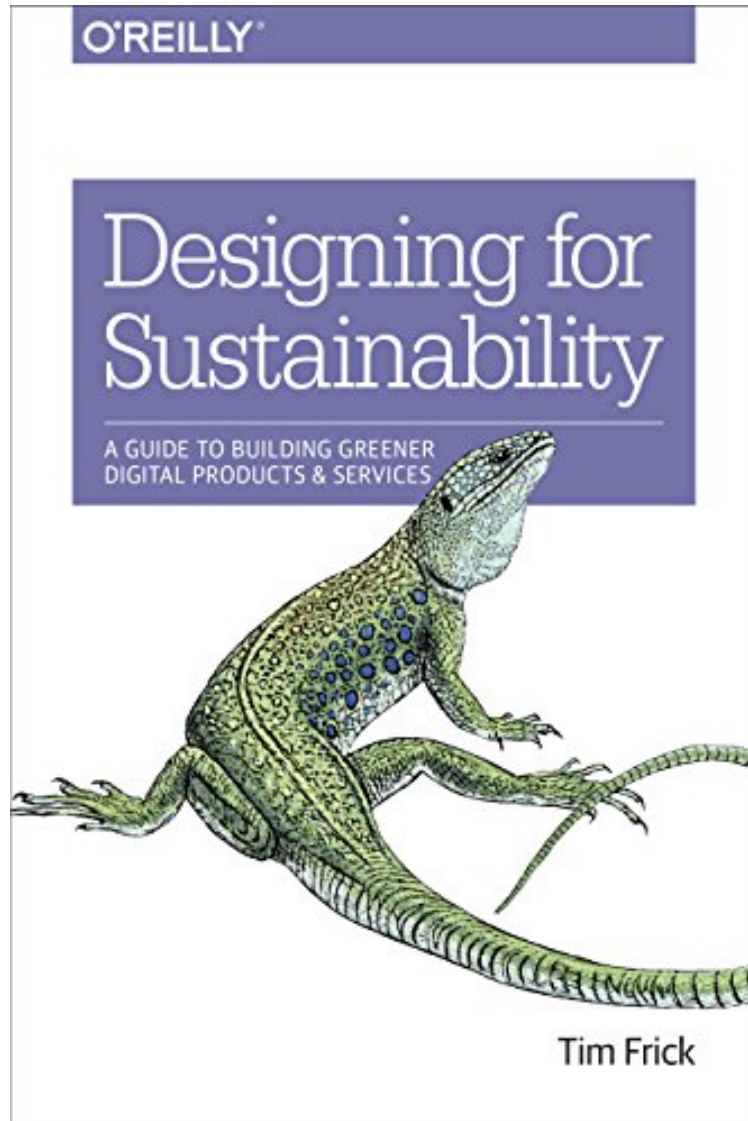


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Designing for Sustainability: A Guide to Building Greener Digital Products and Services

Tim Frick

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Tim Frick : Designing for Sustainability: A Guide to Building Greener Digital Products and Services before purchasing it in order to gage whether or not it would be worth my time, and all praised Designing for Sustainability: A Guide to Building Greener Digital Products and Services:

0 of 0 people found the following review helpful. Incredibly timely topic addressed by a real expertBy A GershomFinally! A book that addresses the sustainability implications behind design and technology platform choices that we make as marketers, designers and developers of digital marketing tools. I found the book comprehensive and

eye-opening (e.g. if the internet were a country, it would be the sixth largest in terms of electricity use). I'm excited to try to apply some of these ideas into my own work and hope that making more sustainable design and development decisions becomes the norm for practitioners. 0 of 0 people found the following review helpful. For Ordinary Computer Users, Too--Explains Why Digital Computing Is NOT "Green" By Lynne E. You don't have to be a software engineer to understand and appreciate the lessons to be learned from DESIGNING FOR SUSTAINABILITY: A GUIDE TO BUILDING GREENER DIGITAL PRODUCTS AND SERVICES. Internet users like myself tend to think of digital computing as "green"--after all, doesn't paperless banking save trees and paper-manufacturing costs; doesn't online shopping save personal time and gasoline, and reduce auto emissions? But, as this book points out, digital computing consumes enormous amounts of power, and generating that power contributes to global air pollution and climate change. Furthermore, the new Internet of Things threatens to overwhelm us all with gadgets, gadgets that are reporting data in real time (and consuming even more power). Even a single Tweet adds the CO2 equivalent of a human fart to the atmosphere! This book doesn't advocate doing away with digital computing, but it does discuss ways that digital gadgets and systems can be designed to have less impact on the environment. For example, digital thermostats can have their real-time reporting combined with other gadgets' reporting, through "smart home" software, to reduce the total power needs of all the gadgets. This book is a real eye-opener, for pointing out the many hidden ways that digital computing is decidedly NOT "green". 0 of 0 people found the following review helpful. A Clarion Call By Andrew E Boardman Designing for Sustainability is a must-read for designers and developers who care about the future of the planet - which, I assume is more than 90% of us! In clear terms, Tim illustrates for us how the web and the applications that power our digital, daily lives are also direct contributors to our warming planet. Tim is able to use very technical terms and concepts in a way that a layperson can easily understand. (This is no easy task, as anyone who has helped an elder with a smartphone might attest.) At the same time, and throughout the book, Tim urges us to start thinking differently about our digital footprint, which is making up a larger and potentially catastrophic portion of our carbon footprint. Designing for Sustainability is much more than a book about design and sustainability. It is also a beautifully crafted clarion call to everyone who uses the web - currently standing at 3.5 billion people - to begin a conversation about how our adaptation of digital products is adversely impacting our climate and our environment. (Full disclosure: I was one of the many people Tim interviewed during the making of this book.) I hope yoursquo;ll consider devouring this book.

Pixels use electricity, and a lot of it. If the Internet were a country, it would be the sixth largest in terms of electricity use. That's because today's average web page has surpassed two megabytes in size, leading to slow load times, frustrated users, and a lot of wasted energy. With this practical guide, your web design team will learn how to apply sustainability principles for creating speedy, user-friendly, and energy-efficient digital products and services. Author Tim Frick introduces a web design framework that focuses on four key areas where these principles can make a difference: content strategy, performance optimization, design and user experience, and green hosting. You'll discover how to provide users with a streamlined experience, while reducing the environmental impact of your products and services. Learn why 90% of the data that ever existed was created in the last year Use sustainability principles to innovate, reduce waste, and function more efficiently Explore green hosting, sustainable business practices, and lean/agile workflows Put the right things in front of users at precisely the moment they need them—and nothing more Increase site search engine visibility, streamline user experience, and make streaming video more efficient Use Action Items to explore concepts outlined in each chapter

About the Author A frequent speaker and conference presenter, Tim offers workshops and presentations on web design, content strategy, digital marketing, social impact business, and sustainability. He is passionate about the global B Corporation movement and co-hosts Chicago area B Corp networking events. Tim is also the author of three books, which are used at higher learning institutions across the U.S. and Europe, including Johns Hopkins University, Columbia University, the Art Institutes, and Full Sail University, among others. Tim sits on the board of Climate Ride, a national charity bike ride for sustainable solutions. He is also co-host of Content Jam, a one-day conference for those who create or curate content for the web.