User
Research
Synthesis

We are 6GEEKS!

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About the Project

We want to provide users with a concrete way to be more Eco Friendly, by tracking their CO_2 emissions in Transportation, Purchases, Diet, Energy and Housing, and working towards reducing them alongside their community.
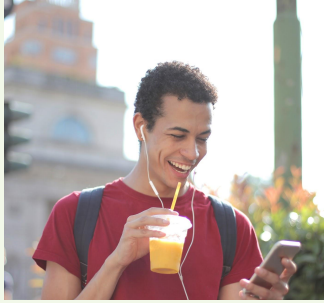
The Tracker

The Environmentalist

01

The Tracker

Jose Almeida

"Felt like I did something. It felt like an achievement"

Age: 22
Work: Student
**Family:** Single
**Location:** Lisbon, Portugal
Character: Digital Native

Bio

Jose is a digital native, with technology he manages to change habits for the better. He already tracks his GPS location and steps automatically, and inputs his calories manually. Since he was raised with a lot of technology, he uses it to support his daily tasks and routines. He wants to understand the data he tracks and analyze it.

For him, his phone an integral part of his daily routine, he uses it every day, on the go. Since his device is always on him, he likes having his information all in one place. Jose is an avid social media user and finds apps like instagram very intuitive. He is used ti user-generated content
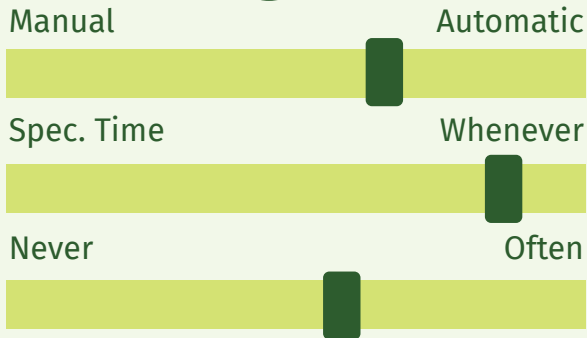
Tech
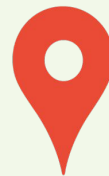
Jose Almeida
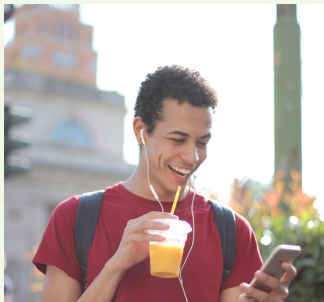
"Felt like I did something. It felt like an achievement"

Goals

- I want to see my progress visually.
- See the impact of the things I do.
- Change my habits
- I want to have Personalized Feedback
- I want to understand the collected data

Tracking

Manual — Automatic

Spec. Time — Whenever

Never — Often

Frustrations

- Receiving too many notifications from one App.
- Complicated to find the right tracking-category.
- Too much unnecessary information about the tracked data.
- Data input takes too long.

Scenario
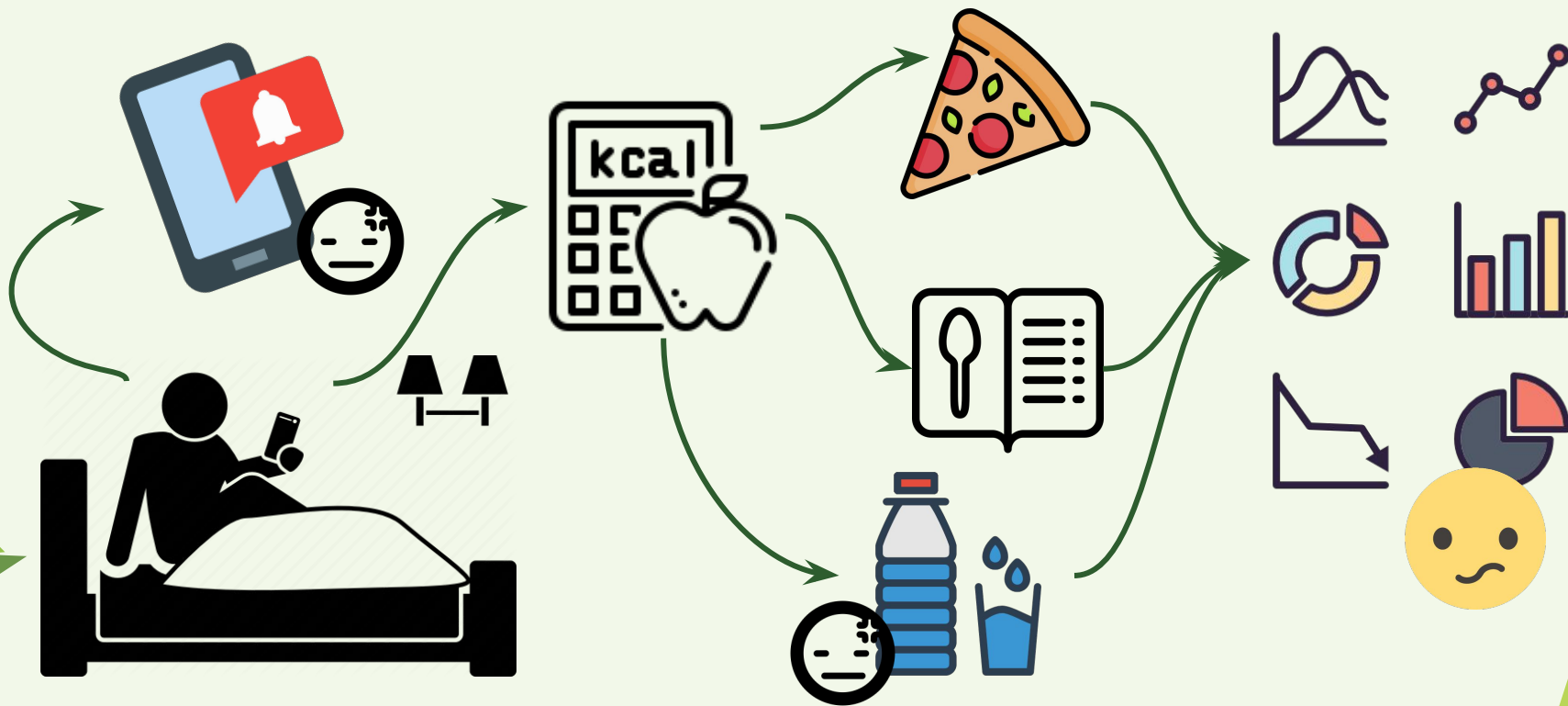
02

The Environmentalist

Filipa Silva

"Please do an app to help us be more ecologic"

Age: 24
Work: Student
Family: Dating
Location: Sintra, Portugal
**Character:** Eco Lover

Bio

Filipa is an environmentalist at heart. She is a member of her University's environmental student association. Since watching *The True Cost* and *Cowspiracy*, Filipa has tried her best make eco positive changes in her daily life. She and her friends even went to a Climate Strike in Lisbon.

She uses Twitter and Observador to stay up-to-date on news a current events and Facebook to find events related to the movements she supports. Her phone auto-tracks her steps, but she doesn't look at them much. Since high school she's been tracking her menstrual cycle in an app recommend by her favorite YouTuber. Other than that she tries to keep her life offline.

Tech

Filipa Silva
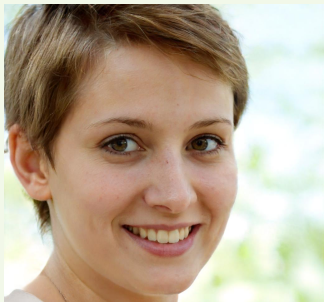
"Please do an app to help us be more ecologic"

Tracking

Manual ——————————— Automatic

Spec. Time ——————————— Whenever

Never ——————————— Often

Goals

- I want to be more eco friendly in my daily life.
- I want to raise awareness to the ongoing Climate Crisis.
- Incite systemic changes at a governmental level.
- I want to learn about my own impact in the environment.

Frustrations

- Lack of interest in the environment by some of my peers.
- Apps that require me to spend too much time on my phone.
- Not seeing the impact of small lifestyle changes I make.
- Forgetting about a habit I'm trying to implement and giving up.

Scenario

03

Design Goals

Our Goals

01

Week to Week progress graph

02

Easily Understood Metaphors

03

Personalized Features

04

Community Based

We are just a bunch of geeks trying to change the world one user at a time.

Thanks !

Do you have any questions?