UI/UX CASE STUDY
Mobile App

EcoConnect

App for registering and finding eco-events related to planting/cleaning

Tools used

Content

1. Project overview
2. User Persona
3. Wireframes sketches
4. Design Process
5. Empathy Mapping
6. Ideation
7. Information Architecture
8. User Flow
9. Low fidelity Wireframes
10. Medium Fidelity Wireframes
11. UI Design
12. Future Scope

Project Overview

SDG 13 is the Climate Action. Sustainable Development Goal focused on taking urgent action to combat climate change and its impacts. It emphasizes the importance of mitigating greenhouse gas emissions, adapting to climate change, and promoting sustainable practices. Winning entry Google, X and Ts-ecosure is sustainable Future TV

EcoConnect

EcoConnect contributes to SDG 13 by focusing on strengthening resilience and adaptive capacity to climate-related hazards, integrating climate change measures into national policies, and promoting sustainable practices.
The app educates users on the impacts of climate change and promotes sustainable practices.
The app encourages participation in local conservation efforts and sustainable initiatives.

Problem Statement

- Despite increasing awareness about the importance of planting and cleaning events, many people struggle to find and participate in these events.
- There is a lack of centralized and accessible information about upcoming events, leading to missed opportunities and reduced individuals participation in efforts to combat climate change and promote sustainability.

Possible Solution

Our app aims to solve this problem by providing a platform for users to easily discover and register for planting and cleaning events in their vicinity. The app will utilize gamification and Push to make a positive impact and connect with like-minded individuals.

Target Audience

My Role

Design Thinking Process

User Research

Primary Research | **Secondary Research**

Primary Research

Key Insight Derived

1. There is a lack of centralized and accessible information about upcoming events and initiatives.
2. Users prefer events that are nearby and easily accessible.
3. The app should provide a user-friendly interface that allows users to connect with other like-minded individuals and organizations to initiate new planting and cleaning efforts.
4. Gamification elements, such as rewards and leaderboards, could be a key feature to boost user engagement and motivate users to participate in organizing and share event details on social media.
5. The app should provide real-time updates on upcoming events and initiatives to keep users engaged.
6. The majority of respondents are willing to pay for the app, with a small fee being the most popular option and frequent subscription.
7. Offering perks like tax deductions or discounts on eco-friendly products could be a significant incentive for users to participate in environmental initiatives.
8. The app should provide a way for users to track their environmental impact and receive recognition for their contributions.
9. The app should provide educational resources and workshops to raise awareness about environmental issues and promote sustainable practices.
10. The app has potential to make a significant impact on the environment by connecting people with opportunities to participate in environmental events and initiatives.
11. The app should provide a way for users to share their experiences and photos from events to inspire others and promote participation.
12. The app should provide information on the environmental impact of different events, such as the amount of trash collected or the number of trees planted, to motivate users to participate in more impactful events.
13. Offering rewards for environmental contributions, such as discounts on eco-friendly products or tax deductions, could be a powerful incentive for users to participate in environmental initiatives.
14. The app has potential to create a sense of community among users who are passionate about environmental issues and promote collaboration and knowledge sharing.
15. The app should provide a way for users to track their environmental impact and receive recognition for their contributions, such as badges or certificates.
16. The app should provide educational resources and workshops to raise awareness about environmental issues and promote sustainable practices.

link for survey form

https://forms.gle/UxTtqgLAp4p4Qc5N9

Secondary Research

link for more insights of secondary research

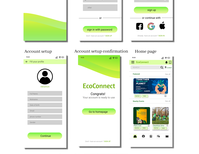
Key Insight Derived

1. Gamification is a powerful tool to motivate users to participate in environmental events and promote sustainable practices.
2. Partnerships with local schools and organizations, leaderboard following, social media sharing, and communication with other participants is crucial for the app's success.
3. Time-consuming and complex registration processes can deter users from participating in environmental events.
4. Time-consuming and complex registration processes can deter users from participating in environmental events. Social media sharing, local partnerships, mobile leaderboards, simple sign-in, and well-participation events promote participation and engagement.
5. The app should provide a way for users to track their environmental impact and receive recognition for their contributions.
6. Partnerships with local schools and organizations can provide a wide range of volunteers and resources for environmental events.
7. There are very few actors for cleanliness events.
8. The app should provide a way for users to access these activities despite the fact that the government has created efforts like the "Swachha Bharat" Cleanness campaign.
9. The app should provide a way for users to connect with other like-minded individuals and organizations to initiate new planting and cleaning efforts.

User Persona

Empathy Mapping

Information Architecture



User Flow

low fidelity Wireframes(sketches)

Medium Fidelity Wireframes

UI DESIGN

Splash screen | **Sign in page** | **Sign up page**

Account setup | **Account setup confirmation** | **Home page**

Prototype link : https://figma.com/proto/

Future scope

- Integration with social media platforms so users can share their participation in activities and campaigns with their friends and family, increasing the app's reach.
- The implementation of a gamification system that allows users to gain incentives and recognition for taking part in cleaning-up and planting campaigns.
- Partnerships with local organizations and schools to bring users from different regions to connect and participate in environmental initiatives on a larger scale.

Thank You