# Footprints

## Emissions Tracking App

### SLIDE ONE:

Welcome.

### SLIDE TWO:

Logo

an app to help commuters reduce their carbon footprint

[describe the app] - Sidney

### SLIDE THREE:

Why the world needs Footprints.

Graphs and images of pollution and its effects.

[talk about research we’ve done and how much of an issue commuting is] – Alex/Ethan

### SLIDE FOUR:

How does it work?

Pictures of the app.

[talk about how the app works, motivation techniques etc. tracking and data use] - Sidney

### SLIDE FIVE:

How does it get this data?

Google logo, OBD device picture

[talk about APIs, OBD devices and the privacy in use of your data] -Ben

### SLIDE SIX:

Okay, but how does helping the environment help me?

Health statistics, polar bears.

[besides the obvious – explain our environmental impact again and what it will mean for humans, it will also help its users save money and exercise more, trading unhealthy and damaging forms of transport for healthier and more economical types] – Alex/Ethan

### SLIDE SEVEN:

Partnerships.

Logos for trainline and stagecoach.

[talk about how a partnership like this will work and the benefits it will have for our customers and what the other companies will get out of it] – Alex/Ethan

### SLIDE EIGHT:

Design.

Colour scheme photos

[talk about design choices, colour palette, format, menus, font and all things UX] – Ben/Sidney

### SLIDE EIGHT:

Thank you.

Are there any questions?