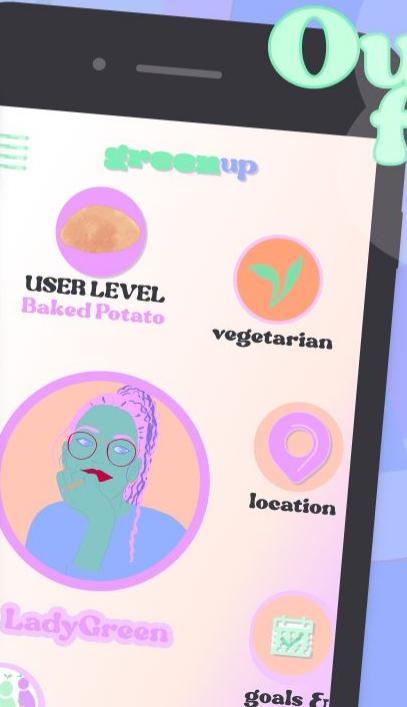
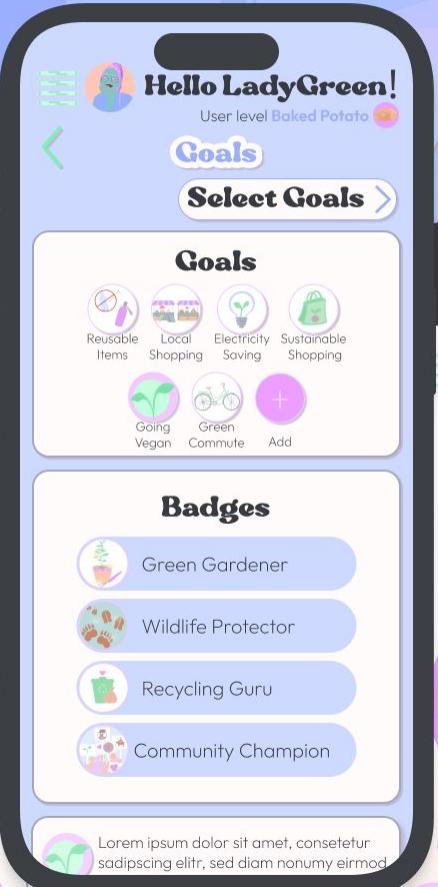


Paula RdB

greenup

Our Platform for a better tomorrow



Project overview



The product:

A comprehensive platform/app encompassing practical tips, resources, events, and a community of like-minded individuals to support everyone's sustainability efforts



Project duration:

Two months.



Project overview



The problem:

From the two personas created for the study...

PROBLEM STATEMENT

Lana _____ is a/an _____
user name user characteristics
who needs _____
user need
because _____
insight

eco-conscious young adult
practical tips, resources, and a community of like-minded individuals
she wants a community to support her sustainability efforts.

PROBLEM STATEMENT

Mark _____ is a/an _____
user name user characteristics
who needs _____
user need
because _____
insight

eco-conscious dad
platform that provides accessible and family-friendly content on sustainable living
he is a busy man who wants to get the whole family onboard with conservation and awareness.

Project overview



The problem:

The lack of a comprehensible and user-friendly platform providing structured and personalized content on sustainable living. As well as related tips, events, and a community to share the efforts and support.



The goal:

Create a comprehensive platform/app encompassing practical tips, resources, events, and foster a community of like-minded individuals to support everyone's sustainability efforts.

Project overview



My role:

All roles.



Responsibilities:

User research, wireframing, prototyping,
high-fidelity.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



After creating personas and describing their user story, user journey, and a close-up and big-picture storyboard in order to emphasize with potential users, user pains were pinpointed and the process moved forward to the next phase → low-fidelity prototyping.

The next slides show the aforementioned points and an accessible approach to implement in future phases of the project.

Persona 1: Lana Reyes

Problem statement:

Lana is a eco-conscious young adult who needs practical tips, resources, and a community of like-minded individuals because she wants a community to support her sustainability efforts.



Lana Reyes

Age: 25

Education: BSc in Biology

Hometown: San Diego

Family: 2 roomies

Occupation: Yoga teacher and master's student

"I am so grateful to Mother Earth and I want to do my best to live sustainable"

Goals

- I want to live a more sustainable lifestyle and reduce my ecological footprint. I know more or less how to do it but some help to organize myself would be great.

Frustrations

- I find it challenging to navigate through the vast amount of information available online and I wish to have a centralized platform that provides trustworthy and curated content on sustainable living.

I am looking for practical tips, resources, and a community of like-minded individuals to support my sustainability efforts.

Persona 1: Lana Reyes

Problem Statement

User: Lana Reyes, a yoga teacher and master's student from San Diego, who is passionate about living a sustainable lifestyle and reducing her ecological footprint.

User's Need: Lana needs a centralized platform that provides trustworthy and curated content on sustainable living. She finds it challenging to navigate through the vast amount of information available online and wants practical tips, resources, and a community of like-minded individuals to support her sustainability efforts.

Insight: Lana's commitment to sustainable living is driven by her deep gratitude for Mother Earth, and she wants to inspire her students and others to live sustainably and contribute to a healthier planet.

User Journey Map — Lana

Actions	Task List	Feelings/Emotions	Improvement Opportunities
Action 1	Discover sustainable living platform and sign up	Curious, hopeful	Improve website layout and navigation for easy access
Action 2	Explore family-friendly content on sustainable living	Informed, motivated	Provide personalized content recommendations
Action 3	Implement eco-conscious practices in daily life	Confident, responsible	Offer reminders and notifications for tasks
Action 4	Engage in eco-conscious activities and projects	Enjoying family time	Create family-friendly activity suggestions
Action 5	Share sustainable journey with family and friends	Proud, accomplished	Facilitate sharing options for social media integration

Persona 2: Mark Teawood

"I understand how to be sustainable and I want to, but life gets in the way"

Problem statement:

Mark is a eco-conscious dad who needs platform that provides accessible and family-friendly content on sustainable living because he is a busy man who wants to get the whole family onboard with conservation and awareness.



Mark Teawood

Age: 36
Education: MA in Anthropology
Hometown: Portland,
Family: Wife, 2-y.o.& 5 y.o. kids
Occupation: Stay at home dad + writer

Goals

- I want to be more mindful about my and my family healthy habits and how to have a more sustainable life.

Frustrations

- I take care of the house and the kids and sometimes it is too much to tackle.

I love staying at home and being able to have time for my kids and my writing, but I need some guidance in how to be more sustainable so I don't get lost in details. I have recently become more aware of the environmental impact of our lifestyle choices and wants to make a positive change.

Persona 2: Mark Teawood

Problem Statement

User: Mark Teawood, a stay-at-home dad and writer from Portland, who recently became more aware of the environmental impact of his lifestyle choices.

User's Need: Mark needs guidance and support in incorporating sustainable practices into his daily life. With his responsibilities as a stay-at-home dad, he finds it challenging to prioritize and implement eco-conscious habits.

Insight: Mark's desire for a more sustainable life stems from his understanding of the importance of making a positive change for the environment and setting an example for his children.

User Journey — Mark

Actions	Task List	Feelings/Emotions	Improvement Opportunities
Action 1	Discover sustainable living platform and sign up	Curious, hopeful	Improve website layout and navigation for easy access
Action 2	Explore family-friendly content on sustainable living	Informed, motivated	Provide personalized content recommendations
Action 3	Implement eco-conscious practices in daily life	Confident, responsible	Offer reminders and notifications for tasks
Action 4	Engage in eco-conscious activities and projects	Enjoying family time	Create family-friendly activity suggestions
Action 5	Share sustainable journey with family and friends	Proud, accomplished	Facilitate sharing options for social media integration

User research: Storyboards

UX Design Storyboard

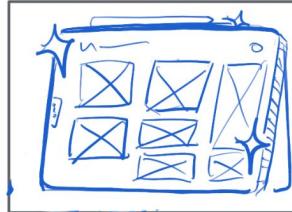
Scenario: Use GreenUp to help living more sustainably - BIG PICTURE



Lana cannot handle the overwhelming and spread out info about eco-living



She finds out about the app, downloads it & follows the introductory



She creates her profile & starts personalizing it and her dashboard



Lana is achieving sustainable goals and sticking to her habits.



She also uses the platform to find like-minded people and events.



Lana has found a new community of similar values and takes an active role in events. She feels more guided and supported

User research: Pain points

1

Get used to integrate
the platform in
different areas of life

2

A significant amount
of content

3

Keep using the platform
after the novelty effect
wears off

4

Hard to find people to
connect with

We want the users to feel
comfortable using the app
and integrate it in their day
to day. It has to be intuitive
to use, have great resources,
filters, categories, and be
engaging.

- + Tutorials available and
onboarding.

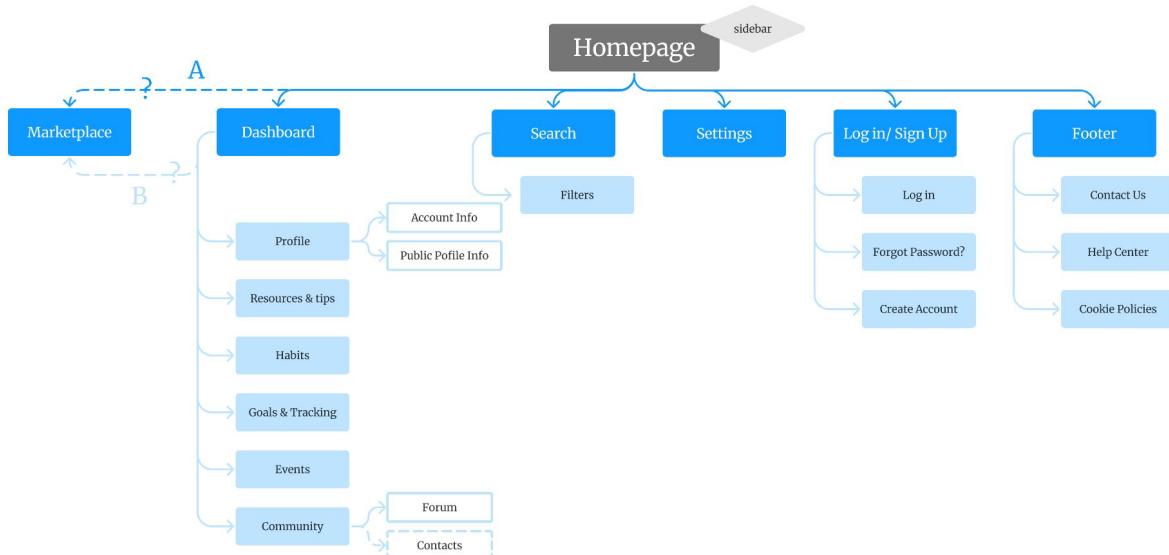
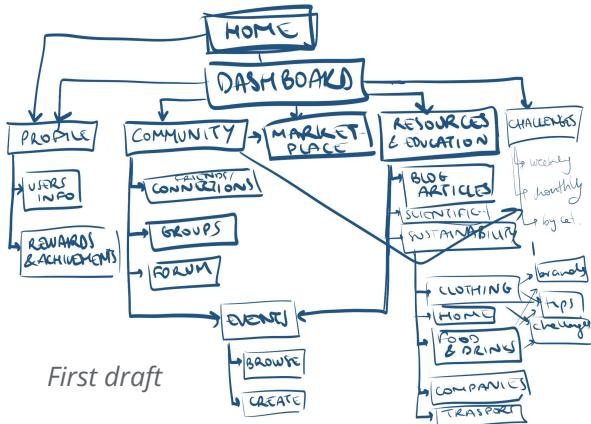
In apps with big amounts
of visual content it is easy
to get distracted and feel
lost; so search and filter
options will be integrated.

Gamification (badges,
progress diagrams),
follow-up tips,
community.

Users will get
suggestions based on
their goals, location, etc.
Can also meet people
through attending events.

Sitemap

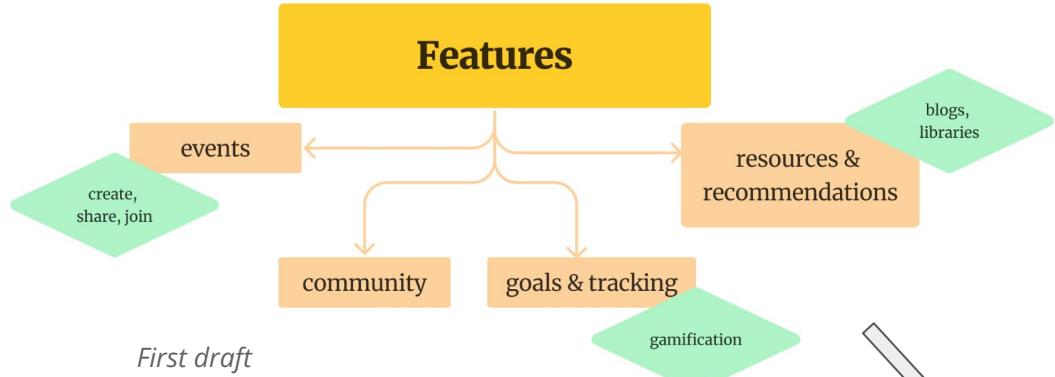
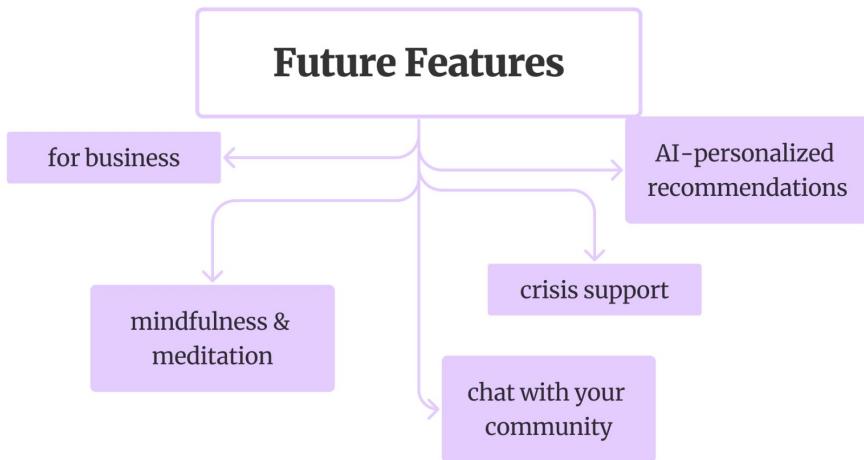
The Dashboard had to be the main page from which the user could navigate anywhere else. A “home page” was considered but discarded since the dashboard and the lateral menu would do its function.



Using Figma Jam

Sitemap

There was a brainstorming and prioritization of functions/features as follows

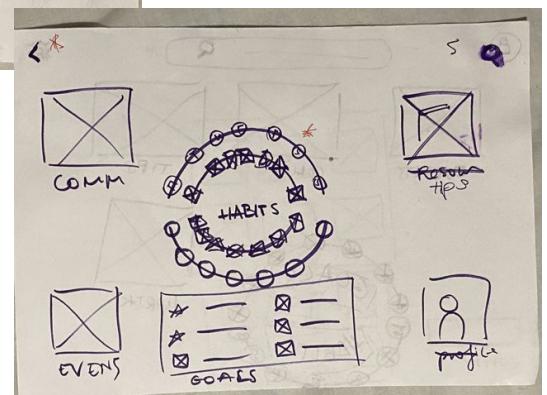
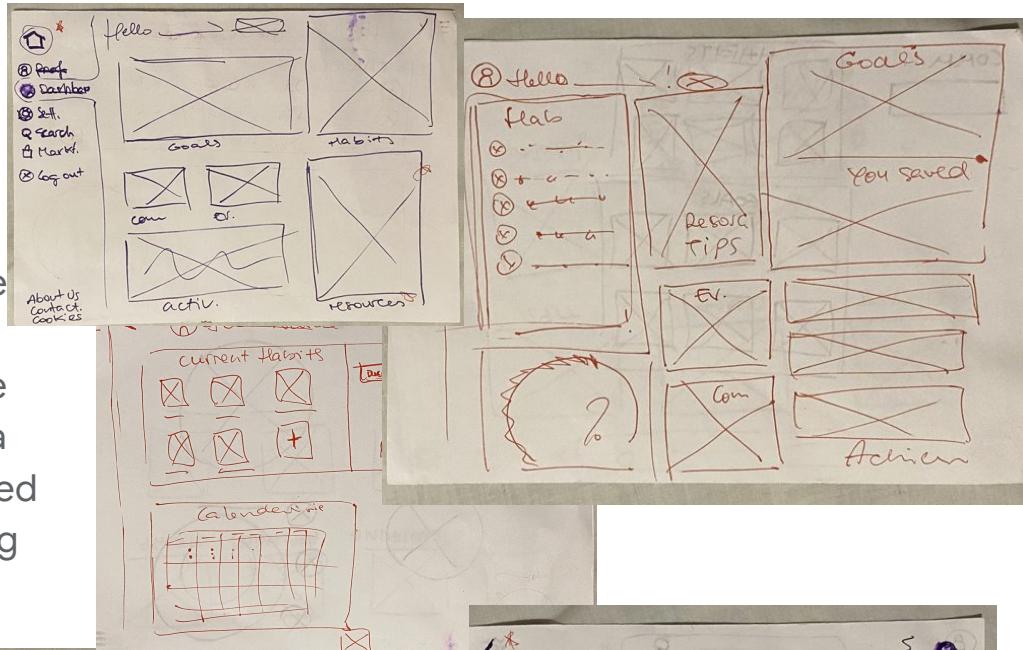
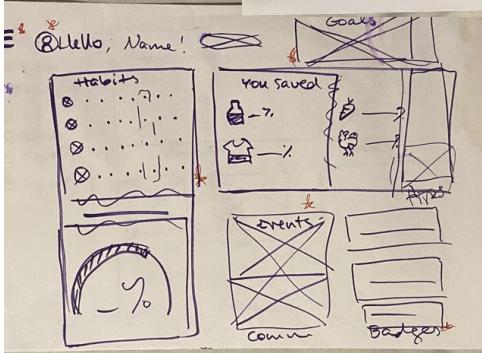
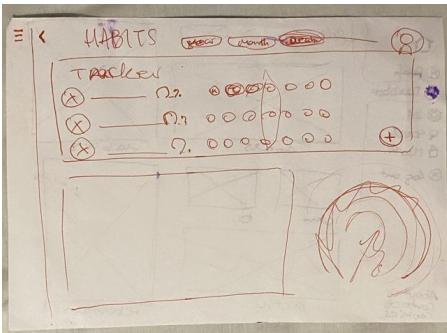


Using Figma Jam



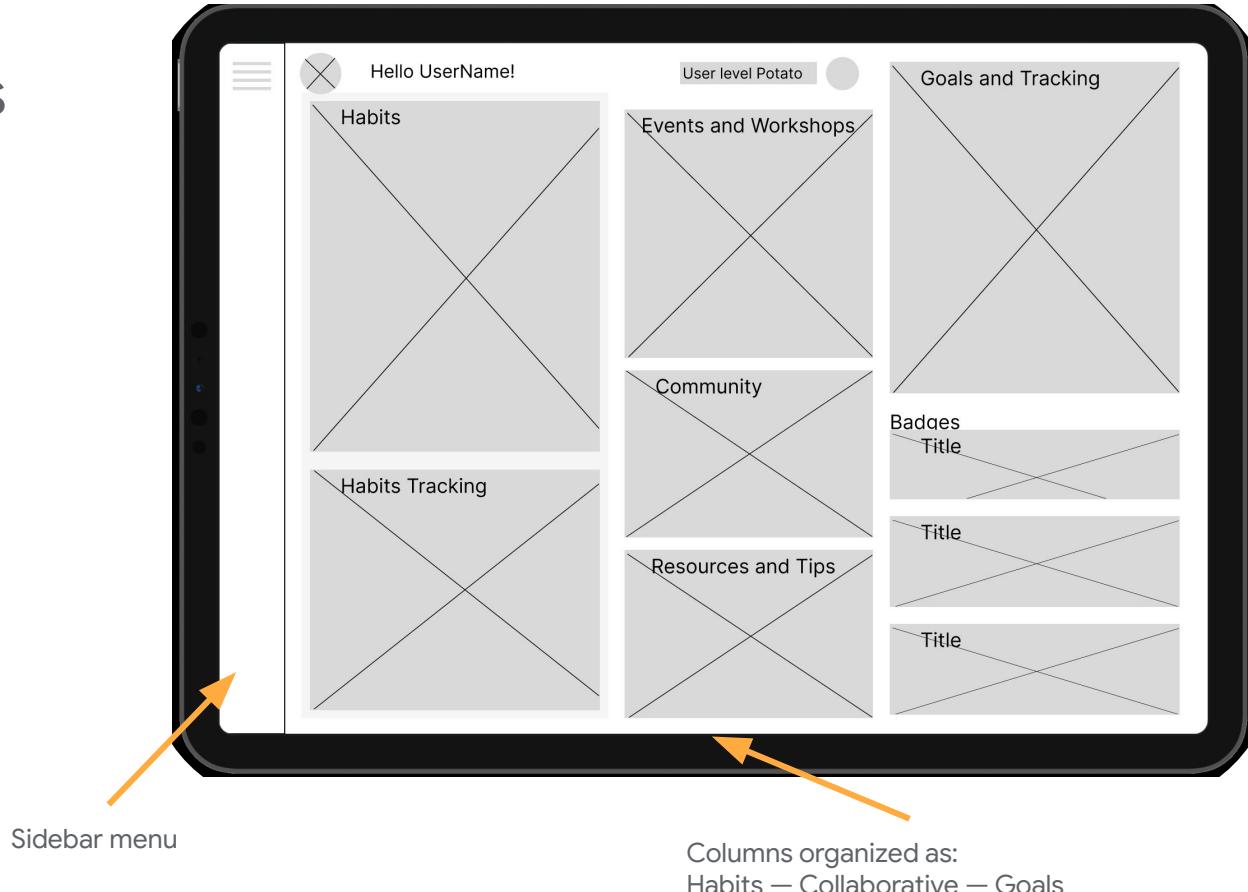
Paper wireframes

The goal was to convey an image of an easy-to-use app from the first screen the user sees (profile or dashboard), emphasizing the playful but useful and organized nature of the app itself by showing a trendy art piece and a few categories. Different layouts were explored through paper wireframes, eventually marking the choices with an asterisk in the selected elements.



Digital wireframes

The main screen (dashboard) presents the menu button as a sidebar, and the profile on top. Then displays different features in the three vertical columns. They are located in conventional positions and use typical buttons so it feels more intuitive for the users.



Digital wireframe screen size variation(s)

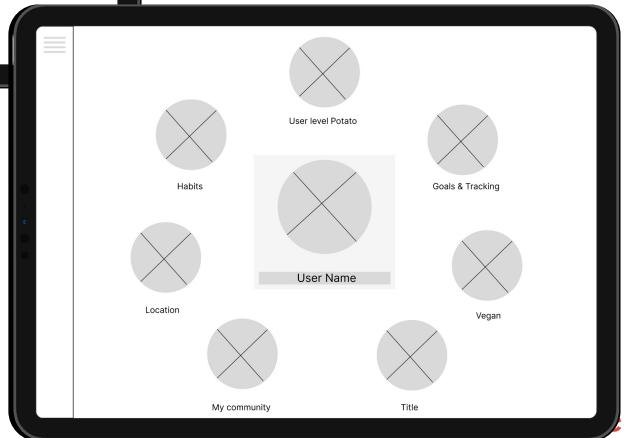
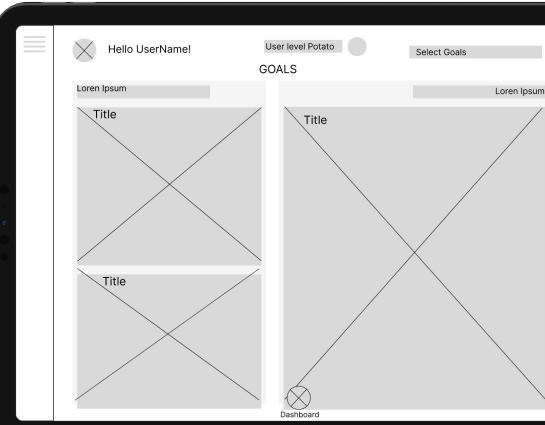
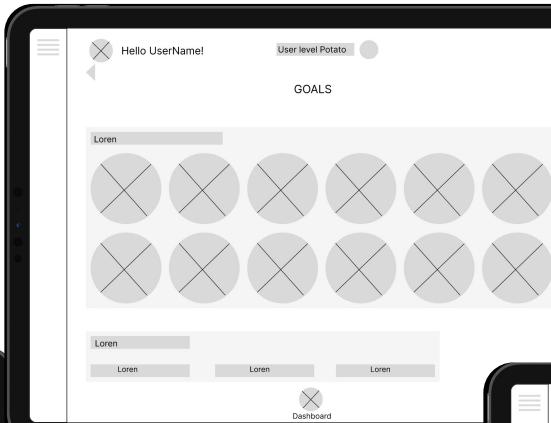
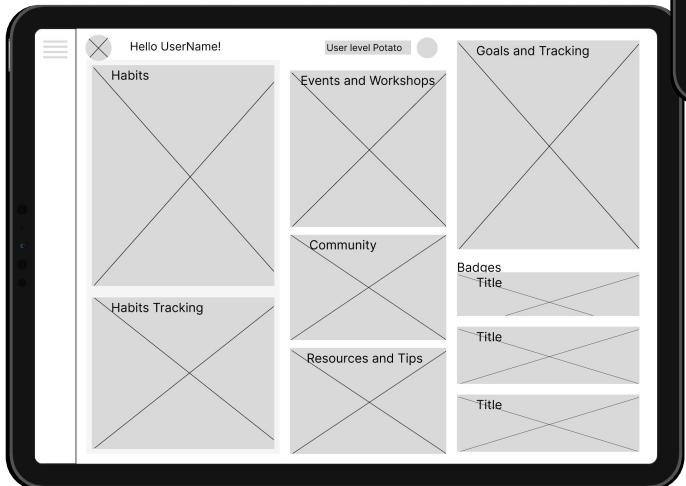
The Dashboard sections and items are now displayed as a single column on smaller screen devices.

The Dashboard button was added as for bigger screen sizes.



Low-fidelity prototype

You can check the Prototype [here](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Remote



Participants:

6 participants



Length:

20-30 minutes

Usability study: findings

These findings emphasize the importance of a comprehensive and user-centric sustainability platform that addresses varied concerns, supports users' sustainability efforts, and provides a sense of community and informative resources.

1

Diverse Environmental Concerns

Users express a wide range of environmental concerns, from plastic pollution to climate change and resource depletion, highlighting the need for a platform that covers diverse sustainability topics.

2

High Motivation

Interviewees are highly motivated to adopt sustainable practices, such as recycling and reducing plastic usage, indicating an opportunity to provide tools and resources for furthering their sustainable living efforts.

3

Community and Information

Users value connecting with like-minded individuals and accessing reliable sustainability information through blogs and social media. Therefore, the platform should prioritize building a sense of community and curating valuable content.

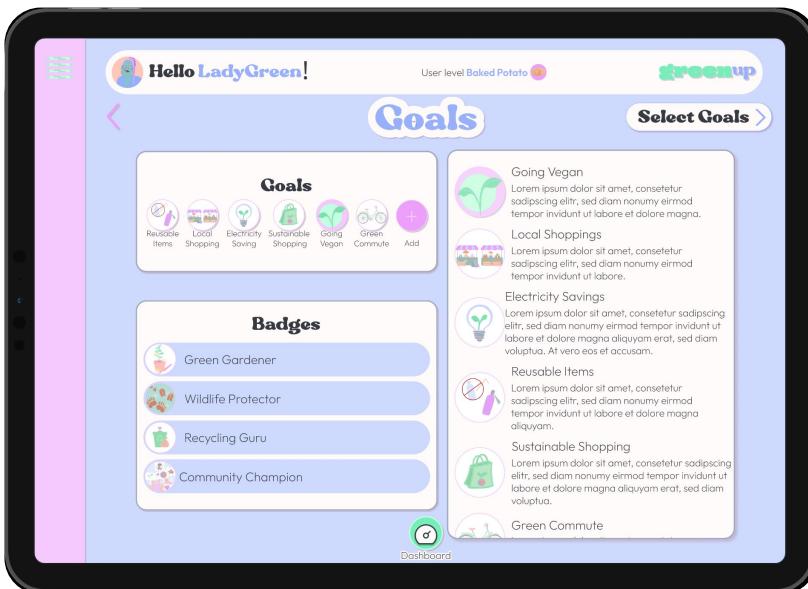
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

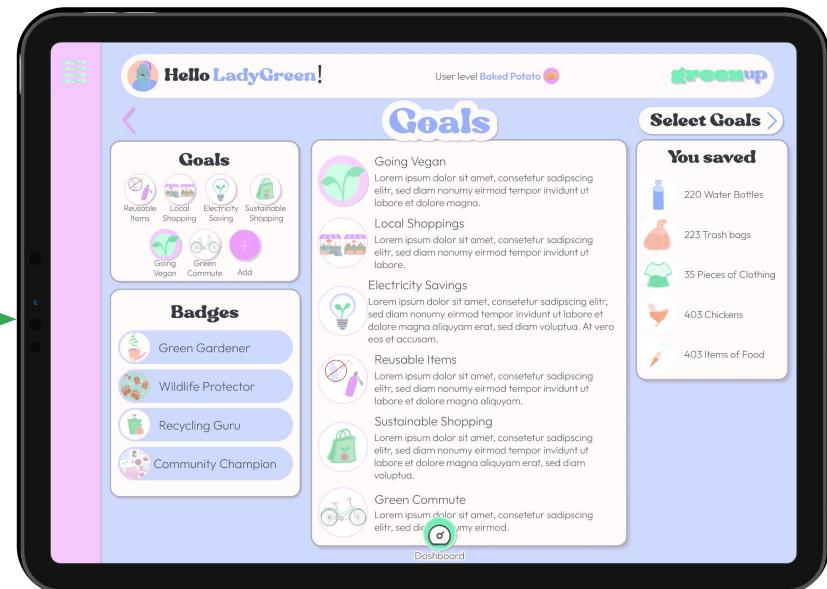
Mockups

It makes sense that there is a section encouraging to keep going by giving statistics of how user's actions have help the environment.

Before usability study



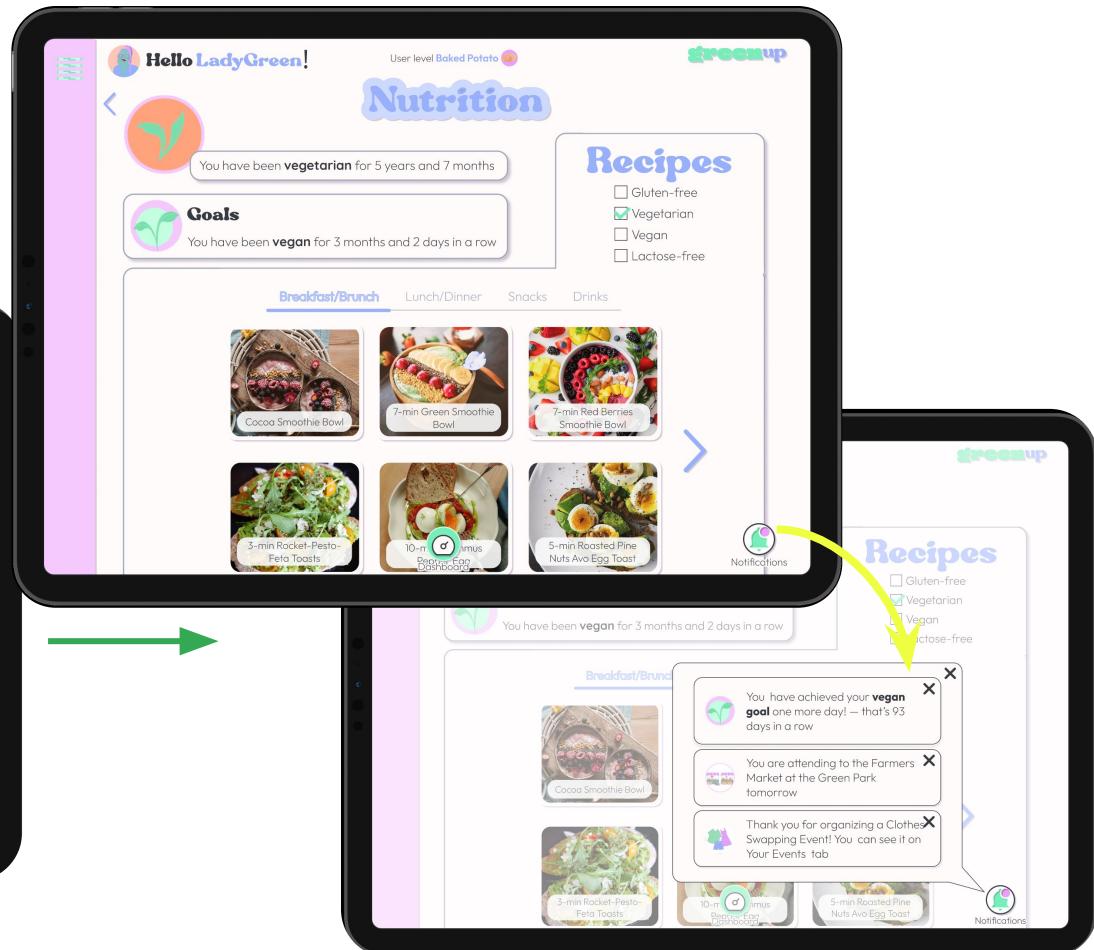
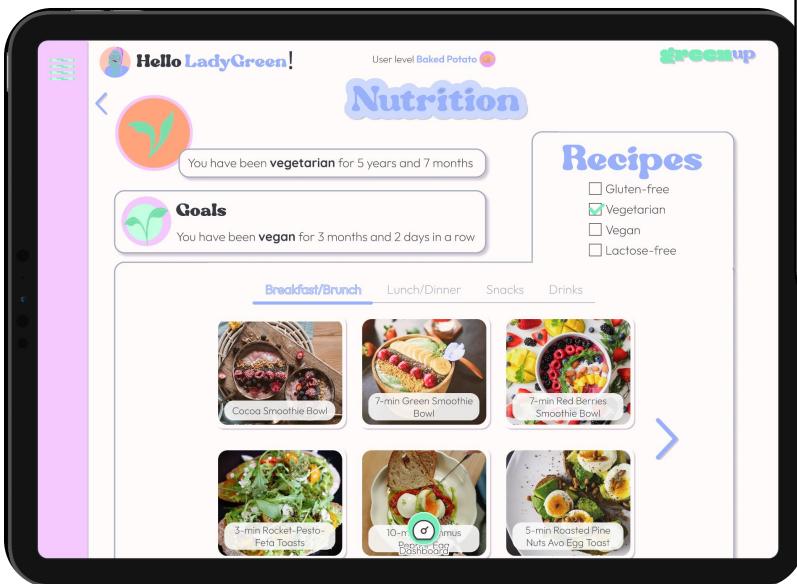
After usability study



Mockups

A notifications button was added at the bottom of every screen.

Before usability study

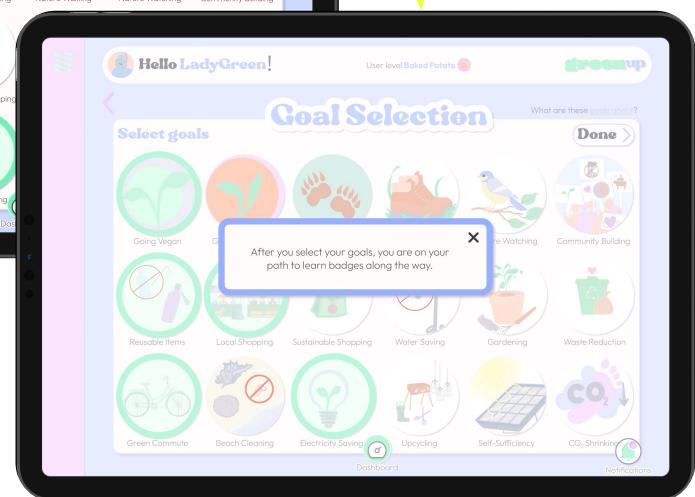
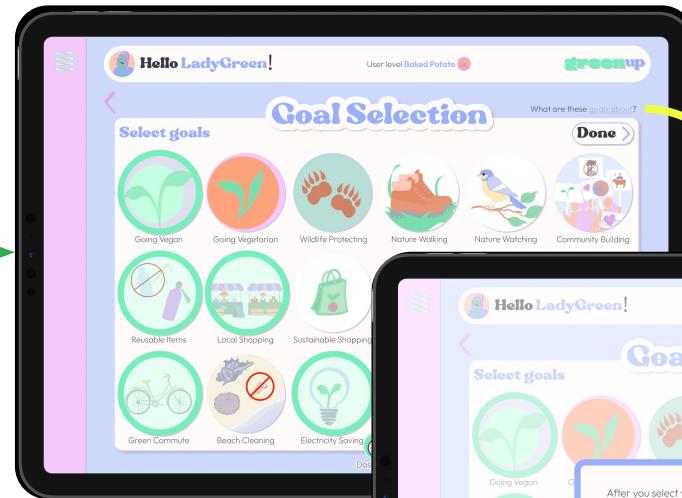
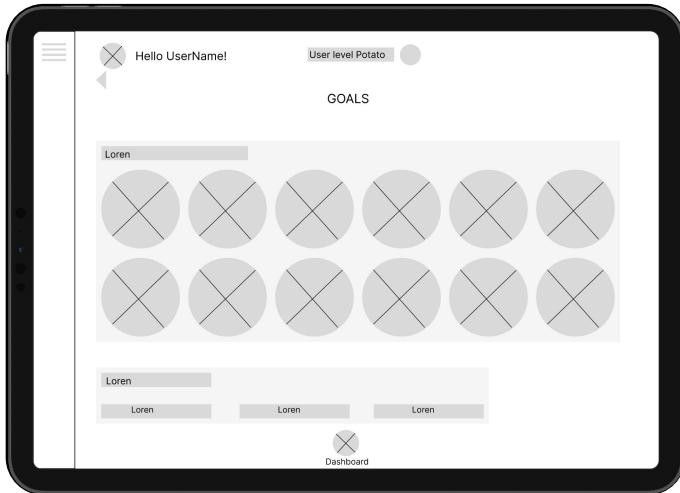


Mockups

Before moving onto the mockups, it became obvious that more space was needed for the different goals displayed, and the explanations could be a pop-up on click.

After usability study

Before usability study



e

Mockups: iPad 11" screen size



Mockups: iPad 11" screen size

The Greenup app interface on an iPad 11" screen size.

Profile: A circular dashboard for "User level Baked Potato". It features a central profile picture of "LadyGreen" and sections for "habits", "goals & tracking", "vegetarian", and "rewards &".

Nutrition: Shows a "Goals" section stating "You have been vegetarian for 5 years and 7 months" and "You have been vegan for 3 months and 2 days in a row". It includes a "Recipes" filter for "Gluten-free", "Vegetarian", "Vegan", and "Lactose-free". Below are categories: Breakfast/Brunch, Lunch/Dinner, Snacks, and Drinks, each with corresponding food icons.

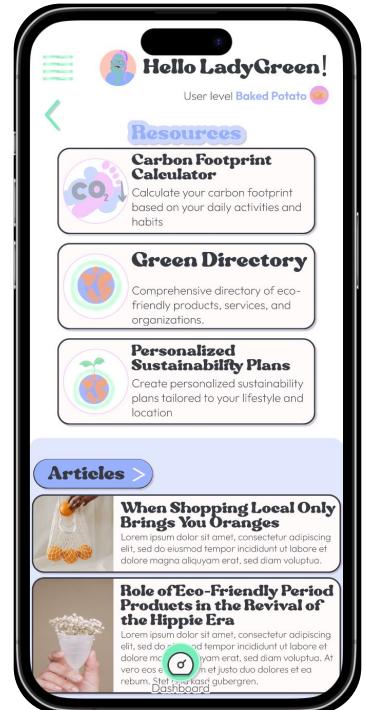
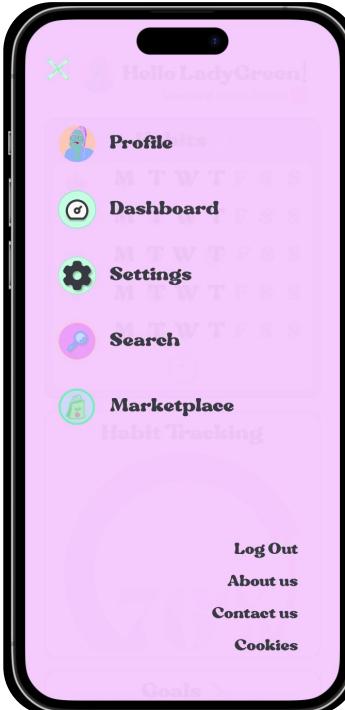
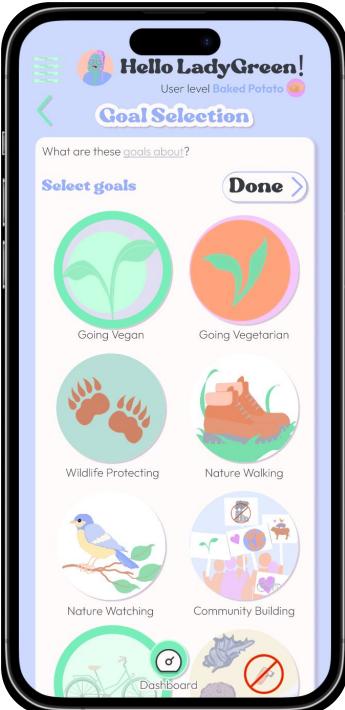
Goal Selection: A grid of various green goals: Going Vegan, Going Vegetarian, Wildlife Protecting, Nature Walking, Nature Watching, Community Building, Reusable Items, Local Shopping, Sustainable Shopping, Water Saving, Gardening, Waste Reduction, Green Commute, Beach Cleaning, Electricity Saving, Upcycling, Self-Sufficiency, CO₂ Shrinkage, Dashboard, and Notifications.

The Greenup app interface on an iPad 11" screen size.

Goals: A dashboard for "User level Baked Potato". It shows sections for "Goals" (Reusable Items, Local Shopping, Electricity Saving, Sustainable Shopping, Going Vegan, Local Shoppings, Green Commute, Add), "Badges" (Green Gardener, Wildlife Protector, Recycling Guru, Community Champion), and "You saved" items: 220 Water Bottles, 223 Trash bags, 35 Pieces of Clothing, 403 Chickens, and 403 Items of Food.

Select Goals: A grid of goal categories: Going Vegan, Local Shoppings, Electricity Saving, Sustainable Shopping, Reusable Items, Sustainable Shopping, Green Commute, and Notifications.

Mockups: iPhone 14 Pro Screen Size



High-fidelity Prototype

It is a complex app with many features. More screens were created to facilitate the usability and better illustrate the possibilities of the app itself

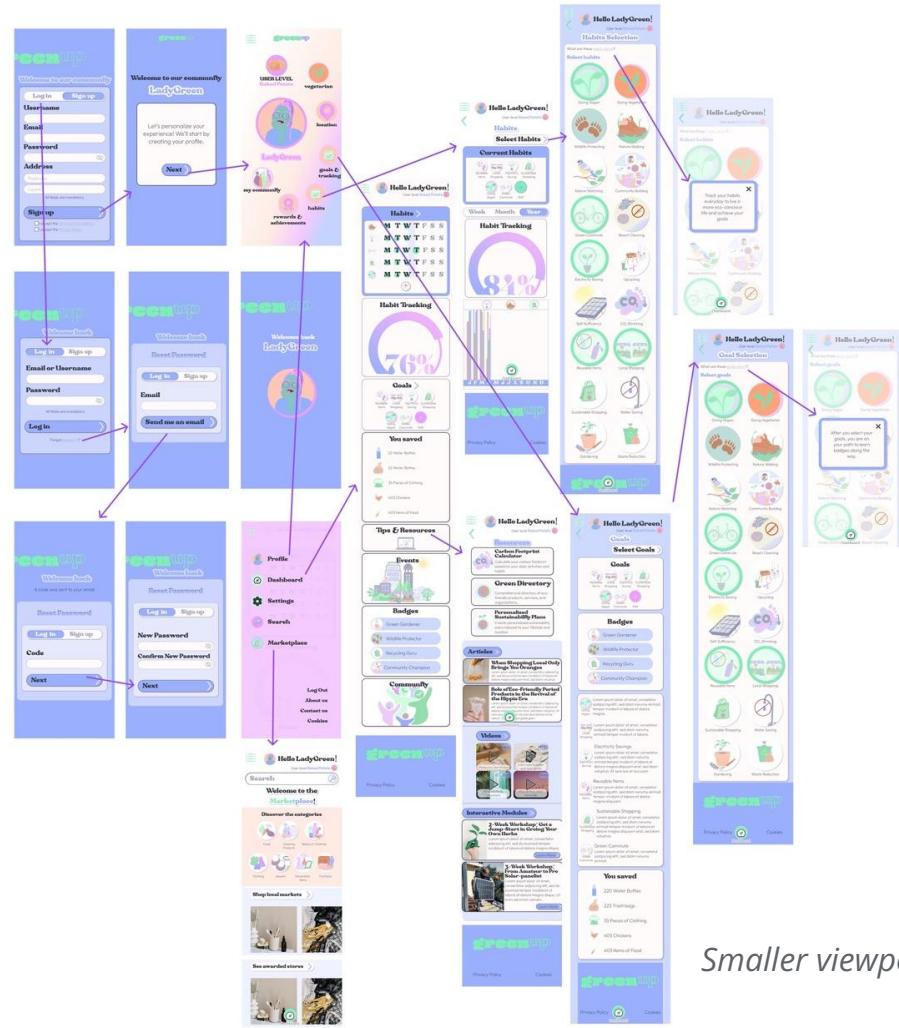


You can check the Prototype [here](#)

iPad viewport size

High-fidelity Prototype

It is a complex app with many features. More screens were created to facilitate the usability and better illustrate the possibilities of the app itself



You can check the Prototype [here](#)

Smaller viewport sizes

Stickersheet



Color Palette

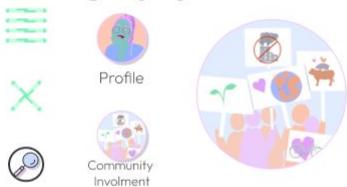
Main



Complementary



Iconography



Search

Cards



Buttons



Badges



Typography

H1

Nightly DEMO / Regular / 80 pt

H2

Nightly DEMO / Regular / 40 pt

H3

Fraunces SuperSoft / Extralight / 20 pt

Underbuttons and Paragraph

Fraunces SuperSoft / Extralight / 16 pt

Smaller Underbuttons

Fraunces SuperSoft / Extralight / 12 pt

Accessibility considerations

1

People with **auditory** impairment

Pop-up messages and notifications (+ vibration) → easily customizable in “Settings”.

2

People with **physical** impairment

Easy to use with one hand

3

People with **visual** impairment

Alt text in buttons, images, etc.

Pop-up messages and notifications (+ vibration) → easily customizable.

Icon+text

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The sustainable living platform received positive feedback from the users that tested it, with many expressing how they would really benefit of such platform and how they think they would empowered to make eco-conscious choices in their daily lives.



What I learned:

The target audience for this app encompasses a very diverse range of people, which makes it a bigger challenge in terms of considering different features, wording and phrasing, engaging techniques and icons. Iteration and feedback are key to keep improving and make the platform the most approachable, accessible and user-friendly as possible. For the users, and for the planet.

Next steps

1

AI-Personalized Recommendations: Implement an AI-driven recommendation system that analyzes users' sustainability goals, habits, and preferences to offer personalized suggestions for eco-friendly products, lifestyle changes, and community engagement. This feature will enhance user engagement by providing tailored content and guidance.

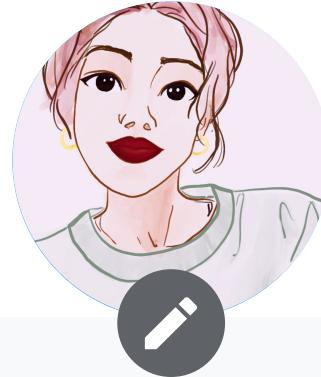
2

Mindfulness and Meditation Integration: Introduce a mindfulness and meditation section within the platform, offering guided sessions and resources to help users reduce stress and maintain a positive mindset while pursuing sustainable living. This addition aligns with users' holistic well-being and sustainability efforts, providing a comprehensive experience.

3

Crisis Support and Sustainability Resources: Develop a crisis support feature that offers users information and resources related to environmental crises, such as natural disasters or climate emergencies. Users can access real-time updates, safety guidelines, and community support during environmental challenges, reinforcing the platform's commitment to sustainability and community engagement.

Let's connect!



If you are interested in this specific project, or in my work and mind in general, you can visit me at

<https://www.paulardb.design/>

And if you would like to message me directly, I'll be on the other side of

hi@paulardb.design