The Interaction ’11 Student Design Competition challenge was to design a **collaborative consumption** system that helps reduce our environmental footprint.

**inspiration**
People in **co-ops and group houses** frequently borrow from each other instead of buying new.

**research**
We interviewed:
- people in **group houses** to learn how sharing works for them
- people in **apartment buildings** to learn about their experiences with their neighbors

**solution**
Encourage **sharing in apartment buildings** by helping neighbors get to know each other.

**how it works**

**findings › features**

<table>
<thead>
<tr>
<th>FINDING</th>
<th>FEATURE</th>
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<tbody>
<tr>
<td>Many people living in city apartment buildings don’t know their neighbors and find it hard to meet them.</td>
<td>The building directory helps put names to faces.</td>
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<td>People appreciate practical help from neighbors (like dog walking, plant watering, etc.).</td>
<td>The directory includes preferred contact methods so neighbors can arrange to do favors for each other.</td>
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<td>Evidence of reciprocity is necessary to convince people to start sharing.</td>
<td>The system sends weekly emails showing who is currently willing to share what.</td>
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<td>Flyers, posters, and stickers are currently common methods of sharing information in apartment buildings.</td>
<td>The website generates printable leaflets for every posting to spread awareness of the system.</td>
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**our story**

We submitted a short **video** explaining our idea and were accepted to the competition as finalists.

During the **conference** we did additional research, refined our design, and got feedback from the judges.

We presented our prototype on the main stage at the conference and placed third in the competition.