Global Jam HQ (GSJam 2022)

2567 Netherlands - Amsterdam - AmsterJam (Jam: Global Service Jam)

Juicy

Submission details

Description

Tagline

Together we share a green future

Logo

Description

Our goal is to provide a government based service platform/website for people to make their home more eco-friendly. We want to establish this by showing an interactive 3D model in where people can drag-drop/select their prefered eco-friendly solution for their own home. To introduce and excite people for this platform, we introduce a voucher/funding to get people started with their first eco-friendly home improvement. Each solution shows the costs for clarity, but also shows the benefits, savings and positive effect on sustainability to motivate people.
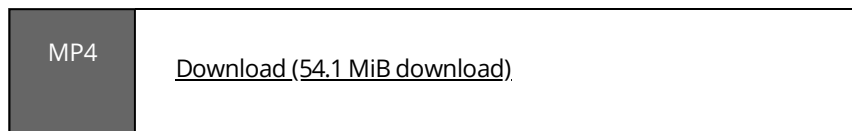
Reflection

ideation
user research
problem statement
prototype
user testing
implementing feedback
presentation

We had a good team spirit and motivation. We trusted the process and were all passionate about the idea and shared an open, creative space.
We've learned more about the idea of playing and coming to an idea and thinking outside the box.
If we wouldve had more time, we wouldve added more features, but for the time we had, we're extremely satisfied with the result and happy to share!

Pitch video

MP4	Download (54.1 MiB download)

I confirm to meet the minimum requirements and have the rights and blessing of the contributors of this submission to upload and publish the materials.	✓

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I confirm that I have obtained written consent to collect information and use image/video material from all of my research or test participants/interviewees.	✓

Team members

Merel

Rhys

Judy

Aish

Shaunak

Log in to submit.globaljams.org to see complete submission attachments.

Description

The GS Jam started off with gathering ideas and associations about the theme "brightness we share". All of those ideas were clustered into categories. We all chose for "eco/energy" and that's how team Juicy was established!

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Description

We conducted user research on the street with multiple target groups: families, elderly people and teenagers. Our goal was to collect problem statements/frustrations about eco/energy/sustainability. Based on our user research, we've found a range of statements. We clustered those statements into two groups (problems and motivations).

Type of file content

Research data

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Description

We formulated POVs and HMW (how might we) for the problem statements and started noting down all of our ideas that could solve/answer those and sticked them to the corresponding POV. We wrote down literally all of our ideas, "bad" and good ones. We narrowed those down to clusters like "personal tools", "community", "education", "news" etc. for which we each voted a top 2.
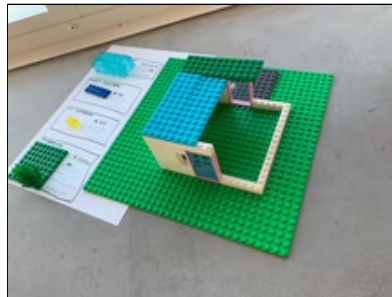
Type of file content

Insights

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Description

Next, based on our problem statement and user needs, we started roughly prototyping 3 of our favorite/most prototypable ideas. During this process, we all agreed on 1 specific idea: "Government help/tools to make people's houses more eco-friendly". We sticked down a few papers and started sketching our prototype ideas again, until we came to a final prototyping idea which we started executing. Our idea was to create an interactive platform/website with a 3D floorplan model for people

Description

First prototype

Download   254 KiB

Description

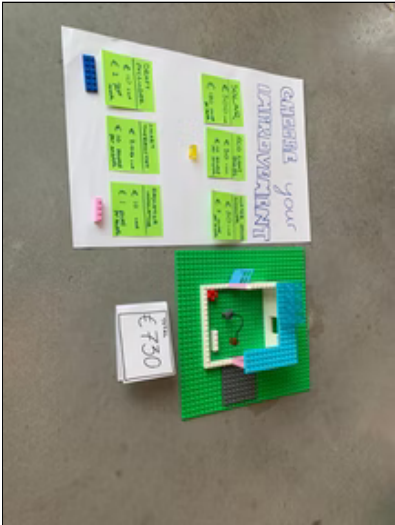Presenting our first prototype

Type of file content

Pitch presentation

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to make their house more sustainable.

Type of file content
Idea sketch or early concept

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MP4

Description
First prototype video

Download   25.2 MiB

Download   260 KiB

MP4

Description
Revisioned prototype after feedback and user testing

Download   54.1 MiB

Description
End presentation pitch for the entire group

Download   111 KiB