“We Believe” User Assumptions[[1]](#footnote-1)

EPA EDS Climate Change Dashboard Widget

**What is it?**

This document captures what we believe about the users of the CLIMATE CHANGE DASHBOARD WIDGET (rename this) we’re going to build, and about the product itself. It states the hypotheses we’ll be testing through design and build cycles. It also identifies how we’ll know if our beliefs and product are on target, or need course correction.

At its heart is the question: What are the fundamental assumptions we have about our customers and our solution? The ones that, if proven wrong, will cause us to fail?

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| --- | --- | --- | --- |
| We believe | will help | achieve | How will we know? |
| *[this feature or experience]* | *[these people]* | *[these outcomes].* | *[this feedback, quantitative measure, or insight]* |
| Climate Change Dashboard or App | a member of the general public | * understand the US climate commitment * see what does and does not move the needle on climate change | Test the interface and ask:   * [some questions to check understanding of how big the job is] |
| National Commitment | a member of the general public | * Understand how the US is progressing over time towards reaching the outlined plan in the INDC | * What is the US’s climate change commitment? |
| US Initiatives Widget (Using the POWER SECTOR as our example) | a member of the general public | * Understand how the power sector is contributing to US climate commitments over time * Understand which states/companies/facilities are contributing most to reductions and which are behind | * Is the Clean Power Plan contributing to achieving national reduction commitments? * How are states progressing towards achieving outlined goals in the CPP? |
| FUTURE: Additional sector widgets (or an integrated multi-sector widget) (or a fully developed dashboard or app) | the general public | * play with scenarios to better understand what moves the needle on climate change * provide direct feedback to EPA * [other outcomes] | * Social media monitoring * People use the “give feedback” feature * [other measures] |

# Who are the users?

The general public

# What outcomes do the users want to achieve?

* Understand the results of the Paris COP21 agreement
* Understand the US climate commitment
* Get a better understanding of what makes a difference to achieving our commitment with respect to emissions

# What do we think will help them

* BIG PICTURE PRODUCT: An interactive web/mobile app that allows the user to play with scenarios regarding changes in greenhouse gas emissions at different types of facilities, in different locations in the US
* MINIMUM VIABLE PRODUCT: A proof of concept widget that 1) states what the US climate commitment is and 2) lets the user explore the power sector greenhouse gas emissions component of the overall emissions picture, both in their own locality and anywhere in the US

# What problems does our product solve?

* The world needs to reduce the rate of climate change to agreed-upon levels.
* Citizens of the world need to participate in bringing these changes about.
* People want to understand what happened at Paris, what it means for the world, what it means for the US, and what things will help us get to the goals.

# Where does our product fit in their work or life? When and how is our product used?

* Following up on a news item, going to a link to the tool
* Can be used on mobile (or laptop)
* Wanting to share concerns and insights via social media
* As part of show-and-tell in classrooms
* [more thoughts on where the tool fits into everyday life]

# What features are important? How should our product look and behave?

* Clarity, simplicity, ease of use
* Easy to share with others (e.g. Results sharable via social media? Easy URL?)
* MVP is a single module, but its future extensibility (e.g. to include sectors other than power, other data sets, etc) should be apparent
* [other important features, behaviors, look and feel aspects?]

1. From *Lean UX: Applying lean principles to improve user experience*, Gothelf, J., & Seiden, J., 2013. [↑](#footnote-ref-1)