

Team name: Earth Colder**Team Members:****Dan Wu**

I am a graduate student major in Electrical Engineering. I have made my homepage before, so that I know HTML5, CSS and JavaScript well. I'd like to tackle project on tree planting because I love study the types of trees and their impact on the environment as well as encourage more people to get in touch with tree planting charity.

Chun-Yu Chung

I am a graduate student in Computer Science. I am very interested in user interface design, but I don't have related experience before. I think this course is a good opportunity for me because we can learn HTML and CSS and build our own design.

Xizi Sun

I am a graduate student in Integrated Marketing Communications. I have learned how to use Adobe design softwares, sketch, HTML and CSS to make prototypes of applications and websites. This project is a good chance for me to develop more design ideas and apply them more effectively in website to engage users.

Problem Statement:**Environmental issue under discussion**

Global warming is a prolonged environmental issue that needs urgent actions. Rising sea levels, alarmingly high temperature in summer and increasing incidents of extreme weather are all warning signs indicating the deterioration of Global Warming. The significance of solving this issue can not be overstated.

Problem we want to solve

We think the main obstacle in dealing with Global Warming is that we tend to rely on government and institutions to come up with a one-stop-for-all solution, resulting in not enough number of people engaging themselves in actions in their everyday life. In other words, there is no easily accessible, affordable and motivated way for common people to be involved in actions like planting a tree or reduce harmful fumes. Therefore, we want to set our goal as to find a way to help people be more connected with actual actions of tree planting and give people more motivation to take actions in everyday life.

Our idea

We want to create a website that affects the lifestyle of people and let everyone has channels to contribute to tree planting in needing area. In general, our website encourages users to do many pro-environmental activities. The more they do, the larger their virtual tree on the website will be. When the user develops a big enough virtual tree, an institution will plant a real tree in needing area for the user. The institution can be advertisers or partnered companies who benefit from active users on the website.

Why our idea is better than existing ones

Most existing ideas that involve tree planting let the user directly donate or help in a financial way. In our idea, users make efforts with pro-environmental actions and earn the chance to plant their tree. This is far more intriguing and can provide huge sense of achievement. Also, advertisers provide the financial resource of planting tree in exchange of the attention of the players. This will also enhance the environmental awareness of these companies. Lastly, things that help virtual tree growing encourage a series of pro-environmental actions that can help solve Global Warming in as many ways as we set it to be.

Related Work

Carbon Footprint Calculator

With this app, people can track their carbon footprint over a long period of time. It will estimate our CO₂ emissions with our activities like driving a car. It provides helpful hints and tips that can be used to reduce CO₂ emissions. Also, it allows users to share their goals and emissions levels on social media like Facebook or Twitter.

Home Calculator	
# of People:	1
ZIP Code:	
Electricity:	4401 kwh/yr (4401)
Natural Gas:	311 therms/yr (311)
Heating Oil:	0 gal/yr (284)

(US averages provided in parentheses.)

This app has the same goal with us to reduce CO₂ emission. However, in their design, users don't have much motivation even if it provides them to set their goals and CO₂ emission level. In our design, we have a real goal and benefits which motivate users. Besides, we not only ask users to reduce CO₂ emissions, but also plant real trees.

Hi Forest

An application that allows people to adopt their own tree and have professional planters to take care of it. People will receive certifications and other specially made gifts once they adopt the tree. They can also track the growing information from the app or visit the tree.



In their design, not really everyone can afford the adoption and service provided. In our idea, we allow people in any financial condition to have the chance of helping prevent deforestation through their efforts not just money. Also, the main fun people get from this app is use the adopted tree as a gift or establish emotional bond with the tree. This has no effect to reinforce environment awareness or encourage people to grow more trees. In our idea, Users can plant multiple trees as long as they are actively engaging and get tips and knowledge about trees.

Ant Forest

An application inside Alipay that allows people to grow their virtual tree if they pay or purchase using Alipay. When the user grows the tree long enough, Alipay will plant a real tree for the user.

In their design, the application relies on Alipay for funding of the app. In our design, we attract advertisers in a mutual beneficial way, engaging more companies to participate in environmental friendly actions. Also, the main focus of our encouragement is to do pro-environmental actions to the users, but in Ant Forest, users are primarily encouraged to use Alipay as purchase method.

