



On whose terms?

Perspectives on sustainable service design

Green ICT webinar 21.10.2021
Anna Savisaari



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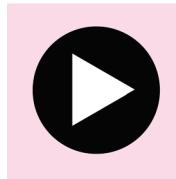
Service designer & Sustainability
lead @Exove Design

anna@exovedesign.com

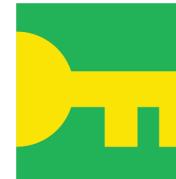
@savisaari

EXOVE

Exove - a digital agency



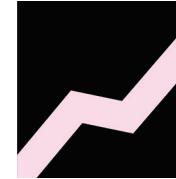
Founded in
2006



Domestic
100%



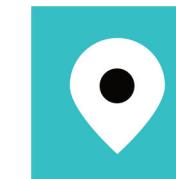
Employees
100



Financial situation
Stable



Ownership
**Janne Kalliola, CEO
& Union Marketing**



Offices
6
EXOVE



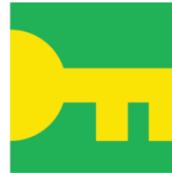
That is what we stand for.

Passion



We have a drive to work a little bit harder and to push a little bit further than the rest. We do not give up and we love what we do.

Expertise



We offer our customers the best expertise in the business. As a company we invest into the continuous development of our staff and we all do our best to grow our own as well as our friends expertise.

Openness



We are committed to openness and transparency. In Exove we share knowledge and information. Our working style is transparent and communication open.

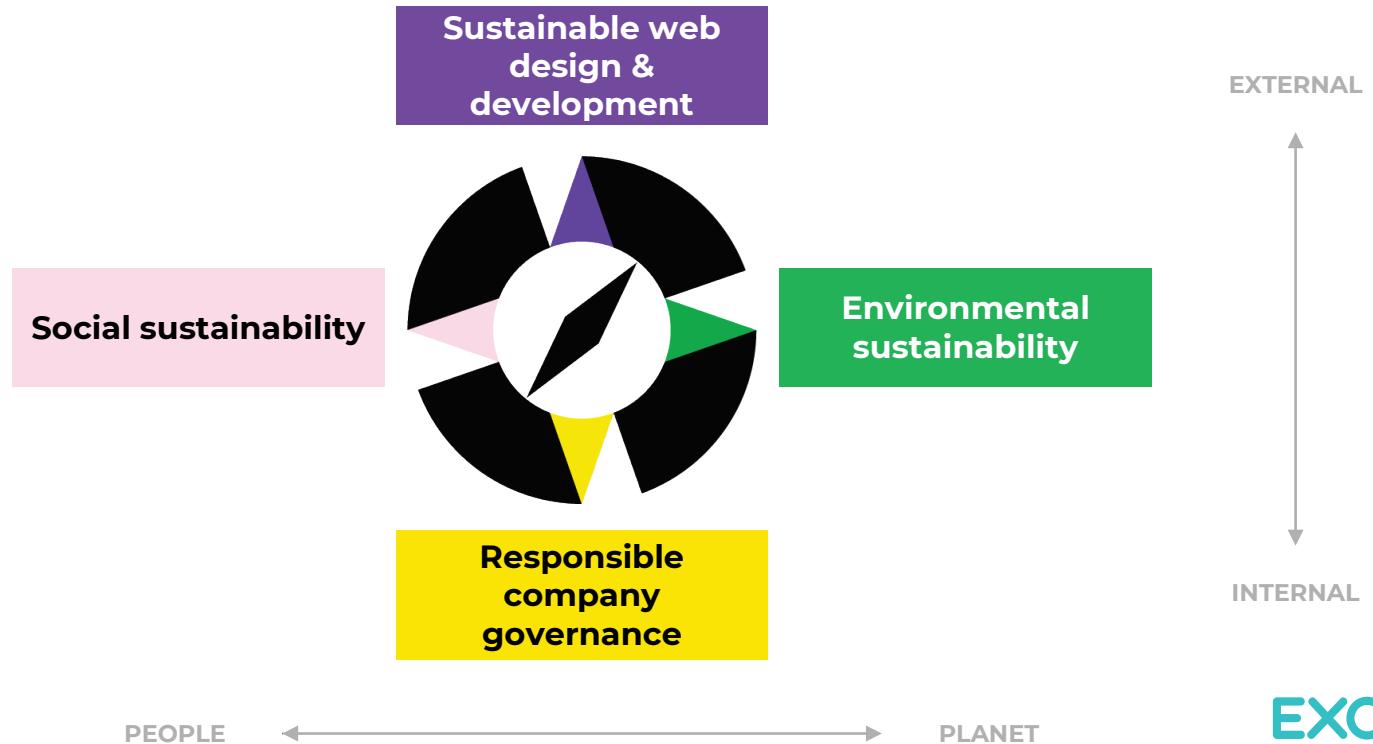


Care

We care for our employees and invest a lot in staff wellbeing and development. We care for each other and for the community. We care about our customers and their business.



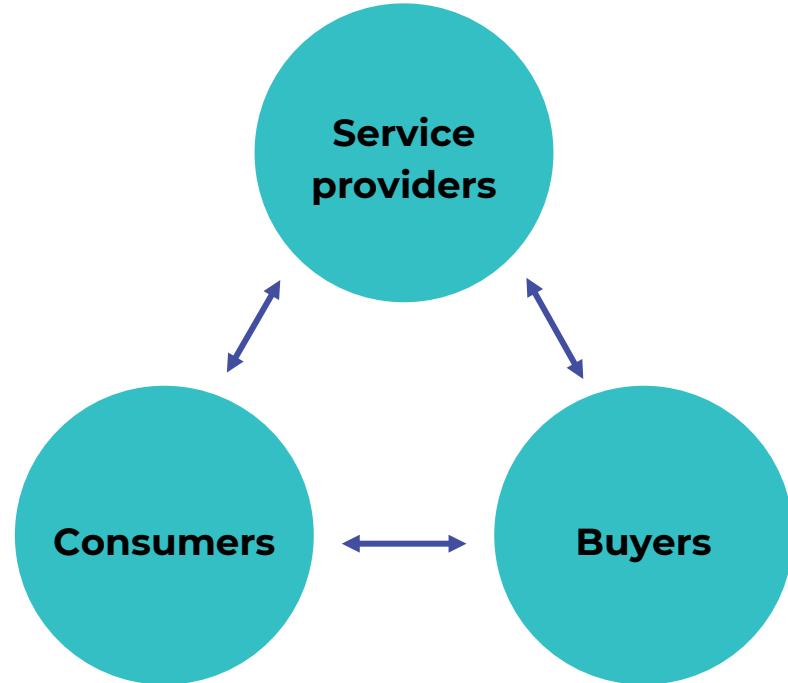
Exove Sustainability Compass

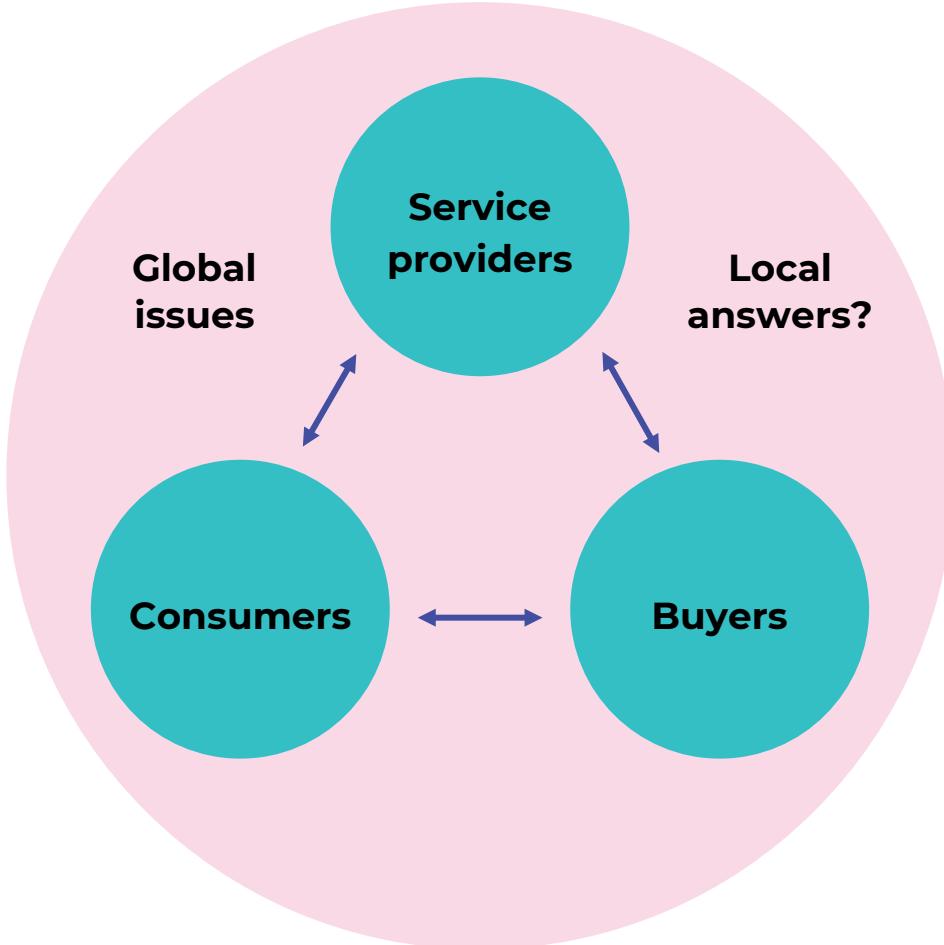


EXOVE

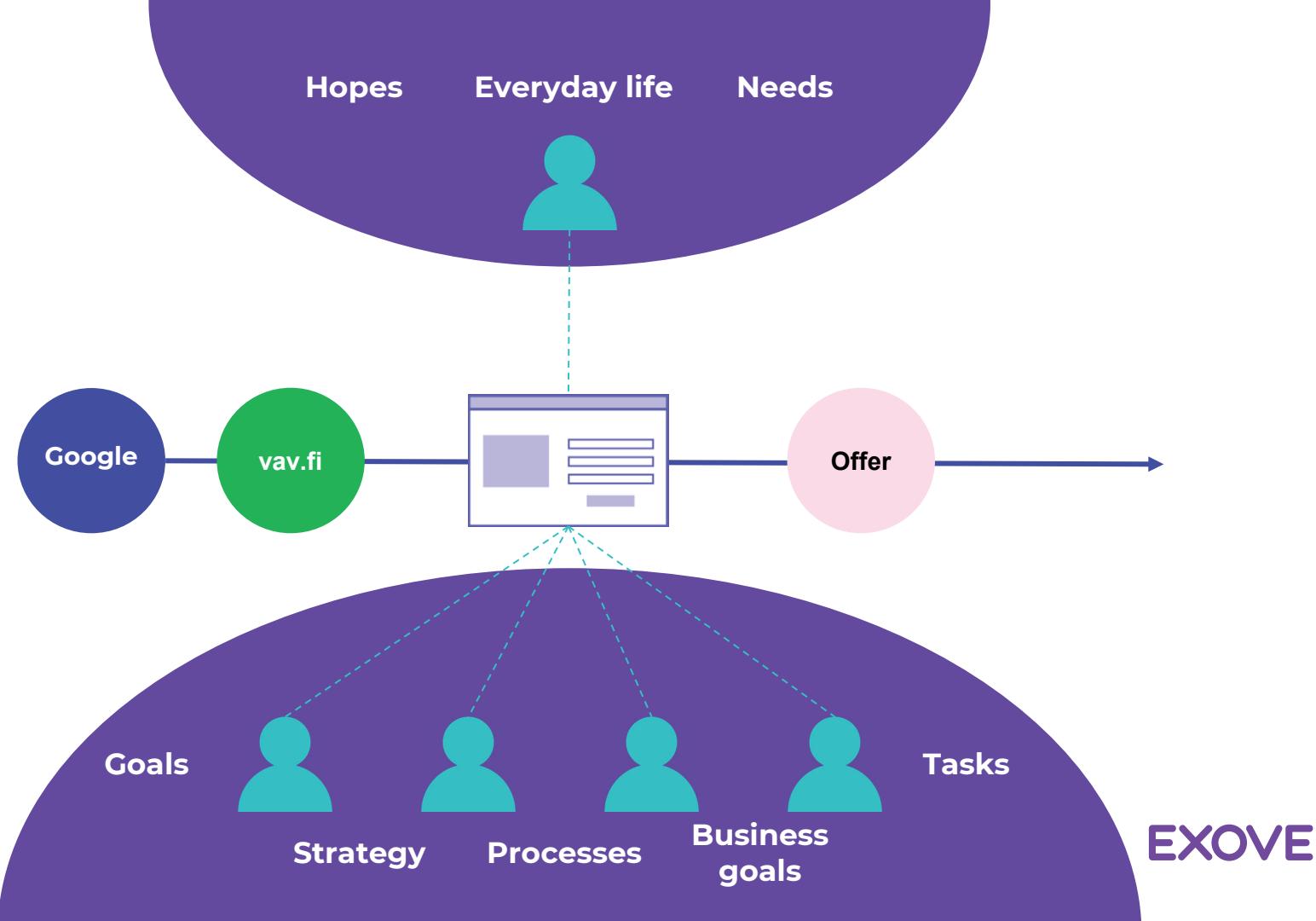


**Sustainability is
the new digital**





UI
vs.
UX
vs.
CX
vs.
SD





User is the heart of service design.

But “the user” is really thousands of users.

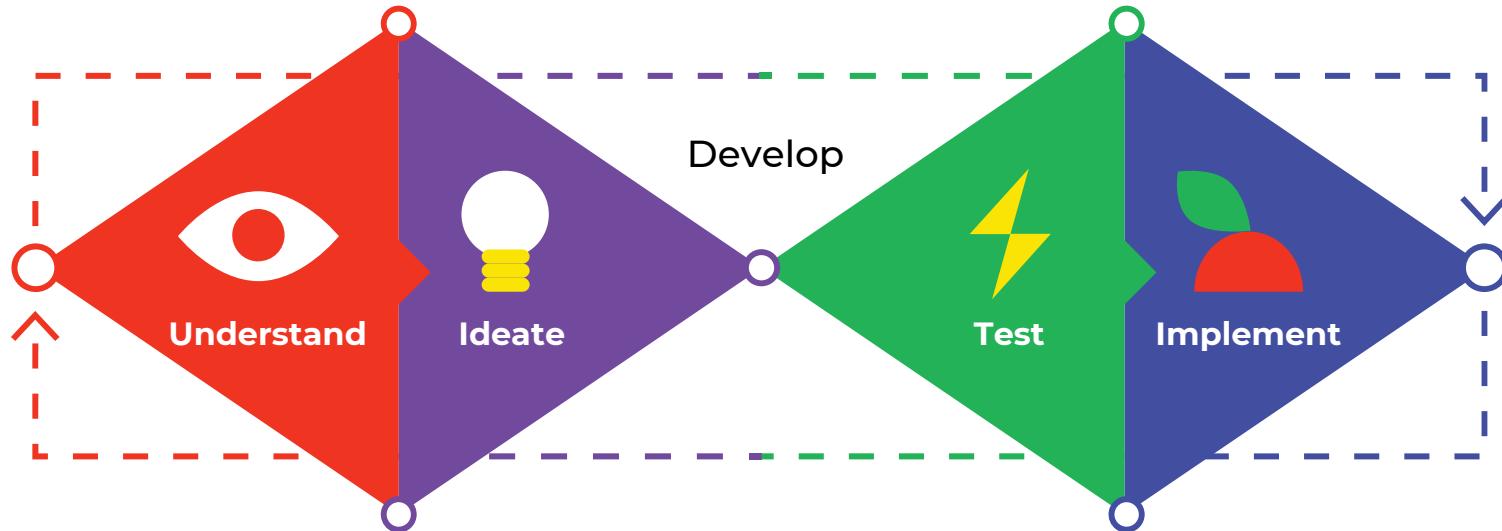
How can we service their needs sustainably?



Design process and sustainability



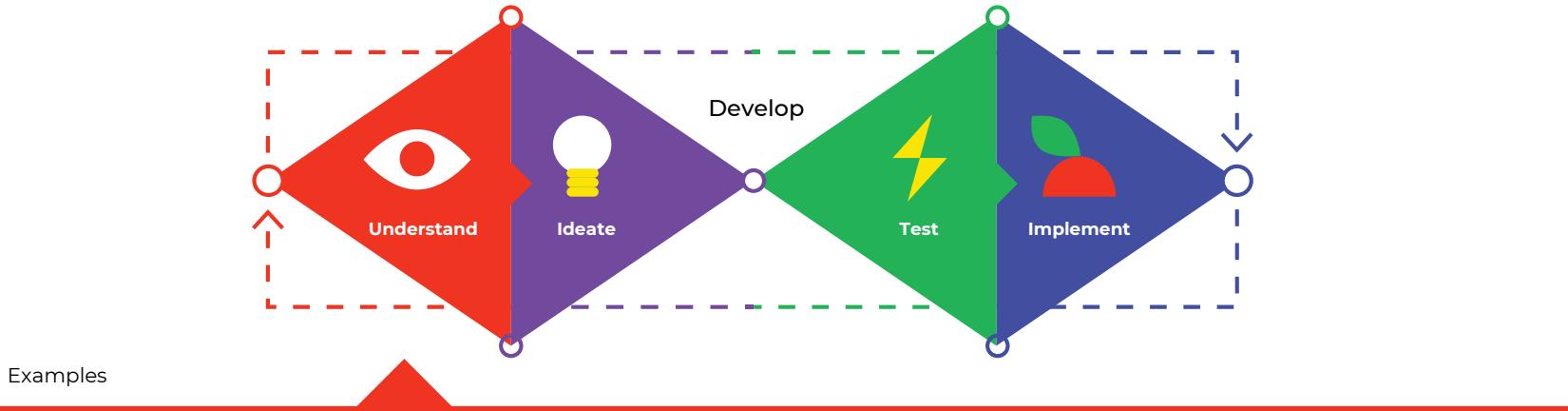
Design process and sustainability



In our view, social & environmental aspects (learning of and developing based on them) should to be considered **throughout** the design process.



Sustainability in service design: **UNDERSTAND**



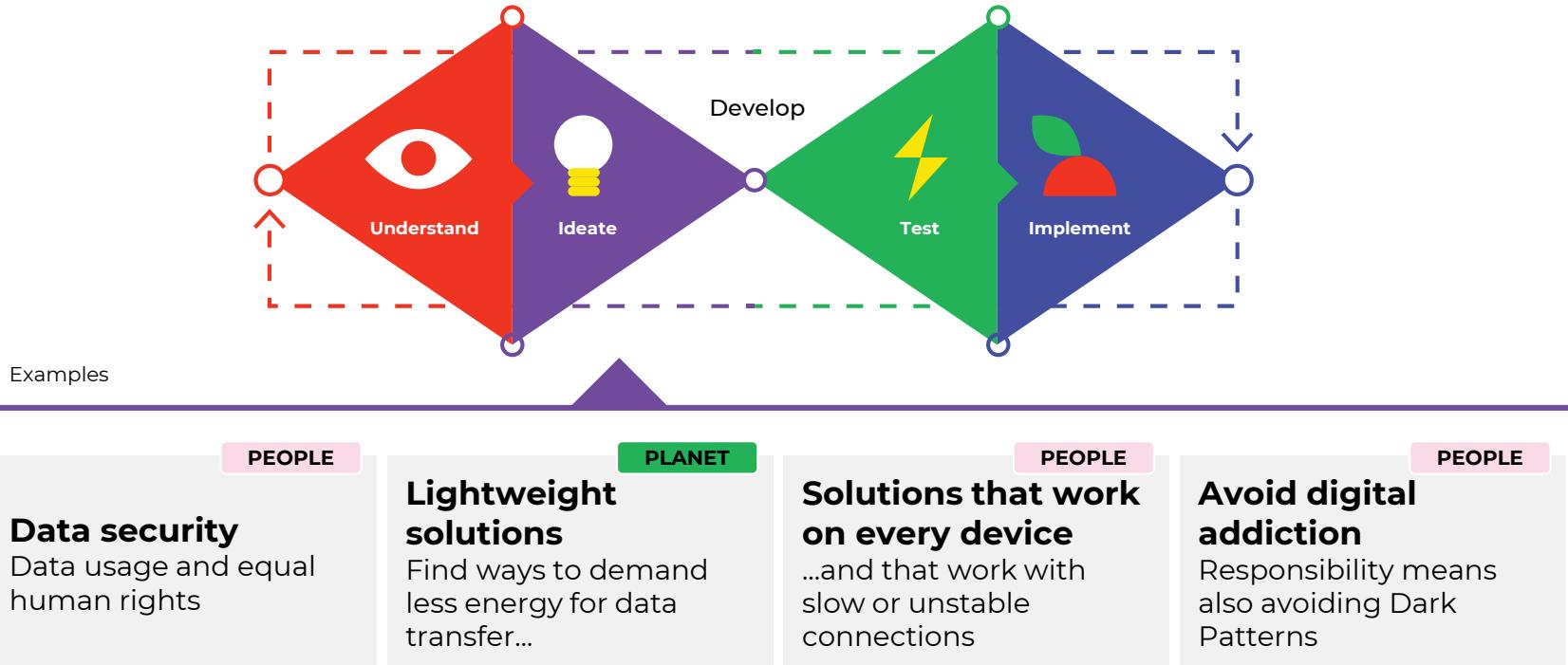
PEOPLE
Less-Biased Background Data
Acknowledge and challenge the biases in the data available

PEOPLE
Intersectional User Personas
Create personas that represent also marginalised

PEOPLE
Less-Biased User Research
Interview diverse people

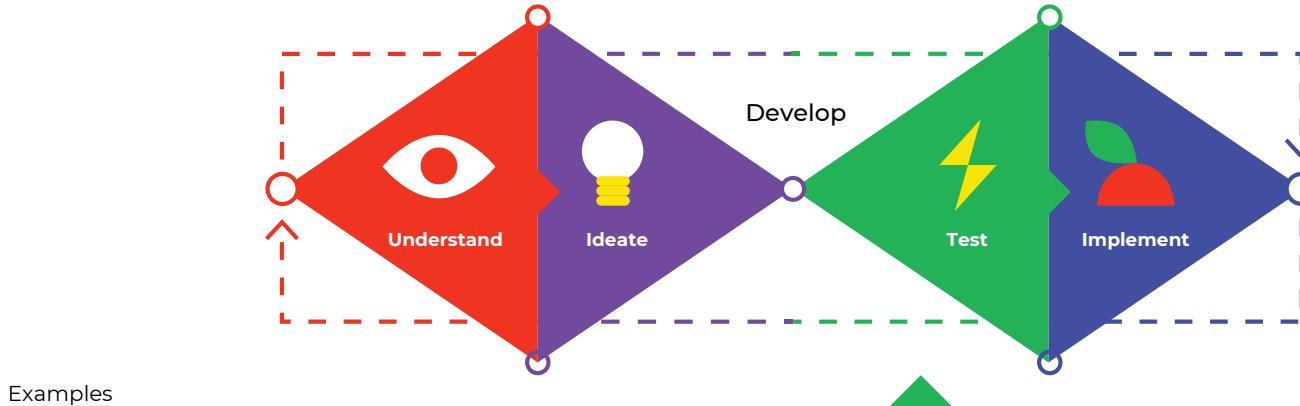


Sustainability in service design: IDEATE





Sustainability in service design: TEST



PEOPLE **Representation in user testing**

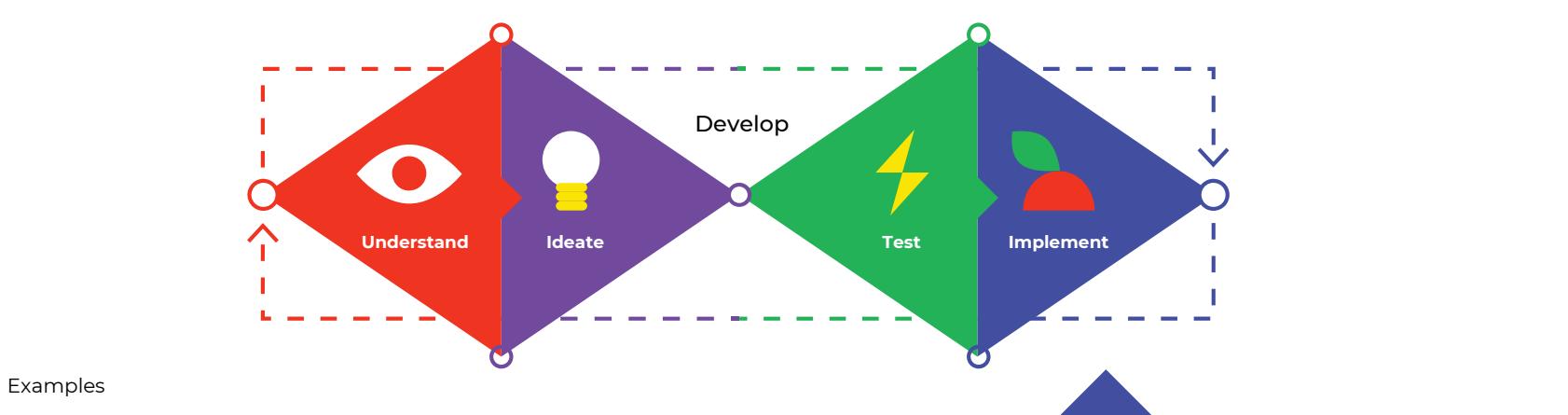
Diversity in users and their experiences help find wrong assumptions

PEOPLE **Use inclusive language and content**

Keep content in testing inclusive

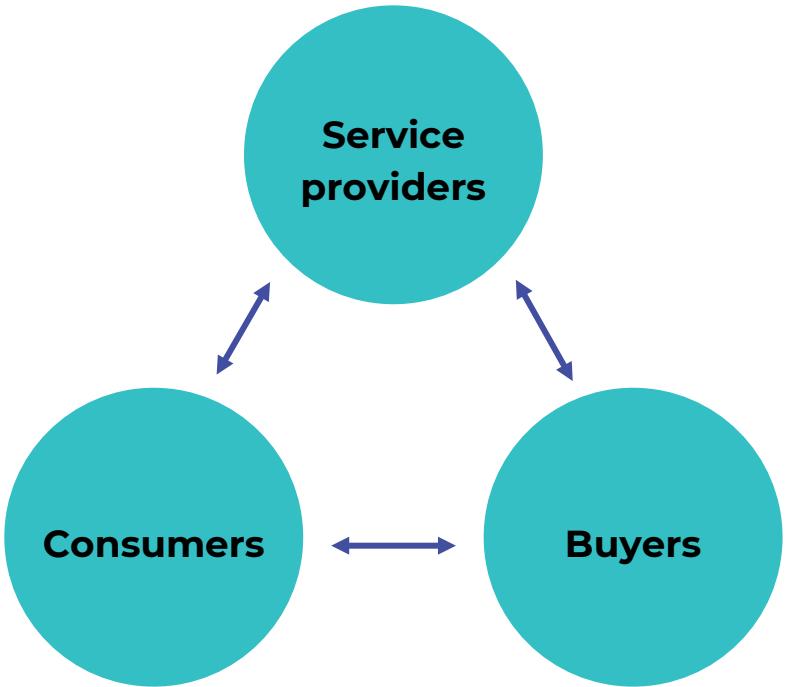


Sustainability in service design: IMPLEMENT



PEOPLE	PLANET	PLANET	PEOPLE
Follow accessibility principles Accessible to all users and devices, linear user journey	Linear User Journey Help user to avoid loading unnecessary pages or other content	Sustainable web development Open source, resilient solutions that use less energy	Sustainable content management Keep e.g. website content light & minimal

On whose terms?



EXOVE