INDIVIDUAL CLIMATE CHANGE

MIRO Project Link:
https://miro.com/app/board/o9J_kj9tpw4=/

Jon Olsson

STUDENT PROJECT

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

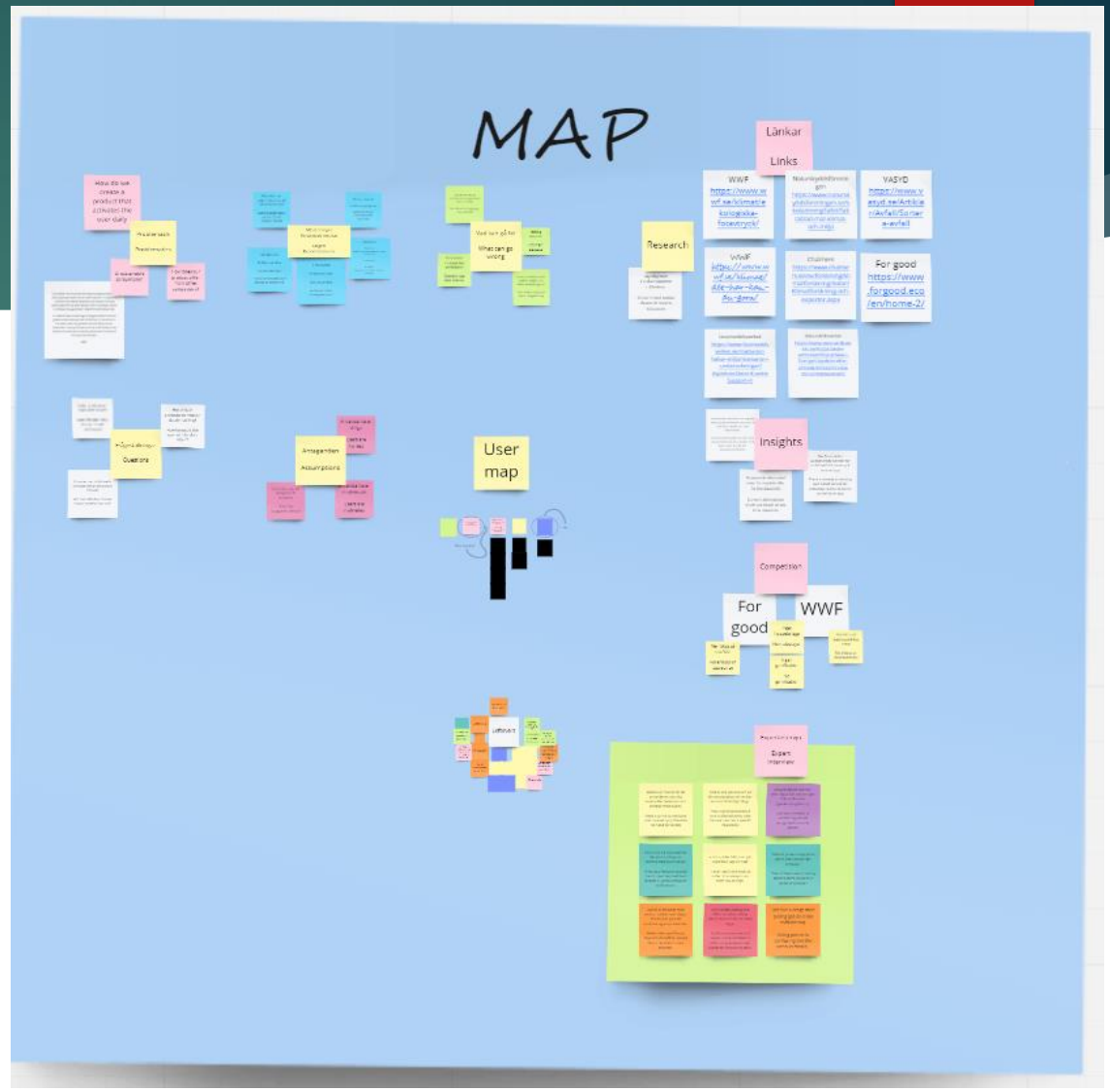
What can go wrong
- Overrated user interest
- Climate anxiety
- No change in behavior

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

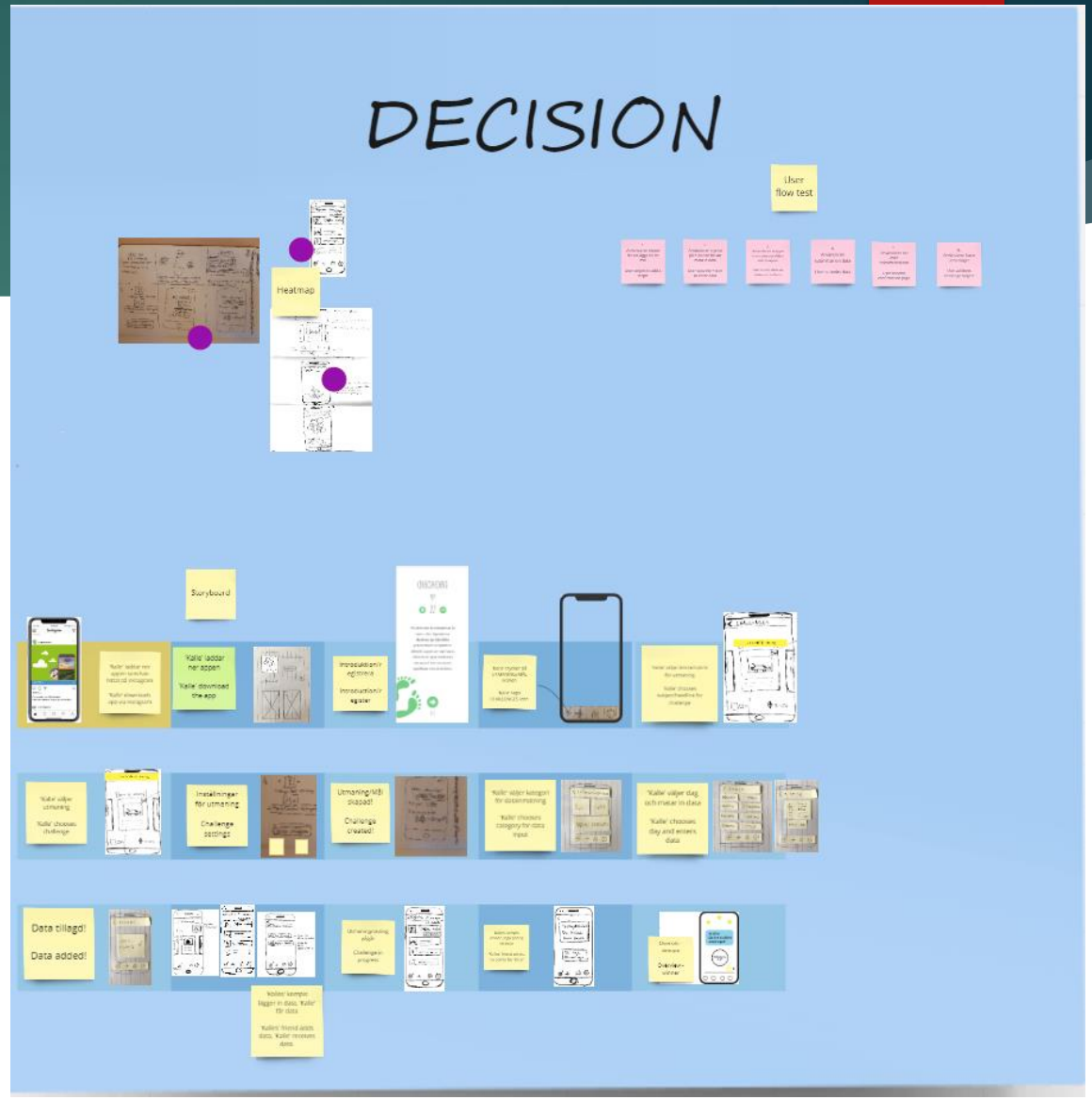
Sketching
- Based on user map
- Showcases basic features

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

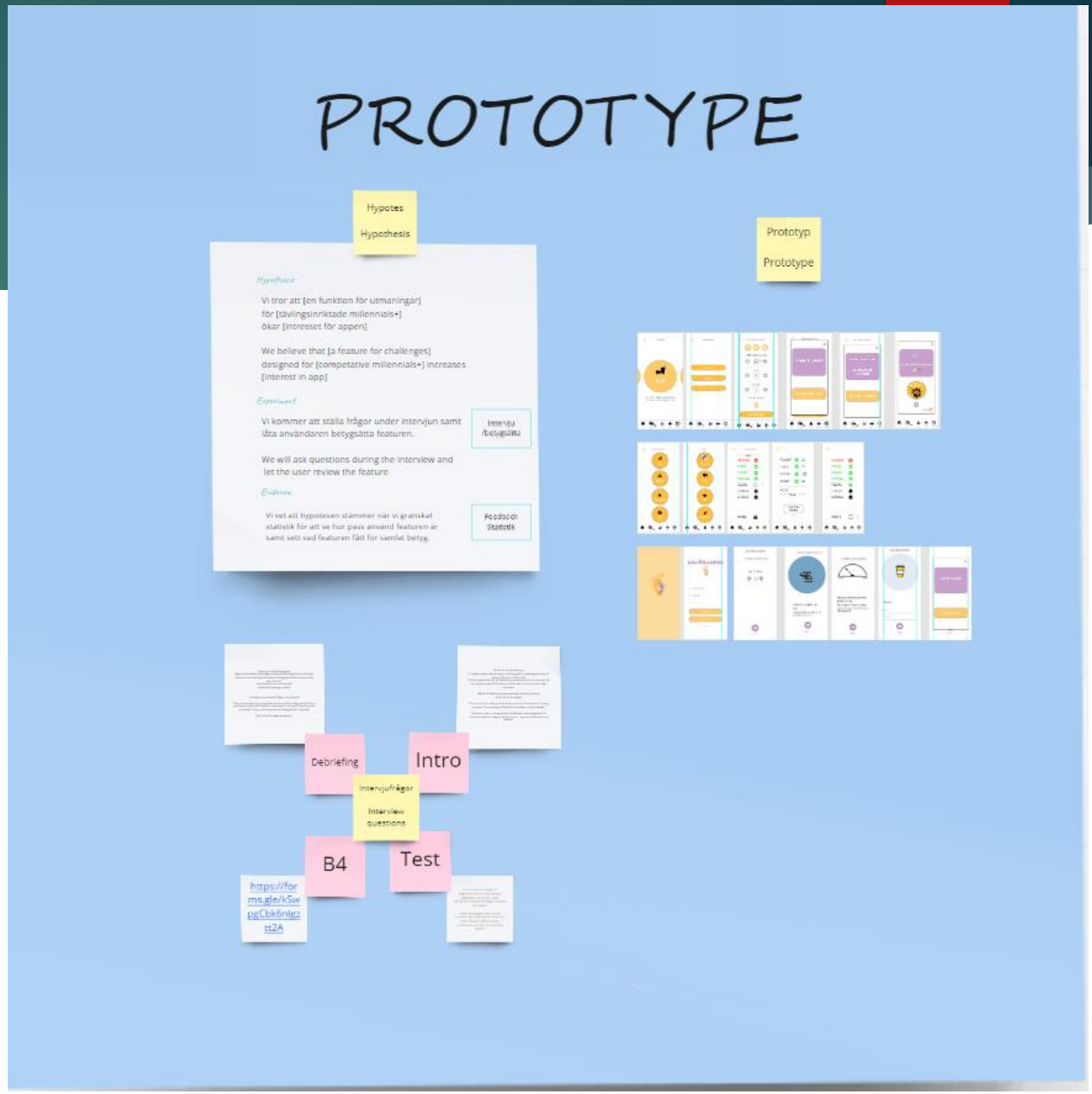


Does goal and design align with prototype?

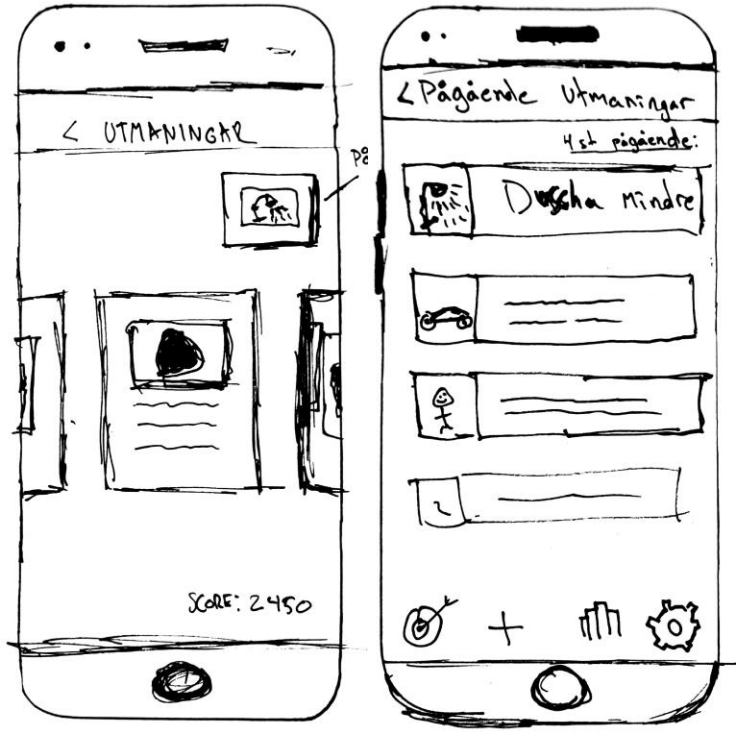
Hypothesis
- We believe that
a feature for challenges
designed for **competitive millennials+**
increases **interest in app**.

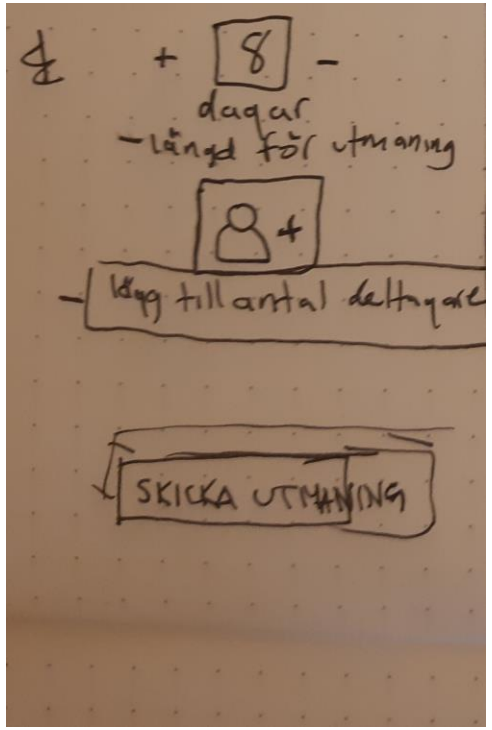
Interview questions
- Main purpose of app
- Missing/superfluous/motivating features
- Recommend/use
- Relevant categories

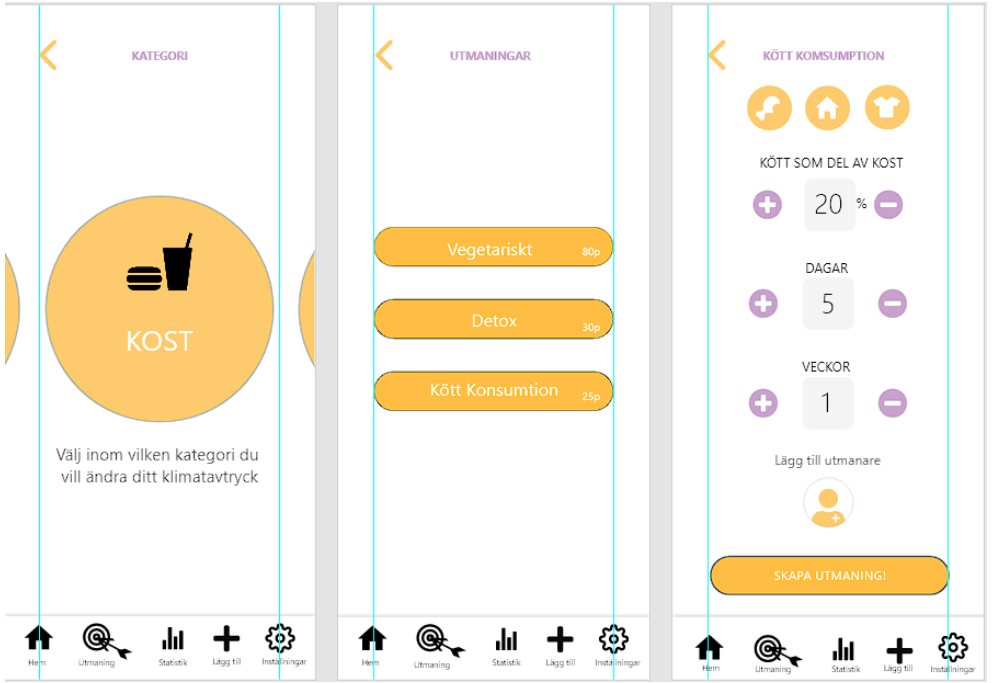
Prototype
- Partially inspired by sketches



Examples


< UTMANINGAR
SCORE: 2450
< Pågående Utmaningar
4st pågående:
Dusha Mindre


8
dagar
-längd för utmaning
-lägg till antal deltagare
SKICKA UTMANING


KATEGORI
KOST
Välj inom vilken kategori du vill ändra ditt klimatavtryck
UTMANINGAR
Vegetariskt
Detox
Kött Konsumtion
KÖTT KOMSUMPTION
KÖTT SOM DEL AV KOST
20 %
DAGAR
5
VECKOR
1
Lägg till utmanare
SKAPA UTMANING!

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

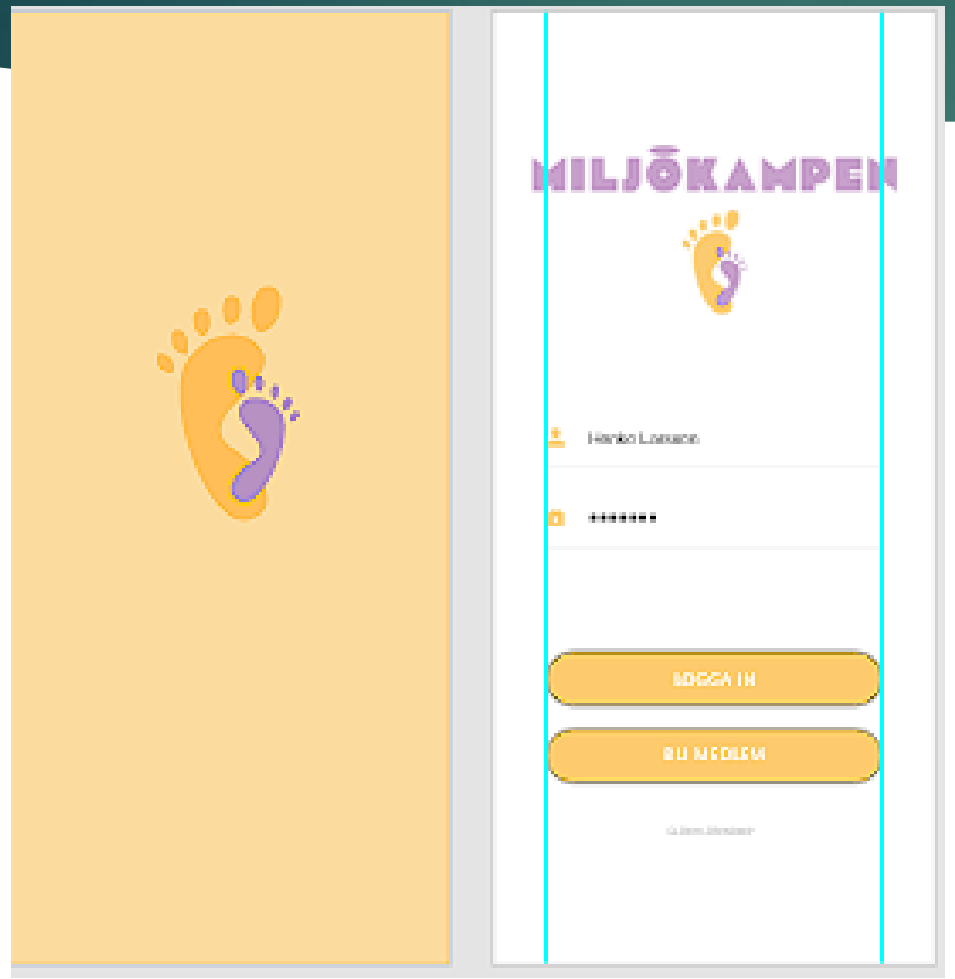
FURTHER MOTIVATION IS NEEDED

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



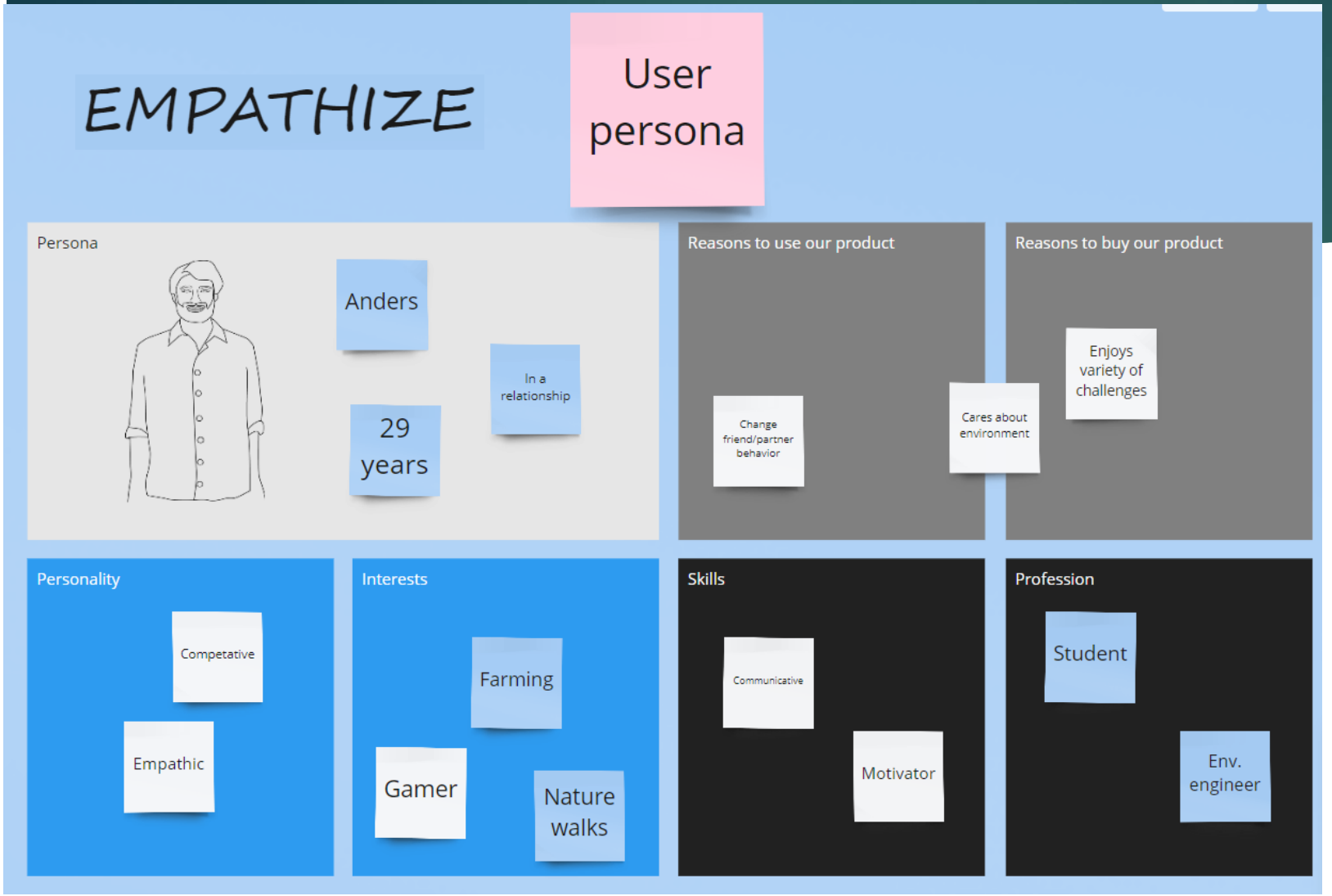
How can we improve upon the existing product?

UX design process
Round 2

EMPATHIZE – DEFINE – IDEATE – PROTOTYPE - TEST

Goals

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



Target Group

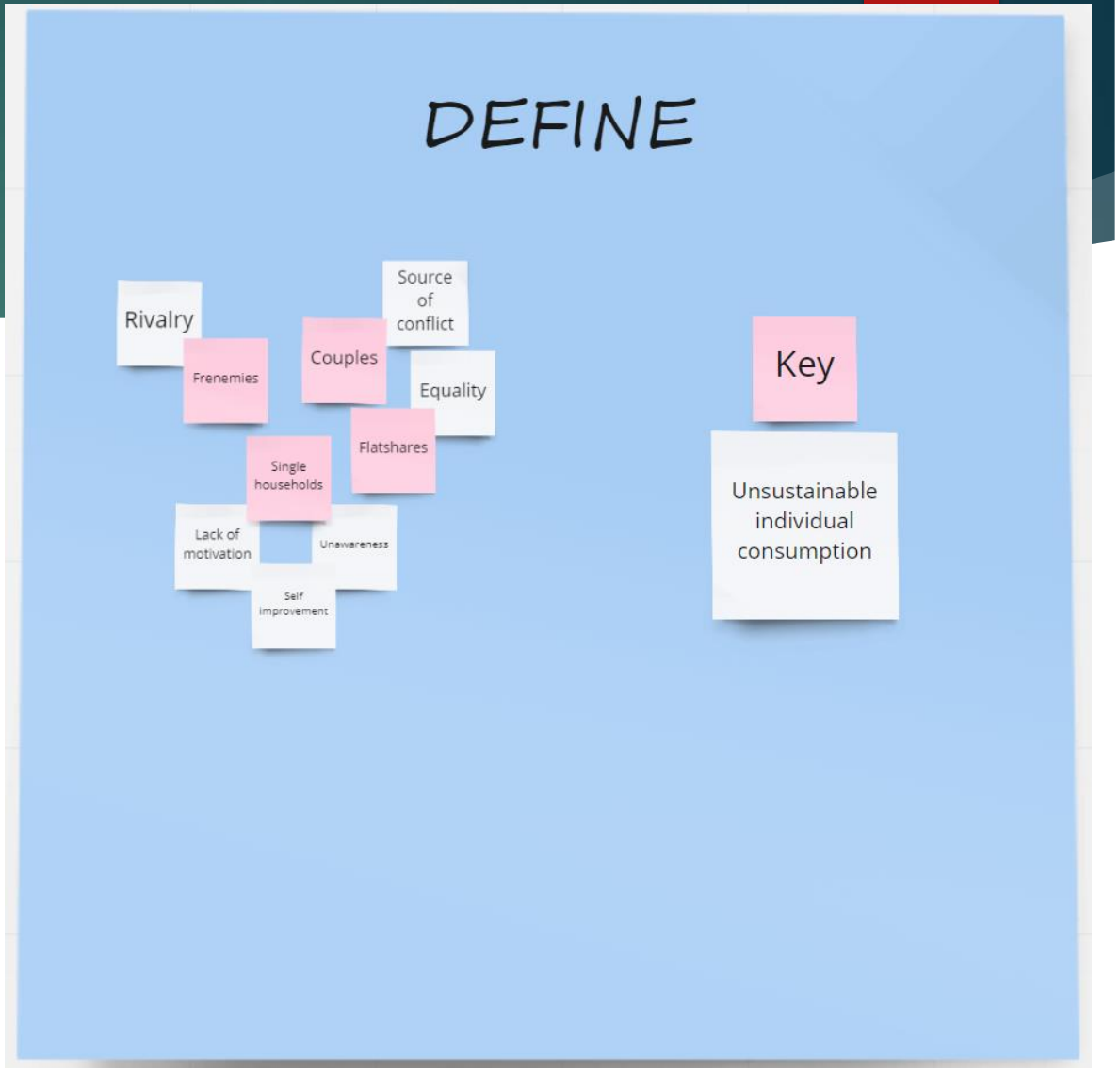
- ✓ Millennials+ (20-35)
- ✓ Smartphone users
- ✓ Small/Medium households
- ✓ ~~City dwellers~~
- ✓ Singles/Couples
- ✓ Flatshares/Frenemies

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



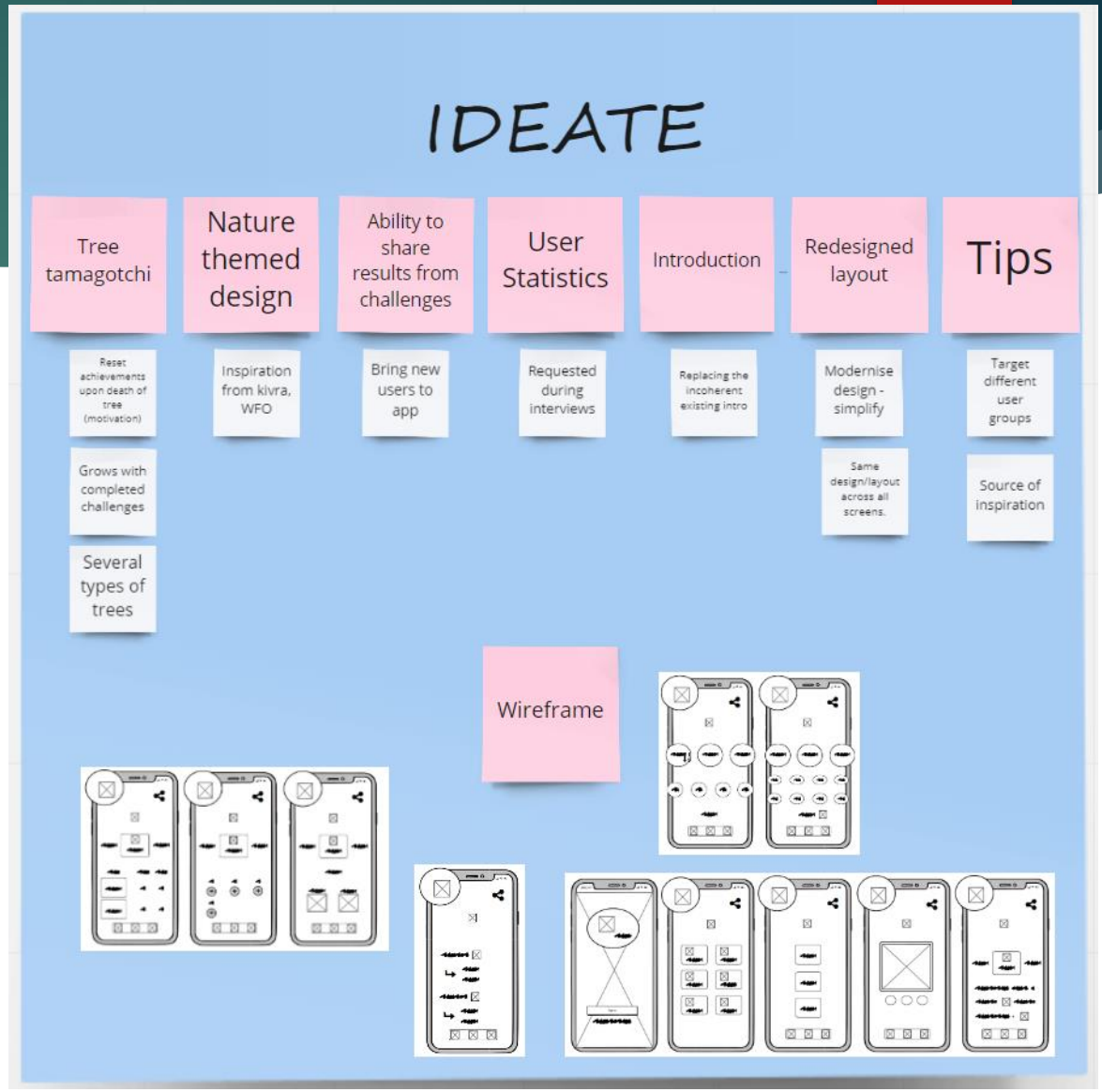
How do we visualize our product idea?

Key Features

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

Sketching

- Wireframe

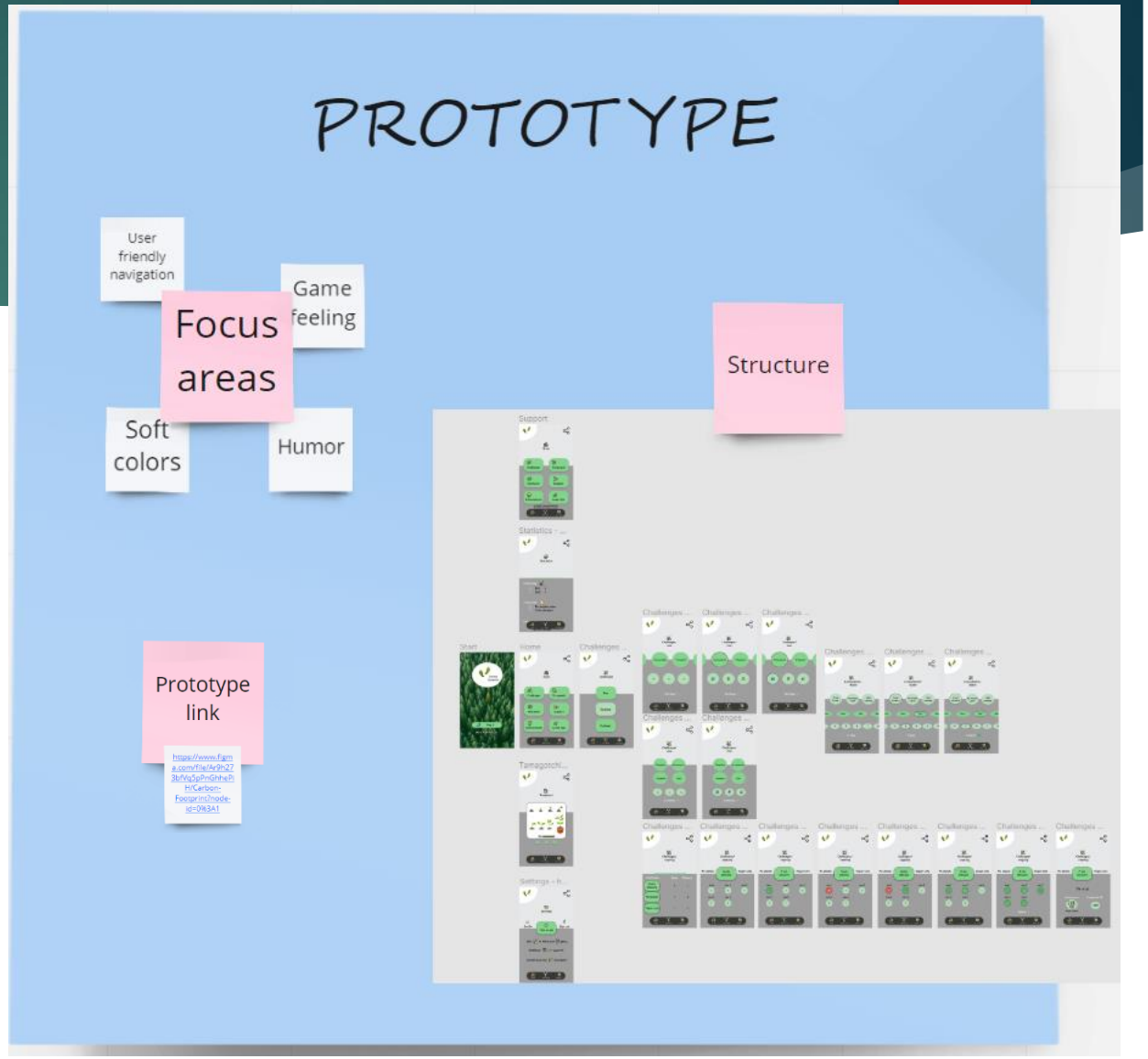


Does goal and design align with prototype?

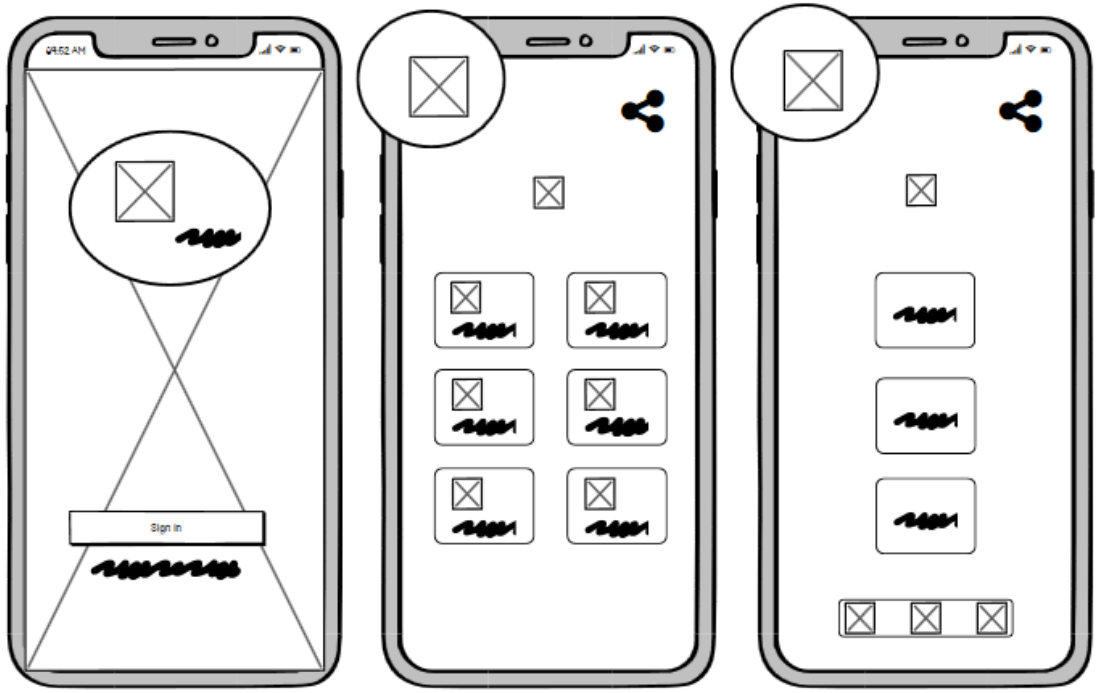
Focus areas
- User friendly navigation
- Soft colors
- Game feeling
- Humor

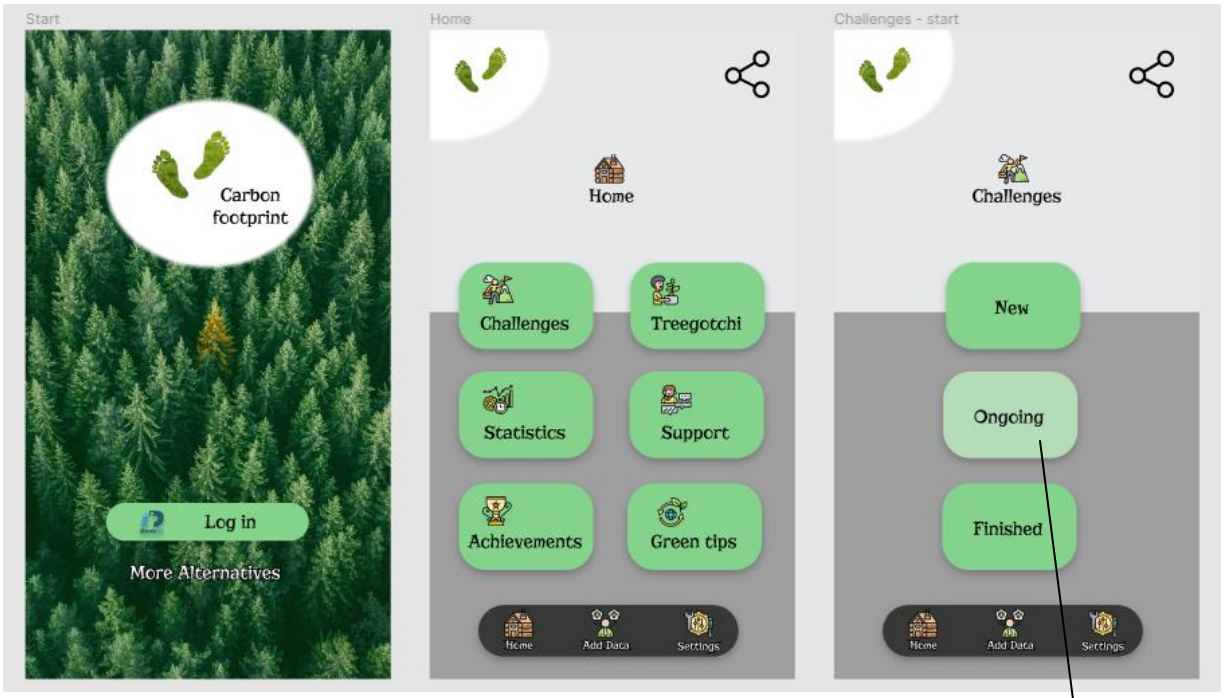
Structure
- Alternative designs

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



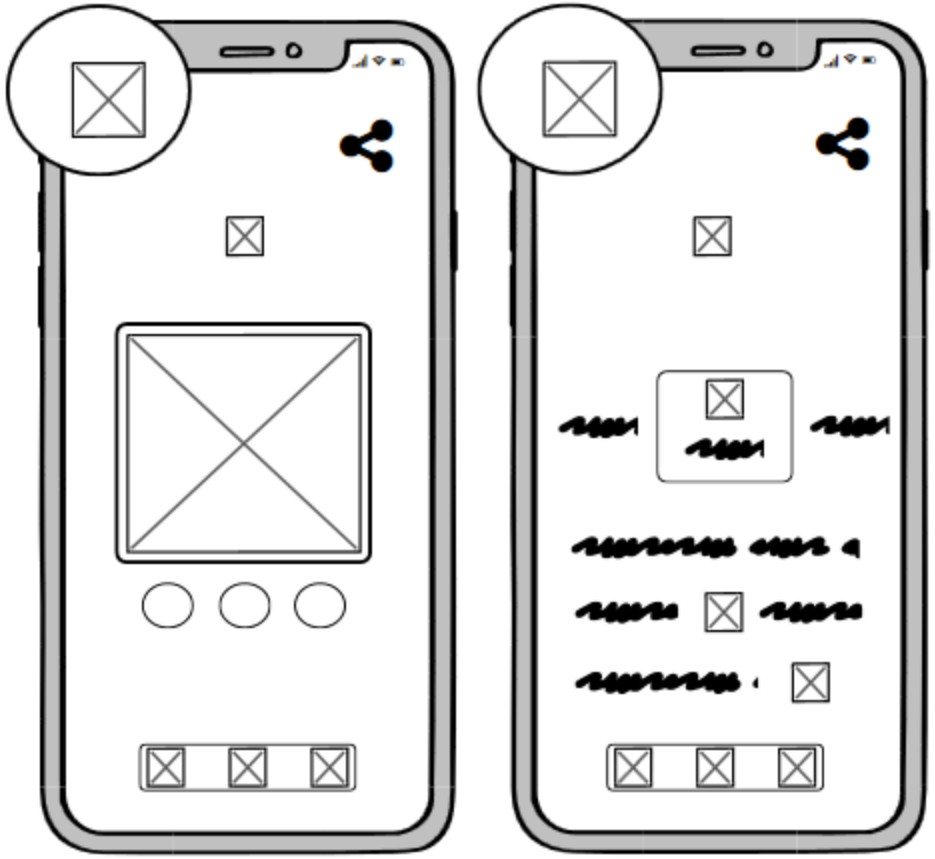
Examples

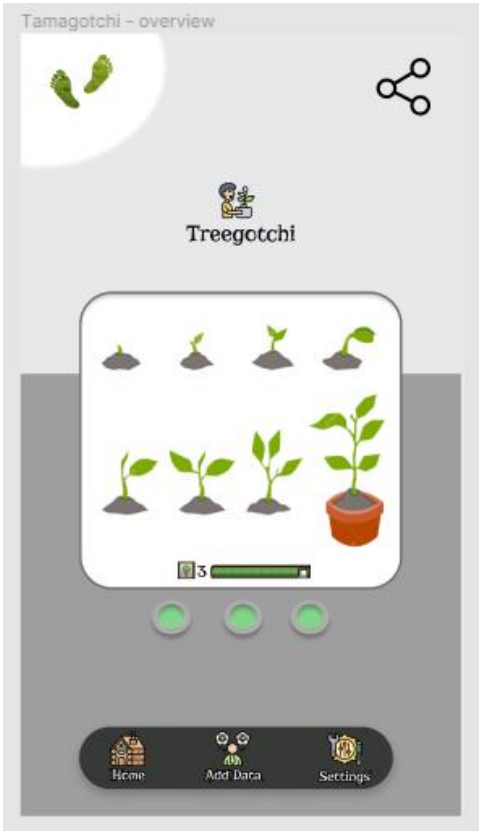


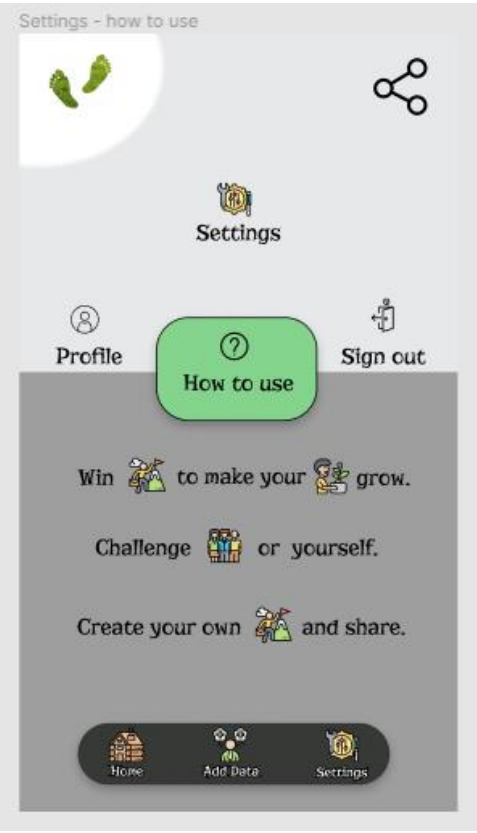


Highlighted

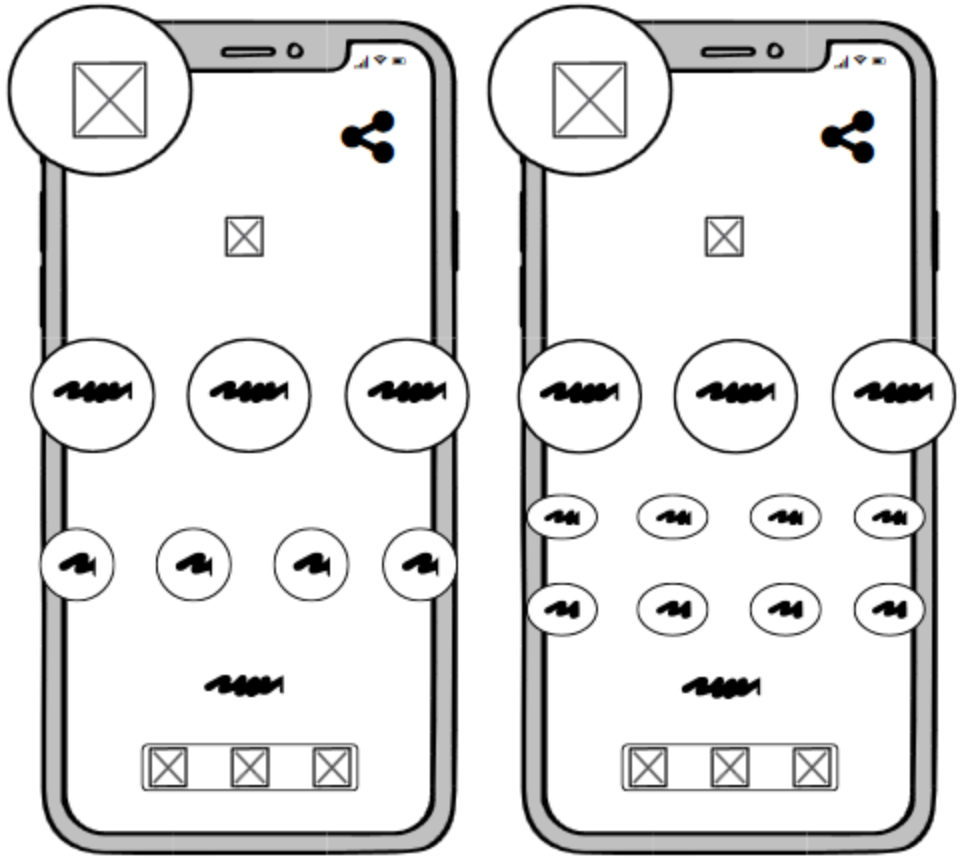
Examples

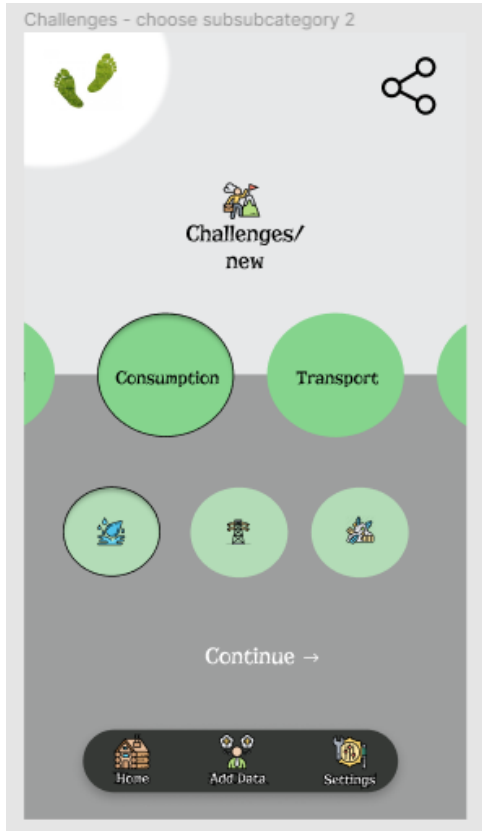


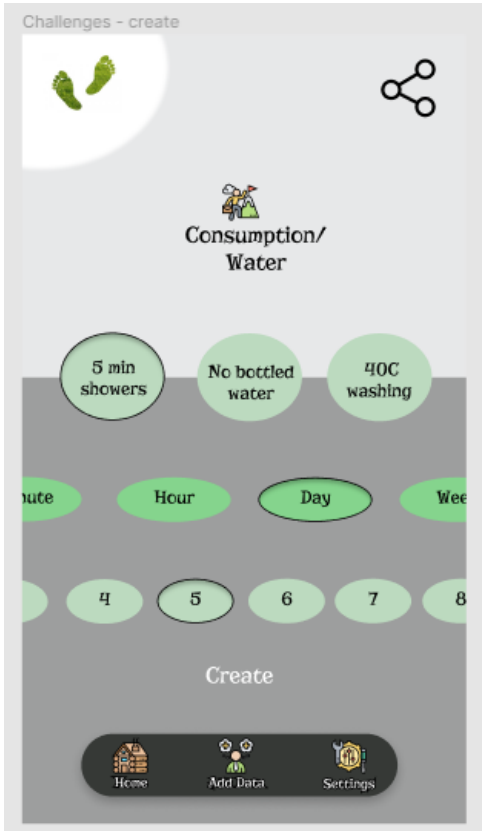

Tamagotchi - overview
Treegotchi
3
Home
Add Data
Settings


Settings - how to use
Settings
Profile
How to use
Sign out
Win to make your grow.
Challenge or yourself.
Create your own and share.
Home
Add Data
Settings

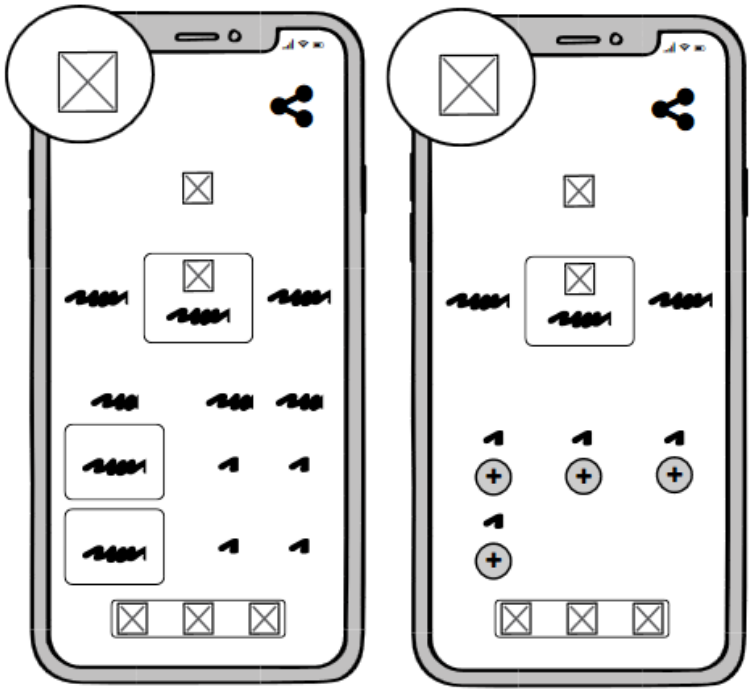
Examples

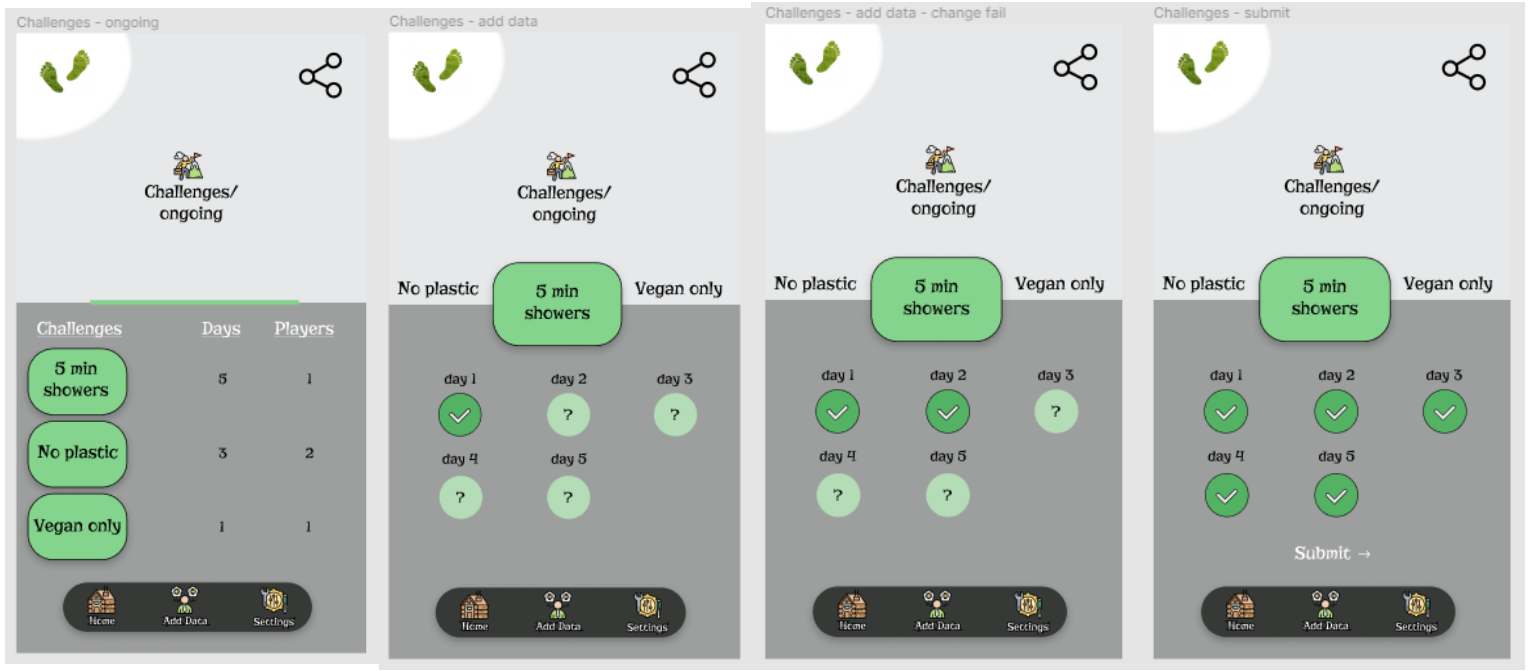



Challenges - choose subsubcategory 2
Challenges/
new
Consumption
Transport
Continue →
Home
Add Data
Settings

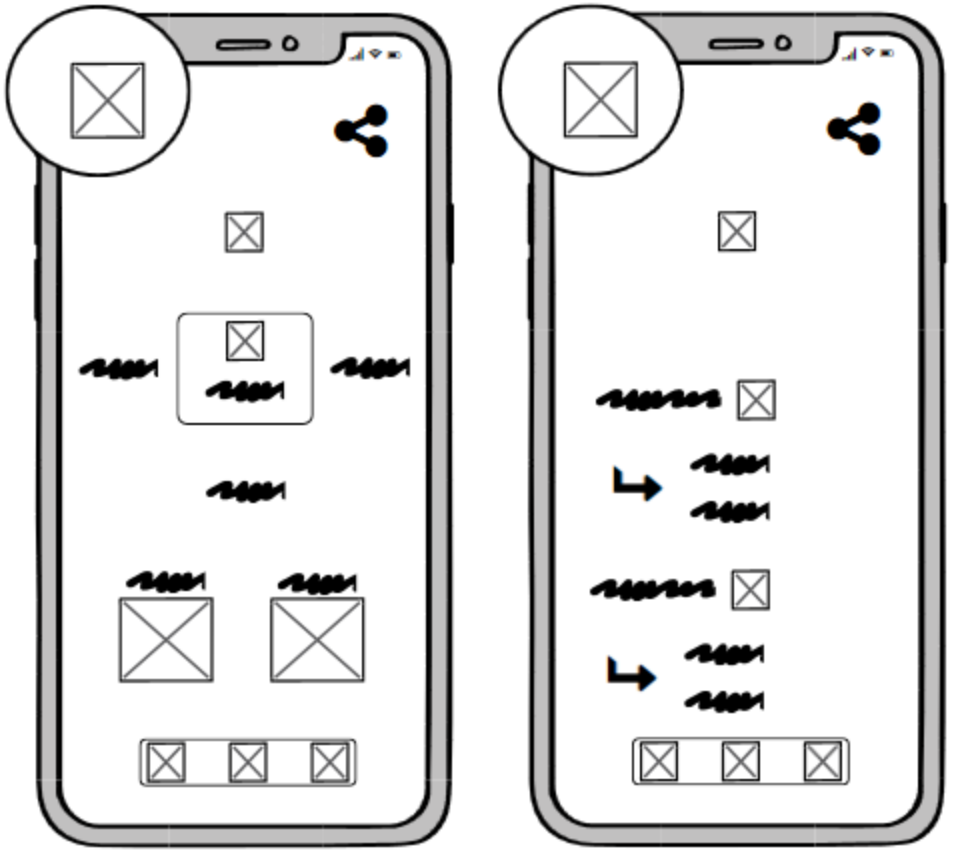

Challenges - create
Consumption/
Water
5 min
showers
No bottled
water
40C
washing
Hour
Day
4
5
6
7
Create
Home
Add Data
Settings

Examples

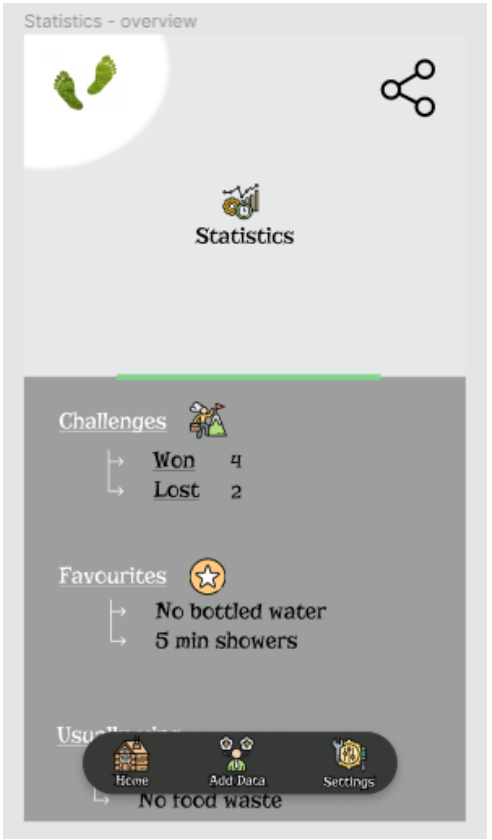



Challenges - ongoing
Challenges/
ongoing
Challenges
Days
Players
5 min showers
5
1
No plastic
3
2
Vegan only
1
1
Home
Add Data
Settings
Challenges - add data
Challenges/
ongoing
No plastic
5 min showers
Vegan only
day 1
day 2
day 3
day 4
day 5
Challenges - add data - change fail
Challenges/
ongoing
No plastic
5 min showers
Vegan only
day 1
day 2
day 3
day 4
day 5
Challenges - submit
Challenges/
ongoing
No plastic
5 min showers
Vegan only
day 1
day 2
day 3
day 4
day 5
Submit →

Examples



Challenges - victory
Challenges/
ongoing
No plastic
5 min
showers
Vegan only
Victory!
Achievement
Treegotchi XP
+ 200
Rapid foamer
Home
Add Data
Settings

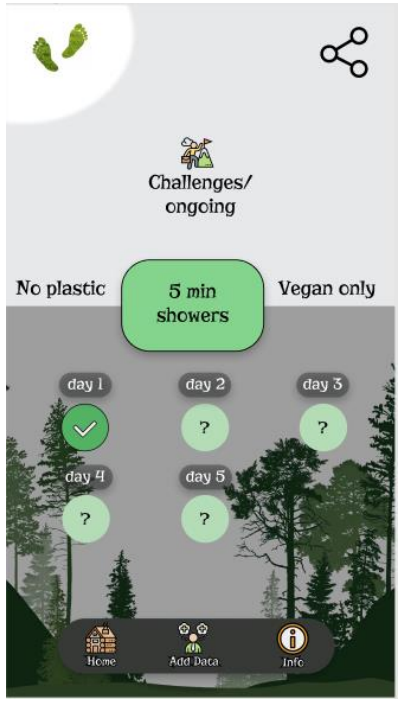

Statistics - overview
Statistics
Challenges
Won 4
Lost 2
Favourites
No bottled water
5 min showers
Home
Add Data
Settings
No food waste

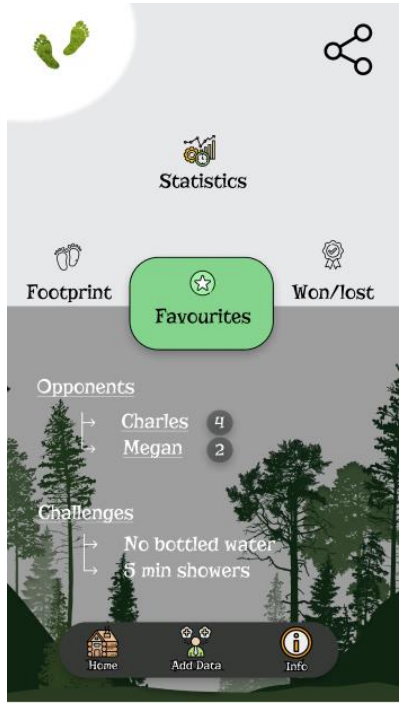
How is the user experience?

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

Goals

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

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)

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

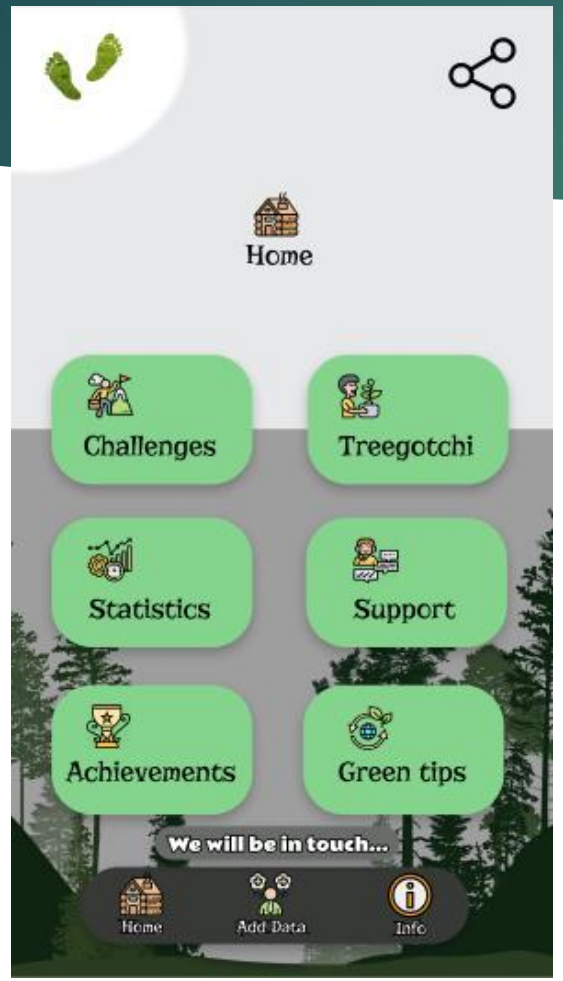
- Research confirms that people are better able to visually process and remember simple figures than complex figures. (choice of icons/style)

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 reading.