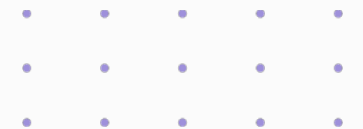


UX DESIGN SUMMATIVE ASSIGNMENT  
STUDENT: LYNN LIU

# Tiny Eco Kiwis

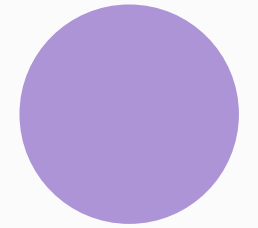
A DOCUMENT ON THE USER EXPERIENCE PLANNING  
FOR ACTION-BASE PROTECT ENVIRONMENT  
EDUCATIONAL APPLICATION DESIGN



# PROJECT SECNARIO

ECO – Environment and Conservation Organisations of Aotearoa New Zealand are a non-profit network of 50 + organisations with a concern for conservation and the environment. An ECO member organisation would like you to undertake a review of their existing site's user experience and formulate a plan for a site redesign which includes a web-based prototype.

**The goals of the website are to increase public awareness** of their cause, provide a welcoming call to action to join the organisation, and maintain engagement of existing members. The organisation hopes to have a modern and insightful representation of what they do. They would like to know how effectively they are currently achieving these goals and receive a plan for improving at least one functionality related to the website's goals.



# 01. RESEARCH



Survey



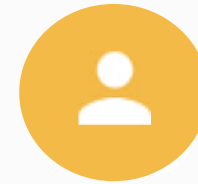
UX Research



Competitor Research



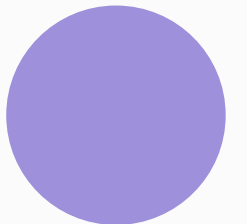
Style Research



Persona



Treaty of Waitangi





# WHY ENVIRONMENTAL EDUCATION IS IMPORTANT

“

Environmental education provides important opportunities for students to become engaged in real world issues that transcend classroom walls. They can see the relevance of their classroom studies to the complex environmental issues confronting our planet and they can acquire the skills they'll need to be creative problem solvers and powerful advocates.

- Ms. Campbell, California's Superintendent of San Mateo County Schools

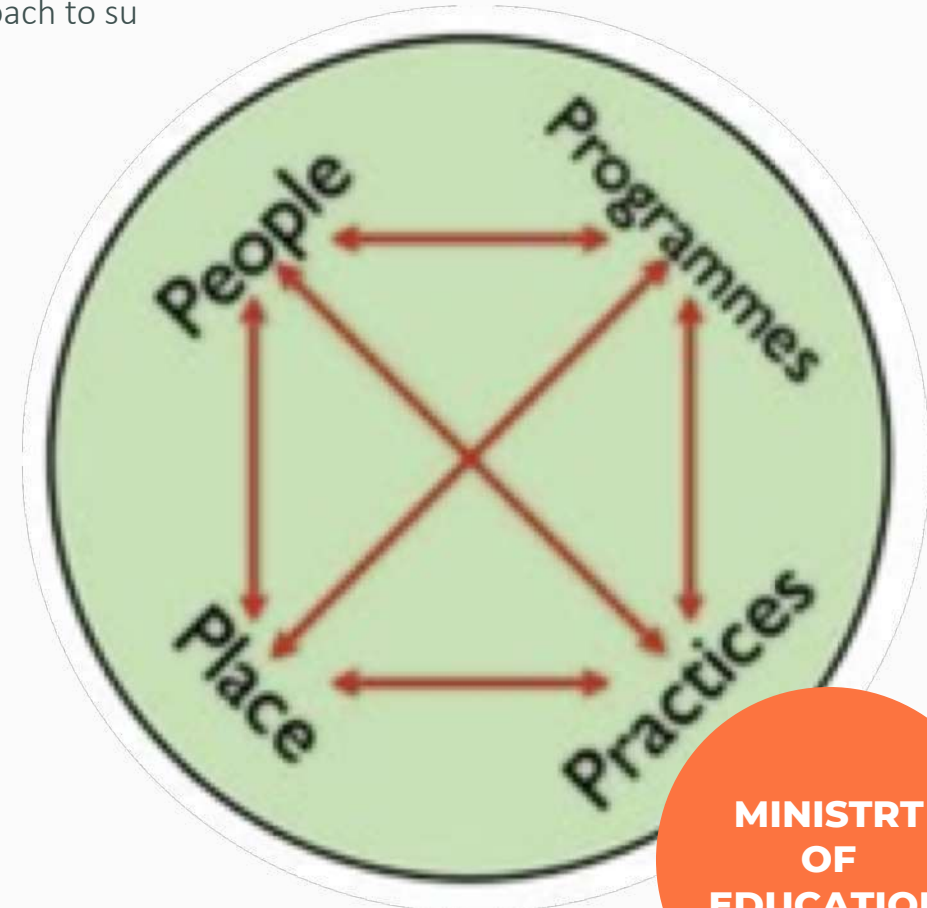
References: <https://www.plt.org/about-us/why-environmental-education-is-important/>

# Growing a sustainable family

A framework for understanding and developing a whole family approach to sustainability has been produced by a New Zealand research project.

In a sustainable family:

- **People** work collaboratively, are reflective of our bicultural heritage and the diversity of their community. They ensure that students are all involved in sharing decisions in order to become confident, connected, actively involved, lifelong learners.
- **Programmes** focus on learning about the interaction between people and the environment and developing attitudes and behaviours for a more sustainable future. Through taking action children discover why sustainability matters and how to make sustainability a reality in wider community.
- **Sustainable Practices** are part of family culture instigated by students and staff to make a more resilient community for the future.
- A **Place** is created where students and their community work together willingly to reduce their impact on the planet for future generations to enjoy the diverse and beautiful world we live in.



**MINISTRT  
OF  
EDUCATION**



# Environmental Education programmes

Mō tātou te Taiao ko te Atawhai

Mō tātou te Taiao ko te Oranga

It is for us to care for the environment to ensure its well-being

In doing so we ensure our own well-being and that of future generations

References : <https://nzcurriculum.tki.org.nz/Curriculum-resources/Education-for-sustainability/Resources>

## CHILDREN SUSTAINABILITY ACTIVITIES AT HOME

As a parent. I have knowledge of environmental protection.

- Strongly Disagree
- disagree
- Neutral
- Agree
- Strongly agree

What's difficulties you meet in environmental protection education at home?

- child is not interested
- Parents cannot to guide their children
- it takes a lot of time to plan activities
- Eco friendly stuff are more expensive

where did you to get knowledge  
about environmental protection?

- course from school
- workplace training
- community event
- tips shared by friends
- search online

At home, how you can help your children improve environmental protection awareness and guide to actions?

- own way to educate children
- Less knowledge no idea to educate
- No idea but I will to learn by myself first
- It's a waste of my time to teach children

# SURVEY ANALYZE

## CHILDREN SUSTAINABILITY ACTIVITIES AT HOME

**Parent no have  
sustainability knowledge**

**66.7%**

and no idea how to  
educate children at home

**Parents cannot find**

**88.9%**

age appropriate ways to  
explain what is eco  
conscious

**Get tips from  
friends about**

**77.8%**

how to design your home t  
o be more sustainable



# PERSONA

**Olivia Larson**

47 / housewife / 5 children



“Everyone need innovative and sustainable alternatives to provide a cleaner and more environmentally friendly life.”

## GOALS

- Participate in children's education as much as possible
- Simple and executable family activity plan to save time.
- Enhance children's initiative and interest.

## FEARS

- Lack of information to build more sustainable habits.
- think sustainability journey is different
- There is no set of executable plans to build Healthy Homes

**Mia Olivera**

12 / student / one tree hill college



“I like animals and plants. With my mother, we planted some seedlings and waited for them to grow.”





## GOALS

- Have more pets
- Activities with friends and family
- Gardening with mom

## FEARS

- Interested in protecting the earth and animals, but do not understand concepts.
- Need help from teachers and family members.

# COMPETITOR RESEARCH

				
	Save Our Oceans	MY LITTLE PLASTIC	LINGOKIDS	GROW APP
Divide age/difficulty level			●	
Divided by subject		●	●	
Friendly tone	●	●	●	●
Button and color block sorting		●	●	
In-app search options		●		
Free content	●	●	●	●
The concept of time limit			●	
Encouraging reminder			●	●
Achievements and rewards		●	●	●

# STYLE RESEARCH

## IDENTITY

TinyEcokiwis is the childish, cheerful, colorful and simple application. It aims to encourage all age children in New Zealand to play, learn, challenge and compete in a healthy way. Our goal is to achieve a simple design and a concise and friendly user experience, remembering our main user is child. This app has different characters, animals are dressed up as superheroes to save the earth at home

## COLOR

A vibrant and eye-catching palette was chosen. Each part of the application has its own color:



## FONT

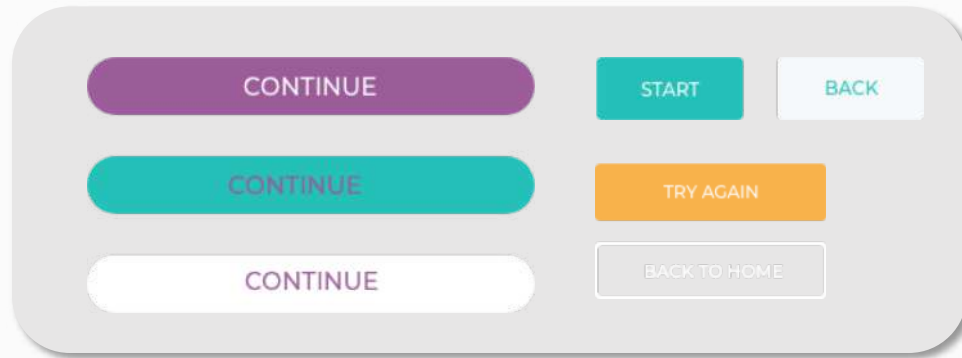
Children's handwritten fonts, which are particularly matched with the overall style

**Aa**  
Montserrat

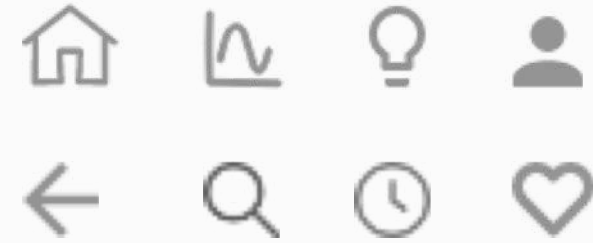
Montserrat Regular  
Montserrat Medium  
**Montserrat Bold**

**Aa**  
Chelsea Market

## BUTTON



## ICONS

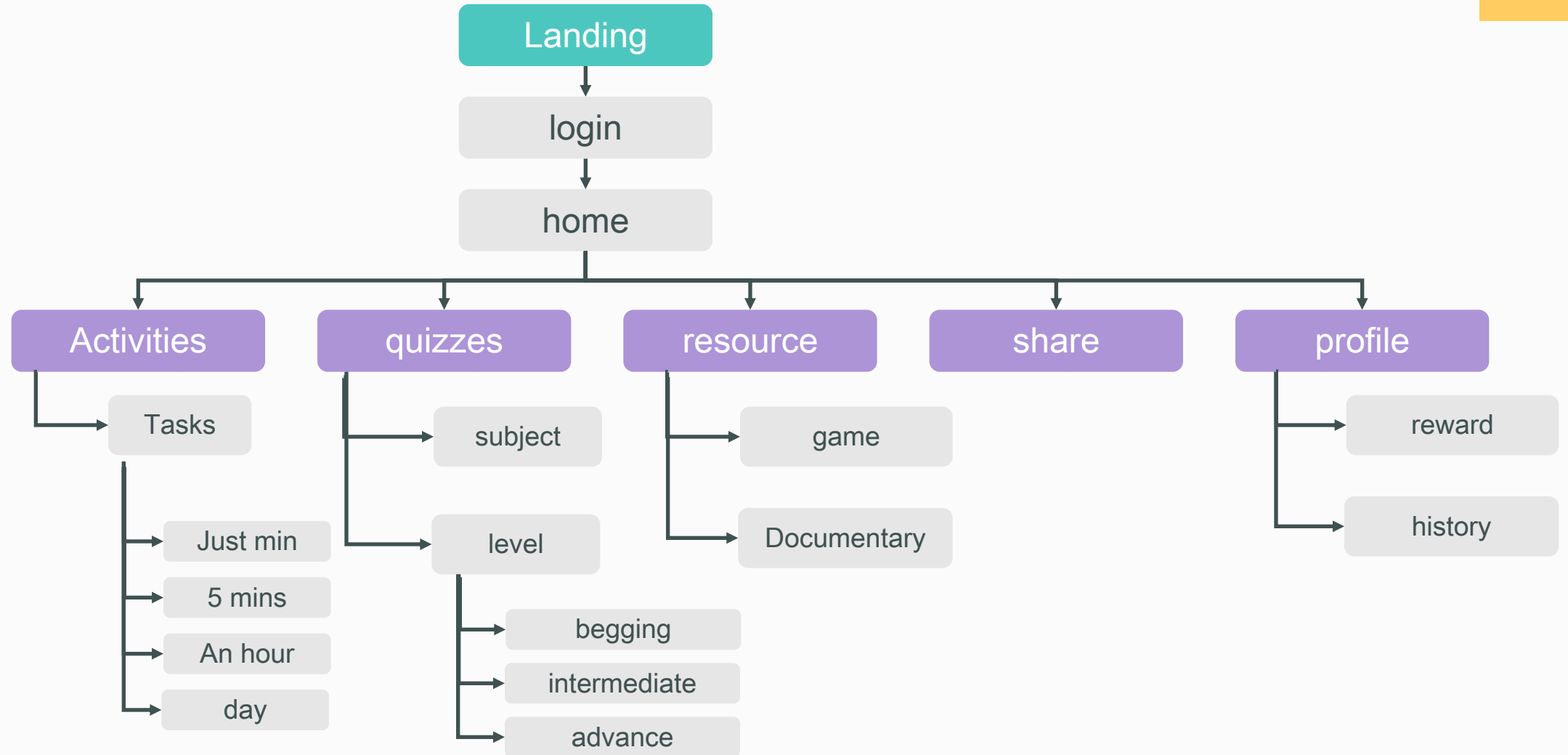


## ILLUSTRATOR CHARACTER



## **02. Information Architecture**

# ● SITE MAP

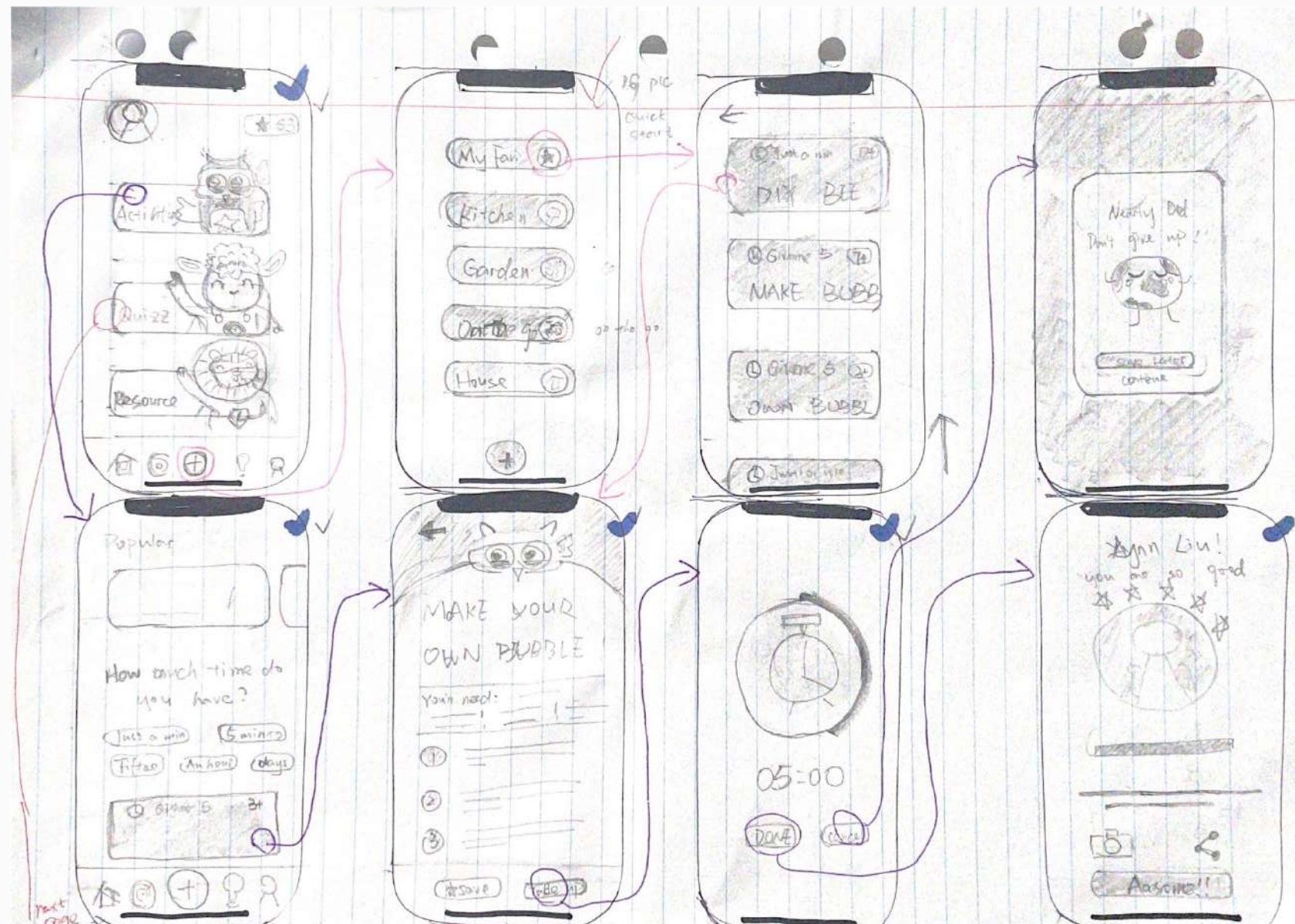


# 03. Prototypes



# ● SKETCH

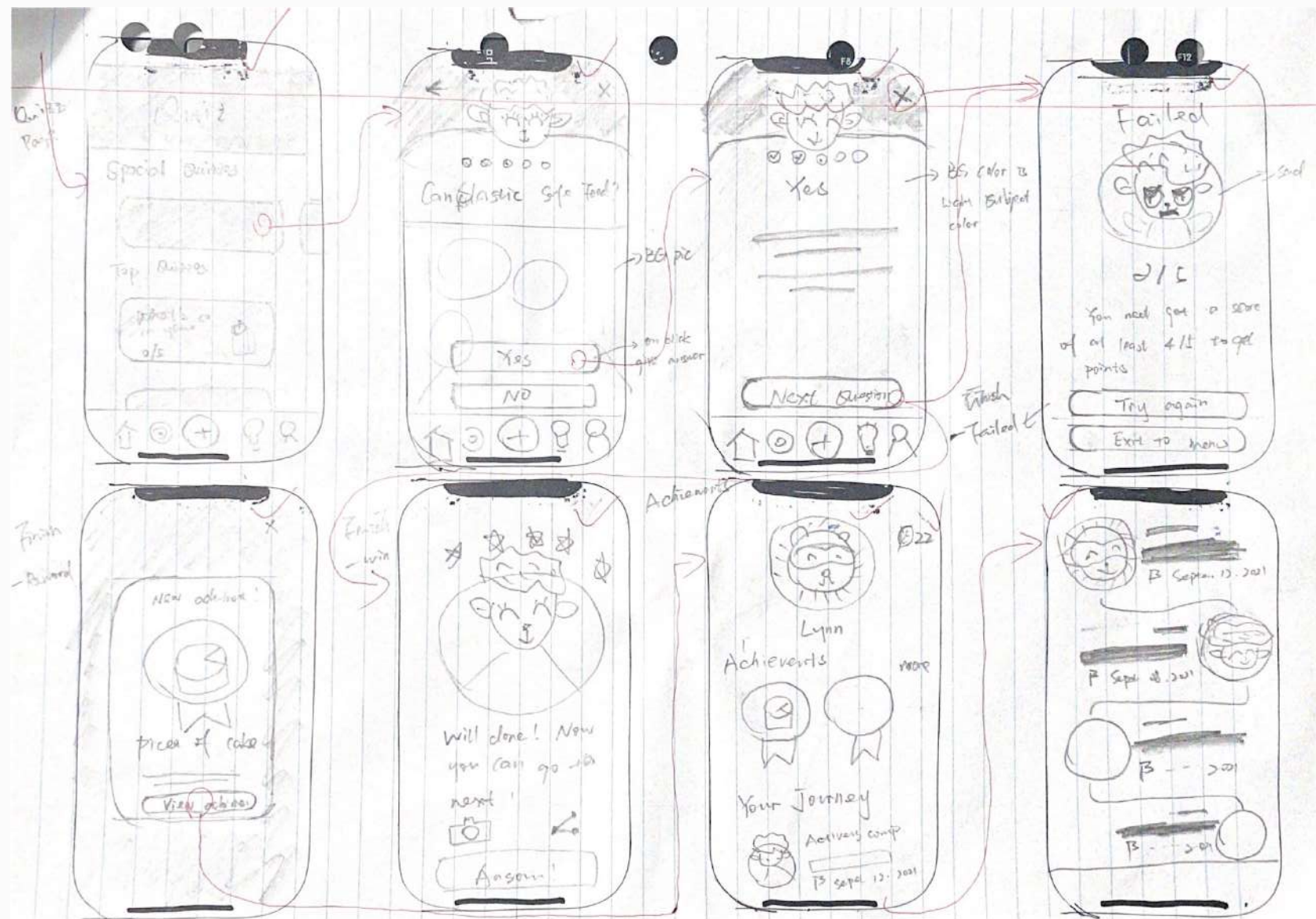
## Completed Activities Flows :



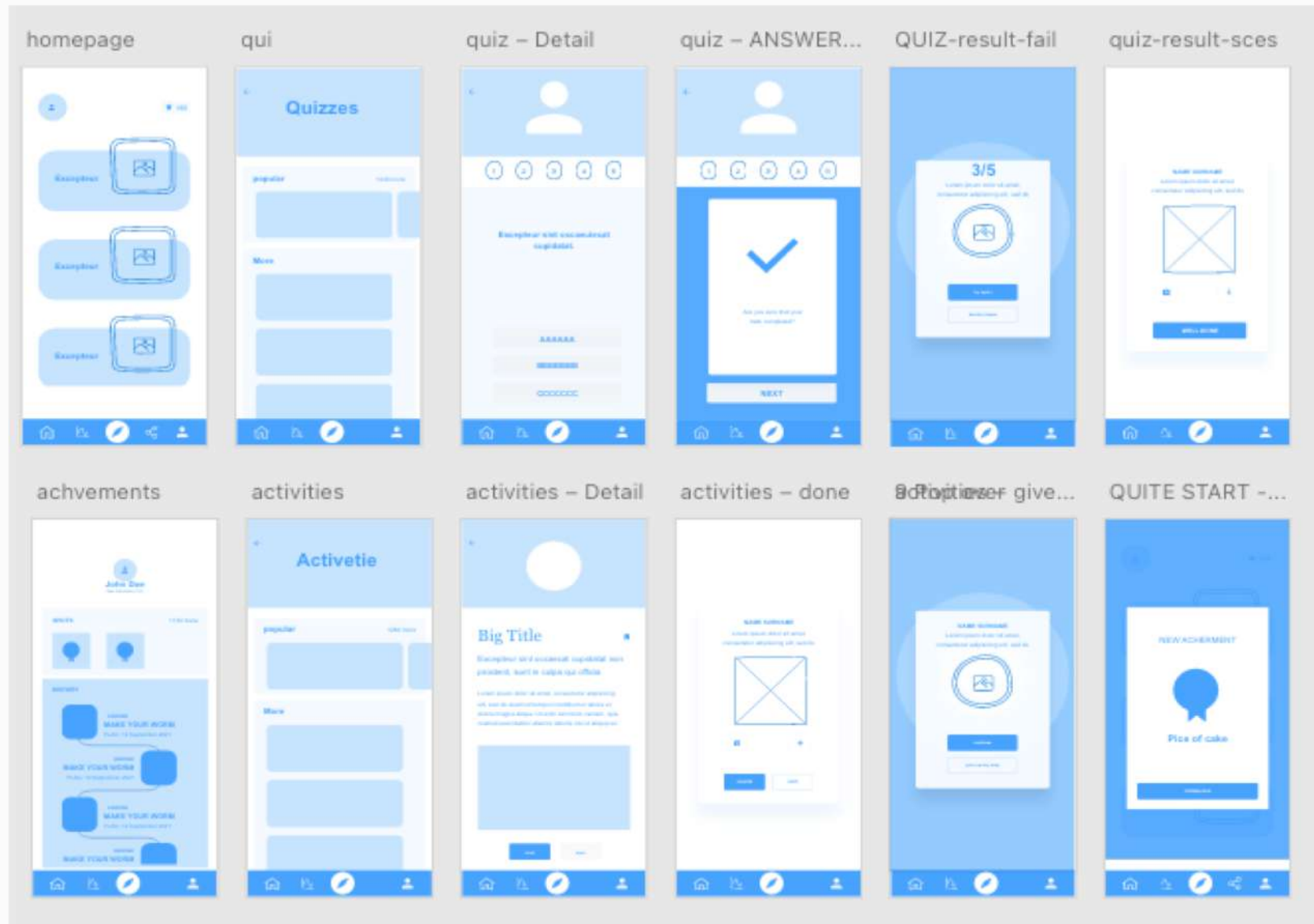


# ● SKETCH

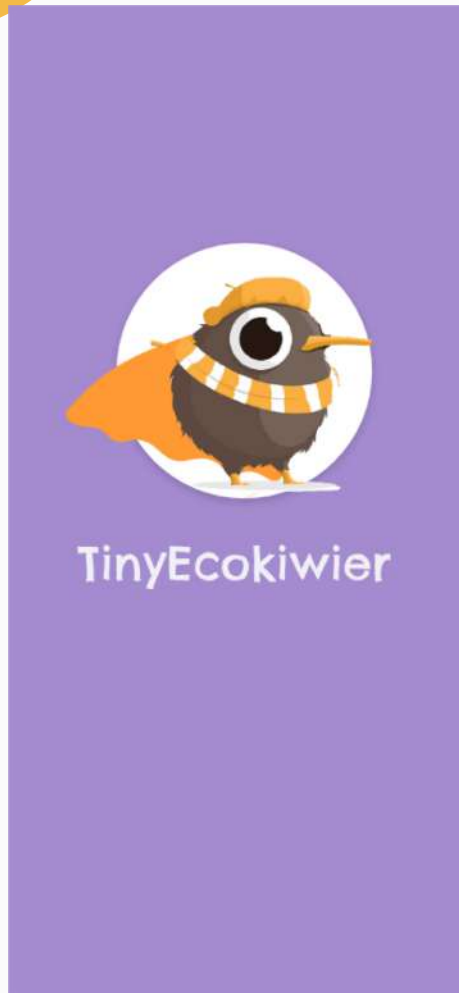
## Completed quiz Flows :



# ●WIREFRAME



Splash screen



Landing Page



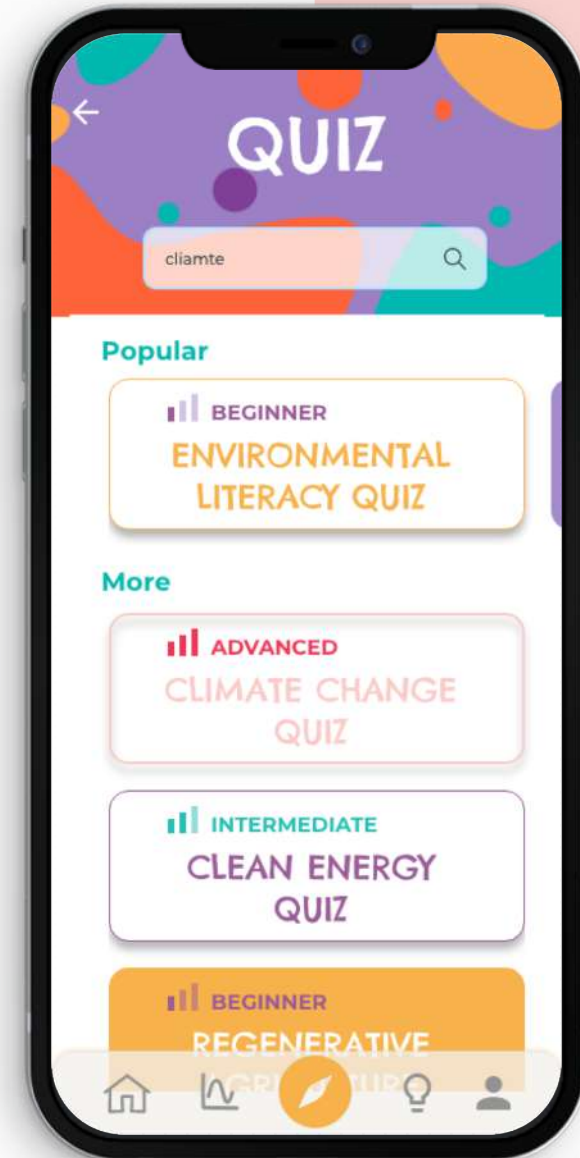
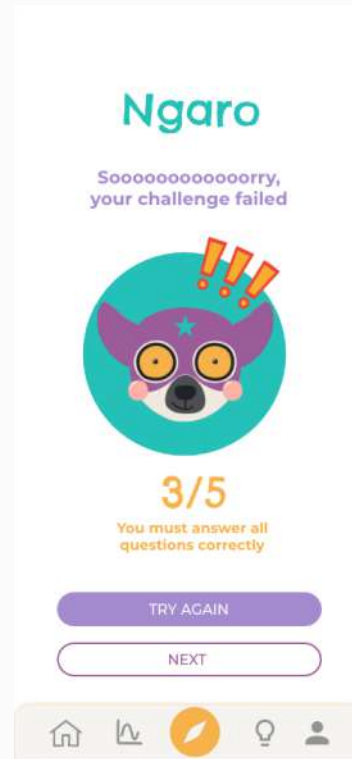
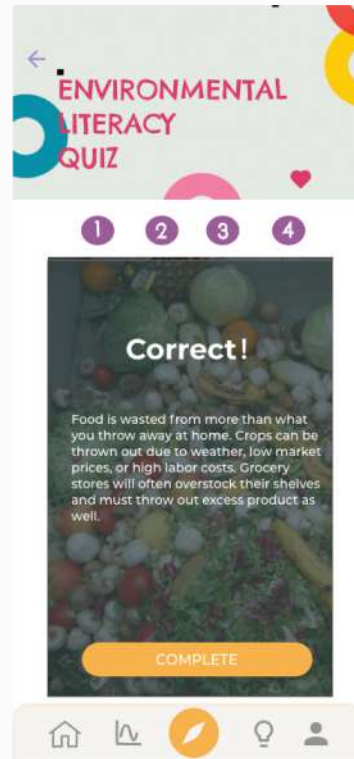
home Page



The live prototype can be view here: <https://xd.adobe.com/view/027fa9f3-c4f4-4bce-967f-16e48907248b-572c/>

# QUIZ FLOW HI-FI

In quiz module, can choose the topic according to different difficulty level  
All answers must be correct to earn points

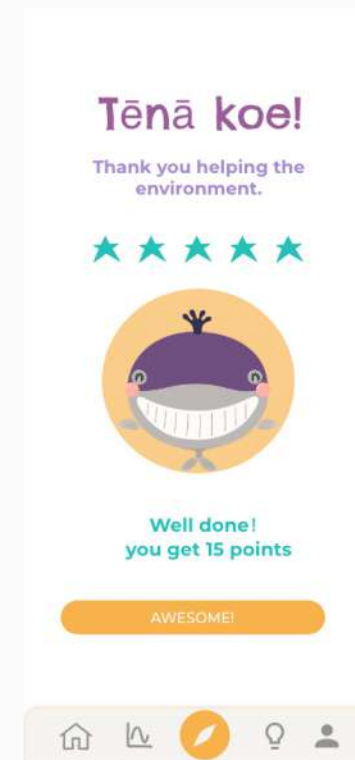






## ACTIVITY FLOW HI-FI

In activity module, can choose the topic according by time you have.  
Just follow the steps to complete the task.



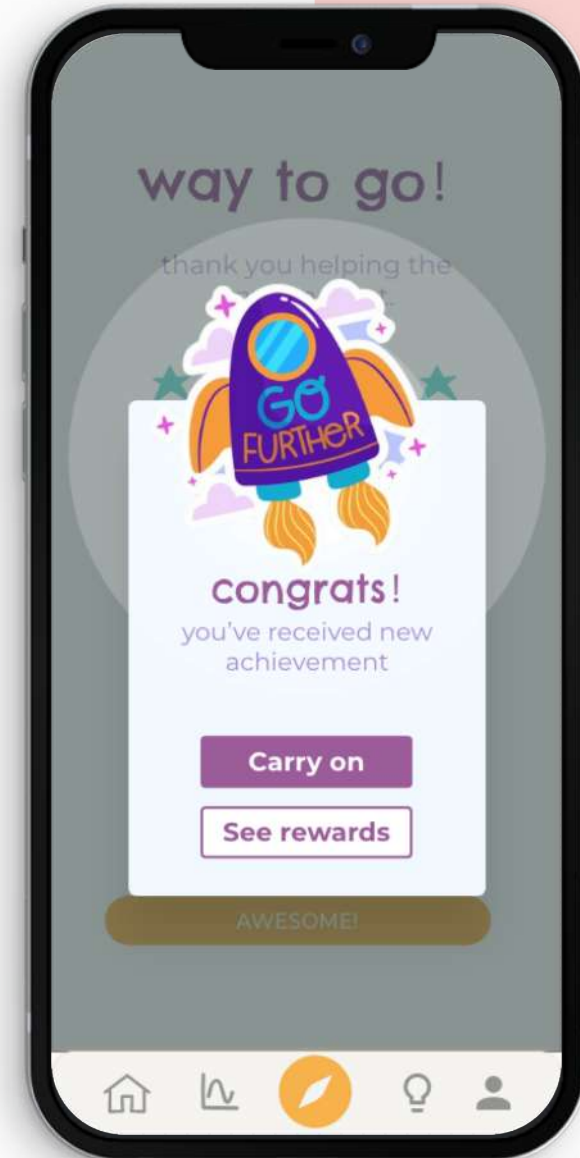
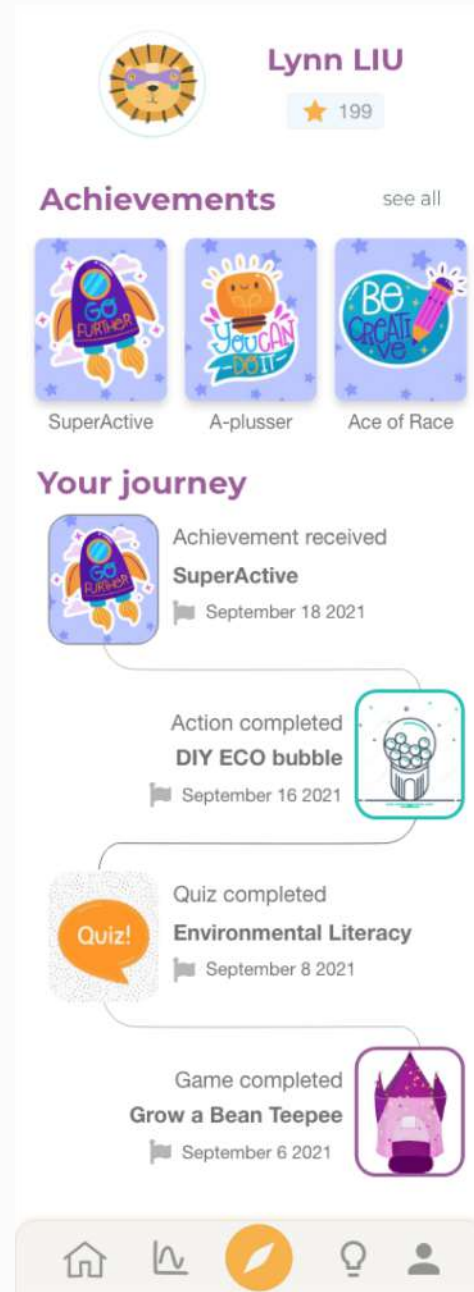
# ACHIEVEMENTS HI-FI

## Rewarded badges

- Super Active : Completed 3 actions
- A-plusser : Did 20 quizzes
- Ace of Race : watch 5 documentary

## Journey

- Record all your actions and achievements in reverse chronological order





# USER TESTING FEEDBACK

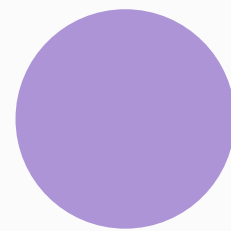
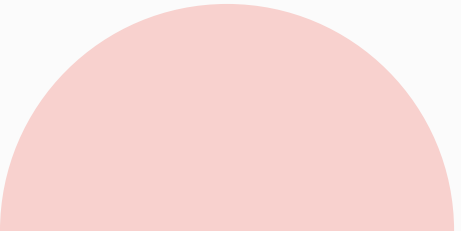
## USER01

- The button font on the quiz page is too small
- Younger users are more attracted to pictures. Less word is better

## USER02

- I like the illustrations that are colorful and attracts users eyes.
- Typeface also matches its atmosphere.,

## USER03

- From function of this app, I hope to have a favorite saving page to quickly find the interest.
- 
- 

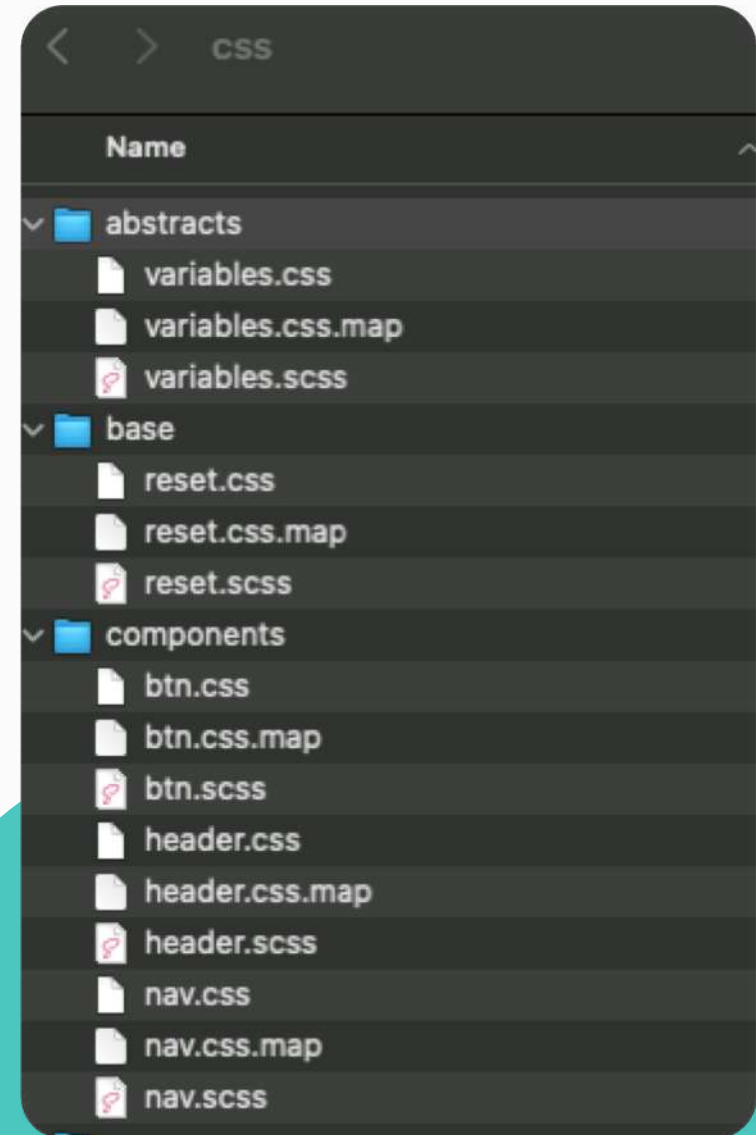
# RPOTOTYPE PRODUCTION

- **HTML**
- ***SASS/CSS***
- **JAVASCRIPT**



## CSS METHODOLOGY

For the css methodology I tried to follow the [Seven-One architecture System](#) by separating a lot of my code into different modules. The modules I used were for:



# VARIABLES

Variables were primarily used to declare the colour palette for the app.

```
variables.scss ●
css > abstracts > variables.scss > ...
1  $prim-g: #25C0B7;
2  $prim-p: #A48ACF;
3  $prim-o: #F8B24B;
4  $sec-p: #9B5C99;
5  $sec-pink: #FCCBC9;
6  $sec-red: #ef3657;
7  $text: #364847;
8  $app-name: #F0F1F6;
9  $nav-border: #E8E6E7;
10 $nav-col: #F4F7FAB2;
11 $nav-shadow: #F5BB6657;
12 $point-bg: #F1F9FF;
13 $reward-bg: #F1F9FF;
14
```

# NESTING

NESTING MIXINS Each page had its own 'nest' to organise code for each page.

```
pages > activity.scss > %timeblock
.time {
  background-color: white;
  width: 100%;
  padding: 20px 20px;
  height: 74px;
  H3 {
    font-weight: bold;
    font-size: 17px;
    color: $sec-p;
    margin: 10px 0;
  }
}

.timeblock-wrap {
  width: 90%;
  display: flex;
  gap: 20px;
}

%timeblock {
  border-style: none;
  flex-grow: 1;
  text-align: center;
  line-height: 40px;
  border-radius: 4px;
  height: 40px;
  width: 30%;
  font-size: 12px;
}
```

## MIXINS

> abstracts > variables.scss > ...

```
@mixin col-center {
  display: flex;
  flex-direction: column;
  align-items: center;
}

@mixin center-all {
  display: flex;
  flex-direction: column;
  justify-content: center;
  align-items: center;
}

@mixin center-row {
  display: flex;
  justify-content: center;
  align-items: center;
}
```

## @extend @each

> pages > activity.scss > .cards

```
%timeblock {
  border-style: none;
  flex-grow: 1;
  text-align: center;
  line-height: 40px;
  border-radius: 4px;
  height: 40px;
  width: 30%;
  font-size: 12px;
}

.time-default {
  @extend %timeblock;
  color: $sec-p;
  background-color: #A48ACF40;
}

.time-selected {
  @extend %timeblock;
  background-color: $sec-p;
  color: white;
}
```

## JAVASCRIPT

I used JavaScript in 2 different instances. The first was to simulate a splash page by having it show for 3seconds before transitioning to the landing page. This was intentional so that in the working app the user would know that the app was loading.

dex.html > html

```
<body>
  <main class="index-main">
    <div class="pic-welc">
      <div class="welc-bg">
      </div>
      
    </div>
    <div class="app-name">
      TinyEcokiwier
    </div>
  </main>

  <script language="javascript" type="text/javascript">
    // 以下方式直接跳转
    // window.location.href = 'hello.html';
    // 以下方式定时跳转
    setTimeout("javascript:location.href='login.html'", 2000);
  </script>
</body>

</html>
```

## JAVASCRIPT

The second instance was to create a hide / show answer toggle on the quiz page.

quizDetail4.html > ...

```
<script>
  var mymask = document.querySelector(".result");
  var mybutton = document.querySelector("#answer");
  var mycontinume = document.querySelector(".continume");
  mybutton.addEventListener("click", onClicked);
  function onClicked() {
    console.log("clicked");
    mymask.classList.remove("result-hidden");
  }
  mycontinume.addEventListener("click", onCancel);
  function onCancel() {
    mymask.classList.add("result-hidden");
  }
</script>
```

```
</body>
```

```
</html>
```

# FINAL DESIGN

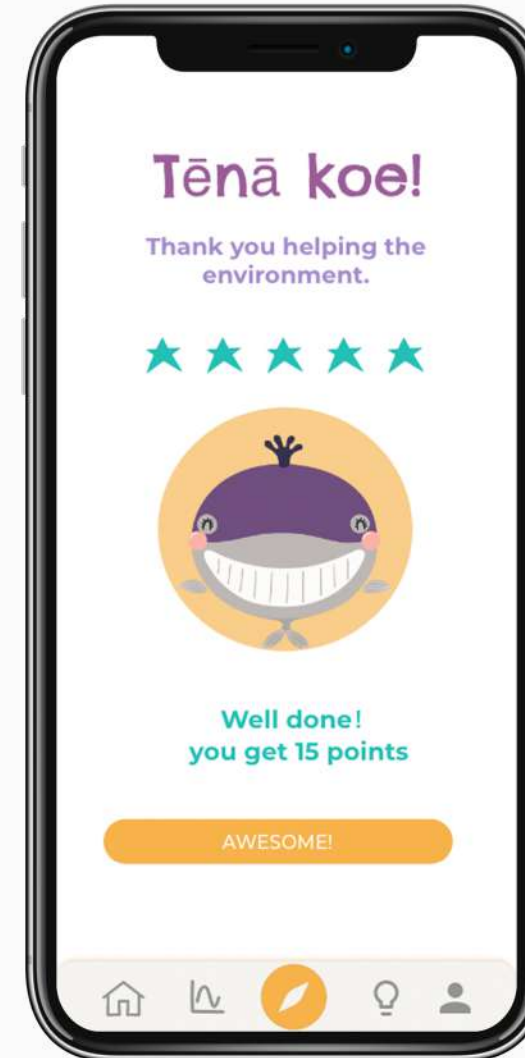
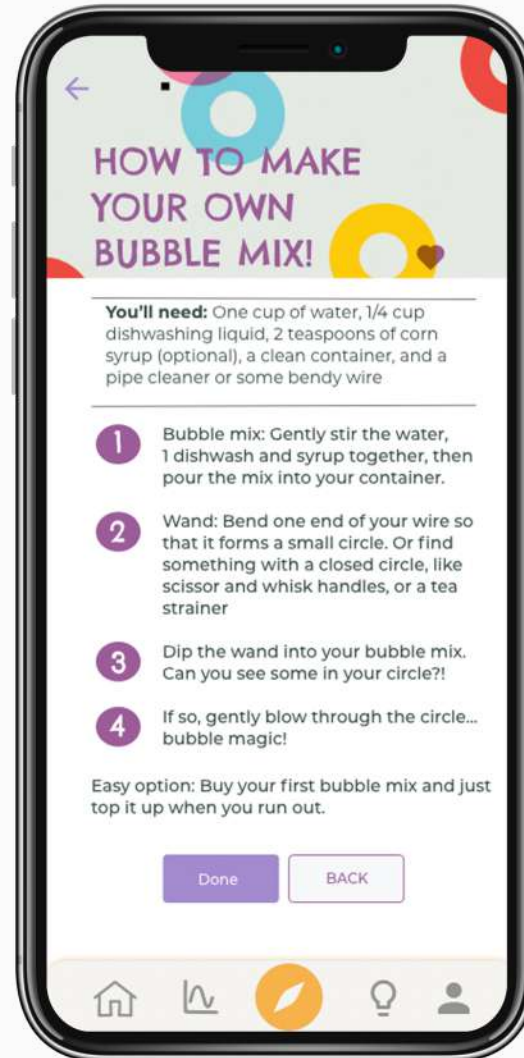
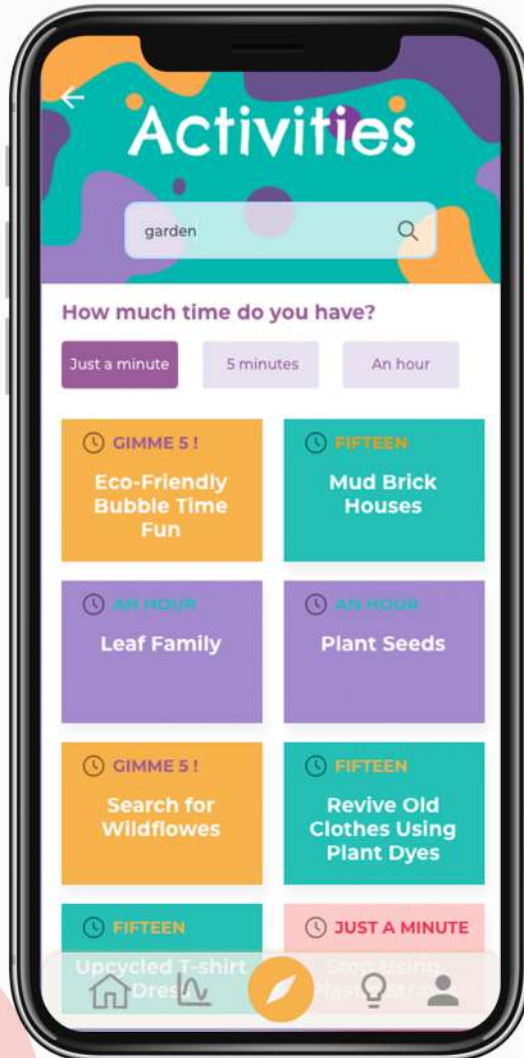
The live app can be viewed here: <https://lynn.yoobeestudent.net/ux/tinyECOKiwier>





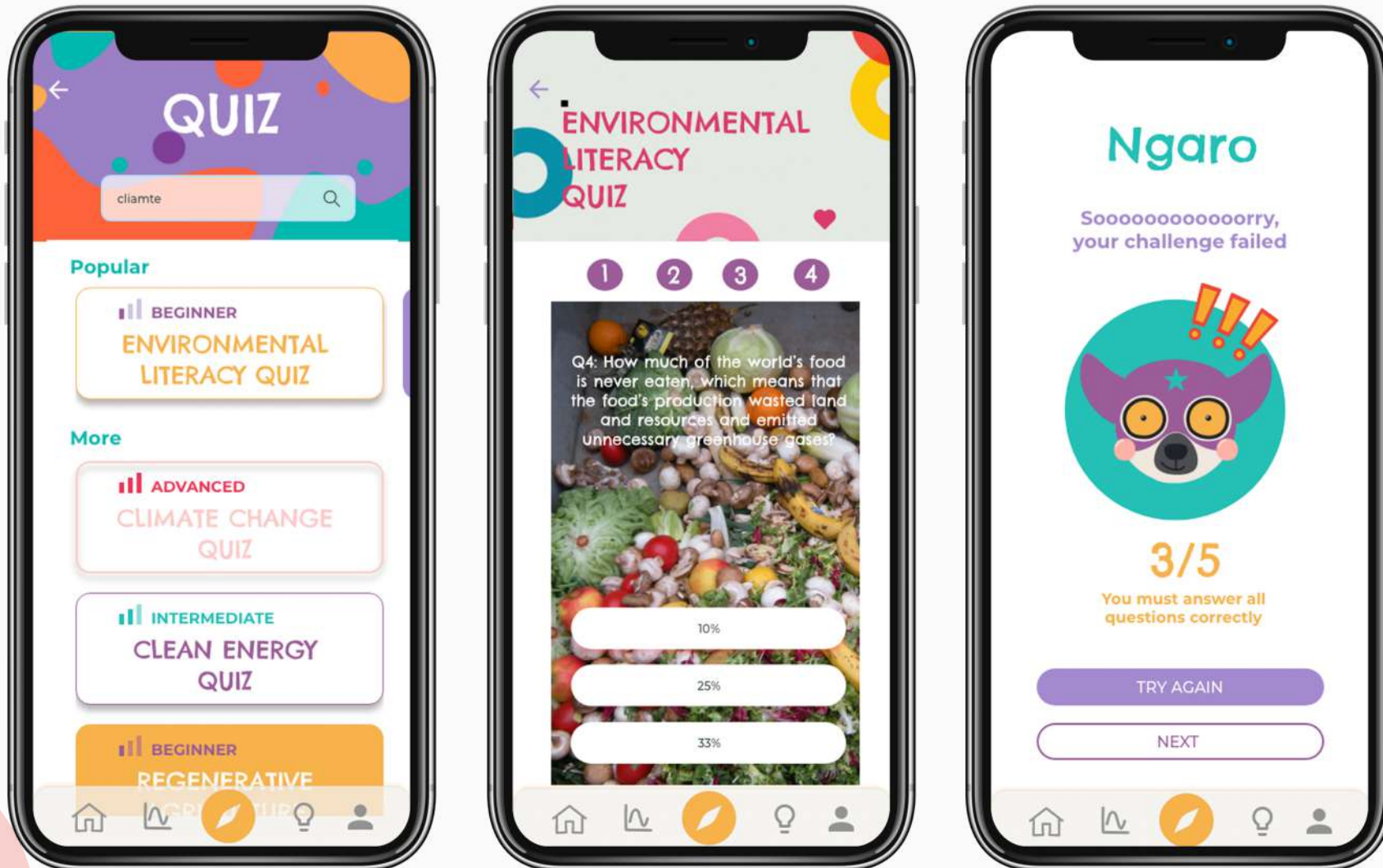
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# REFLECTION

## UX/RESEARCH

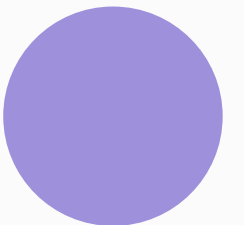
environmental protection research has spent a lot of time because of the widely range .Duo to the lockdown, parents who work from home will feel frustrated with their children for a long time. How parents accompany and teach their children at home, coupled with the environmental protection, building my creative.

## PROTOTYPE

After completed the UX research, I spent a lot of time searched for UI elements and color schemes. How to use XD and AI software is completely new to me, so I have to spend 2 days to learn the basic operations. I think learn more tips about software it will help to boot efficiency.

## CODING

Continuous practice 7-in-1 information structure SCSS method during the coding process. Try to understand the SMACSS guidelines. After this project, I can Comprehensive use such as mixin, extension, and each features.



# SUMMARY

Although there was a team UX design project before, UX research, design and then validation did not fully understand. Just completed task step by step and less contribution for team.

But this UX summarize project, deeper understanding the relationship of each elements of UX design. how to use these design research techniques, and how is work to improve experiences for users.

When I was coding, I learned and experienced the features and functions of SCSS in depth.

## NEXT:

- I can continue the resource page.
- Learn more JS for dynamic page.
- In-depth study of SMACSS guideline help optimize the code

**Thanks !**