

PROJECT: GLOBLI

Creating Sustainable Lifestyles: Simplify the Journey, Amplify the Impact

Problem:

Addressing sustainability concerns is a global issue and many recognize the urgency of adopting sustainable living practices, given the pressing environmental challenges the world faces. However, starting a sustainable lifestyle can be challenging for many as they struggle to find where to begin.

Solution:

Globli simplifies the journey of taking the first step towards sustainability by incentivizing conscious choices with simple tasks. It serves to inform and educate users on how to implement sustainable habits into their everyday lives, and rewards them for doing so. Our solution gives users the choice to focus on areas of sustainability that matter to them. Additionally, it involves grassroots initiatives and gives like-minded individuals the opportunity to share ideas and mobilize. Globli will provide a sense of community within its user base, allowing those looking to make a difference to embark on their journey together.

DISCOVERY

UX Research and Exploration

Time constraint: 4 days

1. **Day 1;** constructed a questionnaire with the intention to delve into users:

- a. ideas of sustainability
- b. current practices
- c. motivations to practice sustainability
- d. hindrances from practicing

2. **Day 2-3;** Distribution of questionnaire and data collection

3. **Day 4;** Summary and Analysis of findings

Summary of Findings

What would incentivise you to practice sustainability?

"More time and a dedicated place"

"Sense of community and accomplishment, better vegan food"

Highest prioritized areas of sustainability ranked in order

- Quality Education
- Zero Hunger
- No Poverty
- Good Health and Well-Being
- Clean Water and Sanitation
- Gender Equality
- Climate Action
- Affordable and Clean Energy
- Life on Land
- Reduced Inequality
- Peace, Justice and Strong Institutions
- Responsible Consumption and Production
- Sustainable Cities and Communities
- Life Below Water

Other Issues/Comments

- "Affordable access to quality info, public school funding, food and housing security for urban areas"
- "Likes to make things to avoid buying things"

What does sustainability mean to you?

"conserve/reuse limited resources"

"Preserving the delicate harmony of nature"

"Keep something healthy and well,eg. environmental sustainability (prevent pollution)"

"Reduce waste, conservative consumption, reuse"

"Less waste, more freedom"

In what ways do you already practice sustainability?

- Vegetarianism, public transport
- No littering, recycling
- Reusing plastic bottles, thrifting, local businesses
- Recycle, reuse, upcycle
- Energy conservation, such as using energy-efficient appliances and reducing electricity consumption.
- Composting organic waste to reduce landfill waste and create nutrient-rich soil for gardening.

DEFINITION

Defining the problem based on user needs

Time constraint: 7 days

Artifacts produced:

1. **Personas** reflective of the types of individual encountered within the research group
2. **Scenario Mapping** for each persona depicting their challenges and how Globli provides a solution
3. **Customer Journeys** for each persona

Personas



DEVELOPMENT I

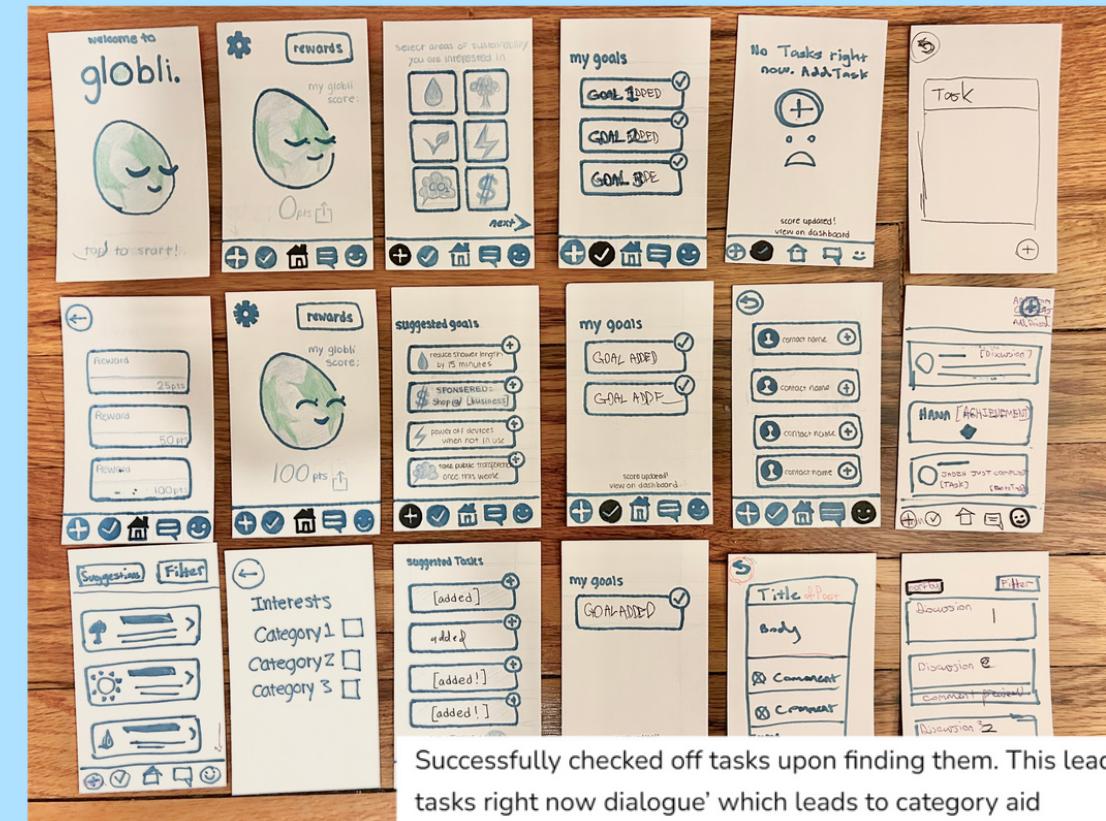
Ideation, Creation, Re-iteration

Time constraint: 7 days

Artifacts produced:

1. **Wireframes** demonstrating structure of app
2. **Paper Prototypes** used in initial round of testing
3. **User Flow Diagrams** describing primary user tasks
4. **Reports** of issues encountered during paper prototype testing

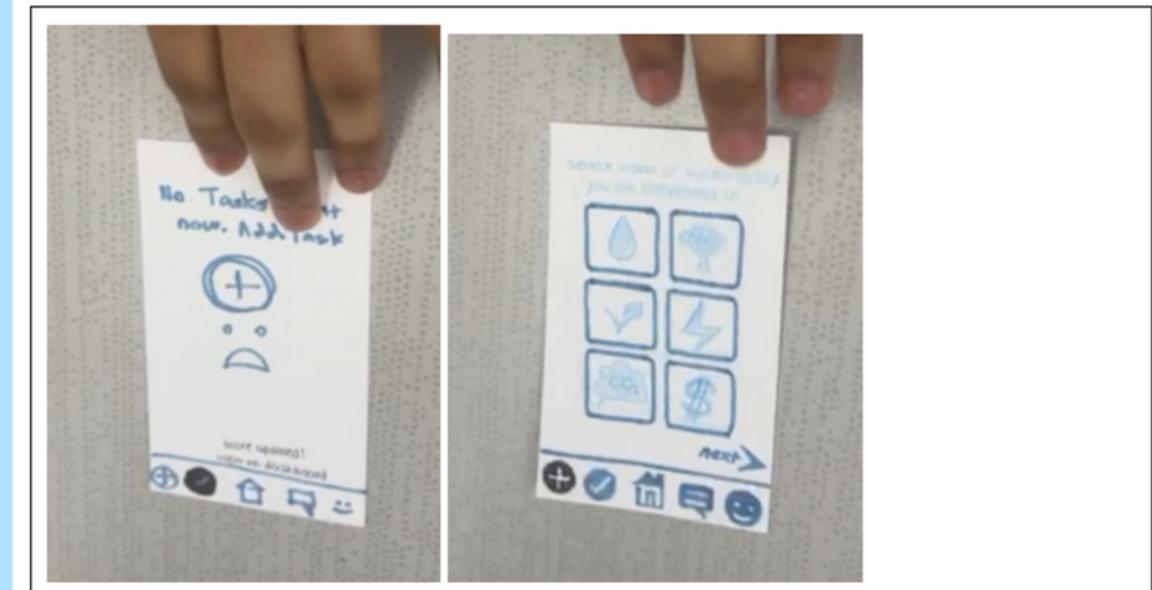
Paper Prototypes



Report Sample

Successfully checked off tasks upon finding them. This lead to the my tasks showing a 'no tasks right now dialogue' which leads to category aid

After clicking add tasks, exited this page to look for another way to add task. This page was not as informative or helpful as previously thought.



It was unclear which page to go to to redeem rewards. When tester returned to home, they accidentally clicked the share button to redeem tasks instead of the rewards button.

DEVELOPMENT II

Ideation, Creation, Re-iteration

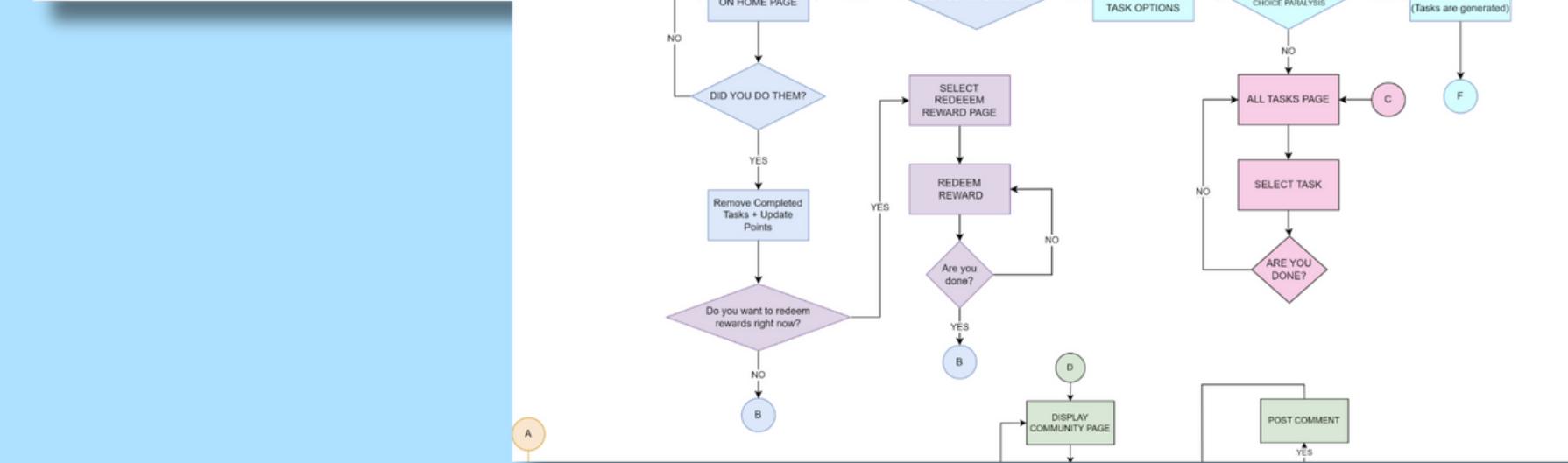
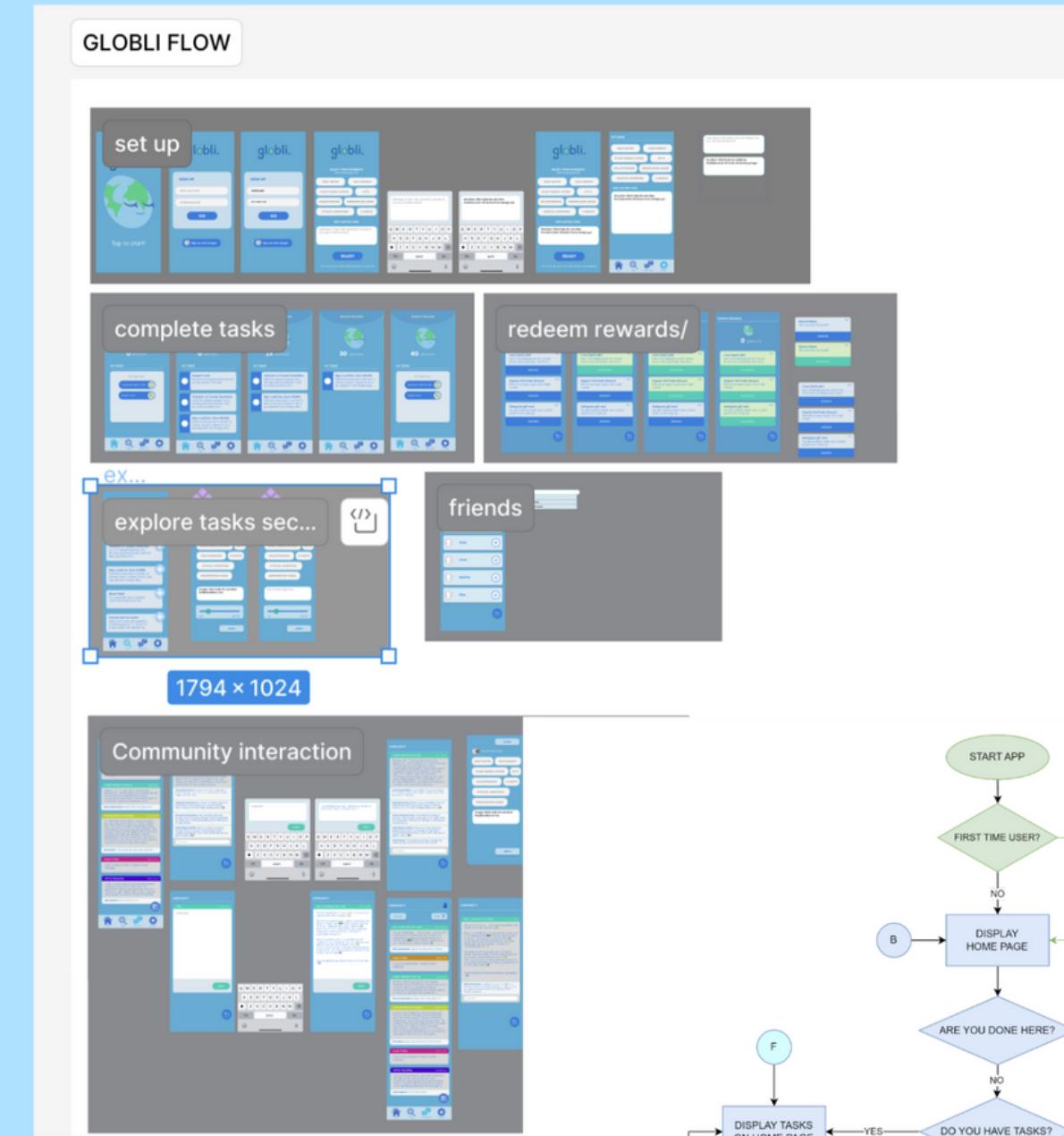
Time constraint: 7 days

Artifacts produced:

1. **Wireframes** updated to demonstrate new structure
2. **Hi-Fidelity Prototypes** with structure adjusted to counter problems encountered in testing
3. **User Flow Diagrams** updated to demonstrate changes

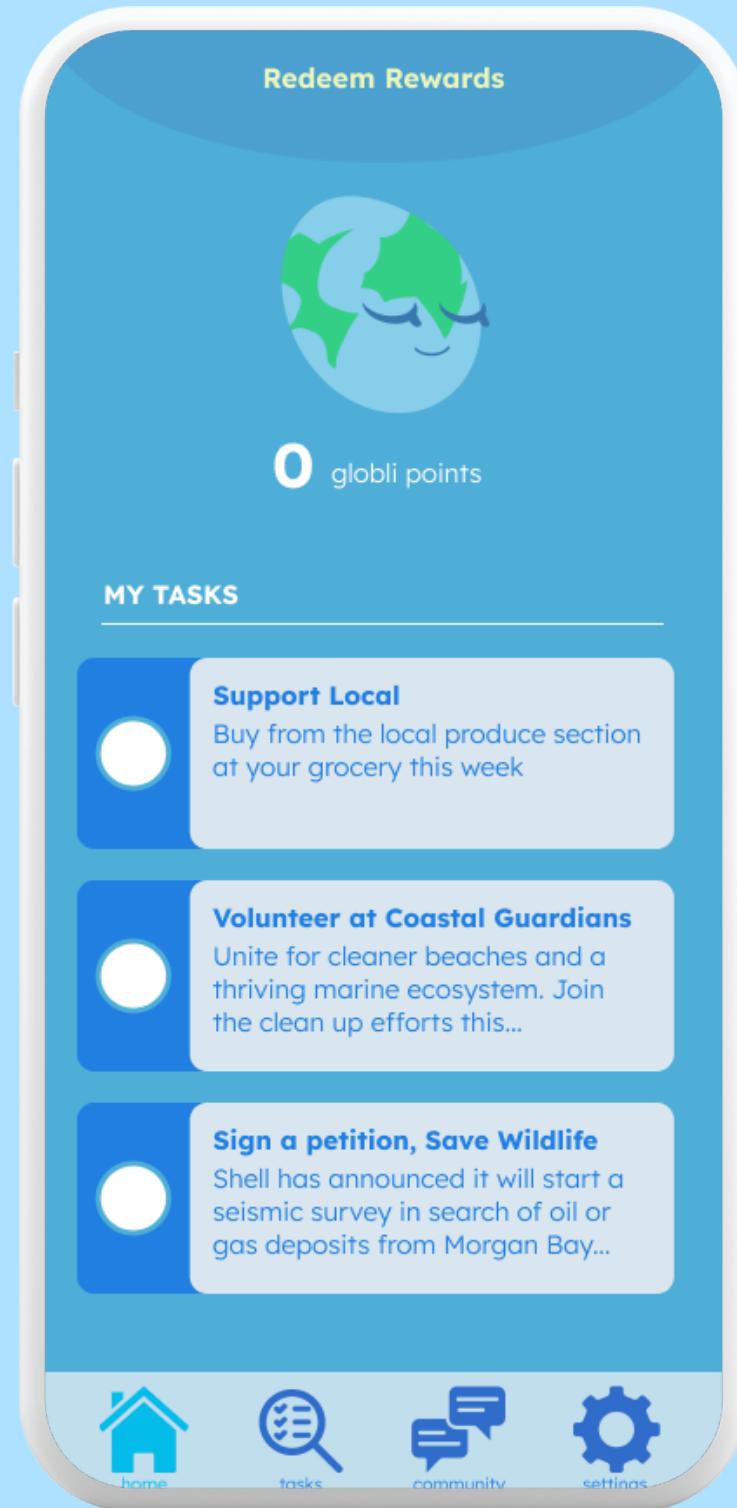
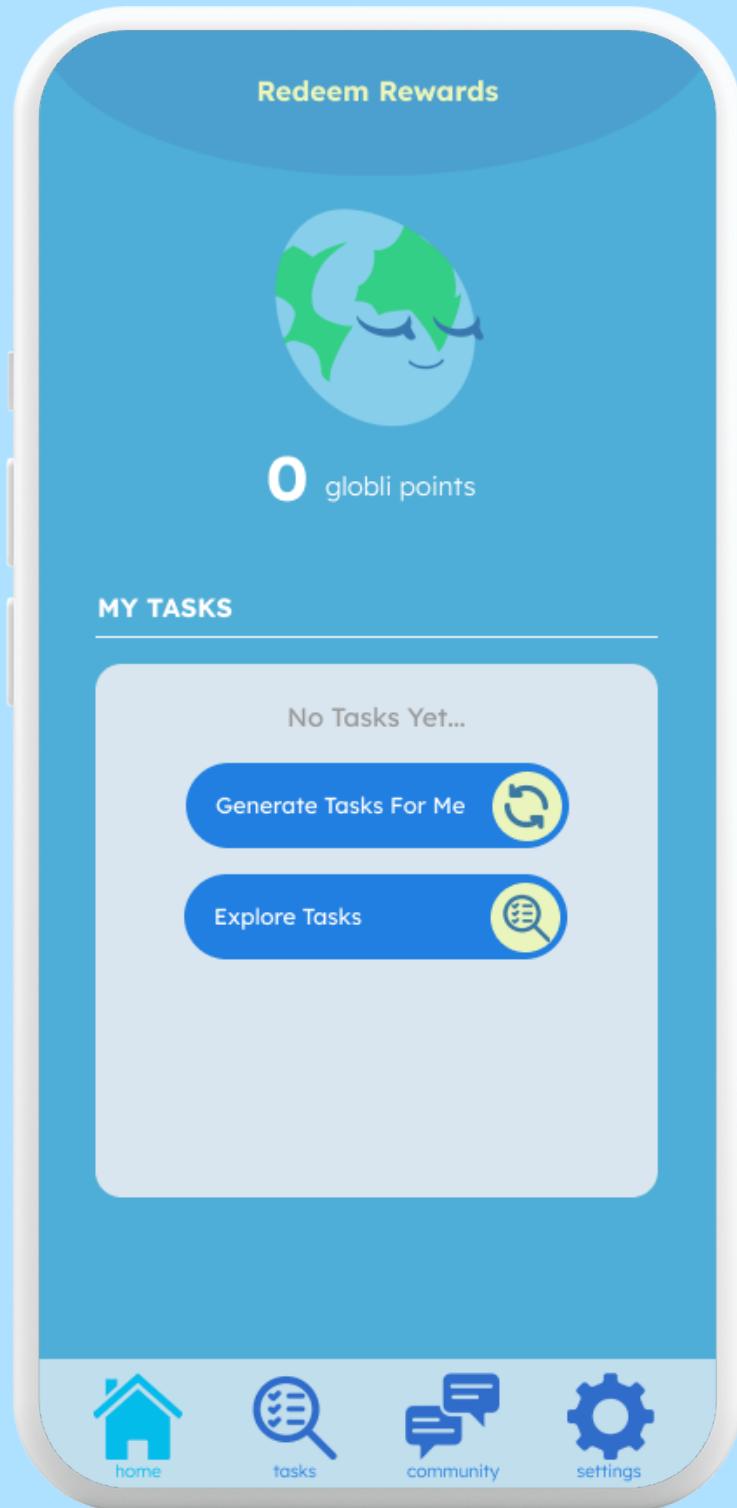
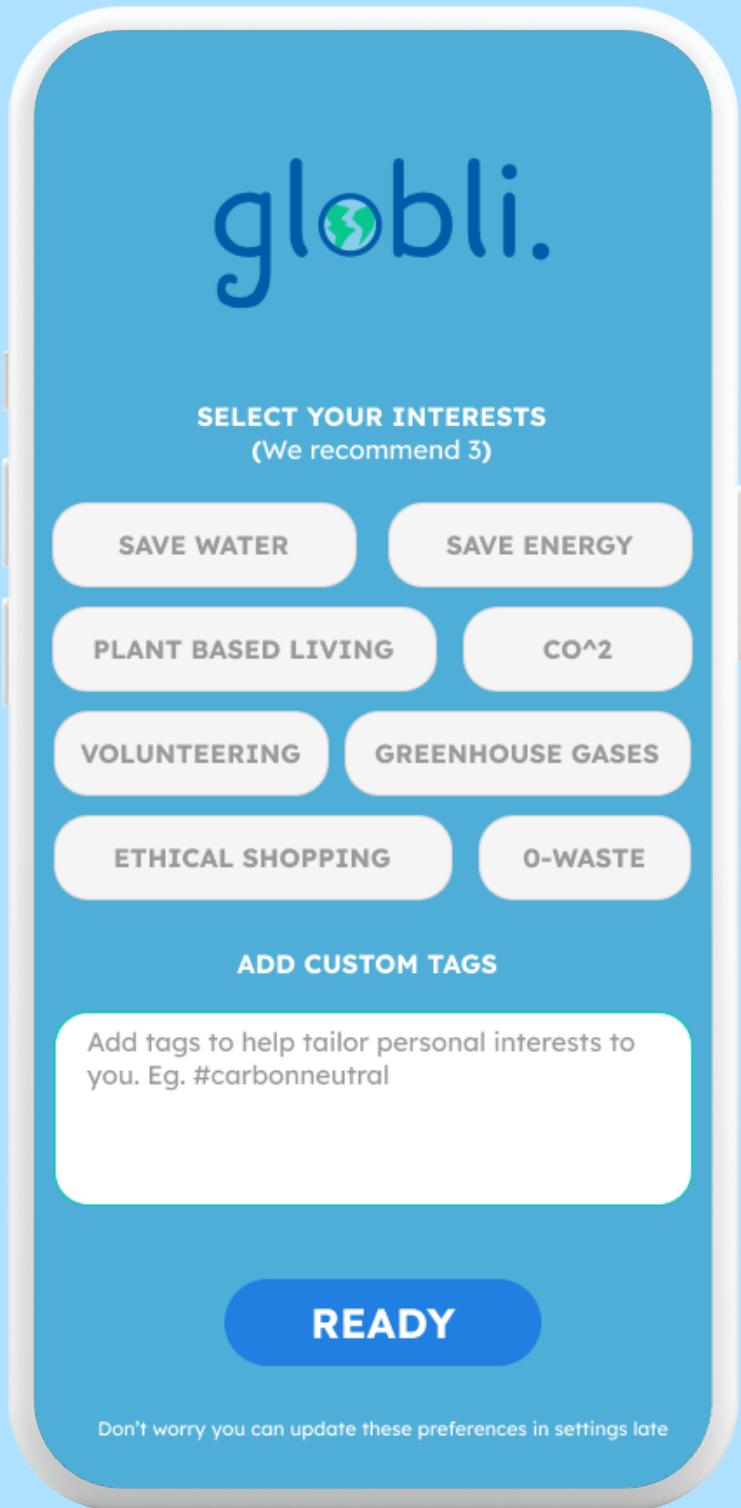
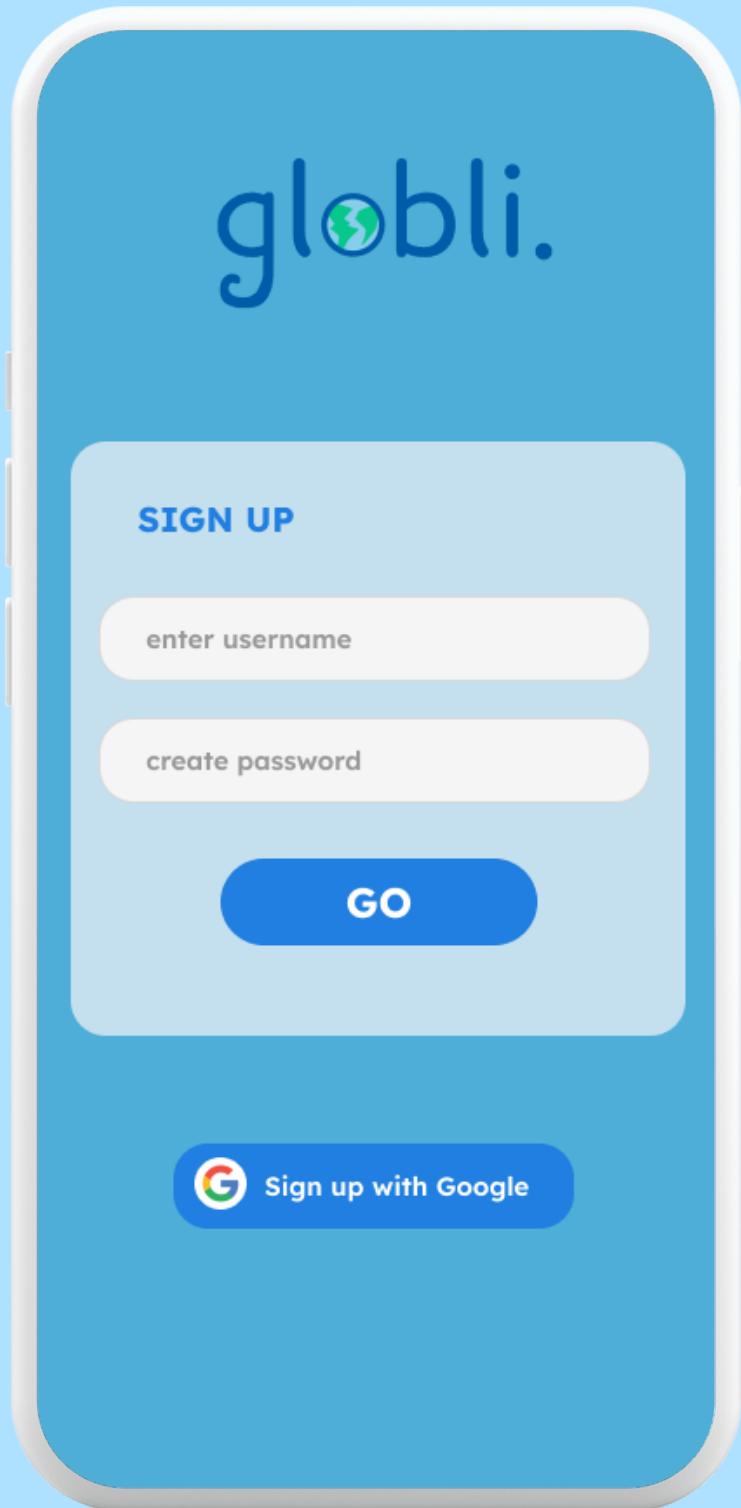
After this a final round of testing was conducted with the hi-fidelity version of the prototype and minor interaction changes were made.

Hi-Fidelity Prototype

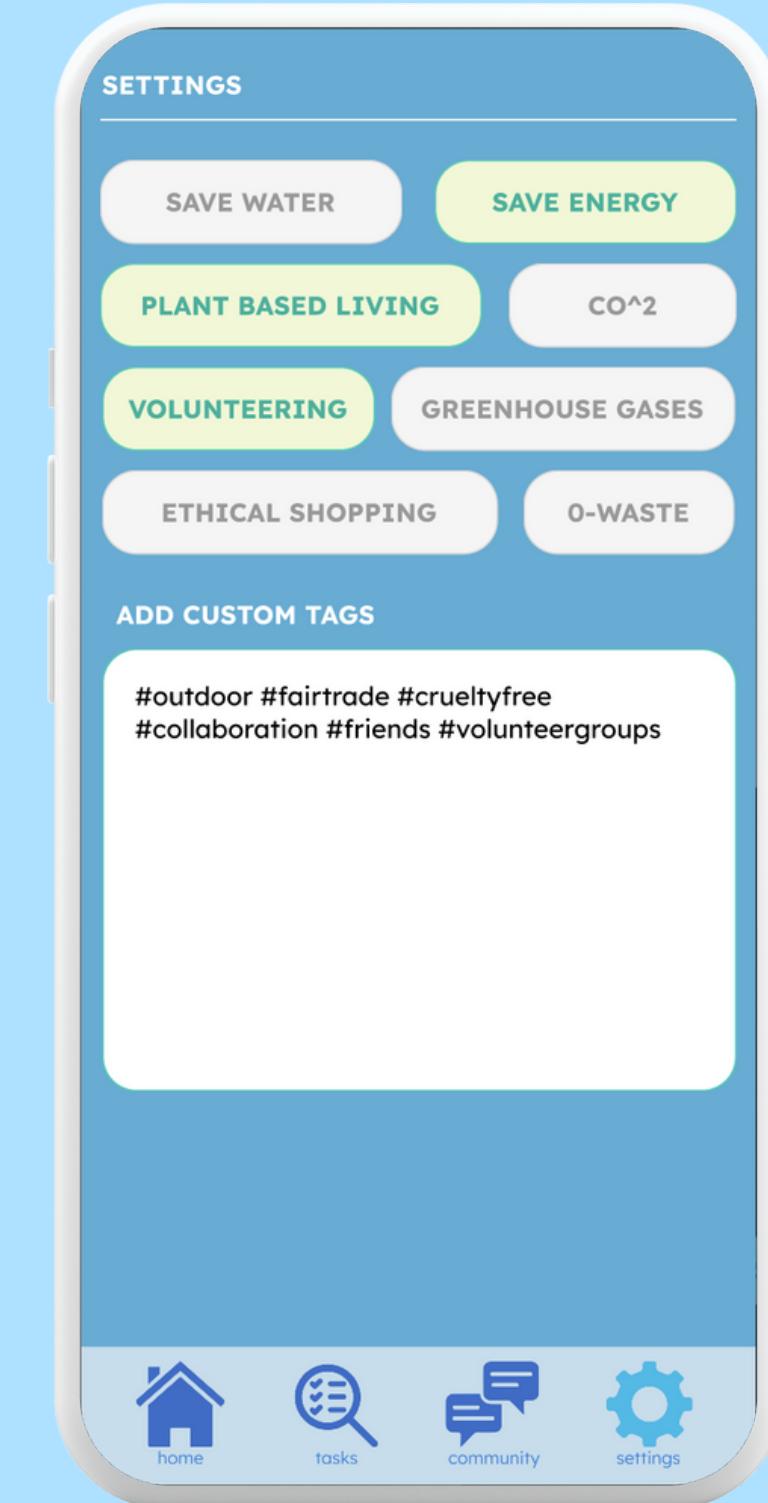
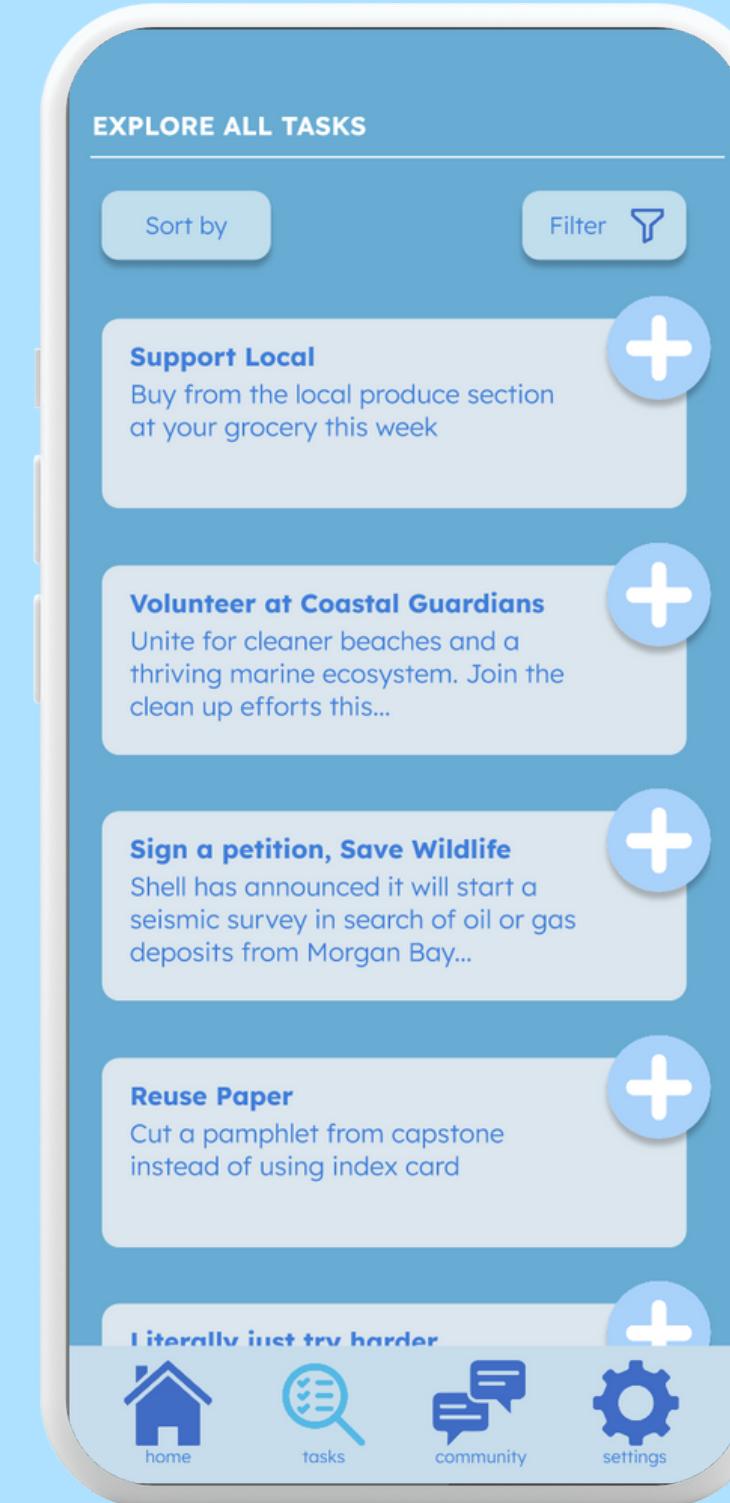
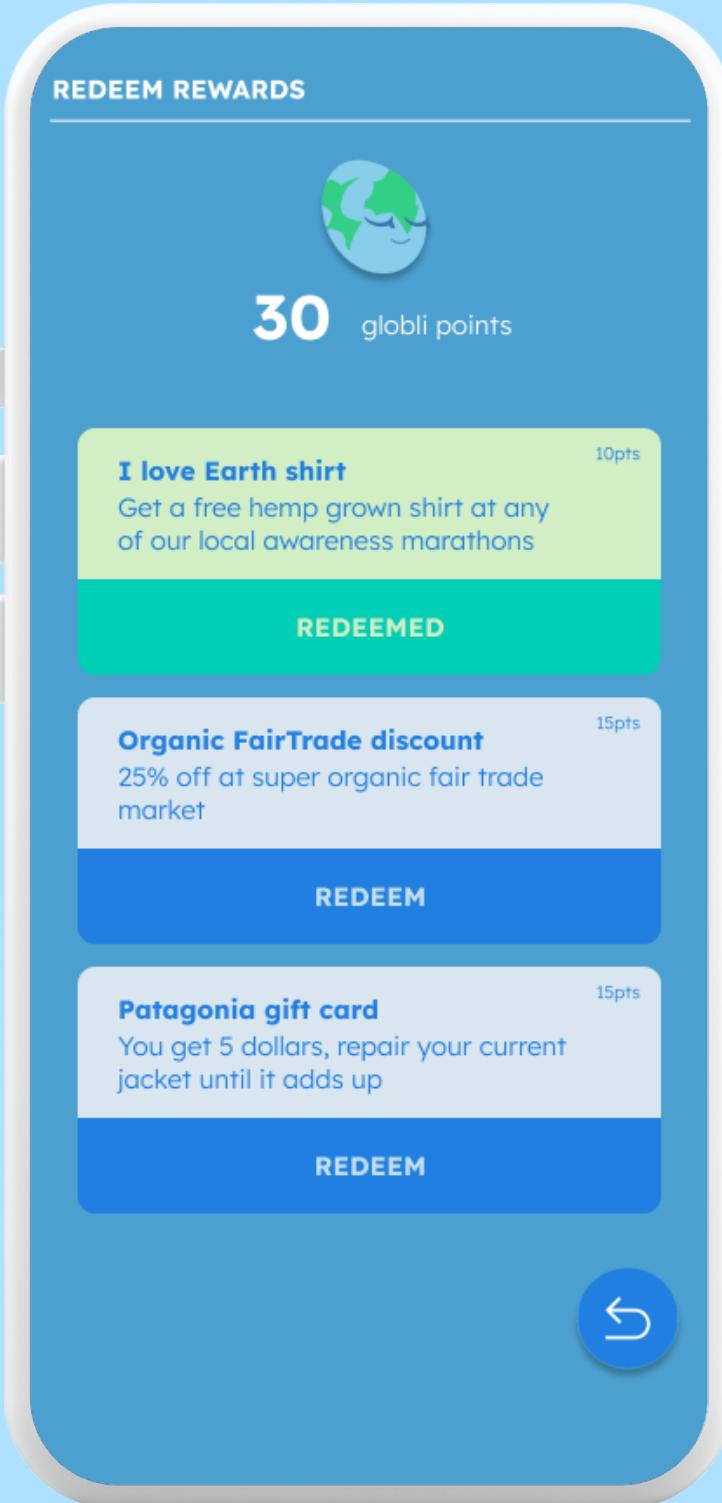


User Flow Diagram

DEMO I



DEMO II



[Click here for link to prototype](#)