HOW CAN WE PRODUCE SUSTAINABLE DESIGN?

Around us, many products are already being eco-designed. Packaging is shrinking, product sizes are decreasing, less raw materials are being used, the contents are more respectful to the environment and the health of users.

Can the same be done with digital services? The answer is yes, of course.

The notions of manufacturing, transport and packaging, use and end of life, apply just as much to a bottle of milk as to a digital service. Sustainable design will require us to push the approach we apply to our projects a little further.

Knowing our users is essential in order to challenge their perceived requirements and move towards more frugality and inclusion. Definitions of personae are the basis of UX (user experience) design methods. Is the expressed requirement really proven, can it be satisfied as simply as possible without complexity, "digital fat" or bloatware? In the kitchen as in computing, it is easier to make a fat-free recipe, rather than trying to remove the fat from a dish served to a guest.

Sustainable design also means relying on best practices acquired through experience or made available by the entire Sustainable IT community.

Finding sustainable design solutions provides fertile ground for innovation, with new challenges to overcome, without increasing environmental debt or excluding the user. Innovation is not an endless technological race. When the service is made available to users, we can inform them of the consequences of their use using indicators, raising their awareness in order to progress towards a more virtuous use of the digital service.

Let's also learn to turn the page, a service at the end of its life must be deleted. Who has never hesitated when faced with the question: are you sure you want to delete this item? Preparing for the deletion phase will help you to calmly answer YES to this question, when the time comes.

You have all of this in mind when you find yourself in front of your screen. Sustainable design encourages you to systematize these practices.

You may sometimes feel that certain decisions are outside of your scope. However, when you identify a potential security breach, you raise the alert so that an adjustment can be made. You have the same power with sustainable design. If a user's requirement is unjustified, if the technical architecture is oversized, if a service can only be used on the latest generation of user terminals, you have the arguments to hand that will enable the issue to be re-evaluated.