

# 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 CO<sub>2</sub> emissions in Transportation, Purchases, Diet, Housing and Energy, 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, CO<sub>2</sub> Cards  
and Ellie

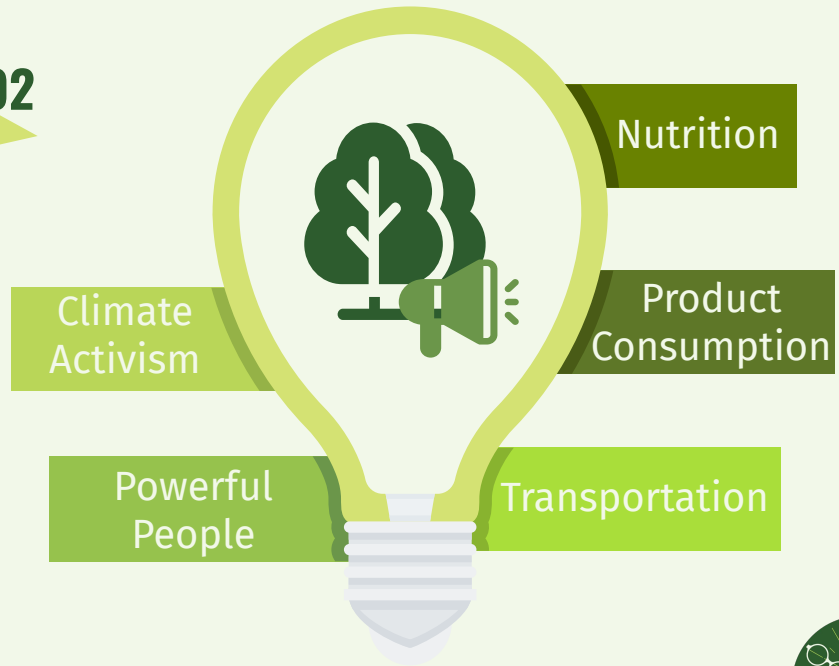


# Interview with Climate Activist

**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

whenever they have  
time



**71%** Track  
on smartphones  
and smartwatches

Automatic  
manual for lifestyle  
changes



**62%**

Care  
all categories  
equally



**59%**

Minutes

**5**

**42**

Participants

Questions

**10**

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



# Comparative Analysis

## Carbon footprint & CO<sub>2</sub> tracker

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



## Ellie

- 500 downloads
- 4.5 Playstore rating
- Carbon offsetting
- Manual Tracking

## CO<sub>2</sub> Cards

- +10k downloads
- 4.5 PlayStore 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)



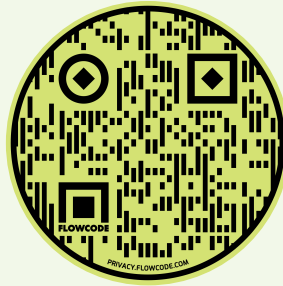


**We are just a bunch of  
geeks trying to  
change the world one  
user at a time.**



# Thanks !

Do you have any questions?



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