



Greenity

A new way to give urban green spaces the love they deserve.

Introducing the Team: UX Designers



Gary Wu



Sally
Haulfmann



Danniell
Sheehan



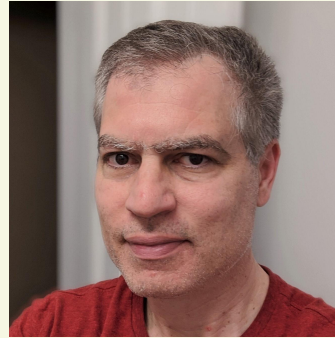
Sonali M.



Introducing the Team: Data Scientists



Eric Laverdiere



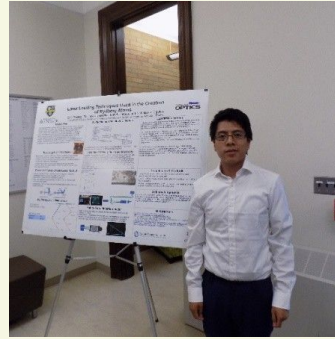
Paul Schimek



Introducing the Team: Software Engineers



Nathan Gundy



Eric Mestiza





Agenda

1. Context & Justification
2. Our Design Process
3. App Demo
4. Next Steps

Benefits of Green Space

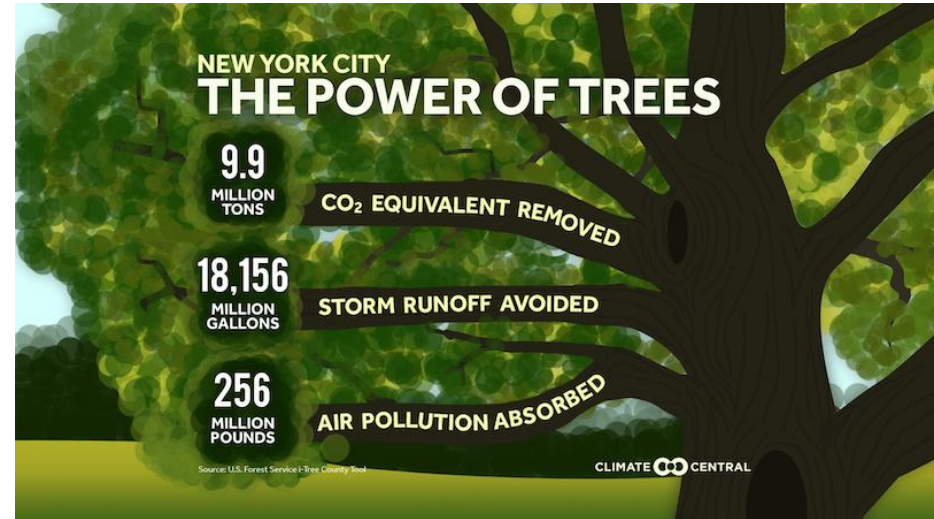
Removal of air pollutants

Particulate Matter
Carbon Monoxide
Ozone
Sulfur Dioxide
Nitrogen Dioxide

Climate change mitigation through carbon dioxide removal and storage

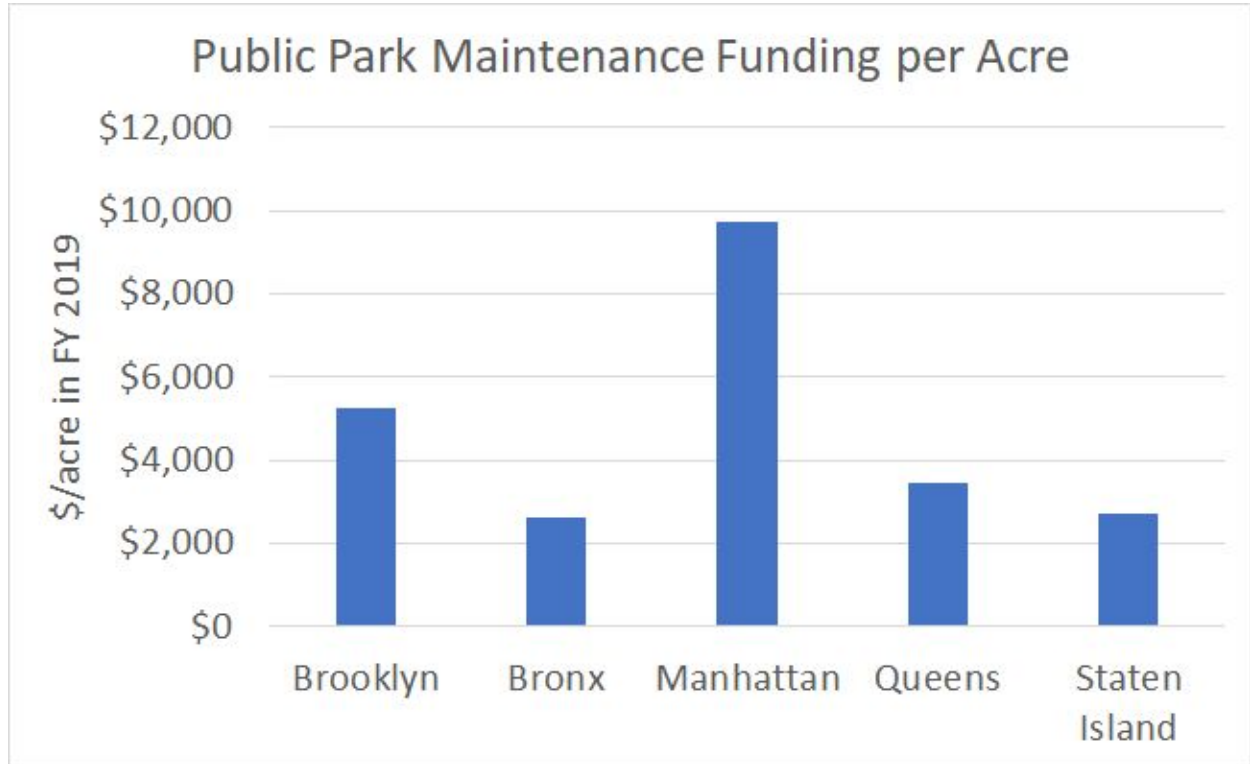
Temperature reduction and cooling in surrounding area

Positive effect on overall wellbeing of the city



Public Park Funding

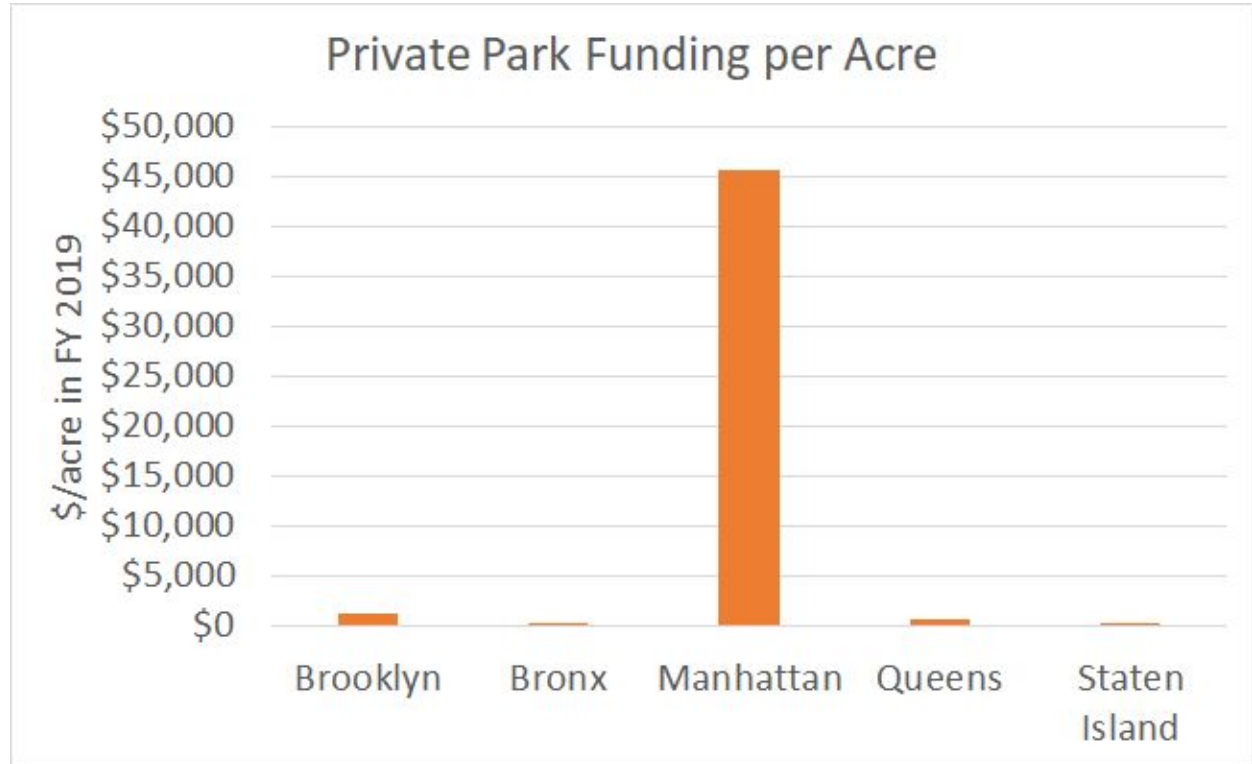
City parks are not equally funded. Manhattan gets much more per acre of parkland than the “outer boroughs.”



Source: NYC DPR Maintenance Funding

Private Park Funding

Private funding for parks is even more inequitable.

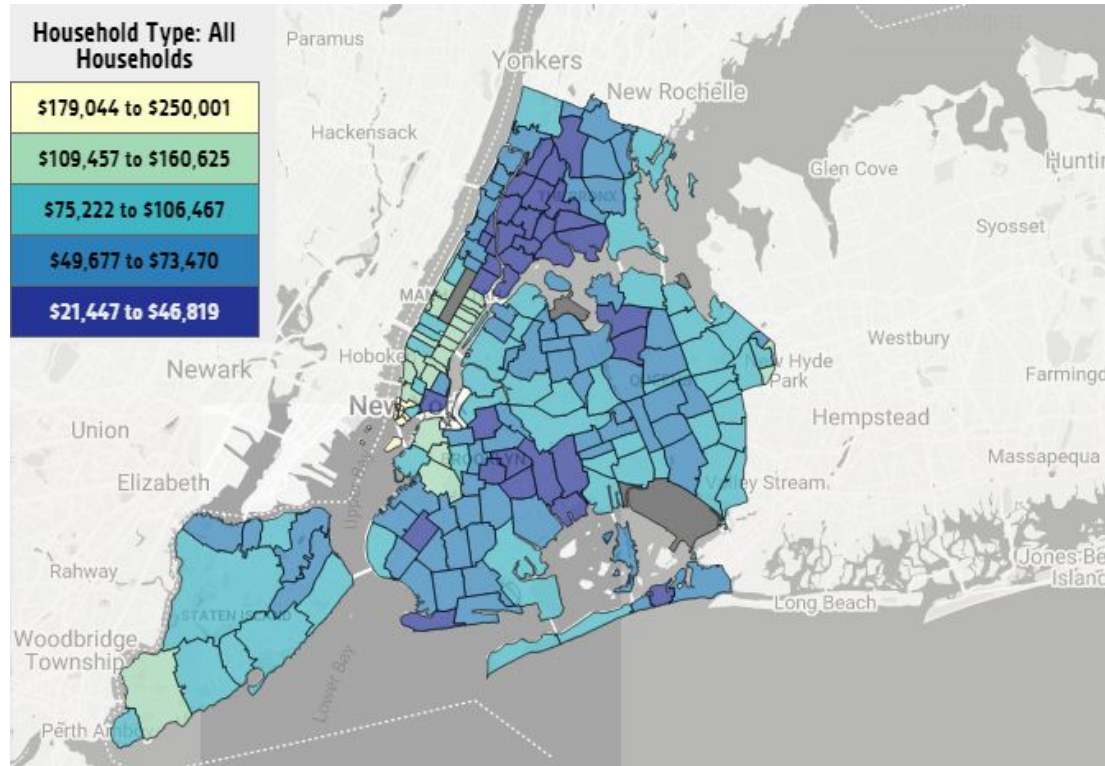


Source: New York Building Congress,
Building the Future of New York: Parks and
Open Space

Patterns of Inequality

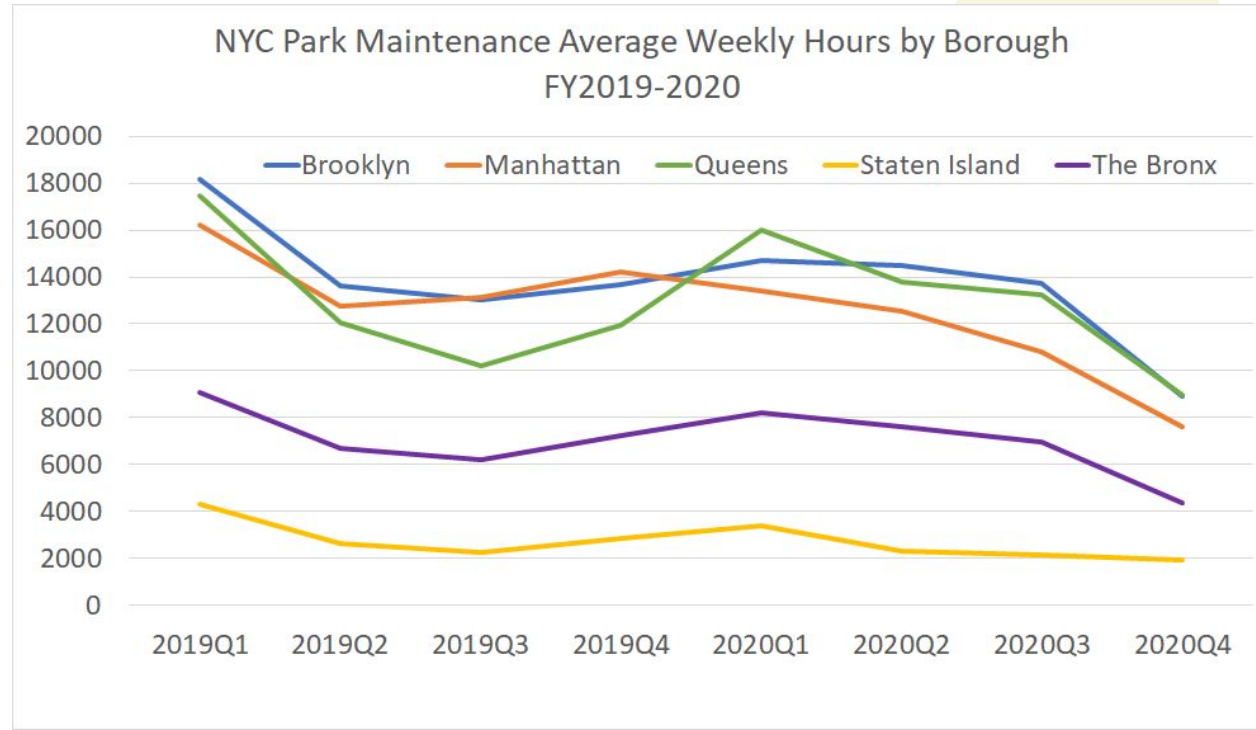
Median income in the poorest areas, such as the South Bronx, is 1/10th that of the wealthiest Manhattan neighborhoods.

Source: U.S. Census Bureau,
American Community Survey 2019,
from Keeping Track Online,
<https://cccnewyork.org/>



Park Maintenance Has Declined

Maintenance has declined due to the COVID budget crunch. And demand has increased.





Problem Statement

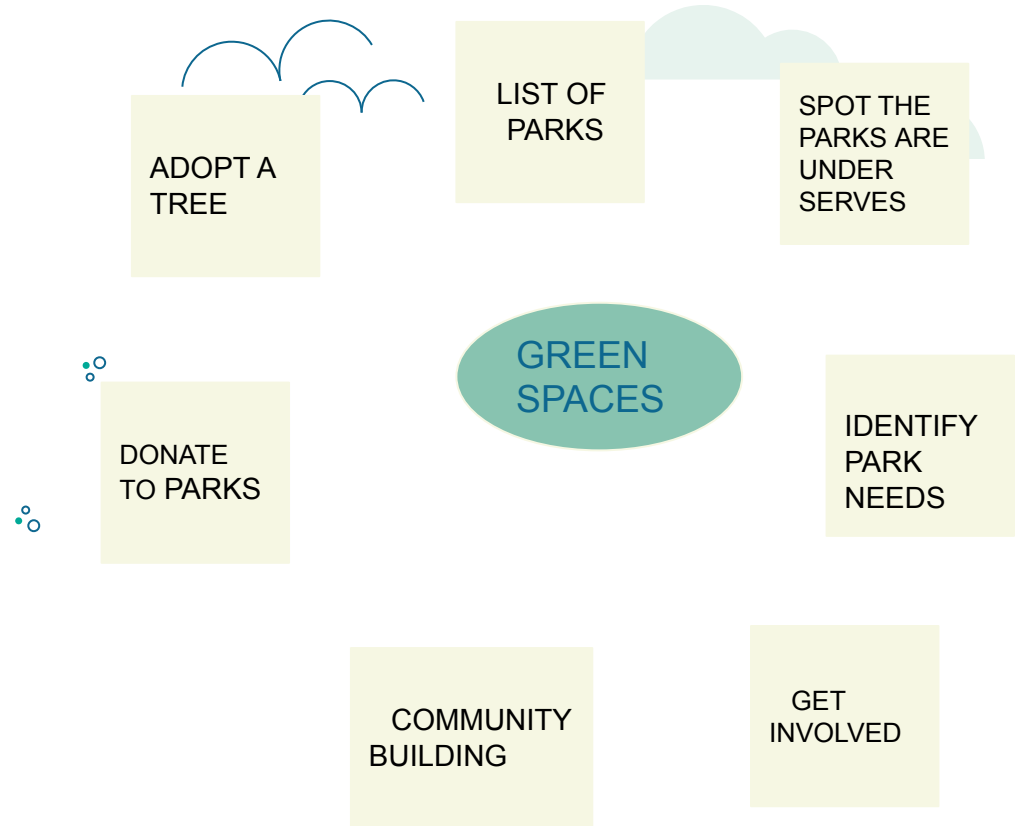
New Yorkers need a better way to identify the specific needs of their neighborhood parks as they evolve over time.





Our Design Process

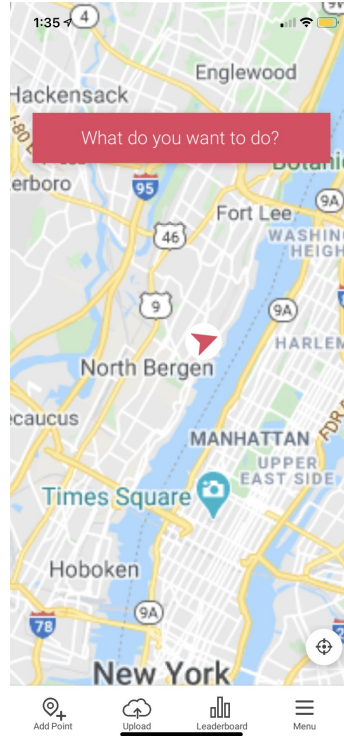
Mind Mapping



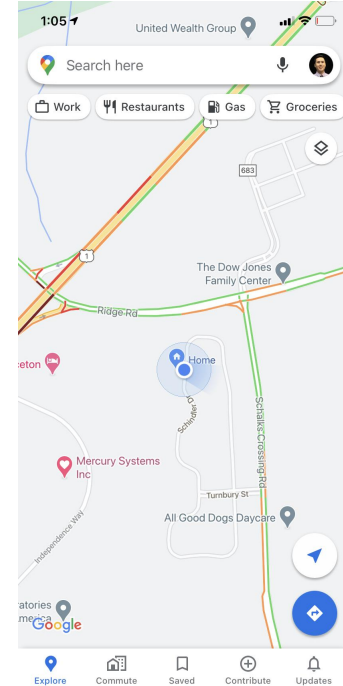
Competitive Analysis



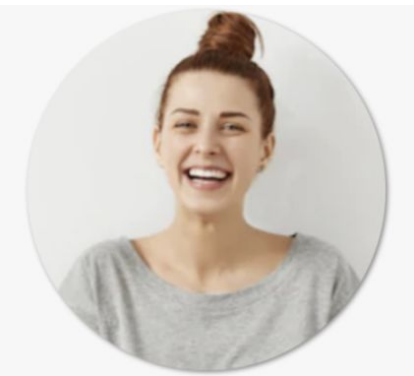
Sandy Springs



City Oasis



Google Maps



Sandra Smith

Age: 27

Job: Museum Installation Artist

Location: NYC

Status: Single

Income: \$65,000

“Covid-19 has given me all the reasons to be more aware of my neighborhood and community well-being more than ever!”

PERSONA

Goals

- Able to access parks near her neighborhood that are under served
- Improve air quality / carbon footprints
- Built better communal green parks for all
- Improved well being and health

Needs

- Difficult to find parks near her need love
- Socio Economic Disparity
- Clear goals on parks must needs

Motivation

Sustainable

Recreation

Good Health

Brands/ Apps



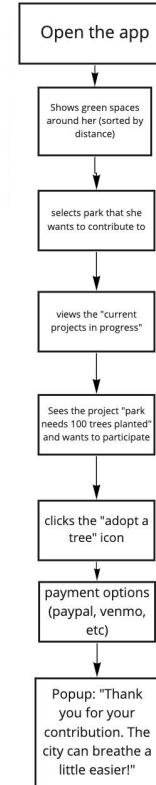
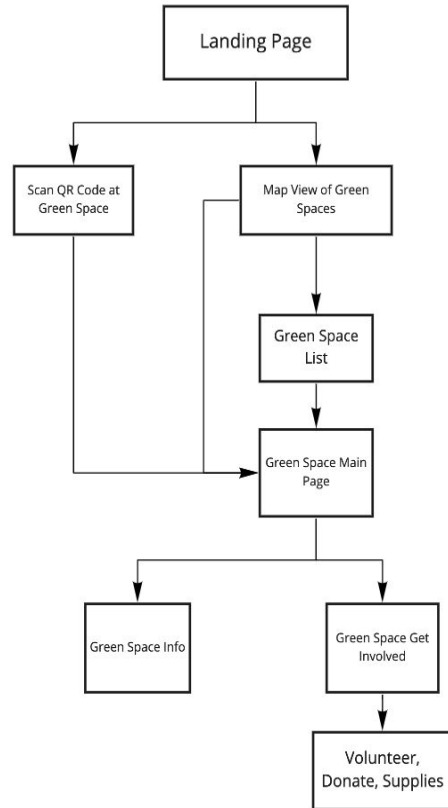
Green Lover

Community Service

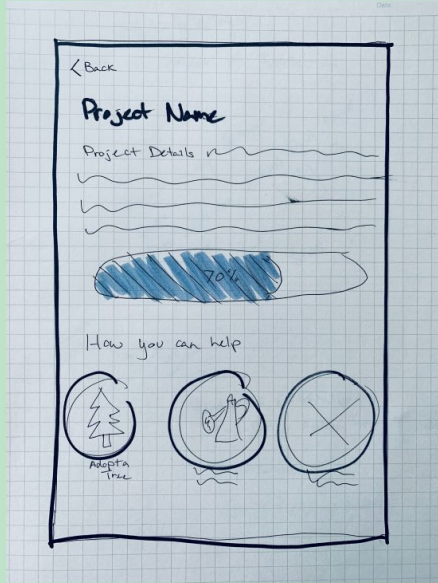
Environmentalist

Conscious Citizen

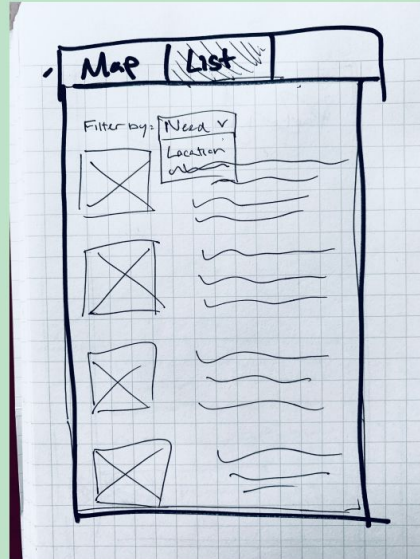
We mapped out a user flow for how this app would look before jumping on wireframes.



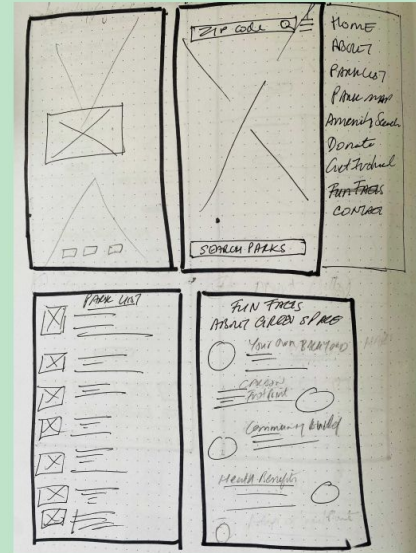
Early Sketches



Project Details

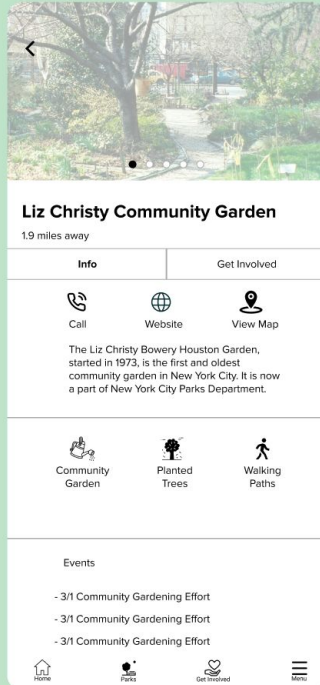


Park list



Assorted Screens

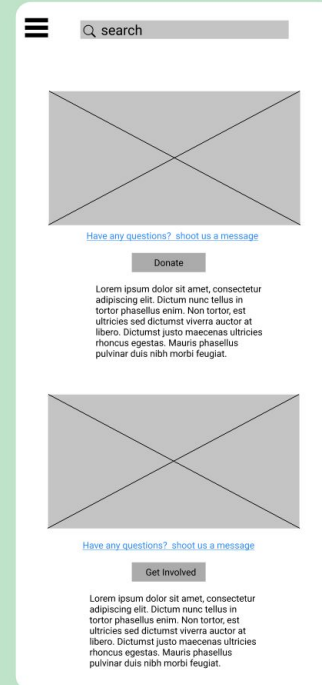
Preliminary Wireframes



Park Info



Current Projects



Donation/ Volunteer

OUR SCENARIO

Sandra has noticed that some nearby parks could use a little extra love but she struggles to find any easy way to get involved in its projects.



Next Steps

- Fully integrate data sets
- Further identify communities in need
- Talk to the users!
- Apply enhanced features
 - QR Code Scan → Learn core content before app install
 - Platform for user feedback within the app
 - 'Tagging' ability for desired improvements or points of interest
 - Communication hub for volunteers and those implementing park projects

