



EVERY BIT COUNTS!

EcoKnow

An app for sustainable living

What is EcoKnow?

An app for sustainable living



An app that provides enthusiasts with a way of incorporating sustainable living practices into their daily lives.

- Age, Occupation, Gender
- How much do you feel you follow sustainable practices in your daily life? (1-10)
- Which sources do you use to get help about sustainability?
- How interested would you be in an app which helps you get started with sustainability? (1-10)
- How often would you use such an app?
- What would be your expectations from such an app?



Need Finding



Questions in the survey



Need Finding



Expectations from such an app

- Easy to use, **simple tasks**, daily goals
- **Daily motivation**
- **Monthly goals** or targets to fulfil
- **Gamified goals** and challenges
- Help in **getting started**
- Usable by people of all age groups
- **Reward system**
- Possible **social interaction** and gathering

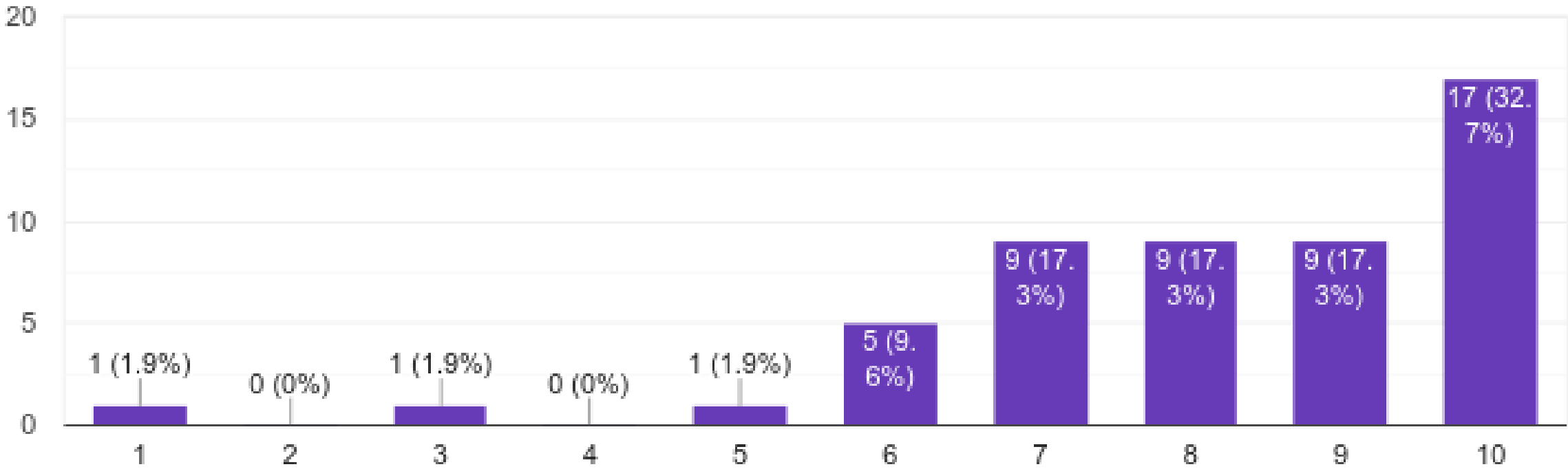


Need Finding



How interested would you be in an app which helps you get started with sustainability?

52 responses



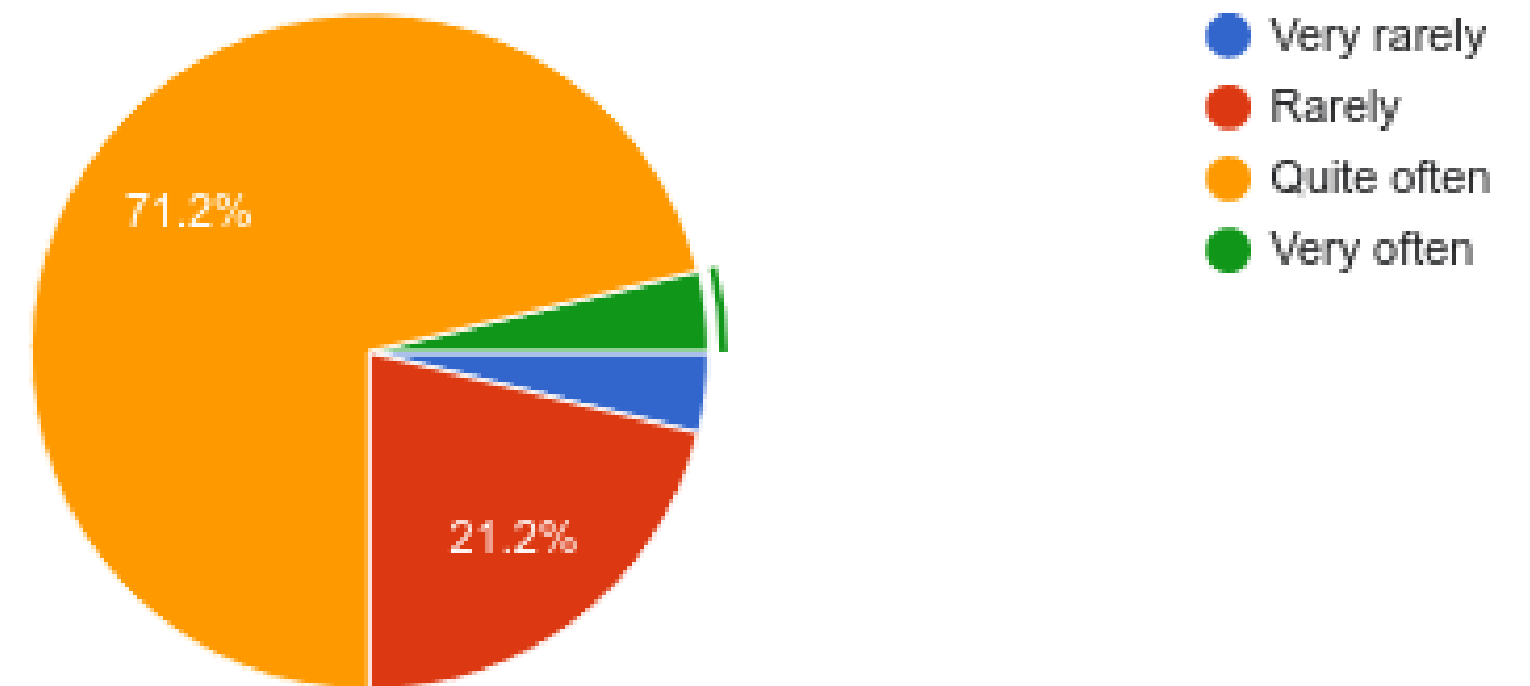


Need Finding



How often would you use such an app?

52 responses





Interview with Club head of Change Makers Society, PES University

**As somebody who's striving to
create an impact, what kind of
tasks/tips would you expect from
such an app?**

- Connecting with people who are already living sustainable lifestyles
- Finding alternates, where to buy these alternates from (connect to suppliers)
- Video hacks, posts, QnA sections

How do you gauge the impact that the Change Makers Society club has created?

- Can't have immediate and observable change.
- The main indicators of impact and progress involve:
 1. Energy and time spent with us
 2. Retention
 3. Increasing momentum
 4. Increased interest
 5. Increase in interaction within the club - taking up initiatives, projects, research

- Absolutely
- Sustainability doesn't have to be changing the world, it starts with you, at an individual level
- If an app will help in a person achieving that slowly, that'll be great. The main challenge of the app will be to keep users hooked.

Do you think there's scope for an app that helps get started with sustainable development?



Heuristic Evaluation

STRIVE FOR CONSISTENCY

- Using simple and familiar icons
- Menu hierarchy

ENABLE FREQUENT USERS TO USE SHORTCUTS

- Clicking on the EcoKnow icon redirects user to homepage

OFFER INFORMATIVE FEEDBACK

- The app always tells the user which tab he/ she is in and all the details required for the tab are displayed

DESIGN DIALOGS TO YIELD CLOSURE

- Task status, points gained and streak changes on completion of tasks
- Registration for event successful

OFFER ERROR PREVENTION AND SIMPLE ERROR HANDLING

- Reminder to complete the task twice a day
- Notification in case user forgets to update about task completion

PERMIT EASY REVERSAL OF ACTIONS

- Cancel event after registering, edit profile

SUPPORT INTERNAL LOCUS OF CONTROL

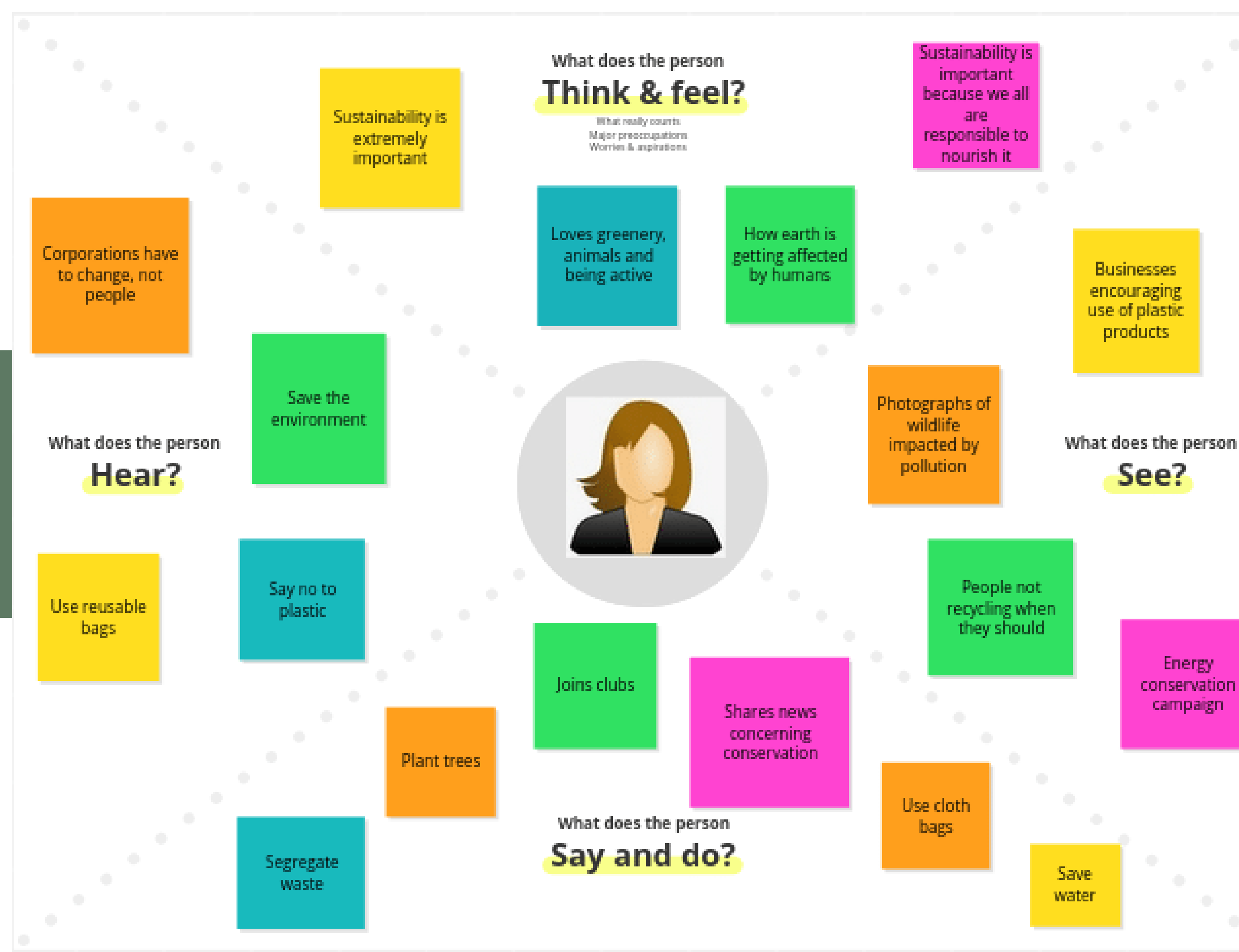
- Users decide task completion and level that they want to aim for
- Monthly tasks are a bonus, but leaderboard provides motivation for users to take them up
- Users can set up events

REDUCE SHORT-TERM MEMORY LOAD

- There are visual cues for user to understand points and streak
- Simple menu hierarchy



Empathy Map





Empathy Map

Gain

Has varying levels of tasks so anyone can get started with sustainability

Discover more ways to help the planet

Help reduce waste and pollution

Encourage others to live sustainable lives

Pain

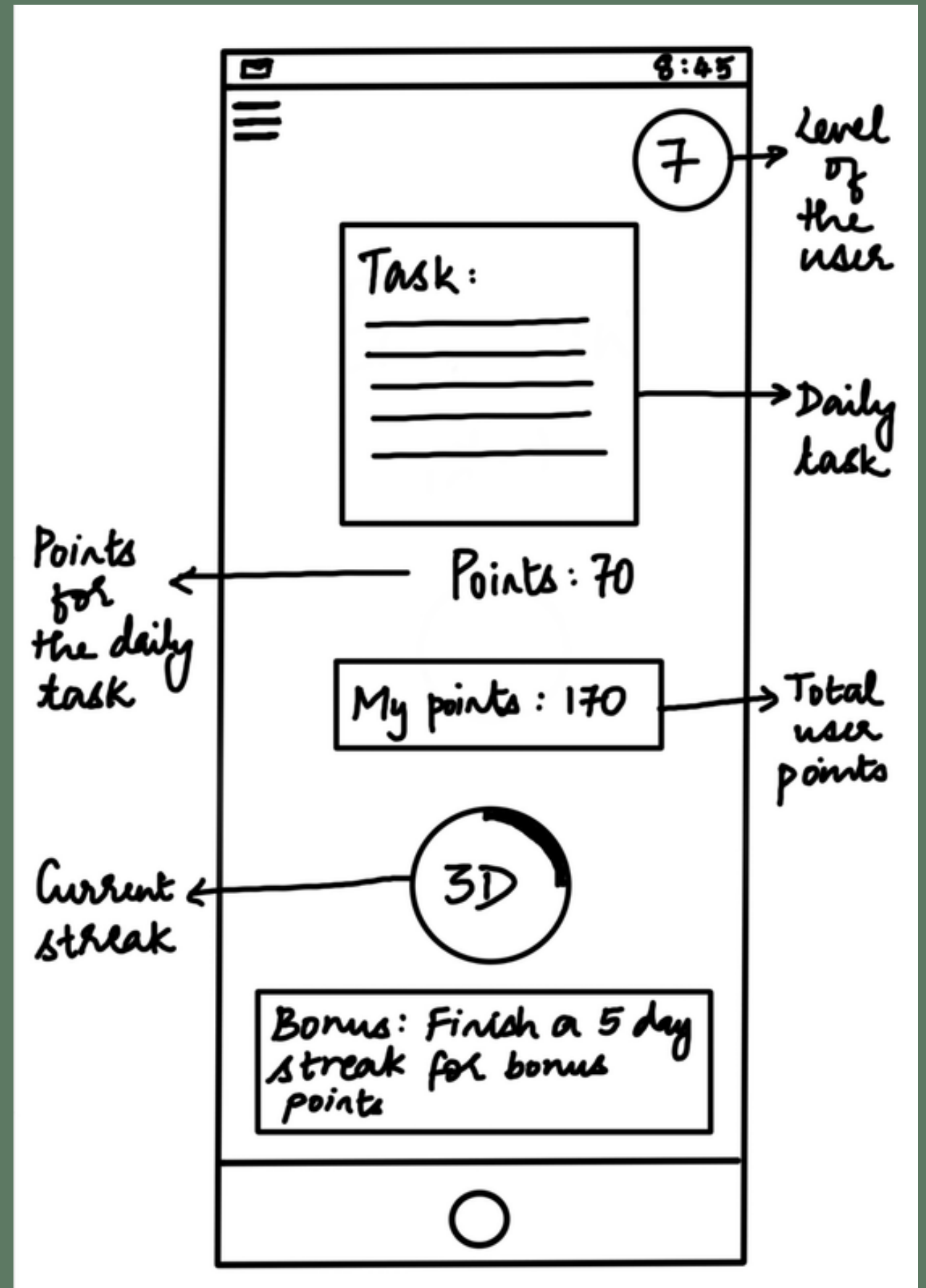
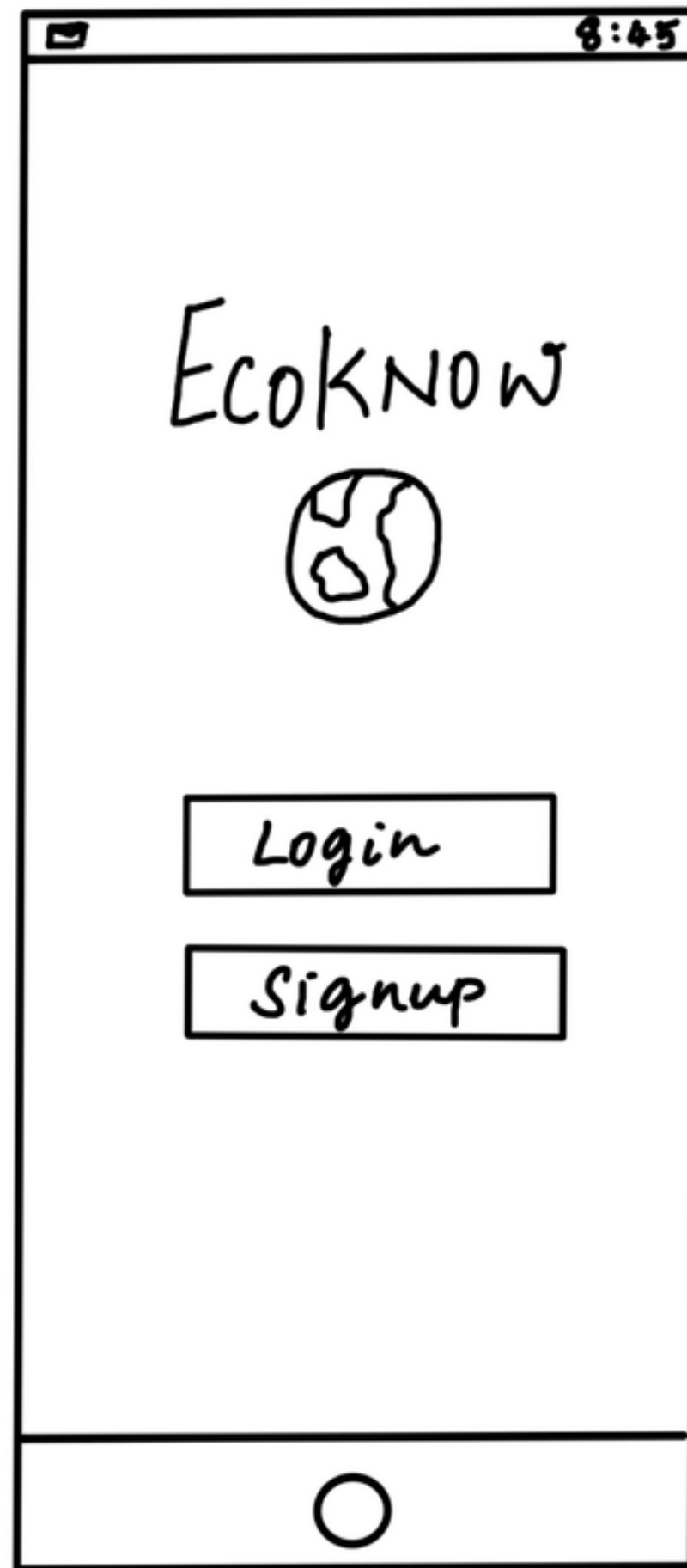
Fears
Frustrations
Obstacles

It is difficult to verify if the user has actually completed the task

It is difficult for the user to get self motivated as there's no other way other than the leaderboard in the app to motivate the user to do more tasks.

A photograph showing three orchids in different containers, viewed through a chain-link fence. The orchids have long, green, lanceolate leaves. The one on the left is in a coconut shell, the middle one in a clear plastic cup, and the one on the right in a hanging pot. A dark green banner with white text is overlaid on the right side of the image.

Low Fidelity Prototype



8:45

☰ Challenges

Monthly challenge

Completed Challenges

APRIL

Task : Zero waste month

Points : 50

Tasks completed this month : 7

Total impact : 87%.

8:45

☰ UserABC

Home

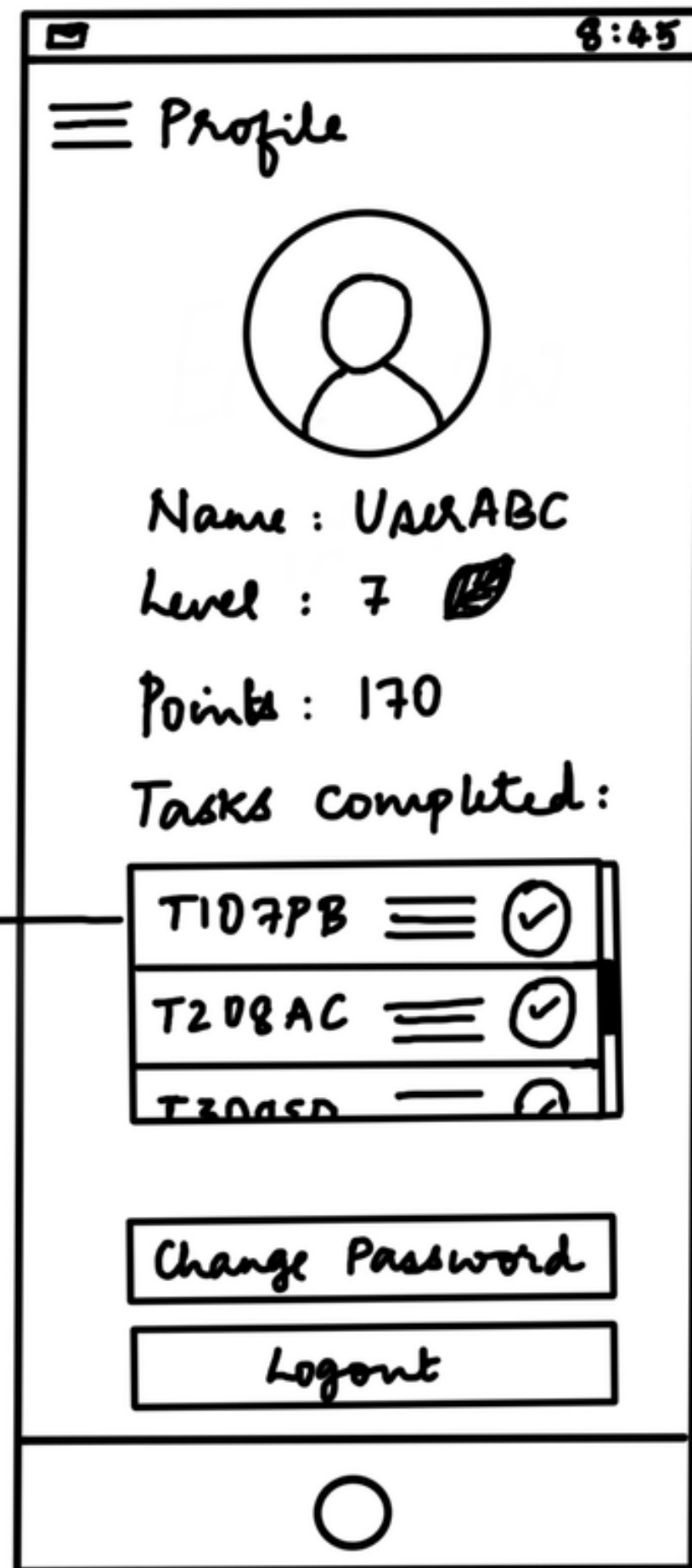
Challenges

Latest news

Events

Profile

Tabs in the menu ←



List of
all
tasks
completed
by the
user



Search
for
topics

news
snippets
ordered
by
date

8:45

≡ Events

Nearby Events

Set up an Event

Search based on event name/location

Name/Location

EcoUtsav, JP Nagar

02/05/21

5:00-7:00

Details: _____

Register

♥ ↗

Zero waste Workshop,

06/05/21

8:00-1:00

8:45

≡ Events

Nearby Events

Set up an Event

Event name: _____

Location: _____

Date: _____

Time: _____

Details: _____

Organizing team: _____

Sponsors: _____

Cost per head: _____

Submit form