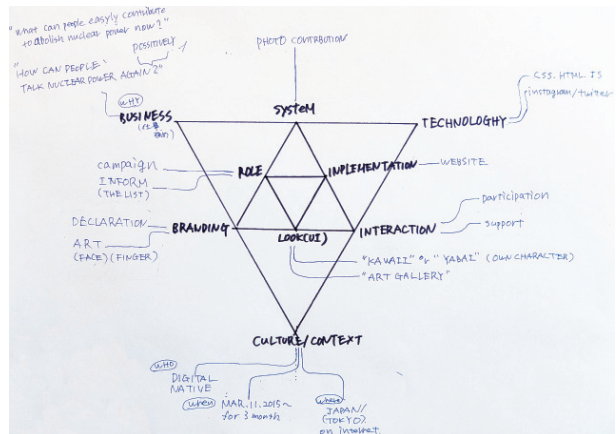


Fig3: Triangle

I chose to create a photo contribution website for users to express these commitments. In order to build it, I used two brainstorming frameworks to generate questions;

1. Triangle (fig.3): What kind of technology will be used? What service is most suitable? What interaction do I want to happen? What branding will be successful?
2. User Journey (fig.4): What processes will the audience go through while using this service? Which processes might make them feel stressed?

This is a kind of awareness campaign. I used the Public Communication Campaign Evaluation* (fig.5) to help me to set goals and evaluate each step of the project.

*Public Communication Campaign Evaluation: An Environmental Scan of Challenges, Criticisms, Practice, and Opportunities by Julia Coffman



Fig4: User Journey

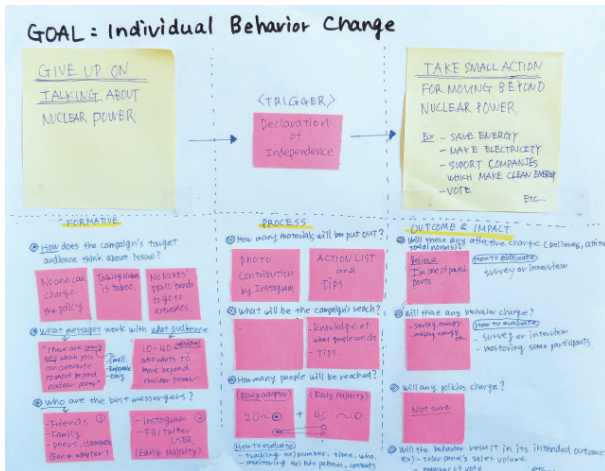


Fig5: Public Communication Campaign Evaluation

Make

After ideation, in order to polish the concept, I introduced the idea to a potential audiences and gathered this feedback;

1. The original title, "A Declaration of Independence from Nuclear Power," is too strong for most users. It might scare them away.
2. Japanese people do not like to express their voices in public. If this project is anonymous, it will be more likely to succeed.
3. The visual concept is important. Audiences have seen enough eco-friendly design around energy issues and won't respond to an ecological approach.

These feedbacks honed the concept and encouraged me to focus on sustainable energy instead of an anti-nuclear message. The core concept was changed from "Declaration of Independence from Nuclear Power" to "YUBIKIRI." In order to remove the target obstacles – which is that Japanese people are not good at expressing their opinions in public – I decided to use finger art to express the user's commitment.

Finger art is a suitable solution for the following reasons.

1. It is easy to do and anonymous, because the users do not need to show their faces.
2. It is validating because participants express their personality through their finger art.
3. YUBIKIRI is a pinky promise that signifies an agreement that cannot be broken, even with the crossing of fingers or other such trickery.
4. The creative aspect makes the commitment more fun.

In order to make a more sophisticated website, I have been relying on the following people for support:

- A sustainable energy content expert to consult on the activity list
- A web director and technical adviser to fix coding
- A writer to rewrite the content



| The result

YUBIKIRI was launched on April 11th. Here are the results as of 05/04/2015:

- The number of users is 565
- The number of page views is 3,056
- The number of pages viewed per session is 3.02 page
- The number of contributors is 52

YUBIKIRI received comments from more than thirty users. This practical user's feedback has been contributing to improving YUBIKIRI's operations. Below are some of the comments.

Technical feedback

- YUBIKIRI should have an alternative way to upload the photo. I will not install Instagram.

Positive feedback

- Yubikiri tells shows us that saving energy can be creative and not painful.
- YUBIKIRI makes me want to talk again about energy issues.
- I don't want to upload my photo on my Instagram account but the mail form makes it easy to hide my name.
- Visual design is powerful and the system is unique.
- I'm still wondering if nuclear power is necessary for us, but I made sure I can change my lifestyle.

Some users asked me what the next step is.

- After achieving the commitment, what will the contributors get?
- YUBIKIRI should have the news column related to sustainable energy to get repeaters.
- If there is a photo template of each simple actions, it might be more easier to take part in this project because I took a hour to upload the photo.

| The next step

The first next step is figuring out how YUBIKIRI can get repeat users. After that, an important next step is to think about how the uploaded commitments can be used to further increase conversation and action around sustainable energy.

The list below is what I've come up with.

- Creating a news column related to sustainable energy on the website
- Making photo templates of each action to make contributing photos easier
- Running a contest for the commitment photos



FIRST GOAL



What I hope to achieve as a first step is to surpass one thousand contributions and to generate one thousand conversations around energy.