Greener Together Responsive Design
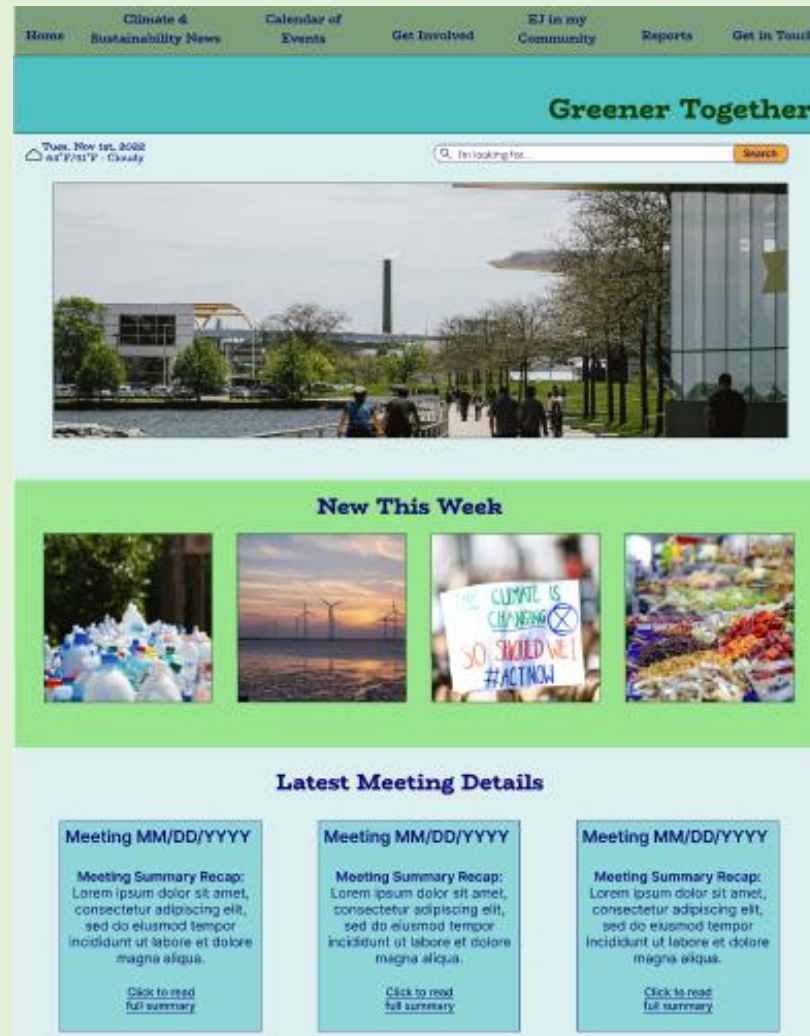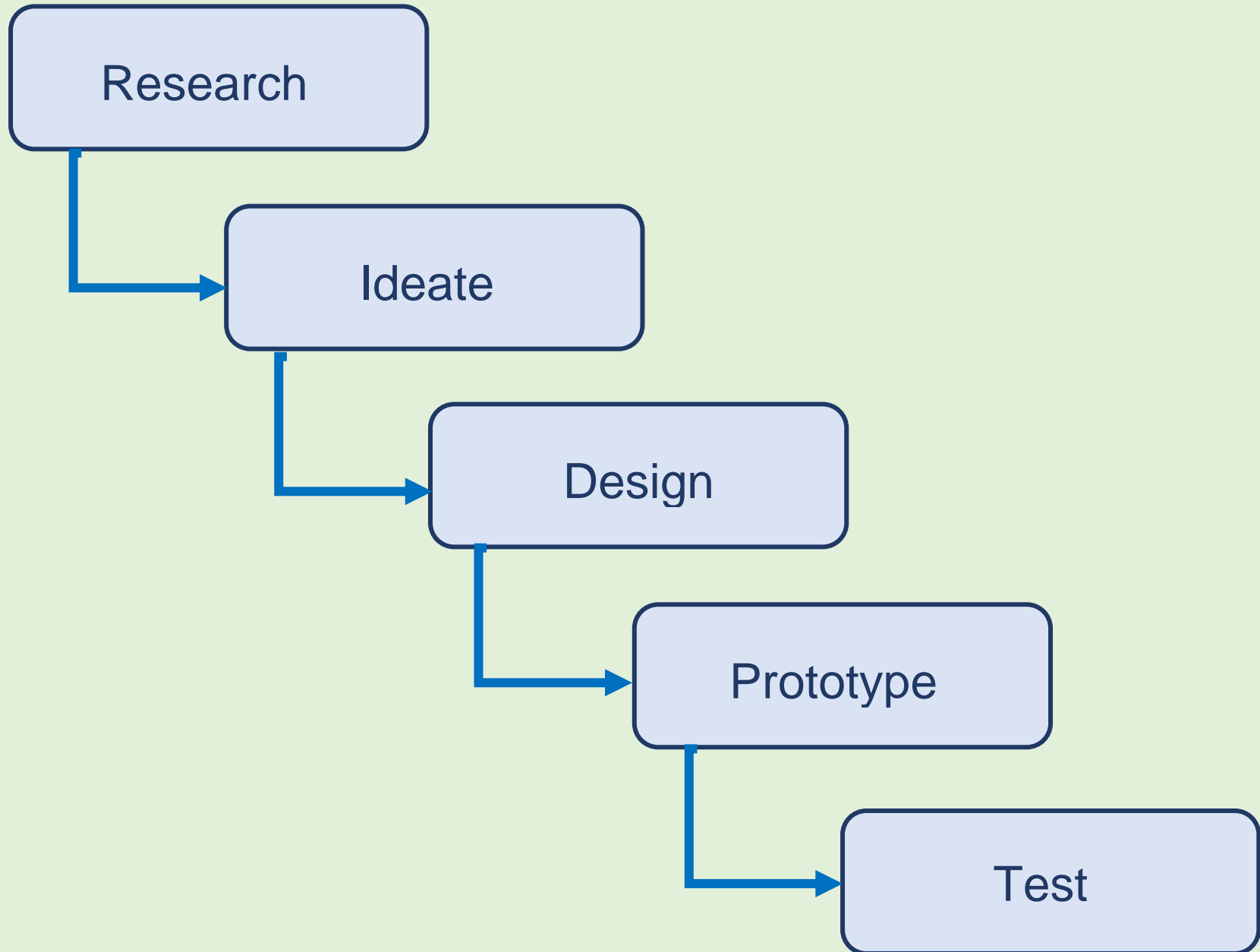
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Project Background

Design Prompt: Design a cross-platform tool to help promote environmental justice and community sustainability

Project Background

Fact: Communities that are most susceptible to the effects of climate change (marginalized/underserved communities) not only contribute the least to the problem, but are also the least likely to benefit from initiatives that are created in efforts towards improving sustainability and adapting to and/or mitigating the effects of climate change. This problem often results from a lack of inclusion from these populations during the planning process, which means that critical insights about the needs and challenges of these groups easily go overlooked. Using a human-centered design approach in the sustainable development process aids in resolving this problem by ensuring that many and diverse voices are not only heard, but are given the opportunity to get involved in something that directly impacts their lives and futures. This involves finding effective ways to get these populations connected with policymakers and officials, creating opportunities to increase public education in topics relating to climate change and sustainability, and empowering individuals in these communities to be drivers of positive change.

UX Research

UX Research con't

Howard

Age: 33
Education: High School
Hometown: Providence, RI
Family: Single w/ 2 kids
Occupation: Freelance designer; technician

"I care a lot about the environment and want to be involved in improving community sustainability, but I oftten am unaware about what's going on around the community and it would likely be hard to make meetings with my schedule."

Goals
- To know when there are opportunities around the community to get involved in sustainablity
- To be able to provide feedback on sustainability initiatives and get meeting information when can't attend

Frustrations
- Doesn't know when community sustainability events are happening
- Can't attend public meetings that are in the evenings
- Can't provide feedback if can't make meetings

Howard is a single dad with a busy schedule. He is passionate about sustainability and wants to see changes made in the community that allow his children to grow up in a healthy, green, and thriving community. Howard wants to get involved in these changes but is often unaware when opportunities to participate in sustainable community dvelopement are available. He also has a busy/non-typical work schedule, and would likely be unable to make meetings that are scheduled in the evenings.

UX Research con't

Brittnay

Age: 17
Education: High School
Hometown: Providence, RI
Family: Middle child of 5
Occupation: N/A

"There is a lot around my community that I would like to see change in terms of sustainability and environmental justice. As a student though it is difficult to find serious ways to get involved in change and to stay informed."

Goals
- To communicate with officials about environmental injustices that exist in the community
- To get involved with sustainable developemnt initiatives
- To connect with others in the community with similar interess and concerns

Frustrations
- Can't attend public meetings related to sustainability
- Feels unheard/difficulties communicating concerns to officials
- Feels alone/powerless in driving change and contributing to a cause she's passionate about

Brittnay is a young activist who is concerned about climate change and environmental justice in her community. She wants to be involved in making changes that make the community both healthier and greener, and wants to communicate to officials about environmental injustices she observes so that they can be prioritized and addressed in planning. With her schedule however, Brittnay has a difficult time making public meetings that address sustainable development. Additionally, Brittnay finds it difficult to have her voice heard and would not only want to communicate her concerns to officials more efficiently, but would also like to connect with others in the community who feel the same.

UX Research con't

USER STORY

Howard

As a/an Single father with young kids

type of user

I want to Be involved with making the community greener

action

so that My children can grow up in a clean and healthy environment.

benefit

UX Research con't

USER STORY
Brittnay

As a/an Young activist
<div align="right">type of user</div>

I want to Get involved in local sustainability and environmental justice initiatives
<div align="right">action</div>

so that I can make a difference in my community .
<div align="right">benefit</div>

UX Research con't

Persona: Howard

Goal: To find out what opportunities there are to get invovled in sustainability around the community

ACTION	Search for local websites	Check city website	Read section on sustainability	Find calendar of events	Sign up for event or plan to go
TASK LIST	A. Search for sustainability in his community B. Choose a website to search through	A. Choose proper link to city cite B. Navigate page to office of sustainbility or community sustainability	A. Skim the page B. Decide which link to go to first	A. Search for calendar of events B. Filter calendar so that only events related to sustainbility are shown	A. View calendar B. Read through events of interest C. Click to sign up or make note on calendar to go, if possible
FEELING ADJECTIVE	Overwhelemed – there are multiple sites to choose from that could offer the same or different information	Frustrated – Can be difficult to find sustainability section	Overwhelmed – again, there are multiple links and they are not necessarily labeled in a way that is informative to the user	Frustrated – there is no isolated section related to sustainability; calendar and search bar are bot for entire site	Disappointed – Can't find events of interest/calendar seems poorly maintained
IMPROVEMENT OPPORTUNITIES	Consolidate primary information related to community sustainability in a single place	Make it easier to find sustainability section	Make relevant information easier to find	Keep sustainability section separate/grouped together	Make events related to sustainability distinguishable from other events

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UX Research con't

Persona: Brittnay

Goal: To stay involved with sustainblity and environmental justice initatives in the community

ACTION	Check local news related to sustainability	Look for events going on around community	Sign up for events or try to organize own	Connect with others in the community who are intersted in sustainability/EJ issues	Provide collective feedback to officials
TASK LIST	A. Search local news B. Find section related sustainbility C. Look fo relevant articles	A. Check city website/social media B. Look through calendar of events	A. Search through calendar of events/social media B. Choose events of interest and sign-up C. Suggest ideas for potential events	A. Look for community sustainability social media page B. Start group to find others with similar interests	A. Collaborate with other community members; discuss sustainability issues in community B. Read about curent intiatives to address sustainbility in commnuity C. Communicate thoughts/feedback to officials
FEELING ADJECTIVE	Frusturated – search results can be limited or overwhwelming; hard to pinpoint relevant information and to choose where to go	Overwhelmed – there are too many possible sources to find information; information found is not consistent across different sites	Frustrated – again, there are too many possible sources to find events and it is unclear what the best way to try to organize or suggest an event is	Disappointed – hard to connect with others and collaborate effectively	Frustrated/unheard – hard to provide uniform feedback from the community, hard to know who to reach for sustainability issues/difficult to get feedback
IMPROVEMENT OPPORTUNITIES	Provide a unified place to find news related to sustainbility	Keep information about events related to sustainability in a single area	Make it easier to view events and suggest ideas; keep both in a similar area	Provide a way for community members to connect and be productive	Provide a way for both officials and community members to communicate effectively

UX Research con't

PROBLEM STATEMENT

Brittnay _____ is a/an ___Young activist_____

user name   user characteristics

who needs ___a way to learn about local initiatives that address sustainability and environmental justice issues_____

user need

because ___she wants to get involved and work with others to make her community greener_____ .

insight

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UX Research Summary

Target Users: Residents in underserved communities who are interested in getting involved in local sustainable development

Problem: Users that are interested in becoming involved in local sustainable development have difficulties in doing so because there is no clear path to and information is very decentralized

UX Design Process

Ideate

Based on the results of UX research, I decided to create a responsive website that would allow users to get involved in local sustainable development in several ways.

Key Features

- Sustainability, climate change, and environmental justice education (news feed, reports, etc.)
- Simple access to recent and relevant information (summary of important meetings, access to local reports/documents)
- Opportunities for users/residents to easily get involved (event signups, list of relevant groups, newsletter signup)
- Opportunities for user to connect with officials/policymakers (ability to provide feedback on recent meeting outcomes, ability to upload images/bring attention to relevant issues users observe and experience in their communities)
- Community empowerment (opportunity to join local groups, ability to suggest and share ideas with local community, ability to view local images/keep up with what is going on around the community)

Low-fi Wireframes

Low-fi Wireframes con't

Screen 1: Environmental Justice in My Community

≡ **Greener Together**

Environmental Justice in My Community
⊗

Lack of greenspace? Poor access to recycling? We want to hear about your experiences with sustainability. Upload pictures and a sentence or two about sustaiblty and climate changes you would like to see in your community.

[Upload Picture]

Recently Shared

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
♡ 👍
React

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
♡ 👍
React

Screen 2: Reports

≡ **Greener Together**

Reports
⊗

Report Name +

Report summary. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

View full summary   View official report

Report Name +

Report Name +

Report Name +

Report Name +

Report Name +

Report Name +

City of Providence
⊗
copyright here

Screen 3: Get in Touch

≡ **Greener Together**

Get in Touch
⊗

Location A
Address: ABC DR. - Suite 230, Providence, RI 20394
Office Number: ###-###-####
Fax Number: ###-###-####
Email: gov@gmail.com

Location B
Address: ABC DR. - Suite 230, Providence, RI 20394
Office Number: ###-###-####
Fax Number: ###-###-####
Email: gov@gmail.com

Location C
Address: ABC DR. - Suite 230, Providence, RI 20394
Office Number: ###-###-####
Fax Number: ###-###-####
Email: gov@gmail.com

Have a question or concern about sustainability in your community? We want to hear from you!

Write your feedback here...

[Submit]

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Low-fi Prototype

Link to prototype in Figma:
https://www.figma.com/proto/Cww7IRSf7CP2WJD4iXtFim/Sustainable-Communities?node-id=1%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2&show-proto-sidebar=1

Link to demo:
https://1drv.ms/v/s!AroVnYvc1I3dkVTyJRn8506CpVCs?e=BTBFBF
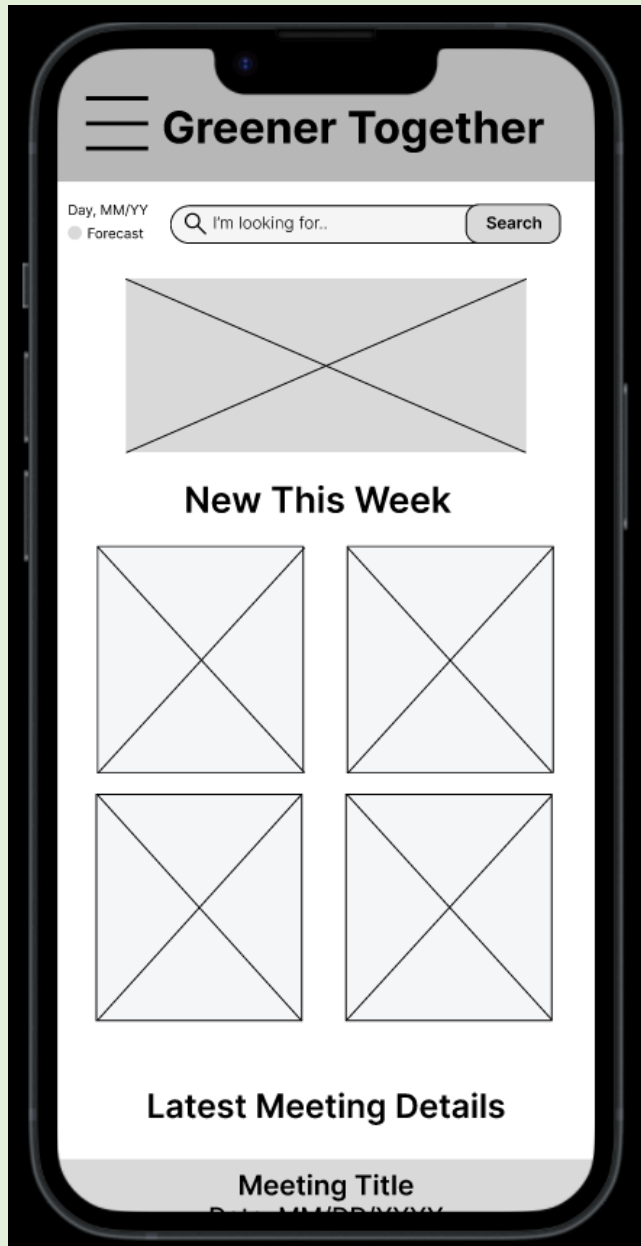
Usability Study

/

After an unmoderated usability study on the low-fi prototype, several changes were made to the design based on the results:

#1 - Navigation

Design was changed to make it easier for users to return to the home screen from any page and to navigate from page to page without having to go back to the main menu

#2 – User Flow

Flow for signing up for events became more flexible – users could change their mind and switch their choice during the process without having to start over

#3 – Accessibility

Voice-control option was added to the search bar to increase accessibility

Final Wireframes
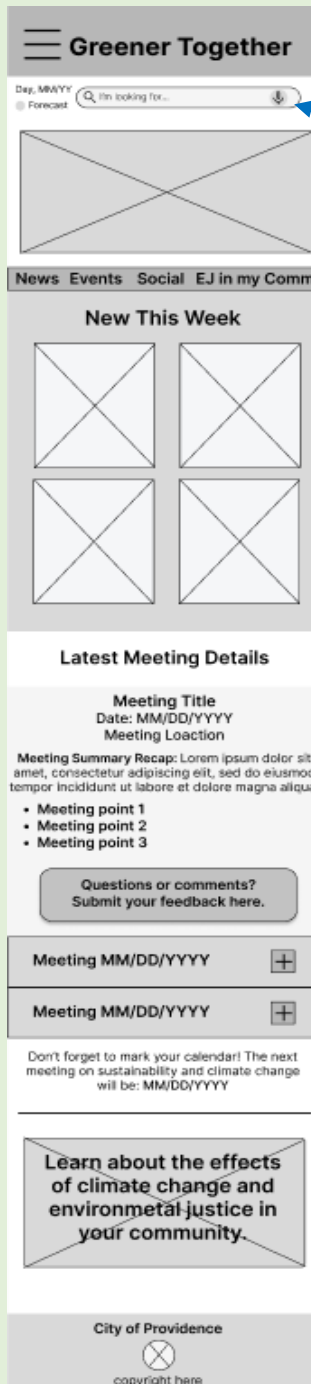
Voice-Control Search

Navigation Bar
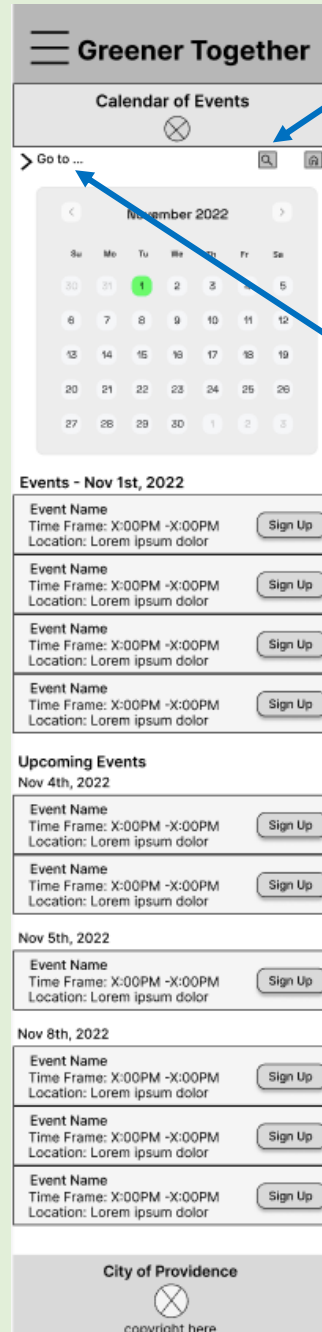
Search Bar on Each Page

Home Button on Each Page

Roll-out Navigation Bar

Final Wireframes con't

Flexible User Flow
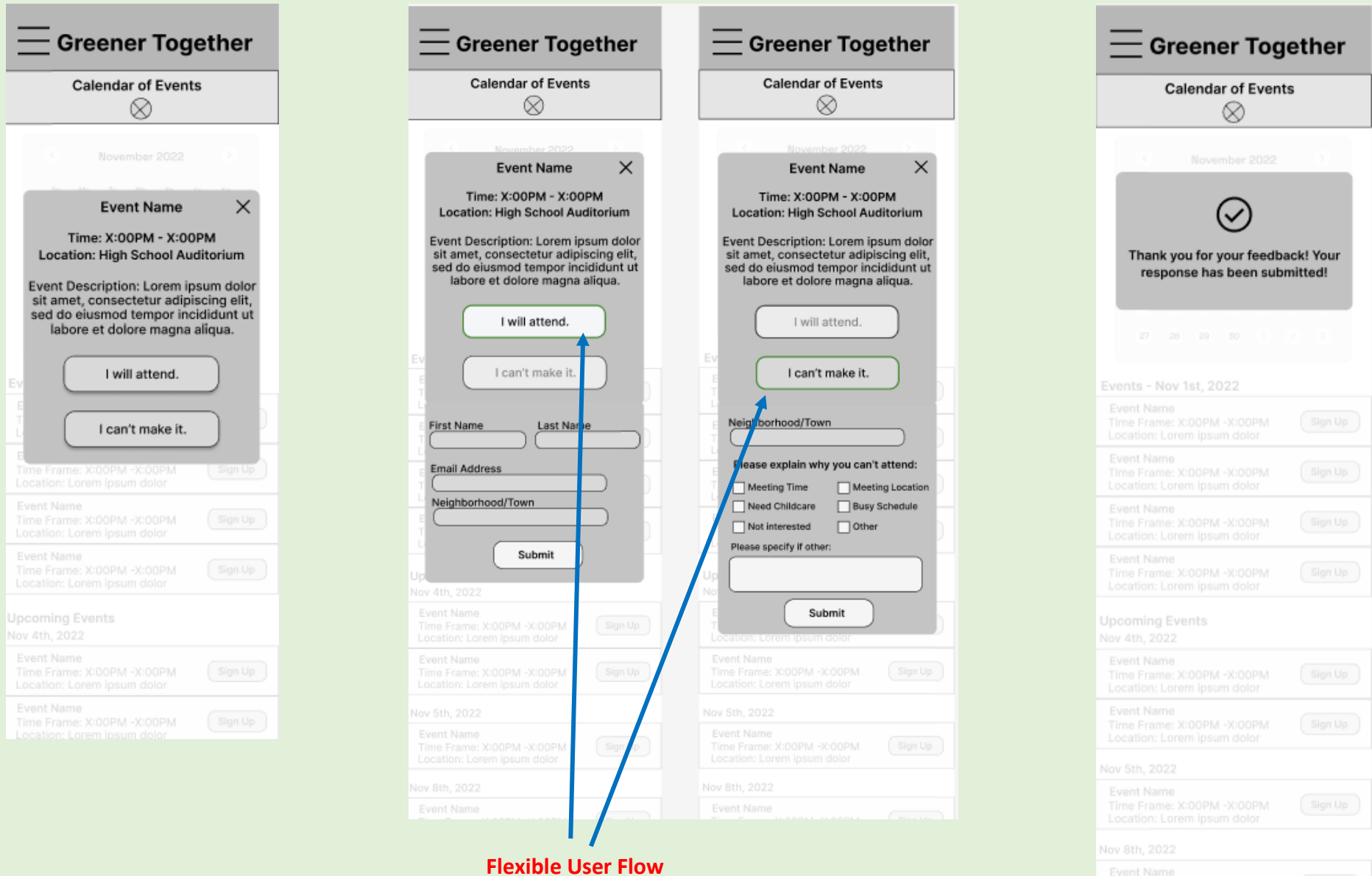
Low-fi Prototype (final iteration)

Link to prototype in Figma:
https://www.figma.com/proto/Cww7IRSf7CP2WJD4iXtFim/Sustainable-Communities?node-id=120%3A2047&scaling=scale-down&page-id=116%3A2036&starting-point-node-id=120%3A2047&show-proto-sidebar=1

Link to demo:
https://1drv.ms/v/s!AroVnYvc1I3dkVVAFKIN96OQMLDt?e=NtgwLm

Mockups

Screen 1 — Navigation Menu

Greener Together

- Home
- Climate & Sustainabiilty News
- Calendar of Events
- Get Involved
- EJ in my Community
- Reports
- Get in Touch

Did you know that communities that are the most vulnerable to climate change also have the least resources and opportunity to adapt? Get invovled today!

Sustainability Office Address
Phone number
Email:

City of Providence
Ⓟ
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Screen 2 — Home

Greener Together

Tues. Nov 1st, 2022
64°F/35°F
Cloudy

Q I'm looking for...

News   Events   Social   EJ in my Commu

New This Week

Latest Meeting Details

Meeting Title
Date: MM/DD/YYYY
Meeting Loaction

Meeting Summary Recap: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- Meeting point 1
- Meeting point 2
- Meeting point 3

Questions or comments?
Submit your feedback here.

Meeting MM/DD/YYYY   +

Meeting MM/DD/YYYY   +

Don't forget to mark your calendar! The next meeting on sustainability and climate change will be: MM/DD/YYYY
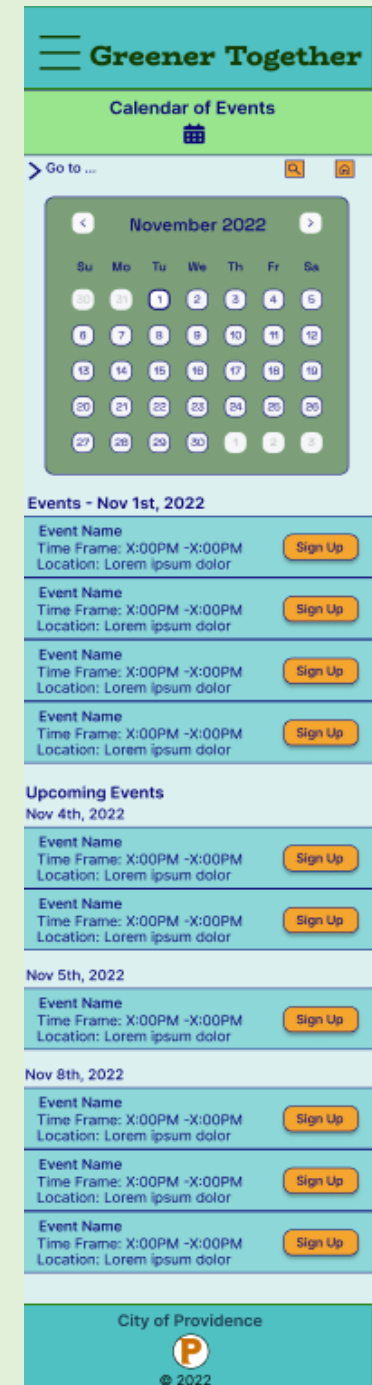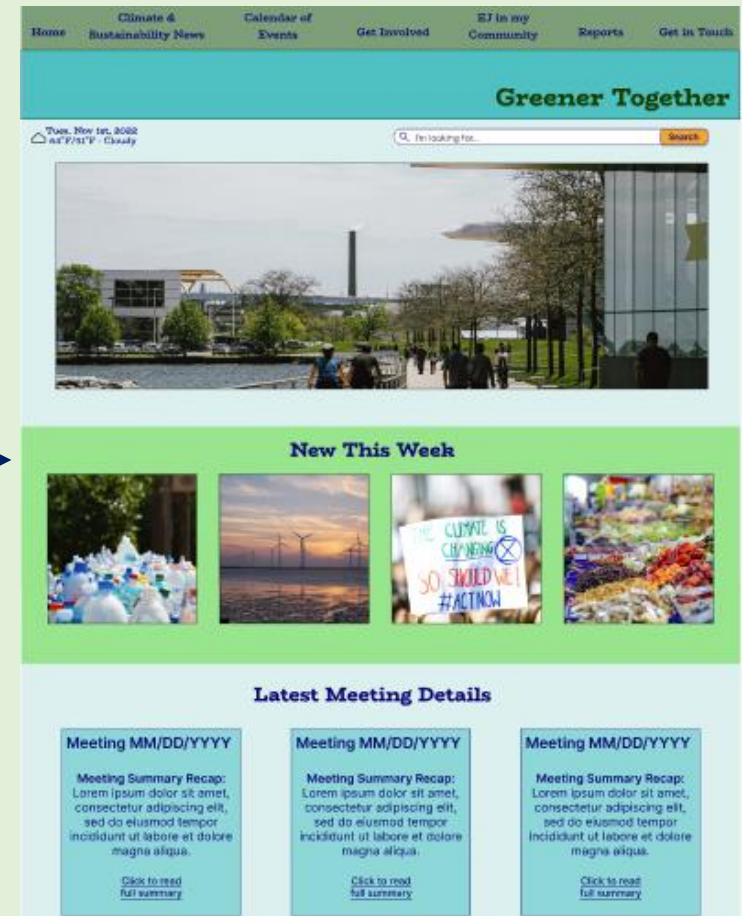
Learn about the effects of climate change and environmetal justice in your community.

City of Providence
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Screen 3 — Climate & Sustainability News

Greener Together

Climate & Sustainabiilty News

> Go to ...

Local ⚪ National

Headline	Headline
Lorem ipsum dolor sit amet, consectetur elit, sed do eiusmod	Lorem ipsum dolor sit amet, consectetur elit, sed do eiusmod
Headline	Headline
Lorem ipsum dolor sit amet, consectetur elit, sed do eiusmod	Lorem ipsum dolor sit amet, consectetur elit, sed do eiusmod
Headline	Headline
Lorem ipsum dolor sit amet, consectetur elit, sed do eiusmod	Lorem ipsum dolor sit amet, consectetur elit, sed do eiusmod
Headline	Headline
Lorem ipsum dolor sit amet, consectetur elit, sed do eiusmod	Lorem ipsum dolor sit amet, consectetur elit, sed do eiusmod
Headline	Headline
Lorem ipsum dolor sit amet, consectetur elit, sed do eiusmod	Lorem ipsum dolor sit amet, consectetur elit, sed do eiusmod

Screen 4 — Calendar of Events

Greener Together

Calendar of Events

> Go to ...

November 2022

Su	Mo	Tu	We	Th	Fr	Sa
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

Events - Nov 1st, 2022

Event Name
Time Frame: X:00PM -X:00PM
Location: Lorem ipsum dolor   [Sign Up]

Event Name
Time Frame: X:00PM -X:00PM
Location: Lorem ipsum dolor   [Sign Up]

Event Name
Time Frame: X:00PM -X:00PM
Location: Lorem ipsum dolor   [Sign Up]

Event Name
Time Frame: X:00PM -X:00PM
Location: Lorem ipsum dolor   [Sign Up]

Upcoming Events
Nov 4th, 2022

Event Name
Time Frame: X:00PM -X:00PM
Location: Lorem ipsum dolor   [Sign Up]

Event Name
Time Frame: X:00PM -X:00PM
Location: Lorem ipsum dolor   [Sign Up]

Nov 5th, 2022

Event Name
Time Frame: X:00PM -X:00PM
Location: Lorem ipsum dolor   [Sign Up]

Nov 8th, 2022

Event Name
Time Frame: X:00PM -X:00PM
Location: Lorem ipsum dolor   [Sign Up]

Event Name
Time Frame: X:00PM -X:00PM
Location: Lorem ipsum dolor   [Sign Up]

Event Name
Time Frame: X:00PM -X:00PM
Location: Lorem ipsum dolor   [Sign Up]

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Mockups con't

Responsive Design

"Mobile First" Approach

Mockups – Desktop Version

Mockups – Desktop Version

Mockups – Desktop Version

Mockups – Desktop Version

Link to prototype in Figma:
https://www.figma.com/proto/Cww7IRSf7CP2WJD4iXtFim/Sustainable-Communities?node-id=284%3A530&scaling=scale-down&page-id=258%3A439&starting-point-node-id=284%3A530

Check out the full case study:

https://acrobat.adobe.com/link/track?uri=urn:aaid:scds:US:a554f87d-e822-3d45-b321-6173f92389dd

Check out my portfolio:

https://www.figma.com/proto/nsIyKzy6zMzC7ssdNC1VG3/Website-Redesign?node-id=278%3A67&scaling=scale-down&page-id=278%3A66&starting-point-node-id=278%3A67