



Jon  
Olsson

STUDENT PROJECT

MIRO Project Link:  
[https://miro.com/app/board/o9J\\_kj9tpw4=](https://miro.com/app/board/o9J_kj9tpw4=/)

Target  
user

## Persona

Kalle 22 years  
Single  
Studies human rights  
Buys second hand  
Drinks beer with friends



## Target Group

- ✓ Millennials+ (20-35)
- ✓ Smartphone users
- ✓ Small households
- ✓ City dwellers



# UX design process Round 1

MAP – SKETCH – DECIDE – PROTOTYPE – TEST

# Why is this product needed?

## Product expectations

- Climate awareness
- Behavioral change

## What can go wrong

- Overrated user interest
- Climate anxiety
- No change in behavior

## Assumptions

- Honest users
- Relevant categories

## Competitor research

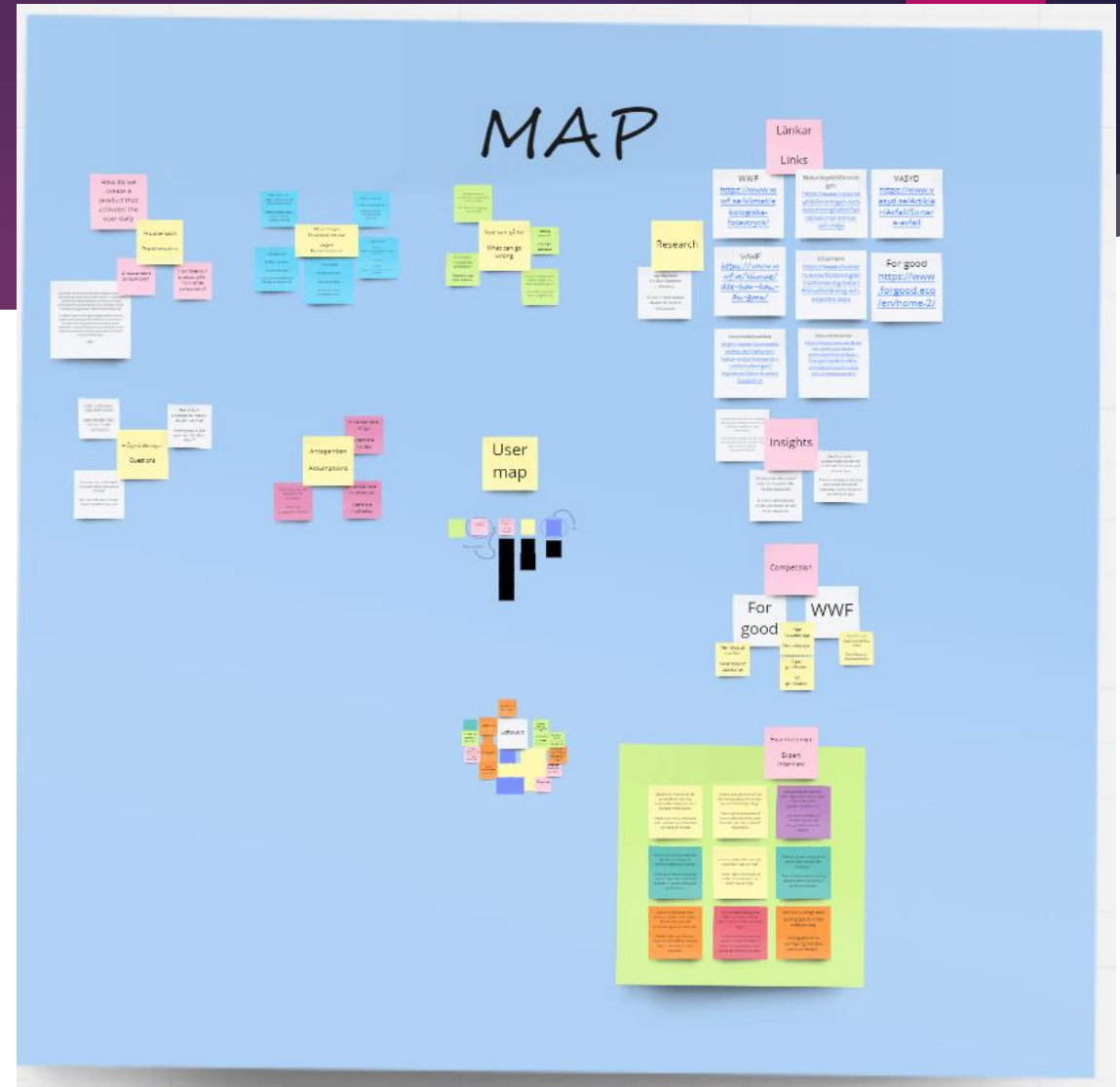
- Data focused
- Too much/little
- Web based only

## User map

- Introduction
- Challenges
- Statistics
- Sharing

## Expert interview

- Gaming



# How do we visualize our product idea?

## Basic features

- Challenges SP/MP
- Statistics
- Data input
- Unit of measurement
- Introduction
- Share results

## Inspiration

- Competitors
- App features

## Sketching

- Based on user map
- Showcases basic features

## SKETCHING



# Which design meets product expectations?

## Heatmap

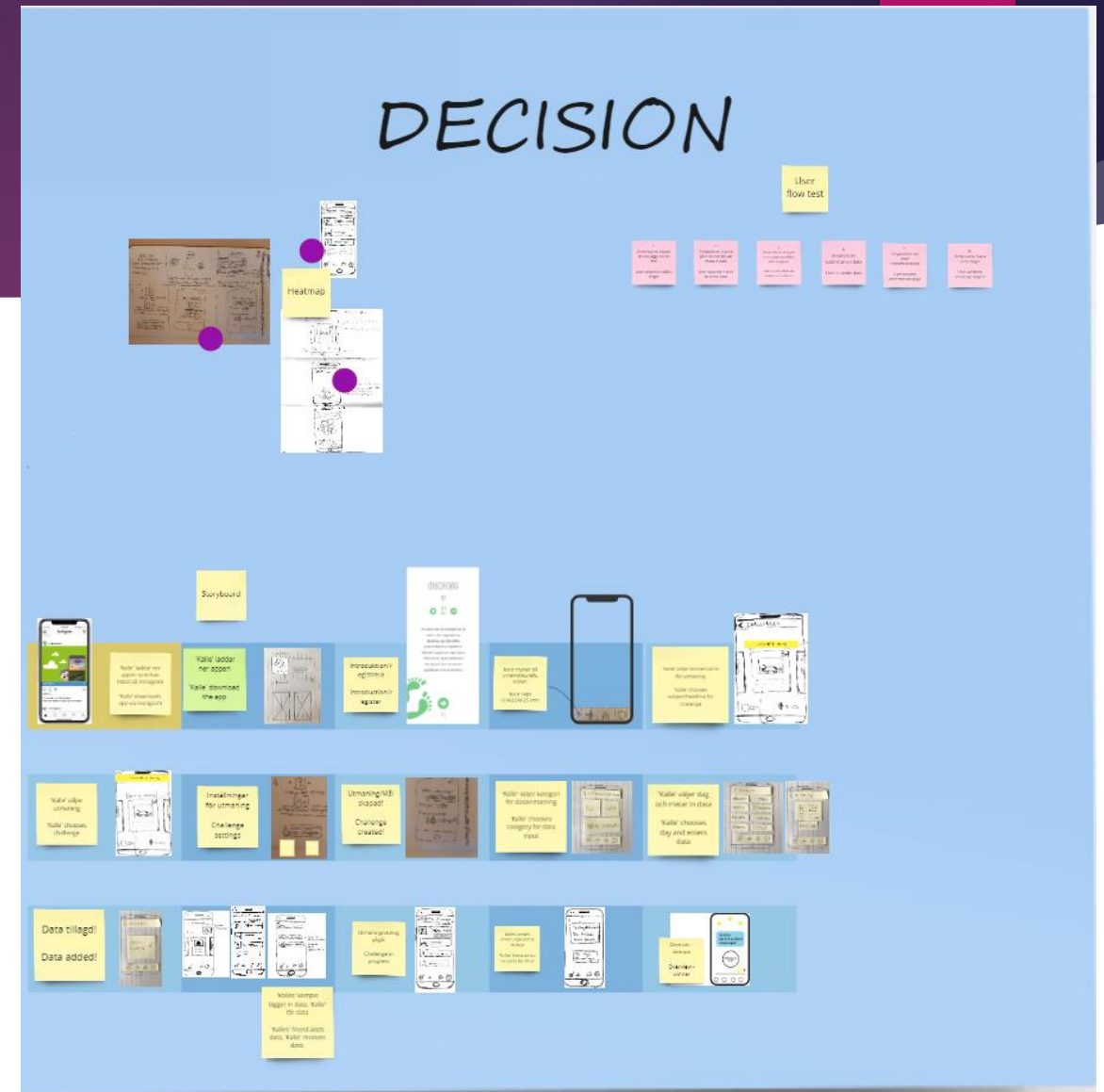
- Deciding between drafts

## User flow test

- Feature walkthrough
- Begin challenge – input data - victory

## Storyboard

- Visualizing user map
- Prototype guideline
- Download – create challenge - win



# Does goal and design align with prototype?

## Hypothesis

- We believe that

**a feature for challenges**  
designed for **competitive millennials+**  
increases **interest in app**.

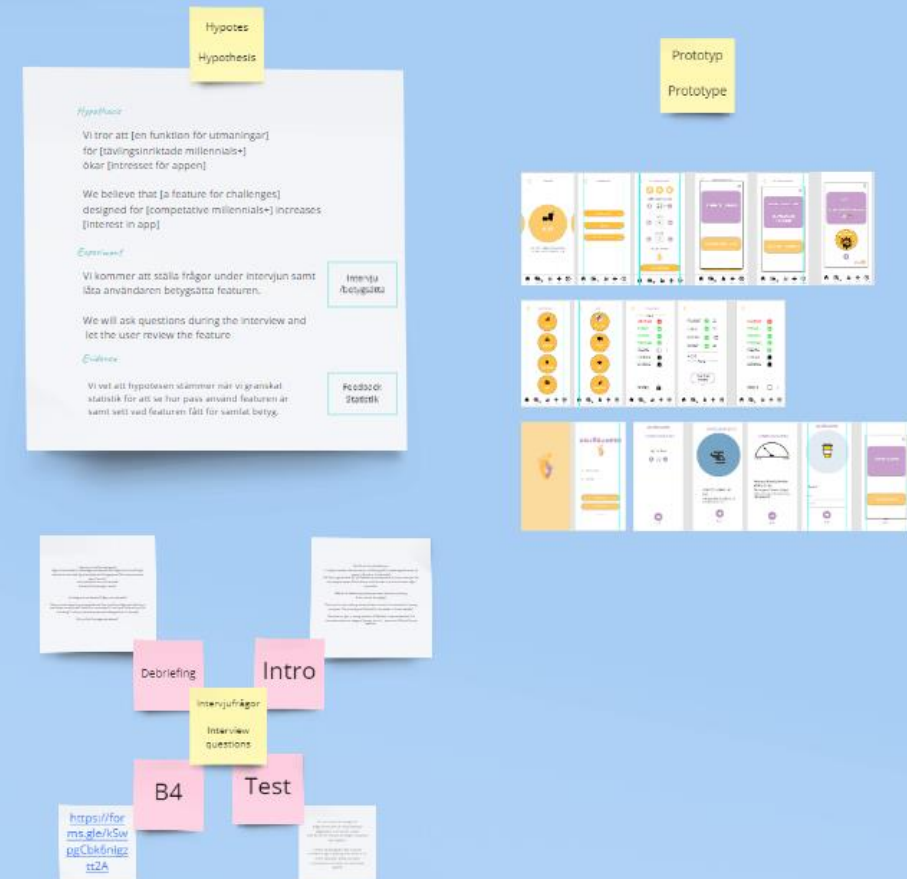
## Interview questions

- Main purpose of app
- Missing/superfluous/motivating features
- Recommend/use
- Relevant categories

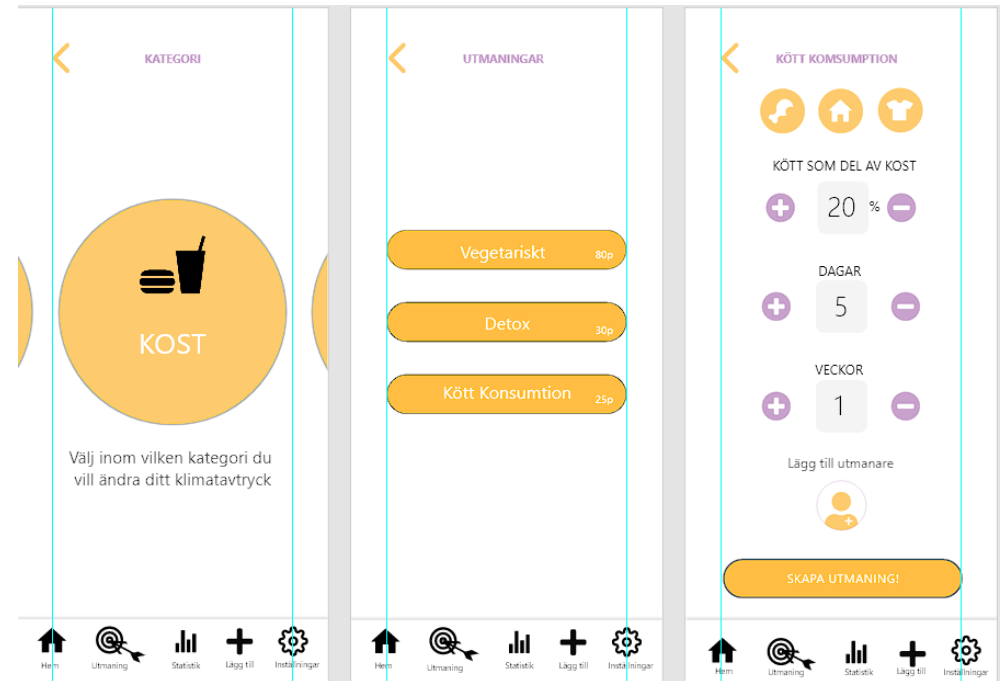
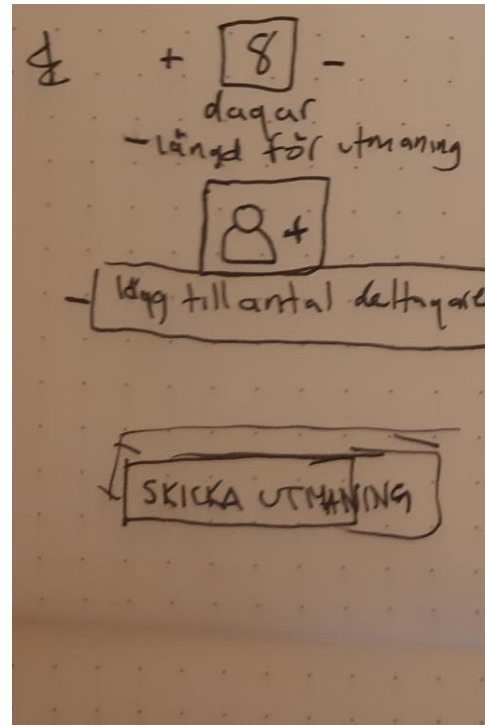
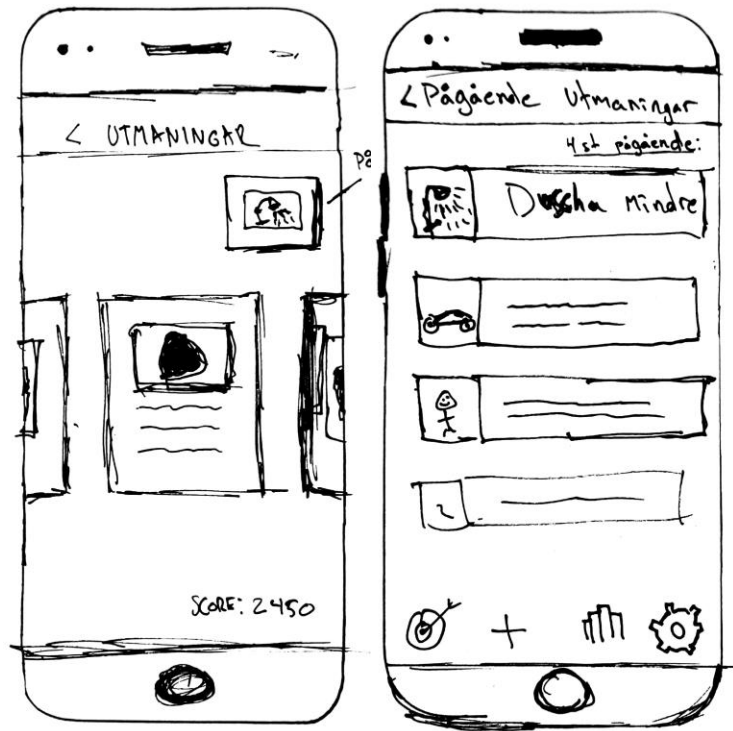
## Prototype

- Partially inspired by sketches

# PROTOTYPE



# Examples





# How is the user experience?

## Feedback

- Font/style should match concept
- Good concept
- Would use/recommend
- Missing tutorial
- Not sure where to click
- Relevant categories
- Doesn't understand graph

## Emerging patterns

- Difficult to navigate
- Challenge feature widely appreciated
- Layout not optimal



# Conclusions

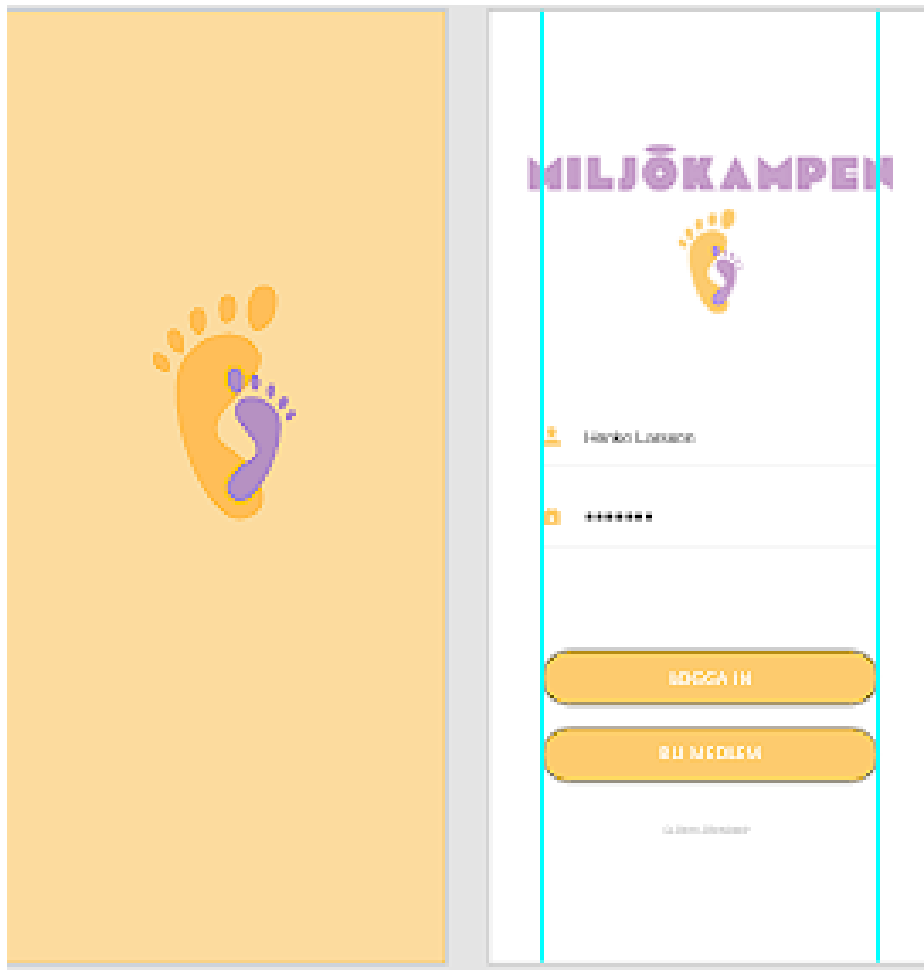
FURTHER MOTIVATION IS NEEDED

PILOT STUDY TO CATCH BASIC MISTAKES  
EARLY

FOCUS ON ONE DESIGN INSTEAD OF  
CHERRY PICKING

ALIGN DESIGN WITH APP THEME

SHARING IS KEY TARGET BUT NOT PRESENT IN  
APP

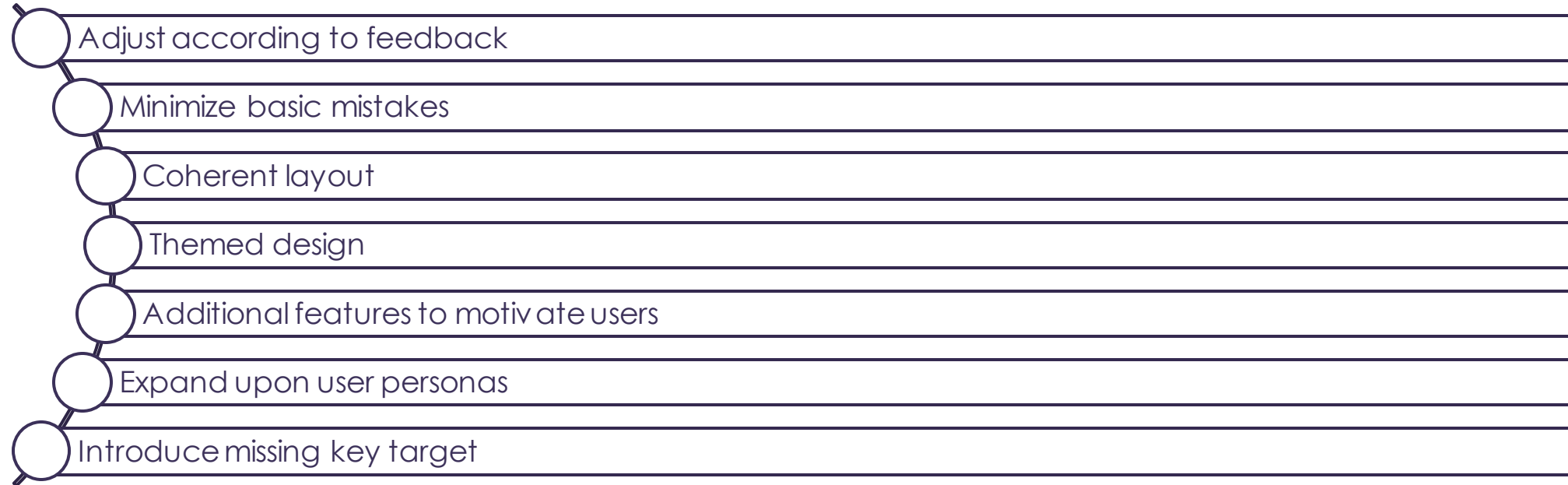


How can we  
improve  
upon the  
existing  
product?



# UX design process Round 2

EMPATHIZE – DEFINE – IDEATE – PROTOTYPE – TEST

- 
- Adjust according to feedback
  - Minimize basic mistakes
  - Coherent layout
  - Themed design
  - Additional features to motivate users
  - Expand upon user personas
  - Introduce missing key target

# Goals

# EMPATHIZE

## User persona

### Persona



Anders

29  
years

In a  
relationship

### Reasons to use our product

Change  
friend/partner  
behavior

Cares about  
environment

### Reasons to buy our product

Enjoys  
variety of  
challenges

### Personality

Competative

Empathic

### Interests

Farming

Gamer

Nature  
walks

### Skills

Communicative

Motivator

### Profession

Student

Env.  
engineer

## Target Group

- ✓ Millennials+ (20-35)
- ✓ Smartphone users
- ✓ Small/Medium households
- ~~✓ City dwellers~~
- ✓ Singles/Couples
- ✓ Flatshares/Frenemies

# Why is this product needed?

## User perspective

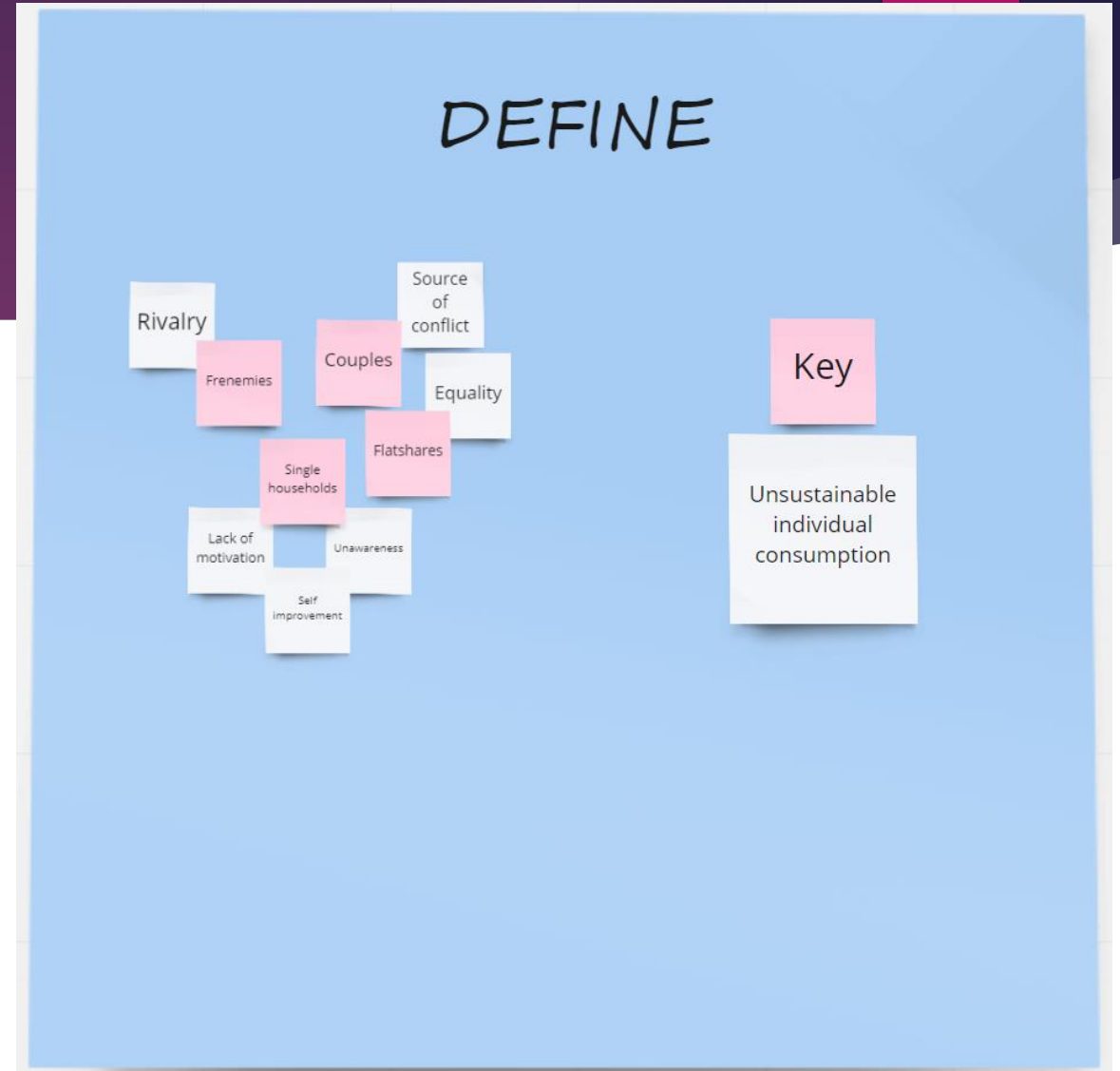
- Rivalry
- Source of conflict
- Equality
- Lack of motivation
- Self improvement
- Unawareness

## Key issue

- Unsustainable individual consumption

## Aspiration

- Change behavior/Enlighten



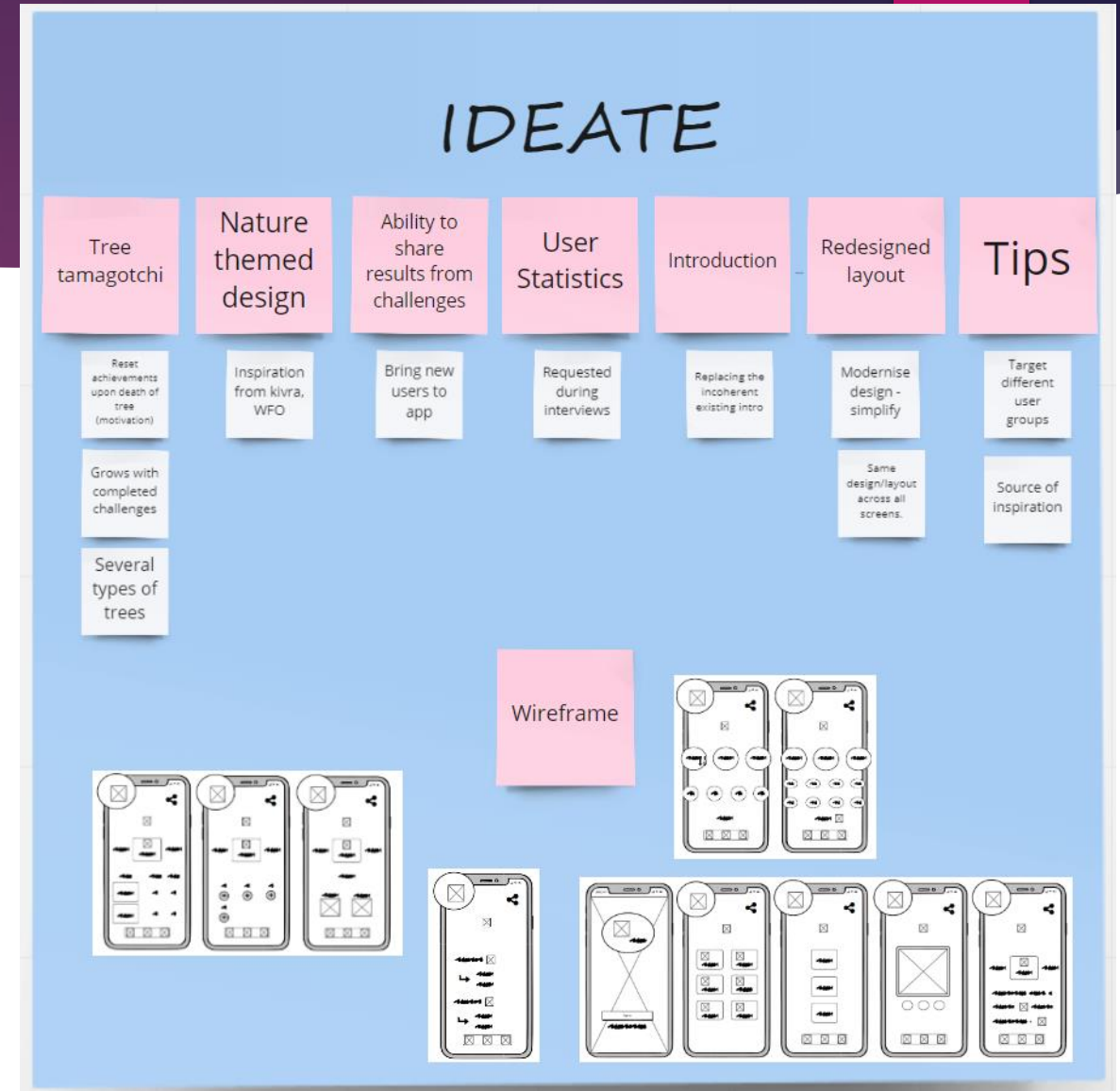
# How do we visualize our product idea?

## Key Features

- Tree Tamagotchi
- Nature themed design
- Challenges
- Sharing
- User statistics
- Introduction
- Redesigned layout
- Tips

## Sketching

- Wireframe





# Does goal and design align with prototype?

## Focus areas

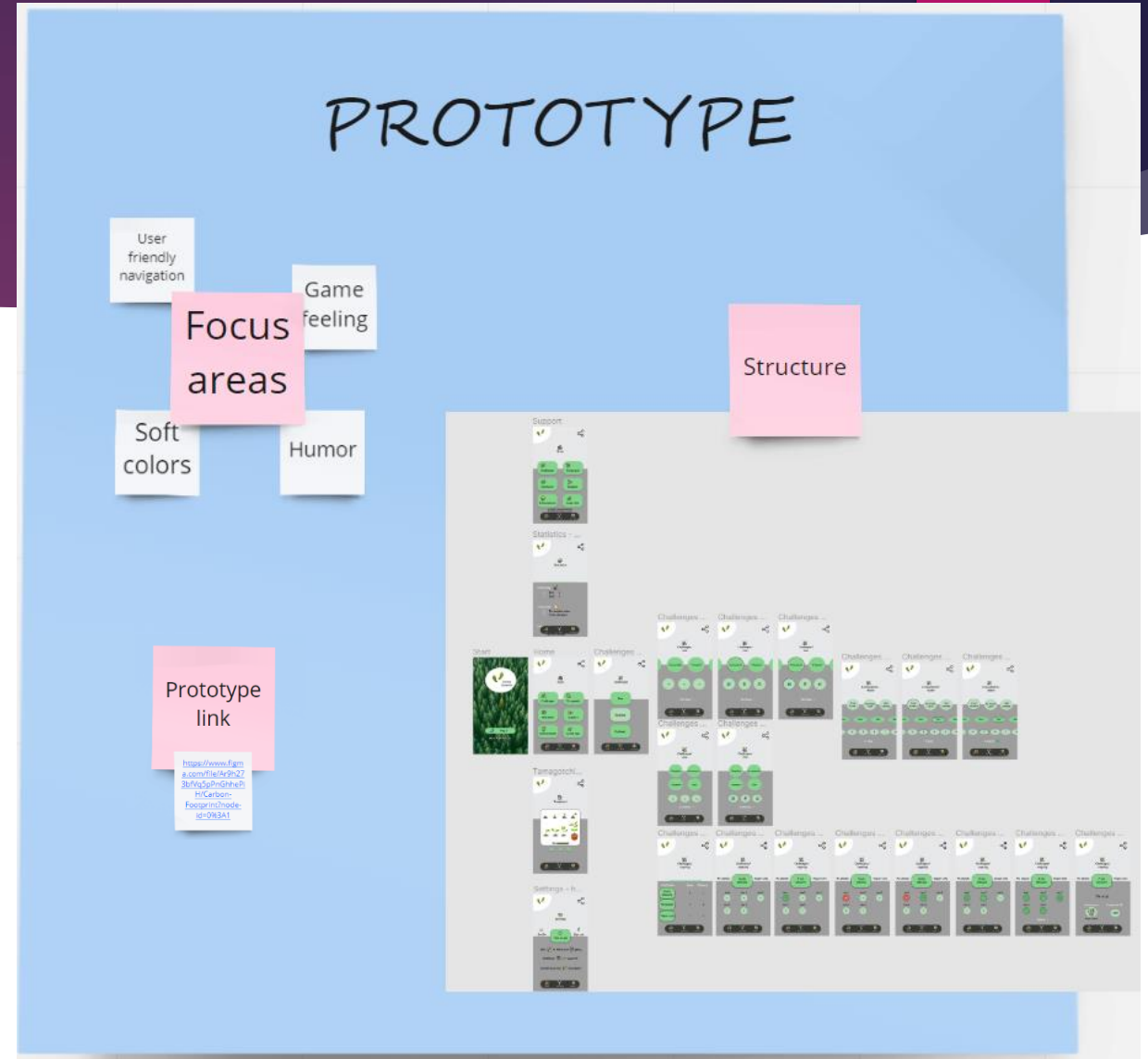
- User friendly navigation
- Soft colors
- Game feeling
- Humor

## Structure

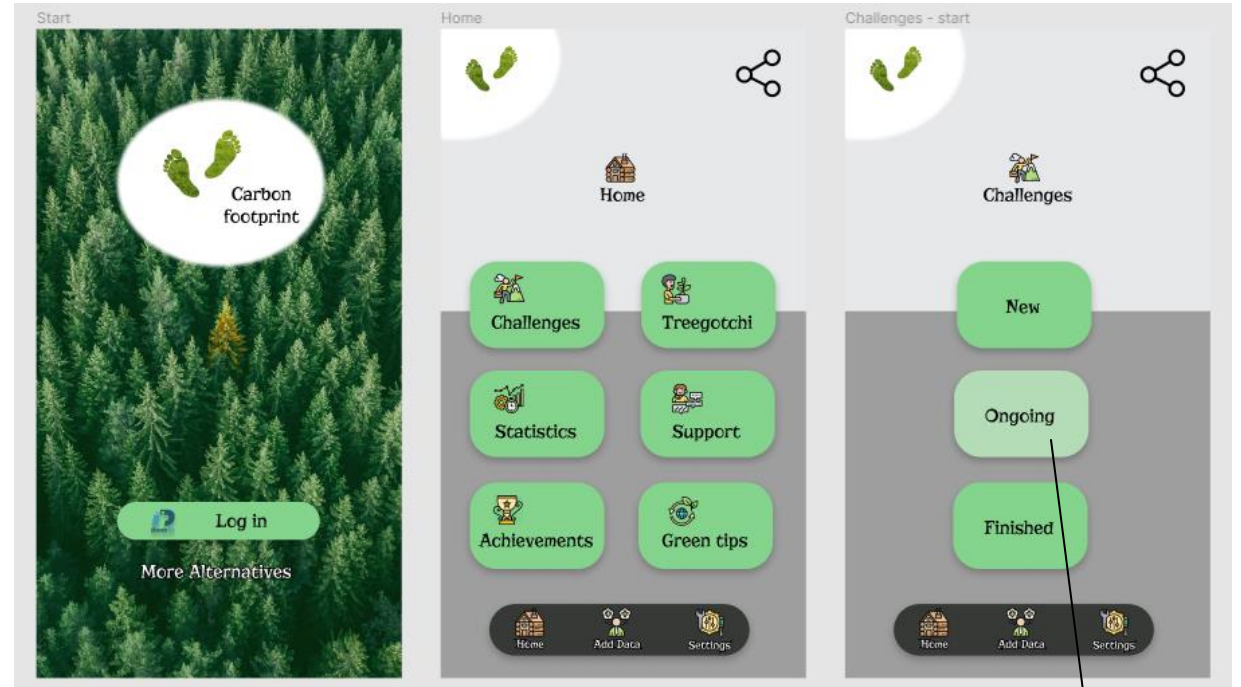
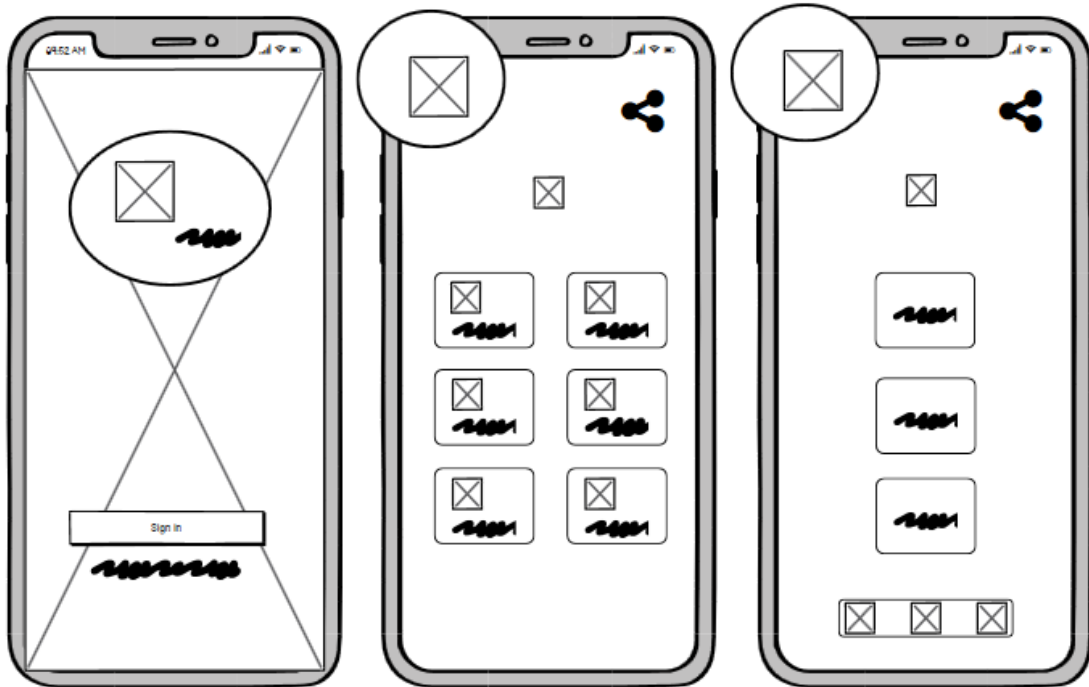
- Alternative designs

## Prototype link

<https://www.figma.com/file/Ar9h273bfVq5pPnGhhePiH/Carbon-Footprint?node-id=0%3A1>

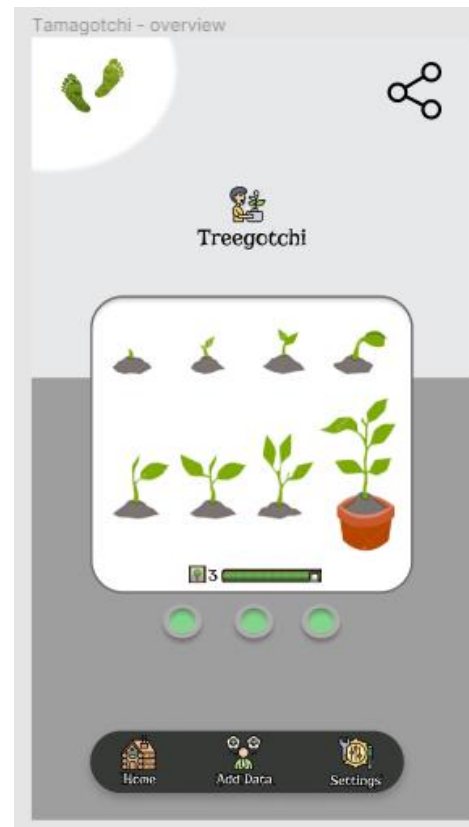
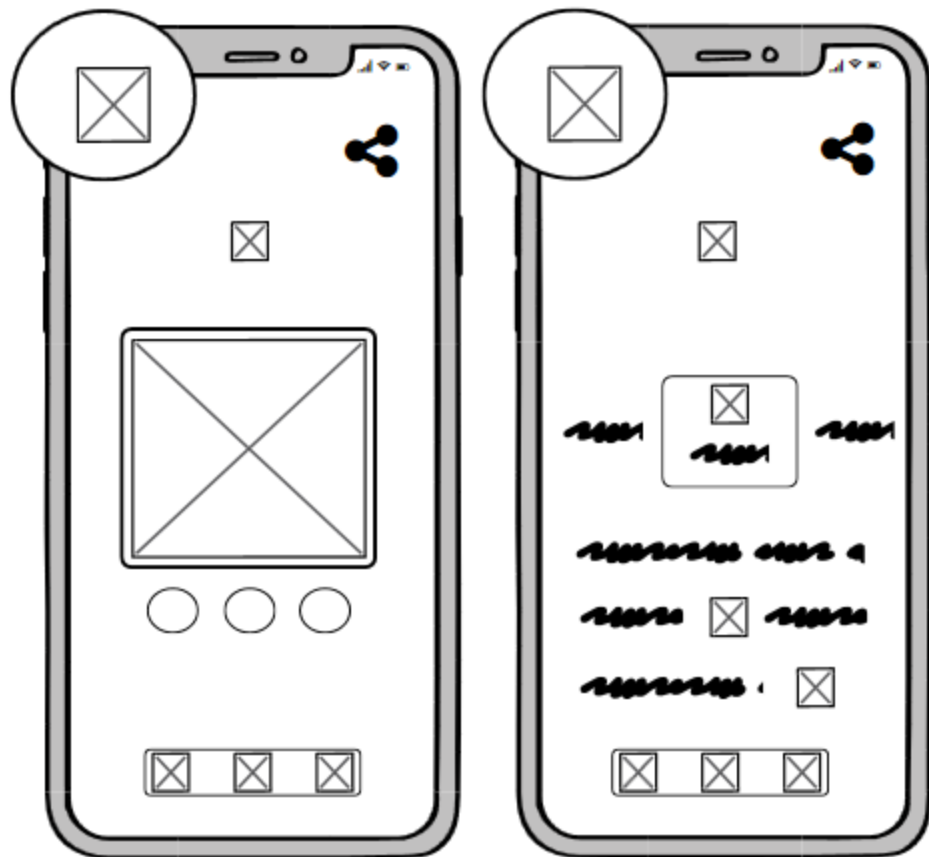


# Examples

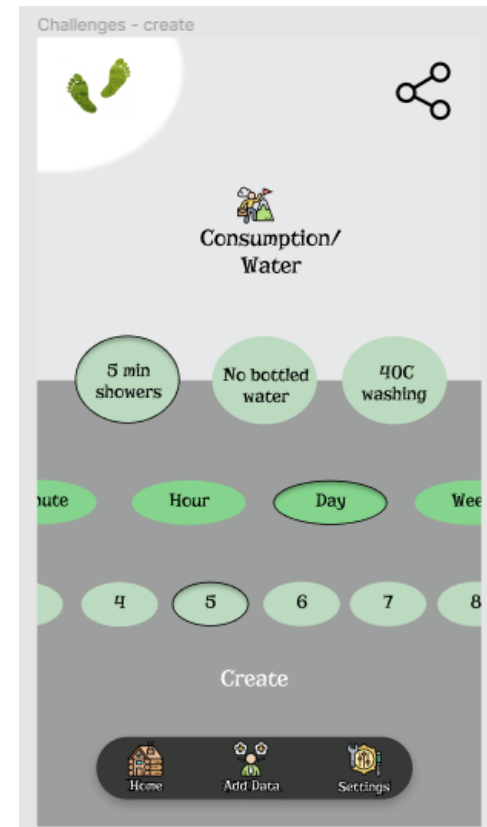
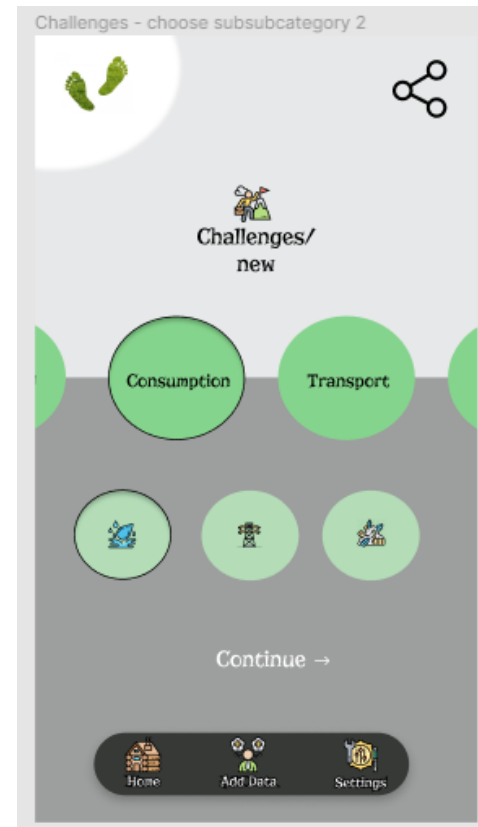
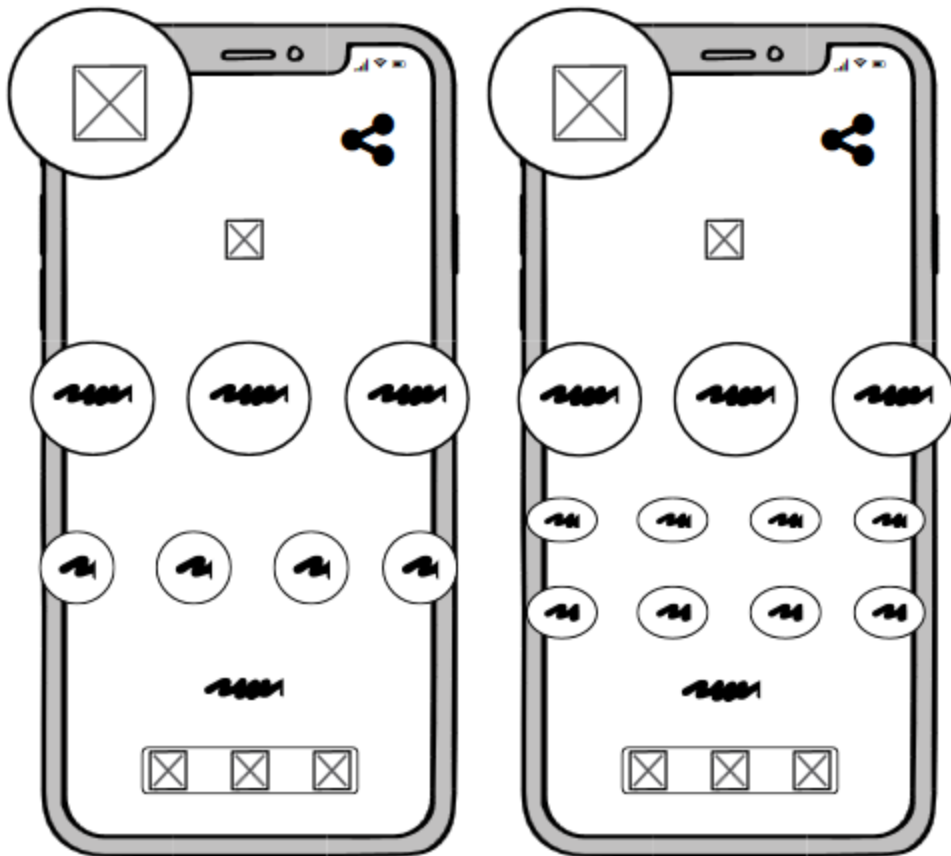


Highlighted

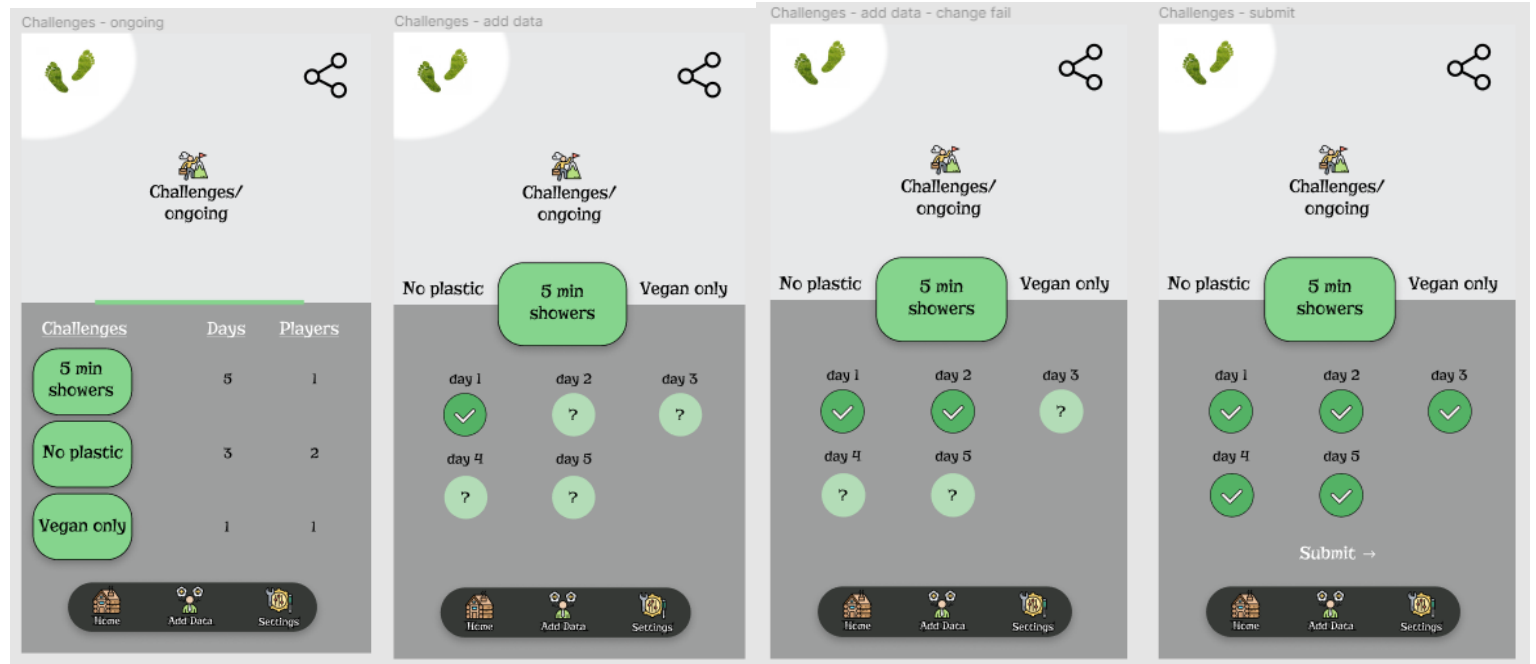
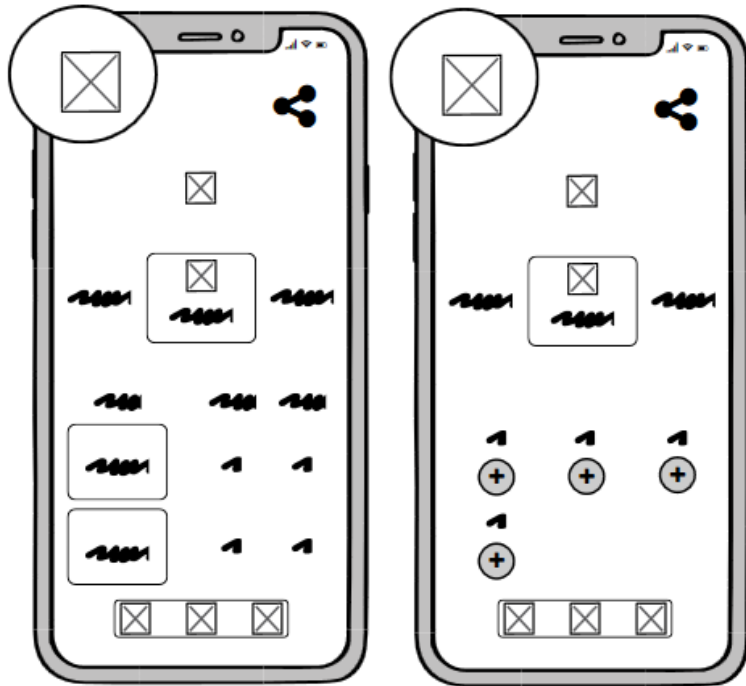
# Examples



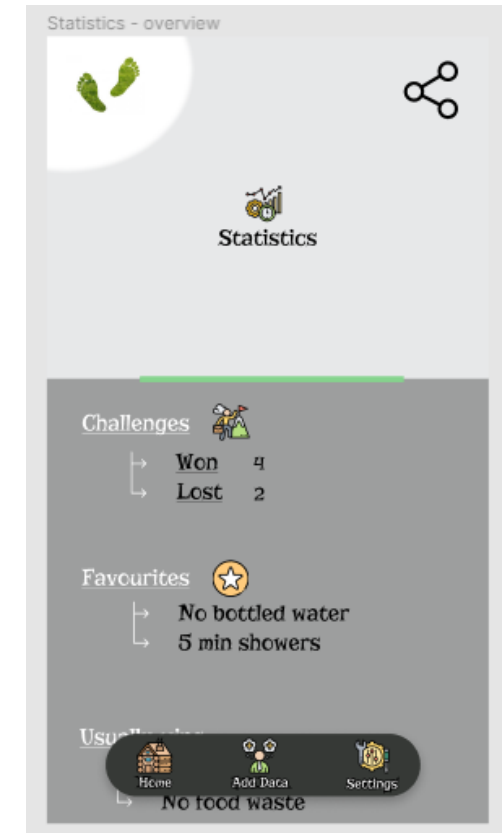
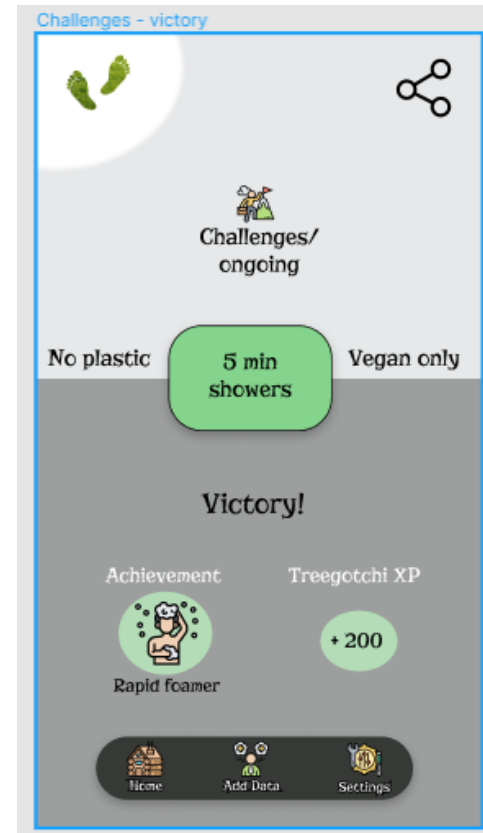
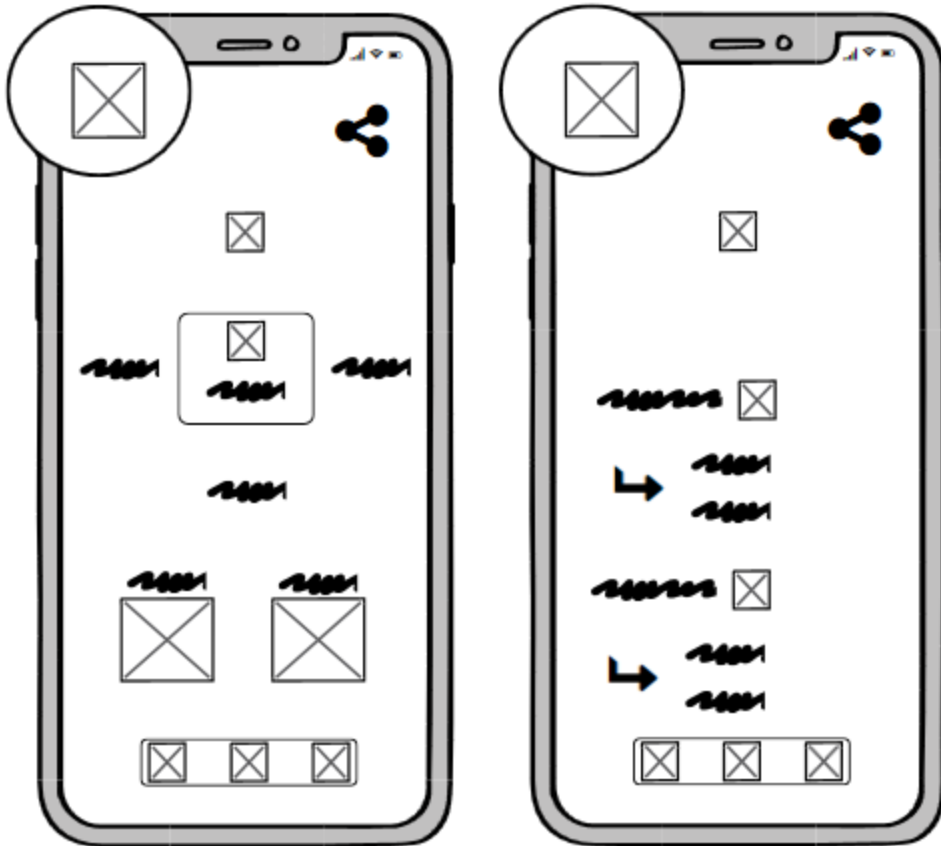
# Examples



# Examples



# Examples



# How is the user experience?

# Feedback

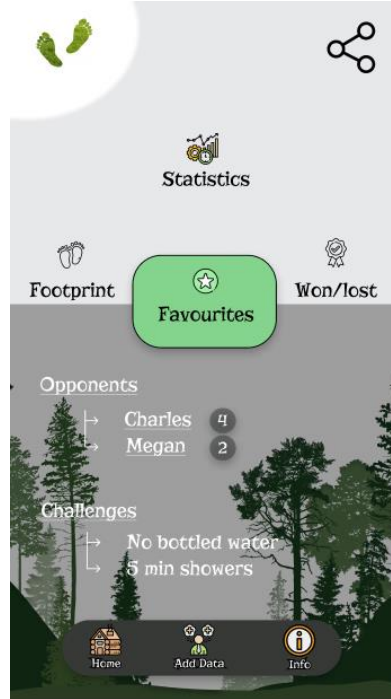
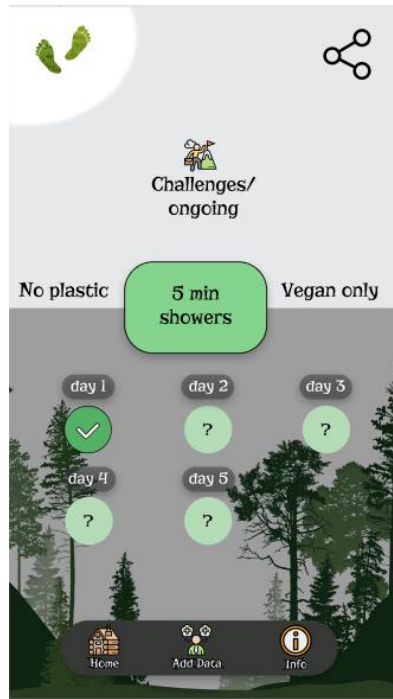
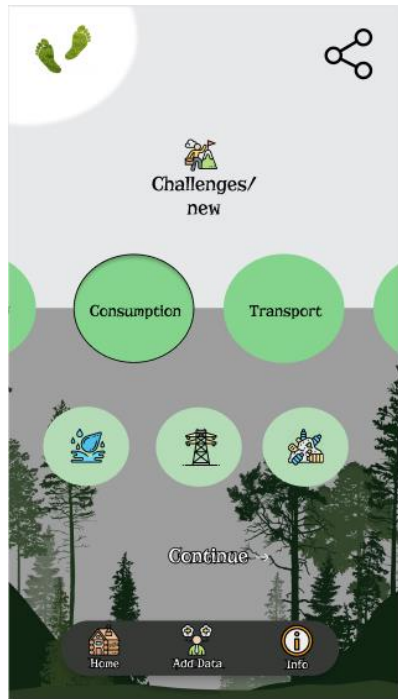
- Likes green theme
- Fun with achievements
- Some icons are too small
- It is possible to share
- Treegotchi functionality not explained
- Font suggests playful app
- Settings should be replaced with menu

## Emerging patterns

- No issues with data input
- Tutorial not easy to find
- Achievements increases motivation
- Treegotchi increases motivation
- Color theme appreciated







## Adjustments to prototype from feedback

- Background image
- Replaced settings with info
- Resized icons
- Slight changes to text color
- Redesigned statistics page





- Adjust according to feedback
- Minimize basic mistakes
- Coherent layout
- Themed design
- Additional features to motivate users
- Expand upon user personas
- Introduce missing key target

# Goals



Not  
implemented

MULTIPLAYER

FOOTPRINT  
CALCULATION

TREEGOTCHI  
FUNCTIONALITY

CUSTOM  
CHALLENGES

SUPPORT/FEEDBACK

ACHIEVEMENT  
OVERVIEW

# Revenue

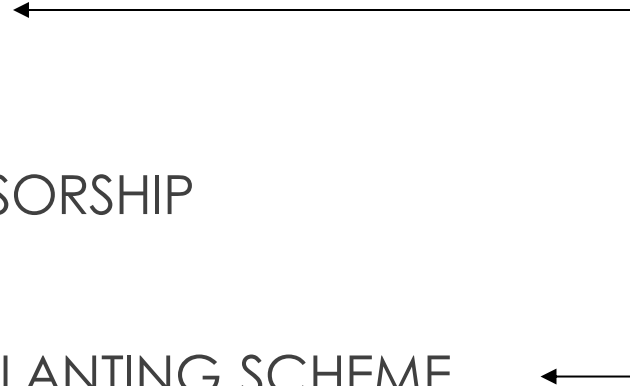
ADS

SPONSORSHIP

TREE PLANTING SCHEME

PAY TO USE

IN APP PURCHASES (MULTIPLAYER  
LIMITATIONS, PAID FEATURES)



# Sources

## Design choices

### EXPLORATION VS GUIDANCE TESTING

- First test group explored freely, and second group were guided.

### HICK'S LAW

- Simplify choices for the user by breaking down complex tasks into smaller steps. (Data input)

### INTERACTION DESIGN, JENNIFER PREECE (2015)

- "Usability aims to ensure interactive products are easy to learn, efficient to use and fun from a user perspective" (Humor, simple navigation)

### LAW OF PRÄGNANZ

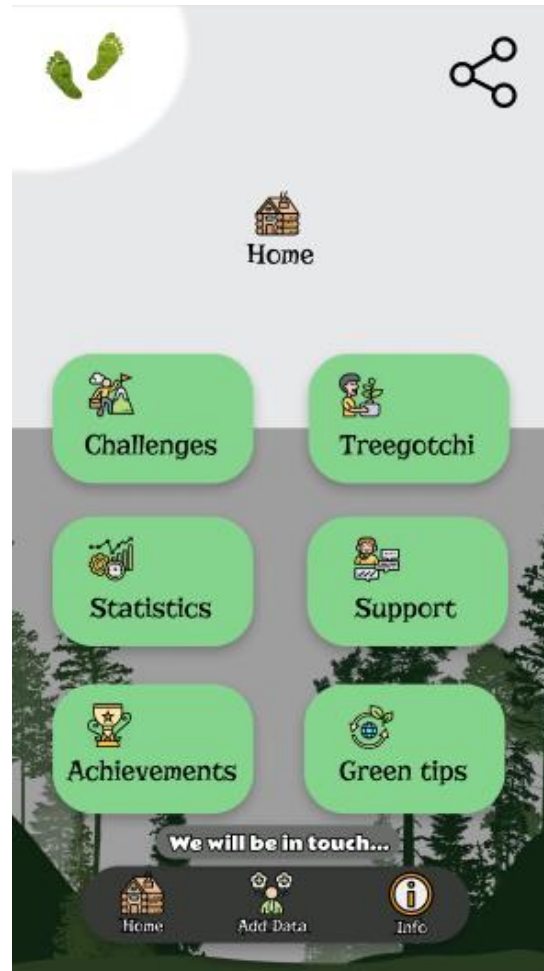
- Research confirms that people are better able to visually process and remember simple figures than complex figures. (choice of icons/style)

### BEYOND FUN, CARROLL J.M (2004)

- "There are many aspects of user experience that can be considered when designing interactive products. Of paramount importance is usability, functionality, esthetics, content, appearance and feeling, as well as the sensual and emotional attraction" (treegotchi + empathy)

### VON RESTORFF EFFEKT?

- Make important information or key actions visually distinctive.



Thank  
you for  
listening.