PERSONA: Martha Kent

Age: 40
Occupation: Pharmacist

Information:
- Vegan
- Drives a truck, in which she drives 20+ hours a week.
- Adventurous
- Enjoys lighting candles at home.
- Has 5 children, and she has to drive them around everywhere.
- Orders food often using UberEats.
- Facebook mom and very competitive with her friends.

Scenario: Martha's friend, Sarah, who is currently the number 1 rank on the EcoTrack leaderboard, recommends this website to her as a means to cut down her carbon emissions as Sarah sees Martha driving very frequently. Martha, skeptically, goes on the site and signs up for the first time. While on the homepage, she sees Sarah and the other top 2 on the leaderboard. She goes to her profile, then goes to the activity logger, where she fills out the series of questions. After filling out the logger, she sees sustainability tips, where the most pressing tip is reducing number of hours she drives. Then, the website promotes this by giving her challenges and badges related to driving and reducing it. Martha is renewed by a sense of determination to reduce her carbon emissions and eventually get overtake her friend on the leaderboard.

Screen 1 — Sign Up

https://ecotrack.com

EcoTrack
Changing the world one click at a time

Join today and help fight climate change

Sign Up

First Name:
Last Name:
Username:
Password:
Confirm Password:

SIGN UP

Already have an account? Log in

Screen 2 — Profile

https://ecotrack.com/profile.html

EcoTrack

Name: Martha Kent
Rank: D+
Level 1   5/100
                           5%

Screen 3 — Activity Logger

https://ecotrack.com/logger_tips/activ_logger.html

EcoTrack

Activity Logger

Do you have a non-electric car? If so, how many hours do you drive per week?

○ 0-5 hours
○ 6-10 hours
○ 11-20 hours
● 20+ hours

Screen 4 — Sustainability Tips

https://ecotrack.com/logger_tips/sustain_tips.html

EcoTrack

Sustainability Tips

Tip #1: Public transportation can drastically decrease the amount of carbon emission

Tip #2: Carpooling with just 1 other person can cut your combined carbon emission in half.

Tip #3: Buy groceries in bulk and cook at home to reduce costs and carbon emission instead of ordering delivery

Tip #4: Reduce the frequency you use candles and buy air fresheners or Diffusers as a replacement

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Screen 5 — Badges

https://ecotrack.com/game_and_interactive/awards_badges.html

EcoTrack

Badges

Badges Owned:

Badges:

Log in for the first time	Claimed
Go Vegan	Claimed
Plant a tree	Claim
Start a Garden	Claim
Ride a bike or walk instead of driving 5 times	0/5

Screen 6 — Rewards & Challenges

https://ecotrack.com/game_and_interactive/rewards_challenges.html

EcoTrack

Rewards & Challenges

Current Challenge: Reduce Driving to 20 Hours a Week

Completion Rewards: 20 Points

Complete

Featured Reward: Custom Leaderboard Background (5/1000 points)	Claim
Featured Reward: Gold Leaderboard Name (5/500 points)	Claim
Featured Reward: Change Site Background (5/100 points)	Claim

Screen 7 — Leaderboard

https://ecotrack.com/games_and_interactive/leaderboard.html

EcoTrack

Leaderboard

search for your rank

Mark J.   Sarah D.   Jake A.

Barbara G.
Deborah A.
Linda L.
Jennifer J.
Stephanie S.
Martha K.