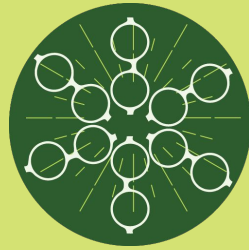


# User Research Synthesis



# 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 CO<sub>2</sub> emissions in Transportation, Purchases, Diet, Energy and Housing, and working towards reducing them alongside their community.



## The Tracker



## The Environmentalist

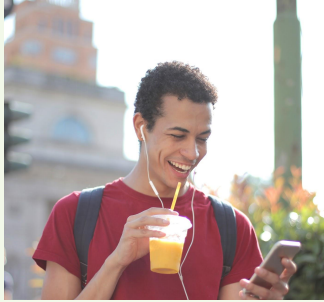


**01**

# **The Tracker**



# Jose Almeida



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

**Age:** 22

**Work:** Student

**Family:** Single

**Location:** Lisbon, Portugal

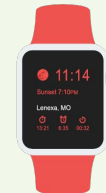
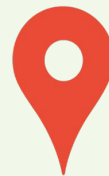
**Character:** Digital Native

## Bio

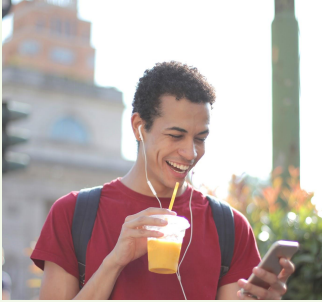
Jose is a digital native, with technology he manages to change habits for the better. He already tracks his GPS location and steps automatically, and inputs his calories manually. Since he was raised with a lot of technology, he uses it to support his daily tasks and routines. He wants to understand the data he tracks and analyze it.

For him, his phone an integral part of his daily routine, he uses it every day, on the go. Since his device is always on him, he likes having his information all in one place. Jose is an avid social media user and finds apps like instagram very intuitive. He is used ti user-generated content

## Tech



# Jose Almeida



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

## Tracking



## 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.





# Scenario





**02**

# **The Environmentalist**



# Filipa Silva



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

**Age:** 24

**Work:** Student

**Family:** Dating

**Location:** Sintra, Portugal

**Character:** Eco Lover

## Bio

Filipa is an environmentalist at heart. She is a member of her University's environmental student association. Since watching *The True Cost* and *Cowspiracy*, Filipa has tried her best make eco positive changes in her daily life. She and her friends even went to a Climate Strike in Lisbon.

She uses Twitter and Observador to stay up-to-date on news a current events and Facebook to find events related to the movements she supports. Her phone auto-tracks her steps, but she doesn't look at them much. Since high school she's been tracking her menstrual cycle in an app recommend by her favorite YouTuber. Other than that she tries to keep her life offline.

## Tech

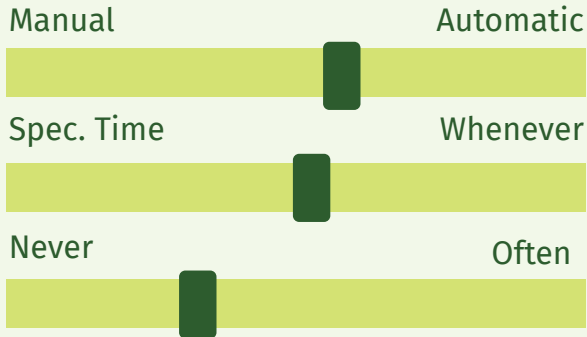


# Filipa Silva



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

## Tracking



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





# Scenario



**03**

# **Design Goals**



# Our Goals

**01**

**Present Weekly  
Progression**

**02**

**Explaining**

**03**

**Personalization**

**04**

**Community**

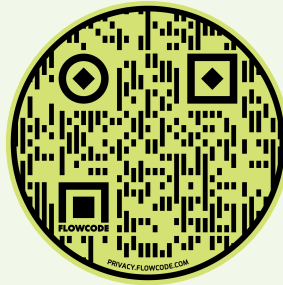


**We are just a bunch of  
geeks trying to  
change the world one  
user at a time.**



# Thanks !

Do you have any questions?



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