

User Research Plan



We are 6GEEKS!

**SAMUEL
DOMIKS**

Project Manager
ist198261

**AFONSO
FEIJÃO**

Back-End Developer
ist183418

**HELENA
ALVES**

Front-End Developer
ist180860

**TIAGO
LOPES**

Design Lead
ist186518

**BERNARDO
EICHLER**

User Research Lead
ist177988

**PATRÍCIA
PIEDADE**

Documentation Lead
ist189515



About the Project

We want to provide users with a concrete way to be more Eco Friendly, by tracking their CO₂ emissions in Transportation, Purchases, Diet, Energy and Housing, and working towards reducing them alongside their community.



01

User Research



The Plan

01

Semi-Structured Interview

Climate Activist
30 min.

02

Contextual Inquiries

3 people who track
20 - 35 min.

03

Questionnaire

Online
5 min.

04

Comparative Analysis

Capture, CO₂ Cards
and Ellie

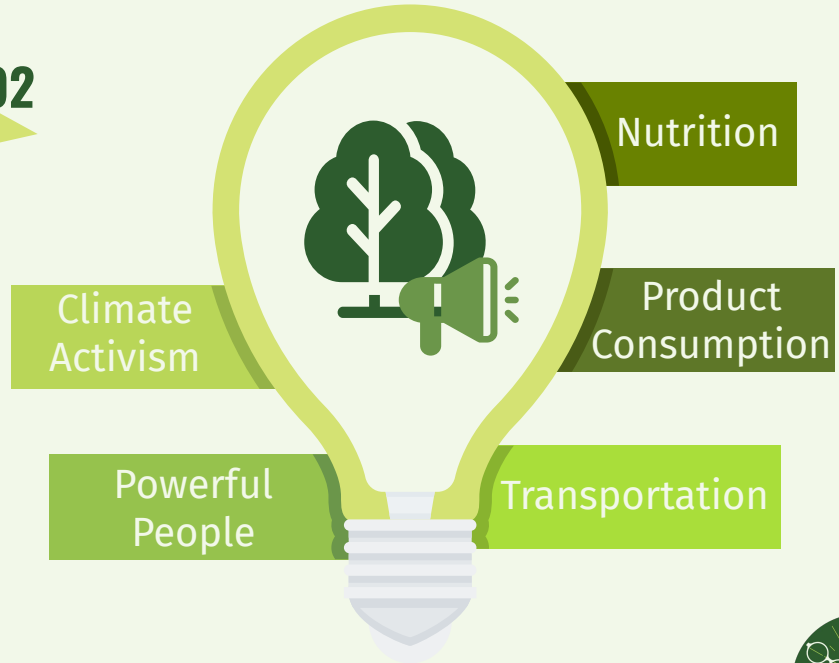


Interview with Climate Activist

**INSIGHTS ON THE
IMPORTANCE OF CO2
EMISSIONS**

**IMPORTANT
CATEGORIES FOR
TRACKING**

**BASE FOR THE
QUESTIONNAIRE**



Contextual Inquiries

3 USERS

25 - 35 min.
Note Taking.

**MENSTRUAL
CYCLE**
Manual

**STEPS/
FITNESS**
Automatic

CALORIES
Manual/
Automatic

“Feel like I did something, it felt like an achievement”

What kind of activities do you track and how do you track them?

Are there any activities which you tried to track but stopped?

“Better notion of my evolution”



Contextual Inquiries

Children

Influencers

To
Notification

Better
Lifestyle

Notifications

Not to
Notification

Reminders

Feedback

Progress

Too Many
Categories

Too Much
Info

STRANGE

MOTIVATION

AVOID

Small
Goals



Questionnaire



71% Track
on smartphones
and smartwatches

Automatic
Manual only for
lifestyle changes

62%



59% Care
all categories
equally



Minutes

5

42

Participants

Questions

10

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



Comparative Analysis

Carbon footprint & CO₂ tracker

- +5k downloads
- 3.9 Google Play rating
- Global warming algorithm
- Baseline questionnaire
- Meat and Travel
- Manual Tracking
- Offsetting and Donating
- Teams
- News and Eco tips



Ellie

- 500 downloads
- 4.5 Google Play rating
- Carbon offsetting
- Manual Tracking

CO₂ Cards

- +10k downloads
- 4.5 Google Play rating
- Gamification
- Rewards in cryptocurrency
- Trade cards with friends



02

Expectations, Needs and Context of Use



Expectations



Transportation is tracked automatically



Progress is represented visually in a graph



Personalized



Needs



Goals



**Understanding
Impact**



**Seeing
Progress**



**Compatible
Smartphone App**



Context of Use

Whenever...

Wherever...



03

Stakeholders



People who track + People who care about the environment

(essentially the same)

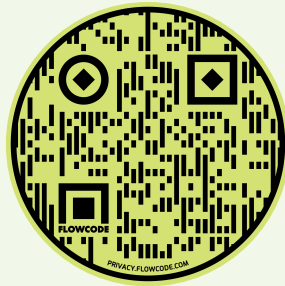


**We are just a bunch of
geeks trying to
change the world one
user at a time.**



Thanks !

Do you have any questions?



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