

WALDEN HYDE

SUSTAINABILITY

UX





## A Better User Experience

We hear it over and over again from brands—I want to do what Patagonia does. But when it comes to opening deep dialogue and building consumer trust around social and environmental issues, many brands struggle to do so in a meaningful way.

People are busy, habits are ingrained, and information is overwhelming. A brand's plea for behavior change is easy to ignore if it doesn't provide an engaging user experience by lowering barriers, addressing consumer values, and offering a positive, personal incentive for change.

This guide provides a snapshot of the fundamental building blocks for creating a better sustainability user experience. Our ongoing research of sustainability in mainstream America consistently identifies the following key points for successful messaging around sustainability and behavior change issues.



## 10 Key Insights

01

**People do what is easy, obvious, and convenient.**

“If it’s easy for me, I’ll do it. Otherwise, I’ll file it under ‘get to it later.’”

02

**Time, convenience, and cost are the top three barriers that get in the way of behavior change.**

“Between work, helping my kids with homework, and getting dinner on the table, I don’t have the time or energy to think about anything else, much less the money.”

*Note: Quotes are from consumer interviews.*





## 10 Key Insights

03

**Guilt, platitudes, imperatives, and being overly literal rarely work for selling sustainability.**

“I think that climate change is important, but I’m just so tired of all of the fear. I just keep scrolling when I see climate change social media posts. It’s depressing.”

04

**Messaging must be relevant and immediate to people’s everyday lives; “Save the planet” messages are too big, abstract, and impersonal.**

“I’ve only seen polar bears in the zoo. I’m more worried about my family.”

05

**People are confused about sustainability. They look to trusted sources—such as friends, family, and media—for guidance.**

“There’s just too much stuff to wade through! My sister knows a lot though, so I tend to turn to her for advice about this stuff.”

06

**“Once people know better they do better” is not always true. Support, don’t educate.**

“I know I should ride my bike to work, but I still drive everyday ... it’s just easier when I need to run errands after work.”



## 10 Key Insights

07

**Sustainability can be framed to meet specific consumer values and world views.**

“I’m not a hippie, but I think supporting my local economy is important.”

08

**Personal and family health and wellness are common entry points to sustainable living.**

“My daughter’s skin is sensitive, so I try to buy ‘natural’ products, even if they cost more.”

09

**People respond to innovation, value, and opportunity.**

“I bought my electric car because it gets much better gas mileage and I’m saving money ... and it makes me feel like I’m doing something good.”

10

**Consumers respect and reward brands that show progress and transparency in sustainability, even if they are not perfect.**

“I like companies that seem really honest. I don’t trust ones that seem too perfect.”



**about us**



**We believe brands are the biggest  
levers of change in the world.**

# We Build Constructive Brands.

Guided by a strong reason for being, Constructive Brands advance profitability without screwing over current or future generations. They shift culture, build up employees, and future-proof resources. We make sure they are wildly successful.

Walden Hyde's team of researchers, designers, strategists, and storytellers has spent a decade building brands we believe in. Together, we conduct behavioral research, develop brand strategies and communications, and build award-winning creative for companies that change the world.

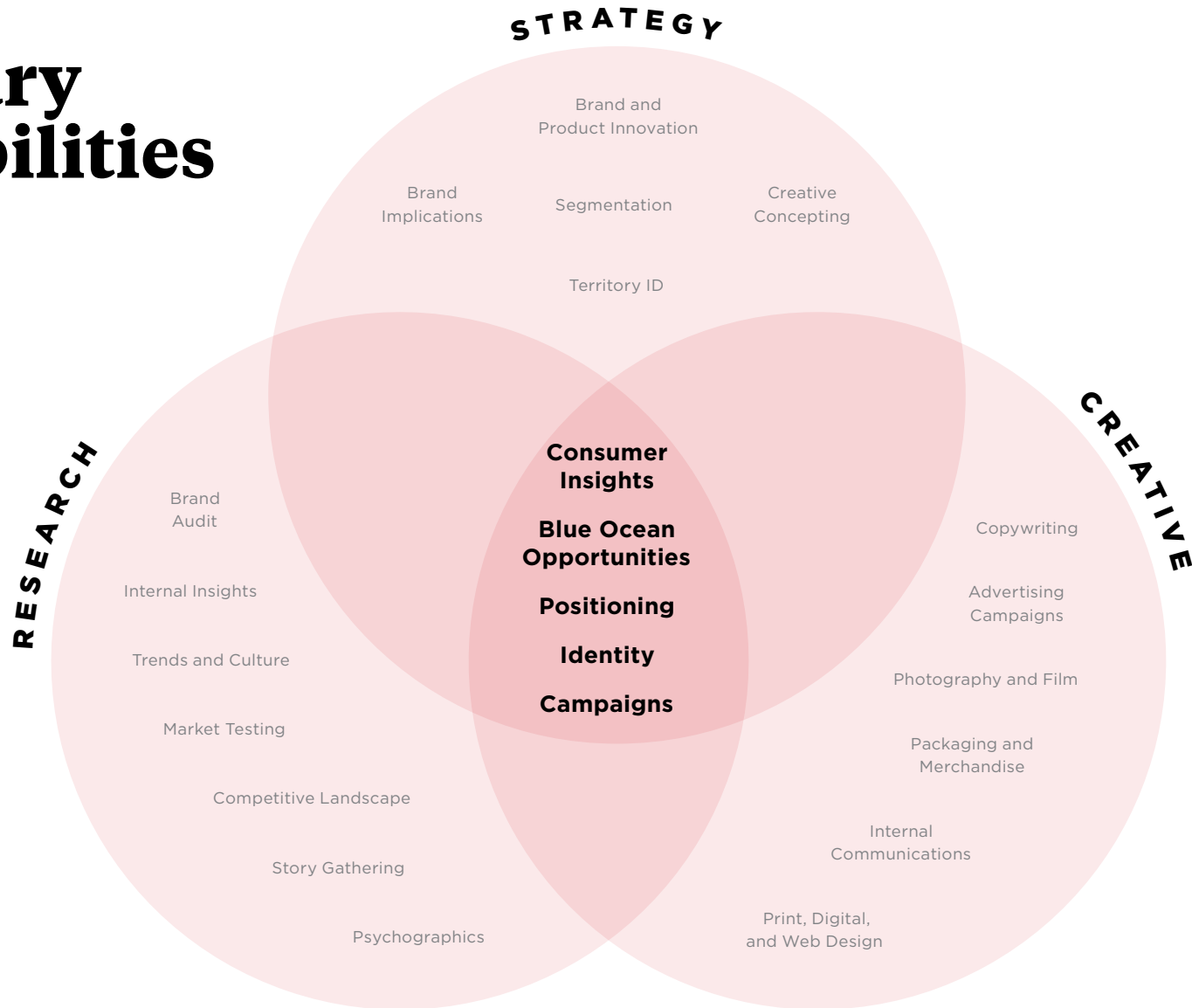




# Clients



# Primary Capabilities



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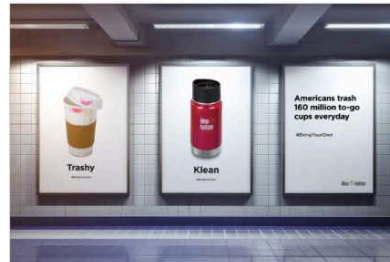
# Services



## Brand Identity

Build or refresh your brand

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## Brand Platform

Position and market your brand

[LEARN MORE →](#)



## Packaging

Get in their cart

[LEARN MORE →](#)



## CSR Report

Get the most out of your CSR report

[LEARN MORE →](#)



## Purpose Lab

Harness the power of purpose

[LEARN MORE →](#)



## "Future of" ... Studies

Find the answers you need

[LEARN MORE →](#)



# Core Team



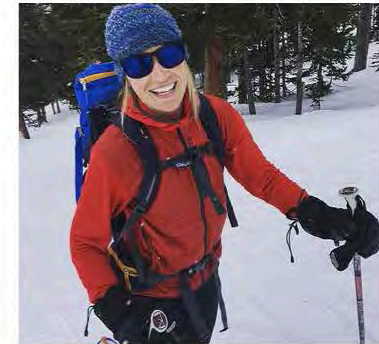
**ROBB SHURR**  
*Principal/CEO*



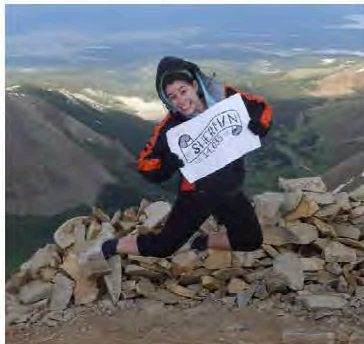
**LUCIA ROBINSON**  
*Principal/CCO*



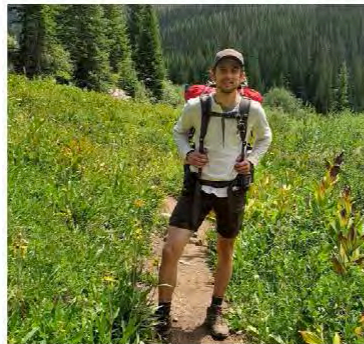
**KATHERINE DUNN**  
*Director of Strategy*



**TESSA HART**  
*Account Strategist*



**MEGAN DONOVAN**  
*Senior Design Lead*




**MICHAEL SMYJEWSKI**  
*Senior Design Lead*



**SASHA TENINTY**  
*Digital Strategist*



**NANCY COULTER-PARKER**  
*Senior Strategist*



**We'd love  
to work  
with you.**

WALDEN HYDE