DAT 502 – Creative Industries – Project Proposal

**Team Roles:**

Sidney Kingsley – Project Manager

Ben Langham – Design/Wireframes

Alex Coghlan – Documentation Manager

Ethan Bull – Research Manager

**Concept:**

Creating an app with the aim to reduce, and raise awareness of, people’s impact upon the environment. Whether that is through littering, using plastics and other destructive materials or exerting greenhouse gases like CO2 through driving and general energy use.

**Initial Ideas:**

**SIDNEY:**

**Plastic identifier:**

An application which will return the biodegradation time of any material entered in years and in relation to human life times and future dates. This should increase the reality and impact on the user of the length of time.

**Emissions tracker:**

This will calculate how much CO2 you emit within a time period or journey in a car. It will then compare it to that of a similar journey using a different method of transport. This comparative transport could be public transport or a physical alternative such as cycling or walking. This will have to be moderated by distance to assure the journey is not too far to travel by foot.

**Ocean pollution reducer:**

This app will return the potential animals endangered by the material you enter. For example: an entry of “plastic straws” would return “turtles” and explain the breathing issues caused by the animals inhaling them. It would also return the biodegrading time of e.g. “450 years, 5 and half times the average lifespan of a human”. This app could also crossover with the emissions app to determine how long the entered material would take to biodegrade and where it might end up in the ocean (e.g. trash island or a beach in Bali). This application could also involve a comparative element as shown in the emissions app and suggest a better alternative to the material you are using, for example: “paper straws”.

**ALEX:**

**Interactive Idea:**

As well as making the app informative to the user, we could also make it more fun for the user. We can do this by having an interactive page where an image is displayed to the user and from this they will be able to select a specific part of the image and it will display information to them in a different way other than just text (graphs/charts etc).

**Future Prediction:**

Adding to Sidney's ideas, the app could take all of the input information into account and it would then display how bad the environmental/pollution problems could be with years to come. Then from this it could give tips on how the user could make a small change and put a stop to increasing their own personal caused environmental problems.

**BEN:**

**Lifestyle app:**

Based on environmental impact, tracks water consumption using a personalised water flask with an electronic component that feeds data back to the application. Would take i nto account body weight and height to correctly suggestion your optimum water intake. Also take data elements from the Green supermarket idea to help with your carbon footprint reduction.

**House monitor:**

Will calculate your house’s carbon footprint, eg, electrical items, heating, gas, oil. Would then suggest alternative methods to reduce your personal impact. Be this low energy lightbulbs, alternative sources of heat, smarter electrical appliances. The app would take into account all of your lifestyle decisions and make suggestions on improvements and allow you to track your personal impact. Takes weather data and produces suggestions. Would adapt it’s suggestions based on environmental changes that you’ve made.

**ETHAN:**

**Ridden wave collector:**

As surfing is becoming more advanced with its technological devices the idea of a sensor that will detect how many waves have been ridden by each user could benefit the rider and use of the beach. The device will be placed outside of the water located in a lifeguard hut or nearby shelter where it will record data all day.

**Methane emission counter:**

Following on from Sidney’s idea about emissions tracker, I’ve gone with the idea of Methane emissions as the over populated use of cows in cattle is producing an extreme amount of methane in the atmosphere. With the growth of the human population the need for cows has grown a significant amount in the last couple of years. A counter of how much methane is produced in each farm or over a certain distance in a area could be recorded and hopefully regulated.

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**Emissions Tracker:**