**CCTP Video Script**

**Introduction**

Track my Footprint is a mobile app for people who are looking to lessen their carbon footprint in their daily lives and learn more about the human impact on the planet. Unlike other carbon tracking apps, Track my Footprint provides the user with the ability to add to their diet and travel routines, study like temperature increases and receive messages and achievements for lowering their emissions.

**Back Story**

In December 2015, 196 Parties signed an international treaty to reduce emissions and maintain a global average temperature increase to 1.5ºC. However, according to new research by the United Nations in 2023, that target is now less likely to be possible and global temperatures are more likely to reach 2.4 and 2.6ºC by 2100.

<https://news.un.org/en/story/2022/10/1129912>

**Problem**

Although it seems that all hope is lost, there are still people out there who are actively looking for ways to lower their own emissions and they are falling to mobile apps to help. With there being many apps already on the market, it made competitor research the more viable option for researching user experience and user journeys. Most apps on the market have the same or similar fundamentals and layouts, however, not many offer subtle ways to motivate their users to keep going.

**Hi-Fi App Prototype**

A high-fidelity prototype was created in Adobe Xd with the aim of keeping it recognisable to the user and holding the same features as other carbon tracking apps out there. The app can calculate personal emission trends based on diary entries whilst also providing small inspirational messages and rewards for lowering their emissions. The app allows the user to input their food and travel usages and their emissions are calculated and added to their data charts.

Upon peer reviewing the app, the realisation was found that despite the app being recognisable and the usability was fluid, the positive motivational messages that would pop up at the foot of the app did prove to some to be of a nuisance, but they did remark that they found themselves reading the messages anyways.

Academic research proved that despite the doom and gloom news that media outlets release, there are still people who are willing to use apps like this one to induce change within their lives despite what other academic papers may suggest about people’s reluctance to change.

**Future Improvements**

For future improvements, the app could become more advanced in many ways. Thinking about it from a psychological standpoint, the app could include a way to save user’s diary data to a cloud service, which would require a log in, and expanded onto different platforms like desktop and tablet. Progress sharing could be an addition and have friends and family compare themselves to others and use others for motivation. This could lead to a way of people to connect. Finally, an integration to have the app on wearable smart devices like a smart watch, this can enable input and provide more motivational prompts with the user having instant access on their wrist.

**Signing out**

Overall, the project was successful and provides a good steppingstone for potential growth and improvements in the future. Thank you for listening.