

COMPFEST  
ACADEMY 2023

# Breathify

Breathe Freely, Live Fully

Kelompok G



# Meet Our Team



Compfest



Marvel  
Subekti



Nurul  
Fadillah



Daniel Binsar  
Panjaitan



Muhammad  
Rizal



Caroline  
Esther U. P



Mohammad  
Farhan Fahrezy



Ahmad Rifqi  
Zufar Althaf



Muhammad  
Neo



Sabrina Atha  
Shania



Rafly  
Witjaksana  
Hartantyo



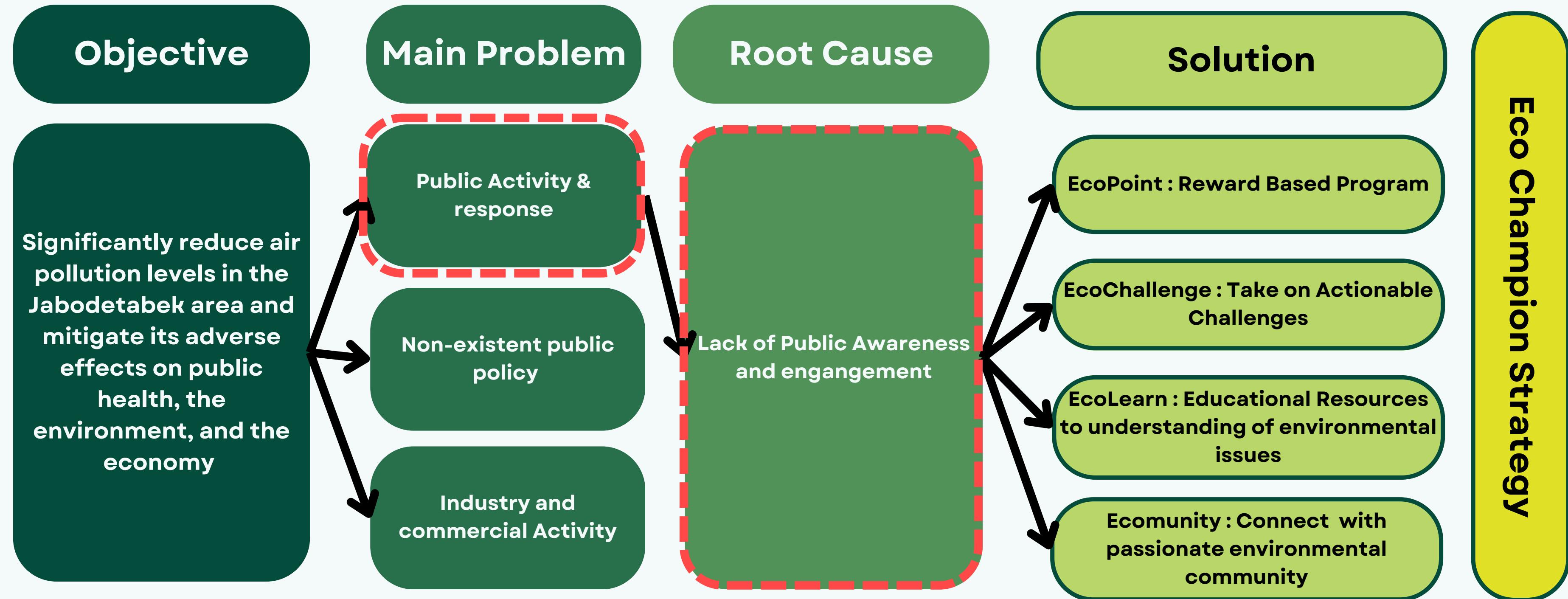
# BIG QUESTION

How might we significantly reduce air pollution levels in the Jabodetabek area and mitigate its adverse effects on public health, the environment, and the economy ?

# Problem Definition



Compfest



\*We chose 'Public activity & Response' as the main problem because the other main problems are less feasible to be implemented in the form of a digital product and some require government intervention

Background

Analysis

Solution

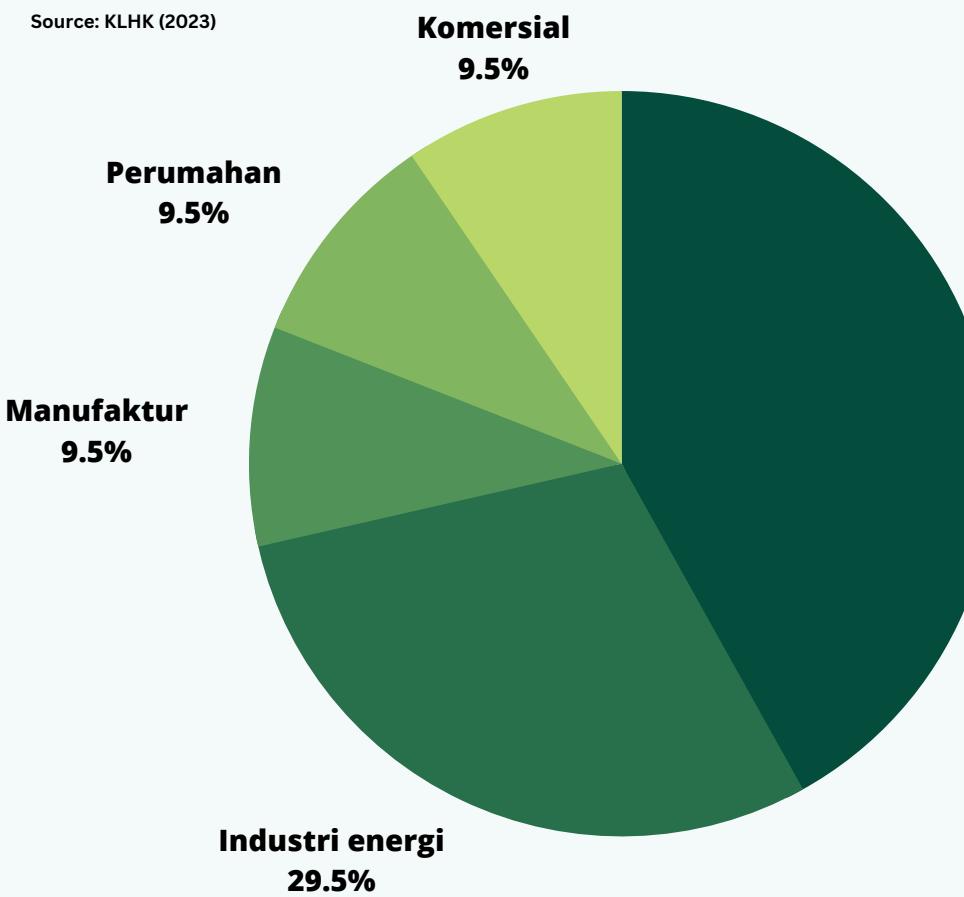
Implementation



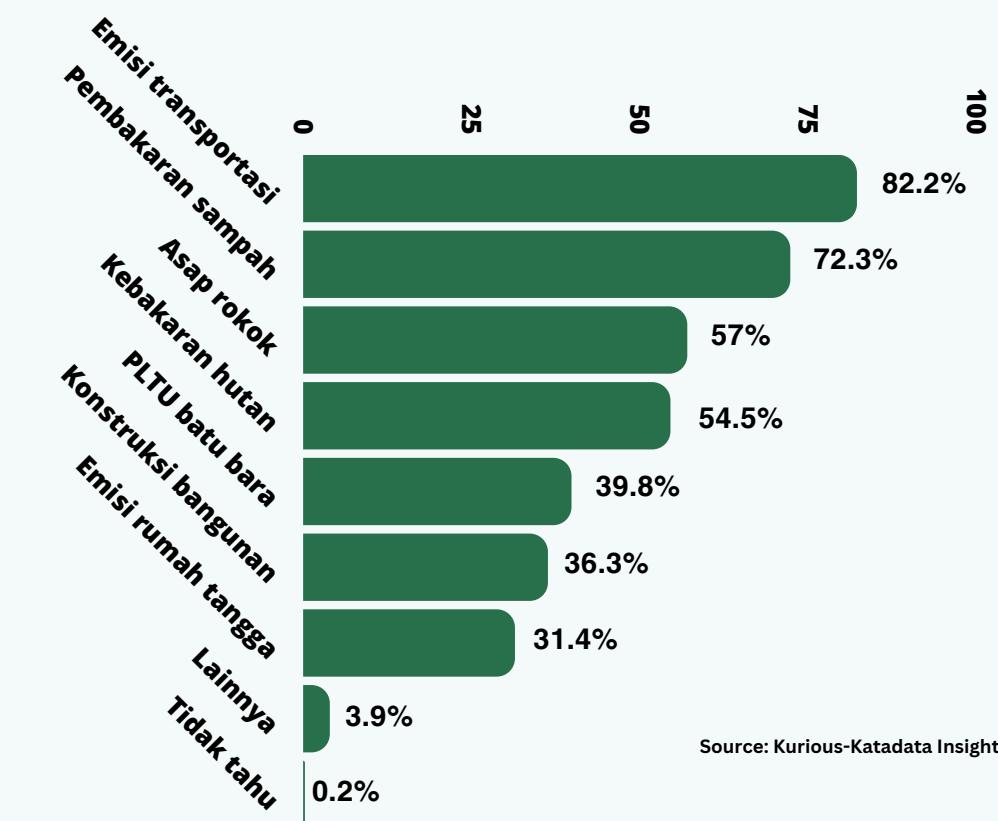
# Problem Validation (1/3)

## AIR POLLUTION SOURCES

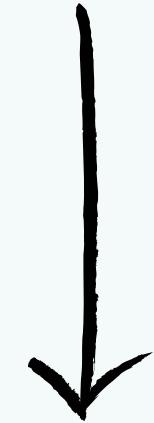
SOURCE OF POLLUTION  
ACCORDING TO KLHK



SOURCE OF POLLUTION  
ACCORDING TO PEOPLE



But,



**lack** of information and awareness (misleading information)

Background

Analysis

Solution

Implementation

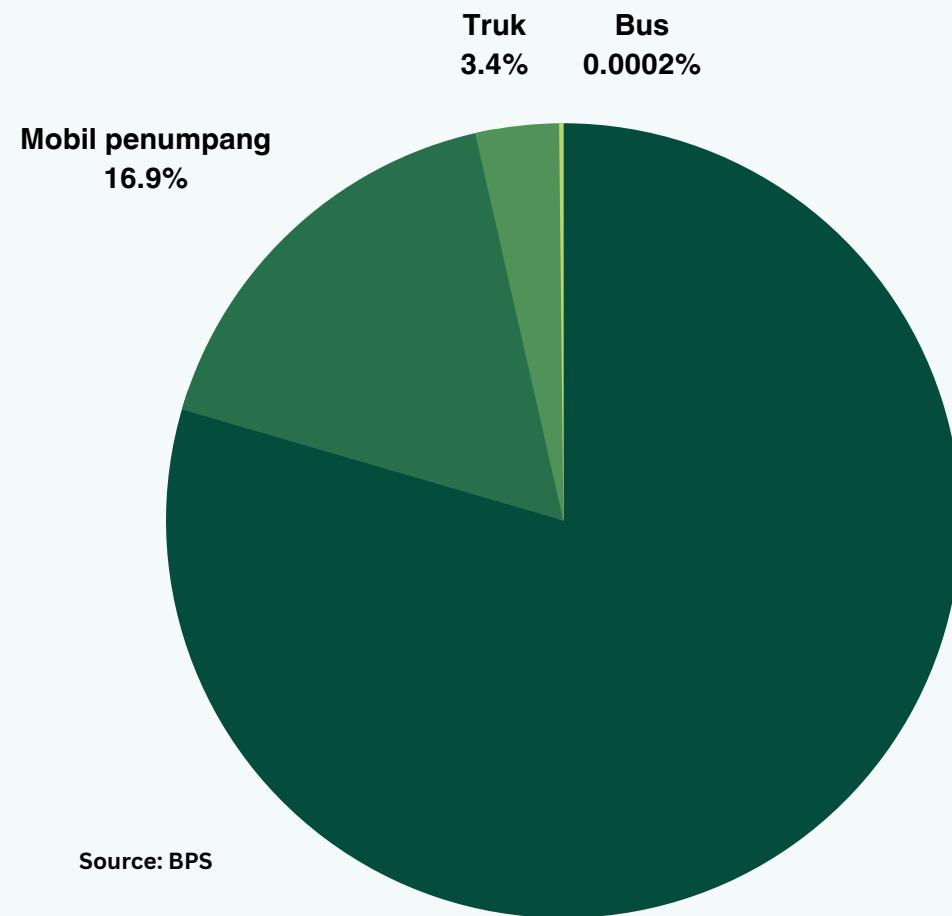
# Problem Validation (1/3)



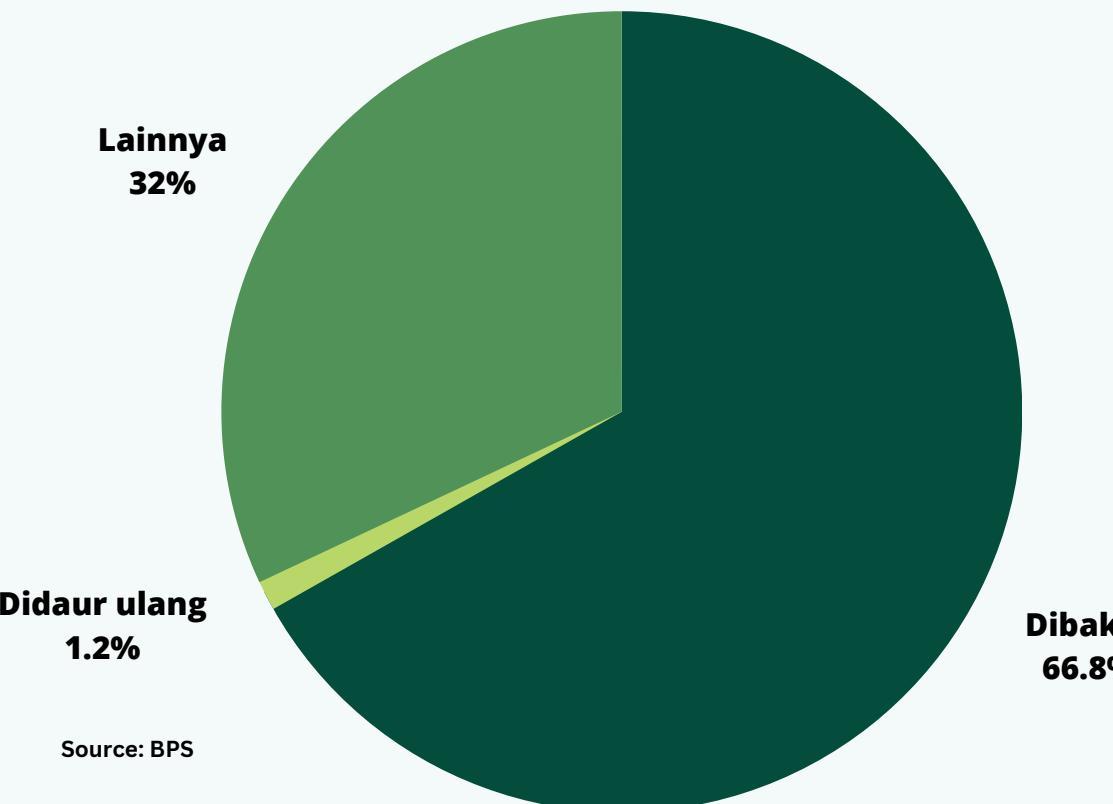
Compfest

## AIR POLLUTION SOURCES

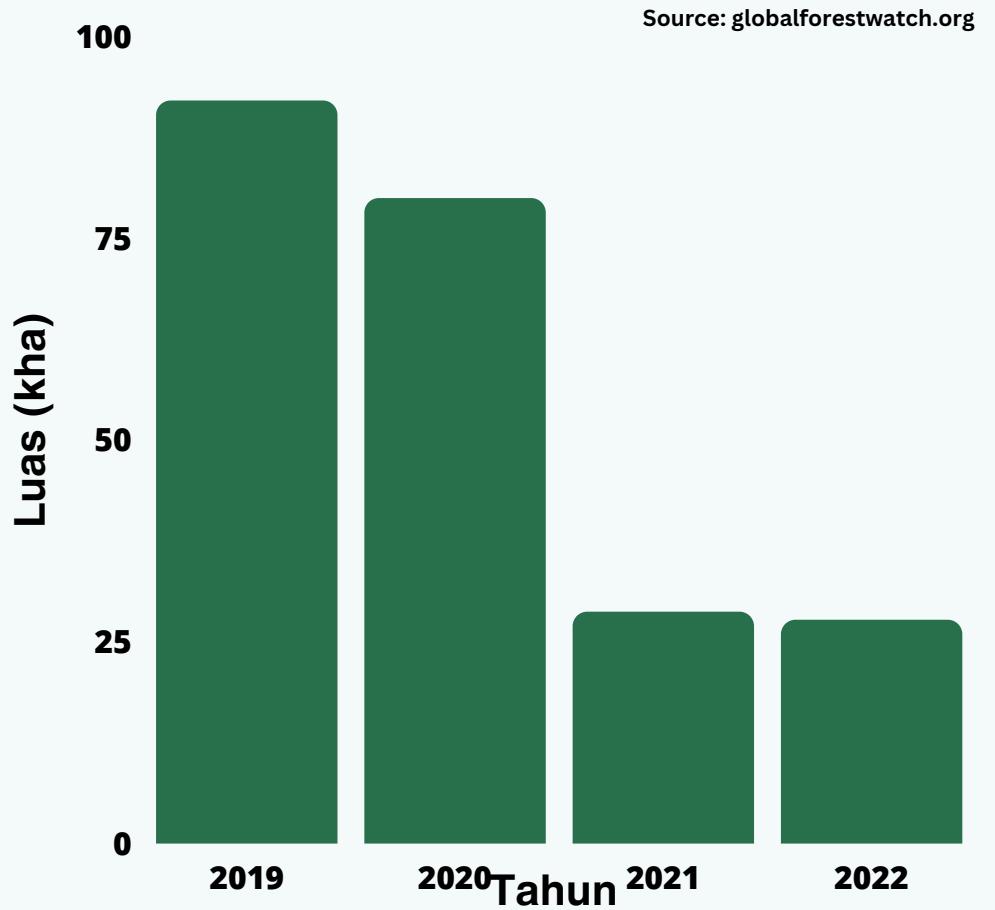
### NUMBER OF VEHICLES IN JAKARTA (2020-2022)



### HOUSEHOLD WASTE MANAGEMENT (2017)



### FOREST FIRES IN INDONESIA (2019-2022)



Background

Analysis

Solution

Implementation

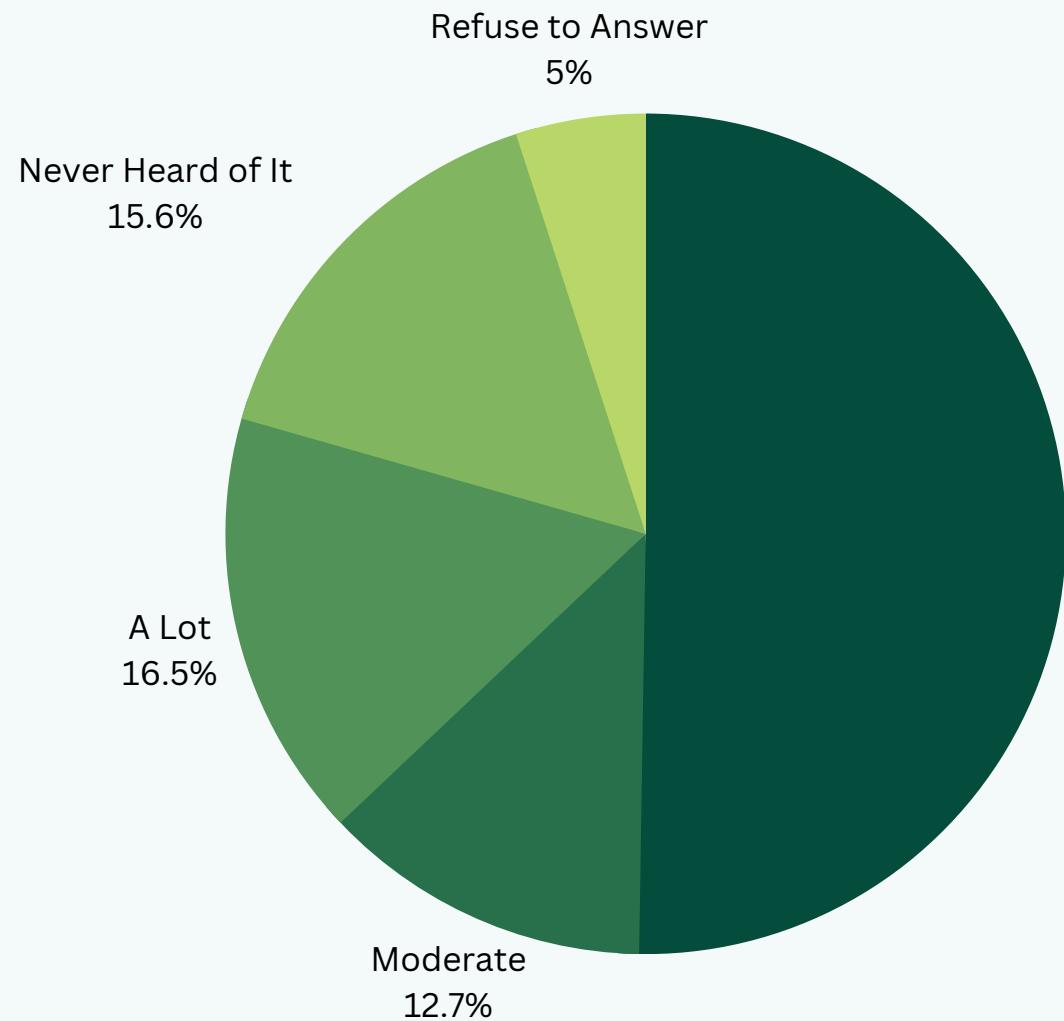
# Problem Validation (2/3)



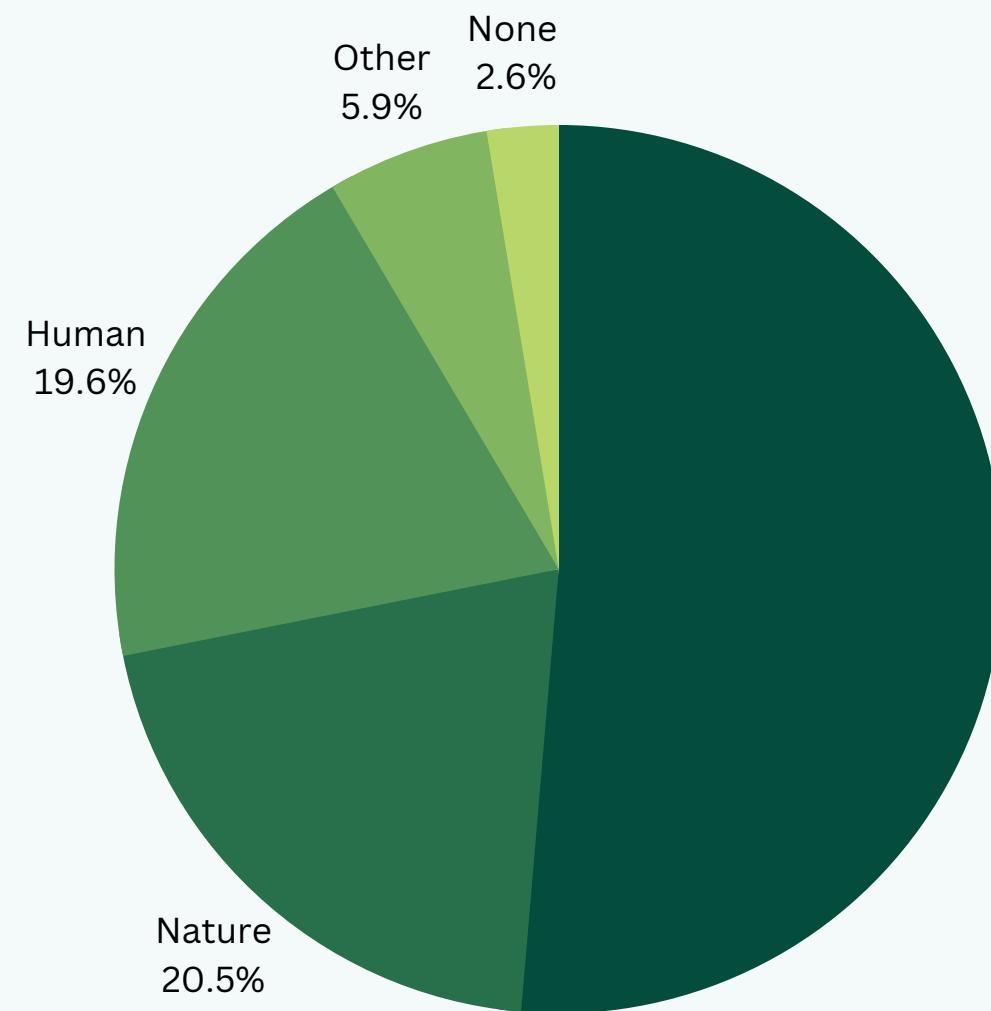
Compfest

## PUBLIC AWARENESS ABOUT CLIMATE CHANGE

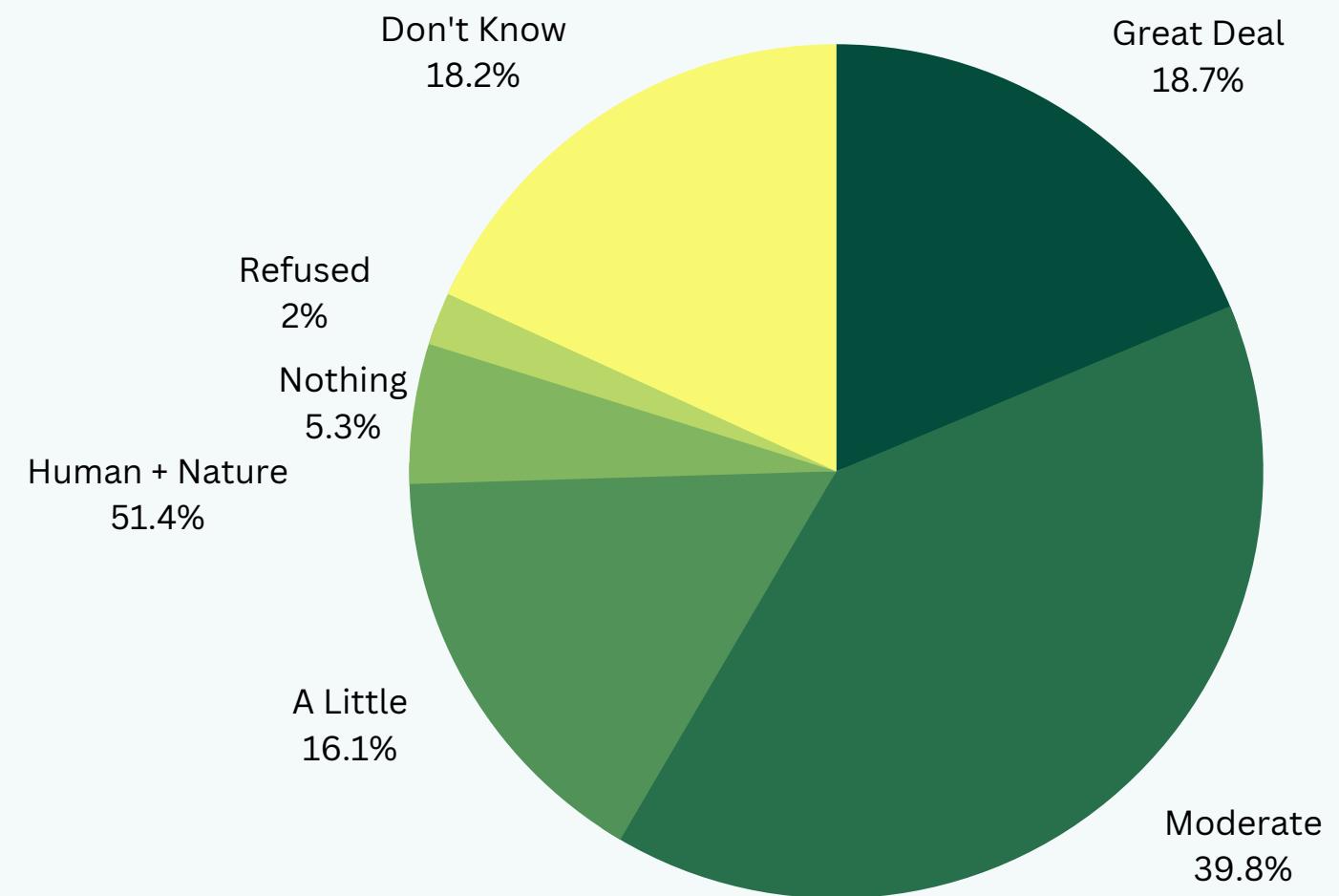
### KNOWLEDGE OF CLIMATE CHANGE



### BELIEF OF CLIMATE CHANGE



### HARM CAUSED BY CLIMATE CHANGE



Source: Data for Good at Meta and the Yale Program on Climate Change Communication. 2022. Climate Change Opinion Survey. Accessed 22 September 2023

Background

Analysis

Solution

Implementation

# Problem Validation (2/3)

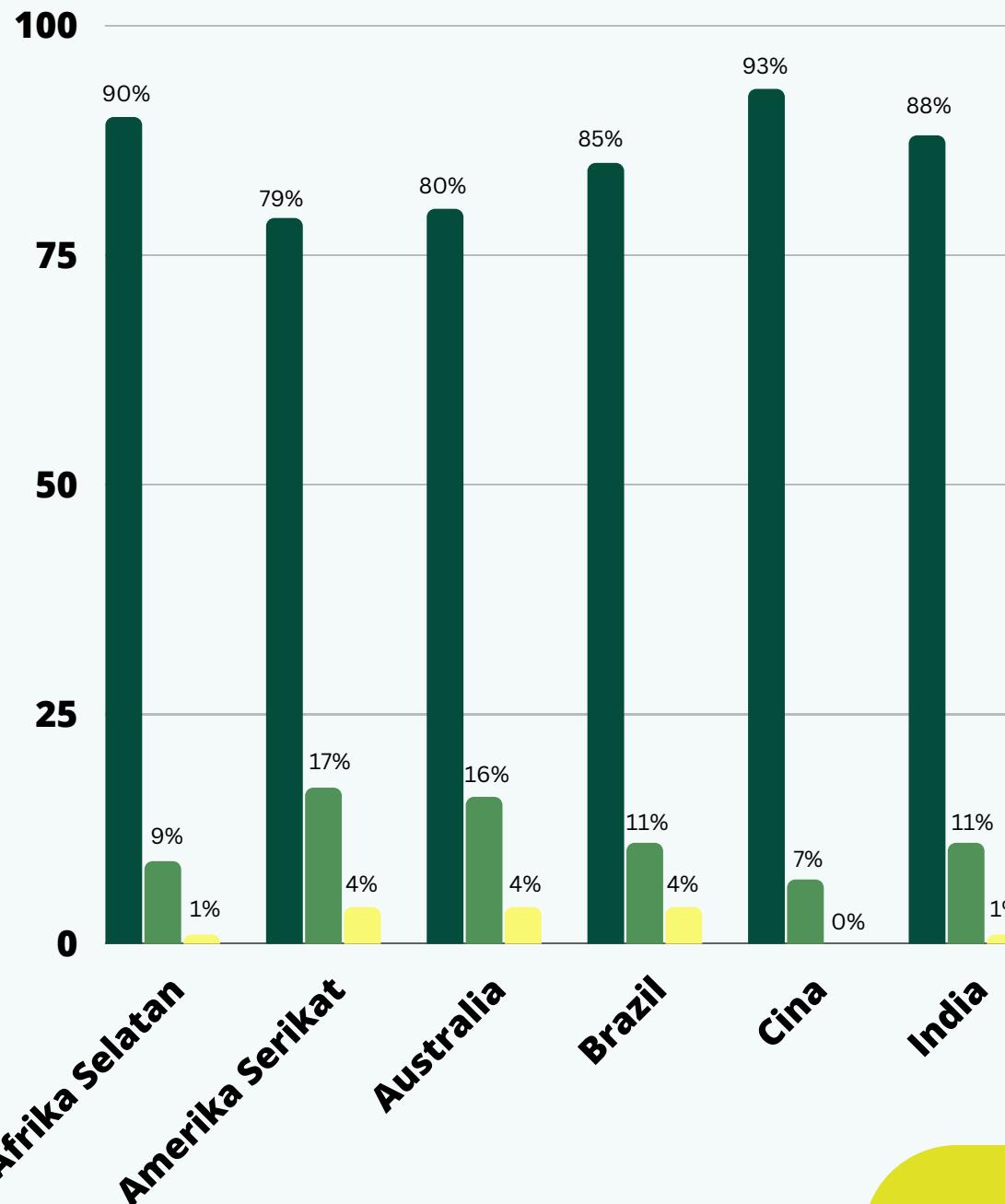


Compfest

## PUBLIC AWARENESS ABOUT CLIMATE CHANGE

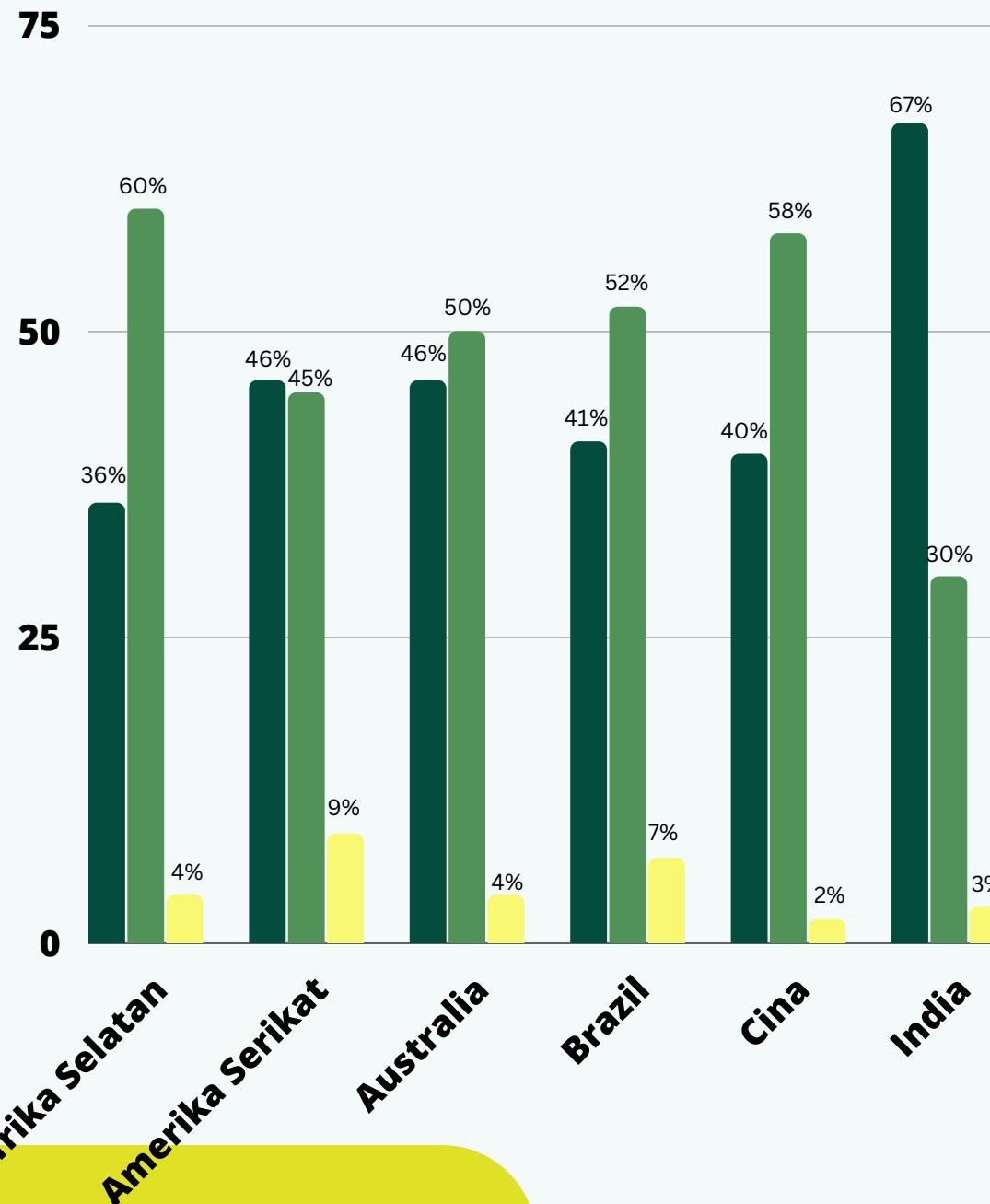
### AWARE THAT ENVIRONMENTAL ISSUES POSE A SERIOUS THREAT TO HEALTH

■ Setuju (%) ■ Tidak setuju (%) ■ Tidak tahu



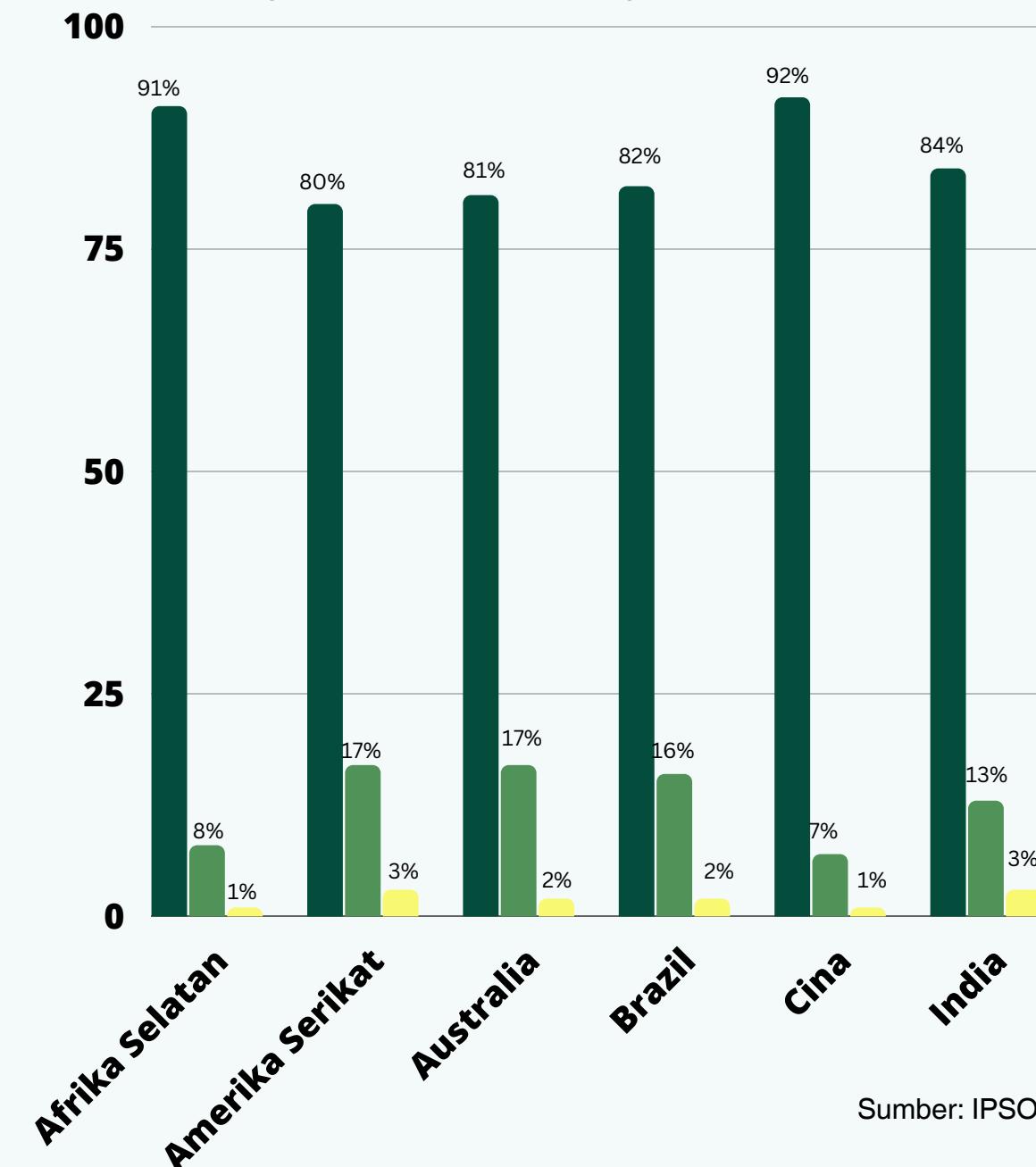
### ARGUE THAT ENVIRONMENTAL PROTECTION IS NOT A PRIORITY

■ Setuju (%) ■ Tidak setuju (%) ■ Tidak tahu



### FEEL THE RESPONSIBILITY TO ENSURE THE FUTURE OF PLANET

■ Setuju (%) ■ Tidak setuju (%) ■ Tidak tahu



Analysis

Background

Solution

Implementation

Sumber: IPSOS (2020)

# Problem Validation (3/3)



Compfest

## OUR SOLUTIONS

AMOUNT OF PM2.5 FROM JANUARY 2023- AUGUST 2023



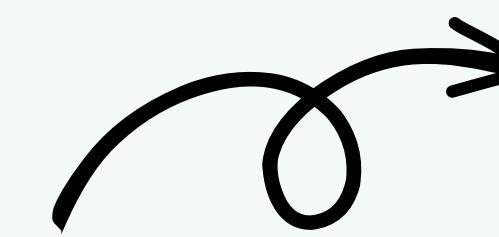
Sources: openaq.org

Background

Analysis

Solution

Implementation



EDUCATION

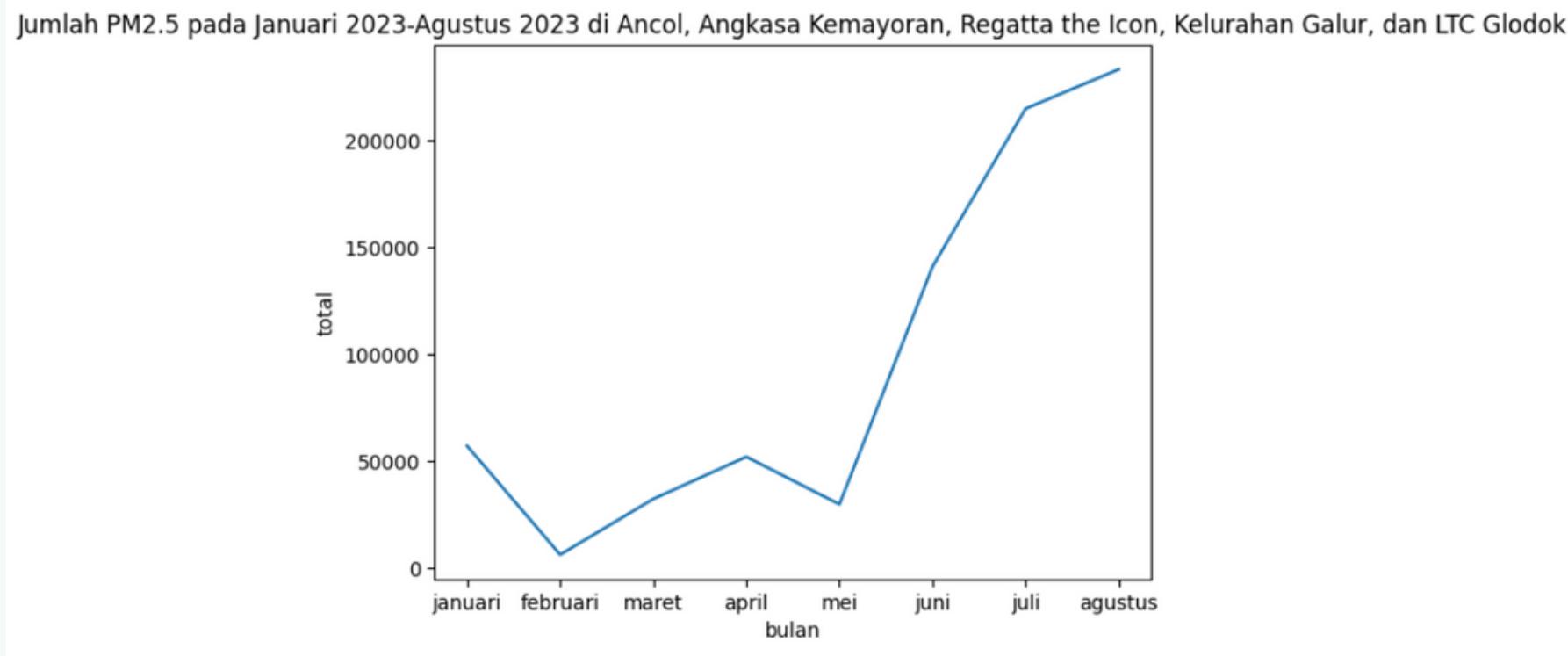
ENCOURAGEMENT

COMMUNITY

# Problem Validation



## Why Breathify is important ?



Sumber: openaq.org

In the past eight months, the PM2.5 levels have sharply increased. Action is needed to curb this figure. Breathify is one of the ways to address the escalating pollution issue. Features within Breathify such as EcoPoint, EcoChallenge, Ecommunity, and EcoLearn encourage the community to contribute to reducing air pollution

Background

Analysis

Solution

Implementation



## Problem Validation with User Research

To validate the raised issue, user interviews were conducted with 5 respondents who met the criteria of being in the productive age group and actively traveling for their work.



Background

Analysis

Solution

Implementation

# User Research



Compfest

**4 out of 5** individuals  
are aware that the air  
quality around them is  
unhealthy



**Everyone** chooses to use  
common and practical  
methods to maintain their  
health

**3 out of 5** people use public transportation  
for their commute, and **2 out of the 3** also  
use private transportation

Background

Analysis

Solution

Implementation

# User Persona



# Compfest



**Rendi**

**Gender: Male**

**Age : 20**

**Occupation : Student**

**Domicile : Jakarta**

**Bio**

Rendi is a student who lives in Jakarta and currently studies in college. Rendi is a social person and often hangs out with his friends.

When traveling in Jabodetabek, Rendi often uses public transportation. However, if the places are near, he prefers to use private vehicles because he thinks it is more practical and there is no need to bother using public transportation which sometimes takes more time and is impractical.

## Personality

**Low Environmental Consciousness**

**High Environmental Consciousness**

**Passive**

**Proactive**

**Rarely use public transportation**

**Frequently use public transportation**

## Behavioural Considerations 😊

- Prefer to use a vehicle that is practical and easy to access
- Maintain health in a general and practical way.

## Goals & Needs 😌

- Want the surrounding air to be healthier and more comfortable to breathe.
- Want to know more about the surrounding air conditions.
- Want a practical tool that can help him maintain health when the air around him is polluted.

## Tasks 📋

- Want to access information on surrounding air conditions.
- Try to protect himself from severe air pollution based on his knowledge of surrounding air condition.

## Pain Points 😰

- Uncomfortable with the surrounding air conditions but don't understand how to keep it clean.
- Rarely try to take action on air pollution problem because sometimes it's uninteresting, not practical and is a difficult thing to do.

**Background**

**Analysis**

**Solution**

**Implementation**

# Solution Overview



Compfest

## EcoPoint

EcoPoint is a point and reward program designed to incentivize active user engagement in environmental protection activities, particularly focusing on air pollution issues. Users earn EcoPoints for sustainable actions such as using public transportation, planting trees, reducing smoking, or reading materials about air pollution through Eco Learn.

## EcoLearn

EcoLearn is a section of Breathify that provides educational resources such as articles, blogs, videos, and multimedia resources on environmental issues, particularly air pollution. These materials are designed to provide users with in-depth understanding of environmental problems

## Ecommunity

EcoCommunity is a feature within Breathify that connects environmentally conscious users. It is a place where they can share stories, experiences, information about environmental events, and network with communities who share similar interests.

## EcoChallenge

Eco Challenge consists of a series of challenges for users to undertake, helping to reduce air pollution and support the environment. These challenges involve users in concrete actions such as using public transportation, tree planting, reducing smoking, and reading materials about air pollution through Eco Learn.

Scan Here



Breathify App  
Mockup  
[bit.ly/3t4s24D](http://bit.ly/3t4s24D)

Background

Analysis

Solution

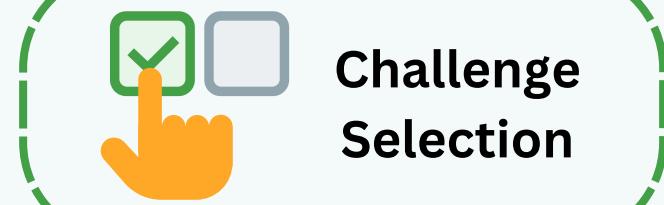
Implementation



# Solution Detail (1/4)

## EcoChallenge

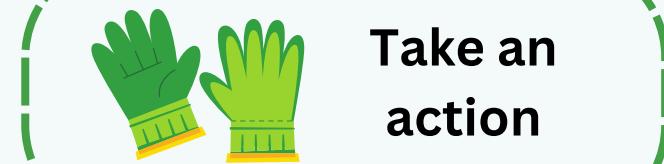
Making User Take an action on environment issue



Benchmark



Why It's Important ?



**51,4%**

of air pollution is caused by public activities and private transportation



Pain Point Released



1. Users rarely try to take action on air pollution problems because they perceive such actions as uninteresting, impractical, or difficult
2. Users need motivation and a sense of achievement to sustain their commitment to reducing air pollution

Metrics



Challenge completion rate



Challenge Participation

Challenge Involves



Plant A Tree



Go Public



Waste Recycle



Plastic Free

Touch Point



Collaborator



Social Media



Word of Mouth

Background

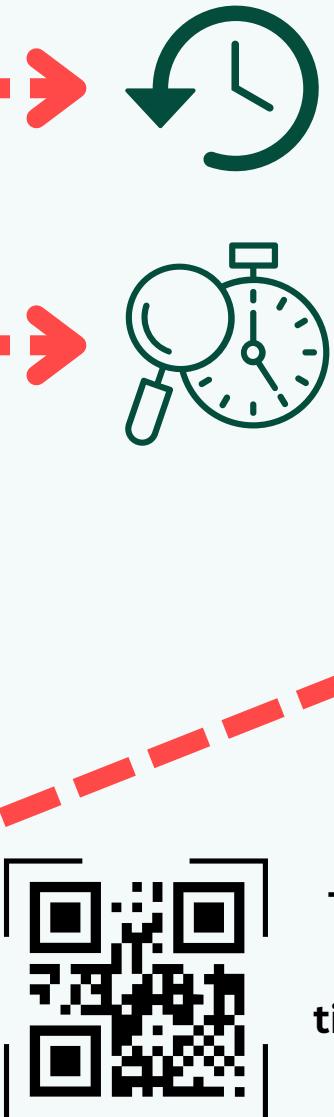
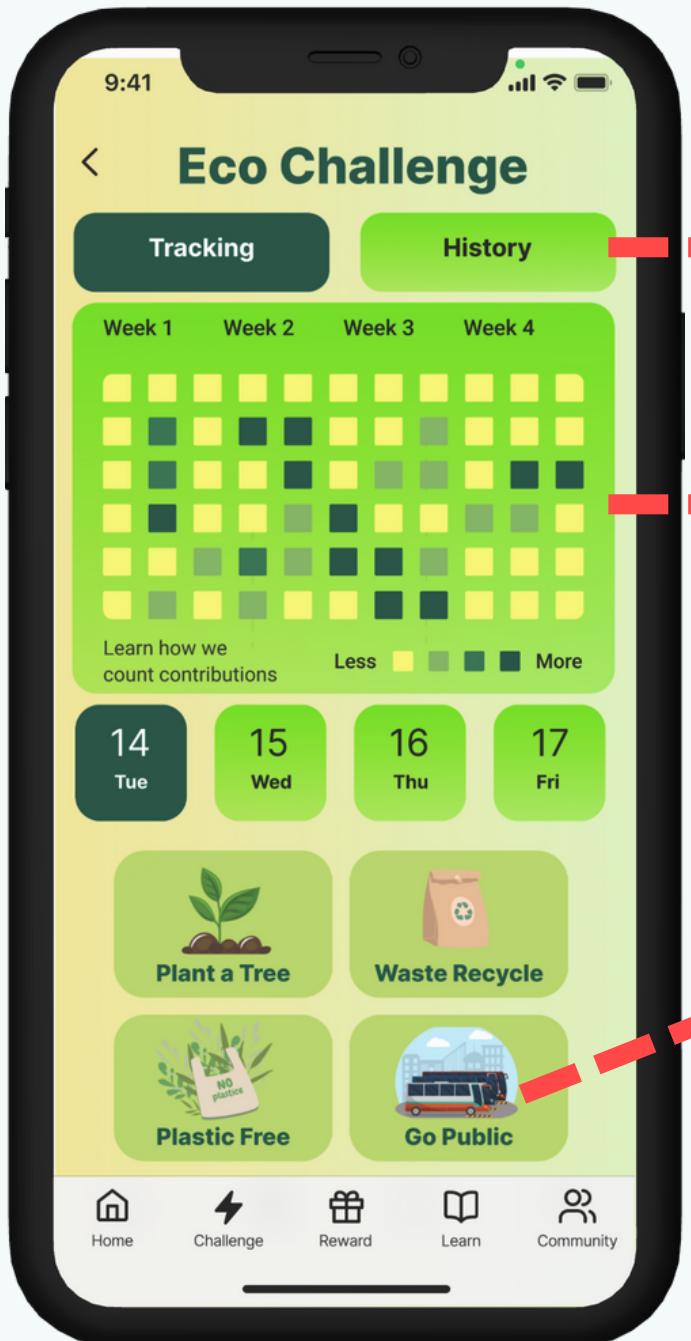
Analysis

Solution

Implementation

# Solution Detail (1/4)

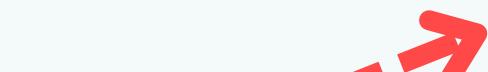
## EcoChallenge



See your challenge history



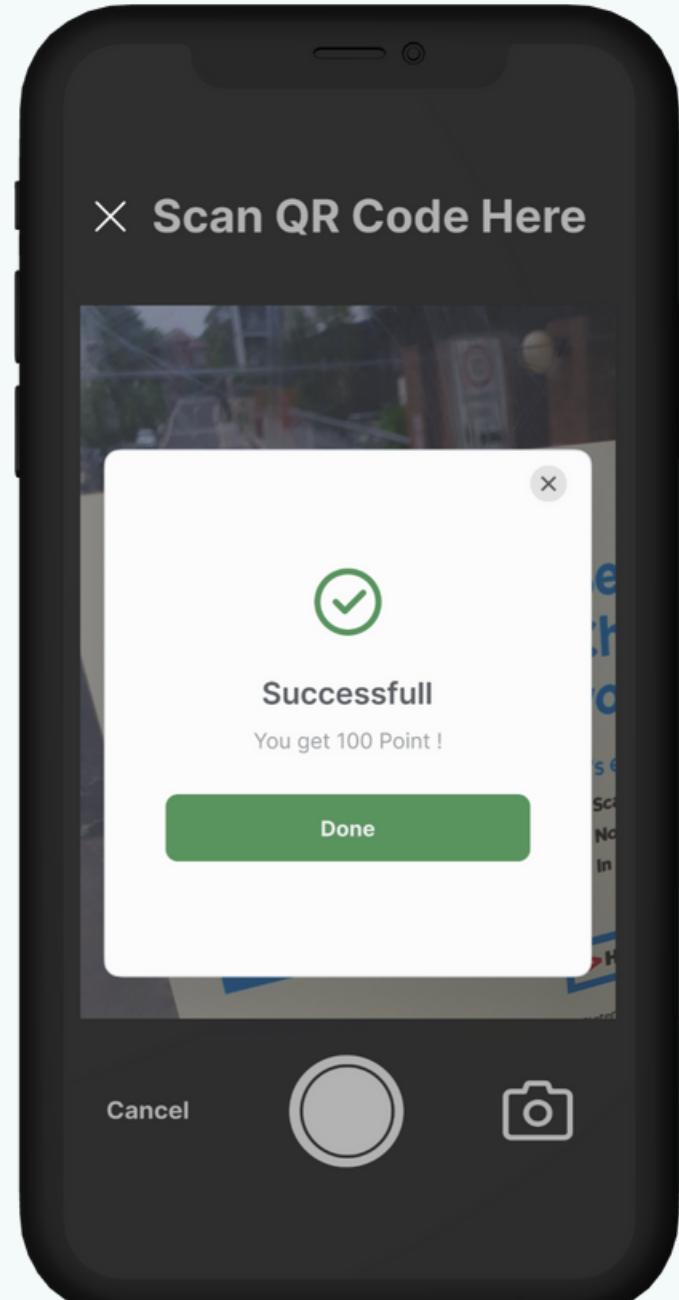
Track your Challenge Participation within a series of time



Scan QR in public Transportation allows you to get point one times each same public transportation type (every day)



Get Your Point



**Background**

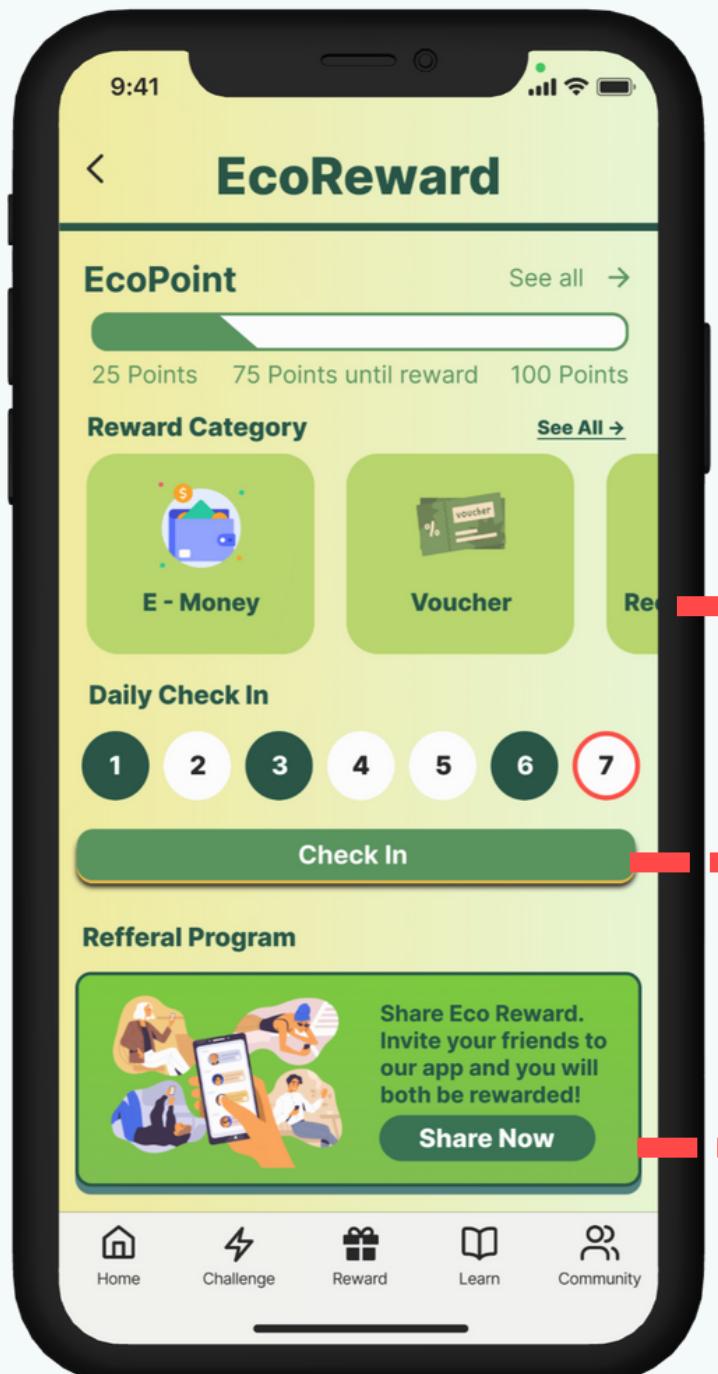
**Analysis**

**Solution**

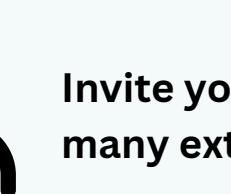
**Implementation**

# Solution Detail (2/4)

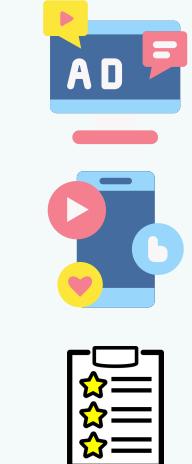
## EcoPoint



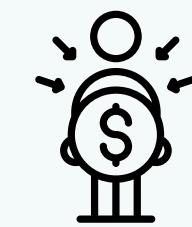
### Pain Points Released



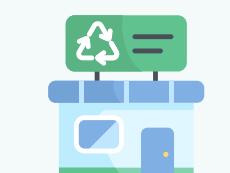
### Touch Point



### Metrics



### Key Partner



### Shareable Link

### Generate Code



\*\*\*

## Solution

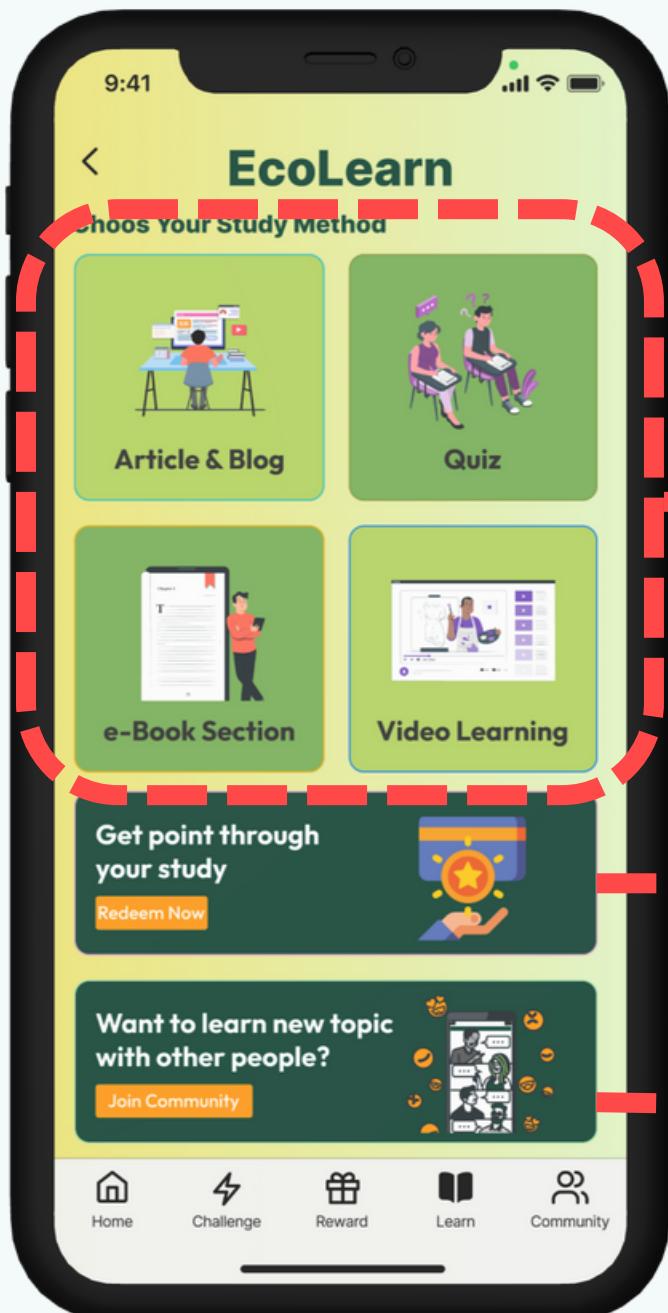
### Background

### Analysis

### Implementation

# Solution Detail (3/4)

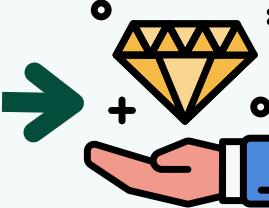
## EcoLearn (1/2)



### Choose Your Learning Method



Learn



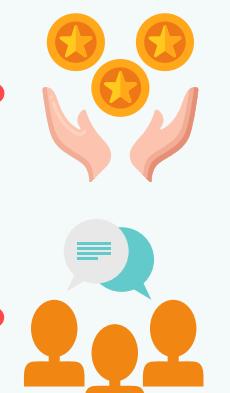
Take your extra Point

Take Your Learning Formats Based on your preferences :

1. Article & Blogs
2. Quiz
3. E-Book
4. Video Learning



User could get opportunity to earn extra point when accessing and learning in Ecolearn section. This include in every learning formats  
Join Ecommunity to get deeper into environmental issue and knowledge



### Pain Points Released



1. Users are uncomfortable with the surrounding air conditions but lack understanding of how to keep it clean. (Pain Point Addressed: Lack of education and information)
2. Users may find learning about air pollution uninteresting and not practical, which hinders their willingness to take action. (Pain Point Addressed: Lack of engagement)

### Metrics

the number of users accessing EcoLearn and their interaction with different learning formats



### Touch Point



### App Interface



### Content Modules

## Solution

## Background

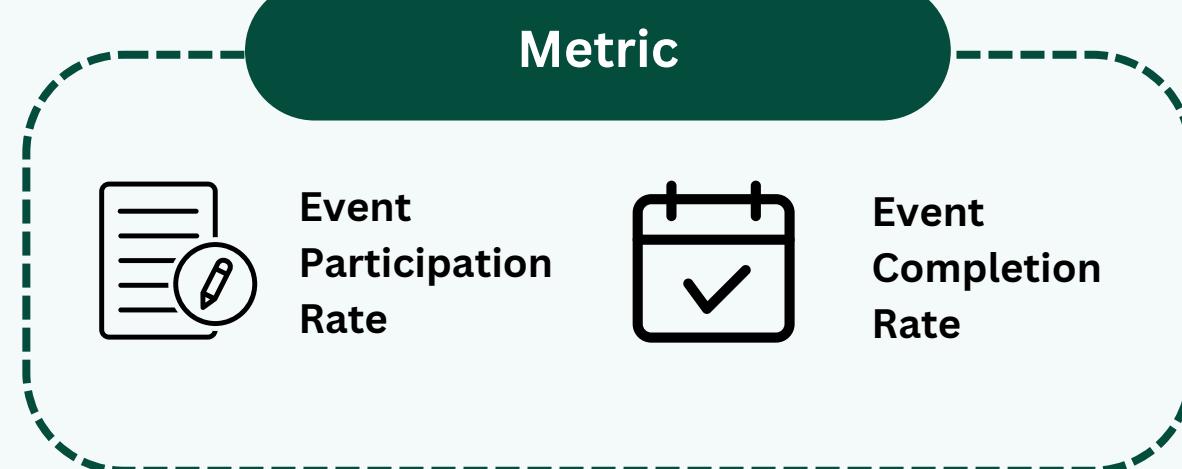
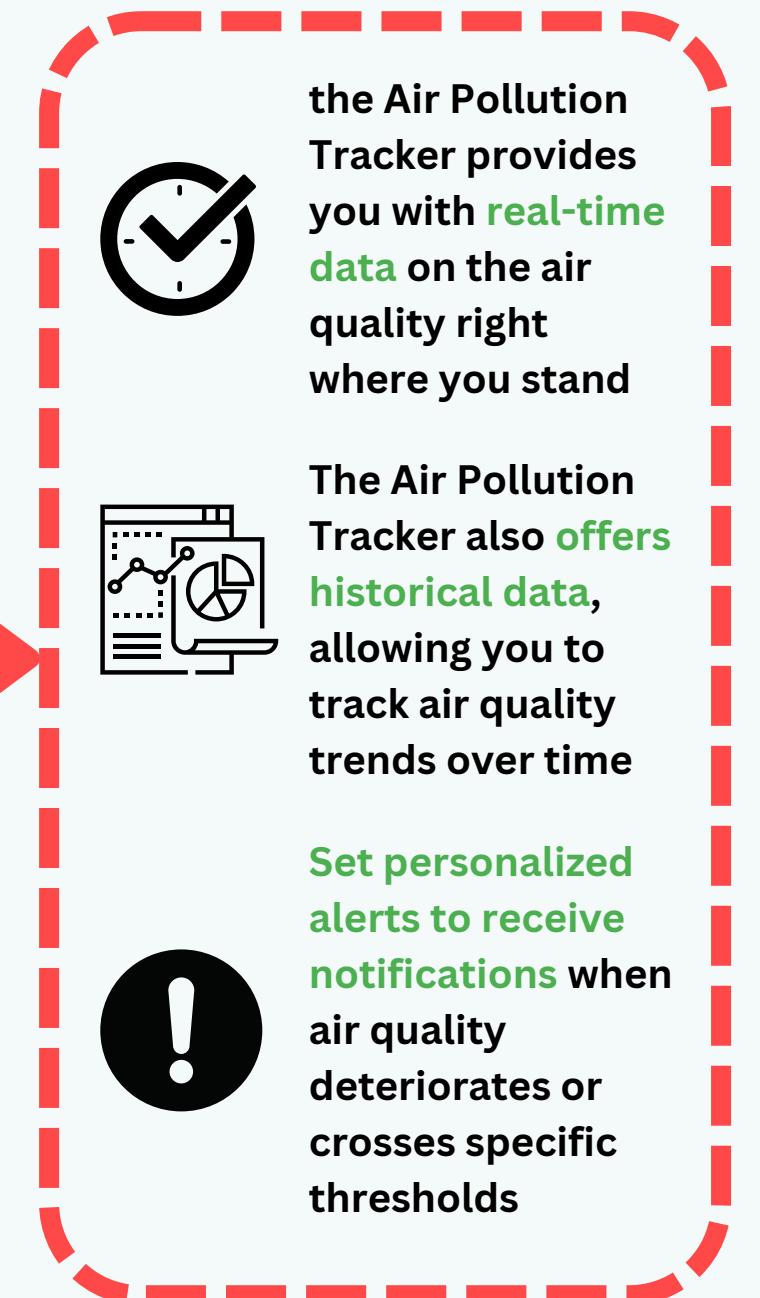
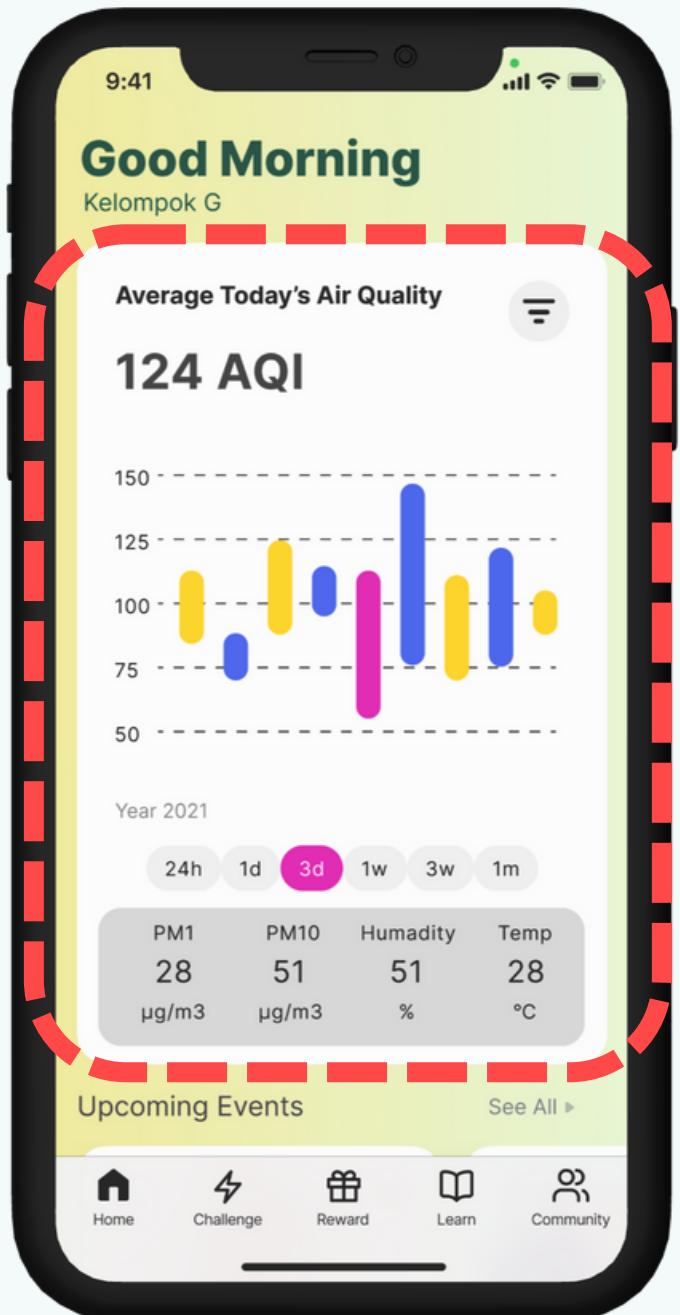
## Analysis

## Implementation



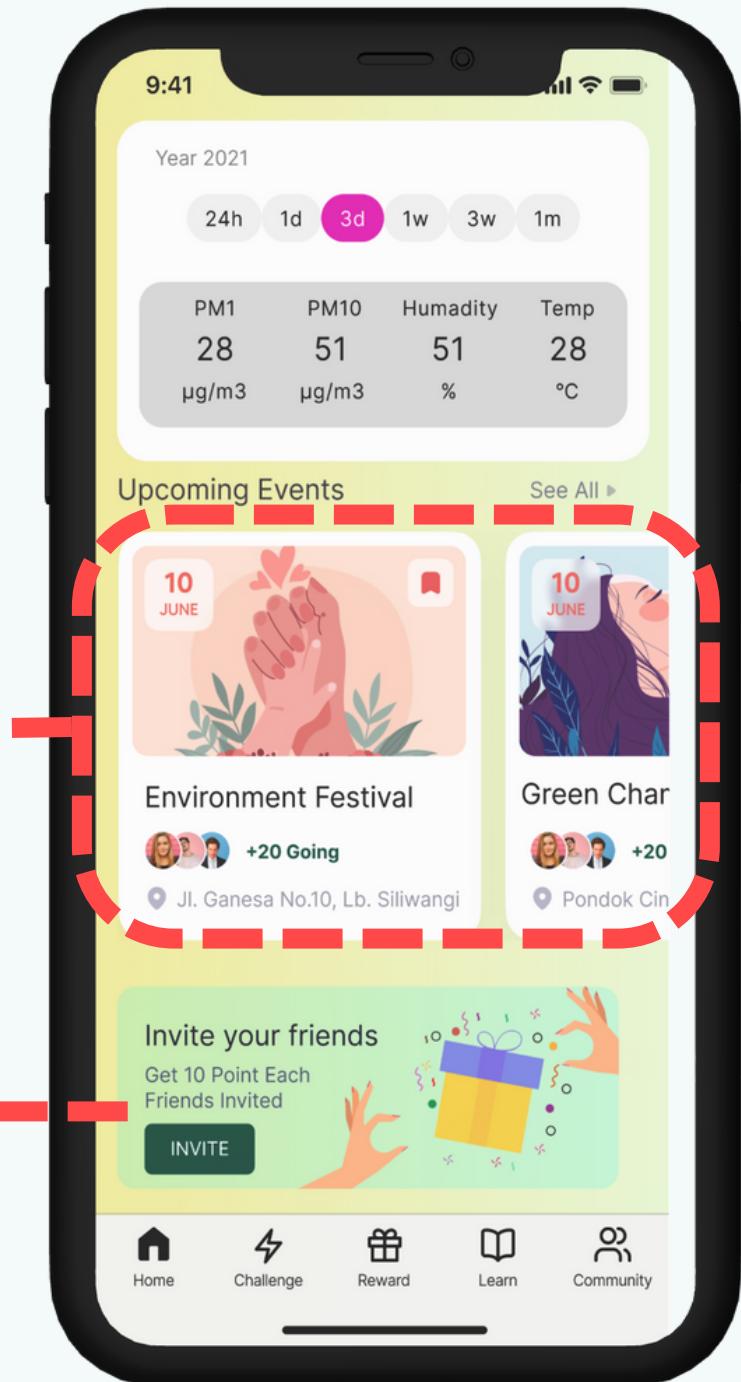
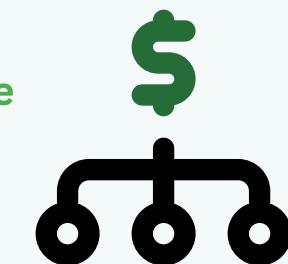
# Solution Detail (3/4)

## EcoLearn (2/2)



connect with environmental events, workshops, and gatherings that align with your passion for a greener, cleaner planet, and free from pollution

Invite Friends as much as possible to earn more point that will be redeem at EcoPoint Section



Background

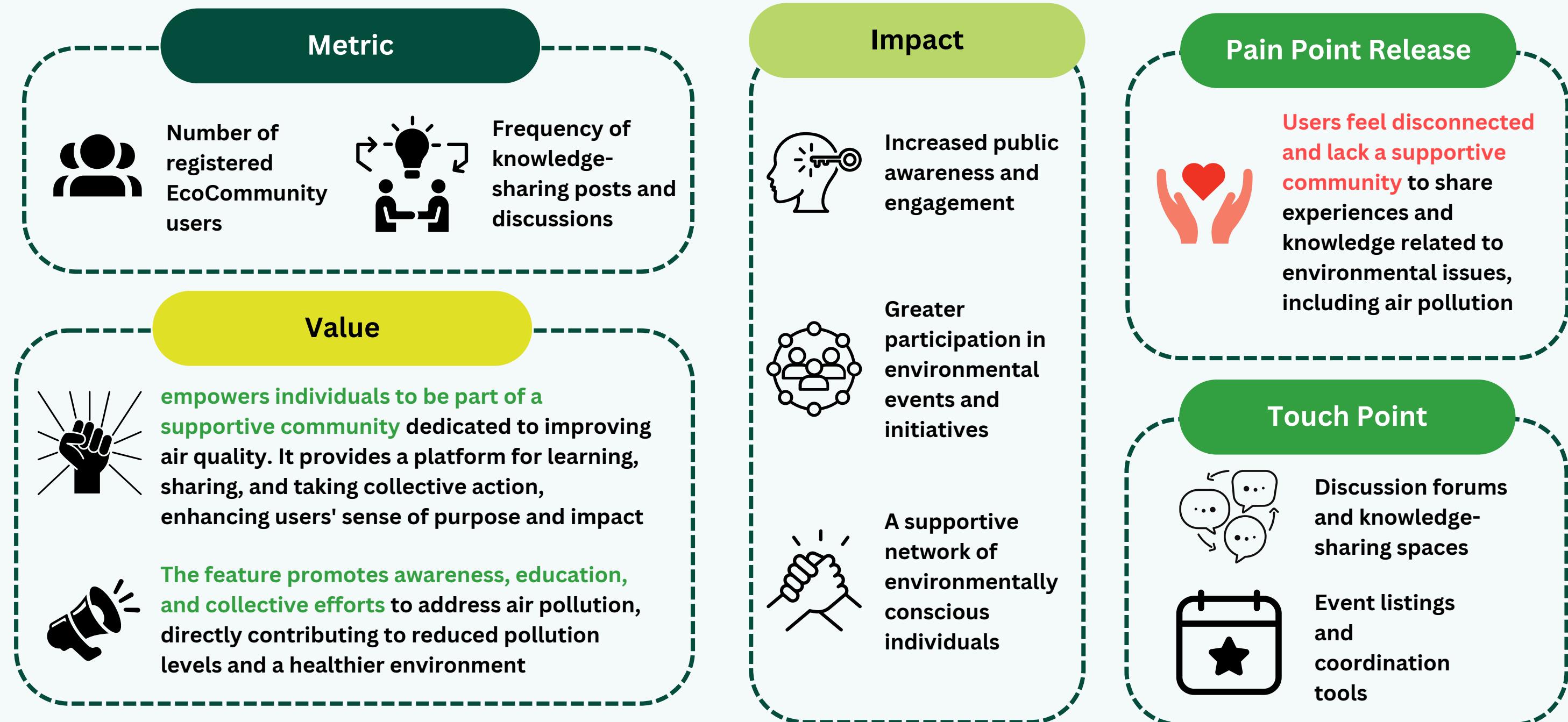
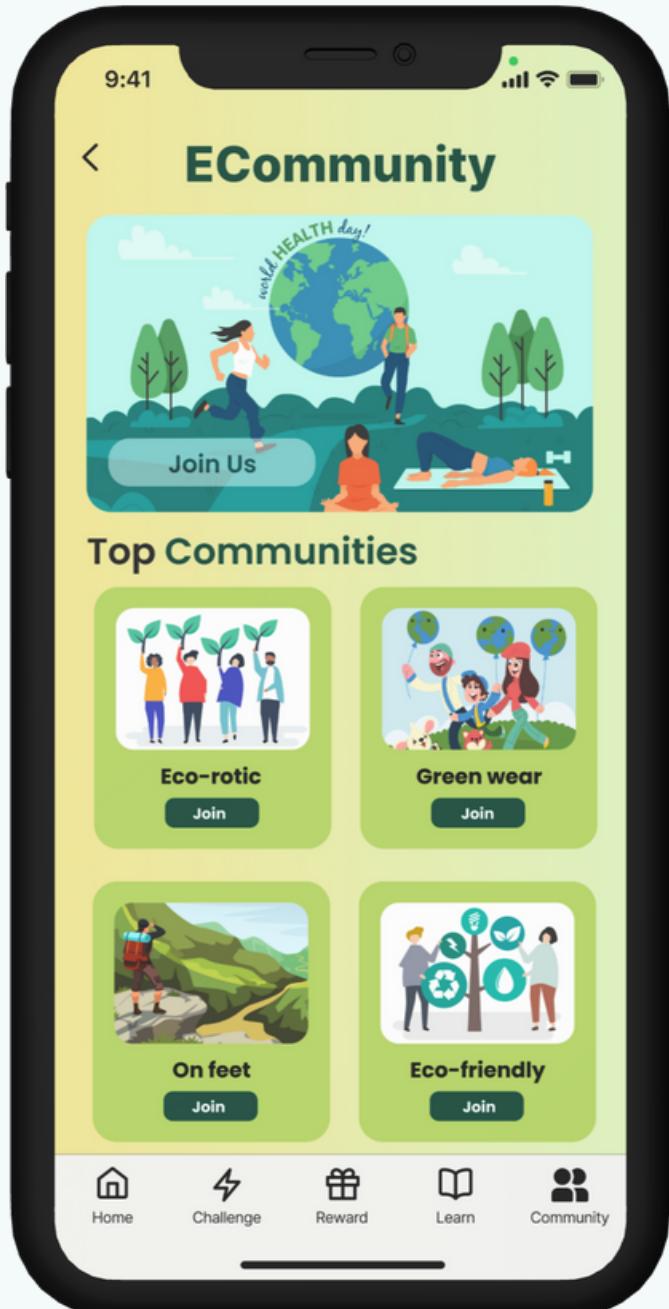
Analysis

Solution

Implementation

# Solution Detail (4/4)

## Ecommunity



**Background**

**Analysis**

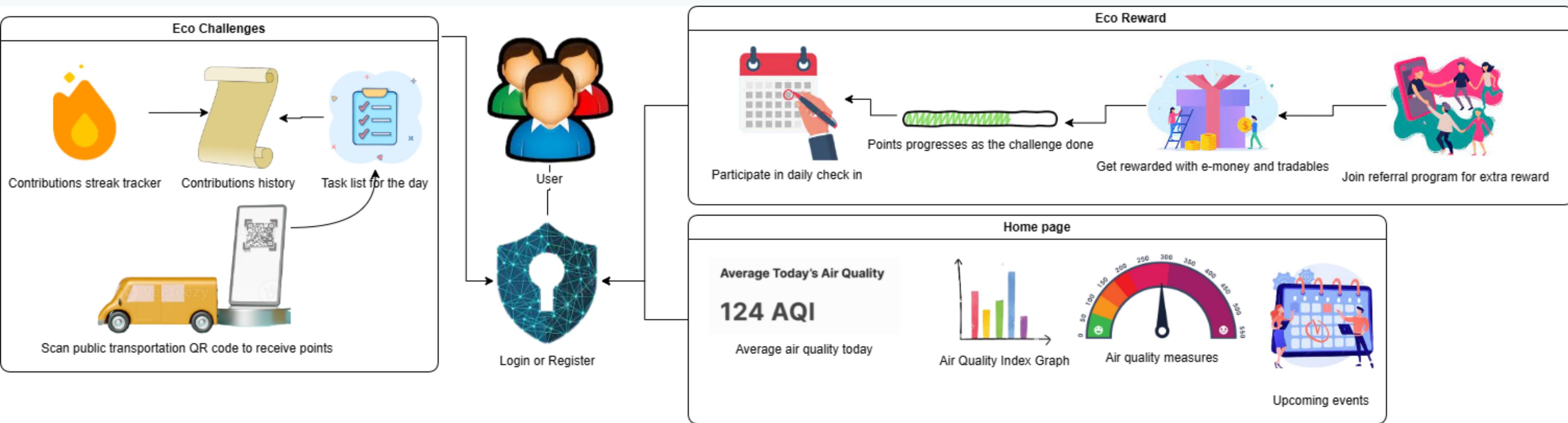
**Solution**

**Implementation**

# User Flow



Comfest



The full version of the diagram :  
[s.id/breathify-usecase](https://s.id/breathify-usecase)



Background

Analysis

Solution

Implementation

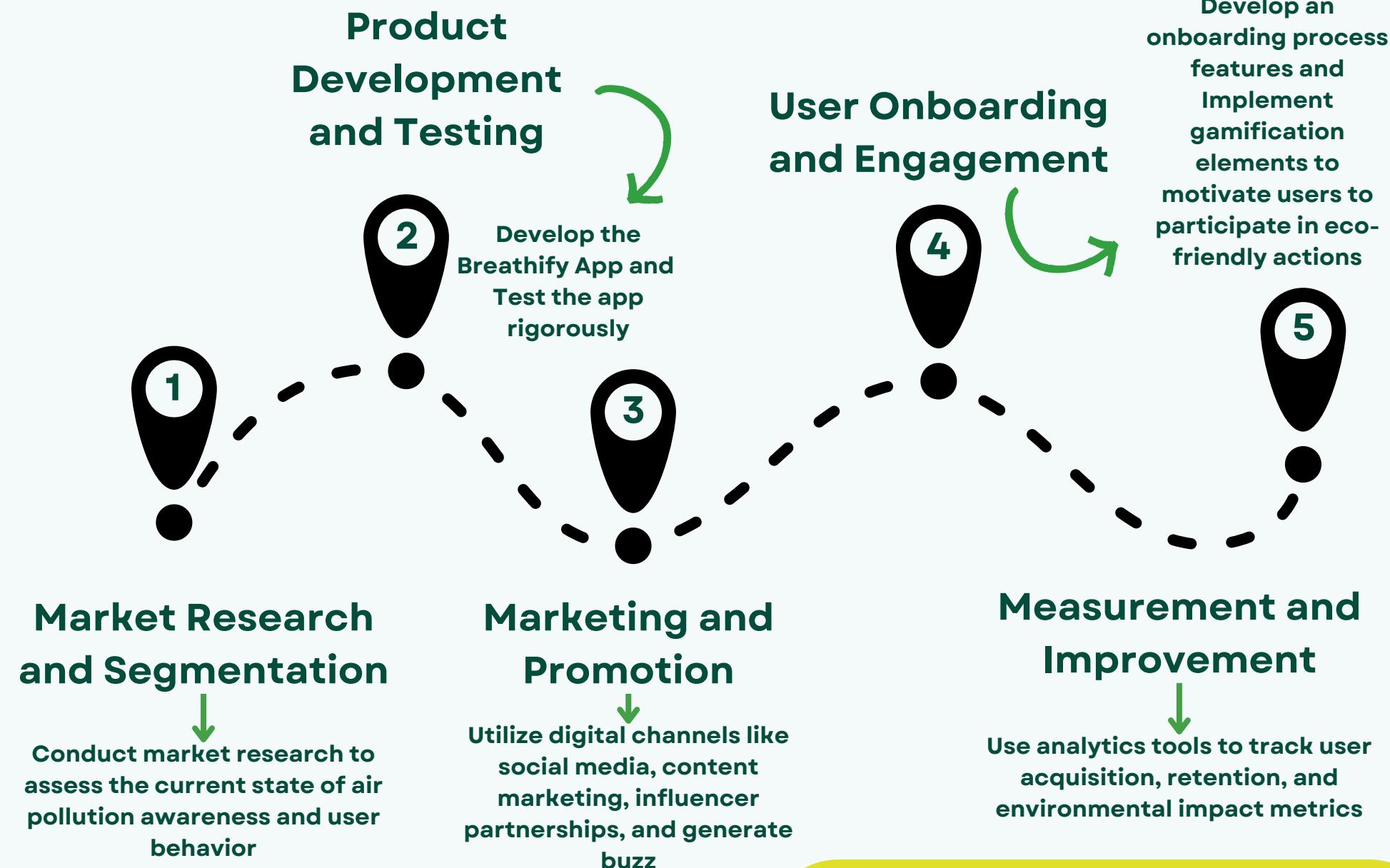
# Prioritization & GTM Strategy



Compfest



## GTM Strategy

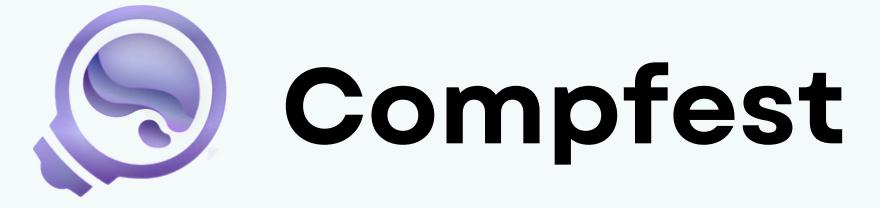


Background

Analysis

Solution

Implementation



# Thank You

“Celebrate every breath you take, and make each one count with Breathify App. Together, we're not just breathing; we're building a cleaner, healthier world”

