

Project 2

Lucia Perfumo

David



- Age: 28
- Gender: Male
- Income: 130k/year
- Education level: BSBA

Hobbies:

- Enjoys playing video games after work
- Tries to find new restaurants or activities to try with his girlfriend and friends every weekend

David is a research manager in a small company. In between meetings, he is able to go online and read news articles. Although he doesn't seek out articles on climate change, he is always interested in reading about the topic.

David acknowledges that climate change is an issue; however, he doesn't feel the need to change his own lifestyle. He doesn't believe that anything he changed in his daily life would make a difference in combating climate change. Additionally, David doesn't feel inclined to take action. However, he believes that monetary incentives would be a good motivator for himself and others to change daily life habits.

David wants there to be an emphasis on creating change through laws and make sure companies take accountability towards it. He is frustrated that people are focusing on the little things instead of what needs to be done on a higher level. He hopes that there is more of a focus on nuclear and renewable energy.

Eco Impact

Eco Impact would challenge users to make changes to daily habits in order to help combat climate change. After a certain amount of points earned, the user will be given discounts for stores, restaurants and events around the area that are environmentally conscious. Most of these rewards will be for small businesses. Each challenge is rated on a difficulty scale from one to three points and you receive an extra point with each person you do the challenge with by creating groups. The challenges are a week long. The simple challenges could be habits that someone may already be doing but will be able to understand the impact of these habits by seeing their results in the eco impact tab. Here the user will be shown how much of an impact they made in the week, how much everyone that week that did the challenge made, and how much would be saved if they continued for a year.

Since David doesn't see how his actions could make a difference, the visuals will be much more encouraging to change his habits. Also, since David enjoys video games and likes to spend his weekends with others, the app can provide a social and competitive activity throughout the week for all of them.

Status quo bias and Default Bias: Since David doesn't want to change his daily routine, Eco Impact will present basic and simple challenges to get him started on receiving rewards. The rewards will make David want to continue into the more advanced routines that he can choose from to start changing habits.

Inspiration: Ailuna

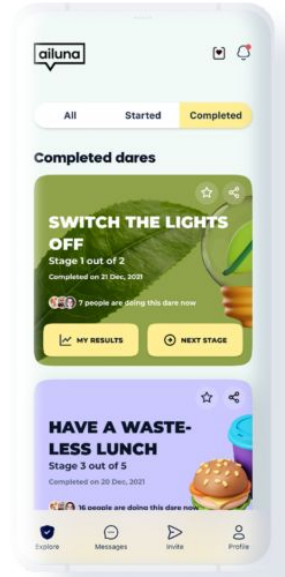
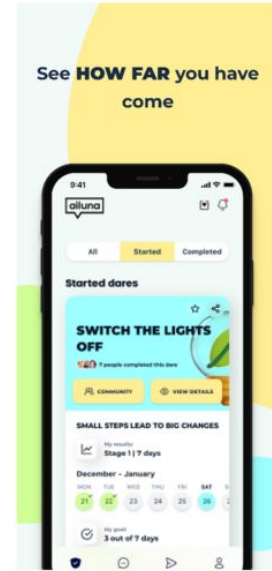
Ailuna offers a variety of week long dares that are meant to create changes in daily habits. In the app, the dares provide educational explanation on the importance of creating new habits and motivates the person to continue them even after the week is over.

Pros:

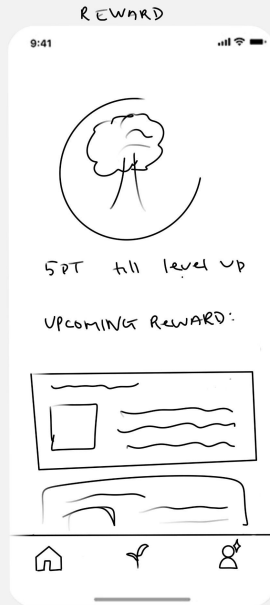
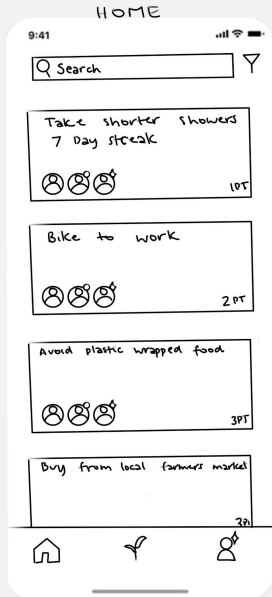
- Challenging friends and family
- Facts and information included for each dare
- Creating consistency and makes people notice daily habits

Cons:

- Lack of reward system
- Multi step dares
- Lack of visual impact



Sketches



Mary



- Age: 56
- Gender: Female
- Income: 80k/year
- Education level: B. Arch.

Hobbies:

- Enjoys going to the botanical garden and local park with her friends
- Plants flowers and vegetable plants in her yard

Mary has four children that live across the country. She is always worried about natural disasters such as wildfires and hurricanes and makes sure to stay updated on her kids' safety when they occur. Overall, she is extremely concerned for the lives of her children and future generations.

Mary considers climate change to be a top priority. She doesn't believe there has been enough done to combat climate change like putting laws in place to keep companies in check. She personally feels limited to small things that she can do which can be frustrating. However, Mary wishes that it was easier to find opportunities in her community to help out such as beach cleanups.

Mary is frustrated that there aren't laws being passed and the changes are slow and insufficient. She recognizes that people and companies don't want to change out of inconvenience and money. Mary hopes that there is more of a focus on the climate crisis before it is too late.

Clean Collective

This app will not only show how the user's personal choices are making a difference, but also show events like beach and park cleanups around them. After a certain amount of points saved for changing habits and participating in events, they will earn money that can go towards an environmental initiative of their choosing from a list. For each event, you will be able to see who will be participating and invite people to join in.

Mary wants to be more involved with her community and she enjoys participating in activities outside with friends. Clean Collective will create a space that provides her with information to join these events and make her feel like she is doing more through the donations for completing these tasks.

Limited Attention: Mary wants to do more but doesn't necessarily go out of her way to make the changes she wants. With Clean Collective, she will be able to find local opportunities presented in one app. Since she doesn't take the time to look up opportunities that she is interested in joining, this app will be a great convenience.

Herding: Mary will also be more motivated to go to the events she wants to attend by seeing how many people are going to be attending.

Inspiration: Ecocred

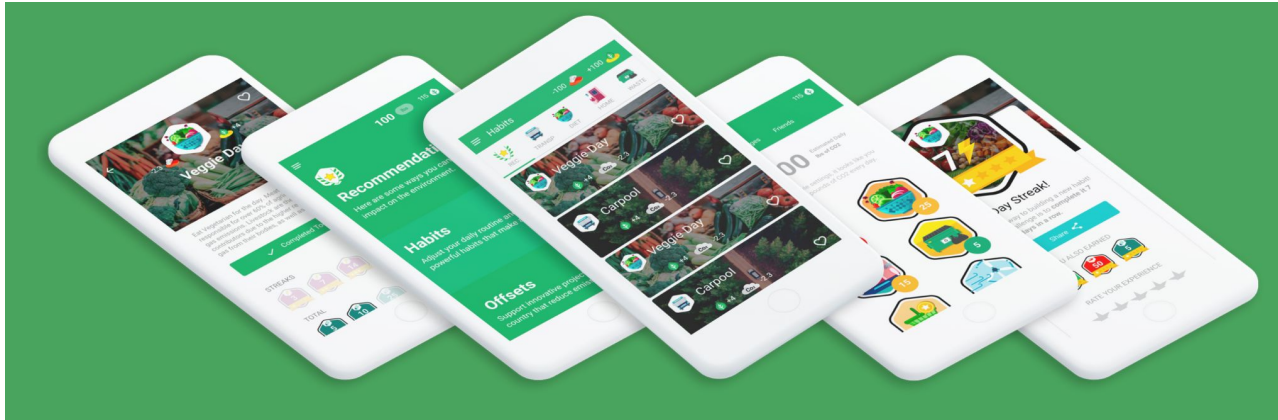
Ecocred calculates personal carbon emission and encourages people to create daily changes. The app includes habits and recommended products to lower your carbon emission. People receive badges for their efforts.

Pros:

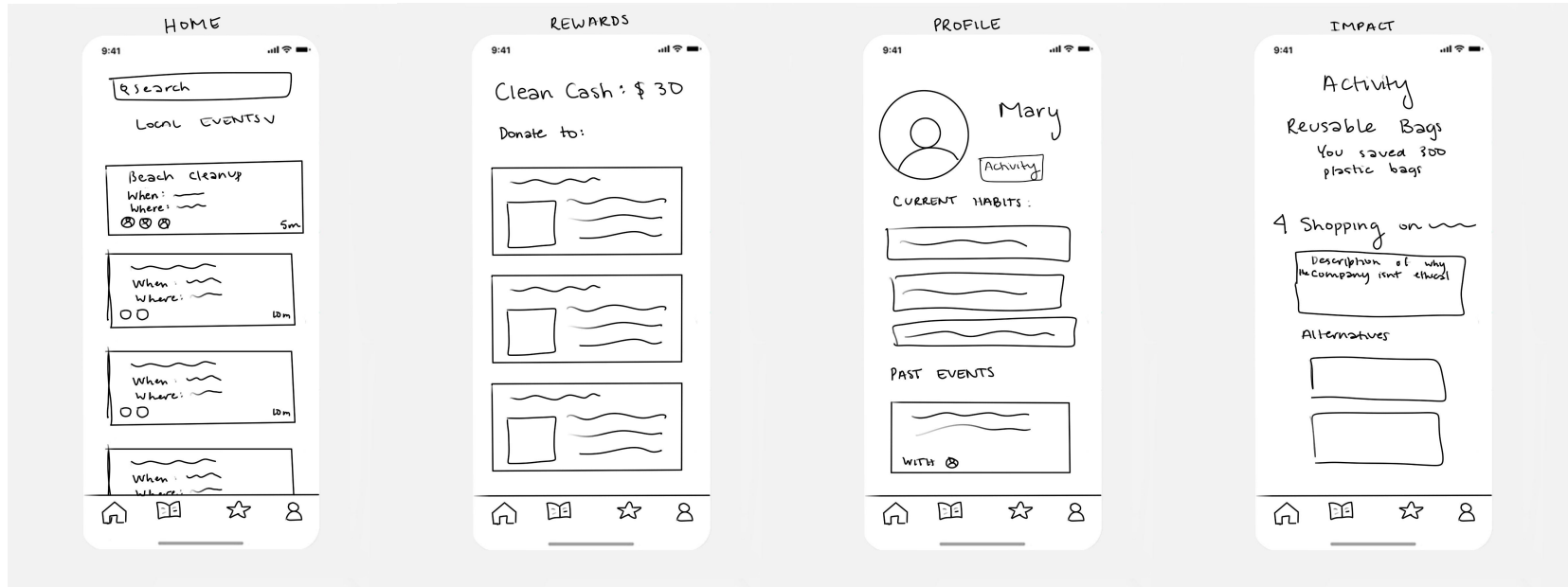
- Great visualization of impact
- Educational information

Cons:

- Lack of reward system
- Limited to personal changes



Sketches





Katy

-Age: 23
-Gender: Female
-Education level: Senior in
College (Engineering)

Hobbies:
-Has a board game night with all her
friends every weekend
-Jogs around local park every morning

Katy is a college student living with five roommates. She has changed many of her daily habits in hopes to play her part in combating climate change in her life. She became a pescatarian, shops second hand and tries to avoid plastic waste. However, Katy realizes that the people she lives with don't want to change their daily habits.

Katy feels concerned, sad, and angry about what is being done to combat climate change. She blames companies for not taking accountability and greenwashing. She described greenwashing as companies claiming to be green and ethical when they aren't. Since there aren't laws put in place, she believes this allows companies to do and claim whatever they want. She sees that the people around her don't want to make changes in their daily life nor educate themselves because they fear the reality of climate change and are stubborn to change their ways.

Katy worries that it will only get worse, and we won't take the proper actions in time. Katy believes it all comes down to greed and laziness. Although she acknowledged that she could do more, Katy wishes that there were established community elements such as community gardens and compost to make it more obtainable to create less waste in daily life. Most of all, she hopes that companies step up to make the changes needed.

Go Green Market

Go Green Market presents sustainable companies and restaurants online and locally. Users will be able to find products from business that have ethical scores and descriptions. The same process would be applied to local restaurants. The filtering system will also include pricing and food allergies. The user will see the impact they had from shopping through Go Green Market and receive points. With these points, they will receive coupons for stores or restaurants they are interested in. However, points can always be given out to friends.

Go Green Market will provide a convenient way for Katy to shop ethically. She will also be able to get her friends more involved now that she is able to search for cheaper products and restaurants they can all share.

Goal Gradient Theory: Katy is much more motivated to change her lifestyle because she has already done a lot of changes for environmental reasons. Go Green Market will reward her for these efforts and be a convenient way for her to shop.

Default Bias: Katy feels like she is limited to what she can buy and do for the environment because her roommates don't want to change. The greatest reason is because her friends don't want to spend more money than they have to and they also have different food allergies. The app will include filters on a variety of aspects including cost on both products and restaurants as well as food allergies and restrictions. This will make Katy feel like she is able to complete her goals while bringing her friends along.

Inspiration: Ethy

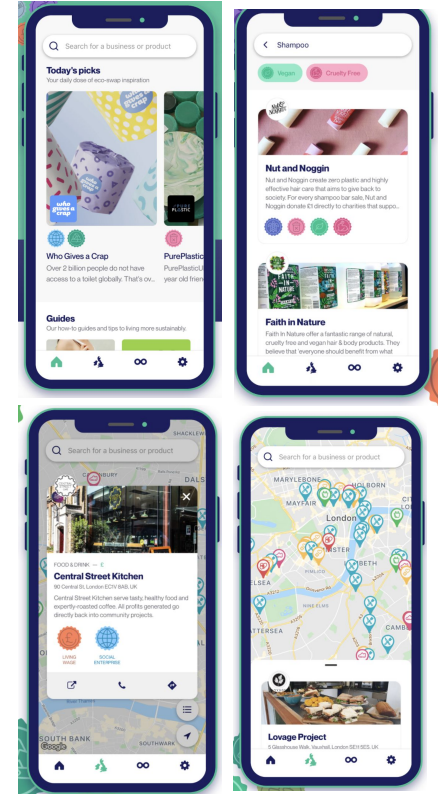
Ethy provides a resource to find products and restaurants through badges that are used to filter what people are looking for. Some examples of badges are vegan, organic, and reduced plastics. The app also gives information on your current spending habits and includes alternatives.

Pros:

- Great filtering system
- Checks locally and online
- Visually pleasing and easy to understand
- Extremely personalized

Cons:

- Doesn't consider pricing



Sketches

