UX Case Study
Ecobon

Problem Statement

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.

Hypothesis Statement

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.

Objectives & Goals

- Develop an intuitive interface for easy access to the platform's medical record, procedures, and patient care and operative follow-up, which will improve the experience of clients in consultation with their pets.
- Increase the productivity of doctors and in turn improve / streamline the experience of clients in consulting their pets.

Process

Research - Qualitative Research

Sent users a questionnaire

1.
How aware are people of their carbon footprint?

Questions

2.
What motivates people to reduce their carbon footprint?

3.
What are the biggest challenges people face in reducing their carbon footprint?

Research - Quantitative Results from questionnaire

After questionnaire evaluations, it was possible to determine from each question that:

Results

1. results
76% of people are aware of ***their carbon footprint***

2. results
60% of people are motivated by the ***desire to protect the environment****, and 40% of people are* ***motivated by financial incentives***

3. results
41% 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.

Research - Competitive Analysis

Ecobon was compared to three existing carbon footprint apps:

Apps

Carbon Footprint Calculator

This app provides a carbon footprint score and some tips for reducing emissions, but lacks personalized recommendations and progress tracking.

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.

JouleBug

This app gamify sustainable behaviors but lacks personalized recommendations and clear progress tracking.

User Persona

Alex
Accountant

About

- Yes
- Yeah

- San Diego, CA
- @_alegar_money

Who is Alex?

- I commutes by car, occasionally uses public transport. Lives a house that uses natural gas heating and central air conditioning. Just moved to a vegetarian diet, enjoys at a mix of local and chain supermarkets. Hates 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

> "I want to make a positive impact on the environment but feels unsure of how to make meaningful changes in their daily life.

Task Mapping

	Step 1	Step 2	Step 3	Step 4
Tasks	Create user account	Learning information about carbon footprint and how to reduce emissions	Track carbon emissions footprint	Sign up

Tasklflows

Scenario :
I want sign up / Login to the app

Splash Screen

Question 1 Screen

Question 2 Screen

Question 3 Screen

Question 4 Screen

View Carbon footprint Results

Create account Screen

Lo-fi Prototype

Usability Testings

→ The lo-fi prototype was tested with **10 users.**

→ **90%** of users found the flow user-friendly, easy to navigate through the lifestyle questions and options and liked carbon footprint comparison.

Takeaways

→ The concepts of the Ecobon app can provide a personalized approach to awareness and reducing carbon emissions and helps users make sustainable choices. The app can be improved by adding more sustainable options, personalized plan and tracking feature, and gamification features to make it more engaging.

The next phrase

→ The next step in the process involves creating a hi-fi wireframe that incorporates the company's brand colors and assets. This hi-fi wireframe will then be subjected to user testing, ensuring that it aligns with the desired user experience.

To begin, gather the brand guidelines provided by the company. These guidelines outline the specifications for colors, typography, logo usage, and other visual elements that represent the company's brand identity. Pay close attention to these guidelines as they serve as the foundation for incorporating the brand colors and assets into the wireframe.

Next, define a color palette based on the brand guidelines. Select the primary and secondary colors that best reflect the company's identity and evoke the desired emotional response. Consistency in color usage is crucial to maintain a cohesive brand image throughout the wireframe.

Integrate the company's brand assets into the wireframe design. This includes incorporating the logo, icons, typography, and other visual elements that are unique to the company. Consistently applying these assets throughout the wireframe enhances brand recognition and reinforces the company's identity within the interface.

With the hi-fi wireframe created, retest it with users. User testing provides valuable insights into the usability and effectiveness of the design. Define clear testing goals and tasks for the participants, ensuring that they navigate the wireframe as intended. This can involve tasks such as completing actions, providing feedback, or evaluating the overall design.

Recruit a diverse group of test participants who represent the target audience for the product or service. This ensures that the feedback received is comprehensive and relevant to the intended user base. Conduct testing sessions either in-person or remotely, depending on the available resources and logistics.

During the testing sessions, observe and record user interactions and feedback. Pay attention to any usability issues, pain points, or areas for improvement that arise. The feedback received from users will guide the refinement process of the hi-fi wireframe.

Based on the feedback gathered, iterate on the wireframe, making necessary adjustments and improvements to address any identified issues. This iterative process allows for continuous refinement until the wireframe meets the needs and expectations of the users and effectively represents the company's brand.

In conclusion, incorporating the company's brand colors and assets into a hi-fi wireframe sets the stage for user testing. By iterating users in the evaluation process, valuable insights can be gathered to refine the wireframe design and ensure a user-centric and brand-aligned interface.