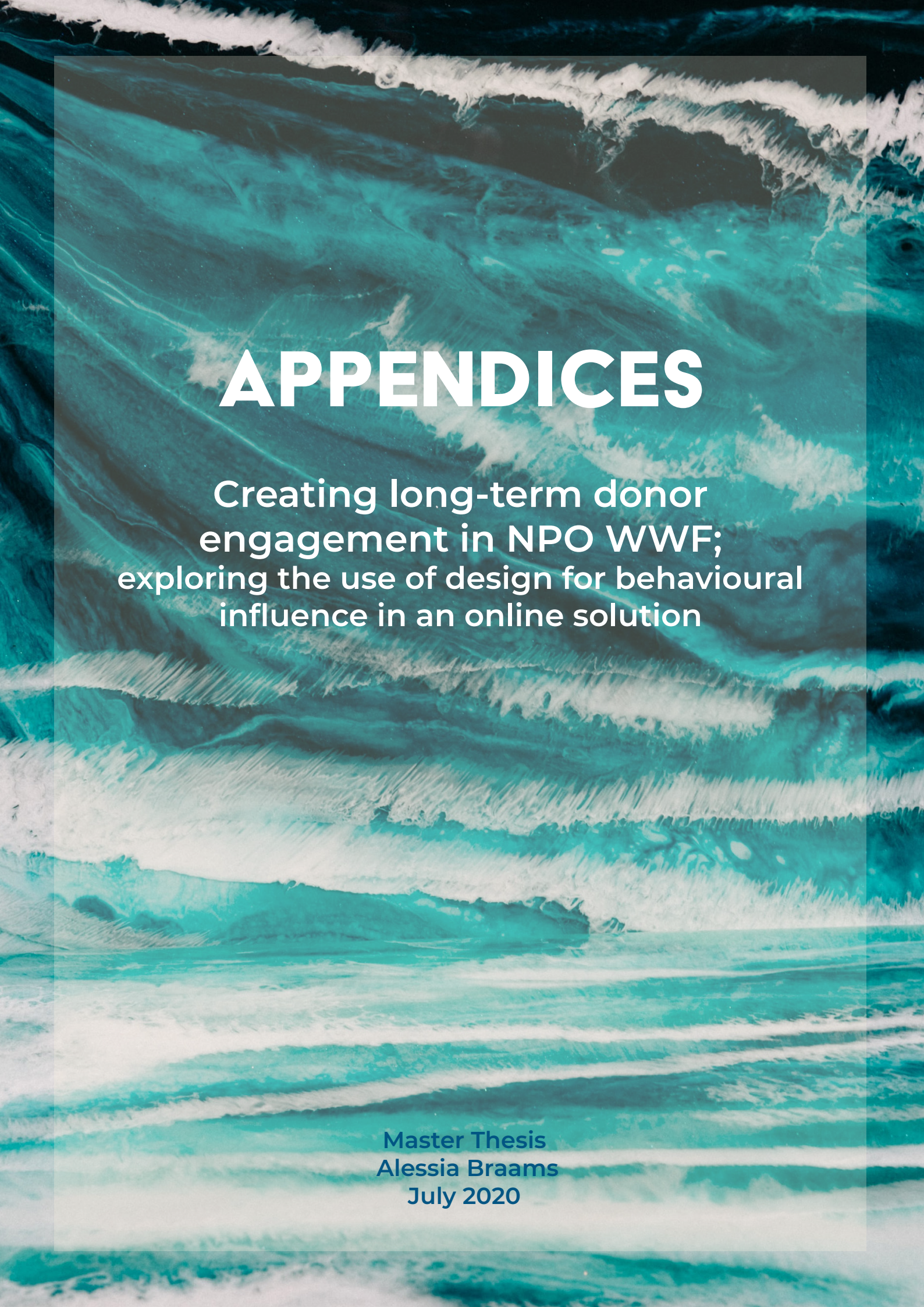




APPENDICES

Creating long-term donor
engagement in NPO WWF;
exploring the use of design for behavioural
influence in an online solution

Master Thesis
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Appendix A

Interview script target group 18-35, non-donors

Main research question:
What are, if any, the differences between donors, non-donors and ex-donors of WWF in their motivations to (not) support WWF?

The interview has been conducted in Dutch and therefore this interview guide is in Dutch as well. I translated the subtopics and opening questions for understanding the flow of the interview.

Subtopic 1: Donateurschap WWF (Donorship WWF)
Opening question:
Als ik het goed heb begrepen, bent u op dit moment geen donateur van het WWF. Bent u dit ooit geweest? (If I understand correctly, you are currently not a WWF donor. Have you ever been?)

Follow ups/probes:
-In hoeverre ben je bekend met het WWF?
-Wat was uw ervaring van het donateurschap? (mails/bown magazine/andere ervaringen)
-Wat was uw reden of motivatie om donateur van het WWF te worden?
-Wat was uw reden of motivatie om uw donateurschap op te zeggen?
-Via welke kanalen bent u bij het WWF terecht gekomen?
-Kunt u het proces naar het worden van donateur bij het WWF beschrijven?
-Kunt u omschrijven hoe het proces verliep nadat u donateur was geworden tot aan het opzeggen?
-Kunt u beschrijven hoe en via welke kanalen de communicatie tussen u en het WWF heeft plaatsgevonden gedurende uw donateurschap?
-Wat vond u goed aan het donateurschap?
-Wat zou u verbeterd willen zien in het donateurschap?

Subtopic 2: WWF connectie (Connection with WWF)
Opening question:
Als WWF een persoon was, hoe zou u deze dan omschrijven? (If WWF was a person, how would you describe him/her?)

Follow ups/probes:
-Is er iets wat u aanspreekt in het WWF? Zo ja, Wat spreekt u aan aan het WWF?
-Welk gevoel geeft het WWF u?>moeilijk, lijst?
-Wat is volgens u het belangrijkste doel/ de missie van het WWF? Waar staat, volgens u, het WWF voor?
-U bent geen donateur (meer) van het WWF. Heeft u op andere manieren bijgedragen aan de doelen van het WWF? (Sea Swim, eenmalige australie gift, Earth hour run, vrijwilligersacties,etc Plastic app. Footprint test, webshop)
-Indien ja, wat was uw ervaring? Zou u het nog een keer doen? Waarom?
-Indien ja, waarom voelde u zich betrokken/gemotiveerd in het bijdragen aan WWF's doelen door deze acties?
-Indien nee, zou u dit overwegen? Waarom?
-Heeft u online wel eens iets opgezocht, gelezen of bekeken van het WWF? Wat?
-Heeft u online wel eens ergens op gereageerd van het WWF? Wat?
-Heeft u online weleens iets geliked, gedeeld, gevolgd of online/offline iemand over het WWF

verteld?
-Hoe ziet u de toekomst tussen u en het WWF? (eenmalige giften, in acties meedoen)
Subtopic 3: support van andere goede doelen (Support of other charities)
Opening question:
Steunt u op het moment andere goede doelen? Zo ja, welke? Zo nee, waarom niet? (Are you currently supporting any other charity? If yes, which one? If not, why not?)

Follow ups/probes:
-Waarom steunt u ... en ...? / Waarom steunt u geen andere goede doelen?
-Wat is uw ervaring met het donateurschap bij ... ?
-Wat was uw motivatie of reden om donateur te worden bij ...?
-Hoe verliep het proces nadat u donateur was geworden? Hoe vindt u de communicatie tussen u en ...?
-Heeft u behalve het donateurschap nog op andere manieren bijgedragen aan de doelen van het ...?
-Hoe ziet u de toekomst tussen u en ...? (lang/kort doneren, in acties meedoen)
-Welk van de goede doelen, inclusief het WWF, vindt u op het moment het belangrijkste om te steunen en waarom?
-Welke doelen/onderwerpen in de wereld algemeen vindt u op dit moment belangrijk?
-Wat zijn uw verwachtingen van een goed doel?
-Ander merk dat goed voelt? Waar je trouw aan bent? / wat goed voelt? Hoe werd je bewust/kwam je in aanraking met dat merk? Waarom doet dat merk het goed in jouw ogen?

Subtopic 4: Demografie, duurzaamheid en de consument (demographics, sustainability & the consumer)
-hoe zou u zichzelf omschrijven in relatie tot duurzaamheid?
-op welke manieren gedraagt u zich op dit moment duurzaam? Waarom?
-wat zouden redenen kunnen zijn om uw gedrag richting duurzaamheid aan te passen?
-is uw relatie tot duurzaamheid de afgelopen jaren veranderd? Hoe?
-Heeft u wel eens de WWF footprint test gedaan? / een andere footprint test?
-Wat heeft u gedaan met de informatie die daaruit kwam?

-Mag ik als laatste nog even vragen hoe oud u bent?

Checklist afsluiten interview (checklist for closure):
-eventueel terugkomen op sommige onderwerpen en follow-ups vragen
-samenvatten met participant
-vragen of er belangrijke onderwerpen zijn overgeslagen

Appendix B

Interview analysis and quotes

Knowledge of and Relationship with WWF

Everyone of the interviewed people knows WWF and can say broadly what WWF's mission is about. The fact that WWF was a very well-known NPO also gave some extra confidence in the charity for some.

"it appeals to me that it is very well-known, I do not know if it makes sense, but I think that that makes you trust [the charity] better. Everyone knows it, it already exists quite some time... it has a good name. Then you might entrust your money or attention a bit sooner to it". -C

"They are quite visible. If I have to mention a charity, WWF would probably be the first I will mention."-B

"I do not hear a lot about them lately, but I know they exist and they are very well-known". -E

Mentioned as main objective of WWF often was the protection and conservation of nature and the animals within:

"As far as I'm concerned, they stand for the protection of animals, protected species, environment, that kind of things. [...] Their mission is about being committed to a better world for animals and the environment in which they live. - A

"Keeping the planet and animals healthy, in a sustainable way. [...] It is more about animals than planet I think by the way, I cannot think of an example of WWF working on the planet. But... animals are part of the planet; but [working on the planet is done] not in the way like Greenpeace does."- C

"World Wildlife Fund.. So they probably do good for the world and wildlife.. haha. [...] They stand for saving and preserving the world." - F

"They help animal species threatened with extinction. [...] Their mission is helping to preserve nature and flora and fauna wihtin."- G

"A good balance between human and nature."- D

(The protection of) animals (environments) especially is mentioned in every interview as a focus of WWF.

Also the creation of balance between human and nature was mentioned as objective some times, but two of the interviewees that mentioned this also thought Greenpeace was doing quite the same, may it be with a bit more activism, and therefore confused WWF with Greenpeace at some points.

"Greenpeace and WWF are a bit the same in my opinion, but Greenpeace is a bit more activist."- D

In terms of characteristics, people described WWF as caring (almost mentioned by all), green, healthy, idealistic, environmentalist, enthousiastic, helpful and persistent. Two people imagined WWF as almost being a hippie:

"I think it is an environmentalisit, a bit of an idealistic person. just not yet a hippie (literally: geitenwollensokken)." -E

Another described WWF as an enthousiastic ranger, like Dutch biologist Freek Vonk.

"[Freek Vonk] is very enthousiastic about nature and animals and that is how I would see WWF as a person as well" -B

Again another one described WWF, as a charity, as a bit fake. This interviewee was very sceptical about charities, knowing that in de end they want your money.

"Fake 'fun' to get money, respond to feelings because they want as much money as possible. but I have that with all charities. I am a little sceptical. [...] In the end I know they just want money. -A

And actually most of the interviewees

mentioned they were a bit sceptical about charities, due to being in the news negatively with regard to financial issues.

"I supported pink ribbon with buying a special bra. But it became clear that only a very small percentage actually went to the goal so I stopped doing that." -F

The interviewees have not been in touch with WWF recently. They mainly remember some TV spots or offline advertisements, but mention they have not seen much of WWF online and did not interact with the brand at all recently.

"I do not believe I see much of them online. Maybe I heard from them in realtion to the bushfires in Australia."-B

"I looked at their site for some statistics for a paper on the Amazone, but they did not have it. I did not have any other interaction actually."- D

"I do not think I follow them on instagram. [...] It would be nice however to be up to date about what is going on." -C

"I actually never have heard of the things you just mentioned.. SeaSwim? Never heard of it." -A

"I think it started in high school, discussing advertisements, I thought [WWF's] advertisement was always very interesting because they are often very on point Posters with images and text that are just on point. But it could be I am confusing it with Greenpeace, because their advertisements are also very on point." -C

"They had those TV commercials with nice music and animals."- D

The group is active mainly on Instagram and gets knowledge of/ inspired by influencers and brands via this platform. However, also their own social environment influences their decisions. Thus, reaching this group would be possible on social media or by entering their social environment.

"I came to the brand Veja via my girlfriend.

And I believe she follows all fashion brands on Instagram haha."-B

"I follow quite a lot of 'nature' on Instagram, like National Geographic, and some other amazing accounts with photos and videos of animals. But [WWF] I have never looked up or have come across as far as I remember."-C

Money

In terms of contributing to the goals of WWF with money, some mentioned they might have donated once to WWF, but do not remember why or how much specifically.

"I might have donated to WWF with an sms-action that you donate €2 euros once.."- G

One interviewee bought an adoption animal as a gift multiple times, for "people that already have everything [...]. It is a nice gift and gesture for people that can appreciate it". -C What the interviewee valued in the adoption package is that , even though the money might not go specifically to that animal, it becomes less abstract of where your money is going; it becomes visual and specific.

"At one time you could buy stuffed animals as an adoption panda or adoption monkey and I believe I have used that as a gift about 3 times. [...] With the adoption kit.. it is made more physical. Normally, you put your money in something and it ends up somewhere... But when you believe you have 'adopted' a monkey, while this also is just symbolic, it just feels a lot more comprehensible. [Greenpace's] 'Geef Niks' does not attract me like this as it does not make anything specific really. [...] Something that is abstract is hard to connect to mentally."- C

And this interviewee is not alone in this opinion. Almost all interviewees mentioned they rather donate to specific goals of which they can imagine what is happening to their money. They want to feel like they have impact and really know how they contribute to the goals of an NPO.

"Often when I donate, it is to a certain campaign so you know exactly where the money is going to."- G

“[I want to see what happens to my money, like] If you can actively choose something, what project you want to support, even though you know that the money ends up on a big pile. [...] I believe Greenpeace had that as well, that you could choose the specific project.”- D

“I know someone that supports charities that have proven to make impact. There is a website, givewell.org, and there is scientifically shown long-term impact [of charities]. I don't know if WWF is also on that site, but this is something I would like to know about when donating. [...] Is the impact proven or am I fooling myself.”-C

“I also supported Giro 555 and always support 3FM serious request. There was a boy Tijn and he was painting nails and you could buy nailpolish to support his goal and so I did. And the day he send out all the nailpolish he died and that was shocking, he was like 10 years old.”- F

“To [charities related to] people you can directly give things that make their life easier. With nature I think it are larger scale projects and you are less directly contributing to something. [...] I think the impact is more direct [in humanitarian goals]. I see that it is about food packages or school packages and such a package is like €2. SO if you give €4 euros you know, even though it might not really work like that, you help with this or that.”-E

“TeamTrees was an initiative of Youtubbers and had a mission to plant 20 million trees and every tree was one euro. So I bought 5 trees. -B

“I would like to say it does not matter [where specifically my money goes to] but I can imagine that when there is a specific goal you are more easily triggered to contribute. I can imagine that played a role [in the TeamTrees project] because they wanted to get to the 20 million and I have contributed to that goal, while in another charity there might not be such a goal to reach and your money dissappears on a big pile, feeling like you have had less impact than when you know you have planted 5 trees and did something to reach that goal” -B

“I would want to examine carefully where my money goes to.. if there are no clear numbers

on that, I don't do it.”- D

And in terms of priorities, the interviewees put humanitarian goals and charities first on their ‘to-donate-list’.

“If I would make a priority list, I would start with for example children, not animals. But I feel animals and the planet also are getting more important, for example I stopped eating meat, there are changes in that.”-C

Emotional triggers influence these one time donations as well.

“I have supported IFAW for the koalas [...] I came across IFAW on Instagram and they showed me the burned koalas.”- F

“It was something with children, it was a sad story...[...] And if it is just one time I am prepared to donate.”- G

However, these emotional triggers are not valued on the long run with a less specific goal; it can annoy the customer.

“The IFAW advertisements on TV I believe are very annoying, they show you 10 minutes of sad animals, I cannot handle that [...] But the koalas were just helpless and I needed to help”. - F

The specific feedback and feeling of impact of their money spent on a specific goal is also valued in other brands. The target group does want to spend more on and/or prefers to buy brands that have a strong mission and translate their product purchase into a specific goal they contribute to. Examples mentioned are Tony's Chocolonely, Toms, Seepje, Veja, Goat and Dopper. For these brands, the interviewees can most of the time easily describe the mission in one sentence and if they believe in it, they are more eager to buy it. The buying of these products adds an extra dimension of experience: the feeling that they are doing good. However, the product still needs to be e.g. good looking, tasty, fun and/or high-quality; it needs to fulfill their expectations of the product category. The strong mission is a nice extra touch that can motivate them to buy that brand rather than another and spend

a bit more on the product than they would have otherwise.

“I would defenitely consider buying those products *because* they are good for the human and environment. But often they are more expensive. So. those [Veja] shoes I do not have, because I did not think they were that nice. So [products being sustainable] is not the most important thing, if it is very expensive or not so nice, I do not buy it. But knowing they are good, I would defenitely consider them rather than another product For example, when I see those shoes somewhere, I would check if I see something I like of those”- B

“I thought the dopper was nice looking and it had something extra in relation to sustainability a nice thought behind it. That gave it an advantage compared to other bottles. [...] But it was not the main reason” -A

“I bought a Dopper because I thought ‘all those plastic bottles, that's not good, so I need a reusable bottle’ and I already use it for a very long time. And the Dopper looked nice, had fun colors, a nice price and they stay good as well.”- G

“Another example is Tony's Chocolonely. It might be that the chocolate is just as good as other chocolate, but the message gives it just that little bit extra on top of other products’ -A

“You can also buy a Milka bar that is cheaper, but Tony's better ánd more delicious. [...] The farmers get the money they deserve.”- G

I know the message of Tony's] but it is not too in your face. [...] It is good looking and has a nice taste. I like that the message is in the small things. [The product] has to be fun, good and the fact that it has a story makes that it has an advantage. - A

“I had Toms. They looked cute. And for each pair you buy they also donata a pair to a kid in a poor country. I thought that was a nice extra thing. [...] My sister made me aware of them.”- F

“Everyone had Toms at one point. So I bought them because they were hip. But it was a nice extra that they also give a pair of shoes

to children. But I did not buy them for that specifically.”- G

“I do not use [Seepje] anymore as it did not clean well enough.”- E

Although one interviewee has lost his faith in the authenticity of brands being green:

“Every brand claims that they are ‘green’ nowadays so that does not trigger me so much anymore.”- D

The awareness of these brands, and also charities, is mainly generated by social media (facebook, instagram) or the social environment (word of mouth).

“Maybe I came across [Seepje] via Instagram and thought I would like to try that as well. And a friend recommended it to me but then I already used it.”- E

“I think I came across the adoption animal of WWF via advertisement or people talking about it and suggesting it. I am not sure.”-C

“My girlfriend had picked it. But apparently it is a sustainable fashion brand. And in the same way there are those shoes from Veja, and they also do a lot when it comes to organic and fairtrade things.”-B

“I supported Oxfam Novib for some time. They were very visible at that time. And I heard about it from others and read about it. Then I supported them for about half a year to a year. It felt good at the time”- C

The fact that they do not want to feel stuck in a subscription and want to feel in control of their spendings also contributes to the preference of sporadically donating to specific goals, both in charities and ‘good’ products. The target group is very aware of their money and spendings and when they spend it, they want to do it right.

“I do want to donate sporadically.. but otherwise you are often stuck in an subscription and you cannot get rid of it.”- G

“I think it is very confronting to see that I

donate a certain amount every month. When I just donate once, this confrontation is less". -B

I don't want to feel stuck in a subscription, it is something you forget to terminate and terminating is always harder than i want it to be." -G

"At this moment, money is the main reason to not buy [sustainable/doing good products]. I can imagine that later on I would buy them sooner. Often because they are also superior products." -B

"When I have all other financial stuff in order, I think then it's time for the charities."-C

"[Oxfam Novib] also said I could keep donating with a symbolic amount of €2.50 per month, giving them some advantages [when termination my donorship of €10/month]. And then I said okay, that is interesting, that is a small amount that I easily can miss at the moment and later it can always become more."-C

For the future, the target group does imagine themselves spending money on charities more long-term, but they would research the goal in depth first: they want to see the efficiency of the money spent and want full transparency in this, measure/see their impact by making the donation and discuss decisions with the social environment (as we have seen before already). On top of that, it has to give a good feeling. For some interviewees, all this would probably result in supporting a local charity rather than a big one.

"I do not like giving away money and not knowing how it is been used" -A

"I feel more attracted o charities that involve you actively in what they do. Tony's chocoloney is not a charity, but it is a brand that I like to support as their mission is very clear and they are able to involve people in what they do.[...]I think I rather give my money to certain brands [than charities] where I want my money to be [like Tony's]." -C

"I think our generation just is less about donating money to nothing.. It is often so

abstract that it is gone in a blink and it is easy not to [donate]." -C.

"I want to see the effect of where my money goes to."-C

I want to know the efficiency is as big as possible when making a donation" -A

"[Deciding on a charity] would be about the feeling, what makes me feel good".-A

"For the future I think spending money on a charity will be scattered, donating one year to this, one year to that..[...] I would take an afternoon to do research on that."-D

I would rather support small or local charities. In big charities you just don't know if it the money arrives, in local charities you can see that the money is directly at the place where you want it. It feels more trustworthy. It is transparent and it feels more clear where the money is going. -A

"Maybe in the future I would go for something smaller than WWF or Greenpeace." - D

For this group 'I donated for a long time' means they donated from half a year to three years. They like to switch to be able to support more goals..

"I was donor for 3 months..it was supposed to be easy to terminate but that always disappoints me." - G

"i donated 3 years to Greenpeace but then quit because of money issues, but I believed in their message about nature. [...] Supporting a charity for 3 years I thought was good enough. [...] Maybe I even supported them 5 years."- D

"I often forget [to terminate] it, so than I look and realize I already support them a year. [...] I have supported them already a very long time without realizing it. But if I would really pay attention to it, I would probably not be a donor for more than half a year and then change again...consciously tracking it. Supporting half a year this or that... and then support something else again."- E

Time/Behaviour

If they do not feel like they can make a difference or do not really feel like their donation makes impact, they rather contribute in other ways, like time or behaviour.

"I am a blood donor. If I would need it I would also like to get it."- F

"I wanted to go to a strike in Amsterdam against Shell [...] and of course blocking a building does not do anything, but you do make a statement."- D

"Does it really have impact [to support a charity]. Can't you better just adapt your own life? Those few euros a month." -F

"I am a vegetarian, so I already contribute to environmental goals myself, this is more effective than donating money. In this way i am more in control and i believe sustainable behaviour starts with the individual"- E

"I would support a charity rather with effort. [...] I would like to help with something that I am good at and can learn from as well"- A

This active individual participation is however related more to NPO's that support environmental/nature goals than health, human rights or poverty.

"i really saw that kid needed my money to achieve goals, it needed me"- E

"In terms of plastic, I don't think [raising money in an event] is really useful. But for example for disease research, I do believe raising money is valuable, so that there is more money for medicine and research. [...] In such cases I would rather participate in money raising events. People should contribute themselves to environmental goals; for example collect plastic themselves. We are the ones, in terms of nature and animals, that have let it come this far so we should be able to fix it ourselves. And I know it is hard, as many people do not do it, so there might still money needed for people that do want to do it, but I think that people need to be given a reason to do it themselves"- A

However, participating in sponsor events like the Sea Swim is not something they prefer to do in terms of time or behaviour. Many said they did not hear from the Sea Swim in the first place. After explaining the event, they think they might do something like that when friends are motivated to do so, but otherwise they are not very interested.

'if it would have been a worldwide thing, I would maybe take it more seriously, like the earth hour' - A

"I joined a running event because of a friend, but I do not know what charity it was for anymore.."- F

"In terms of joining the events, I am not sure if I would participate. There is so much these days, [...] I would not know why I would do that one thing specifically." -A

One interviewee learned about the event (via WOM) and considered participation, as she is quite active in sports. However, eventually the price was a bit too high for her and she decided not to join. Again, money is a dealbreaker for this target group.

"I have looked at participating in the Sea Swim, but I thought it was too expensive. [...] But i think it is a fun way of donating, sports activities."-C

However, the Earth Hour (turning off your lights for 1 hour, once a year) was something that did get their interest, even though they did not really link it to WWF.

Earth hour is something I know about. I like such events, knowing that on a certain day there is that specific thing. I think it's interesting. But I am not actively following it. -A

"I always participate in the Earth Hour, turning off the lights for one hour." -C

'i did not really participate in the earth hour, but I have been following it' -A

"[Earth hour] is easy, I do not believe it has that much impact, not that many people join I believe and it's only an hour, but it does have something.. a moment of awareness."- E

But to actually participate, more connection was needed.

‘i do not feel the need to participate in things [like earth hour], I do not really feel a connection with it’ -A

Participating via the footprint test or the plastic app is however something this target group was very curious about. They want to see their current impact and learn more about how to improve their sustainable behaviour. However, none of the interviewees had heard of the Plastic Afvallen App. The footprint test was something they heard of or had done at some point in their life, maybe not specifically from WWF, but did not do much with later on. They mentioned that they expect from such tools to learn more about their behaviour and get direct feedback on it, so that they can improve it.

“I am curious about the footprint test. If the result is very shocking and they give good tips about how to improve, it would be open to it.”-G

“I think I would be interested in using the Plastic App. It is something I know I want to improve so when such a thing from the WWF crosses my path, I would be triggered to see what it is. [...] This would probably cross my path when someone already uses it and shares that it is fun or challenging. [...] You associate WWF with certain quality [which also triggers interest].” -C

“Such things [as the footprint test] often take a lot of effort to fill in. [...] And they always start with your car...well that is too confronting so I exit. [...] And I fly too much when going on vacations...” -F

“I did a footprint test of WWF once. believe I had 2.5 earths... or 3.5... I liked it, you get confronted. But I did not get a lot of feedback on how to improve. But that’s what I remember... It was about 4 years ago I believe.”- D

“I would think doing a footprint test is interesting. [...] It is about knowing where you stand and maybe track that over some years as well.[...] I would not do it on my own, but if someone else would point it out to me, I would

be triggered to see how I am doing compared to that person. So some curiosity should be triggered, as I would not do it on my own.”-C

“I use so much plastic, so I would be triggered to use the plastic app. But I do think it is hard... in the supermarket everything is packed in plastic.” - G

One interviewee was so triggered to do the footprint test and download the Plastic App, he did it right away. However, he did not feel like the tips in the end of the footprint test really connected to his behaviour and therefore did not expect to do much with it. Also, the interaction with the Plastic App was not really motivating for him, as there was too little directly available information (what he would expect from such an app) or direct feedback and the interaction was taking too long.

“I would expect the app to look differently. When you can clearly see the impact of for example you bringing a sandwich bag to work every day and tips about how you could do it differently. Now it does not look like I can get a lot of information from this app, while this is probably why I would download it in the first place.”- B

Sustainable behaviour

All interviewees are aware of environmental problems and many actively try to act more sustainable at least on a certain level, as long as it is not too hard to do so.

Many said their relationship with the topic has changed over the years due to the raise of awareness around it and the fact that people in their near environment discussed the topic with them or social media posts that influenced them. This created new perspectives, insights and triggers to act more sustainable.

“Once you know it, you cannot ignore it anymore. [...] This does not mean you should change radically, but you should start somewhere. I think responsibility is the right word.”-C

“I am not the most sustainable person, but I recently try to bring food in reusable plastic boxes, try to store leftovers, we have an electric car, [...] I do not buy plastic bottles anymore,

so...”- G

“[My relationship with sustainable behaviour] has changed due to what you hear about plastic, everywhere plastic is found in water, climate change.. now you hear more about it you are more into it.”- G

“I am more aware of sustainability. [...] Since a few years... those numbers of how many worlds we need as we keep on living like this.. I stopped eating meat: it’s better for yourself, better for the animals, but especially those numbers about how bad it is for the environment convinced me. How much water is needed for one hamburger, etcetera..”-C

“I am always surprised by how much plastic we use, that is so bad.”- C

“I am not really busy with it, but I try to be economical and do not buy or use plastic if it is unnecessary; same for water, wood... I do not want to waste it at the expense of something else”- A

“A few years ago I did not really care about sustainability. But now as it becomes a more discussed topic, and you talk with people about it as well, you start to think about it more. So that has changed.” -A

“As many people around me had a Doppler, I started to look for more information.”-A

“Our generation, I believe, really wants to improve themselves in terms of sustainable behaviour. You see it with those current school strikes. [...] A such a strike is of course a very low threshold way of contributing, feeling that you have impact. It is something anyone can do.”- C

“You keep the conversation going with your social environment about sustainability and as such learn new things. [...] In this you make decisions of what is doable for you to change” -C

“And inspiration of others [triggers sustainable behaviour]. On Instagram is someone that lives zero waste and she also has a Ted talk, I get inspired by this.” [...] And then a certain

influencer has an eco lunch box and I think; why don’t I have this..”-C

Whilst sipping from a reusable straw “This is better for the environment. Saving the world starts with you. Hey this could also be WWF haha.”- F

“I am a vegetarian, but not because of sustainability, but because of the animals. And I have green energy, because it was not that much more expensive and I thought that was a good thing to do. [...] Furthermore I do the standard things, do not shower too long, do not leave the heater on all night..”- D

The interviewees wanted to learn more, get tips and be inspired by others to adjust their sustainable behaviour. They often mentioned plastic use as something they wanted to improve, however they did not know about the Plastic App of the WWF, but if they would have come across it, they would have been triggered to download it.

“I would like to be reminded of the issue more often, let it be more on the ‘forefront’ of my mind”- C

However, adapting their behaviour should not be too hard or kill the fun.

“I would change my sustainable behaviour to some extent, but the fun shouldn’t have to die. Things I can easily change I change, but things you need to for example get somewhere like the plane, that is an easy, cheap and quick way of transport, even though it is very harmful for the environment, I do not drop.”- F

“Maybe sustainable behaviour should be made easier.. I am too lazy to bring my waste to different places.. put my batteries here... paper there...glass there.. if it is all in one place, it is much easier.”- G

Even though the target group is busy with the topic of sustainable behaviour, the link with WWF is missing. They are unaware of WWF’s attempts to stimulate sustainable or environmentally friendly behaviour of the individual, while a big part of WWF-NL’s mission is to create impact by the activation

of behaviour change, as can be seen in these statements from the annual report 2018/19:

“WWF’s digital strategy is entirely devoted to everyone’s individual contribution to a sustainable earth. Every contribution (in time, money or behaviour) counts.”

and

“We want to encourage citizens, consumers, companies, governments and NGOs to invest time and money together and to adapt their behaviour for a sustainable society.”

A reaction of one of the interviewees was:

“If their mission includes people being more aware of their sustainable impact [...] I would expect them to be more pro-active about it.”-B

Appendix C

Influencing techniques

List with some of the most reliable influencing techniques on decision making processes and human behaviour based on Kahneman & Tversky (1974, 2002), the book “Influence” by Robert B. Cialdini (2001) and the book “Nudge” by Richard H. Thaler and Cass R. Sunstein (2009).

1) Perceptual contrast (bias)

When we are e.g. offered with a more expensive offer first, the contrast of the additional/new products with a lower price make it seem cheaper than it is, resulting in being more eager to buy.

2) Reciprocation (bias)

We want to repay, often with a much bigger favour, what another person has provided us, even though the product we got was not something we wanted. The feeling of internal discomfort, obligation and external shame play a role in this.

3) Consistency (bias)

People want to be consistent in words, beliefs, attitudes and deeds. In this concept, commitment is key; people tend to be consistent with commitments they have earlier made, even though the request is now larger, and tend to come up with new reasons to justify the commitment even though the original reason does not stand anymore. They are biased by former decisions. The largest lasting effects of commitment are if the commitment was active, public, effortful and freely chosen.

4) Likeability (heuristic)

People prefer to comply with people they know and like, which is influenced by physical attractiveness, similarity (dress, backgrounds, interests, opinions, personality traits), repeated contact under positive conditions, association with positive things and compliments. People dislike others that bring unpleasant

information.

5) Social influence

People are influenced by the actions of others and might even choose their opinions over their own. This is because if many others are doing something, they might convey information about what is best for you as well. Secondly, people face peer pressure and do not want to face disapproval. Therefore, showing actions of others can influence actions of the individual (an example from *Nudge*: showing energy use of others can influence people’s own energy use; as long as you do not say that they are better than the norm. They might increase their use as they feel they still have some space. This effect is minimised however when you use an emoticon indicating they are doing good.) However, social influence can also have negative effects, such as *pluralistic ignorance*; everyone looks at what everyone is doing in ambiguous situations, resulting in no action at all.

6) Authority (bias)

People will go to almost any lengths on the command of an authority, as we are trained to believe obedience to proper authority is right and thus we do not question their commands. Symbols of authority that have proven to be effective are titles, clothing and automobiles.

7) Scarcity

Scarcity influences the value assigned to opportunities. Things that are difficult to obtain 1) are often more valuable and 2) reduce freedoms resulting both in wanting to have them. Also, we value scarce things more when we compete with others for them and when they have recently become scarce.

8) Status Quo

People prefer things to stay the same and keep what they have. Therefore people tend to go with the status quo or default option. Loss aversion is one of the reasons of the status quo bias; giving things up has a more negative effect than the positive affect of initially acquiring the

same thing.

9) Framing

Messages that contain the same information, might be perceived differently by the way they are framed and thus influence the decision making process. The mind does not take the time or does not know how to reframe a message that could result in the same answer.

10) Self-control

The ‘planner’ in you (that uses the reflective system) might make promises upfront that the ‘doer’ in you (using the Automatic system) cannot keep. Defined as the “hot-cold empathy gap” by Loewenstein (1996), certain arousal in a ‘hot’ or ‘in the moment’ state might make your behaviour dynamically inconsistent; you are tempted (to eat, to stay in bed, etc.). Also mindless behaviour influences self-control, doing things on the automatic pilot (like eating the whole bag of chips ;“whoops it’s all gone!”). Therefore, you should develop a strategy that will make you able to hold on to your resolutions in the moment itself as well.

11) Anchoring

The aforementioned anchoring heuristic. People use an anchor to make estimates, but do not adjust enough. Bias occurs, as people are influenced by the anchor. An interesting example from Sunstein & Thaler (2009): the higher the default options for making donations (€100, €250, €1000, €5000 versus €50, €75 €100, €150) the more people will give.

12) Availability

People assess likelihood of events happening by how readily similar examples come to mind, even though the actual risk might be lower. This is called the availability heuristic, where we make biased assessments of risks.

13) Representativeness

Also referred to as the similarity heuristic, because people look at how likely it is for one category to belong to another, by asking how similar the first category is to their image of the other category.

14) Incentives

Incentives over restriction. People act in their

self-interest, but are driven towards a direction by incentives (for example, getting a reward for certain decisions). Saliency of the incentives plays an important role in changing behaviour, as people do not act upon invisible incentives.

16) Simplification

When choices are numerous, people like to simplify things in a structured overview; the structure influences the outcomes.

17) Physical environment design

How you design the environment will influence how people use it (eg. placing vegetables at eyesight).

18) Mapping

Making information more comprehensible by transforming numerical information (eg. camera megapixels) into units better related to actual use (quality of photos for a certain size).

Appendix D

Nudges for energy-, food- and mobility consumption

Nudge mechanisms, applications and effectiveness, as analysed by Mont et al. (2014) for energy- and food consumption and mobility.

Table 4 Nudge mechanisms used to influence residential energy consumption

Nudge mechanisms used	Applications to residential energy efficiency	Evidence of effectiveness
Simplification and framing of information	Feedback on energy consumption: Informative energy bills, metering and displays	Extensive research on all scales: tailored and small-scale interventions render 1–20% savings, large field trials about 2%
	Energy labelling of appliances and buildings	Experience on a large scale, but limited evaluation of effects
Changes to the physical environment	Design for sustainable behaviour, Design with intent (of homes and appliances)	Small scale trials, little evidence of the size of the effects Standard in some environments such as hotels (key card removal turns off lights)
Changes to the default option	Prompts as reminders of appropriate behaviour	Small scale trials, evidence of effectiveness as part of a package of interventions
	Opt-out green electricity offers	95–99% of customers stay with the “green electricity default”
	Opt-out from smart grid trial (technology installed to control consumption)	Large effects (20%) in one survey study
Use of descriptive social norms	Social comparison billing feedback	Large effects in small scale trials (average 11%), smaller effects in large field trials (e.g. 2% savings)

Table 5 Nudge mechanisms used to influence food consumption

Nudge mechanisms used	Applications to food consumption	Evidence of effectiveness
Simplification and framing of information	Provide simplified information and signifiers	Small-scale studies in controlled environments indicate large impact; no large scale studies available; impact seems to vary for different segments of society
Changes to the physical environment	Change visibility and accessibility	Strong evidence in controlled environments (i.e. canteens; restaurants)
	Influence size	Experiments with portion size and package size suggest strong impact
Changes to the default option	Positioning of product choice	Wide use in retailing suggests large impact; few studies available for pro-sustainable nudging
Use of social norms	Provide information about others' behaviour and ideal-type behaviour	Studies suggest effectiveness, particularly when behaviour is publically visible and in cases of uncertainty about appropriate behaviour

Appendix E

Requirements and brand benefits of a ‘nudge for good’

From www.nudgingforgood.com

Table 6 Nudge mechanisms used to influence consumption of mobility

Nudge mechanisms used	Applications to mobility	Evidence of effectiveness
Simplification and framing of information	Decluttering streets, providing clear information, maps and changing framing to encourage cycling and walking, offering cycling training or personal travel plans, simplifying information on fuel consumption of cars	Average reduction of CO ₂ emissions by 19% among ten travel feedback programmes and up to 35% in some cases Australian studies report 10% reduction of car use via personal travel plans ¹⁴
Changes to the physical environment	Road and lane planning, urban design	Effective as infrastructural projects and systemic solutions
Changes to the default option	Auto-pilot decisions in cars, road planning, helmet wearing	Effective, e.g. dynamic speed-limits that reduced speed driving from 70% to 17% in Linköping.
Use of descriptive social norms	Travel or walking feedback programmes where social norms and social networks are involved Smartphone apps to encourage physical activity	Mixed evidence of effectiveness and low validity due to low sample size. In one study the app users increased their walking by 64% for a period of time.

Why does this matter for brands?

6. WHAT'S IN IT FOR BRANDS?

Trust and long-term brand equity

Many brands have been around for generations. Brand owners know that they simply cannot build sustainable prosperity on the back of unsustainable or unhealthy consumption.

BRANDS want to continue to exist and remain relevant to consumers in a changing world.

Consumer demand

Consumers are more interested than ever in health and in sustainability. However, this does not always translate into purchasing and consumption patterns. Brand manufacturers want to remain relevant and to respond to this growing aspiration.

Why does this matter for brands?

6. WHAT'S IN IT FOR BRANDS?

Innovation through social value

“Nudging for good” adds a social dimension to the value proposition of a brand. It is an innovative form of corporate action. Through nudging brands create new forms of social engagement with consumers: they provide incentives for consumers to move towards healthier and more sustainable lifestyles; consumers reciprocate by acting on the nudge. This opens up a powerful opportunity to strengthen the brand relationship with consumers, thereby adding value to the brand.

Being part of the solution

The Nudge concept is gaining momentum with public policy-makers and civil society organisations. For brands this constitutes an opportunity to engage in partnerships with legislators and civil society in order to be part of the solution.



4

3. NUDGING FOR GOOD CRITERIA

A nudge for good:

- ❑ Is a smart and simple initiative that influences consumer behaviour in order to help them achieve their own goals
- ❑ Is ethically designed (means-end / legitimate originator)
- ❑ Acts in favour of people's own interest and that of the community and planet
- ❑ Preserves freedom of choice and existing options
- ❑ Is based on observational insights of individuals, recorded in their local environment and community
- ❑ Leverages unconventional factors revealed by behavioural economics, neuroscience and cognitive psychology, along with more conventional concepts (education, information, marketing/communication). For more information, feel free to check the Consumer Insight section of the toolkit, Chapter 2. [the 5 implicit forces that shape our behaviour](#) and Chapter 3. [The Drivers Of Influence](#), slides 4 and 5.
- ❑ Uses creative re-design of some situations and interaction points (including branded touch-points)
- ❑ Does not activate an economic incentive; you shouldn't pay people to change behaviour, although you may offer them a symbolic reward



3

Appendix F

Exploring the strategy

Engagement

Company actions

Purpose

WWF needs to convey a clear purpose or story to attract the target group. This purpose around the sustainable behaviour is already somewhere in the mission, but it is not something the target group at this moment relates to WWF.

Currently, parts in WWF's mission & strategy about sustainable behaviour in the individual are (important part's highlighted):

“WWF's digital strategy is entirely devoted to everyone's *individual contribution* to a sustainable earth. *Every contribution* (in time, money or behaviour) *counts*.”

“We want to encourage citizens, consumers, companies, governments and NGOs to invest time and money together and to *adapt their behaviour for a sustainable society*.”

“The more people, companies, organizations and governments we can involve in our mission, *the greater our impact*. That is why we want to boost a *society-wide movement*. We want to inspire, motivate, activate and facilitate the Netherlands to *participate actively with us*.”

To sum up the highlighted parts, the purpose of WWF (related to sustainable behaviour) can be described as:

Inspiring everyone to adjust their sustainable behaviour to be able to create impact that is impossible to create by WWF alone.

To convey this purpose, it should be clearly linked to the strong story of WWF that is already in the mind of the target group: the protection and restoration of biodiversity. In this way, it will not feel like another company trying to go into the sustainable direction; it is authentic for WWF, a NPO that already exists around 60 years and already stands for animal

and environment protection since then. This authenticity should be communicated throughout the whole strategy in combination with WWF's main values: open in connection, infectiously enthusiastic, idealistic pragmatic and focused on impact.

On top of the purpose and story, it should be conveyed in a clear and understandable way that the short attention span of the target group can deal with. Nudges such as framing, simplification and mapping could support the story.

Ways to convey the story (as a result from a quick brainstorm) are:

- with an image (photo/drawing, etc.)
- with a tagline/slogan
- in a story to read or tell
- in a video
- with music/jingles

Be where the customer is

As we have seen from the interviews and millennial analysis, the customer gets inspired by social media (mainly Instagram at this moment) and their social environment. A problem is that the target group is not in touch with WWF at the moment on social media and does not come across much of their online expressions. Making use of nudges as social influence and authority figures (which could be influencers on Instagram, but also the strong brand of WWF itself as is mentioned as well-known and trustworthy in the interviews, or well-known Dutch people that relate well to this goal) could help spreading the awareness.

A quick brainstorm (with information gathered up until this point) resulted in the following possible ways to reach the target group:

- Social media platforms (like Instagram, Facebook, LinkedIn and Youtube)
- infiltrating their social environment (offline and online)
- apps/ mobile device
- influencers related to sustainable behaviour

(and their social media pages)
 e.g. 'hetzerowasteproject' , 'levenzonderafval',
 'trashisfortossers'.
 - influencers/pages not related to sustainable
 behaviour, but are well-known
 e.g. 'despeld', 'rumag'.
 - brands they like (and their social media pages)
 e.g. 'TonysChocolonely_nl', 'goat.organic.
 apparel', 'veja'.
 - TEDtalks
 - blogs and vlogs (on sustainable behaviour or
 their own interests)
 - events/experiences they join (offline)
 e.g. festivals, pop-up stores
 - online/ app shopping environments
 - streaming platforms (e.g. Netflix, Spotify)

By looking at trends (sproutsocial.com's
 social media trends for 2020, mediaweb.nl
 social media trends for 2020, donorsbox.org
 fundraising trends of 2019 and causevox.com
 global giving trends 2018) related to these and
 upcoming social media channels, as well as in
 donation behaviour it is possible to evaluate
 where opportunities lie and where to best
 focus ideas on.

Social media (channel) trends

- social listening (understanding/tracking
 customer conversations to see what drives
 them; we have also seen this in e.g. Glossier
 strategies)
- talking to individuals rather than a large
 audience (creating a more intimate feel and
 connection)
- selling and advertisement on social media
 (it is getting easier, more personalized and
 customers are accepting it more and more.
 The future will probably allow users to buy
 directly via the social media platforms, the
 medium where they get inspired)
- nano-influencers (100-5000 followers) or
 maybe micro-influencers (5000 to 50.000
 followers) (influencers with a smaller following
 count, but with more engaged/meaningful
 followers compared to a less authentic larger
 influencer that's in it for deals. People want to
 listen to people they (feel like) they know and
 are an authentic fit to the brand).
- stories (in Instagram mainly) stay important
 to interact and show your content
- video's are among the most shared social
 media content (e.g. on Youtube is very big in

active users, but also new platforms like IGTV
 and TikTok are very video sharing-focused)
 - User as part of the brand (stimulating user
 generated content; building a relationship and
 encouraging the creating of content around
 your brand, e.g. with #'s)
 - Offline as new luxury (people feel the need to
 be offline from time to time more and more).
 - AI personalization

Trends in donation behaviour

- Community driven fundraising: instead
 of trying to get attention in the crowded
 environment of nonprofits, nonprofits should
 use the community to spread the word about
 the nonprofit (actions, fundraising campaigns,
 etc.) and organically grow this community,
 which is peer-to-peer fundraising.
- Donating online: most donations are given
 online, so use this online environment well.
- Social media inspires giving: especially
 Facebook, Instagram and Twitter. Social media
 is where you communicate to the target group,
 but also where the target group communicates
 with each other and get influenced by what
 their social environment shares with them.
 This gives opportunity to grow your audience
 organically (if your content allows it to be
 shared).
- Hyper personalization and customization:
 like personal recommendations in for example
 Netflix, such personal communication is
 also expected more and more from other
 organisations.
- e-mail still important: e-mail still has the
 highest ROI, higher than social media and
 other marketing formats, but make them
 visual and with a clear story and call to action.
- Personal involvement in impact: the target
 group wants to see where their money is going;
 they want to see impact transparency and are
 not lazy to research that. So it is important to
 have that impact clearly visible.

Pull marketing

Exact expressions for pull marketing are very
 much dependent on the product/service
 launch in each phase and is mainly needed
 to make people aware of WWF's purpose.
 However, if WWF is able to create something
 that people will talk about (offline and online
 preferably) and is easy to share by individuals
 already, or is attractive for others to share (e.g.

newspapers), it will create it's own awareness.
 Therefore, the launch of the first product/
 service should not be too reserved, it should
 evoke discussion (in a positive manner).

A quick brainstorm resulted in the following
 ways to make people talk about you:

- do something crazy or pull a stunt
- do something unexpected
- do something innovative, new or interesting
- create a good buzz story to share

Omni-channel strategy

The channels should provide users to read &
 learn more to get to know the purpose of WWF
 better and why, what and how sustainable
 behaviour needs to change. While social media
 is probably good for getting to the customer
 and making them aware, the website of [WWF.nl](https://www.wwf.nl)
 can enable more cognitive engagement.
 For emotional engagement, channels could
 be a product, service or experience to create
 sentiment towards the brand, online or
 offline or a combination. For the behavioural
 engagement, at least a platform for sharing, a
 community environment, would be needed.

Sustainability

Sustainable behaviour

In terms of sustainable behaviour, there is a lot
 that can be done, from reducing plastic use, to
 recycling waste, to not driving a car, becoming
 vegetarian, etc.

As the target group does want to act
 sustainable and improve, but does want to do
 it in an accessible and preferably 'easy' way, I
 created a list of most promising behaviours
 that could be improved:

- reduce plastic use of everyday things
- eat less meat or becoming vegetarian
- reduce the use of the car (make more use of
 public transport, bike, walking, etc.)
- recycling waste
- trying to create less waste overall
- support NPO's (like WWF) that help create
 awareness and take actions in relation to
 sustainable behaviour

To create a change in behaviour, it is impossible

to focus on all. This would also make the story
 more abstract again, resulting in less clear
 impact of the change of that behaviour, and
 that in turn resulting in making people less
 willing to contribute.

Reducing plastic use

From the interviews, it became clear that a
 problem the interviewees wanted to work on
 and learn more about was their plastic use.
 Tapping into this behaviour change they are
 already aware of and connecting that to WWF
 is for a first step probably better than trying
 to get them aware of a sustainable behaviour
 problem they still need to feel a connection
 to as well as trying to connect that to WWF.
 The connection to one will help with the
 connection of the other. Later on, when the
 overall improvement of sustainable behaviour
 is linked more to WWF, also topics could be
 addressed they are less aware of (the connection
 with WWF will support this).

WWF already tries to adjust plastic use of the
 individual with their WWF Plastic AfvalLEN
 app. I will analyse this app with the knowledge
 gained on engagement, influence and
 behaviour throughout this project so far and
 see whether and where it fits in the strategy.

Plastic afvalLEN app

The 'plastic afvalLEN app' is available for free
 in the App Store or Google Play and has been
 downloaded over 9000 times (april 2020)
 since the launch at the beginning of 2020. The
 goal of the app was to create leads for WWF
 and behavioural change in Dutch citizens
 and the possibility to use the app for other
 themes as well. However, overshadowed by
 campaigns like Australia, people not finishing
 the challenges and unsure where to go with
 this app strategically, it has not yet had the
 success WWF intended. However, by trying to
 stimulate change of plastic use, it is interesting
 to see what this app is about and what it could
 mean for this strategy.

When downloaded, the Plastic App asks the
 user some questions (the 'intake') about their
 plastic lifestyle and measures based on this
 information the amount of plastic used on a
 yearly basis (in Kg). With 30 days of challenges
 and 'workouts' the user is stimulated to

change their plastic behaviour in certain areas (for example: try to bring your own bag to the store, try to bring your own cup to the coffee house, etc.). If challenges are completed, the user can track his or her plastic weight loss on the digital scale (there are four weighing moments). Conversations with the ‘coach’ are via a chatbot and answers are premade as well. The user can choose an answer out of a list (2 or 3 different answers available) and based on that answer, the coach also answers again.

Reactions of users:

Positive:

People that downloaded the app do value the initiative of WWF to make people aware of their plastic use. Also in most of the negative reviews in the Play Store, people do say they think the goal of this app is important and they wanted to contribute to achieving this.

Nice informative app that takes your attention a few times a day 1 to 2 minutes to the plastic problem. - Marieke (Mar 10, 2020)

You don't realize how much plastic is being used. This is creating awareness. -Bob (Jan 6, 2020)

Negative:

The plastic app has not been downloaded much since the launch, there are only around 9000 downloads (compared to their 606.000 financial relations), and the app only scores 2.2 out of 5. If we look at comments in the Google Play store of users, main reasons people that use it do not like the app, is because the app takes a lot of time of the users. With the ‘fake conversations’ people have to do all the time (as described before), getting to a challenge takes a very long time and people tend to quit after having used it just a few times or maybe even just once. Also, you cannot skip the conversations and they do not continue whenever the user wants, this makes that the user might have to wait a day in order to get an answer and maybe a challenge. Many people think that this way of interacting is not working and is the reason they quit. Some recommend they would prefer just a list of challenges to do, because they are motivated to do the challenges, but the time it takes to

do them makes them quit. That the execution of the app is not working, is quite clear in the amount of negative reviews (34) compared to the positive reviews (5) on GooglePlay.

Such a waste of a great idea. The chat takes ages and is very forced. After the intake in which you say you don't use straws, take your own bag, etc. the first challenge is to not use plastic bags but take your own. I just want useful tips and challenges but this will take ages and there's challenge except not giving up on the horrible chat they use as user interaction. - Thomas (Jan 24, 2020)

Nice idea, but all the chatting in between is really annoying. Just let me use the app with the tips and information! Without all the empty comments and ‘jokes’. - Willemien (Mar 1, 2020)

The idea is wonderful, but unfortunately the embodiment is not. I would like tips on reducing plastic usage but not in this cumbersome way. A nonsensical push notification several times a day, so you have to have a ‘conversation’. Fishing for data last name / email address etc. According to the app I would already have lost 6kg, what is nonsense and standardized for everyone. I have not yet found out how to find the tips in a well-organized way. - Emma G. (Mar 16, 2020)

I also asked the interviewee that was triggered to use the app rightaway a few days later what his thoughts were on the app. The reaction I got was the following:

I hoped to get practical information about reducing plastic in the app quickly, but instead the app kept me waiting because the virtual coach Marc kept going “offline “. Also the challenge for the first day was given at 9 pm and they assumed that I would still go shopping. During the second day they wanted me to go shopping again. I also don't know what my 80kg plastic weight represents. Is this the weight of plastic I use annually? Furthermore, with the scales I do not subconsciously tend to bring the weight to 0, since in real life a weight of 0 is of course not possible. Therefore, I believe the analogy with the scales is a bit crooked.

He told me he deleted the app after a short time of using it.

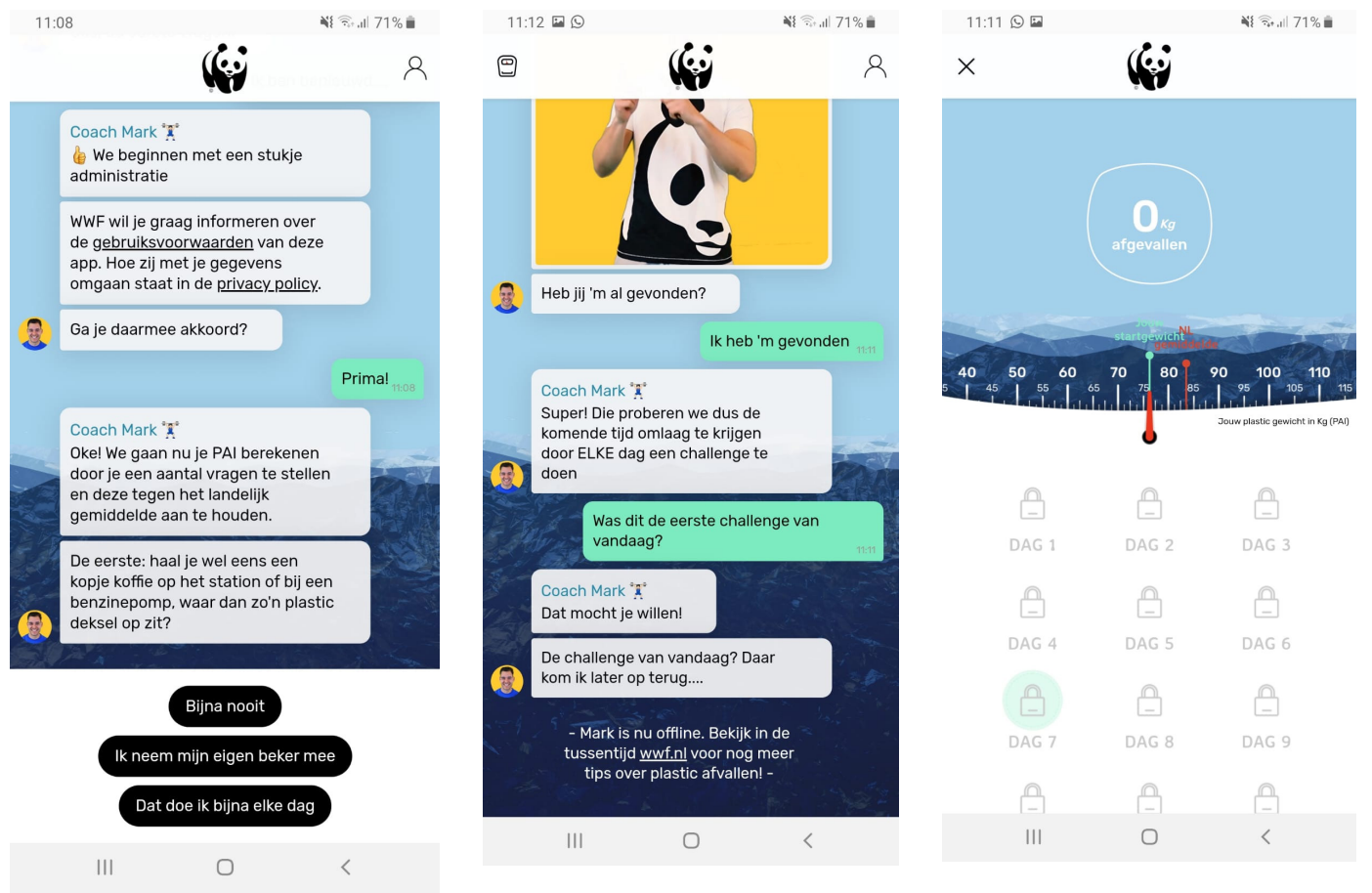
“I think it does more harm than good. [...] It harms WWF's image.”

Analysis

From the reviews, we can conclude that many of the users that downloaded the app already knew the importance of working towards the goal of reducing the use of plastic and intended to act upon it with the use of the app. So, they were already in the contemplation phase, maybe even the preparation phase as they downloaded the app and started using it to make some small changes, and where already some level cognitively engaged to the WWF, as they actively searched for and downloaded the app themselves. They were motivated to do the challenges and change their behaviour, but the execution (not being able to choose the challenges, being done for the day, no challenge that fits you personally) of the app limited the behaviour and reacted

in a relapse. Therefore the preparation was not able to go into action.

In terms of influence, the app did use some techniques. First of all, ‘coach Mark’ is an authority figure that stimulates the use of the app (like at the gym, where your coach always pushes you a bit more). However, the fake conversations with this coach may diminish this effect, as responses of the coach not really fit the user's answers and the conversation is not taken seriously anymore. By mapping the information you put in (use of plastic in certain situations) as a weight and telling people this is a full-grown man, might be helpful for people to understand how ridiculously large their plastic use is, which is a good way to translate this, I believe. However, the scale itself was mentioned by one interviewee as a crooked analogy as a scale never really goes to zero. Also mentioned in reviews on GooglePlay was that the exact weight was not representable for their specific situation, it was generalized too much to gain their interest (the direct



Some screens of the WWF ‘plastic afvallen’ app

impact was missing). Also, the scale shows how you are doing compared to other Dutch citizens, tapping into influence based on social pressure (see figure x). However, seeing that you are doing better might result in using more (plastic), according to Sunstein & Thaler (2009). Therefore, this might be risky to show; a smiling emoticon showing that you are doing great might minimize this effect (as described in the nudging chapter under social pressure). Also, the scale gives some feedback on how you are doing in the process, however, the feedback is given once in so many times (the scale only has 4 weigh ins), and thus still the feedback is not immediately after your action. You do not see more than the impact than your plastic weight (but what happens with your plastic bag? why would you use less?). This direct feedback is however probably most important in influencing people to change their sustainable behaviour and learn something about it.

The last point in this analysis is that the app asks the user about personal information like name, e-mail and age and some need to be filled in to continue. This might distract users from the goal and can feel like being forced to opt-in or being a target of marketing, rather than supporting the goal if minimizing plastic use.

Due to this, the brand might feel less authentic and genuine and (emotional) engagement can therefore be negatively influenced.

The app relates to phase two of the strategy when it comes to the behaviour (taking first steps) as well as experiencing a product of WWF themselves and expressing engagement by leaving recommendations on it. However, as many reactions about the use and interaction were quite negative, this could have effect on the emotional engagement and the creation of negative associations around the brand. Therefore, if the app would stay part of the second phase of the strategy, it has to be redesigned in a way users are actually positively emotionally engaged and triggered into the third phase of the strategy.

As the footprint test is another way in which WWF tries to change sustainable behaviour (more broadly, targeting different topics within) I also analysed this test with the gained knowledge. This might be used in later phases in the roadmap, changing more behaviour than only plastic use.

The ecological footprint test

The footprint test can be found online at <http://voetafdruktest.wnf.nl/> and is a test to see how

sustainable your lifestyle is. With questions related to your living situation, food, lifestyle and transport & vacation you get an indication of the size of your ecological footprint (in hectares) with based on this an indication of how many earths are needed if everyone would have your lifestyle and a comparison to other Dutch citizens. With every question, you can click an information button (not very visible) to see why and how the topic influences your ecological footprint. Also, you can see which topic has most impact on your footprint (in %), get some tips in each topic and the opportunity to opt-in on a WWF newsletter to give you more tips (and for WWF to create a new relation).

Analysis

People can go to the footprint test either by searching for it themselves or by clicking it on the website. Either way, just like with the plastic afvallen app, people are already actively searching for more information and go to the website themselves, meaning they are already cognitively engaged to the WWF. By starting the footprint test, people are motivated to find out their behaviour at least. Therefore, they are probably also already in the contemplation phase where they want to find out more about their sustainable behaviour.

In terms of influence, the tool also uses peer pressure at the end, like in the plastic app, to show how people are doing compared to other Dutch citizens. The outcome again can show that you are doing better and as discussed, without an emoticon indicating you are doing good, people might actually increase their footprint as they feel they have some space left. Mapping the information into a footprint size that relates to the amount of earths needed, is however very clear and better comprehensible than only giving hectares. The feedback is mainly given in the end in the form of the footprint size, comparison to others and percentage of where your impact is the largest, together with some tips to learn and improve. There is the possibility to click on the information button at each question to get some idea of how your answer influences your impact, but concrete measures and direct feedback are missing again.

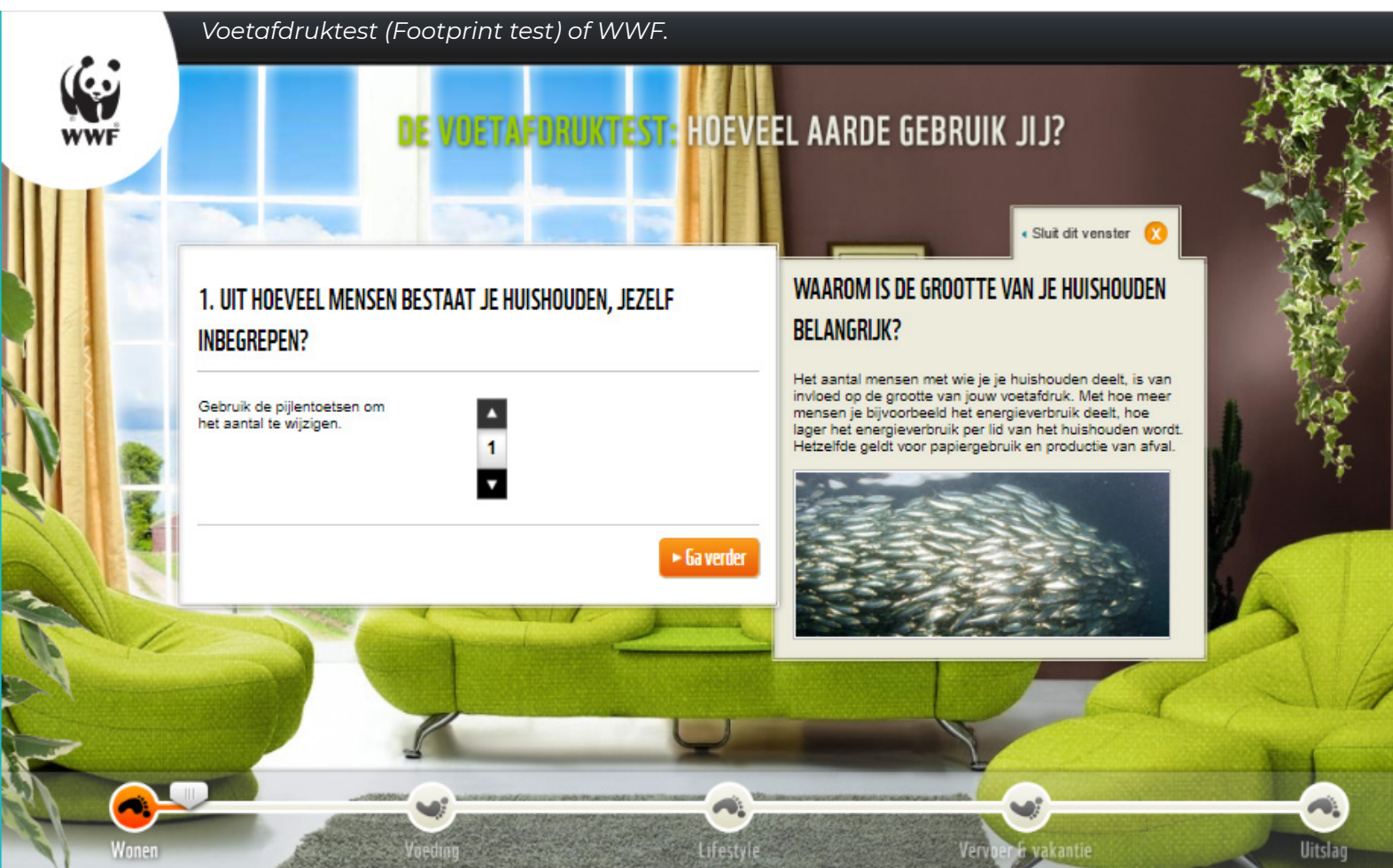
WWF is already working on improving the

flow of the footprint test (see Appendix X) for the 'responsible' target group of the '5 tinten groener' model. Here already is looked very well on where the customer is, what could trigger use and what can come out of the interaction, hopefully resulting eventually in a (financial) relation. However, the interaction in the test itself is left the same at the moment. This flow could become a part of the strategy in a later phase, and the specific interaction has room for a redesign.

Conclusion

Both the app and the footprint test are aimed at people wanting to donate their time and improve their behaviour. In that way, they are a good tools for the WO target group as well, that rather donates with time. However, as we have seen, people need to already be cognitively engaged to WWF to start using the tools and are mainly already aware of the behaviour they need to change. People are even already motivated to take first steps to change their behaviour, by downloading the app or doing the test, even though large changes might not be done yet. Therefore, we can conclude that people are already in the contemplation or preparation phase of behavioural change. The tools already tap into the processes of consciousness raising (where people can find and learn new facts, tips and ideas for the new behaviour) as well as dramatic relief (showing the insane amount of plastic use/hectares used; however, this could be done a bit more dramatic, raising emotions to higher levels to create more impact).

However, how to attract people to use such tools of WWF when they are not in the TTM loop of behaviour change? In the end, it is about getting these people in and connect them with WWF's mission through sustainable behaviour! Therefore, to be able to use (parts of) these tools, it is important to improve the awareness phase at first.



Appendix G

1 Outline brainstorm

The creative session has been created with the help of the book *Road Map for Creative Problem Solving Techniques*, Heijne & van der Meer, 2019).

1. Warm-up (icebreaker): Poster

As a warm-up for the creative session, I let the participants create a poster around WWF's mission for improving sustainable behaviour that I formulated earlier: *'Inspiring everyone to adjust their sustainable behaviour to be able to create impact that is impossible to create by WWF alone'*. In this way, the participants dive into the topic and start thinking about it already in a fun and creative way, loosing them up and creating the right energy within the group before the actual brainstorm questions are introduced.

2. Purge for all questions

After the warm-up, I did a purge on all three formulated questions. The purge is to get the common & expected ideas out of the minds of the participants, in order to get to the second wave of ideas (silly & unusual) and later the third wave of ideas (novel combined with useful). This is important, as otherwise people will keep thinking about some ideas and cannot let them go, while for a creative session it is the goal to be able to go past initial ideas and create novel ones.

3. Creative brainstorm sessions

As mentioned, the second wave of ideas is that of silly, unusual ones. To stimulate this wave, I created three different brainstorm techniques that will help generate new ideas fast. After the silly ideas, I asked the participants to recreate the generated ideas into third wave ideas, making them actually novel and useful. I will explain these rounds shortly below:

3.1 Criminal round (Q1)

This round asks the participants to solve the problem in an illegal way, a way that will definitely send them to jail. After creating these ideas, participants are

asked to see if they could use those ideas, but rewrite them in such a way that it is actually legal, a positive idea.

3.2 Random word (Q2)

For the random word, I presented the participants with 2 random picked words in the center of a 'flower of association'. I asked them to fill the petals of the flowers with words they associate with the word in the center of the flower. After this, I asked the participants to create novel ideas with these associations in mind.

3.3 The avengers (Q3)

The last creative brainstorm was that of the Avengers. I asked the participants to imagine themselves being one of the Avengers (or any superhero) and solving the problem with the superpowers this superhero has. Then again, the participants were asked to see if they could rewrite the ideas in such a way that the idea is actually realizable without the superpowers.

4. Clustering/organizing

Normally, clustering is often a group process, discussing all ideas and together getting a better understanding of all generated ideas within the group. However, as the session was done online, this was a bit hard and chaotic. Therefore, I asked all participants to go through all ideas and cluster/pick some that they found most interesting to look back at later. In this way, they still get a sense of what has been generated, make a selection and are able to use that in the next step. Also, they were able to see each other's clusters and get inspired by that.

5. Creating Concepts

As a last step in this creative session, I asked the participants to create concepts from the generated ideas by picking (at least) 2 post-its and trying to combine these. In this way, the concept was formed on a 'hits or dots' - basis (where the participants are asked which options intuitively seems most promising, or are on target or intriguing). By combining ideas, I

believe concepts go a further than the generated ideas. I asked the participants to explain the concepts to each other shortly and vote on the ones they found most promising in order to make a decision where probably best to continue with.

minimaal 10 minuten, 10-15 jaar oud

Warm-up

3 minutes

Poster

Hoe zou een poster van WWF eruit zien met deze boodschap?

Iedereen inspireren om hun eigen gedrag te verduurzamen om een mate van impact te kunnen creëren die onmogelijk alleen door WWF te creëren is.

name

name

name

name

name

name

Purge

3 x 3 minutes

Purge 1

Schrijf alle ideeën op die in je opkomen

HKJ de doelgroep bewust maken dat een individu impact kan maken met duurzaam gedrag?

"Het gedrag van het individu verduurzamen om een mate van impact te kunnen creëren die onmogelijk alleen door WWF te creëren is."

Purge 2

Schrijf alle ideeën op die in je opkomen

HKJ de doelgroep het gevoel geven dat zij belangrijk zijn (voor het bereiken van de grotere impact op de natuur)?

"Het gedrag van het individu verduurzamen om een mate van impact te kunnen creëren die onmogelijk alleen door WWF te creëren is."

Purge 3

Schrijf alle ideeën op die in je opkomen

HKJ de doelgroep samen met WWF laten werken (aan het verbeteren van duurzaam gedrag)?

"Het gedrag van het individu verduurzamen om een mate van impact te kunnen creëren die onmogelijk alleen door WWF te creëren is."

Creative brainstorm

2 x 3 minutes (x3)

Criminal Round

1

Bedenk crimineel/negatieve ideeën om de vraag op te lossen (in waarmee jij zekerweten in de gevangenis zou komen)

2

Rak een criminele oplossing en tover deze om in een positieve oplossing waarmee jij ver weg van de gevangenis blijft.

HKJ de doelgroep bewust maken dat een individu impact kan maken met duurzaam gedrag?

Random word

1

2

HKJ de doelgroep het gevoel geven dat zij belangrijk zijn (voor het bereiken van de grotere impact op de natuur)?

The avengers

1

2

HKJ de doelgroep samen met WWF laten werken (aan het verbeteren van duurzaam gedrag)?

Structuring

3 x 2 minutes

Kijk naar alle ideeën die zijn gegenereerd in de purge en de creatieve brainstorm. Copy/paste alle ideeën die je interessant vindt of opvullen of maak zelf een post-it waarop je schrijft wat je opvat.

name

name

name

name

name

name

Kijk naar alle ideeën die zijn gegenereerd in de purge en de creatieve brainstorm. Copy/paste alle ideeën die je interessant vindt of opvullen of maak zelf een post-it waarop je schrijft wat je opvat.

name

name

name

name

name

name

Kijk naar alle ideeën die zijn gegenereerd in de purge en de creatieve brainstorm. Copy/paste alle ideeën die je interessant vindt of opvullen of maak zelf een post-it waarop je schrijft wat je opvat.

name

name

name

name

name

name

Concepten

5 minutes

1

2

3

4

1

2

3

4

HKJ de doelgroep bewust maken dat een individu impact kan maken met duurzaam gedrag?

name

Post-its

Concept

name

Post-its

Concept

name

Post-its

Concept

name

Post-its

Concept

HKJ de doelgroep het gevoel geven dat zij belangrijk zijn (voor het bereiken van de grotere impact op de natuur)?

name

Post-its

Concept

name

Post-its

Concept

name

Post-its

Concept

name

Post-its

Concept

HKJ de doelgroep samen met WWF laten werken (aan het verbeteren van duurzaam gedrag)?

name

Post-its

Concept

name

Post-its

Concept

name

Post-its

Concept

name

Post-its

Concept

Nope



*Het gedrag van het individu verduurzamen om een mate van impact te kunnen creëren die onmogelijk alleen door WWF te creëren is.

*Het gedrag van het individu verduurzamen om een mate van impact te kunnen creëren die onmogelijk alleen door WWF te creëren is.

5

Warm-up ⏱️ 3 minutes **Poster Jorj** Hoe zou een poster van WWF eruit zien met deze boodschap?

Iedereen inspireert om hun eigen gedrag te verduurzamen om een mate van impact te kunnen creëren die onmogelijk alleen door WWF te creëren is.

A
 Dit flesje water verbruikt 30 schilpeelden

N
 GA
VEGAN

 en met uitleg
iets over
landgebruik
voor dierlijke
producten

NI
 Shop less

A
 everyone
starts with
YOU

Purge 1 Schrijf alle ideeën op die in je opkomen

- Confronteren met consumptie
- Goede voorbeelden geven
- acties organiseren zoals maar niet gelimiteerd tot protesten
- laten zien hoe iemand individueel aanspreken
- laten zien hoe super milieubewuste mensen leven
- laten zien wat iemands individuele bijdrage is aan een geheel
- laten zien hoe makkelijk het is om het strand op te ruimen
- effecten in groepsverband laten zien
- hun eigen gedrag direct omzetten in iets wat ze terug kunnen zien
- Opvallend
- E-mails van Albert Heijn over hoeveel plastic je afgegoep (jaar) heeft gekocht
- initiatieven opstellen ter bevordering van samenwerking en saamhorigheid
- laten zien hoe iemand positieve impact kan hebben (niet alleen negatief)

Hoe kan je laten zien dat iemand impact kan maken?

laten
voelen
horen zien

de situatie
laten
meemaken

LastigvalLEN
op straat aka
"mag ik u
even iets
vragen"

Video

Militant zijn op
social media
waardoor je
haastiks
gereïneerd zoals
PETA dat doet

informatieve
videos

emails

straat
pop-ups

Hoe kan je iemand iets laten ervaren?

door het aan
te bieden

zelf doen

meenemen
op reis

iemand ervan
overtuigen
iets een tijdje
te proberen

nabootsen

BO
experience
(pandadroom)

evenementen
organiseren
ofzo

uitproberen

feedback

effect zien is
geloven?

Purge 3 Schrijf alle ideeën op die je in opkomen

```

graph TD
    A[Hoe kan je mensen samen laten werken?] --> B[afspraken voor goede samenwerking hebben]
    A --> C[elkaar aardig vinden]
    A --> D[Mensen belonen voor hun deelname]
    A --> E[mensen zelf laten bedenken dat ze moeten samenwerken intrinsieke motivatie]
    A --> F[samen laten ontsnappen ergens]
    A --> G[ze enthousiast maken]
    A --> H[ze doel doen geven]
    A --> I[Het gezellig maken]
    A --> J[Weerdersdenst vragen]
    A --> K[Gezamenlijk doel creëren]
    A --> L[het doel duidelijk maken]
    A --> M[door te laten kiezen met wie ze het moeten doen]
    A --> N[aantrekkelijk doel hebben]
    A --> O[belonen]
    A --> P[opsluiten voor elkaars perspectief hebben]
    A --> Q[eigen inbreng laten hebben]
    A --> R[eerst begrip voor elkaars perspectief hebben]
    A --> S[erpten vragen naar hun mening wat een effectieve manier is van gelovide mails ompractise]
    A --> T[Individueel belang aantonen]
    A --> U[WORKSHOPS GEVEN OF IETS ANDERZ DAT IS VOORAL VOOR KIEZENEN (IS ALA ASSOCIATIE)]
  
```

WORKSHOPS GEVEN OF IETS ANDERZ DAT IS VOORAL VOOR KIEZENEN (IS ALA ASSOCIATIE)

Individueel belang aantonen

erpten vragen naar hun mening wat een effectieve manier is van gelovide mails ompractise

Hoe kan je mensen samen laten werken?

eerst begrip voor elkaars perspectief hebben

opsluiten voor elkaars perspectief hebben

eigen inbreng laten hebben

belonen

aantrekkelijk doel hebben

door te laten kiezen met wie ze het moeten doen

het doel duidelijk maken

Gezamenlijk doel creëren

afspraken voor goede samenwerking hebben

elkaar aardig vinden

elkeeren zijn zin geven

Mensen belonen voor hun deelname

mensen zelf laten bedenken dat ze moeten samenwerken (intrinsieke motivatie)

samen laten ontsnappen ergens

ze enthousiast maken

ze doel doen geven

Het gezellig maken

Weerdersdenst vragen

[illegible][illegible][illegible]

Structuring

3 x 2 minutes

Kijk naar alle ideeën die zijn gegeneerd in de purp en de creatieve brainstorm. Copy/paste alle ideeën die je interessant vind of opwieken of maak zelf een post-it waarop je schrijft wat je opvalt.

B

- beelden
betonen als
in beeld
uitdrukt
- culture change
verwijzen in
eigen taal
daten dan in
beelden
- handvatten
geven toe
het ook kan
- Laten zien hoe
andere denken
mensen kunnen
- E-mails van
André Huis
aan het voorstel
om alles te
opbergen voor
het gebruik
- Mijn plan hoe
verand
postcarden helpen
om mensen
in het denken
te helpen

N

- Confronteren
met
conruptie
- acties
organiseren
zoals maar niet
geïnteresseerd bij
problemen
- problemen
in
eindeklare
in
beantwoord
beantwoord
om te laten
zien dat er
alles is
alles is
alles is

N

- culture change
andere
denken
dingen "copy"
maken
- effecten van
Buitenland
gevoelen
alles zijn en
denken
- Vraag geven
over
alternatieven

A

- een leuconen
in de
producten
om te laten
zien dat er
alles is
alles is
alles is
- Leten zien
dat er veel
alternatieven
voor plastic
zijn
- hun eigen
godsdienst
omzetten in iets
wat ze terug
kunnen zien

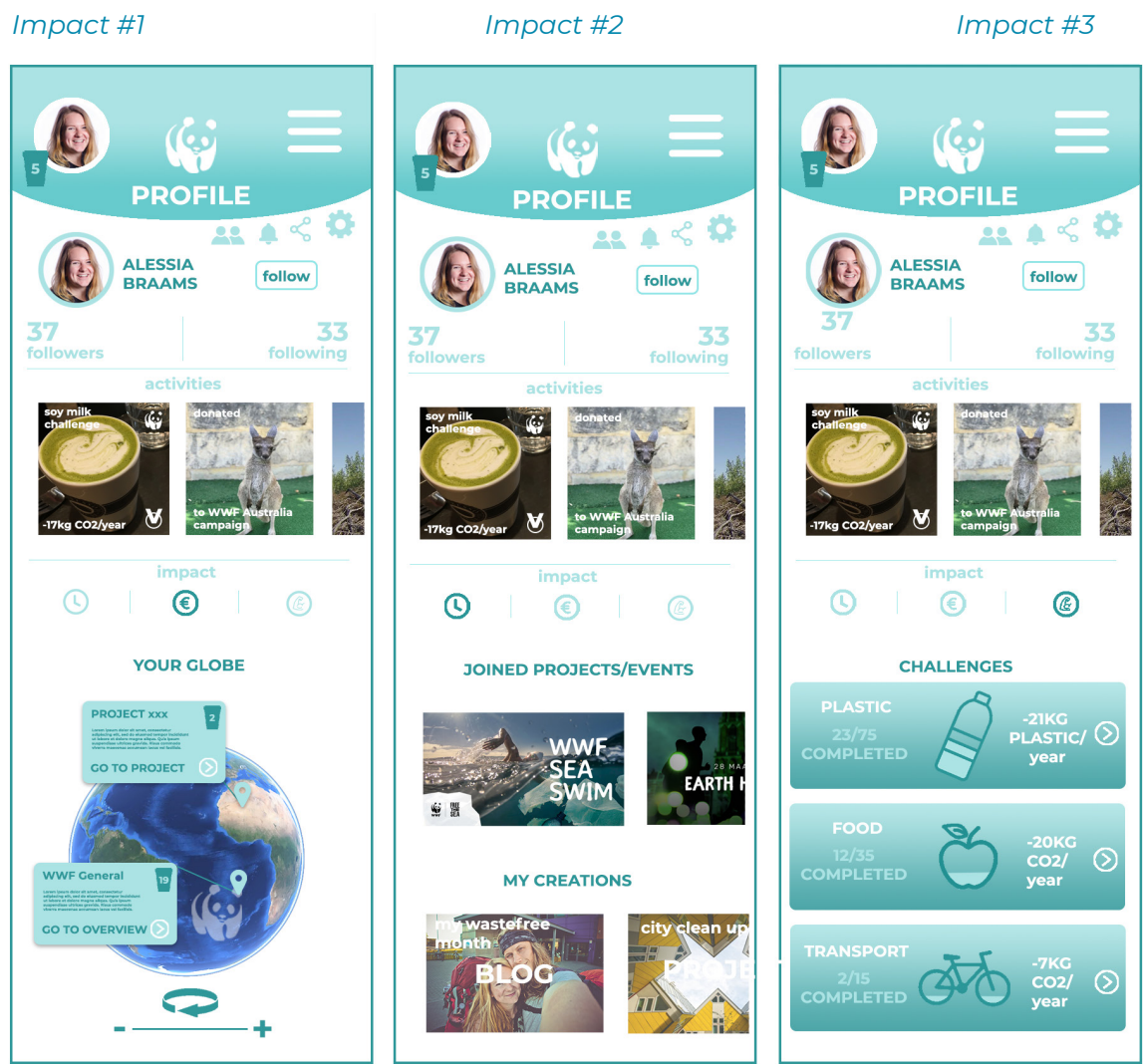
[illegible]

Kijk naar alle ideeen die zijn gegenereerd in de purge en de creatieve brainstorm. Copy/paste alle ideeen die je interessant vindt of opweken of maak zelf een soort 8 waarop je schriftelijk wilt je opstellen.

[illegible]

Appendix H

Wireframe WWF Flex App



Overall

On the left side, a more WWF style is presented on a mobile phone, to get a bit more of an impression of what the WWF Flex app could look like and to show how long the screen is/ what could fit the screen. The rest of the visuals are going more towards wireframes, although some visuals already have been placed to show how it would look like and what kinds of visuals it would be.

Profile

On the profile page, the user can see his/her picture, amount of followers, can look for more

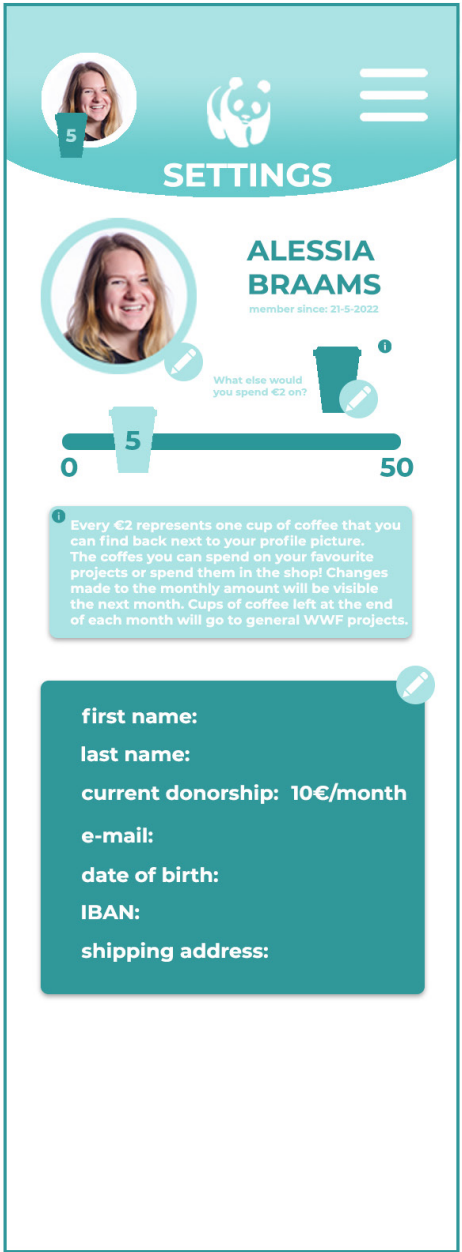
people, see notifications, share the profile for others to look at and go to settings. If others would visit this page, 'follow' is visible (or 'following' if the person is already followed) and the personal settings are of course not visible. Under activities, the latest updates of the user are showed. This could be completed challenges, projects he/she recently donated to, blogs that he/she liked or has written, etc. It is an overview of what this person has recently been doing in the app. Under impact, there are 3 different menu's that show different kinds of impact of that user. Impact #1 shows the impact in terms of money, represented on a globe

(inspired by www.charitywater.org, where all completed projects are visible on a world map) that the user can spin and zoom in to, click on specific projects, read about the project in a small pop-up screen, see how much he/she donated and click further to go to the project page to see what it was about, updates, etc. The globe is thus different for every user, a personal representation of where impact is created with his/her help. However, with a different filter/ setting, maybe also all other WWF/community projects could be shown on the globe to create curiosity to explore more. The globe simplifies the information of all existing projects and updates in a simple and clear overview. Impact 2 shows the impact in terms of time, meaning the projects or events you have joined (like the Sea Swim, or a local clean up) as participant or volunteer. Also, created project (ideas) and written blogs belong here, as the user puts time into creating this content to help motivating others reaching the goals of WWF. Clicking on this content will guide the user towards the pages of those projects/blogs, etc. Impact 3 shows impact in behaviour, which relates back to the sustainable behaviour challenges. Here you can see an overview of how many challenges have been completed, how much KG/CO2 per year has been lost by doing this and click further to go to the challenge pages.

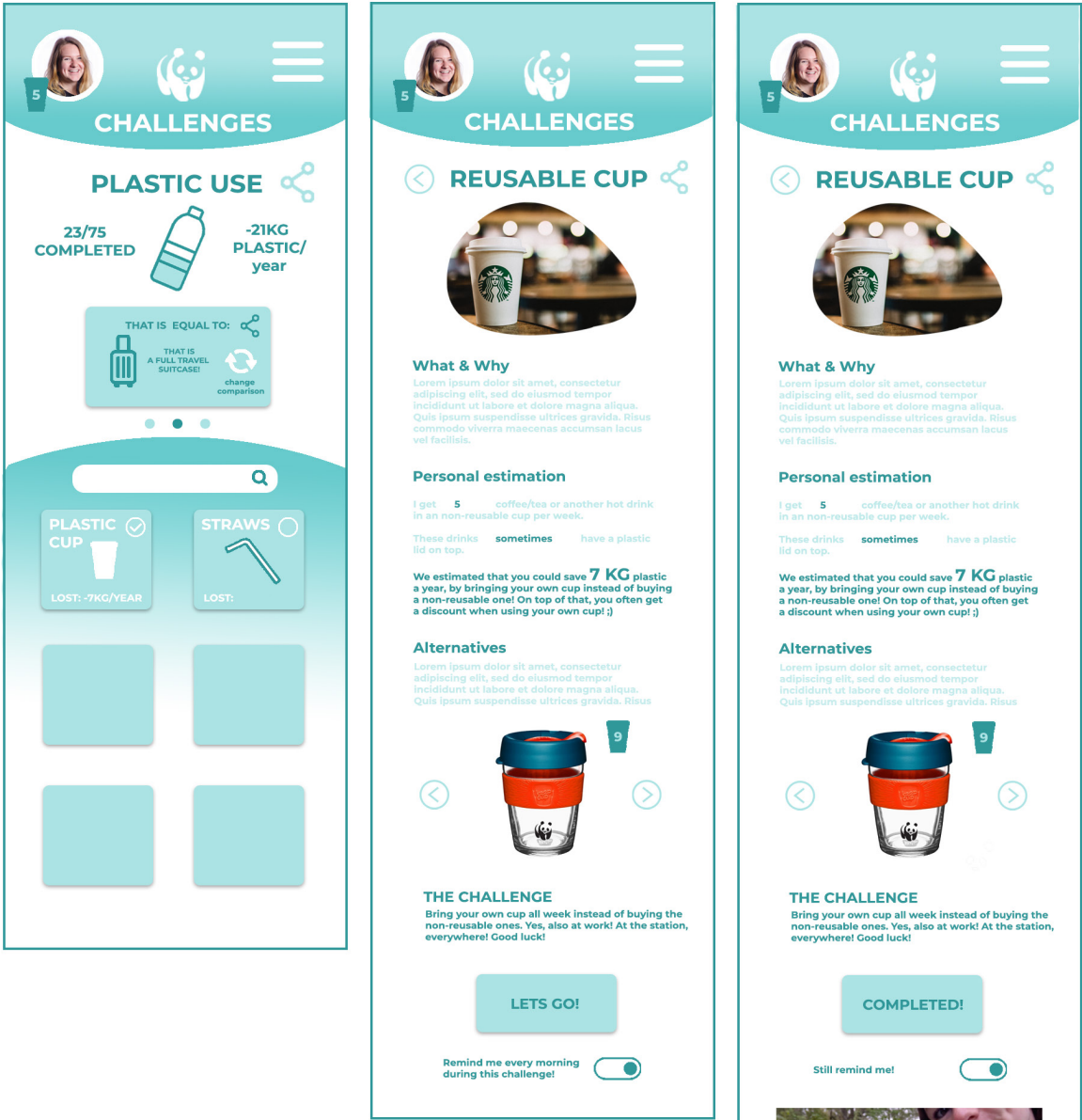
Settings

In settings, the user can change the monthly amount of what they want to spend in the app. Also, an overview of past spendings is available (but not in the face). Changes will be available the next month, but if you want to spend more this month (e.g. in the shop) but the user is over it's limit, a Tikkie / iDeal payment will pop-up and the action can still take place that same month. To make the user a bit less aware all the time of what they spend, and relativate the amount they spend, something like a cup of coffee could be the symbol of payment rather than money. Now the user 'only spends 5 cups of coffee each month on WWF', instead of €10 euros. The psychological distance with the money is enlarged (like coins on a festival, Consumentenpsycholoog, 2018), and by making it something the target group buys on a daily basis (like the coffee) I think it also gets less 'scary' to give that away ('it's just a coffee'). This symbol could be changed by the user

Settings



himherself ('what do you spend €2 on multiple times every month, that you could easily miss a few times to donate to WWF?'). This way of easily adapting, tracking and bringing in perspective monthly spendings can give the user more sense of being in control over their spendings, something that is valued in this target group very much.



Challenges

The challenges are all combined in an overview with a certain topic, like plastic use. On top of the overview page, the user can see in a simplified overview how many challenges have been completed and how much KG/CO2 this means on a yearly basis. Also, this could be shared with the social environment. However, also a more fun way, with the use of mapping, of what this impact means would be great for understanding the importance of doing the challenges and would be even more shareable. An example here is the -21KG plastic lost - that is a travel suitcase full of plastic! That says much more than just the 21KG. For CO2, this could mean for example X trips from amsterdam to paris by car, x times flying to portugal, etc. The challenges are searchable, so that the user can easily find the specific behaviour they want to learn more about and change. Challenges that

have been finished show exactly how much plastic has been lost, with the highest impact challenges on top of the page (this could be different for every user, depending on the amount of the plastic in that challenge used). The challenge page itself tells the user about the challenge and the importance of it (what & why) and maybe some overall facts around

it. Then the user will get some questions to calculate their plastic use in that challenge on a yearly basis and see how much plastic he/she can use less. Some alternative products are shown (e.g. from the webshop) and then the challenge is explained. The user can decide if he/she wants some reminders to help them through the challenge. The challenge will last a week and after that week he/she can complete it (if they want, with a picture) and share it. The completed challenge (with picture) is now part of that challenge page.

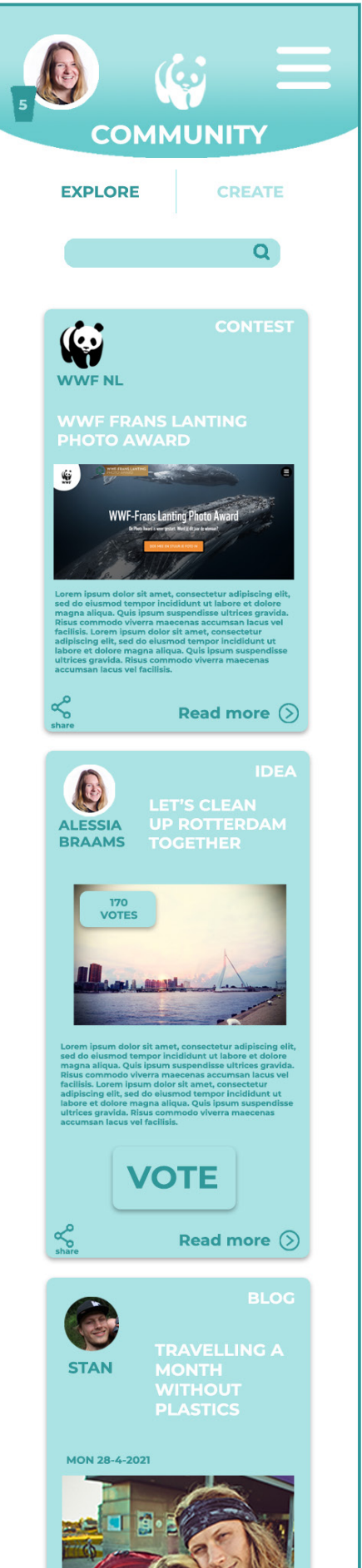
Community

In the community environment, there is an explore and a create menu. In the explore menu, the user can see current contests of WWF, project ideas of other users to vote on that might be turned into real projects and also blogs of other users. They can search content as well with the search button. In the create menu, users can create their own blogs, project ideas or challenges.

Community: create



Community: explore



Community pages to create

5

COMMUNITY

EXPLORE

CREATE

BLOG

Do you want to share your experience in reaching some challenges, did something strike you in relation to the environment or do you want to give tips to others to reach their goals? Submit your blog story and maybe WWF will post it! It will be visible in the overview page, as well as on your personal page, and you can share it with all your friends! Write your story, add a title and image and submit it!

CREATE

5

COMMUNITY

EXPLORE

CREATE

PROJECT IDEA

Do you have a nice idea for a project? Is it local or something to do in the whole Netherlands? Can you do it yourself and the support of community members, or do you need WWF to help you set it up? How much money and people do you expect to need?

These questions will guide you through the creation of your own project. Add a description, nice title and make it attractive! WWF will do a first check and then your project is left to the community! Every month, the 5 projects with most community votes will be picked to be realized and will be part of the 'community projects' overview. Also, you will get the credits for the set up and this project will be visible on your personal page. Invite your friends to vote on you! Let's go!

CREATE

5

COMMUNITY

EXPLORE

CREATE

CHALLENGE

Are you finished with all challenges? Or do you see an opportunity for a challenge you want to work on, but is not there yet?

Submit your challenge idea, give it a title, find some alternatives for everyone to look at and we will pick the most promising ideas to be part of the challenges!

Of course, you will get credits, as the challenge will be 'created by ...' cool right?

Let's go!

CREATE

Home

5

HOME

5

ALESSIA BRAAMS

MON 28-4-2021

ONE WEEK WITHOUT PLASTIC CUPS! EASYPEASY!

REUSABLE CUP CHALLENGE



LOST: -7KG/YEAR

17

3

WWF NL

MON 28-4-2021

UPDATE ABOUT CLOVER



LOREM IPSUM DOLOR SIT AMET, CONSECUTUR ADIPISCING ELIT, SED DO ELUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. QUIS IPSUM SUSPENDISSE ULTRICES

297

17

STAN

MON 28-4-2021

YES! MY BLOGPOST IS ONLINE!



TRAVELLING A MONTH WITHOUT PLASTICS

Projects: WWF

5

PROJECTS

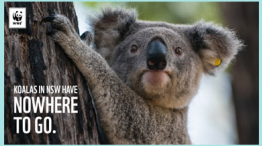
WWF

COMMUNITY

WWF NL

AUSTRALIA NEEDS YOUR HELP!

GOAL: 1 MILLION



KOALAS IN US HAVE NOWHERE TO GO.

LOREM IPSUM DOLOR SIT AMET, CONSECUTUR ADIPISCING ELIT, SED DO ELUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. QUIS IPSUM SUSPENDISSE ULTRICES GRAVIDA. RIUS COMMODO VIVERRA MAECENAS ACCUMSAN LACUS VEL FACILIS.

support

share

Read more

Projects: community

5

PROJECTS

WWF

COMMUNITY

ALESSIA BRAAMS

LET'S CLEAN UP ROTTERDAM TOGETHER

GOAL: 50€ FOR TRASHBAGS

GOAL: 100 PARTICIPANTS



LOREM IPSUM DOLOR SIT AMET, CONSECUTUR ADIPISCING ELIT, SED DO ELUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. QUIS IPSUM SUSPENDISSE ULTRICES GRAVIDA. RIUS COMMODO VIVERRA MAECENAS ACCUMSAN LACUS VEL FACILIS.

support

participate

share

Read more

Home

The home page is the page users will see when they open the WWF app. It contains recent updates of their friends, of the community and of WWF. See it as a Facebook overview page, where you can scroll through to see the latest updates.

Projects

In projects there are community projects (that got most votes of the community and are now real projects that need support; in time/money/behaviour) and of WWF (for example like the Australia campaign, that would be a project that could fit on this page perfectly). Users can click donate if they want to support with €2/coffeecup, or for community projects they can also volunteer to help or participate (like a day to collect plastic, a user can commit to helping on that day and taking that action, even though he/she might be doing it alone where he/she is). By defining a clear goal to be reached, users might be more eager to spend their money, as came out of the interviews earlier.

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Appendix I

Wireframe WWFxFYOU

The focus of the WWFxFYOU app is the personalized interaction with WWF and the very approachable way of contributing to WWF's goals. Depending on preferences of the user this can be with time, money or behaviour. Also, to create that personalized interaction and feeling of importance in the relationship with WWF, the user's personal impact should be clearly visible.

As there are three ways to be able to help WWF, I divided the app into three different main menus; time, money and behaviour. On top of that, there is a settings page to be able to adjust personal information and donorship costs (if preferred). I will go through all pages and decisions below and describe the interaction effects that I expect to happen with the designed pages (mind that these are assumptions that still need to be tested). Overall, I tried to make the app in such a way, that many of WWF's current resources can be used (like all different website links), but still the personal feeling is created. In this way, the time needed to create the app is also scoped down. Again, most information about the projects, links, petitions, tips, blogs, etc. is from the WWF site itself.

Settings

In the settings, users can choose if and how much they want to donate that month. In this way, I want to make donating more approachable and flexible; it gives control back to the donors in terms of money spendings and make it possible to easily adjust it each month. Also, money is not visualized in euros, but in cups of coffee (e.g. €2 euros is one cup of coffee). As mentioned before, this is about enlarging psychological distance with money, framing it as 'just a coffee', something almost everyone buys on a regular basis and it is the new payment method for the rest of the app.

Money page

The money page is where users can actually spend the cups on a selection of projects of WWF as well as on fundraising projects created on the wwf.nl/kominactie page on the

WWF website. In this way, users are in control of where their money goes to themselves, why WWF is still in control when it comes to the selection of projects to show. If the user donates to a project, he/she can see this back on their personal globe, where all projects they donated to are colored orange and other 'to discover' projects (which they could also support) are blue. In this way, the user can look back at where they have made impact and click on the pins to read more about project updates when they want to see it. The globe is a way to map all different projects in a clear overview that is easily understandable for the user.

Time page

On the time page, it is about contributing with time in terms of petitions, fundraising events, volunteering or creating a fundraising campaign yourself (at the wwf.nl/kominactie page). Time projects that the user finds interesting, can be pinned, like a pinterest board, on top of the page, to get a personal overview of what he/she wants to do or has done. In terms of data, this could also be useful for WWF, seeing interests of their user and promoting certain content based on this. All content on this page links to current WWF pages.

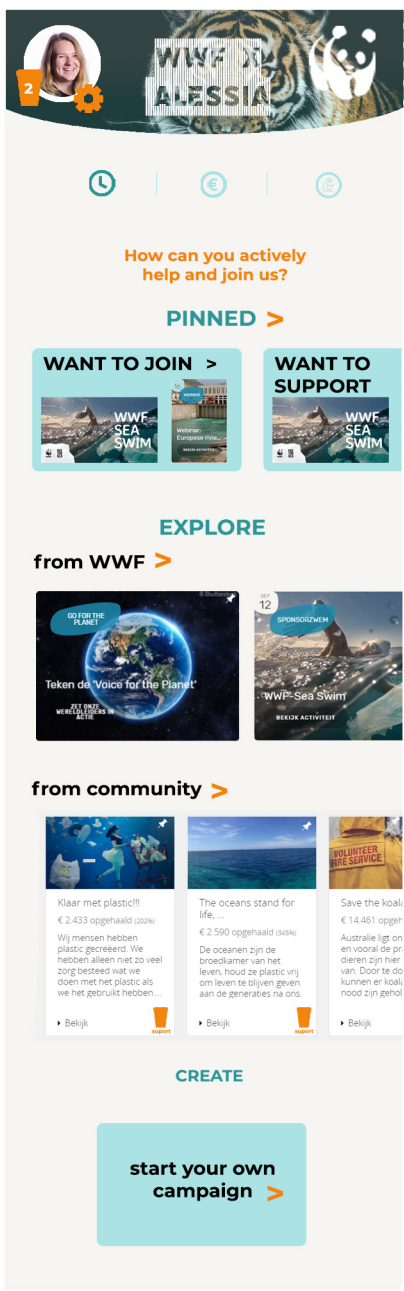
Behaviour page

For the behaviour page, current resources like the footprint test can be used, as well as current 'sustainable tips' pages, topic related events like the Sea Swim when the topic is 'plastic', etc. Also, I tried to bring back the 'Plastic afvallen' challenges, but in a new way that hopefully stimulates behaviour change more. The challenges are now searchable, so that the user can decide for him/herself when or what challenges he/she wants to do. There is an overview on top of the challenges page, where users can see directly the amount of plastic they reduce per year, by completing the challenges. Also, in this overview, a fun way of mapping the information has been added that is shareable with the user's social environment. By adding "-21KG, that is a full travel suitcase!"

Money

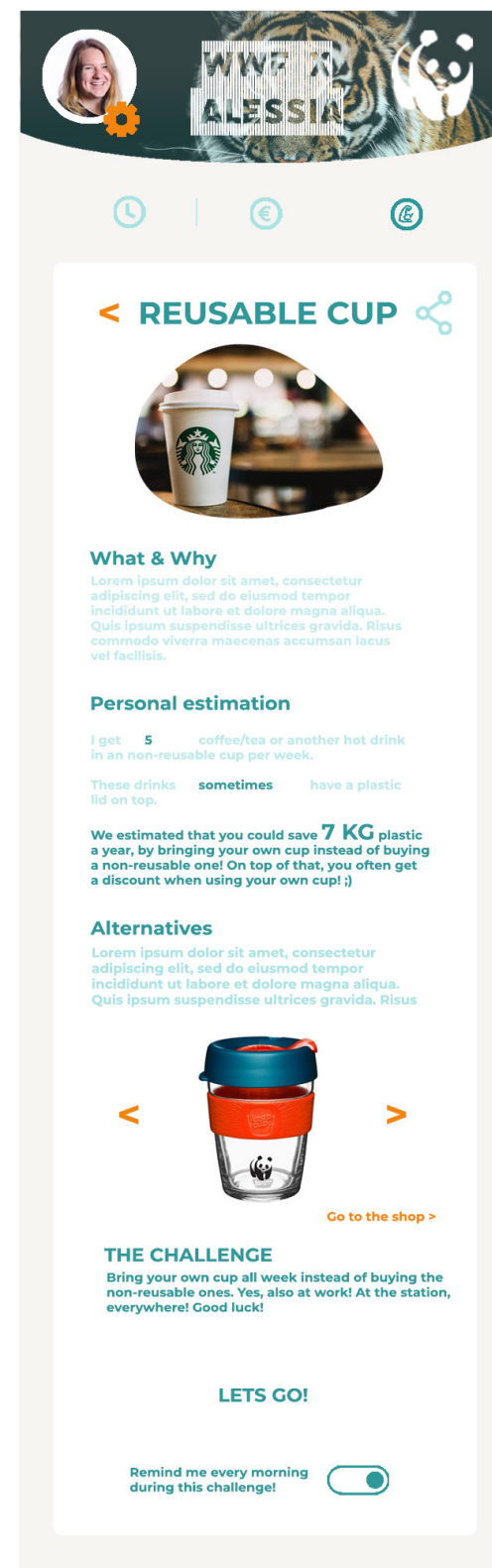


Time



Settings





the user can get a better idea of how much plastic that actually is! This comparison can be different for each weight and should be fun/interesting to share.

Also, in the challenges itself, there is a complete new interaction with the user. To be able to change behaviour, as seen before in the TTM model for behaviour change, users need to go through different phases with different processes. I tried to apply many of these in the challenges as well. To be aware of the problem and why the behaviour change is so important at first; the user needs to go through the process of 'consciousness raising'. Therefore, more information is added about the problem, giving them the opportunity to learn and decide if this is something they want to go for the new behaviour. Also, as the app is all about personal impact, the estimation of reduced plastic is made more personal by adding the opportunity to estimate their own use and link this back to their personal impact. The processes 'environmental re-evaluation' and 'dramatic relief' are applied here. The user now realizes how much plastic with that behaviour can be reduced and sees their personal impact on their environment. On top of that, feedback is direct, which was most effective in terms of sustainable behaviour nudges. By committing to the challenge, the process of 'self-liberation' is applied; the user commits to change. By sharing the commitment to the challenge with the social environment, they go through the process of 'helping relationships'.

Also, cups can be spent on products related to the challenge in the webshop. The process of 'counter conditioning', the ability to substitute the bad behaviour, is applied here. Also, in this way, still some money is going to WWF, but it also benefits the user and the behaviour. This might also give more incentive to buy more cups, as the user can spend it on something for themselves as well.

Lastly, the challenge can be accepted and in this way, the user commits to changing their behaviour. This commitment can be publicly shared, as seen as a nudge that is effective to stay committed. Small push notifications can be turned on as reminders to keep the changed behaviour, as seen in the 'self-control'

Appendix J

Insights from the brainstorm sessions about the prototype

While designing the first prototype of the WWFxFYOU app, I called four acquaintances of mine that fit the target group, to have a brainstorm session with me about the idea direction, prototype idea, app interactions and their view on how to improve it. All calls lasted about 1.5-2 hours and therefore had the opportunity to go quite in depth. The sessions have not been recorded. However, I have written down interesting comments, which I will show here, loosely translated and rewritten so that it will be understandable without all context around it.

APP idea and direction overall

Before showing my direction and app prototype, I asked the brainstorm members to tell me what they imagined with an online environment around a personalized relationship and approachable way of contributing to WWF goals focused on impact; with time, money or behaviour. Discussing this direction, all brainstorm members had some idea of a community based interaction in mind, with people motivating each other to create new ways to contribute, a community platform.

This matches the third horizon idea of course very well and it is good to see that they imagine this as a direction for WWF to go for. However, now the scoped down app also needs to be interesting for this target group, discarding the community interaction for now. I tried to implement this personalized, impact focused relationship as good as I could in this WWFxFYOU app and wanted to see what the members of the brainstorm session thought of this as well.

Showing the direction and first idea of the prototype, the idea was valued for many different reasons;

-Being able to contribute with more than money alone sounds good, as money is not something a person from the target group has too much of.

-I think the idea is a nice way of getting to know WWF and support them in your own,

approachable way.

-WWF becomes more approachable (seeing your impact, seeing what you can do).

-It feels very open-ended, which is a good thing (no pressure).

-The platform is a way to come in contact with WWF on a deeper level, while the website is still interesting to explore WWF overall.

-The app would trigger me to choose WWF over another charity, if I am looking to support a charity (because normally you never have a clear overview of where your money is going to).

Also mentioned and good to keep in mind was that the app seems to be for people that are already more aware of/interested in WWF and contributing to them. This is true, as it is an app for the second horizon. The awareness phase has than hopefully guided people towards downloading and using this app and willing to explore more ways to contribute to goals of WWF.

Interaction wise, there were interesting insights and recommendations for improvement;

-Wondering what it meant to donate that amount to the project; “€10 is one vaccin [e.g. in some charities], what is worth my €10 here?”.

-There is a lot of text in the app that can be minimized.

-The globe can maybe use some filters based on preferences or interests of the user.

-The highlighted projects (now with small information alinea) could maybe have some bulletpoints first, more information within this page within a click and then go to the WWF website if they still want to read more.

-The goal of a money project should maybe show more than money alone (e.g. ‘double the tigers; where are they now in terms of amount

of tigers?’).

-I want to have clear info about what I pay and what I am stuck in.

-Maybe I could have another menu with all project update pages?

-What does my plastic impact number of -21kg mean? Compared to what is it? Maybe I want to be able to see a list with all information (what was my use, what did I improve and what is my impact right now, how much impact is that on the total amount).

-I do not feel attracted to ‘time’, time is more valuable than money. I feel like I will go collect money.

-What is the added value for me if I contribute? Can I exchange points? Maybe for the challenges that is interesting; collecting points to get batches/buy things (could also be simple in app things, like buying trees as in the app ‘forest’). It might give a feeling of achievement.

-The app is quite much at once, maybe it should be even scoped down a little bit further; a more agile way of implementing parts of the app and try if things work or not.

-I am not patient so I want to see my feedback/ impact directly.

-I want to know specifically what the project is about, a start date, end date, goal, etc. Knowing it is not a vague project idea.

-I can start donating from €2 (1 cup), but what impact does that really make for them?

-I am not sure what I want to see in terms of impact, not sure what my ‘latent need’ is here.

But also many positive comments;

-The app seems a good strategic direction to build engagement; I don’t know if there are more NPO’s focussing on this target group, but that does not seem realistic with their spendings (probably they focus on more older people).

-It is nice that you can adjust the monthly amount.

-Currently, the WWF website seems to be mainly about donating and is not personal and not activating in my opinion. Making it more personal would indeed mean recommendations, feedback, impact.

-The coffee feels like having a voice, voting on the projects that you find more interesting and showing that to WWF.

-Receiving feedback on the projects/my donated money triggers me to try it out.

-Currently the WWF website does not have a layer on top of the different ways to contribute, it is scattered, and I believe such an app can be that layer and also bring people together and create more bottom up contribution (but this is more for a community later on).

-The platform might also be a good consumer test to see how involved current donors are.

-I think such an app appears to have more involvement.

-The cup idea is smart; from insights in a social psychology course I learned it is smart to put things in perspective in order to let people give something back.

-The approachable way (e.g. monthly adjustable spendings) makes it easier to just try it.

-It is different than donating €10 somewhere and never receiving anything from it anymore & a newsletter as feedback does not feel personal. This app’s way of feedback feels more personal.

-Getting social media involved and showing that you are doing well to others is good I think (stimulating).

-The coffee cups motivate to make a decision (on donating to a project, otherwise, money still is going somewhere where you do not receive feedback)

-It might be nice to give something in return

in exchange for the donation, like an e-mail, access to something, price, I don't know.

-We are often quite removed from charities; this brings the charity closer by making decisions yourself.

Conclusion

The members of the brainstorm all individually said the idea direction does feel like a more personal, approachable way of contributing to WWF and the feeling of having more personal impact. The non-binding structure of the app enables people to easily try things, without being stuck in something. That also fits what I had seen in the previous interviews. In terms of interactions within the app, there are still lots of improvements to make (e.g. what exact feedback to the users receive for what action, what information can they read, how to keep them motivated (e.g. points, batches), is the navigation clear enough, etc.). Some points that I found interesting to try or improve are included in the app prototype and will be tested. A redesign will be made after the test.

Appendix K

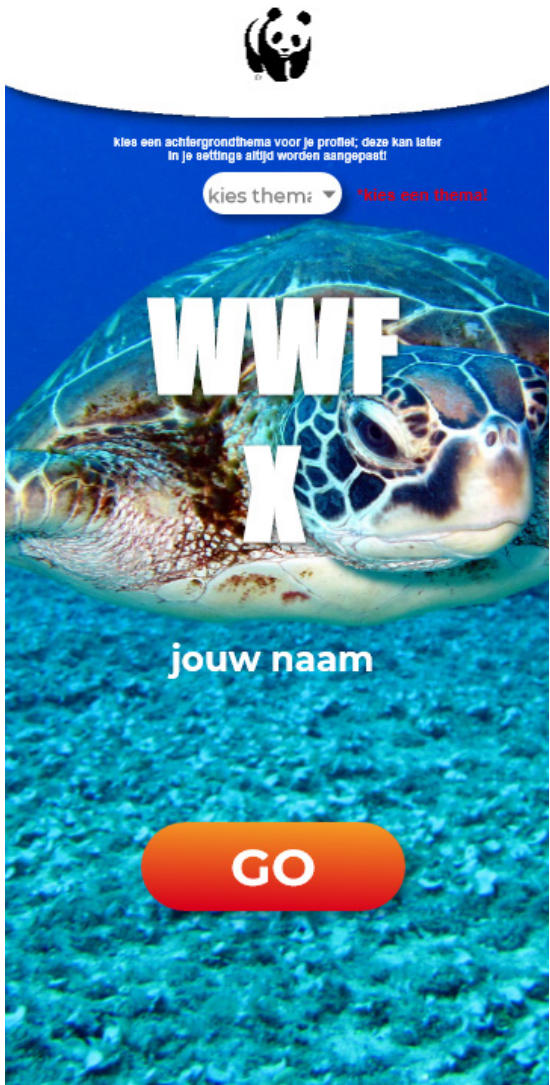
Adjustments and screens prototype #1

Changes

Added: Log in page

Before entering the app for the first time, I added a log-in page for the users. In this way, I assume I can give the app the instant personal feeling, without asking too much information (only name and background theme preference). The name is entered in the 'WWF x NAME'-field and users must pick a background theme in order to continue. The themes relate back to the seven different topics WWF is working on, but are for the user mainly just images to choose from (however, I think it might already help them to get to know the different topics of WWF, even though it might be subconscious). Now, when entering the main app, it is already the WWF x Alessia (or any user's name) app, with my own

Log in screen



Personalization

chosen background. I believe this will make the user feel more welcome and addressed more personally.

Added: Personalization page

Because of the personal profiles in the app, also targeted content could be provided for the users. Maybe different projects could be highlighted to different users on the different pages to support (for example; a project about the tiger is highlighted for someone very interested in wildlife; a project about plastics for someone interested in sustainability, etc.). Therefore, I already created a first personalisation page in order to directly give interesting content to the user, but the in-app user actions could provide more interesting insights in preferences on the long run. Also,

the cups that are spent in the app provide insights in what projects users are willing to spend more money on. Overall, the personal profile provides the opportunity for lots of new insights for WWF.

The way I designed my first filter for personalization is a sort of ‘tinder-swipe’ of different topics with a short explanation and picture of the topic to give people more insight about what it means and to evaluate if they are interested or not. I designed three arrows; red (I am not interested), green (I am interested) and yellow (I am neutral). I assume this type of decision making is easily understandable for the target group, as they know it from other apps, such as Tinder itself, and is a quite quick and easy way to go through.

A comment on this way of swiping through information I got was that it might be hard to decide what option to choose and a comparison (e.g. two different topics, choose the one you prefer) might be easier for decision making. I left it like this for the first prototype but if this indeed turns out to be hard, I can change it.

The topics I used for a first filter were the seven main topics of WWF (wildlife, biodiversity, oceans, freshwater, forests, climate, food), projects to donate to inside and outside Europe (people might care more about closer-to-home projects), joining events, signing petitions, sustainable behaviour and community campaigns. For money and time related projects, preferences can for example be highlighted as first project shown on the page. Also, when there is new content in the app that fits the user well, some push notifications can make them aware of that. However, overall, the app is now designed the same for all users and these are just small personalization adjustments at the moment.

Settings

In the settings page, I added the cup being standard at a certain level (e.g. 5 cups) that is mostly chosen by others. In terms of nudging; people might want to keep the cups this way as they do not want to change it and/or they are influenced by what decisions other people make. As there is currently no data on the amount of cups people mostly choose, I put it on 5 cups for the test.

Also the story around the cup has been put into another story; it takes away the focus of ‘just a coffee’ that users might be able to miss, to a story around the cup of coffee being a moment of attention for someone else (e.g. a project that you think deserves your attention). This might make it even less money focused and the story more about the moment of caring for each other, while the coffee still remains the symbol; the time off to take care of yourself, to catch up with others and to take a break from the daily life. I believe it is a symbol that everyone is familiar with. Buying the cups will probably result in more intrinsic motivation to spend them on specific projects as well, instead of just leaving them for WWF to spend. I assume this will also generate more involvement of the user with WWF and the projects.

The monthly amount (visible in amount of cups and amount of euros) can be adjusted at any time with the slider, giving full control to the user of the app on their spendings. Adjustments that make the amount higher are direct (the user can directly spend their new cups), adjustments that lower the amount of cups, are visible in the next month.

Also here a profile picture and background can be changed to keep the environment personal.

In addition, I added an overview of monthly spendings, as the target group wants to feel in control and know what they have spent when. This could be a risk in terms of seeing how much they have actually spent, but it also gives back some control. Also, I do not show the total amount, only the monthly amount. I believe it is something the target group wants to have access to and feel more secure about, without doing much with it in the end. Therefore, I want to test if this is something they indeed need to get that feeling of control of their spendings.

Added: reward system

As a result from the brainstorm and discussions with WWF employees, but also literature on donation behaviour, I decided to add a reward system to motivate people to keep using the app without the community support/interactions. In this way,

Settings

PROFIEL INSTELLINGEN



Verander achtergrond thema

kies thema: ▾

WELKOM, YOU

Wie trakteer jij op een kopje koffie?

0

meest gekozen!

MAANDELIJKSE BIJDRAGE:

€0

Wij geven jou de vrijheid om elke maand zelf te kijken hoeveel kopjes koffie jij wil trakteren! Het bedrag pas je zelf aan met de slider hierboven. Elk kopje koffie is €2, dus bijvoorbeeld een maandelijkse bijdrage van €10 geeft jou 5 kopjes koffie om te verdelen over projecten of te spenderen in de webshop! Wel zo makkelijk! Het aantal kopjes koffie wat jij nog te besteden hebt zie je linksboven, bij je profielfoto. Wat er aan het eind van de maand nog overblijft, gaat automatisch naar overige projecten van het WWF. Je bedrag blijft maandelijks doorlopen, tenzij je dit verandert. Veranderingen in de slider omhoog gaan direct in; zo heb je altijd genoeg koffietjes als je ze nodig hebt. Veranderingen omlaag gaan de eerstvolgende maand in.

voornaam

achternaam

e-mail

IBAN

wachtwoord

adres

OPSLAAN

FACTUUROVERZICHT

MAAND	BEDRAG	STATUS
JAN 2020	€6	BETAALD
>bekijk factuur	>bekijk specificatie	
JAN 2020	€0	BETAALD
>bekijk factuur	>bekijk specificatie	
JAN 2020	€12	BETAALD
>bekijk factuur	>bekijk specificatie	

> bekijk alle

by contributing in all different ways (time, money and behaviour) people can collect points that they can spend in the pointshop. I assume it wil stimulate people to use the app more, if the pointshop has rewards that the target group wants to have. The rewards can be explored; for now I added some discounts for the webshop, a zoo, a meat-free restaurant, vegan food, a nature movie and the BOWN magazine of WWF. All rewards have a relation with the mission of sustainable behaviour in the individual or awareness around that or environment and nature related topics. I think that that is important; it gives an extra stimulance to try out/buy new things related to improved behaviour, like trying vegan meat or buying more sustainable products. Currently, WWF does not have a partnership with e.g. the Vegan Junk Food Bar, Beyond Meat or Zalando, but such partnerships are interesting to explore, especially for this target group (new experiences, discounts). This gives them discounts on products they might find too expensive at this point, but would like to try. If companies like Zalano or Beyond Meat are not willing to do partnerships or might be too expensive, also smaller companies could be explored that would like WWF’s exposure as a branding tool.

During the interviews, these rewards can also be discussed and expanded. It might also be that batches might be sufficient and give a good feeling to the person. This rewarding system can be seen as a ‘reinforcement management’ process of behaviour change, where rewards for the positive behaviour change are increased. Here, the behaviour change is more than sustainable behaviour alone, it is about helping WWF in the user’s own preferred ways.

However, this reward system can be seen as an external motivation for doing this behaviour, while in the end we want to have people internally enthousiastic about helping WWF and keeping that behaviour; the solid basis for long-term engagement and the strong community. It might therefore be questionable what is the best option in that case; however, in the end it is about getting more support for WWF. I believe it is not a bad idea to help people a bit more towards



Pointshop

that direction. The current rewards are all supporting the new behaviour or indirectly WWF as well. And as the app is also a great way to get new people on board to explore the brand WWF, it might give them that little push they need to stay engaged. Therefore, I left it in for the first test and see what the target group thinks about it.

Points can be collected with every action that helps WWF. However, some actions may weigh a bit more than others (e.g. donation > signing a petition). A certain amount represents a certain reward; if the user wants a higher reward, he/she has to collect more points.

Time page

On the time page, I divided different ways to help with time into three simplified categories, mapped in understandable topics: <1 hour, <1 day, >1 day, so that the user can decide quickly how much time they are willing to spend and go directly to that page to explore possibilities.

Users can easily explore the activities; with title, picture and short explanation within the app, and go within a click to the WWF pages to do



Time & attention

more with it.

Money page

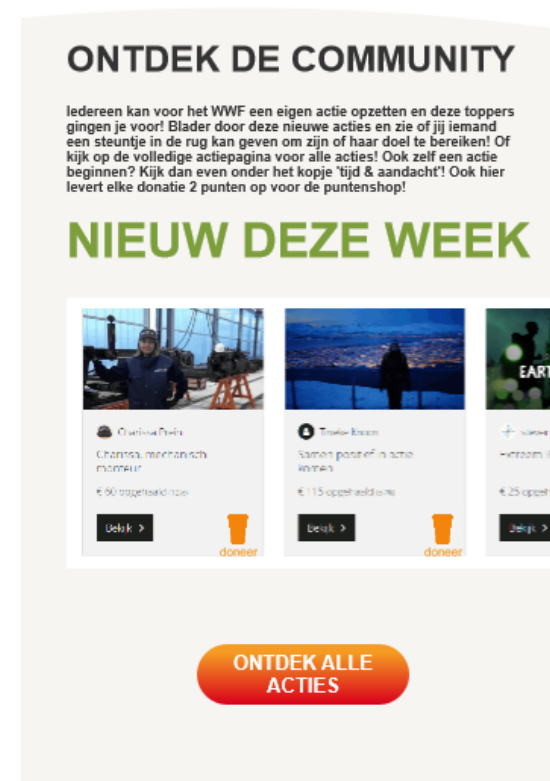
On the money page, users can see that month's highlighted WWF projects to support. WWF could decide to change projects monthly or keep them for a longer time on the page, but some new content each month might keep it interesting to explore the page more often.

Also, an overview of new or interesting community campaigns can be highlighted on this page and users can decide to donate their cups of coffee to these projects as well.

The projects have a specific goal to reach and current status that has been reached expressed in amount of cups (that related back to the payment system better than putting a money goal), so that people know how much is still needed and feel like they really contribute to a specific goal. Having a clear project goal came out of the interviews as important for the feeling of impact. Some key points of information should be added to what actually happens to their money and what they support. If they want to read more, they can

Donations

IK DRAAG BIJ MET EEN DONATIE



open more information. Here, the problem, the approach and some examples of current project related achievements is given. If that still is not enough, they can go to the project page on the WWF website. In this way, I try to meet the short timespan of the target group and make information more manageable, but also allow for getting more information when people are really interested.

As you might see, the globe is removed from this page. I separated personal impact and exploration of projects in this new design, for a better personal overview. I will come back to that in the YOUxIMPACT page.

When donating to a project, people automatically get enrolled for the project update page of that project. I assume they want to have this page in order to see the impact of the donation; what WWF is doing with their money. Also, I assume they should immediately be able to access the page, as a direct reaction on their action might be more interesting and stimulating to try something, than when it takes some time to get access and see impact.

Added: Project update page

As described, the project update page is a page that is granted access to if someone donated to that project. On this page, updates around the project can be followed. If the person is really interested in the project, he/she could opt-in for update e-mails; however, this is not standard. Getting e-mails for every project might be way too much and not very special for the user anymore.

Also on this page, some premium content is provided (just like another 'flexible spending' website I mentioned before: Patreon) that is only accessible for the donors; e.g. small video's of project updates, stories, pictures and maybe even some gifts/discounts they did not expect upfront; it can be made surprising and stimulating to keep them willing to have access to those pages as well. Maybe a small teaser could be added upfront. However, the main goal is to show the impact of the user and what is accomplished with their money, preferably as concrete as possible, €X is spent "on this and this". On top of the page I

AUSTRALIË CAMPAGNE
UPDATE PAGINALaatst geupdate op 4-6-2020
Project status: actiefJa, ik wil graag maandelijks
updates in mijn mailbox
ontvangen over dit project

157.326



Beste YOU

Mede door jou is het mogelijk dit project te realiseren! Daarom houden we je graag op de hoogte met waar we allemaal mee bezig zijn en wat we al hebben bereikt! Kijk af en toe op deze pagina voor het laatste nieuws, of meld je aan om de updates via je mail te ontvangen, als het je graag op de voet volgt!

OVERZICHT: WAAR STAAN WE NU?

Wat hebben we gedaan:

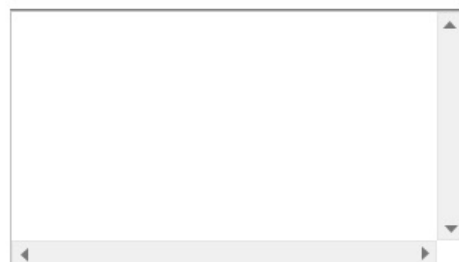
- We hebben tot nu toe 200 koalas, 55 kangoeroes en 21 wallabies kunnen opvangen
- We hebben 5000 voedselpakketten klaarliggen voor de dieren die in de verwoeste bossen leven

Wat hopen we nog te doen:

- Nog eens 300 dieren opvangen
- De gebluste bossen helpen te herstellen (minimaal 6 van de 10 miljoen Ha)
- De voedselpakketten blijven verstrekken zolang nodig (schatting is 12 maanden)

BEDANKT,
NAMENS MARYANNE DE KOALA

Alleen voor jou als donateur hebben wij een video van de weg naar een nieuw leven van Koala Maryanne. Zij, en de andere koala's, zijn erg dankbaar voor jouw steun!



UPDATES VAN HET PROJECT IN DETAIL



added bulletpoint list of accomplishments for the project, so people can easily see, without having to read all information, what the total impact was so far.

The page can be seen as an exclusive reward for the donor and tries to give the donor more feeling of involvement in the project. Therefore, it also is nice to add a timeline (when the page is last updated), the bar with the goal (showing where they are in terms of donations) and whether or not the project is completed (meaning that the page does not get any new updates anymore; an overview of all information and achievements still can be found on that page) to keep the page 'alive' (e.g. knowing it is recent information or the project is still going).

Behaviour page

The behaviour page shows an overview of different topics for improving behaviour, such as the footprint test and plastic use. Also, it shows a 'tip of the month' and 'product of the month', that relates to a topic of sustainable behaviour. On the bottom of the page is the WWFxFYOU Instagram overview, with pictures of other WWFxFYOU members that are executing challenges and shared it on social media with the hashtag #WWFxFYOU. In this way, I tried to add some 'social liberation'; seeing that the new behaviour is becoming normal and others are doing it as well. Also, it might stimulate in terms of social pressure, feeling that you should try it as well. By sharing such pictures on Instagram, also the user goes through the process of 'helping relationships', seeking support from others in the social environment (e.g. getting positive comments for that new behaviour) and it is a way of publicly committing (and thus the process of 'self liberation'; making a commitment to change) which is very effective for keeping that behaviour. I assume also that by being featured by WWF, the target group sees this as a reward and are stimulated to share more photos (they get featured, meaning more profile exposure for them) and for WWF this means a lot more brand exposure (WOM, hashtags shared, photo's/video's posted about them, etc.).

(Plastic) Use challenges page

One topic in the app with challenges can be

the plastic use. This page has an overview with on top the overview of the completed challenges and the impact made with the challenges. Added to this page compared to the former version is the slider that shows how the total impact, which is the amount of plastic loss, is constructed. In this way, users can see what has the biggest impact in their lifestyle and get more insights in the importance of their new behaviour. Again, tips or other links related to the topic can be highlighted on this page as well.

Inside the challenge

The challenge has remained quite the same. However, I added an external link for more information about the specific topic within the challenge, because in the end, we want to educate the user as good as we can and show how important it is to do so. Also, cups can be spent within the challenge on alternative products that might help to stick to the new behaviour. Also, instead of making the challenge something they need to do for a week, I changed the challenge more to a pledge. By clicking that they accept the challenge, immediately the impact is shown in their overview and the challenge is completed. This, because for some challenges the timespan of a week was not really the best fit (e.g. I do not use straws every week), and also users commit to the challenge now immediately. They already receive the rewards directly and might feel now they have to actually do it as well (reprocreation nudge as well as consistency with the commitment that has been made). Still reminders can be turned on and off to keep the push for self-control in the future. Also, the challenge can be made undone, if the user does not feel the challenge has been executed properly and the impact is not representable of their actual behaviour. It gives some responsibility back to the user.

When accepting the challenge, users can share this again on their social media pages. Also, they can share their new behaviour with a picture or video on Instagram with #WWFxFYOU. The picture of the specific behaviour (e.g. no more disposable cups) can be added on the bottom of this page to an overview of how all other people did the challenge. It differs from the overall WWFxFYOU instagram overview, as this

PLASTIC GEBRUIK

7/30
CHALLENGES
COMPLEET-21 KG
PLASTIC
/JAAR*

Ik bespaar

Dit staat gelijk aan

-21 KG
PLASTIC
/JAAREen volle
vakantiekof
fer die mee
mag in het
vliegtuig!

Hoe is mijn impact opgebouwd?

challenge
-KG

*mits je de challenges volhoudt! Bleek een challenge iets te uitdagend? Verwijder hem dan weer en probeer hem opnieuw! Zo blijft je impact realistisch!

Plastic tip!

Wist je dat je plastic doppen van flesjes en verpakkingen ook kan sparen en doneren aan het KNGF? Voor elke kilo die ze verzamelen, krijgen ze een vergoeding die naar hun goede doel gaat!



LEES ALLE TIPS

CHALLENGES

1p/challenge

zoeken

Koffiebekers



Rietjes



WWF x YOU

0

deel

KOFFIEBEKERS



Wat & Waarom?

233 plastic bekertjes, dat is hoeveel een werknemer gemiddeld in een jaar op kantoor gebruikt. Dat motiveert toch wel om over te stappen naar een beker die je zelf meeneemt? Mooie bijkomstigheid is dat de beker die je zelf meeneemt waarschijnlijk een maatje groter is en je dus meer drinkt op een dag. Dus beter voor het milieu en je gezondheid.

En wist je dat op de NS stations al een tijdje korting op een warm drankje krijgt wanneer je je eigen beker meeneemt?

Is het echt beter?
Alleen plastic zal je niet besparen. Ook de productie van de bekertjes heeft natuurlijk impact! Nu hoor je vaak de vraag; is een herbruikbare beker nou wel zoveel beter? Milieucentraal heeft daarom alles even duidelijk op een rijtje gezet, zodat jij zeker weet dat je het beste doet voor het milieu!

GA NAAR MILIEUCENTRAAL

Impact berekenen

Eens zien hoeveel jij op jaarbasis kan besparen, als we alleen uitgaan van plastic afval!

Ik haal

1-2

 keer per week een kopje koffie buitenshuis in een wegwerpbekertje dat ik daar krijg (denk aan werk/school/station, etc.)

Deze kopjes hebben

nooit

 een plastic dekseltje.

BEREKEN

Dit betekent dat jij op jaarbasis kan besparen! **0 KG**

Alternatieven

Als je geen bekertjes mag kopen, wat kan je dan wel gebruiken? Nou een herbruikbare beker die je zelf meeneemt! Heb je er nog geen? Neem dan ook eens een kijkje in de WWF shop, daar hebben we superleuke bekertjes, zoals deze hieronder! (+ je kan je koffietjes daaraan ook uitgeven!)



9

De challenge

Verrassing of niet, maar de challenge is om vanaf nu geen wegwerpbekertjes te kopen of te gebruiken! Heb je al een beker gevonden om mee te nemen? Zet gerust de notificaties aan als je toch even dat steuntje in de rug nodig hebt, want het is niet makkelijk los te komen uit je routine ;). Daag je vrienden, collega's en/of partner uit en doe het samen! Dat kan het net een beetje makkelijker maken om je nieuwe lifestyle vol te houden. Succes!

Ja, stuur mij elke week een notificatie, zodat ik me goed aan de challenge ga houden! (Dit kan je ieder moment weer uitzetten!)

IK GA DE CHALLENGE AAN!

WWFxYOU

Benieuwd hoe anderen de challenges hebben aangepakt? Ontdek de #WWFxYOU op Instagram! Tag #WWFxYOU om gefeatured te worden op deze pagina of op de @wnfnederland Instagram! Elke feature betekent bovendien 1p extra!



added: YOU x IMPACT page

This page is focused on the personal impact of the user. Here an overview of all three different ways of contributing can be found and the points they collected with that impact. The user can choose to see a yearly or monthly overview of what impact they have made over that amount of time and what points they collected. Also, in this way they can easily find the specific projects and go back to those pages.

For money, this means the globe has moved to

this page. The user can see on the globe where he/she donated to and click on the projects to go to the project update page of that project. In this way, the globe is fully personal for each user. Also for WWF, it might be interesting to see what kinds of projects/areas the user likes to donate to in terms of recommendations.

For time, it is visualized as a graph, seeing where the user spent his time on that month. Again, collected points and links to the pages are available.

For behaviour, an overview of the completed challenges or topics is visualized. For the challenges, also the amount of KG's lost is shown.

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WWF X YOU

0

YOU & IMPACT

punten totaal: 33

PUNTESHOP

Maandoverzicht

JAN

2020

zoeken

3

2

<1 uur

<1 dag

>1 dag

Punten gespaard: 17

PETITIES (2p)

Petitie "plasticvrije zee" getekend

Lees meer >

Petitie "voice for the planet" getekend

Lees meer >

ACTIES & EVENTS (15p)

Aangemeld voor WWF Sea Swim

Lees meer >

Actie gestart "steun mij met de Sea Swim"

Ga naar actiepagina >

Aangemeld voor "WWF Earth hour run"

Lees meer >

VRIJWILLIGER (0p)

Je bent niet aangemeld als vrijwilliger.

JOUW GESUPPORTE WWF PROJECTEN

zoeken

2 koffies gedoneerd aan "de Tijger verdubbelen"

Ga naar de 'donateurs only' update pagina >

3 koffies gedoneerd aan "Australië heeft jouw hulp nodig"

Ga naar de 'donateurs only' update pagina >

1 koffie gedoneerd aan "support mijn Sea Swim" van Joanne

Ga naar de actiepagina >

Je hebt deze maand geen shop aankopen.

PLASTIC GEBRUIK

-2KG door 5 afgeronde challenges

VOETAFDruk TEST

COMPLEET

Punten gespaard: 4

Challenges Plastic (3p)

- 1KG door Challenge 'koffiebekers' afgerond

Ga naar de challenge >

-1KG door Challenge 'rietjes' afgerond

Ga naar de challenge >

Challenge 'rietjes' gedeeld met #WWFXYOU

Ga naar de challenge >

Voetafdruk test (1p)

De "Voetafdruktest" gedaan

Doe de test nogmaals >

WWF X YOU

0

CO2 VOETAFDruk

DOE DE TEST

1p

Test gedaan en klaar om te verbeteren? Houd hier je scores bij en zie over een paar maanden of je het beter gedaan hebt!

Datum	Uitslag (aantal aarden)	Belangrijke verbeterpunten, tips en weetjes die je graag wil meenemen!

OPSLAAN

CO2 Footprint page

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IK DRAAG BI MET DUURZAAM GEDRAG

Wij kunnen nog zoveel mooie projecten neerzetten voor onze omgeving, maar zonder jouw individuele hulp zullen we er nooit komen! Kijk welk gedrag impact heeft op jouw omgeving (en hoeveel) en ga de challenges aan om jouw gedrag te verbeteren!

ik wil meer weten over de
duurzaamheid van mijn gedrag in
relatie tot mijn:

CO2 VOETAFDruk

PLASTIC GEBRUIK

VOEDSELCONSUMPTIE

VERVOERSMIDDELEN

TIP VAN DE MAAND

Het is weer zomer! Deze maand tips om water en energie te besparen.

Zomerse watertip #1!

Het beste is om je planten in je tuin 's ochtends voor de zon op komt water te geven. Dan heeft het water tijd om in de grond te trekken en verdampt het minder snel. Je kunt je planten er ook aan laten wennen dat ze het met minder water moeten doen. Geef ze 1 keer per week veel water, in plaats van elke dag een beetje. Zo zullen de wortels dieper de grond in groeien om water te zoeken.



ONTDEK ALLE TIPS

PRODUCT VAN DE MAAND

Elke maand zetten we een duurzaam product in de spotlights waarvan we hopen dat deze je zal verrassen!



De Keep Leaf lunch baggie is 't hippe én duurzame alternatief voor het plastic boterhamzakje. Lekker licht en minder groot dan een ouderwetse broodtrommel. Ideaal voor onderweg dus! De lunch baggie van Keep Leaf is gemaakt van katoen met een waterafstotende nylon binnenkant. Het klittenband sluit het zakje heel goed af. De lunch baggie is vrij van schadelijke stoffen zoals weekmakers, lood en uiteraard BPA. Je wast de lunch baggie in de wasmachine of onder de kraan. Ook na langdurig gebruik en veelvuldig wassen, blijven ze fris ruiken. Keep Leaf komt uit India.

GA NAAR DE SHOP

WWFxYOU

Benieuwd hoe anderen de challenges hebben aangepakt? Ontdek de #WWFxYOU op Instagram! Tag #WWFxYOU om gefeatured te worden op deze pagina of op de @wnfnederland Instagram! Elke feature betekent bovendien 1p extra!



Appendix L

Interview script about the prototype

Hoi! Mijn naam is Alessia en ik ben een masterstudent Strategic Product Design aan de TU Delft, bezig met mijn afstudeerscriptie voor WWF. Voor we aan deze test beginnen, wil ik nog even benadrukken dat er geen foute antwoorden zijn en dat het op ieder moment is toegestaan om af te zien van het onderzoek. Natuurlijk zal ik vertrouwelijk omgaan met uw persoonlijke informatie en zullen in het uiteindelijke rapport gegevens anoniem gemaakt worden. Gaat u hiermee akkoord en vind u het goed als ik dit gesprek en de video van de test opneem om de antwoorden en inzichten gemakkelijker te kunnen verwerken?

Allereerst wil ik vragen; wat je over het WWF? Ben je zelf weleens WWF donateur bent geweest? En van een ander doel? Waarom wel/niet?

Ik zal het WWF nog even nader toelichten. WWF streeft naar een wereld waar mens en natuur in harmonie kunnen leven en die doorgegeven kan worden aan volgende generaties. WWF probeert op het moment mensen op nieuwe manieren bij te laten dragen aan hun missie, omdat ze geloven dat verandering uiteindelijk bij het individu, mensen zoals jij en ik, moet beginnen! Daarom vragen ze niet alleen een bijdrage in donaties, maar spelen ze ook in op het verbeteren van duurzaam gedrag en het steken van tijd en moeite in hun missie.

Ik stuur je nu een link met de nieuwe WWF app, die inspeelt op het bijdragen op deze verschillende manieren. Zou je het scherm met me willen delen, zodat ik de interactie kan volgen? Exploratie van de app; is het begrijpelijk?

Ik zou je willen vragen de app te gaan ontdekken, zoals je dat zou hebben gedaan wanneer je deze zelf had gedownload. Ik wil je vragen alle gedachten, keuzes, opmerkingen, etc. hardop met mij te delen, zodat ik een beter beeld krijg hoe de app wordt gebruikt! Als je klaar denkt te zijn met het ontdekken van de app en denkt te begrijpen hoe deze werkt, dan kunnen we verder. Neem vooral de tijd.

Test of de gebruiker de app ook daadwerkelijk heeft begrepen.
Ik wil je een paar opdrachten geven om te voltooien in de app (hoeft niet allemaal)
-Kan je jouw maandelijkse donatie bedrag aanpassen naar het bedrag wat jij zelf wenst?
-Kan je een project kiezen en er aan doneren?
-Kan je een plastic challenge aangaan om jouw duurzame gedrag te verbeteren?
-Kan je een petitie tekenen?
-Waar kan je zien wat je tot nu toe allemaal hebt gedaan voor het WWF?
-Hoeveel punten heb jij al verdiend?

Super! Dan ga ik nu wat inhoudelijke vragen stellen over deze app.

App algemeen

-Wat is je eerste indruk van deze WWF app? / Wat voor gevoel/gedachtes heb je bij het eerste gebruik?

-Wat vind je van de verschillende manieren van bijdragen? Welke zou jouw voorkeur hebben en waarom?

-WWF zal eerst meer bewustwording proberen te creëren op social media over hun nieuwe manier van bijdragen en het belang van het individu. De app zal een vervolgstap zijn op deze bewustwording. Waarom zou je deze app wel of niet downloaden als je deze tegenkwam op social media/online?

-Wat vind je van de personalisatie swipe aan het begin?

Vragen gerelateerd aan het maken van donaties

Appendix M

Interview analysis prototype

For the user test, there are many assumptions to test that are made during the design of the prototype. In the end, it is depending on the user if the app works as intended. The assumptions to test are (user = someone from the WOT target group).

- a) The user actually wants to/is going to use the app to contribute to WWF
 - 1. The user would download it as they come across it on social media/internet during the awareness campaign
 - 2. Behaviour (challenges) is the main way in which the user is interested in contributing to WWF
 - 3. The user likes the approachable, non-binding way of donating & are more eager to donate this way
 - 4. The reward system would motivate the user to keep using the app
 - 5. The rewards fit the user expectations
 - 6. The user would choose WWF over another charity, based on this app
 - 7. The user wants to spend cups in the webshop as well
 - 8. The user imagines using this app for a longer period of time

- b) if the specific content and interactions of the app are the preferred way to interact within the app
 - 1. The user likes and understands the cup symbol
 - 2. The user wants to share their accepted challenge on social media
 - 3. The user wants to be featured on social media
 - 4. The user thinks the amount of text in the app is OK
 - 5. The user has enough information within the app to make contribution decisions
 - 6. The user thinks the app is understandable in use/navigation
 - 7. The user finds the personalization swipe at the beginning easy to make decisions

- c) if the app supports the feeling of the personalized relationship
 - 1. The overall app feels like a more personal way of contributing to WWF
 - 2. The user feels more important for WWF by using this app
 - 3. The name added on top makes the user feel valued more
 - 4. The personally chosen background makes the app feel more personal
 - 5. Having the freedom to contribute in different ways, makes the relationship feel more personal
 - 6. Having a personal impact page, makes the relationship feel more personal
 - 7. The adjustable donorship, makes the relationship feel more personal

- d) if the app supports the feeling of personal impact.
 - 1. The feedback on the personal impact pages is enough for feeling important for WWF
 - 2. The feedback on the personal impact pages stimulates making more impact
 - 3. The user feels important on the donor only project update page, with premium content
 - 4. The visualized impact of the challenges feels personal and motivates to do better
 - 5. The user likes the idea of being able to support a selection of projects
 - 6. The premium content motivates the user to donate to the projects

Test & Interview

The WOT target group still has many differences within; e.g. age, students or not, donors or not, difference in knowledge on/enthusiasm about WWF, donation history of WWF, environmentally awareness, etc. Therefore, for the test, I tried to grab a mix of very different people within the target group and see their different opinions about the app.

The test and interview consisted of 10 participants in total, that were interviewed for about 1/1.5 hour about the app direction and

- Wat vind je van het aanpasbare bedrag (slider in settings) voor donaties?
- Wanneer zou je ervoor kiezen je bedrag aan/uit te zetten of aan te passen?
- Heeft deze manier van doneren (vrijheid in keuze voor doneren aan verschillende projecten, aan/uit zetten donateurschap, impact terug zien) invloed op jouw huidige donateursgedrag, denk je? Waarom?
- Wat vind je van het kopje koffie symbool? Zou dit voor meer donaties zorgen denk je? (-Waarom zou je er wel of niet voor kiezen om een project te steunen?)
- Wat vind je van de informatie over de te steunen projecten/gehighlightte projecten?
- Wat vind je van de update pagina van de projecten?
- Is er informatie die mist volgens jou op de update pagina?
- Wat voor unieke content zou jij willen zien als bedankje voor het doneren op de update pagina?
- Wat voor gevoel geeft de toegang tot de update pagina jou?

Vragen gerelateerd aan gedrag

- Wat vind je van het overzicht in de ‘plastic gebruik’ pagina?
- Wat vind je van het idee van het doen van challenges voor beter duurzaam gedrag? Waarom zou je deze wel/niet doen?
- Wat vind je van de informatie beschikbaar in de challenges?
- Wat vind je van de mogelijkheid tot het delen van de challenges op social media?
- Wat vind je van de mogelijkheid gefeatured te worden met #WWFxEYOU? Zou je dit zelf doen? Waarom wel/niet?
- Wat vind je van het uitgeven van jouw koffiekopjes aan duurzame producten?
- Voelt het doen van de challenges alsof jij een verschil kan maken?

Tijd en aandacht

- Wanneer zou je met tijd/aandacht willen bijdragen?
- Welke categorie spreekt je het meest aan? Waarom?
- Wat denk je van de gehele tijd & aandacht pagina?

IMPACTxEYOU pagina

- Wat vind je van dit impact overzicht van jouw bijdragen?
- Waarom zou je deze informatie wel/niet willen zien?
- Wat voor gevoel geeft deze pagina jou in de relatie/band met WWF?
- Mis je nog iets op deze pagina's?
- Wat vind je van het puntensysteem?
- Wat voor effect heeft het gebruik van het puntensysteem op jouw gedrag in de app, denk je?
- Wat vind je van de puntenshop? Wat voor rewards zou jij hier terug willen zien?

App algemeen deel 2

- Hoe zou je de interactie met WWF in deze app omschrijven, vergeleken met een gewoon donateurschap?
- Welke (als die er zijn) elementen in de app geven jou het gevoel dat je belangrijk bent in het behalen van WWF's missie?
- Welke (als die er zijn) elementen in de app maken de omgeving meer persoonlijk?
- Wat vind je goede punten aan de app?
- Wat vind je minder goede punten aan de app?
- Waarom zou je deze app wel of niet blijven gebruiken?
- Wat vind je van de beschikbare informatie in de app?
- Wat vind je van de app navigatie?
- Zou deze app je motiveren eerder voor WWF te kiezen dan voor een ander goed doel?

Nog even enkele demographics; mag ik vragen hoe oud je bent? Ben je op dit moment aan het studeren en/of aan het werk en hoelang al?

interactions while sharing their screen with me so that I could see the interactions with the app as well. I asked the participants to openly share their thoughts while using the app.

The participants consisted of a mix of 2 former interviewees (not part of the brainstorm, so unaware of the direction) and 8 new.

For the former interviewees, I am interested in their reaction to this WWF app compared to their initial thought about WWF and donating.

However, the rest of the interviewees is new to the project, so they are not being biased by the knowledge they already have on WWF and/or the project direction.

The age of the 10 participants lies between 21 and 31. From these participants, 4 already have jobs (between 2 and 13 years) the rest is still studying, but often also has some form of income. Half of the participants is male, half is female. From the former interviewees, also the selection is one male and one female of which one is studying and one has a job. Within the participants, there is 1 current donor of WWF, 2 former WWF rangers, and 4 were currently donating to another charity. As mentioned, 2 of the interviewees were from the last interview as well. D in this interview is A from the former interview, G in this interview is also G from the former interview.

In appendix H, the prototype test interview questions and instructions can be found. The qualitative interview was again semi-structured and was based on the made assumptions.

Results

To make the results link back easily to the made assumptions, I have written the results of the assumptions below the specific assumption. I translated some quotes from the interviews loosely from Dutch to English to support and give a better understanding of what exactly has been said during the interviews about the assumptions. All quotes can be found back in Appendix X. Here is just listed the most important ones.

a)

1. The user would download it as they

come across it on social media/internet during the awareness campaign

Overall, this assumption seems true if the user is already more aware of WWF's different ways of contributing and/or is already motivated to support WWF (which should be the result of Horizon 1). Then, the participants would be curious to discover the app and see how it works, rather than seeing just donation advertisements. However, a webpage was for some also even more approachable than an app, as they did not want too much apps on their phones.

"If you already have the intention to donate, it is a useful app. You can make it more personal and be more conscious about where your money is going and I think it feels more practical. At this moment, I just throw €5 at them and now you really see what happens with it." -B

"If [the app] is introduced with (a focus on) sustainable behaviour, I think that appeals more, because you can enter for free and be busy yourself, with small steps. And after, because there is still also the rest (of the app), you would probably also look at that. But I would start here, with sustainable behaviour" -B

"I downloaded it if I decided to go for WWF. And here I can easily donate, sign petitions and track that easily. And give away some coffees." -J

"Depends on where I would see it. At this moment I am not following WWF and wonder where I would come across it. But if I come across it, I would be definitely interested, because I find it important to act sustainable and want to know how I can contribute myself." -J

"I am in conflict. I would (download it) as I am interested in such ways of donating and becoming aware. But I would not as I am not a fan of apps myself. I have as little apps as possible on my phone." -C

"Yes. I would be curious. [...] Because I think the WWF is a good cause, everyone is busy with nature and environment and animals. So if you can contribute in such a way, that is a nice

plus." -G

"I think, when it is shared by a friend, I would look at it and would be interested. Also, because you can have interaction and do things in real life, with the challenges." -I

"I would definitely be more [motivated to download it] than an advertisement saying 'donate now'; just that. I would download it as it is without obligation, to check it out and do some things. And if you are in, donating might come quicker than from a normal advertisement." -F

"Maybe out of curiosity. To see what it is and what you can do with it. [...] The challenges mainly, and the petitions of plastic... those actions (make me curious)" -H

"I am not sure if I would download an app myself. [...] I would prefer it if it was an in browser app. [...] It is personal, but I think when you are really interested, this is the way to go (the app) but I want to reduce the amount of apps on my phone, because I have some of everything. And I appreciate it if companies have good working mobile websites, because it gives the same functionality for the user and at the same time you don't have to be occupied with it all the time. At the same time, it could be when I think 'oh, I use this app quite often', I find it interesting, that I would download it. But I would rather start with a version that works well on a mobile phone but is in the browser." -E

Also very interesting is participant D, that might not go for this first app, but would probably be more triggered when the WWF Flex app would be launched; where a community is active and he/she could really express him/herself with the capabilities he/she owns. For this participant, contributing in an even more personalized way is very important and in the third horizon, WWF could move towards this even more personalized app (because, even though personal impact is available, the overall app is quite general still in information and projects cannot be created by users themselves; only the fundraising actions).

"If I did not know what WWF was, I would not really know who they are and why they do this.

That is what I still miss. Why would I go to them and not somewhere else? [...] That I know why it is important to me as well (gives an example of willing to do a safari in the future; that the animals need to be there; making it a more personal approach)" -D

"[If I know what WWF does and know that you can contribute in multiple ways] If I know that I can contribute in multiple ways and if I know that someone else also has it, if I can do it together.. If I can spend time and attention, that is nice. But I am not sure if I would download it, to be honest, if I would come across it, I would think it is one in so many. It really has to give me something. It really should give me something. For example, I like travelling and making pictures, if I could do something with that, if I could spend time & attention with that, I would definitely do that. [...] That I can do something and help, with something that I like." -D

2. Behaviour (challenges) is the main way in which the user is interested in contributing to WWF

Indeed, behaviour and also small actions (like petitions) are the main reason to try this app, in a free and approachable way. From the challenges onward, they also might be triggered to explore the other options of contributing as well (like donating).

"I think I would mainly do challenges, if I would use it, and because of that would be triggered to donate sometimes as well. [...] (I would go for the challenges, because) it is easy and you make directly visible impact; tangible as it were." -A

"I would choose <1 hour, because I am very busy. And then I like these things that you can do, the petition. [...] I think I would go for sustainable behaviour, starting with improving yourself before doing the rest. Time & attention is also nice, signing a petition is not that hard, right? [...] And maybe, as I am busy already, I would also donate." -I

"And getting tips about how you can improve yourself as an individual, that really appeals to me. [...] It is a source of new inspiration of how you can improve and possibly buy new

products.” -B

“I think it is good that there are the different options, especially if you don’t always want to contribute with a donation. [...] That you have an overview in one page (referring to time & attention) where you can support without money, so the 1 hour or less. [...]” -F

“Sustainability in combination with what I can do myself [would be a motivation to go for this app]”. -J

“I would go towards donations and sustainable behaviour [...], and petitions in this shape are also interesting. But these things (volunteering, events) do not appeal to me; too much time and investment” -B

“I think for me it would be a combination [of ways to contribute]. If I find a certain topic very interesting, I would definitely sign a petition for it. And maybe sometimes also donate money. And I like the challenges very much; it is an eye-opener. Apparently I can already, by using a reusable cup, save a lot of plastic, cardboard or waste, what in turn is good for nature. [...] For the challenges I would maybe daily track how I am doing, and petitions and donations less frequent.” -J

“I like [the challenges]. And I believe it will work. It challenges people to try something different, and makes a game out of it. And supporting a charity in between. I believe in it.”-J

“I am not sure how much [of the challenges] I would use. I already try to do things related to plastic. [...] I think small challenges are fun to activate people to improve something. [...]I think the challenges are for the average person. [...]Maybe it is nice for people that already try to already replace especially these 5 things, to add some more challenging things. ”-F

“I think a mix of donations and sustainable behaviour. [...] For many petitions, I do not feel like they really have effect, and then I have given my name and e-mail again. And that I try to minimize, and be more aware of where I leave my data.”-E

“So, donations and sustainable behaviour, but

that is also because I am in that phase in my life where I have the money and am able to make the decisions. I can imagine if you have less money or you still live with your parents, those two options are probably not as easy.” -E

“I think it is nice to keep track like this. But it has to be easy (to do it/find them). [...] It seems nice to see, specifically, what kind of impact you get with the effort you put in it. Especially if it is easy to keep track of.”-A

“[I would do these] to make myself feel better and think about that you can make a difference yourself as well, without the need to pay. [...] I think it would be nice to see how many other people are also doing the challenge, so that you feel like you as an individual are part of a larger whole. And with your contribution, and that of everyone else, you can make a difference.”-I

“I would never use it to donate more easily. I would not install an app for that purpose. But I think the goal is to involve people more in a fun and active way, and that you give the possibility to donate in an easy way as well, I think that could work.”-A

“To me, time & attention, I would start with an hour, get to know how it works. And sustainable behaviour, I am not really busy with for example calculating my own footprint, and it looks like a quite standard test.. But if I know my footprint, what’s next? You can improve it.... I think I would go for time & attention, because I know I have time and attention and I want to use that and I can see if it helps, I would go for that.”-D

“For me (my preference for contributing) would be sustainable behaviour. Because, from that behaviour, I have an exemplary role, and from that role I can for example discuss more with people.” -C

“I think the tips, sustainable behaviour, these are the things you have impact on yourself.”-G

“I would choose sustainable behaviour. Also with my surfing background. [...] As a surfer, you are some sort of ambassador of nature, you have to work with nature, you are more involved with that.”-H

“The challenges are amusing. In a way again becoming aware. [Would you do it?] Yeah for me it is (interesting).”-H

3. The user likes the approachable, non-binding way of donating & are more eager to donate this way

All interviewees indeed liked it very much that the app did not feel like a subscription they were stuck in, gave them more freedom and control and felt like something they could do at their own pace. The app was described as approachable. Many imagined that they would try out making a donation sometimes, while also being busy with the other ways of contributing. The current WWF donor said he/she would prefer to do this over his/her current donorship.

“I think I would donate faster. It does not feel like a subscription I am forced into and stuck into, as when I am done, I can put it at 0 and that is also OK. I like that”-B

“This is approachable. A normal donorship reminds me of giving money and in this way you show that you can also do it with time, petitions and via my overview I can easily see where I spent my time and money on. I think that’s cool.”-J

“Very good. Often with a donation you are stuck for ten years... well you feel like that, then you feel troubled to make the amount lower. And this makes it easier, you do not have to send an e-mail to WWF, or call, or write; this makes it easier.” -I

“I think so [that it would motivate to donate to WWF sometimes]. I like that you can decide what you donate and that it can be different everytime. Sometimes I do not have the money for the €6. [...] I like that it is not something that you are stuck in.”-C

“I think so [that it does influence my donation behaviour]. You have the feeling you are in control about where you put your money in.”-I

“(Does this way of donating influence your donation behaviour?) Yes, I think so. Now you have more influence on the way you are donating. So, you have more control. I like to

have that. But that might not be for everyone. Some might find it convenient to think ‘I pay and probably something good will happen with my money’.”-G

“Yes,[it would influence my donation behaviour, because] it now becomes way more insightful what I am doing it for, other than just donating €10 a month and hoping the charity, WWF in this case, does something good with it.”-J

“I think it is interesting. Apparently it is easier than I thought upfront (to contribute) and it does not always have to cost money.” -J

“I think it is useful. Than you can adjust it every month with the cup. One month you can set it higher, and the other month you can set lower, when it is not convenient. And when it is more convenient you can put it higher again. So, I like that you can play with it. That you are not stuck into something.” -G

“It’s nice that I do not immediately have to give money, but also for example could become a volunteer...although I do not think I would do that as I am also busy with other stuff.. but...[...] Time & attention is just one of the many pages in the app, so it is not really highlighted, it does not really draw attention now.”-D

“It’s good that you can decide yourself how much cups of coffee you can donate. [...] (Influence on donation h=behaviour) It is easier.”-H

“I find it useful, that I can very easily, if I can miss €10 now I set it to €10 and when I think next month I want to give a bit more or less, that I can adjust it. [...] It is ideal that that function is there.”-J

“I think it’s good [to be able to adjust it easily] that scares people less to donate that you can easily adjust it lower and higher.”- F

“I think if there’s a month [...] that is not most important for me to donate to I can keep [the spendings] lower. But if there is a project that really appeals to me, I would sooner think; for this project I would spend double the amount. Because you can make a donation to something you like.”-F

“The easier you make it, the better. [...] When I have money, I think it is good to donate. [...] Maybe you would more easily donate a few euros and when you think ‘I’m done’, you can easily switch it off; that is a nice idea to have in the back of my mind. So, I do think so [that it will influence my donation behaviour/donate more easily] now that I am thinking out loud.”-A

“It is nice that you can adjust whenever you want; If you have more to spend, you can give more, and the other way around as well. So, nice that you can adjust it monthly. And in the shape of a cup of coffee, that is nice, because it is actually nothing. So, if you can donate a cup of coffee to something good; why not do it? [...] It would be nice that if I get a cup of coffee for myself, I could also get one for WWF (an idea, where it is linked with in real life getting cups of coffee; getting a reminder/trigger at that moment from WWF)”-D

“I would rather do this with the €5 per quarter, and I would even take for example €10 euros per quarter, that you have a one-time €10 contribution, [...] I would like to have a quarter year payment rather than a monthly payment and then also have the time to spend it over the timespan of a quarter year. [...] Maybe you are more involved in that way as well, seeking things that you find important, where you want to donate to and be more on the app as well.”-B

Again, participant D would have liked to see even more personal involvement and suggested an idea I think is very interesting for WWF in horizon three: to let people share/‘sell’ their own creations (like photos, but maybe also music, videos, etc) that others can download in exchange for a cup. The maker then uses his/her own skills to help WWF and others can support WWF by ‘buying’ something from this maker.

“I do not think so yet [that it would influence my donation behaviour]. [...] I do not feel very personal involved. But the way you can do things is nicer than I’ve seen, but I still miss something personal. Maybe something with my profile, that I can do things with others,

maybe you can see what friends have donated, or maybe more my profile where I can have something personal, or communicate things with others. [...] Maybe you could post your own photos of nature related things and that others can like it and/or donate a cup of coffee to that, so they get the photo bigger. And the profits would go to WWF.”-D

4. The reward system would motivate the user to keep using the app

For some, the reward system was a nice extra of the app, that might not have been necessary, but is nice to have as it is there. It motivates them to do a bit more, as long as the rewards are regularly updated and also seem realistic to reach.

“It is cool. It gives me the motivation to be more actively involved.” -J

“I like that you can collect points and use it for nice rewards.”-F

“It is motivating. [...] Definitely, the 20% for the zoo for example. When you have kids, you can say, let’s go to the zoo. So that you can have something in return. [...] But I would change the rewards sometimes.” -H

“[The reward system] keeps you involved with the challenges. You are collecting points with the goal of bettering the world, intrinsically, but I do think people always value to collect for a personal goal and getting something in return. So this would, I think, stimulate to keep collecting points.”-F

“I think it is smart. You got the feeling that you need to collect more points. I think it is a smart find. I also think it is nice that you get something in return and choose what, and are also things that are relevant; like the sustainable clothing. The idea that it relates back to the original mission is good.”-E

“To me, it would not always matter. I always feel like [...] that these things are not very viable. But in this one it is not too bad. There are nice things. I think for these I would try to do my best. [...] [With viable I mean] having to collect very much and getting very little in return.”-I

“I am a point collector. I like collecting points.”-D

For others, it did not really add value, or they felt like in the end, they were not doing this for themselves, but for WWF. For them, the rewards were not necessary.

“[Effect of reward system on your app behaviour] Not so much, because they are not things that are really useful. So, to me it would not have much impact.”-G

And because there are points and also cups, it was often confusing.

“You have points and you have cups of coffee. I keep thinking it is the same thing, but they are different. It would be ideal if you could combine it, if that’s possible. [...] But that is probably easy to manipulate.”-A

5. The rewards fit the user expectations
The rewards I now have chosen were seen as logical rewards for this app, as they all have to do with (improving) sustainable behaviour or animals & environment. Also, they mentioned often that the amount of points were realistic instead of unattainably high. The most interesting rewards for the participants were: Ouwehands zoo, food options (also VJFB) and discounts at sites they already used; in this case Zalando. Also mentioned was often that these rewards would stimulate to just try these ‘sustainable options’/given rewards sometimes. The option of something for free, like in this case the BOWN magazine, was also valued. Mentioned was that this could also be expanded to e.g. documentaries/video’s, etc.

“VJFB is indeed something..I know it is close. I know I need to go there sometime. I think that when you see it here and see that you have enough points, you would do it sooner. Also, I shop at Zalando sometimes, so I would think the next time that I am going to buy something, I would see if I have enough points.”-E

“Ouwehands would be nice. I live nearby. Or the free digital version of the BOWN-magazine. That is because that it is free. The other things always cost me something. So, I think it is nice that there is something that I get but do not have to pay for. The other things I would keep

in mind and activate when I am nearby”-J

“If I have collected 20 points, I would like to try this”. -B

“I see discount for Ouwehands Zoo, I like zoos. So I would like to go there. I doubt if it fits WWF; aren’t they against caged animals? [...] And discounts are always nice. I think I would use almost all when I had enough points.[...] I see food and trips, those are the things I would like to see most.”-D

“That you offer the digital magazine for a relatively low amount of points is nice. That is not like some systems where you have to collect points for months to get the first small reward. So you relatively quickly get a reward for the points you collect.”-F

“I think it are relevant things, for the webshop and for external things, that are also ‘good’, I think that is well set up.”-F

“(Seeing the rewards) This is nice! I can go with discount to Ouwehands Zoo. I like the AH burger as well, Zalando is nice. [...] Again, a bit more self-glorification and appreciation.”-I

“[The rewards] are all good things. Like, vegetarian, sustainable clothing.. I like that.”-F

“Discounts are always nice. [...] I would rather use discounts, like for Zalando. As you order it anyway, and it is nice to have a discount. [...] And I like this; that you can download a film or a magazine.”-A

“Oh, 15% discount at the VJFB. [...] Often with these kinds of things, it feels like it is a nice bonus, but that is not what I am doing it for. But it is nice and that you also make people aware of other products they could buy.. So that is maybe nice about it. But I just feel like, I do not commit myself to earn points. But maybe other people do feel that.”-C

“Oh, I will go to the movies! Or...oh the Vegan Junkfood Bar..I will spend them here...or..15% is not that much. [...] [AH, VJFB] I would not have expected. But..they refer to a better world, so it is not that weird.”-G

“The 10% discount in the webshop I would also do. Than you have another ‘good thing’/‘good action’; You support in a way extra WWF.”-H

6. The user would choose WWF over another charity, based on this app
This assumption is hard, as it really is a future action the participants cannot be 100% sure of at the moment. However, the fact that it is approachable, shows impact specifically, makes the donation more tangible and is something they could easily try, without directly being stuck, does seem to motivate the participants to go for WWF in the future. However, they again realize to use this, they need to be convinced to download it in the first place and emphasize the importance of the challenges to appeal to them.

“Yes (I would choose WWF over another charity based on this app). Especially if you compare it to other big charities, I would go for WWF knowing that it is made more tangible. That is also because I have seen the app in use. If I would only see ; become a donor via our app’, I am not sure if I would dive into it. I should see examples of what I can find in the app before I really would want it.”-E

“I am already a fan of what WWF stands for. So if they would come with such an app, I think it is a plus. But if other organizations would come with a similar app, it matters less. But if WWF is the only one with such an app at the moment, I do believe it is a plus.”-F

“I think so. I think it can make the difference. For example, with the charity I support now, I feel like, what was I doing again? What am I doing it for? And here you see, this and this, this is what they are doing, it is more clear.”-I

“Yes, I think so.”-C

“First, you have to be convinced to download the app on your phone, and I think that is challenge. So, first you need to promote it before people know it.”-G

“For now, I would value it higher than other charities. Because I know more about it. But now, I am not sure how much of the ‘cup of coffee’ goes to the project. [...] If that is really

trustworthy, it would be nice. [...] I am not sure if I would do it monthly, but maybe one-time €10 I would do. [...] But I would never start with giving money. So therefore it is nice that you can start with helping in other ways, and if you prefer, can also give money.”-D

And for some, it did not matter that much, unless they really used the app often.

“No. Unless I would really actively use the app. If I like the challenges and it works nice and easy, I would rather think ‘a good cause, I could donate here’, but otherwise probably not because of an app. It really depends on how much I would use it.”-A

“For me it does not matter.”-H

7. The user wants to spend cups in the webshop as well
The fact that an alternative was given in the challenges, was valued very much by most participants. They felt like with this given alternative, they could take immediate action. However, actually spending the cups there was sometimes seen as confusing and might not be necessary for the same effect; buying the cups to start changing behaviour.

“And directly ordering (the cup), that is nice.[...] It feels like you can directly take action.”-B

“I want a coffee cup! They are very nice!”-I

“It is nice You can do something good and get something in return as well. I think I would rather buy such a cup. If i had to choose between a Dopper and this, I would rather do this. [...] Because, here I am really helping someone. [...] If I can help nature and animals, and I can get a nice cup in return, it gives me a more positive feeling than Dopper.”-D

“I like that instead of only (contributing) by donations, you also get aware of sustainability and contribute to that by taking action yourself. Donating sometimes feels like buying off your debt. [...] So it is nice that instead of ‘here is my money ‘you can also do something yourself in a way. [...] By buying the cup of coffee you become aware of the action you can take.”-C

“Alternatives. A good idea. To give an idea of what you can do. It does feel a bit like an advertisement, what it also is of course; the goal is making money. But it does tell you directly ‘this is what you can do’. Maybe you can give as alternatives also some non-cup products; like for example ‘you can bring one from your home as well, and, tip, you can buy one from WWF’.”-A

“Oh, I can buy a nice cup.”-G

“Amazing [that I can spend cups here as well]. That makes it easier to continue and complete the challenges.”-J

Also, some participants wondered how much of the money spent on the cup would go to WWF projects and wanted to see that to rather spend money on this cup from WWF than another one outside of the app.

“You are not really donating the money then, right? [...] Or is the profit also put into a project? [...] If the intention is that you donate the money [from the cups] it is good if at least a part of the money goes as a donation to WWF”-F

“It depends, are the products... are they financing projects? [...] I would not buy it; I see that it is €19. I could also buy a cup from Aldi for €3. Unless it says ‘€15 from it is going to a good cause.’”-A

8. The user imagines using this app for a longer period of time
Reasons to stay on the app for a longer amount of time were mainly if content was being changed; like new projects to donate to, new challenges to do (suggested also multiple times was to do a monthly challenge as well), maybe an update when you have again new cups in your wallet to spend or something happened in the project you supported and lastly, also new rewards.

“The challenges [would be a reason for using the app for a longer period of time]. It should work smoothly, should be easy to navigate, using it should not be frustrating, because then it is installed within 5sec deinstalled. And if you can keep track of the challenges easily, I would keep it installed and open it sometimes.”-A

“The approachability is a reason to use it and I would terminate the use if there is not every now and then some new content; new challenges, new topics, new points.”-J

“I would like to have a day or month challenge, than I would structurally come back and see an update and see how I am doing.”-J

“I think it is a nice addition that if you use the app for a longer period of time, that you can see ‘oh, here I contributed to’ (on the map).”-F

“And in the challenges, new challenges or new tips. It should stay relevant.[...]There needs to be a certain amount of new content”-E

“Oh this is also nice, the map.”-A

“[A reason to keep using it] is gettin some push notifications from projects, like ‘we saved more koalas, or the dogs found something again’. So, getting updates regularly without having to look for it, but being reminded.”-D

“It depends on challenges and how much they are updated.”-H

b)

1. The user likes and understands the cup symbol

The idea of the cup symbol was liked and understood by all eventually; however the explanation around it was much text and therefore they did not want to read it and had sometimes trouble with understanding it directly. The fact that there were also points to collect made it even harder. Also, the question arised about why 10 cups of coffee was the maximum, and wondered if they could maybe buy some more as well if they wanted. Also, leaving the cups in the wallet instead of needing to spend them each month (because otherwise the wallet was emptied) was suggested (e.g. leave them in for three months); so that the user had more time and freedom to really choose the projects he/she preferred.

“I think [the coffee cup] appeals to people. I think it is a nice symbol. [...] When people are less eager to read the explanation they might

not completely understand it. But if you have read it, it is a nice symbol.”-F

“So it is like a one-time donation? You buy cups of coffee that you can distribute over projects that you like? That is a nice idea.”-A

“It is good that you compare it with something. Something tangible for most people.”-H

“A cup of coffee currently is a symbol for doing something together, and of course I want to treat or give someone something. Now that I am a bit further [in the app] it makes sense. When I first opened the app I thought “what is that?” [...] Is that the amount of points I collected? What is it exactly.”-J

“I like the cup of coffee. It is something I do not have seen with donating yet. And I like it. A cup of coffee, sometimes you treat someone, it is a nice to apply it here; have a different look at donating.”-D

“It’s smart. You think, a cup of coffee, that I also buy, so why wouldn’t I donate? I get coffee almost daily, at a restaurant or canteen, and that is very normal, but donating you think less about. But when you see it as a cup of coffee; you think; it is only 5 cups of coffee and I buy that as well.”-I

“It is unclear. It could work, but you should explain it at the beginning with a walk-through.”-A

“I have to laugh that it is a cup of coffee and I just told you about it. (before starting, he/she mentioned he/she was convinced by someone that also told him/her that also a small amount helps, that you probably otherwise spent on some cups of coffee as well). It is a simple explanation and also to explain that your contribution does not have to be big. [...] People always think that it has to cost a lot of money or your contribution has to be big, and that it is something that you will do on later age, because you have more to spend and that it than feels less like a luxury. But now I realize, a coffee is also €2/€2,50 and I also spend that already on things; and I do not find that strange either. [So that it is not for on a later age?] Yes.” -C

“[The cup of coffee] is less like ‘give us money’. I think it has a positive influence, that [WWF] less asks to give money and more to give your time and attention.”-F

“At the beginning it was not clear that it worked this way. [...] It is something tangible [...]”. -G

“[The cup of coffee symbol] is very recognizable. [...] The idea of a coffee makes it very tangible. I can however imagine that it feels like avoiding the point (of donating money), but if you really think like that, you also might maybe donate rather directly than by using this.”-E

“Why is 10 the maximum?”-A

2. The user wants to share their accepted challenge on social media

The challenge, accepted or not, was not something they would share via the app quickly. Probably, they would share it in a direct conversation with a friend about the topic and tell them about these challenges, rather than sharing it via social channels. However, if they could challenge other people and add them within the app, participants said that would motivate to stick to the challenges! Many of the participants thus valued some sort of small ‘community interaction’ within these challenges; seeing how others were doing, motivating each other to keep up, maybe seeing some other people’s scores or seeing the total impact created by all users to feel part of something bigger and feeling that the challenge does also make impact on a larger scale. Also, the interviewees often mentioned they would like to see new challenges regularly or were interested in challenges that were available for a limited amount of time (e.g. monthly challenges) to stay motivated to do them.

“Challenge your friends and colleagues to do it together, I think that is one of the most important things to maintain something. If you drop some behaviour after two days, you pick it up faster again if someone reminds you. Maybe it is possible to have friends? And see who is doing it?”- B

“That would be cool. That you really challenge

each other; “I have already saved X KG’s, and you?”” -J

“I think it is good. You can activate others to do it as well. [...] I would share it with my Insta feed.”-I

“I do not share something easily on social media. But if I know someone and he/she mentions he is busy with it; I would maybe share it then.” -E

“Sharing is always good. If you can get just one other person on board, that is always a good thing.” -H

“Sharing it like this I would probably not do very quickly. I think you would rather start to talk about the app in advance.” - B

“I am not a very social media user by posting things myself, so that does not appeal to me at all.”-B

“Sharing would be nice to do at the beginning of the challenge, but also when I have done it already for a month and getting the hang of it. Probably, I would first accept the challenge myself and share it later when I see how easy it is.”-J

“Social sharing is nice. [...] When I have been busy for a while and experience how easy this challenge is, then I would share it that way (via WWFxFYOU). So, more during the process.”- J

“I would not only share it to show that I am doing the challenge. But if it is an automatic text like ‘join the coffeecup challenge of WWF and see how much you can save!’, that would be nice. [...] If I look at my environment [...] [challenges about] what people use much in my environment I might share, with the goal to let them think about it.”-F

“I am not really a ‘sharer’ so I would not share things quickly. [...] I would share the overall app, the fact that there are challenges; saying ‘look this is nice, here you can keep track and see what difference it makes. But not a specific challenge or milestone, unless it is very special.” -A

“Can’t you make a periodical challenge? [...]

They also do that in game apps, that you suddenly see a new world. Now you have a lot of choice, and by doing one, you might not do the other.”-I

3. The user wants to be featured on social media

Many of the interviewees said they did not share too much on social media and therefore might not do this either. However, that does not mean they are not active on social media or do not like to look at posts from others. The #WWFxFYOU posts could form a source of inspiration for the challenge and also felt like a motivation to do it as well.

“For myself, I would not do it very quickly. But it offers the opportunity for people to show others ‘hey, I am doing good’, so that is good.”-F

“I would maybe look at it for inspiration, but again not share myself. [...] But it does give the feeling that others are working on it and that you cannot stay behind.” -E

“I would not do this. Because..I am currently not very involved with such things. [...] I am not really a sharer on Instagram. [And seeing the pictures of others?] No, I do not really like that either.”-G

“[Seeing pictures of others] is something I do like! [...] Interest in how others are doing it and fun to watch photo’s of related things. And I think it stimulates to keep going, if you see others doing it.”-F

“I am not active on Instagram. If there would be a direct link to the Instagram I would maybe click it to check it out. [...] No, (I am) not really [interested in how other people do the challenges]. Maybe for inspiration.” -A

“I am not a social media fanatic, but good that they say this, because others probably are. [Are you interested to see how others do it?] I think so, yes. I am always curious about what other people do to get more sustainably aware and how they do that in their daily lives. And when I see that I am often also inspired to adapt in that myself.” -C

“I would rather share in a conversation than sending an whatsapp link.” C

“Oh that is the hashtag! Nice! [...] I think that is nice. That is a good thing. If you think about personal branding [...] this is something you can add, like ‘I take good care of the environment’. It is another characteristic you add to your channel. It sounds very self-gloryfying, but it is like that. [...] I think I would [share it myself].”-I

“It is nice, these times you can share everything with each other. But, I am not so much on Instagram. [...] Maybe you can also find others to accept the challenge with; an be inspired. And you can get exposure for your things. -D

“Most of the time I do not follow such things (like WWFxFYOU). [...] But with the hashtag, I would share things.”-H

4. The user thinks the amount of text in the app is OK

All participants mentioned there was way too much text in the app, making it hard to understand all different parts and to keep their attention. This really needs to be improved.

“I think people overall find it too much text. But people that want to contribute and for that reason download the app, I think want to spend some more attention to it than people that did not want to download it anyway.” -F

“If I compare it with other apps, I think it is the power of using fewer words and deliver the same message. I think the message will get across better.”-F

“It looks nice, lots of explanation, but a lot of text. And not really a difference in how it is presented. Everything has the same font size, not much bold or italic and only black and orange, so that it is a bit monotone and I do not know what is where and is hard to remember things.”-D

5. The user has enough information within the app to make contribution decisions
All in all, the information provided was seen as enough to make a decision.

For the supported projects, it was valued that there was an overview with some bullet points, more information below (problem, approach

& examples) and the opportunity to read even more on an external website (that of WWF.nl).

“The possibility to go deeper and deeper in information if you want that, is nice. That it is not just ‘we want to help Australia, donate here’”. -B

“I think it is good that it is available. It gives more insights about why it is important and what has to be done. And I think the text is OK to be slightly more here.”-F

“It is short, but it presents the core, as far as I’m concerned. I like it when it’s said; this is the problem, this is the answer and here are some examples. And read more is always nice, so that I know that there is more information available. So that is good.” -E

“Good. In the app briefly shows information and then you can see if it appeals to you and then you can read more on the website. That is useful.”-G

However, also a participant mentioned the text could be used to appeal more emotionally as well.

“The text is more factual than emotional. I read it as facts I should learn.. It is not directly linked to a feeling. [Do you have an idea how you would do that?] Maybe... ‘Terrible! Australia is affected by major bushfires!’; that you are really dragged into it and think, that is bad! We should act upon it!”-I

And, mentioned sometimes, was that the participants wanted to see more easily how many projects were available upfront, without needing to swipe and remember.

“I would like to look at all the projects first, and see which one I like most (so suggested to show how many projects are available, instead of finding out with swiping).”-I

In the challenges, also the given information was good (and the link to the external page for more information), but it was also seen as much information all at once. Also, the way the information is presented there, makes that it takes a long time to finally reach the “accept

the challenge” button and many times, the WWFxFYOU photos were not even discovered. However, some explanation of the problem, the calculation of personal impact and the suggestion of an alternative were all mentioned as important to keep! The participants really valued seeing their personal impact and the ability to track it.

“The impact measurement gives direct insights in what you are doing yourself”- B

“It is nice that I can fill it in [my impact] and that there is directly offered an alternative. [...] By filling it in myself it becomes clear that I use quite a lot, without being aware of that, and it is good that immediately an alternative is offered; otherwise I might think, nice to know that I waste that much, but I would not know how to do it better. Now I see I can do it among others by buying a WWF cup.”-J

“And I like that you give alternatives.”- F

“I think this is also amusing [the impact calculation][...] that also makes you aware of what you are doing and I think it is nice that it is all in one thing. At high school I once calculated my CO2 footprint and never did it again, because it was a very long survey and you had to search for it separately. And this is a small thing that you can do and calculate directly.”-E

“I like tracking statistics; like ‘you have saved this much’.”-A

“It is good that you make a calculation. Sometimes it is better to hear numbers, instead of only hearing ‘it is better if you do that’. So become more aware about why it is better to do.”-C

“If I can keep track [it would make me feel like I can make impact]. [...] But only coffee cups is such a small thing.”-D

“Every bit helps. [...] The impact calculation is good (for that feeling of impact). I think some people are not aware of the impact they have with for example when they ask for a plastic cup. And when they can calculate it, they realize ‘oh that is quite much’.”-H

“It is not directly clear what is happening (in the plastic overview). [...] What is this slider doing? [...] I think you want to show too much in one page. [...] Too much is happening to make it pleasant to use.”-A

“(When opening the coffee cup challenge) Yeah, that is actually really bad, those cups. I brought a cup to my office, and I always drink tea from it.” -G

“[The information is] good. Without reading, I know what it is about. So you get an impression that it is about coffee cups, here I can calculate how much plastic I can save when I stop buying them and a clear alternative is given. [...] It is very clear.”-I

In Time & Attention, it was very much valued that you could directly see how much time for an activity needed. However, <1 hour could also be stated as around 5 minutes, motivating to more easily do it. The opportunity for doing the things of >1 hour was not something they imagined doing rather quickly, but they would not leave it out either.

“This is a good idea, seeing ‘ok, I have this much time’, maybe you could also add a 5-minute category. [...] I think I would use this page more for short-term things.”-A

“Not everyone always has time to for example go to protests and fundraisers, and then it is good that you also have an ‘every small bit helps’ idea; becoming aware of that.”-C

6. The user thinks the app is understandable in use/navigation

The app is seen by many participants as ‘very big’, with a lot of information all at once. The navigation often took quite some time to understand, with the different menu buttons and possibilities to contribute and see own impact. Some buttons (like in the &impact page; the time, donation and sustainable behaviour buttons) were not seen as buttons at all very often. This resulted in the participants having some trouble navigating and finding things in the app. Also the combination of cup system and point system were confusing. Many participants recommended a small introduction into the app, where these systems

were explained, as well as some app navigation.

“[The app] is a bit chaotic. But I get the idea behind it and that is nice. It is just a lot of text. [...] More icons and images would help.”-A

7. The user finds the personalization swipe at the beginning easy to make decisions. The personalisation swipe took a very long time, way more than I expected. The reason was, among others, that the participants were uncertain about what would happen with the outcome of the swipe and therefore carefully read the descriptions. Also, a negative swipe was rarely done, as the users a) found ‘everything quite interesting’ or b) were not sure if they could adjust these preferences later and did not want to rule it out.

“I like the idea, but I wonder where I am going to see this back. [...] Maybe I like ‘Forests’ in a month, where can I adjust it?” -J

“I feel that I agree with everything and am interested in all.” -C

“I did not know how many things to expect, I did not know if it was an infinite swipe, or just 10 things or a few. So I did not know how long it would take, how many options are available, how critical do I have to be when choosing. So I am not sure if swiping is best for this. [...]”-D

“I find everything interesting, actually. [...] I think for a swipe there is quite a lot of text. In a swipe you want to make your decision quickly. [...] I like the activating parts of the text like ‘do you dare to accept the challenge?’”-I

“I like that you start off with some sort of game with which your preferences are saved.”-F

“The problem with me is that with everything I do not want to say no. I am open to all projects that they would offer.”-F

“Is there a possibility to do it over? If I for example changed my mind or I want to see what else I see when I choose other things. I would like that. What I choose now, might be different in half a year.”-E

“I think it’s hard. Often, you find all things

important.”-G

“I am not sure what I am doing right now.” -A

c)

1. The overall app feels like a more personal way of contributing to WWF. Overall, this assumption seems very true. When asked what feeling this app had compared to a normal donorship, it was mentioned that this app was more personal, interactive, let the user feel more involved and activates more than what a normal (WWF) donorship does.

“It feels more personal, interactive, [...] it activates more; you are personally involved with it, so you have more agency and are going to look around/discover more and you also get something in return. And it gives you new ideas because you are constantly busy and then you see a new message about a product or an action that you can do yourself. I would like to be involved with this.” -B

“It is more active, I believe. And more connected than only a weekly e-mail from the head (office).”-C

“Apparently, the app is about me and I can contribute already with a very small action.”-J

“It is more individual. [...] Also because it is about what do you want and what can you do yourself. That gives a nice feeling. It also gives extra information that you would normally not look up. The app, overall, would make me stay longer at WWF, than a charity where I get a magazine once every quarter. This feels like something you can do at your own pace and what is always available.” -E

“In this way, it becomes more tangible and you can see where you can donate to and get more background information about it. This would be something for me. [...] Because, you can click where you want to spend your money and split your monthly spendings over different projects. And you are more into it, instead of it (monthly amount) being debited from your account.” -G

“You feel more involved this way. Sometimes I donate to Wikipedia, because I think that’s a

good thing to do, and then it is ‘donating and done’. Here you are more involved by seeing what is happening, and with the challenges also you can improve yourself. I think that is the biggest difference [compared to a normal donorship].” -A

“It is nicer, as you have much more information [than in a normal donorship], that is readily available. So, if you want to check in between how the project is doing that you supported, you can see that. [...] I think it is more personal, such an app.”-I

A positive feeling, that they are really working on alternatives [...] where you not only contribute with money, but also with own behaviour can make a difference. And that is clear from this app. And it is approachable and you have a free choice.”-I

“[It feels more personal] because, your name is already on top of the page. Because you have your own account, your own map, it is very personal.” -I

“It is more interactive with the donors; the entry is lower than when you are obligated to be a donor and are approached on the street to donate. It is more approachable.”-H

“I think the donor becomes way more involved. So that you can see what happens with it [the donorship]. that you can donate specifically per project. And I think this could maybe also be done via the website. But the fact that it is all in one place, summarized, gives way more overview and you have to less actively search for things to donate to; it is handed on a silver platter and you only have to say yes or no. [...] And that it is more personalized makes it more attractive. So you are not only giving money to something and further nothing, but you have more a say in it.” -F

“I like that you can be active in multiple ways. It thinks it also [...] motivates you as well to do all three. Because you do get a feeling of ‘I have done this, I have done that, and now I also want to do it like this’. And I find it smart that the three options are under the hamburger (menu) and the other options are on top. It is logical that they can be found under another

menu.”-E

“I think you will be more involved, but I also think for myself that I will think ‘I have to do it again’” -E

“It is more transparent. And as you have an app, you can be kept up to date and you can put in things of yourself. That makes it more personal and transparent. And you can choose how much you want to donate [...] it is less compulsory. And you can see they are trying really hard, in many ways, to do something. [...] Instead of collecting money and going.”-D

2. The user feels more important for WWF by using this app. Especially the actions people could take themselves (like the challenges, signing petitions) made the participants feel more important for WWF.

“I think especially the challenges for me. If I would use this app, it would literally almost only use the challenges and sporadically donating. That is nice, that you get a free app where you can keep track of your impact on the world easily, what is initiated and runned by WWF, with which you can easily donate and maybe buy things.”-A

“Yes, challenges and petitions (make me feel more important for reaching WWF’s mission)”-H
“I think especially the actions you can do yourself [make me feel important]. So, for example not only buying the sustainable cup, but also signing petitions or doing other actions; now there was the Swim, but maybe also things like protests could be shown there? [Why does that make you feel important?] It gives me the feeling that I can express my concerns about the environment.”-C

3. The name added on top makes the user feel valued more. The name indeed made the user feel more personally addressed, even though not always explicitly expressed.

“WWF and ‘name’ is nice [for making the app feel more personal] and that in some places also is said ‘Hi ‘name’.”-J

4. The personally chosen background makes the app feel more personal

The background was seen as more personal and fun to choose, but not directly mentioned as the thing that makes the app feel more personal.

5. Having the freedom to contribute in different ways, makes the relationship feel more personal

This was not explicitly mentioned like that, but people liked the ability to decide for themselves and do this all at their own pace. So, I believe it does make it more personal.

“What I like is the individuality, that I have insights in where my money is going and that I can select which topics I find more important and give coffee cups away.” -J

6. Having a personal impact page, makes the relationship feel more personal

Because the personal impact page is about the actions that the participants take themselves, they said it felt more personal indeed.

“This page (&impact) is all about you and your impact, so that also makes it personal.” -F

“The actions [make it feel more personal] because you can see your own waste and what you improve.” -C

“I think that for example the map is very nice. What you see here [in plastic], I feel you also see that on the page itself, but you need it for the point overview so it has to be there, but it adds less than the normal page. And also in petitions I like seeing, I have signed this and done that.” -E

“I would say [the impact page] would give a more positive feeling.” -E

“I would go here out of curiosity. That you know what you have done, what projects you supported.” -H

7. The adjustable donorship, makes the relationship feel more personal

The adjustable donorship not necessarily made the relationship feel more personal. However, it

did make the user feel more in control of the donorship and that was valued very much. This makes it easier to donate as well.

However, choosing the amount that someone wanted to spend on what specific project did give a more personal feeling.

“That you can decide per project how much you want to spend on it, and that you can find that under one button [makes it feel more personal].” -F

d)

1. The feedback on the personal impact pages is enough for feeling important for WWF

The participants did like the overviews of how they created impact, in a more clear way, and what happened to their donations. So, this did make them feel more in control.

“The points you have collected, the overview, I think it is valuable to see. [...] I like overviews, so if you can see how you have collected points in one overview I like that.” -F

“Because of the app you have a better idea of what WWF does and where you can contribute to. So in that sense, you are positively surprised.” -G

“I want to have a feeling of knowing where my money is going to, and that is something that I see here. This is the influence that I have. For me, it is important to know where my money is going to. [...] This helps with the feeling of knowing where I have spend my money on.” -E

“It is good to see in what ways you take action and the amount of time you spend on it. But again, it is good to see how much time you invest and what you stand for and at the same time it is like ‘look at me and what I am doing’.” -C

“I like this page with the map and your collected points, but it is hard to find for the first time.” -D

“It is nice that you can see what you contributed to. [...] The map, with all spots, is nice. In five years you can look back at it and see where you have made impact. That is something that

appeals to me.” -D

“For now, I am not sure if it makes a difference in my relation with WWF. But I like that it all is more clear. That if you do something, you can see it back here. But it makes that on the long run, I can always look back at it. [...] On the long run, the relationship would be better compared to other (charities).” -D

2. The feedback on the personal impact pages stimulates making more impact

One participant indeed mentioned that it could influence his behaviour as well.

“If you haven’t done much for a month, you could also realize that you should take action again” -B

3. The user feels important on the donor only project update page, with premium content

The update page did not necessarily feel super personal at this point and that could be improved in feeling of importance. However, seeing what was actually done with the donation and what concrete impact was made, was valued very much. The page itself however still had a lot of text, and multiple interviewees suggested to visualize this more.

“Apparently it was necessary that I donated, because still a lot of things need to happen. Interesting. [...] If I would find it very important [the update page] would maybe convince me to donate again for this specific goal, because I see another 300 animals need to be taken care of.” -J

“Sometimes, with donations, it stays quite invisible of what is happening and an e-mail or overall story, that you get weekly or monthly from the organization, is sometimes a bit strange. Sometimes it is nicer if you see a bit more direct, visible for what you donate money to.” -C

“Sometimes donating is quite a vague concept. You are supporting it, but you do not really see it or you do not hear much about it.” -C

“The page really gives me the feeling, also with

the goal on the top, that I have helped this much and this has been done with it.” -E

“I liked seeing ‘we have saved 330 koalas’, that gives you a tangible feeling again.” -E

“I can imagine that I would be able to see the statistics on the WWF website without donating to a project as well, which is a good thing, that shows what is happening.” -E

“I like the page, I see that my donation is valued.” -J

“It does give the feeling ‘oh I did something and I get something in return’ and if you see all this you think ‘I contribute to this’, but I am not sure.. it does not give me an exclusive feeling, but that does not mean that is a bad thing. It is nice to see what you have done and that gives the feeling that you have helped reach something.” -E

“The information is good. Short summaries in green, small video’s are good to give a better idea. [...] It could be more organized.” -F

“It does not feel very exclusive yet. These updates feel like they are available for anyone. [...] Maybe the video is sufficient, and that the page is kept up to date. [...] I think it helps if you make it more explicit [that it is for you as donor only].” -F

“You see more background information and you see already what they have done with the money, so I like to read that, and also what they plan to do. So specifically what they plan to do with your money.” -G

“There is a feeling of satisfaction but at the same time I do not feel much yet.” -C

“A lot is shown about the impact about the project you have donated to. And I think it is funny the koala thanks you. And if you want to get more updates, you can indicate that yourself. So if you find it very important, you can do that.” -G

“Oh this is very good. That you immediately can see updates about the project and see

where information is available. [...] When you have donated, you do not have the feeling you have ‘put it into a large jar’ and I do not know what happens with it. Now you get feedback of what happens with it and there are updates. That is nice.”-I

“Can I easily go here when I have donated? [After explaining where to find it again] That is nice, good idea. Again a lot of text. Less is more, I believe. Seeing the progress is nice, an image, a status is good. I would visualize this (the overview) also.”-A

“Maybe it is nice to add a timeline [...] so that it shows a process and know what they are doing.”-D

“It is nice, that it is shown when last they have done something (status: active). And also because of me it is possible that this happened; I think this might be highlighted more.”-D

4. The visualized impact of the challenges feels personal and motivates to do better

About all interviewees really liked the comparison (e.g. “that is a full travel case”) to make the impact more tangible and mainly understood the -21KG plastic that had been reached over the 7 challenges. However, the overview was still a bit chaotic and took some time to understand. But, seeing their own impact (in one overview) was something they really liked; all small challenges combined forming a larger individual impact and the ability to track it over time.

“That is cool. It is apparently as much as a city bike or travel case.”-J

“That you can, like a food diary, see if you see improvement. It will stimulate to do even better. [...] And that you are more aware of what it means.”-F

“The challenge itself does not [make me feel like having impact], but I think statistics are nice. That you can see after some amount of time that you have made so much impact.[...] Currently [the overview] is not clear. [...] I think [the overview] is one of the most powerful parts of the app, but it does not come fully into

its right ”-A

“You can calculate that if you do not do certain things, how much KG you can save. So, you see how you can make a difference.”-G

“You see what you saved by doing the challenges, that is nice to see. Than you really see your impact.”-G

“This tells me what I can save. [The comparison] is also funny. I like that it becomes tangible, in numbers, what you are doing. [...] -E

“I think it does [make me feel I can have impact], by being alert to bring your own cup to the AH to drink a coffee, I think it can make a difference. Now, I also do not buy plastic bags anymore. And I think this also is something you have to be aware of and then easily change. [...] And it does not take a lot of effort.”-I

“I can keep track of the plastic I saved that year. [...] If I make a calculation (in the challenge) and press ‘I accept the challenge’, then the overview changes as well. And then you can see it there. (Pointing at the suitcase) Will there be bigger things here as well? [...] The [comparison].. for 21KG you do not really have an image of what it is, but when you have dragged a suitcase once, than you know what it is.”-I

“It feels like something small, but every bit helps. [...] And (by doing it and others seeing you do it) you also make other people aware of the steps.”-C

“I think it is good to visualize; I believe it gives motivation. [...] Sometimes numbers are also abstract, so it is nice that it says ‘hey, this is equal to. a suitcase’. Then you have a better image; so much I already do not throw away into nature.”-C

“[The overview tells me] how much KG things whey in plastic; [the 21KG] is for the amount of plastic waste. [...] Good comparisons. Maybe you can do more of these. [...] The suitcase is nice, but some more. [...] Than you have a more ‘oh yeah’ moment.”-H

The slider however was not clear for any participant; many suggested a piechart and

more direct link to the 21KG to visualize this better. As the impact is calculated within the challenges, this number of -21KG would feel more personal when the challenges were done by the participants themselves, probably.

“In the real [app] I would have filled this in myself and then it is probably more naturally where this [slider] stands for. Because I never use coffee cups, so I did not link it to my own use.”-F

“I do not see clearly what is what. [...] I have saved 21KG, that is the amount of a full travel case... ah nice...it is nice that you can compare it to other things. It would be really nice if I could compare it to things that are even closer to me.[...]But such things are nice, that you can see it to scale.”-D

“I think it is important to leave it in [the -21KG], just like with a food diary again, that you normally are not aware of how much something is, but when you see it you take it into account and think ‘it is so little effort to not do it, and apparently it has so much impact, I can better keep it’ so I think that is important.”-F

“As you have the impact calculation, it does give the feeling that you can do something. And especially, when you go back and see what you save in a year when you add everything up.[...] But even if the whole population of Amsterdam does it with me, it probably is as much as a chemical company would waste in a month. [...]”-E

5. The user likes the idea of being able to support a selection of projects

About all interviewees really valued spending their donations by choosing a project themselves, feeling more in control and having a say in where the money is going to.

“Sometimes, with donating, it is that you just give a total amount and you do not know where the money is exactly going; it is just going to e.g. milieudefensie or WWF, but further, you do not know it. So it is better that can choose yourself. Because you do not always have to agree on the running projects, or they do not always have your interests.”-C

“I like it. Then you know where your money is

going to. [...] Not that nothing is going to the animals or other things.”-G

“Everyone has his/her own reasons to choose a project. One has more affinity with koalas, one more with turtles, tigers.. etc.”-H

“It is a sort of Kickstarter, but for a charity.”- A

6. The premium content motivates the user to donate to the projects

Many participants liked the idea of having something unique in return, the premium content, as they felt more important, valued or personally addressed. But having *all* information only available for donors was not necessary (it should be available for everyone to read about the projects). The premium content could be quite simple and does not really have to be much to satisfy the users (e.g. a photo of the saved animal, a background to download, some small update vlogs, a unique code/access to buy something special in the webshop; these were mentioned as possibilities as well).

“The video is nice as unique content. [...] Maybe video’s could also update, so that it makes sense that you follow it.”- F

“I do not think it is necessary (to be only for donors). [...] If it is important content, why not make it public. I would do special rewards, that you can for example only via this page buy a stuffed animal of a koala. But information has to be freely available, I believe. [...] Something that does not mean much, but is nice to have. [Only having access as a donor] does not give a nice feeling [...] I do not think that because I pay money I need to have access to something like this, especially when it comes to information.”-A

It is nice [that you get something unique in return]. It makes it more personal.[...] And maybe after a certain amount of time another update; a moment when he is send back to nature, that you then get it (an update). I would like that.”-H

“The special thank you page and the points I can use for rewards [make me feel important in relation to WWF]” -J

"I like the thank you from Maryanne the Koala. [...] It's nice, you have a bit more interaction or personal attention, I feel. A bit more self-glorification as well."-I

"[the video as unique content] that is nice! [...]"
-E

"[The short movie] does not matter much for me, it was also OK. if this was on the internet. [...] You do not do it for yourself."-G

Appendix N

Final prototype of the WWFxFYOU app

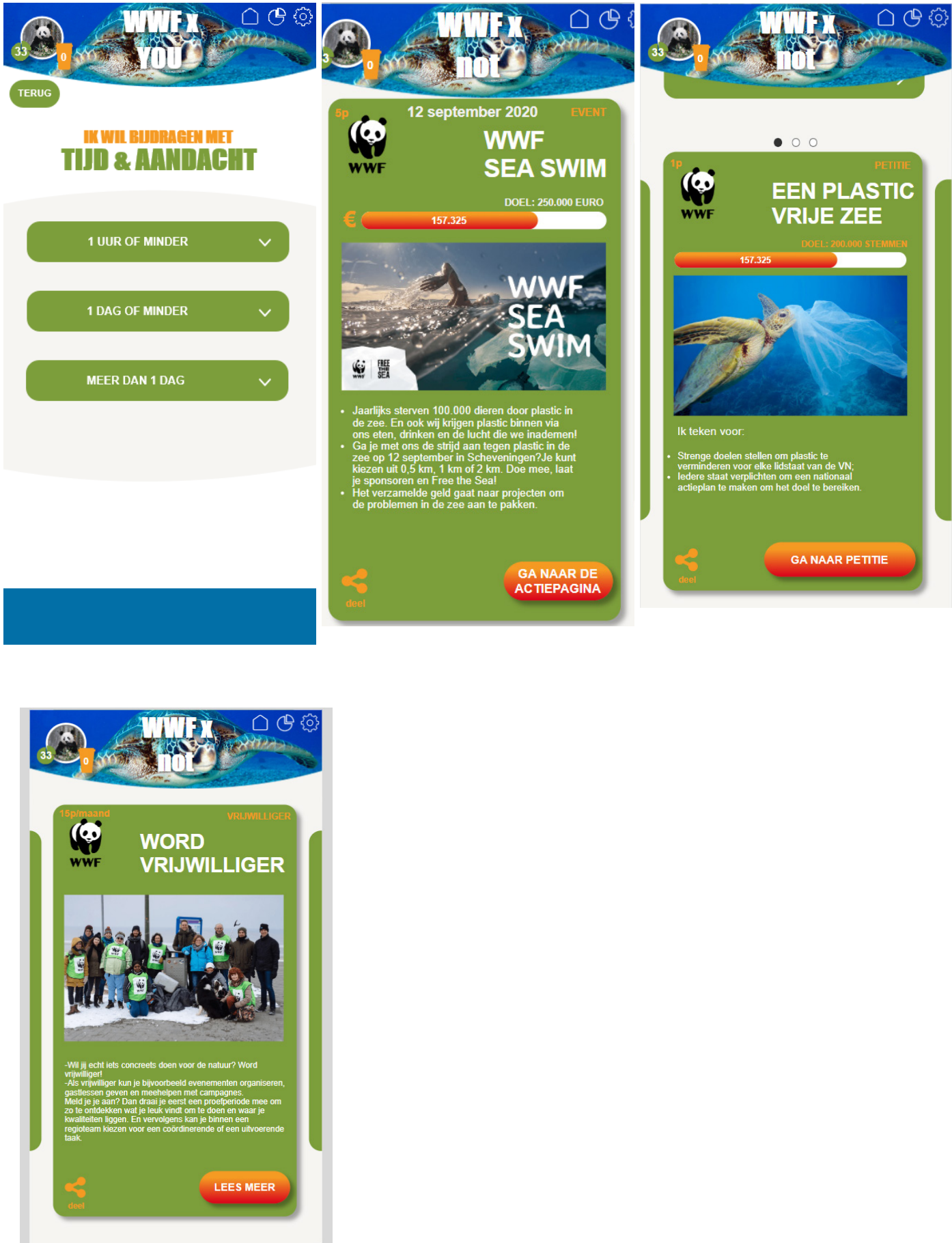
The different screens of the WWFxFYOU app (also available via link or QR code).

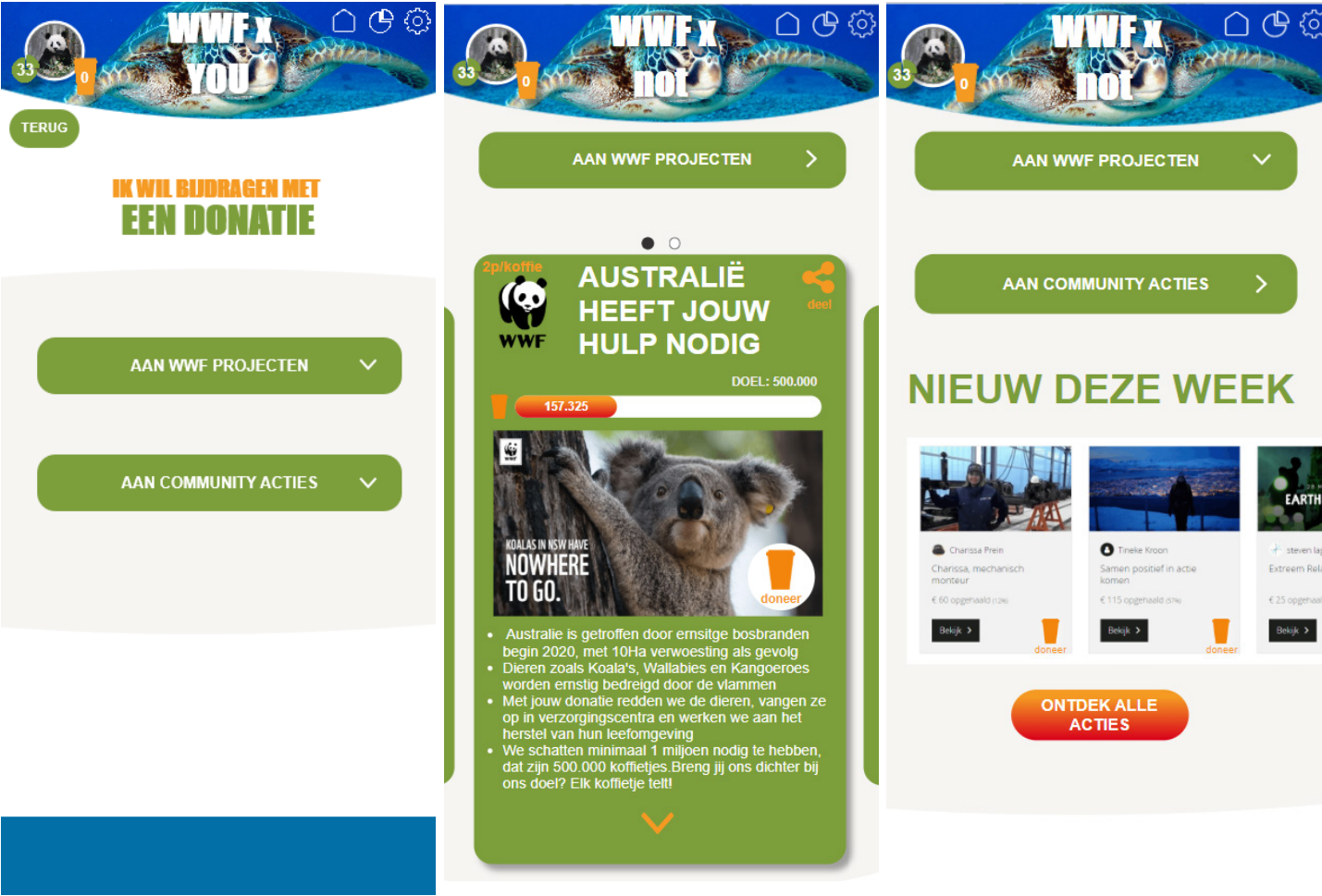
WWFxFYOU app log in











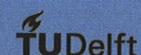
Appendix O

Approved project brief

future

0053008

24/2/20



IDE Master Graduation

Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT

Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

STUDENT DATA & MASTER PROGRAMME

Save this form according the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy". Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1 !



family name Braams
initials MMF given name Marialessandra
student number _____
street & no. _____
zipcode & city _____
country Netherlands
phone _____
email _____

Your master programme (only select the options that apply to you):

IDE master(s): ☐ IPD ☐ Dfl ☒ SPD

2nd non-IDE master: _____

individual programme: _____ (give date of approval)

honours programme: ☐ Honours Programme Master

specialisation / annotation: ☐ Medisign

☐ Tech. in Sustainable Design

☐ Entrepreneurship

SUPERVISORY TEAM **

Fill in the required data for the supervisory team members. Please check the instructions on the right !

** chair PhD. Cankurtaran, P. dept. / section: PIM/MCR

** mentor Prof. dr. Schoormans, J.P.L. dept. / section: PIM/MCR

2nd mentor Laura Dokter

organisation: WWF-NL

city: Zeist country: Netherlands

comments (optional) Both chair and mentor are from the section Marketing & Consumer research. In 'final comments' I explain more about this decision and why I believe I could not have picked a better chair and mentor for this specific project.

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v..



Second mentor only applies in case the assignment is hosted by an external organisation.



Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.



Procedural Checks - IDE Master Graduation

APPROVAL PROJECT BRIEF

To be filled in by the chair of the supervisory team.

Digitally signed by Pinar Cankurtaran
Date: 2020.02.21 12:24:19 +01'00'

chair PhD. Cankurtaran, P. date 21 - 02 - 2020 signature _____

CHECK STUDY PROGRESS

To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: 30 EC

Of which, taking the conditional requirements into account, can be part of the exam programme 30 EC

List of electives obtained before the third semester without approval of the BoE

☒ YES all 1st year master courses passed

☐ NO missing 1st year master courses are:

name _____ date 25 - 2 - 2020 signature mns

FORMAL APPROVAL GRADUATION PROJECT

To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **. Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks?
- Does the composition of the supervisory team comply with the regulations and fit the assignment?

Content: ☒ APPROVED ☐ NOT APPROVED

Procedure: ☒ APPROVED ☐ NOT APPROVED

comments

name Mv Mogen date 2-3-20 signature [Signature]