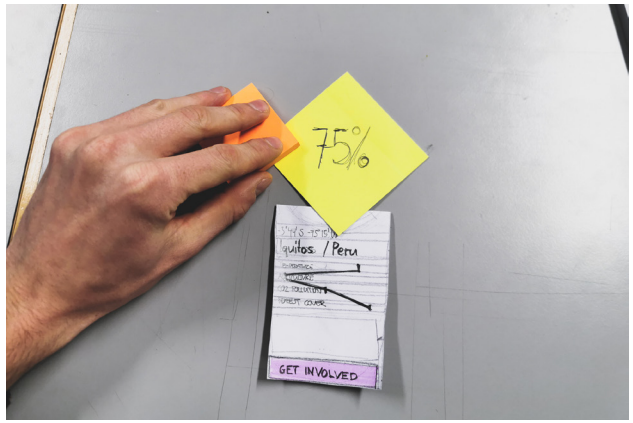
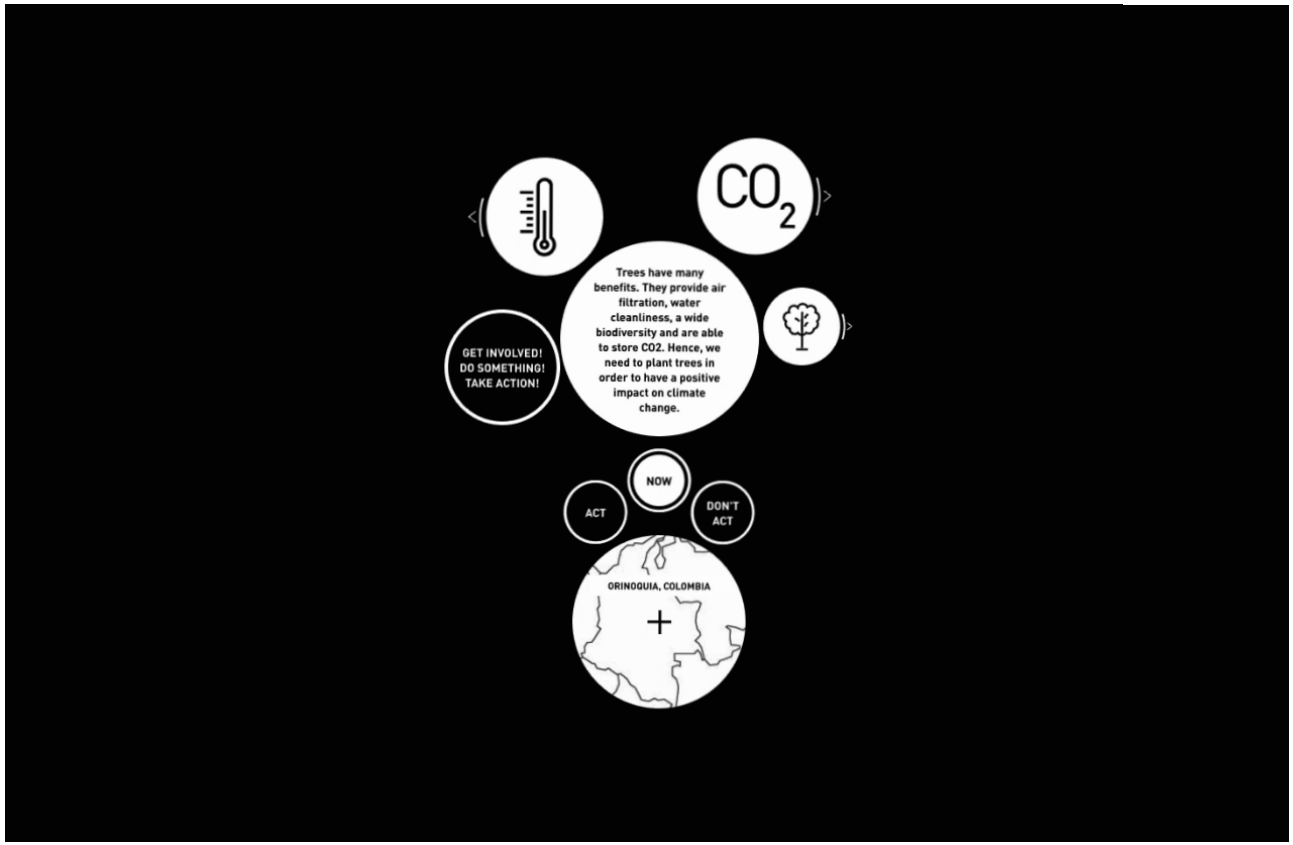
In Short

ONE TWO TREE is a interactive interface on a multitouch table where people can learn more about the impact of a forest on climate change. It combines the knowledge from the Crowther LAB at ETH Zurich and our strong visual design language to transmit the information. For this purpose, we transformed the multitouch screen into an explorative world map. People are picked up from the first interaction with the token and the table. On the one hand through the dynamic structure of the interface and on the other hand, they are given specific information at the beginning they are given information about their chosen location. ONE TWO TREE teaches the visitor in a playful but serious way that they can have a positive impact on the world.

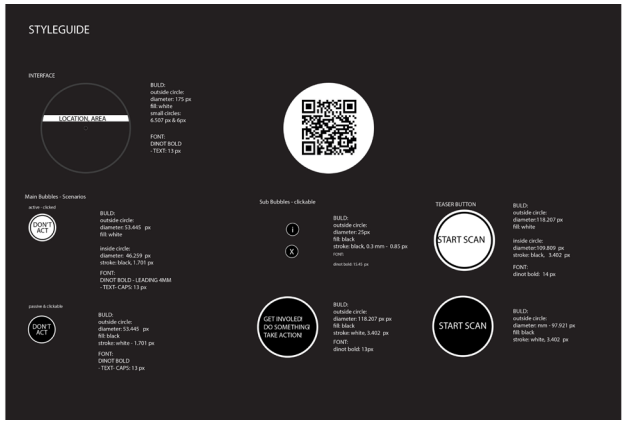


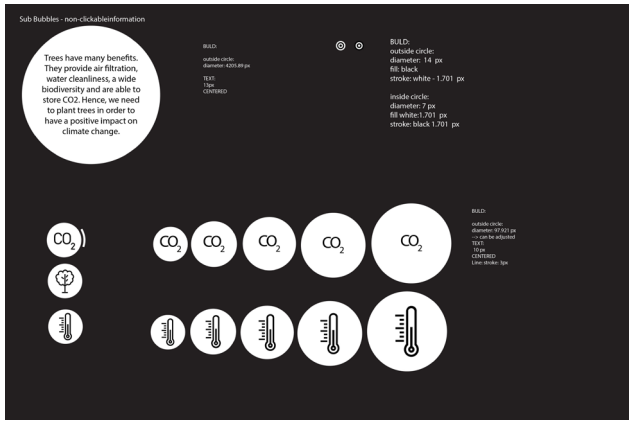


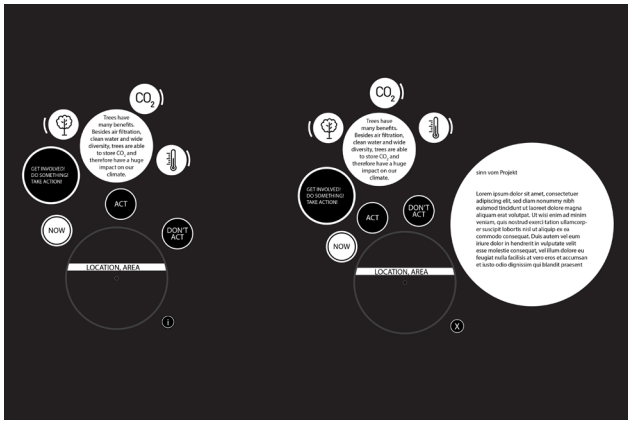
On Screen

Around the token, the info token provides a menu with further information about the project and the problem of climate change we are facing. One display is always open and can be turned in every direction through the token. So, the visitor can approach the table from any direction. The main data is under the token which shows the forest restoration potential and during the "Get involved" mode a the QR-Code is shown where action can be taken. The "Scenario Buttons" show the impact the action of inaction would haven on the area. The other buttons show data of CO2 pollution, temperature and forest cover in the specific place on the map

[Concept Video: ONE TWO TREE]







UI

We opted for a clean minimalistic aesthetic together with a dynamic bubble interface. All information is communicated either in the bubble or by its size. The whole structure would also behave dynamically depending where the token is located on the map. In other words, if one bubble gets bigger,the other bubbles are pushed away or get smaller. The visitors can scan a QR code and learn more about how they can take action.

GROUP PROJECT. INVOLVED IN
PROTOTYPING, USER EXPERIENCE, UI
AND VIDEO PRODUCTION

Process highlights

During our process we focussed our efforts on the 5 key messages from Crowther lab and developed several approaches to each of them.
First, we wrote each of these 5 key statements on a large sheet of paper and each group member wrote or sketched something individually.

The design of the interface was also heavily dependend of the shape of our token, which we declared in an early stage that it would be round. It also followed our rules of simplicity, the visitor should have a lot of information with less klicks. Therefore we created a two layers interface, where we present our information. One for general information and another where people can get active.

Keen to find out more?
Drop me a line:)

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