

User Research Plan



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 CO₂ emissions in Transportation, Purchases, Diet, Energy and Housing, and working towards reducing them alongside their community.



01

User Research



The Plan

01

Semi-Structured Interview

Climate Activist
30 min.

02

Contextual Inquiries

3 people who track
20 - 35 min.

03

Questionnaire

Online
5 min.

04

Comparative Analysis

Capture, CO₂ Cards
and Ellie

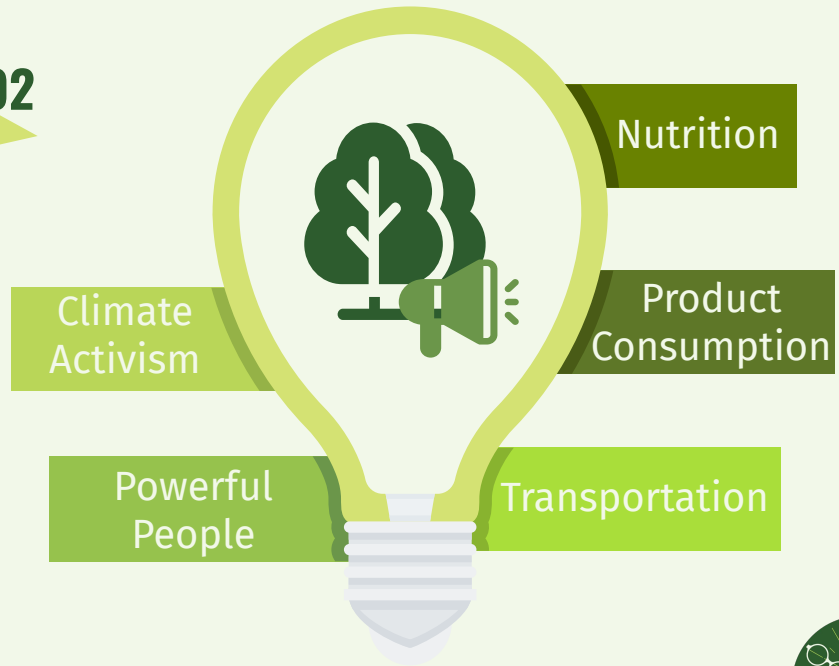


Interview with Climate Activist

**INSIGHTS ON THE
IMPORTANCE OF CO2
EMISSIONS**

**IMPORTANT
CATEGORIES FOR
TRACKING**

**BASE FOR THE
QUESTIONNAIRE**



Contextual Inquiries

3 USERS

25 - 35 min.
Note Taking.

**MENSTRUAL
CYCLE**
Manual

**STEPS/
FITNESS**
Automatic

CALORIES
Manual/
Automatic

“Feel like I did
something, it
felt like an
achievement”

“Better notion
of my evolution”

**What kind of activities
do you track and how
do you track them?**

**Are there any activities
which you tried to track
but stopped?**



Contextual Inquiries

Children

Influencers

Better
Lifestyle

Reminders

Notifications

To
Notification

Not to
Notification

Feedback

Progress

Too Many
Categories

Too Much
Info

STRANGE

MOTIVATION

AVOID

Small
Goals



Questionnaire



71% Track
on smartphones
and smartwatches

Automatic
Manual only for
lifestyle changes

62%



59% Care
all categories
equally



Minutes

5

42

Participants

Questions

10

“Please do an app to help us be more ecologic”



Comparative Analysis

Carbon footprint & CO₂ tracker

- +5k downloads
- 3.9 Google Play rating
- Global warming algorithm
- Baseline questionnaire
- Meat and Travel
- Manual Tracking
- Offsetting and Donating
- Teams
- News and Eco tips



Ellie

- 500 downloads
- 4.5 Google Play rating
- Carbon offsetting
- Manual Tracking

CO₂ Cards

- +10k downloads
- 4.5 Google Play rating
- Gamification
- Rewards in cryptocurrency
- Trade cards with friends



02

Expectations, Needs and Context of Use



Expectations



Transportation is
tracked
automatically



Progress is
represented
visually in a graph



Most tracking is
automatic



Needs



**Personalized
Goals**



**Understanding
Impact**



**Seeing
Progress**



**Compatible
Smartphone App**



Context of Use

Whenever...

Wherever...



03

Stakeholders



People who track + People who care about the environment

(essentially the same)

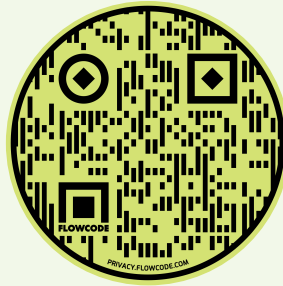


**We are just a bunch of
geeks trying to
change the world one
user at a time.**



Thanks !

Do you have any questions?



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