

P3: Tasks, Features, and Components

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Section 1

Target users:

College students who have limited financial resource but really care about environment.

Task 1

Users grow their virtual trees on this platform when doing pro-environment activities.

Feature

Essential features:

1. Add a feature to let users know how to plant a new virtual tree
2. Add a feature to synchronize the pro-environment activities that users did
3. Add a feature to let users know their trees are bigger with their pro-environment activities

Nice-to-have features:

1. Add a feature to let users choose what kind of trees they want to grow virtually.
2. Add a feature to let users see from graphs and charts about the progress history of their virtual tree.
3. Add a feature to let users upload information about the pro-environment activities they did to grow their virtual even bigger

Task 2

Users compete with their friends in growing virtual trees.

Feature

Essential features:

1. Add a feature that enables users to add friends.
2. Add a feature to allow users see their friend list.
3. Add a feature to allow users see the virtual trees of their friends.

Nice-to-have features:

1. Add a feature that allows users to interact with friends' trees, like stealing others' credits.
2. Add a feature to notify users about competing information.
3. Add a feature to allow users to comment others' trees.
4. Add a feature that allows different users to grow a tree together.

Task 3

Users can plant real trees with help of this platform when their virtual tree is big enough.

Feature

Essential features:

1. Add a feature to enable the users to check if their virtual tree level is high enough to earn the chance of growing real trees
2. Add a feature to let users know when and where their real trees are planted.

Nice-to-have features:

1. Add a feature to let users receive and see their certificate about the real trees they earned.
2. Add a feature to let users the growing condition of the real trees they grow

Task 4

Users can share their virtual trees on other social network platforms

Feature

Essential features:

1. Add a feature to generate summarized information about a virtual tree
2. Add a feature to direct the user to other social network platforms for posting

Nice-to-have features:

1. Add a feature to let user customize the summarized information and sharing style

Components

Group 1: Alibaba's Ant Design

We choose this design style because our inspiration of this project is from apps like the Ant Forest of Alipay. On their basis, we want to create a platform that does not encourage users to spend money through the app to earn the chance of growing real trees. Rather, we want to innovate and encourage users to do pro-environment activities to earn the chance of growing real trees. Therefore, although the incentives are different, we can refer to Alibaba's design style in this area and build off on their current assets. For example, we can refer to their visual layout styles when designing the virtual tree and related data visualization.

Group 2: Data Visualization

For Task 1 and its features, Data Visualization is a great way to show the virtual trees to the users. First, by seeing how their trees grow virtually as they do more pro-environmental activities, users can get a more intuitive impression. Second, the inserted graphs and charts can show the level of trees and present data in a more direct way to help users understand their progress and encourage them to do more. For Task 3, the virtual tracking of their real trees also need to be realized by Data Visualization.

Group 3: Social Interactions

For Task 2 and its features, it requires "Social Interactions" component. This component supports social interaction between users. Our users should be able to find their Facebook friends in the app. We also allow them to interact with each others, including seeing friends' tree profile, commenting friends' tree, growing a tree together. For the requirement in the component, we support a type of social interaction (commenting), and we have to select an appropriate level of users' tree profile privacy. They are very important for users because some people may not hope strangers to notice their tree profile. In addition, the level of privacy for displaying the commenting message is an important part for us.