

POVs, HMWs, and Prototyping

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Initial POV

We met...

Tejal, an overscheduled, media-driven high-schooler.



We were amazed to realize...

she enjoys doing good for the world, but only when it's convenient, trendy, or fun

It would be game-changing to...

couple environmentally positive actions with increased social capital (coolness), fun, ease, and shared social experiences

Needfinding Part 2

Dian and Vincent

- Convenience guides choices
- Responsibility:
Gov/Industry > Individual
- Too much to remember



Needfinding Part 2

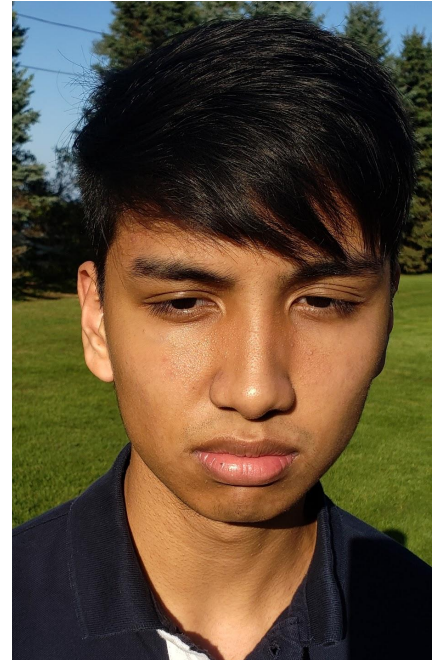
Anasuzzy

- Teacher's "starfish game"
- Friend running for council; shares on insta



Daniel

- Extreme User: unaware
- Chrome news = convenient



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Revised POV

We met...

Tejal & Daniel, who wouldn't go out of their way to take environmental action



We were amazed to realize...

they recognize the environment as an issue, but don't know enough details to feel motivated to take action, unless actions are easy, ingrained, "cool," or already done by friends

It would be game-changing to...

help people learn the real-world impacts of environmental issues in a way they can easily digest and find fascinating, fun, easy, or more pressing to care about

We met...

Will, a 30-year-old designer who stays informed on environmental issues



We were amazed to realize...

his lack of ability to vote or engage directly in government makes him feel like he can't do anything; however, he ignores other steps he could take to get involved

It would be game-changing to...

help people overcome their paralysis in mindset over what actions they can take or feel worthwhile to take

We met...

Vincent, a 47-year-old researcher at a biotech/pharmaceutical company



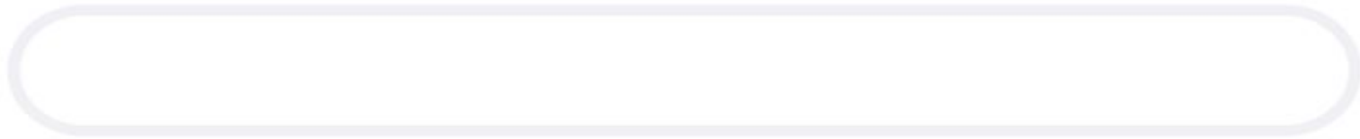
We were amazed to realize...

he believes government and industry cause 80% of problems; wants less burden on individuals, more pressure on government/industry

It would be game-changing to...

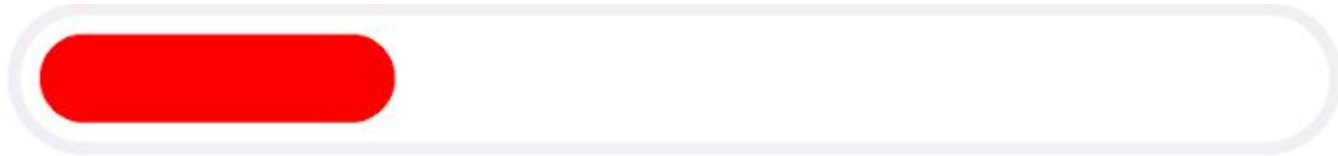
help people do their 20% while pressuring/influencing government and industry to take responsibility

Brainstorming in progress...



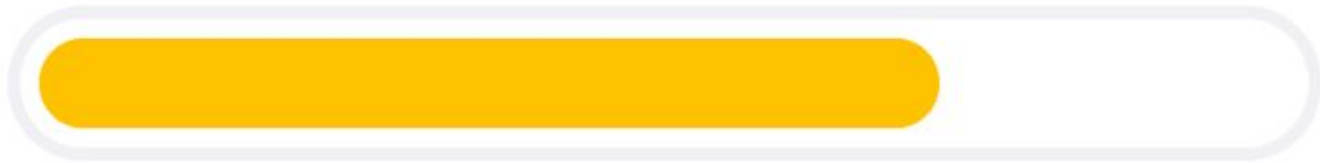
How Might We...

Make burdens / discomfort a good thing or result in something good?



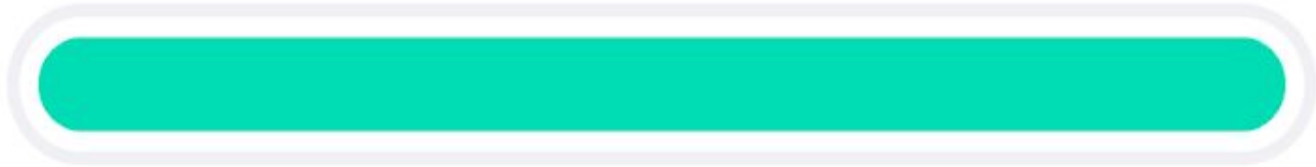
How Might We...

Make environmentalism
sexy/pleasurable/addicting?

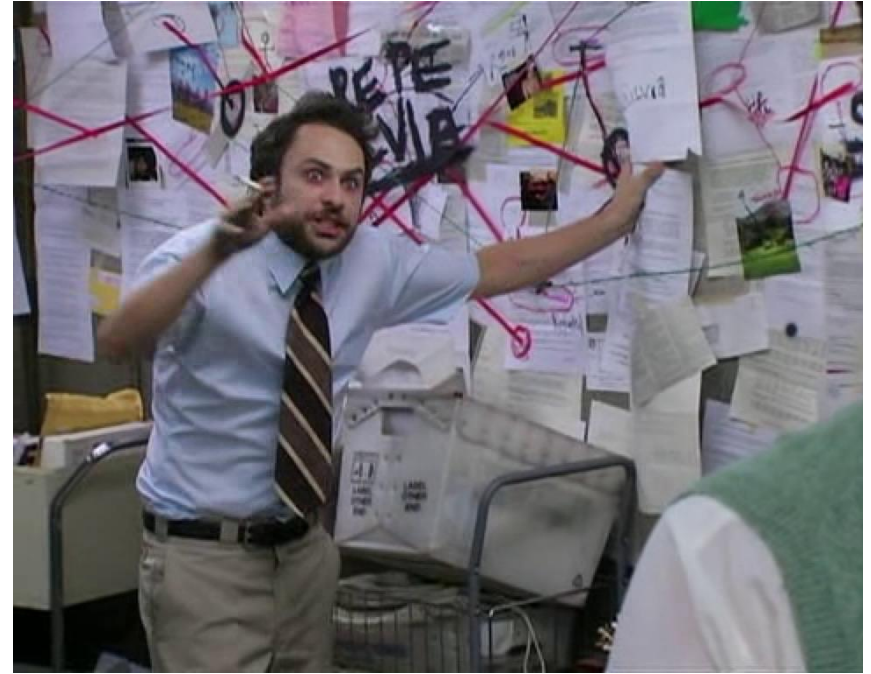


How Might We...

Make environmentalism like a video game?



More Brainstorming...



Visual representation of us
at 1:00 AM Tuesday Night

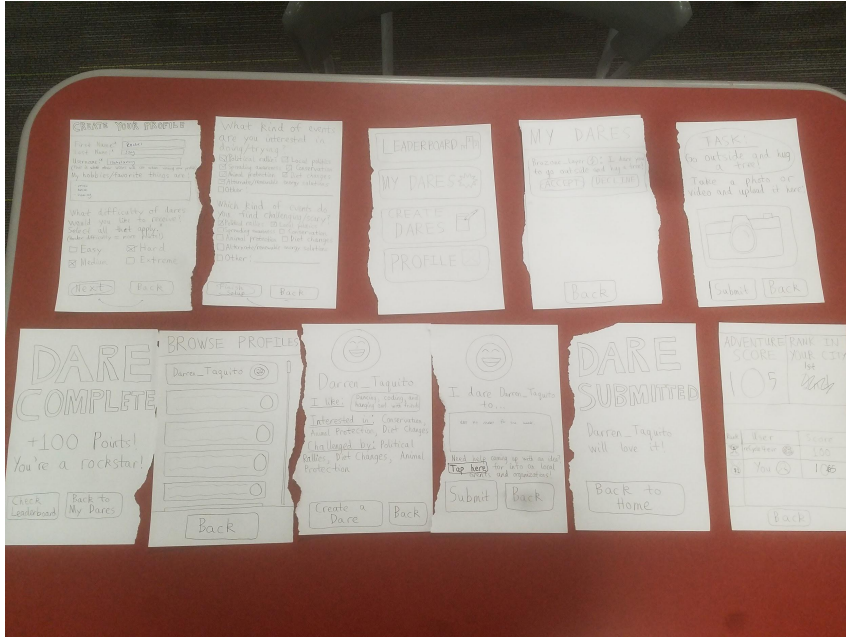
Prototype #1: Earth or Dare



Assumption:
Social capital motivates

Rachel's Experience:

- Enjoyed moving up on leaderboard
- Learning opportunity went unnoticed



Prototype #2: Greendr



Assumption: People like matching high

Hannah's Experience:

- Fun for meeting new people
- Wouldn't use for dating



Best Prototype: GRPG



Questions?