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MAKING SENSE OF INTERACTIVE BUSINESS

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» In terms of the development of sustainable products and services, some of the key considerations include:

Increasing awareness & education: People have to be able to understand the message that the product is putting across. This means using appropriate conventions, meeting behavioural expectations and reflecting customers' mental models of how the process should work.

Influencing decisions & decision making: People should have the appropriate tools to make the right choices which support their decisions. These could include a tool such as a carbon calculator when booking travel, consistent clear labelling such as making it obvious how to recycle, and the use of easy-to-understand iconography.

Standardisation of tools & labelling: This will ensure that people can make their choices more easily. For example, nutritional labelling and traffic-light systems are beginning to follow a standard format to which people are becoming accustomed. A sustainability kitemark is under consideration by the Design Council.