



# CSCI 499 Final Project

CRBN



# The Problem

People find it difficult to make sustainable changes in their lifestyle due to laziness and/or lack of motivation because they think making sustainable choices requires large commitments or are difficult to complete

# The Problem

Study done by Southern Cross University

- 913 Americans and Australians

## Findings

- 77% of individuals wanted to learn more about sustainable lifestyles and were ready to act on them

# The Solution

CRBN hopes to be the core of the positive feedback loop of the desire to make a sustainable change in their lifestyle and actually taking actions to make the change

A mobile application that gamifies sustainability challenges to make small but impactful changes

# Why us?

- User friendly
- Gamified app
- Creating a space where people can build a community with others who care about our planet

# Initial Users

## USC Students

- Friends
- Classmates
- Students near RTH (undergrad and graduate students)

7 individual interviews

1 group interview with 3 people

# User Feedback

- Like the idea of gamifying
- Like the idea of community based platform
- Focus on community where people are sharing how they are being sustainable
  - balance between knowledge and the social aspect of the platform
- Most people thought that being sustainable is expensive
  - difficult to make drastic changes in daily lives especially as college students
- Didn't want to disrupt how they lived their lives or pay for more sustainable alternatives
- Wanted a point system to redeem for rewards as an incentive
- Wanted to learn more about sustainability challenges they are doing

# Changes we made from User Feedback

1. Added photo upload option for levels
2. Created a community page
3. Created a dashboard page where they can see their progress on levels
4. Created pop-ups to explain more about the challenges



# The Future

**Phase 1:** Launch the app on the app store

**Phase 2:** Create launch event for current and new users

**Phase 3:** Flush out more features and levels

- Potential New Levels: Donate a bag of unused items, plant seeds, buy second-hand items
- Potential New Features: Notification system, ways to communicate with other users on app