EcoSteps

Your daily steps to a greener, more sustainable life.

Product Design(UI/UX)
Capstone Project

By: Ahana Podder

EcoSteps: Making Sustainable Living Simple and Habit-Forming

Urban lifestyles and growing climate awareness have motivated people to adopt sustainable habits — yet most individuals struggle to translate intention into consistent action. Sustainability often feels overwhelming, time-consuming, and difficult to maintain without the right guidance or motivation. Existing apps either focus on carbon tracking or isolated tips, but they fail to drive long-term behavior change.

This project proposes EcoSteps, a mobile app designed to make sustainable living simple, achievable, and habit-forming. EcoSteps breaks down sustainability into small daily micro-actions and uses behavioral science, gamification, and personalization to help users build eco-friendly routines that last. Through guided challenges, streaks, rewards, and community engagement, the app creates a supportive environment that encourages consistency and reinforces positive habits.

The goal of EcoSteps is to bridge the gap between awareness and action by empowering users to adopt sustainable behaviors one step at a time. The app provides clear impact insights, motivates users through rewards and social accountability, and promotes long-term engagement through a user-centered design.

EcoSteps has strong market potential given rising environmental consciousness, demand for wellness apps, and growing interest in conscious consumption among Gen Z and Millennials. With a freemium business model and partnerships with eco-brands and NGOs, the app presents scalable opportunities for both user growth and social impact.

Comparison with other similar apps that exists

Criteria	EcoSteps (Proposed)	JouleBug	Klima	Capture App	Recycle.Green (India)
Primary Focus	Habit-forming sustainable living	Gamified sustainability actions	Carbon footprint & offsetting	Carbon tracking	Recycling & zero-waste commerce
Target Users	Beginners to intermediate eco-conscious users	Students & communities	Climate-conscious individuals	Data-driven users	Urban households
Daily Micro-Habits	✔ Core feature	✔ Yes	✕ No	✕ No	✕ No
Personalization	✔ Based on lifestyle & goals	Limited	Medium	Limited	✕ Minimal
Habit Tracking & Streaks	✔ Yes	✔ Yes	✕ No	✕ No	✕ No
Gamification	Points, badges, challenges	Badges & challenges	✕ None	✕ None	Incentives only
Impact Visualization	Simple, relatable impact (plastic, water, CO_2)	General scores	Carbon metrics	Carbon metrics	Waste recycled
Community Features	Challenges & social motivation	Community challenges	✕ No	✕ No	Limited
Tone & Experience	Encouraging, non-judgmental	Fun & playful	Serious & data-heavy	Analytical	Transactional
Key Gap	—	Limited personalization	Not habit-forming	No behaviour change	No habit coaching

Insight drawn: Most sustainability apps focus on tracking or recycling rather than changing daily behavior. They lack personalization, habit-building mechanisms, and motivating experiences. Complex impact metrics and guilt-based messaging reduce long-term engagement. EcoSteps fills this gap by enabling simple, personalized, and habit-forming sustainable actions.

The 5S Model: EcoSteps Platform Architecture

Strategy (Why are we building this?)

- **Goal:** Make sustainable living simple, achievable, and habit-forming.
- **Target Users:** Gen Z & Millennials, Urban professionals, Eco-conscious individuals.
- **Problem We Solve:** Bridging intention-action gap; existing apps lack long-term behaviour change.
- **Value Proposition:** Supportive environment for consistent, positive, engaging sustainable habits.
- **Success Metrics:** User engagement, habit formation, community growth, app retention.

Scope (What features are we building?)

- **Must-have (MVP):** Daily micro-actions, habit tracking, gamified challenges, basic impact dashboard, personalized recommendations.
- **Should-have:** Rewards system, community feed, advanced analytics, educational content, smart home integration.
- **Could-have:** Carbon footprint tracking, local eco-event integration, eco-product partnerships.
- **Won't-have:** Complex financial tracking, direct product sales (initially), direct environmental sensor integration.

Structure (How the system works)

- **Main Modules:** User Profiles, Habit Engine, Gamification Layer, Impact Tracking, Community Hub, Recommendation System.
- **Core System Flow:** Onboarding → Habit selection/recommendation → Daily action logging → Progress tracking/feedback → Challenge participation → Reward accumulation → Community interaction.

Skeleton (Wireframe-level experience)

- **Key Screens/Flow:** Home Screen (summary), Habit Detail Screen (guidance, tracking), Challenges Page (browse, join, track), Impact Dashboard (metrics), Rewards Page (view, redeem), Community Section (feed, forums, leaderboards).

Surface (UI Design & Aesthetic Layer)

- **Visual Identity:** Clean, modern, vibrant, nature-inspired color palette.
- **UI Elements:** Intuitive navigation, clear action buttons, engaging illustrations/icons, smooth transitions.
- **Voice & Tone:** Encouraging, supportive, friendly, informative, empowering.
- **Brand Personality:** Optimistic, innovative, community-driven, impactful, accessible.
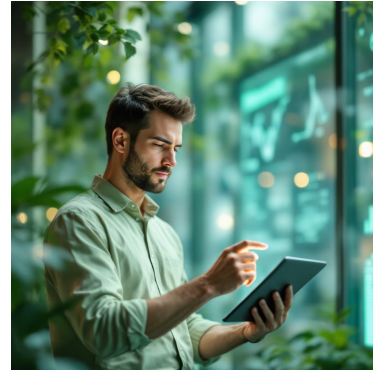
Personas

Riya Sharma
Age: 23

The Conscious Beginner

- **Profile:** Recent graduate, active on social media, aware of environmental issues but inconsistent in actions

- **Goals:** Easy-to-follow guidance on daily sustainable actions without feeling overwhelmed

- **Motivators:** Streaks, badges, small wins, social validation, and visible progress

- **Pain Points:** Information overwhelm, no structured plan, unclear where to start, loses motivation quickly

- **EcoSteps Value:** Bite-sized daily habits with gamification keep her engaged and motivated through achievements

Arjun Sanyal
Age: 28

The Eco-Driven Professional

- **Profile:** Urban professional with limited time, data-driven mindset, committed to reducing personal carbon footprint

- **Goals:** Track environmental impact with concrete metrics and insights while maintaining busy schedule

- **Motivators:** Data visualization, measurable impact, efficiency, long-term progress tracking

- **Pain Points:** Time constraints, needs quick wins, requires sustained motivation beyond initial enthusiasm

- **EcoSteps Value:** Impact dashboard and progress analytics provide data-driven validation of his sustainability efforts


Divya Agarwal
Age: 34

The Family-Oriented Homemaker

- **Profile:** Manages household, mother of two, wants to instill sustainable values in children

- **Goals:** Create sustainable routines for entire family that are practical, affordable, and educational

- **Motivators:** Family impact, health benefits, teaching children, community support, cost savings

- **Pain Points:** Simplified knowledge needed, cost concerns, balancing family needs with sustainability

- **EcoSteps Value:** Family-friendly challenges and community support help her build sustainable household routines

Customer Journey Map

Stage	Goal	Touchpoints	User Thoughts	Emotions	Pain Points
Awareness	Find easy ways to adopt a sustainable lifestyle	Social media ads, Instagram reels, influencers endorsing sustainable habits, blog posts, word-of-mouth, YouTube	"I want to be more sustainable, but I don't know where to start."	Curious, motivated	Overwhelming information with no guided starting point
Consideration	Evaluate app credibility and value	App Store reviews, website, demo videos, peer recommendations	"Will this app help me take small, practical steps?"	Interested but uncertain	Apps often feel complicated, unrealistic, or time-consuming
Onboarding	Set up profile, choose sustainability goals, understand app value	Sign-up flow, short tutorial, interest selection questionnaire	"Make this simple and personalized."	Neutral → impressed	Long onboarding, unclear instructions
Daily Engagement	Build sustainable habits through small, actionable tasks	Daily challenges, reminders, streaks, dashboard insights	"What can I accomplish today?"	Motivated, sometimes lazy or distracted	Losing streak → low motivation, unclear progress metrics
Progress Realization	Feel tangible impact of sustainable actions	Impact tracker (CO_2 saved, water saved), badges, progress milestones	"My actions are actually making a difference."	Proud, satisfied, encouraged	If impact metrics seem confusing or too generic, motivation drops
Community support	Learn from others and stay motivated	Community feed, forums, in-app support, FAQs	"I want tips and answers from people like me."	Connected, supported, relieved	Low community activity and delayed support responses
Loyalty & Advocacy	Continue long-term sustainable habits and inspire peers	Referral program rewards, community forum, social sharing, monthly impact summary	"I want to keep going and bring others on this journey."	Loyal, invested, enthusiastic	If the app stops feeling fresh, retention risks increase

User Flow
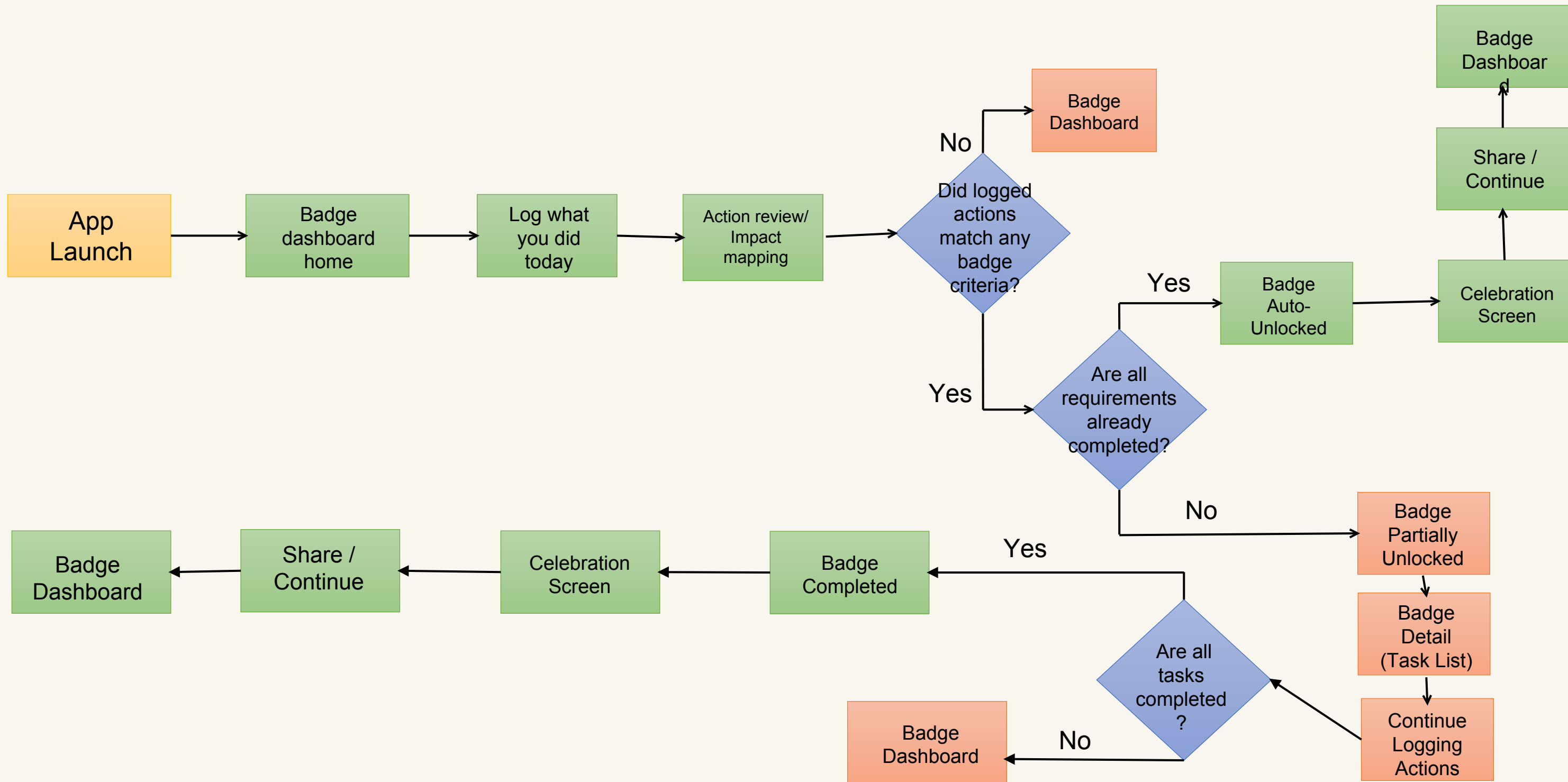
User Centered Design (UCD)

Business Goals

- Make sustainable living simple, approachable, and habitual
- Drive daily engagement through habit loops
- Build long-term user trust and retention
- Enable monetization via eco-partnerships, premium insights, and rewards

Target Users

- Primary: Urban individuals (18–40), sustainability-aware but inconsistent, busy professionals & students
- Secondary: Beginners to sustainable living, community-driven users seeking accountability

User Problems

- Sustainability feels overwhelming and complex
- Difficulty staying consistent with eco-friendly habits
- Lack of visible impact or progress
- Low motivation after initial excitement
- Fragmented tools for learning, tracking, and action

User Motives

- Desire to live more responsibly
- Want small, achievable daily wins
- Personal values alignment
- Social validation and belonging
- Feeling purposeful without lifestyle disruption

User Fears & Barriers

- Fear of not doing enough (eco-guilt)
- Fear of complexity and time commitment
- Fear of being judged or shamed
- Skepticism about whether actions matter

User-Centered Solutions

- Micro-habits with low effort, daily actions
- Habit streaks and gentle reminders
- Badge-based progress and rewards
- Clear visualization of personal impact
- Non-judgmental language and tone
- Optional social sharing and community support

Alternatives Users Use Today

- Sustainability blogs & content platforms
- Eco-footprint calculators
- Habit-tracking apps (non-sustainability focused)
- Social media challenges
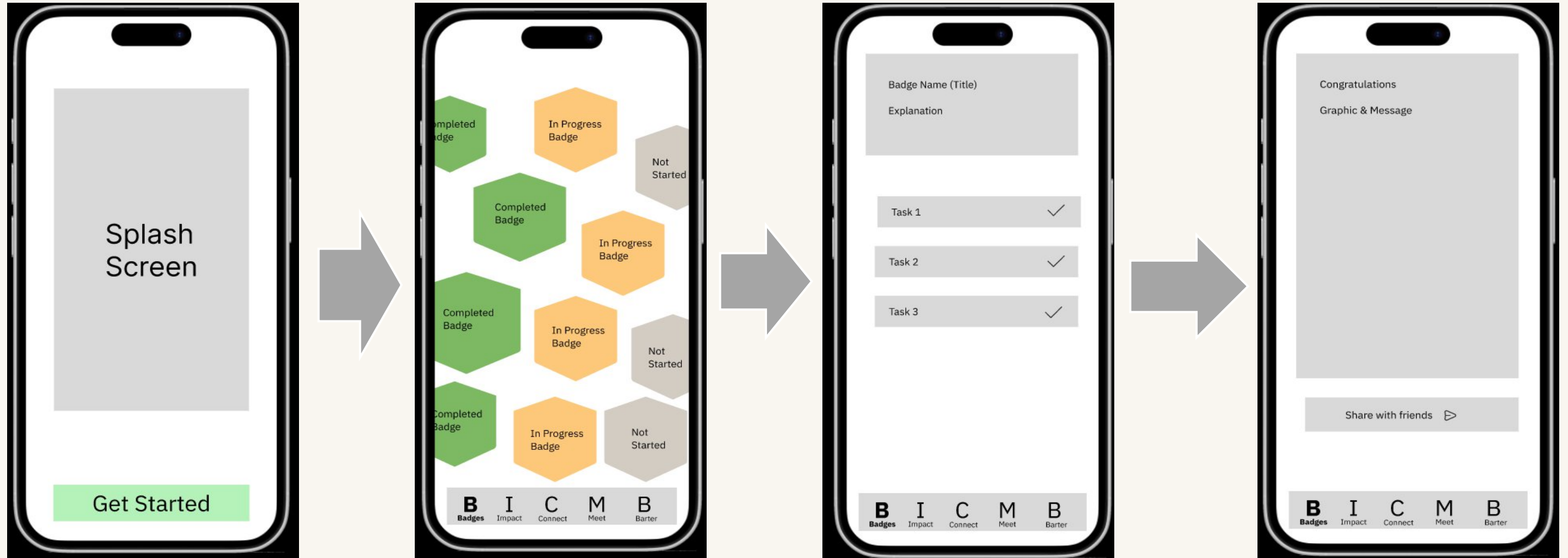- Offline lifestyle changes without guidance

Competitive Advantage

- Habit-first, not information-first approach
- Focus on consistency over perfection
- Designed for real-life constraints
- Combines education, action, and reward in one place

Unique Value Proposition

EcoSteps is a habit-forming sustainability app that makes eco-friendly living simple, achievable, and rewarding. By combining personalized micro-habits, gamification, and impact tracking, EcoSteps helps users build lasting sustainable routines—one small step at a time. "Sustainable living made simple — one small habit at a time."
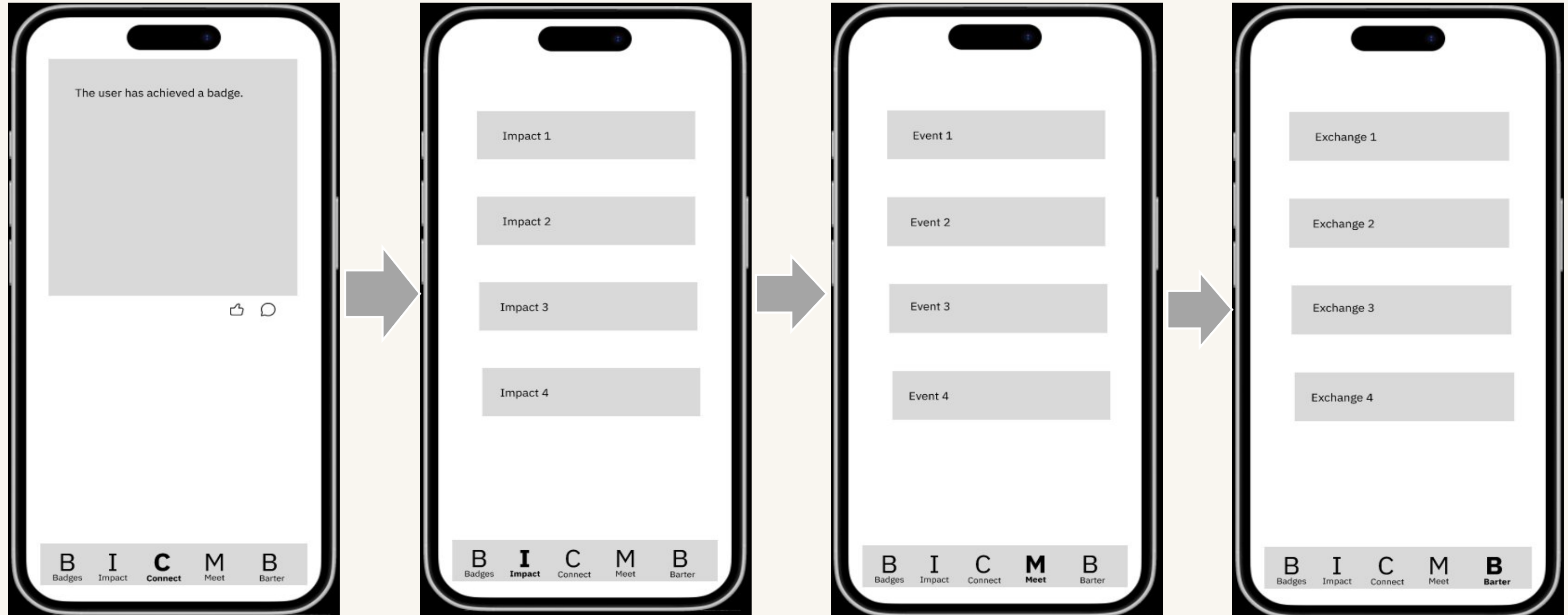
Experience Promise

- Empowered, not judged
- Motivated through progress
- Confident that small actions matter
- Supported in building long-term habits

Low-Fidelity

Low-Fidelity

Prototype

https://www.figma.com/proto/q8UDSK5A5Uh68wjkKIEHut/reHabit?node-id=3-86&p=f&t=umtBWdrdFQetrUvh-0&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=3%3A86