UX Ecobon Case Study

Case Study Overview

Ecobon is a mobile app that allows users to track their carbon footprint and helps them make more sustainable choices. The app provides insights on how much CO2 they emit based on their daily activities and suggests ways to reduce their carbon footprint. It also provides a personalized plan for each user to reduce their carbon footprint and live a more sustainable lifestyle.

Roles

Role : UX Researcher
Role : UX Content Writer
Role: UI Designer

Tools

Figma

Project Duration

04-10-2023 - 04-25-2023
Total Duration : 15 days

About

Overview

Ecobon is a mobile app designed to help individuals track their carbon footprint and make more sustainable choices in their daily lives.

Problems Statement

Problem Overview

Climate change is a global issue, and individuals can make a difference by reducing their carbon footprint. However, people often lack the information and motivation to make more sustainable choices. The challenge is to create a mobile app that helps users understand their carbon footprint and motivates them to make sustainable choices.

Solution Statement

Solution Overview

Ecobon app provides a user-friendly and personalized approach to help users understand their carbon footprint and make more sustainable choices. The app provides real-time tracking of carbon emissions and provides personalized suggestions to reduce carbon emissions. It also provides a personalized plan to help users reduce their carbon footprint and track their progress.

Research/Analysis

Qualitative Research - Questionnaire

1. How aware are people of their carbon footprint?
2. What motivates people to reduce their carbon footprint?
3. What are the biggest challenges people face in reducing their carbon footprint?

Quantitative Results from Questionnaire

1. How aware are people of their carbon footprint?
   - ***70%*** *of people are aware of* ***their carbon footprint****.*
2. What motivates people to reduce their carbon footprint?
   - ***60%*** *of people are motivated by the* ***desire to protect the environment****, and* ***40%*** *of people are* ***motivated by financial incentives****.*
3. What are the biggest challenges people face in reducing their carbon footprint?
   - ***45%*** *of* ***people struggle with finding sustainable alternatives****;* ***35%*** *of* ***people struggle with the cost of sustainable alternatives****, and* ***25%*** *of* ***people lack the information on how to make more sustainable choices****.*

Competitive Analysis

Ecobon was compared to three existing carbon footprint apps:

1. ***Carbon Footprint Calculator:*** This app provides a carbon footprint score and some tips for reducing emissions, but lacks personalized recommendations and progress tracking.
2. ***My Climate:*** This app allows users to track their carbon emissions over time and set goals for reducing them, but lacks personalized recommendations and can be confusing to navigate.
3. ***JouleBug:*** This app gamifies sustainable behaviors, but lacks personalized recommendations and clear progress tracking.

Results **Ecobon** offers a unique value proposition by combining personalized recommendations, progress tracking, and educational resources in an easy-to-use interface.

Persona

name: **Alex**

Age: 32
Occupation: Accountant
Location: Suburban area
Transportation: Commutes by car, occasionally uses public transport
Housing: Owns a house, uses natural gas heating and central air conditioning
Diet: Eats a mostly vegetarian diet, shops at a mix of local and chain supermarkets
Hobbies: Enjoys hiking, camping, and playing board games

Pain Points:
- Difficulty finding practical and personalized solutions for reducing carbon emissions in daily life
- Lack of motivation to prioritize sustainability due to competing priorities and time constraints
- Confusion around which actions have the biggest impact on reducing carbon emissions

Empathy Mapping:
- Alex wants to make a positive impact on the environment but feels unsure of how to make meaningful changes in their daily life
- They are motivated by a desire to set an example for others and make a difference
- They value simplicity and ease in their daily routine

User Journey Mapping:

1. **Onboarding**: **Alex** answers questions about their lifestyle and behavior and creates an account.
2. **Carbon Footprint Tracking**: **Alex** inputs data on their energy usage, transportation, and food consumption to get a real-time view of their emissions.
3. **Insights and Recommendations**: Based on the **Alex's** data, the app provides personalized recommendations and feedback for reducing carbon emissions.
4. **Goal Setting**: **Alex** can set goals for themselves, such as reducing their carbon emissions by a certain percentage or trying out a new sustainable product.
5. **Progress Tracking**: App tracks the **Alex's** progress towards their goals and provides feedback and encouragement.
6. **Social Sharing**: **Alex** can share their progress with friends and encourage others to join in reducing their carbon footprint.

A/B test for a mobile app icon

Overview

I want to find out which Ecobon app icon would be more friendly and pleasant for users to download and store on the mobile devices. Therefore, I ran an A/B test with two different app icons, A and B. We randomly assign 50% of our users to group A and 50% to group B, and run the test for a week.

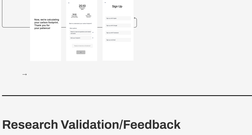
After analyzing the **results**, we find that group B had a 15% higher likability than group A. Therefore, we can conclude that version B of the app icon is more effective in attracting users and increasing downloads. We can then implement **version B** as our official app icon.

version A

version B

Onboarding New User Flow to Question One:

1. **Welcome Screen**: **Alex** answers questions about their lifestyle.
2. **Profile Creation: Alex** prompted to create a profile after see carbon footprint results.



Wireframe(Lo-fi)/Prototype

Wireframe Overview

Onboarding New User through lifestyle questions

Welcome!
Welcome!
Welcome!