



# **Prioritize Development**

# We are 6GEEKS!

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# About the Project

We want to provide users with a concrete way to be more Eco Friendly, by tracking their CO<sub>2</sub> emissions in Transportation, Purchases, Diet, Energy and Housing, and working towards reducing them alongside their community.

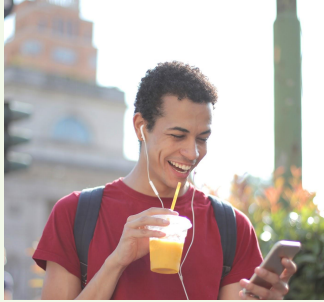


**0**

# **User Research Synthesis**



# Jose Almeida



*"Felt like I did something. It felt like an achievement"*

**Age:** 22

**Work:** Student

**Family:** Single

**Location:** Lisbon, Portugal

**Character:** Digital Native

## Goals

- I want to see my progress visually.
- See the impact of the things I do.
- Change my habits
- I want to have Personalized Feedback
- I want to understand the collected data

## Frustrations

- Receiving too many notifications from one App.
- Complicated to find the right tracking-category.
- Too much unnecessary information about the tracked data.
- Data input takes too long.

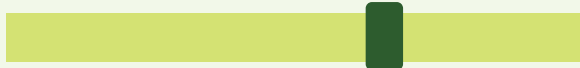
## Tech



## Tracking

Manual

Automatic

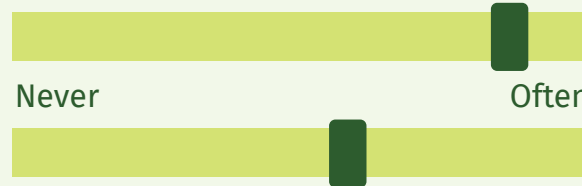


Spec. Time

Whenever

Never

Often



# Filipa Silva



*"Please do an app to help us be more ecologic"*

**Age:** 24

**Work:** Student

**Family:** Dating

**Location:** Sintra, Portugal

**Character:** Eco Lover

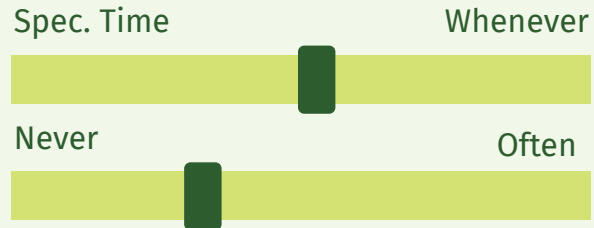
## Goals

- I want to be more eco friendly in my daily life.
- I want to raise awareness to the ongoing Climate Crisis.
- Incite systemic changes at a governmental level.
- I want to learn about my own impact in the environment.

## Frustrations

- Lack of interest in the environment by peers.
- Apps that require me to spend too much time on my phone.
- Not seeing impact of small lifestyle changes.
- Forgetting about a habit I'm trying to implement and giving up.

## Tracking



## Tech





# Scenario



# Our Goals

**01**

**Feedback**

**02**

**Explaining**

**03**

**Personalization**

**04**

**Community**



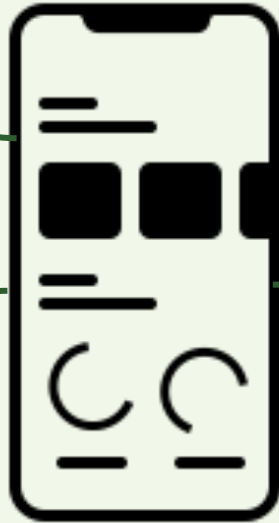


**01**

# **Feedback**



# Dashboard



on the home-screen

comparing to average user

graphs

using metaphors

week-to-week progression

**High Value**  
**Medium Complexity**

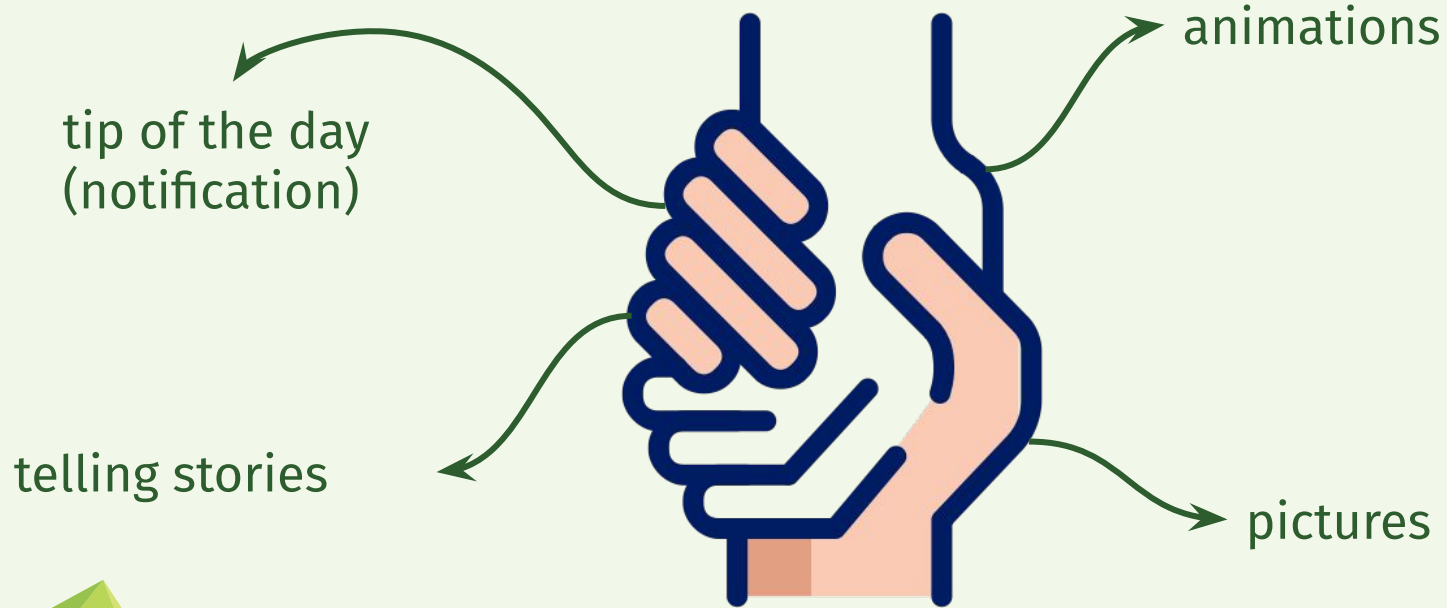


**02**

# **Explaining**



# Tips Page



**Medium Value**  
**Low Complexity**

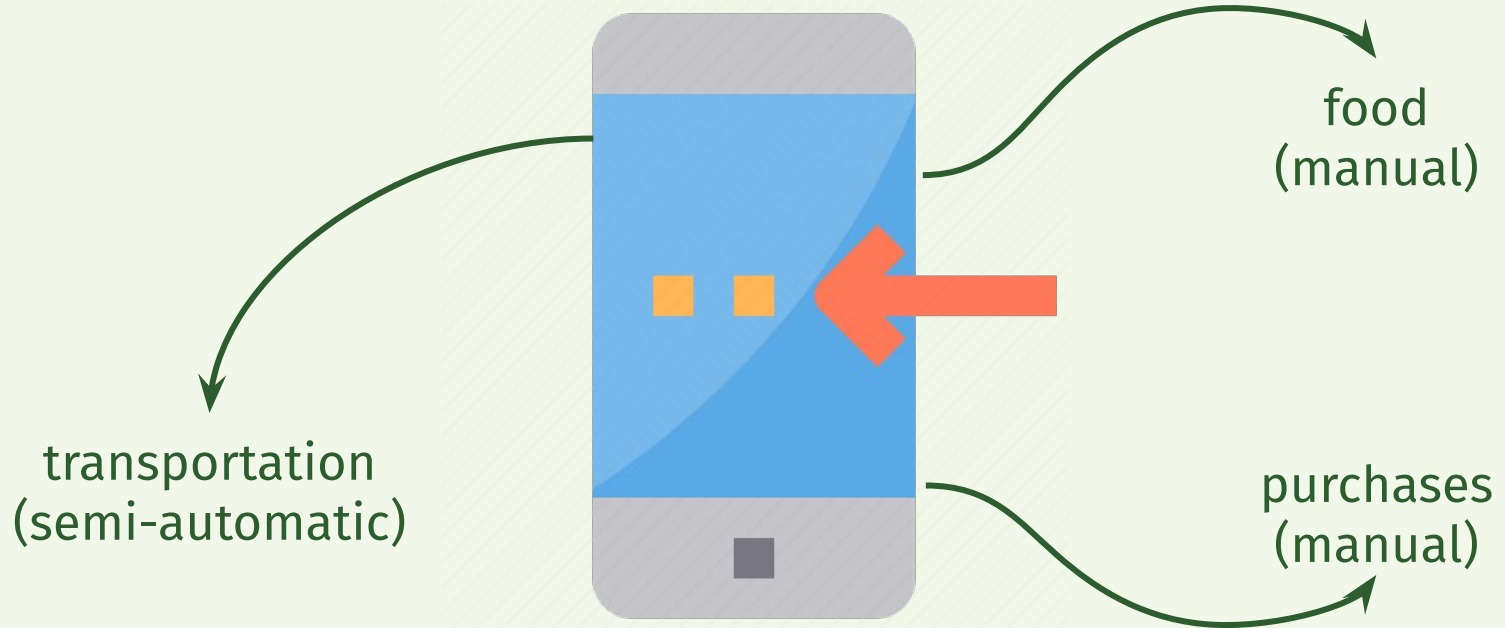


**03**

# **Personalization**



# Data Input



transportation  
(semi-automatic)

food  
(manual)

purchases  
(manual)

**High Value**  
**High Complexity**

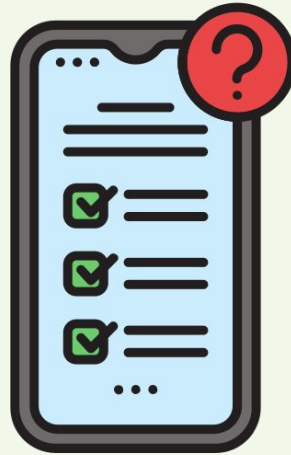


## User Profile



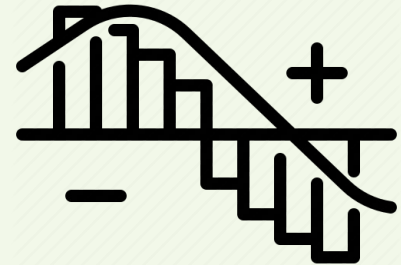
Medium Value  
Low Complexity

## Housing and Energy Survey



High Value  
Medium Complexity

## Guessing from Day Before



Medium Value  
Medium Complexity

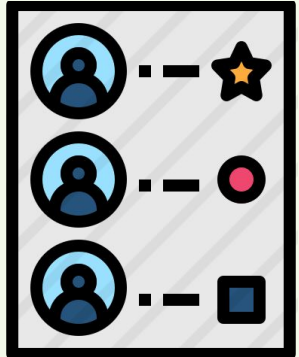
**04**

# **Community**





## Leaderboard



Medium Value  
Low Complexity

## Feed/ Followers



Low Value  
Medium Complexity

## Badges



Low Value  
Low Complexity

## Competitions/ Challenges

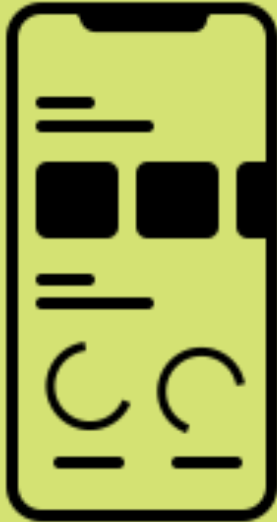


Medium Value  
Low Complexity



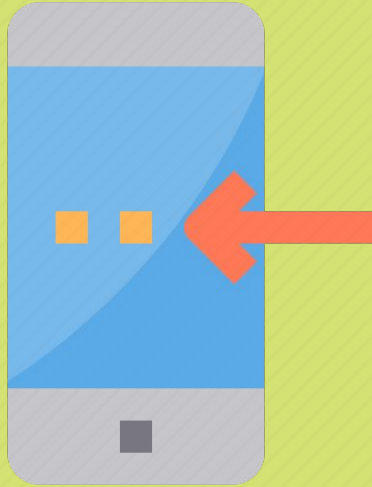


## Dashboard



High Value  
Medium Complexity

## Data Input



High Value  
High Complexity

## Housing and Energy Survey



High Value  
Medium Complexity

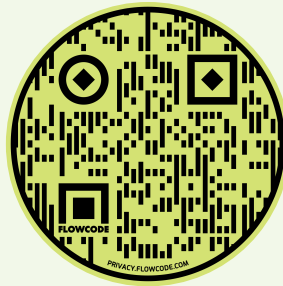


**We are just a bunch of  
geeks trying to  
change the world one  
user at a time.**



# Thanks !

Do you have any questions?



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