

PRD: HABITat

Problem Alignment

The Problem

Daily habits that we often do without a second thought can snowball into larger consequences for our planet. But by changing and becoming aware of each habit day by day, we can also save our planet. We can make helping the environment feel like second nature and shape the future of climate change with our own hands everyday.

High-level Approach

An Tamagotchi-inspired, Alexa-like home device that rewards sustainable habits (e.g turning off lights, taking shorter showers, etc.) with character animations, sounds, and virtual gains. This character will become sad, angry, distant, or in extreme scenarios, sick when you ignore your actions' environmental impact or do something that adversely harms the environment.

Goals & Success

- *Users report an increase in inspiration to maintain sustainable habits by being able to feel like each physical action they take has tangible impact.*
 - *Local environmental data reflecting changes accordingly (decrease in water and electricity usage, decrease demand for meat products, etc.)*
 - *User data indicating an increase in the frequency of environmental sustainable habits (e.g users use less water, energy, etc.)*
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Solution Alignment

Key Features

- *In-home device with screen displaying cute character with animation and sound*
- *When a user accomplishes a sustainable habit, the device will detect it and the character's happiness increases and the user is awarded virtual gain.*
 - *How device will detect it:*
 - *For things that can be detected: light switch, shower timer, etc.*

- Certain colored buttons correspond to sector → press button + can speak the accomplishment or put into phone
 - Put it into the phone each time
 - Example: User turns off switch → device detects → virtual pet happy/gains points
- Connects to app and/or website where can manually input things as well that may not be automatically detected
- Connects to real-world climate data or goals (e.g. local energy use, water consumption)
 - Either: give facts throughout the day or award more points based on location's pressing issue (ex "in NY the water consumption is higher than the rest of the country, so you get more points for water conservation")
- Notify users throughout day to encourage more awareness
 - Ex. Let's chat about lunch! → user more aware to eat plant-based and if they do get "yay" notification
- Start w/ "egg" → user can pick which color egg
 - User can name it
 - Comes with pre-determined personality (possibly can change in future)

Target Audience

- Young adults who enjoy cute things and games, especially ones where they have to care for virtual things (e.g. neko atsume, tamogatchi, etc.)
- Children whose parents want them to learn about environmentally conscious habits young

User Journey Map

Website/App Overview:



Video Demo:

<https://youtu.be/oTJwIWUou94>

Issues & Key Decisions

- *Have to track user data*
- *How to connect it to real life in home light switch*
- *How to make the logging thing so easy or automatic even that it doesn't feel like a hassle to do*

Implementation

Day 1: (1) PD write up initialize + (2) Proto-type Hardware setup (LCD, LEDs, etc.) with (3) Web + Arduino connection

Day 2: Figma UI/flow + website demo (with one working button)

Day 3: Finalize PD + demo

Future Possibilities

- Community garden or global eco-scoreboard
- Add a community mode: your friend's device reacts when *you* do something good
- In-app digital garden or reward points system (e.g buying your character clothes, etc.)
- Other products:
 - Camera → Take pictures of nature and have virtual photo album garden (or along similar lines)
 - Encourages users to be in nature and appreciate its beauty

BRAINSTORM

Product:

- device people have in their house like a little tomagachi n when do good things (like turn off a light before they leave) gets happy
 - Start shower timer (times shower)
 - Chimes before u leave (sensor) to remind u to turn off lights
- Can integrate w/ arduino
 - Led light screens can make little animated character
 - Mock up with basic arduino elegoo starter kit
- Can connect to online or app or something so if I have something I can manually add it (ex. Didn't eat meat today)
 - Maybe can see "digital garden" or can buy clothes/treats or something
- Connect to real-world climate data or goals (e.g. local energy use, water consumption)
 - Can give facts like maybe "in NY the water consumption is higher than the rest of the country so ill give u more points for that?" or j telling them climate facts like that?
- Add a community mode — your friend's device reacts when *you* do something good
- Email/notif at the end of a the day with a "woo-hoo" list
- Problem would be how to connect it to real life in home light switch or how to make the logging thing so easy or automatic even that it doesn't feel like a hassle to
- Website ux mah e like retro tamogatchi looking or can have diff themes so can have another modern theme too
- Looking up at a tree in the light and just how beautiful it looks n really studying it maybe can get points for uploaded pics in nature —> greater nature appreciation
 - Can sell separate camera that creates library or photo or three and fan get u points when u take pics or green things or nature scenes
- Notify users throughout the day? Ex lets chat about lunch (if low emission meat or something be like yay!)
- (want user to be able to visualize how their actions help/harm the planet through tomagatchi + feel like each physical action they take has tangible impact)
- <https://coda.io/@yuhki/figmas-approach-to-product-requirement-docs/prd-name-of-project-1>
- user can set buttons to press (digital button so not j know based on color eg want eat less meat to be goal then button w food pixel emoji rendered so don't have to remember like oh red is for food)
- From egg to full grown —> if have enough points can grow up
 - Add start —> choose which egg u want + gives it a personality
 - Can name it



