



## Team Awesome

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**Alison**

## Goals:

- least impactful environmental travel choices
- awareness of environmental footprint

## Frustrations:

- no information
- no alternatives/suggestions





**Alison** needs a way to be **more aware** of her environmental impact in order to **make better sustainable travel choices.**



Search 1. Passenger details 2. Customise your trip 3. Customer care 4. Overview &amp; payment

# Barcelona → London and back

## Priority Boarding

- ✓ Dodge the queue and board the plane in peace.
- ✓ Keep your cabin bags with you and avoid collecting them at the carousel.

**From 9€**

## AirHelp +

- ✓ Flight compensation: up to 600€ for flight delays, cancellations, and airline overbookings.
- ✓ Cost reimbursement: up to 7,000 € for extra costs caused by a delay, including lost baggage and missed reservations (hotels, flights, etc.).

**Add for 4.90€**[Learn more](#)*Will be added for all passengers*

## Offset CO2 emissions

- ✓ Donate to plant trees and compensate CO2 emissions
- ✓ Kiwi promises to plant a tree for every € you donate



- 2 € +

[Learn more](#)[< Back](#)[Continue >](#)

1 x Passenger	62 €
Baggage	FREE
Automatic flight check-in	FREE
Offset CO2 emissions	2 €
<b>Total (EUR)</b>	<b>64 €</b>

# Demo

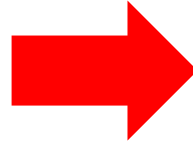


# Research



# Design Decision

People feel  
**overwhelmed**  
by the climate crisis



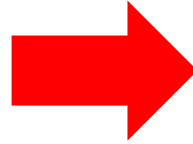
Give people a way to  
contribute

# Research



# Design Decisions

**Travel is unavoidable**  
today



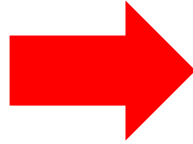
Give people options/data

## Research



## Design Decisions

People don't really  
connect to **carbon**  
emissions expressed  
by a number of kg



Visualising a number  
of trees is much more  
compelling

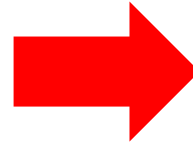


# Research



# Design Decisions

**Negative** association  
to carbon emissions

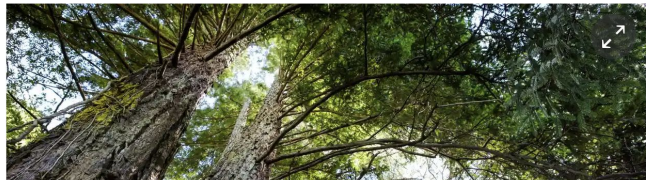


**Positive** affiliation to trees

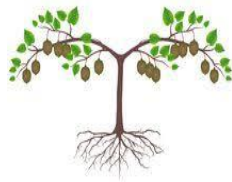
# Research

Tree planting 'has mind-blowing potential' to tackle climate crisis

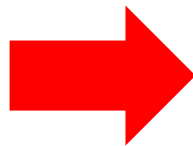
Research shows a trillion trees could be planted to capture huge amount of carbon dioxide



**Reforestation** our planet is  
cheapest/most  
convenient way to combat  
climate change

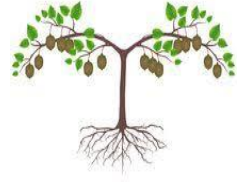


# Design Decisions



Have people and kiwi  
donate to plant trees

# Tech-side



# Next steps



- Change the **pricing chart** to provide a comparison of price to environmental impact

A hand-drawn pricing chart on a piece of paper, showing a comparison of price to environmental impact. The chart is a 6x6 grid with handwritten numbers. Some numbers are in green, and some have small tree icons next to them. The grid is as follows:

510	500	600	601	510	700
800	501	400	600	800	800
	617	650	900	120	250
	400	360	300 <sup>tree</sup>	900 <sup>tree</sup>	2.500
	1000	903	400	900 <sup>tree</sup>	560
	900	1000 <sup>tree</sup>	700 <sup>tree</sup>	115	


# Next steps



- **Test** and iterate more

Kiwi.com

Return v Economy v 1 Adult v

FROM: BCN  TO: LND Departure Return Search >

Cabin 1

☐ w  
☐ m  
☐ n  
☐ ~  
Save money w  
☒

Transport 1

☒ w  
☒ m  
☒ n

Price table


☐ Create Price Alert

↑ ↓ = Best

Tue 1 Oct 9:35 Barcelona, BCN 5h 05m 14:00 London, LGW 2 nights	<input type="checkbox"/> B Top flight 1 stop
Fri 4 Oct 9:43 London, LGW 2h 10m 12:55 Barcelona, BCN	<input type="checkbox"/> B Direct
Economy 20kg 8ks	<input checked="" type="checkbox"/> Show details

€190  
30

Booking Options

  
Travel more eco-friendly  
Depart between Sun 29 Sep and Oct 1  
Show me this option

# Next steps



- Collaborate with **local NGOs**



# Learnings



- hacking is hard!
- travelling has a dark side. How do we find a balance?



**Thanks Kiwi,  
thanks everyone!**



**Team Awesome  
@4:30am**