

User Research_BirdsAI

72% of the surveyees and interviewee were not aware of the deforested Amazon, according to the user interview and user surveys. However, they wished to acquire information about its current state and find ways to protect it through time lapse video and short texts.

- State of the Awareness

4 out of 11 surveyees and interviewee don't know about the rainforest in South America.

4 surveyees are vaguely aware of the deforestation.

8 out of 11 surveyees and interviewee don't know about the deforestation in the Amazon

- Reasons for Uninterest

The huge distance between the deforested area and residing place

Feeling of irrelevance

- Content

8 out of 11 The current state of the deforestation

5 Ways to protect the Amazon rainforest

3 Reasons for the deforestation

1 Policies in Brazil

- Formats of the Content

7 Time lapse

6 Text (short and clear explanations)

4 Infographic

3 Videos

- Estimated Reasons for the Deforestation

5 Politic

4 Cooperations

3 Corruption

1 Low price

- Assumption about the Positive Effect of this Project

6 Yes

4 Maybe

1 No

- Link of the Survey

https://docs.google.com/forms/d/e/1FAIpQLSeC4igWU5OYjTgcBEslkpvW-avRUzrRA_G-DItMPNGFDODlZQ/viewform?usp=sf_link

All Result of the Survey

What comes to your mind when you hear the word 'rainforest'?

Rain and Forest and Amazon and dark and humidity and heat

forest. decrease of forest. when consumers like one specific products, deforestation happens. and this will make other things happen. mass cultivation of coffee beans. chocolate. human rights problem. consumers in rich countries. politicians and company owners.

Massive green areas, which are slowly disappearing ..

the Amazon rainforest, Brazil, deforestation, climate change, extinct animal species, indigenous people

Nature, precious

Paper

peaceful

Pines

An area covered by trees and shrubs

amazon

Exciting flora and fauna :)

What are the things, facts, or stories that you know about the rainforests in South America?

It's gigantic, and it's disappearing, slowly but surely

things mentioned above

I only know that we are slowly destroying them.

vital for the whole planet (home to indigenous people, vital for air, photosynthesis, climate, thousands of species, etc). sadly, being destroyed by incapable governments and huge corporations because of corruption

It's diminishing. It's important for regulating world climate

not a lot to be honest...

Not much, but something about deforestation

Not much, mostly about the Amazon

None

my brazilian friend went to amazon in brazil

I do know that rainforests disappear due to human activity, but honestly I don't really know what is going on there, which is really sad and goes to show my own ignorance :(

Do you have something that you want to know about the Amazon and the deforestation? If yes, would you please share?

How bad it really is?

diversity of animals. amount of co2 emission due to the deforestation, change of land usage (ex. one chocolate=X number of trees cut down = change of land usage = change of emitted greenhouse gases.)

I would like to know more details about what is going on and suggestions on how to change that.

ways to be socially engaged and help prevent what is happening

How much damage is already done, what causes deforestation, how can we stop it

how big it actually was and now is, why and how deforestation happens, impact on humans and the environment

Yes, I want to know how it's affected with details

Not in particular. I would probably like to know more about brazilian policies on the topic.

What is the significance of the rainforest to humans. Is it a source of revenue

i want to know about more. don't have much info to share.

Everything.

If you are not interested in the deforestation in the Amazon, would you please share the reasons?

I am, but I don't really feel involved

hmm maybe too far from where i live(berlin)?

90% of the Amazon deforestation are illegally done. What might be the reason(s) for that?

Bolsonaro

consumers' needs. the will of the local government. international organizations are not helpful. rich countries have power on this issue. low prices of the products. (transportation costs, costs for cutting trees, etc. how can some products so cheap?)

I guess many factors. Would like to know more about it

corruption

Governments not doing anything

money/profit

For some business (building something with it)

Corruption, influence peddling, loose politics...

I am not aware

cooperations? corrupted brazilian govt?

I don't know the answer, but I'm interested and would like to know about it.

There are food/groceries, for example, avocado, chocolate, meat, or bean, which are directly related to the illegal deforestation of the rainforest of the Amazon. What do you think about these circumstances?

That in the end we are all part of the problem (and the solution!)

no empathy, no problem solving.

I am not aware, so can't say anything about it.

that unfortunately not many people are aware of that. another problem is that fair trade goods are more expensive and many people can't afford them or don't consider it a priority. or maybe they don't even realise what non-fair trade agriculture is doing to the people (workers) and the planet

I think the meat industry is the number 1 problem. One more reason to be vegan

shocking but kind of anticipated to be honest... the climate in rain forest areas is ideal for all kinds of plants to grow, so I can imagine that crops that bring in a lot of profit (like the ones mentioned) are from there

Getting more sun for those food

If that production needs to be lowered or stopped for some reason, then I guess the prices should raise, and I think that would be totally acceptable if that means production is legal and sustainable

How is are the foods illegally gotten

there are always (mid/upper middle class) consumers of those food mentioned above. it would be hard to stop the vicious cycle imo.

This is very sad, I didn't know much about it, will need to research it!

How would you prefer to 'see' the deforestation? As a series of pictures? A time-lapse map? Before-after photos? Infographic? A short text? Videos?

timelapse, before & after, infographic... make it interesting and make it shocking

photos are not anymore efficient, because there were too many before-after photos (ex. glacials, forests). videos, maps, infographics with easy explanation would be fine.

Text, videos/time-lapse map, explanations

infographic, videos, time-laps, before-after photos sound the best. a short and clear text which is engaging and eye-grabbing next to a visual would also be great for those who seek more info but don't wanna be overwhelmed with statistics. numbers (in cool infographics) are also quite effective, i believe

Anything visual

time lapse & infographic

maybe storytelling way with photos

Time lapse map with short explanations for abrupt changes.

A time lapse map

very rare via youtube

Text with loads of pictures and visual elements, satellite pictures, time-lapse map sounds amazing too, but just showing the precise location on a map with a before and after could work too. Infographic can be interesting and adds some more context, but wouldn't be powerful enough in itself.

Do you think that the information acquired through such an app (giving information about the illegal deforestation and related products) would trigger changes in people's everyday life?

if someone is already conscious about such things, for sure it will help

maybe. it will be hopeful for (higher) educated people. for poor people, this won't be their problem, because they have to struggle daily probably. you should find a connecting point between the deforestation and you.

I believe so. It will definitely make me think and try to change my habits. We only have one planet to live on.

not sure how many people would download a mobile app but i think an info website would be great. it would be effective for me, and i think the clearer the tips on how to act, what to do to help (spread the word), and the small changes we can make in our daily lives to contribute to the bigger cause, the bigger the effect. basically, the more actionable the step, the better the results

Maybe...

Depends on how it is presented, I think the key here would be to draw the connection between what is happening in those regions and our everyday lives here in Europe. I am sure that is would be devastating to see and read about, but in the end most people will not do anything about it because they do not see the impact in their own lives. might also be interesting to be presented some options on how to act, how i can change my habits etc.

It depends, we see those news all the time but still the impact is too little

No, I think I would feel that it shouldn't happen but it is way too complex for me trying to make a change.

Absolutely

i hope

Definitely!

If you would like to use an app/website about deforestation, which contents or feature(s) it should contain?

how bad it is, and who is responsible for it

detailed information. some 'threatening facts' (ex. you click an image of a chocolate -> where it comes from -> how many trees were cut off -> what are the effects of this -> "if you continue, you might not be able to eat chocolate anymore!" and other things as well) talking gently or begging won't be effective, because there lacks pressure. the colors used may be green to dying? color or red.

Visualisations, explanation of what is fueling the problem, suggestions how to make e good impact

a list of actionable small steps/changes for our daily lives. images, clear and concise statistics. the politics behind it easily explained. links to websites for donation. shareable articles/links with all of the above to spread the word. Good luck!! :)

I liked the idea of satellite images

nice illustrated information, interactive map & time-lapses...but maybe also functions that would make me keep that app on my phone. I think it being purely informational would lead to downloading it once, reading through everything and then deleting it again - so maybe that would be something to keep in mind?

Easy way of explanation with pictures

Historical explanations and political content

Maps. Information about what can be gotten from the rainforest like what kind of foods

notification

I think a website would be better than an application that the user has to download, because you have to be dedicated to spend time/energy to download something. If it's more than a few clicks away, most people won't bother unless they are truly dedicated, and the goal would be to get those people's attention who were previously uninterested towards the subject, I assume. On a

website I would love to be able to learn about the topic, so text content is key next to visual elements. Data visualization (graphs, charts, maps) can help understand numbers and concepts. I would like to learn more about the reasons and maybe what individually can be done to make the situation better.