# $CO_2$ Tracker

# We are 6GEEKS!

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# 01

# The Problem

“Climate change is happening, humans are causing it, and I think this is perhaps the most serious environmental issue facing us”

**—Bill Nye (the Science Guy)**

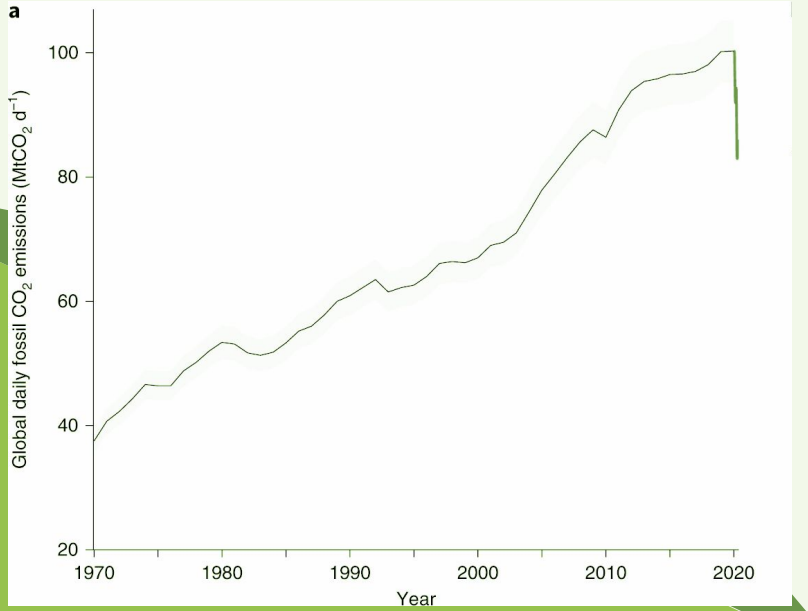
# $CO_2$

## and why it matters

# Global Daily Emissions

“Adding CO2 to the air is like throwing another blanket on the bed.”

- James Hansen, climatologist



# 02

# The Idea

# Accountability!

**01**

**Track daily activities.**

**02**

**Estimate individual $CO_2$ emissions.**

**03**

**Learn how to do better!**

# Friends make it better!

## Social

Humans are naturally social beings, look at how much we love social media

## Competitive

A simple leaderboard gets us wanting to do better, or at least better than

## Fun

Team challenges, competitions and campaigns for greater incentive

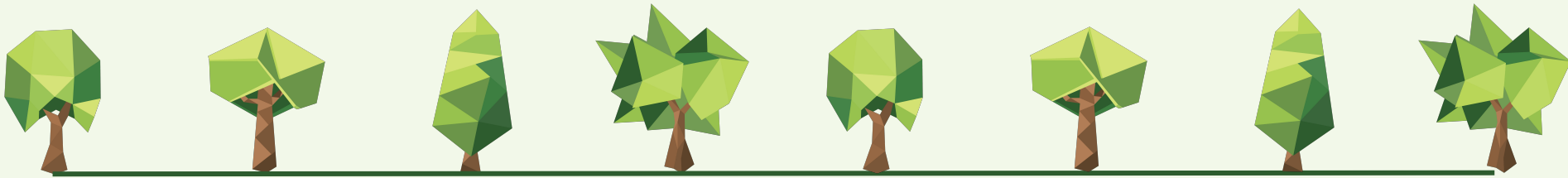
## Awareness

Seeing those around you doing better will make you want to do so too

# 03

# Development

# Design Process



User Research

Personas

Lo-fi Prototype

Wizard of Oz

Mid-fi Prototype

Hi-fi Prototype

Usability Testing

Fully Functional Prototype

# The Tracker

## Jose Almeida

*“Felt like I did something. It felt like an achievement”*

**Age:** 22
**Work:** Student
**Family:** Single
**Location:** Lisbon, Portugal
**Character:** Digital Native

# The Environmentalist

## Filipa Silva

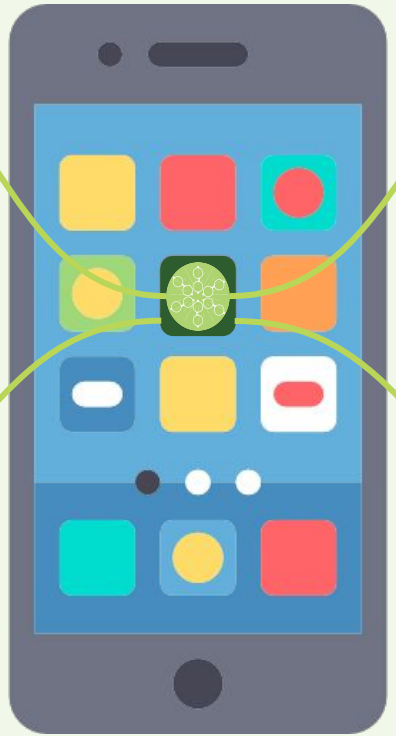
*"I want to reduce my CO2 emissions, but it’s a struggle"*

**Age:** 24
**Work:** Student
**Family:** Dating
**Location:** Sintra, Portugal
**Character:** Eco Lover

# Our Goals

**01**
**Present Weekly Progression**

**02**
**Explaining**



**03**
**Personalization**

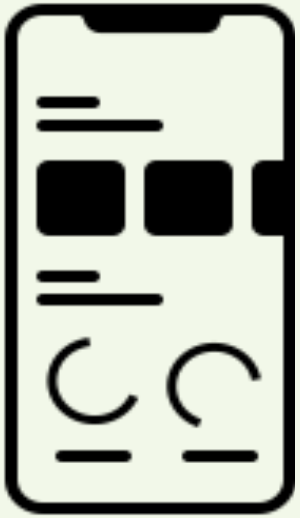
**04**
**Community**

“Please do an app to help us be more ecologic”

**— A User**

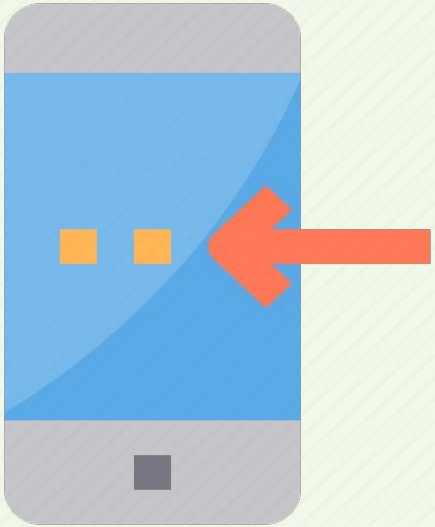
# Main Features

## Visual Progress Feedback



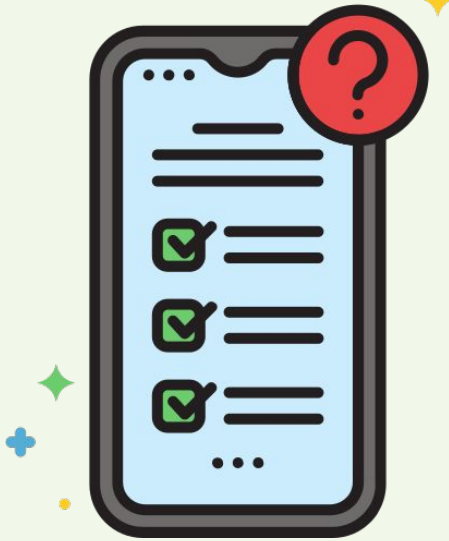
Dashboard

## Data Input



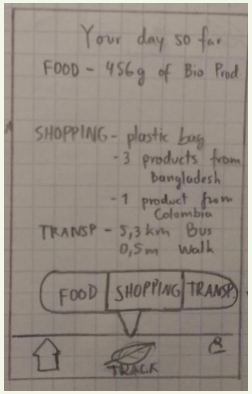
Tracking

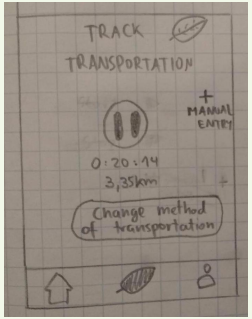
## Estimating Daily $CO_2$ Baseline

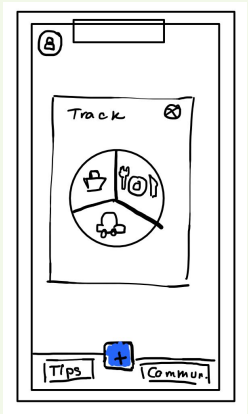


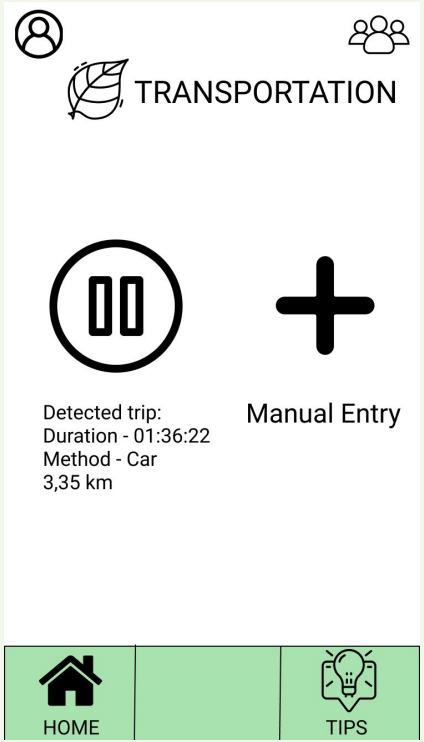
Initial $CO_2$ Baseline Survey

# Initial Prototype

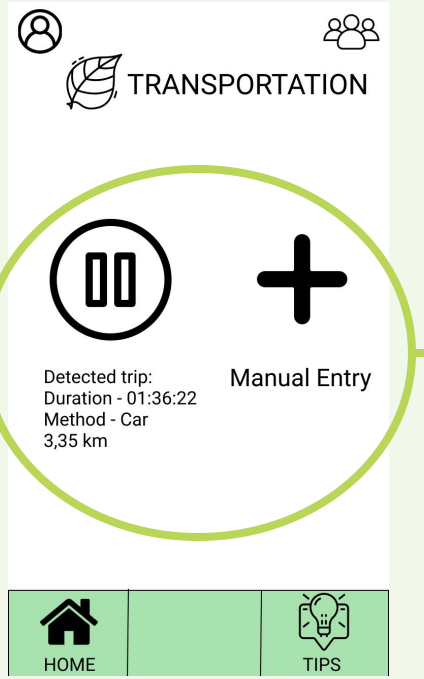






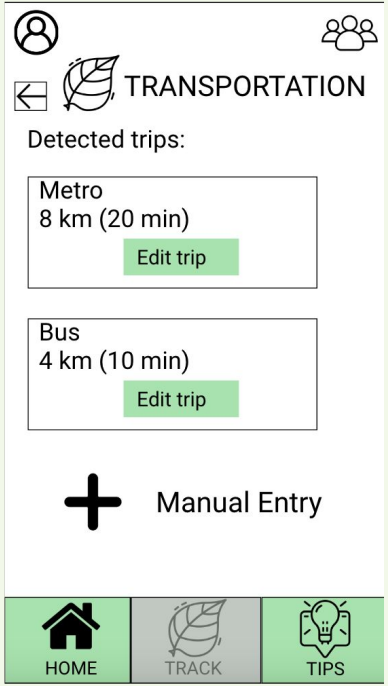



# Initial User Testing

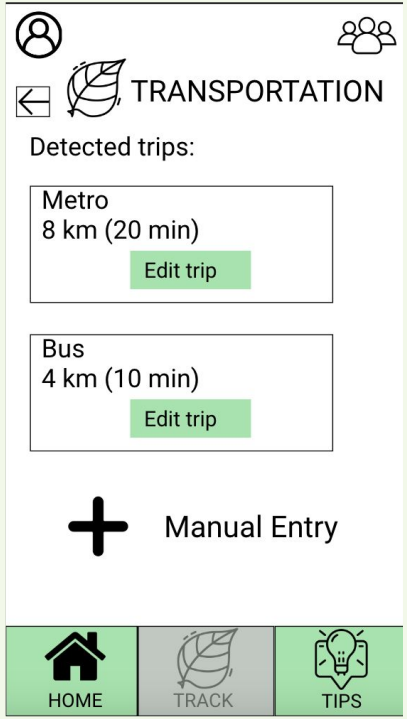


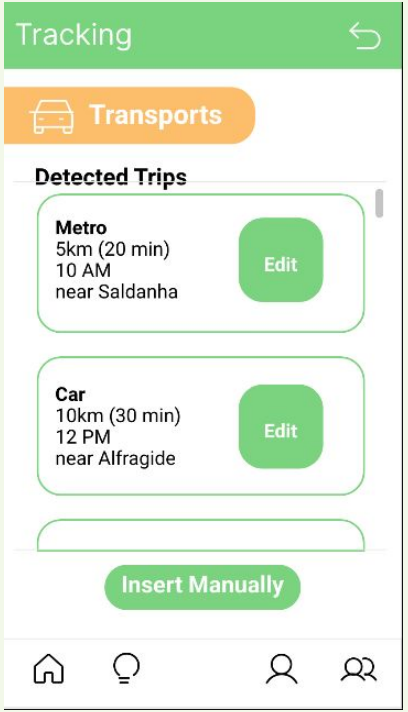

the pause button confused users

the downbar was not constant, therefore misleading



# Design Refinement



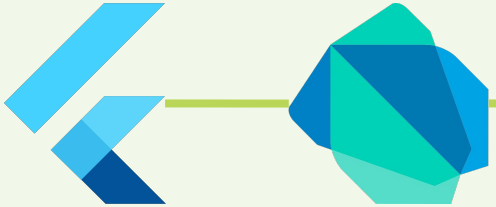


# 04

# Result

# Technology

Frontend

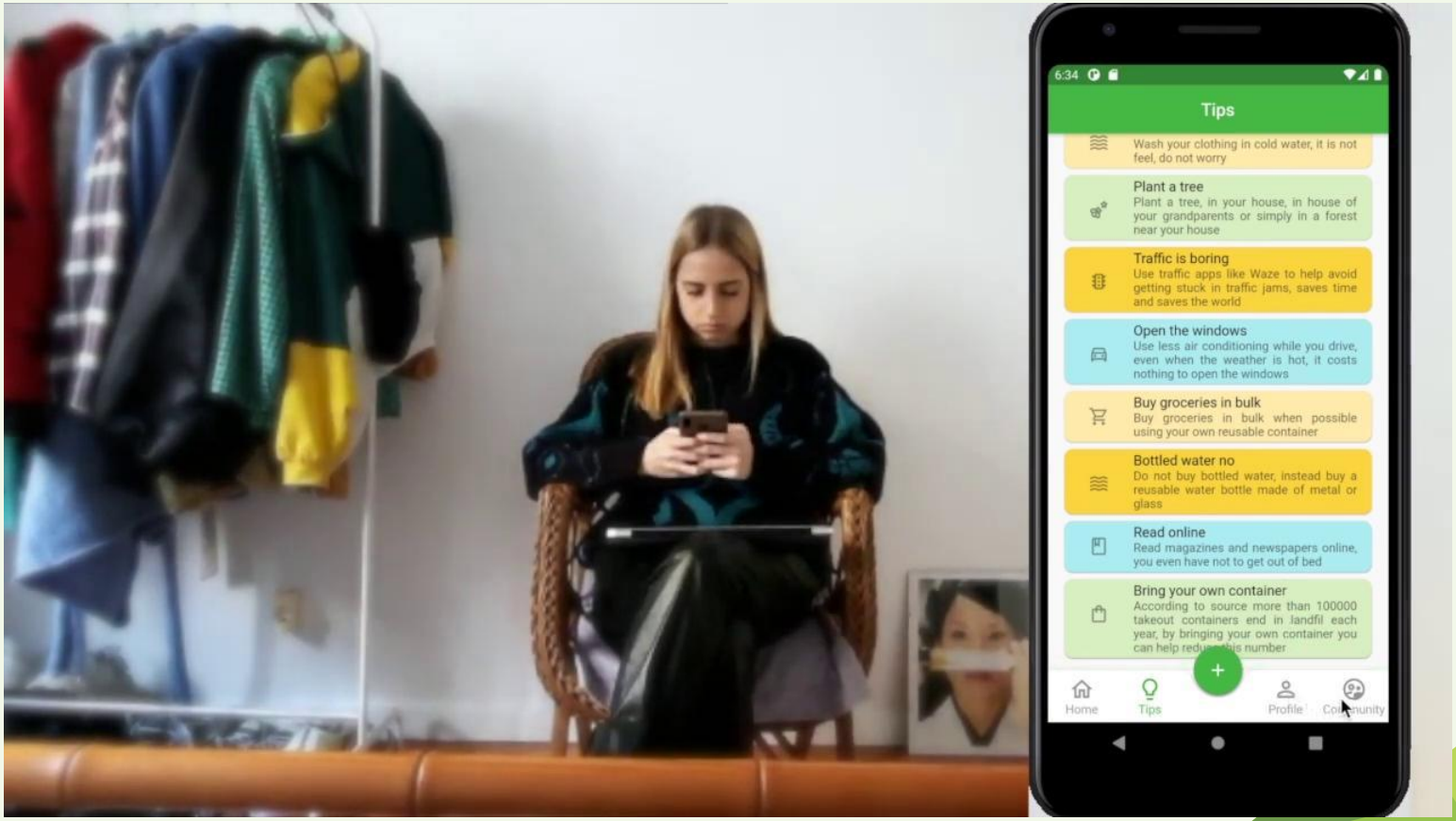


Backend

Open Source

# Final Version

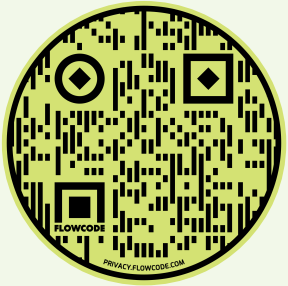
# Video


6:34
Tips
Wash your clothing in cold water, it is not feel, do not worry
Plant a tree
Plant a tree, in your house, in house of your grandparents or simply in a forest near your house
Traffic is boring
Use traffic apps like Waze to help avoid getting stuck in traffic jams, saves time and saves the world
Open the windows
Use less air conditioning while you drive, even when the weather is hot, it costs nothing to open the windows
Buy groceries in bulk
Buy groceries in bulk when possible using your own reusable container
Bottled water no
Do not buy bottled water, instead buy a reusable water bottle made of metal or glass
Read online
Read magazines and newspapers online, you even have not to get out of bed
Bring your own container
According to source more than 100000 takeout containers end in landfil each year, by bringing your own container you can help
Home
Tips
Profile

# We are just a bunch of geeks trying to change the world one user at a time.

# Thanks !

Do you have any questions?

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