

## JAMIE'S FEEDBACK:

1. Feedback on the introduction:

1a) is it too long?

No not at all. For me it was the exact length it took me to read the sentences in my head.

1b) is it clear?

Yes, and I love that it's experiential and interactive.

2. Feedback on the coverage of options:

2a) Did you know these existed previously?

Yes, but only because we have an entire module in our Crows In A Row end-of-life planning program on body disposition. We send a list of links to our participants but I would much rather send them a link to your website so participants can have an experiential experience of coming into contact with the information. We always like to include an experiential and interactive element into each of our modules but we really didn't have a way to do that before with the body disposition topic. If we could send clients to your website, that would fill that gap! Based on the people we've worked with before, I feel very confident in saying that they would have really enjoyed your website and would have found it meaningful and informative. Pedagogically, we understand that transformation occurs when knowledge meets experience and that's exactly what your website is offering.

2b) Are there any options you know of that are missing?

No, you've done a wonderful job capturing the environmentally friendly options and the visuals that go along with each are outstanding. I was immediately drawn to the visual component and then to see that the information was so complete, so well communicated created a holistic and very memorable experience of learning about these options and contemplating my own choices

3c) would you do further research into any of these options?

Yes, even though I'm quite familiar with each, the actual process of selecting an animal, having the thought (and accompanying images) of re-entering the whole, really shifted the way I see these options. Your website and the visuals and interactive experience you've created allow for an immersion into the content that doesn't otherwise occur (and I can say this based on working with the topic of body disposition for 5 years). Even though I know the content and the concepts inside and out, it wasn't until seeing your website and engaging in the interactive element of it that I was able to embody the thoughts of what I want done with my body after I die and what that means for re-entering the cycle of life.

3. Does the message resonate? If so, how?

Yes, very deeply. Specifically, the beauty of the visuals is so captivating that it allowed me to access a different part of my brain (the more affective part) to be able to experience the topic, rather than just passively read about it. To be able to directly interact with the visuals is a great analogy for the agency we have in making decisions about what happens to our remains. I personally think about mortality and end-of-life planning options all the time because it's my work and passion, but in the conversations I've had with others (the 7 participants we got feedback from) it became very clear that for most people who do not think about mortality or end-of-life planning, it was a very effective conversation starter to get them thinking about impermanence and the importance of being aware of the options. All of them said that making an environmentally responsible decision was very important to them, but none of them had ever heard of any of the options that would allow them to do so! The website is highly effective at getting people to think about their mortality, to raise their awareness about the options for body disposition, to feel part of the whole (with other people, the environment, and the universe) and to start conversations about these topics. In our Crows In A Row work, we'd like to also use your website as a conversation starter for people who want to make their body disposition wishes known to their loved ones, but whose loved ones don't want to have the conversation. Being able to show people who otherwise wouldn't want to talk about death, your website, is a huge win for us and our clients since it will facilitate these conversations in an immersive, experiential and completely beautiful way!

Based on the feedback from others, I think the only improvement could be to indicate somehow from the start that there will be details about how to actually return to nature (the environmentally friendly body disposition options) from the beginning – but I don't know how you could do that without taking away from the beauty of the experience. Also, in addition to the animals, it would be great to be able to choose star dust, or a star or planet or comet or something that indicates the universe, as well as other plant life like a lavender sprig or a spruce tree. Just ideas.

## **PARTICIPANTS' FEEDBACKS:**

### 1. Feedback on the introduction:

#### 1. a) Is it too long?

The intro sequence is not too long, it's very cute!

Not too long, but you might want to give people the option of skipping ahead

Not too long. I would like it if the man disappeared and took me into the site so I don't have to click the let's start button

Not too long at all. Instantly captures my attention. Excellent time span

Not too long

Perfect length

Excellent length- exact amount of time to get me intrigued

#### 1. b) Is the intro clear? Does it deliver the message?

I believe so. It's a really nice visualization. Maybe the "world" tab could be closer to the end to emphasize the environmental aspect earlier

The loading screen could have a little more detail to entice people to click to get started (maybe more information about the environmental impact side of it)

It does but the emphasis would be better to first focus on the environmental issues as opposed to (or in addition to) the animals on the first screen

Absolutely- perfect mixture of visuals and words to describe the context. It's simple and the colors are inviting

It does deliver the message. Maybe the instructions could be more clear to select an animal (and maybe have other options like star dust to go along with the animals)

It was very clear and did a great job of delivering the message

Yes, clear and interesting

### 2. Feedback on the coverage of options:

#### 2. a) Did you know these options existed before seeing this website?

I only knew about the tree one. The freeze drying option is very interesting!

I didn't know about these green alternatives

I wasn't aware of these options before

No, this was a new learning experience for me

I had no idea

No, I didn't know any of these options existed

I didn't know about these incredible options

#### 2. b) Are there any options that you know of that are missing?

All 7 participants said no to this question

#### 2. c) would you do further research into any of these methods?

I would do more research into any companies that were linked on this page

Yes, the freeze drying option especially. I found this page (with the actual services) to be the most interesting

Yes, I would want to know more on the environmental benefits of doing this

Caught my interest about the freeze drying method and I will look into this further

Oh yes. I'm very interested in doing more research about these environmentally friendly methods

Absolutely. Especially since I thought my only options were traditional burial and cremation

Yes. I want to know as much as possible now

### 3. Does the message resonate? If so, how?

The message of alternative methods for body disposition resonates. I'd like to see more information about why these methods are important compared to traditional methods and information on how one chooses to do these methods

Yes, the biological aspect is really interesting. If I could make a change, it would be to have some purpose or objective earlier on. I found the services to be the most interesting part, but I don't know if I would click 4-5 pages in had I not already known what it was about

Yes. I think there could be more emphasis on the cycle of going back into nature. The "how" page is very cool

Yes. It opened up my mind to the possibilities after I pass. It makes me aware that we should consider environmentally friendly methods

Yes. It sparks interest into learning all the different environmentally responsible ways to dispose of my body after death. I'm excited to looking further into the options mentioned. The content about being part of the whole really resonated with me. It's cool to see how the rest of the world responds and to connect to others in that way is really special. The visual really helps capture that and the connection with the earth. It's interesting to see that you're like other people in the world

It resonates so much. The graphics are beautiful and the message is so important. It makes it much easier to think about a difficult decision when the information is presented so beautifully and makes me feel at one with others and the earth

Yes, very much. It's not necessarily easy to think about the concept of what to do with our bodies after death but this website really makes the process so much easier to think about and discuss.