

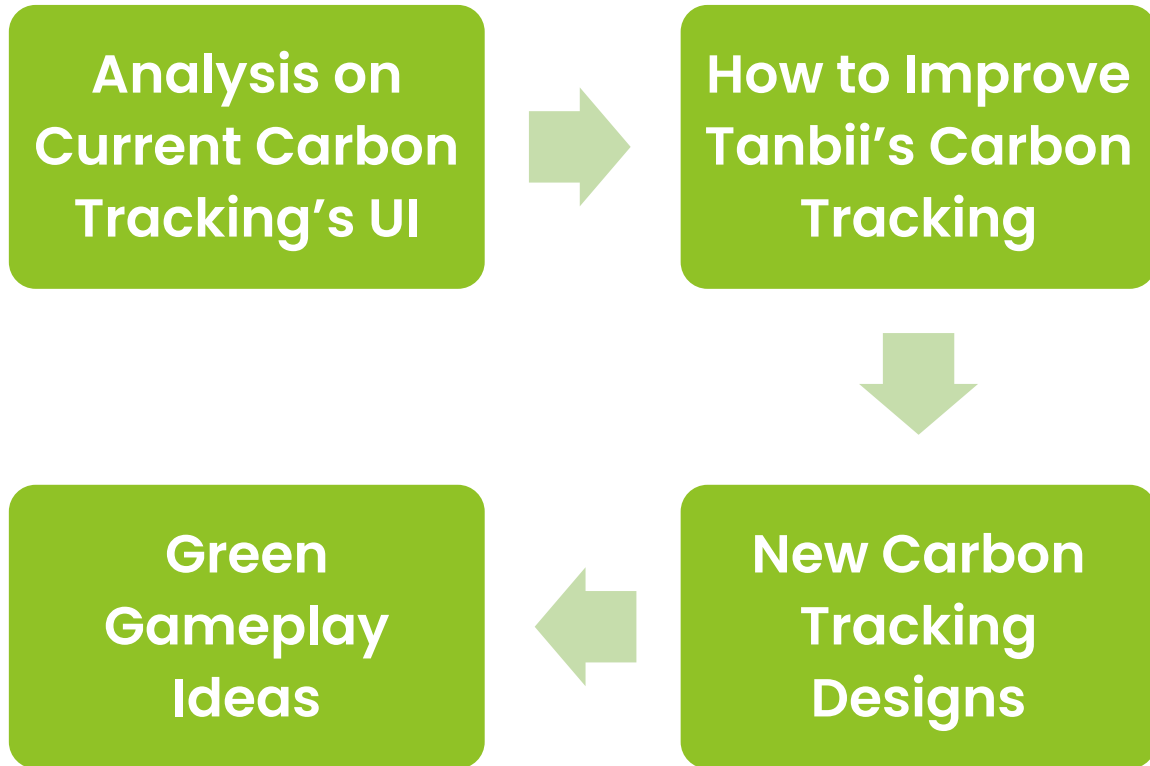


Carbon Tracking UI

Research by:

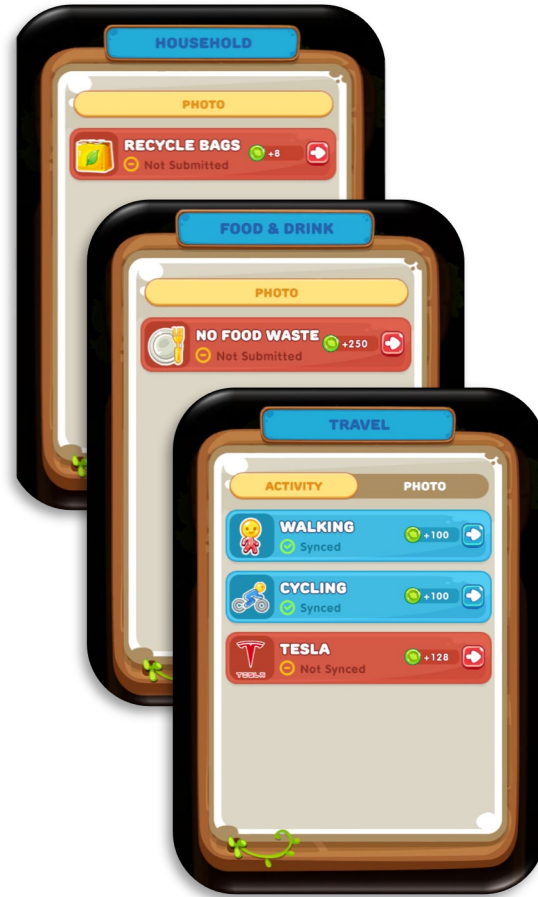
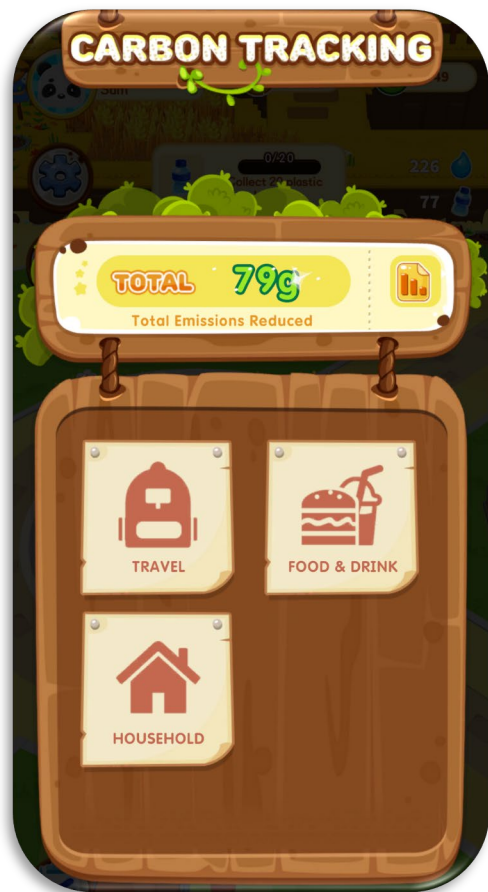
Jackie Tran, Samantha Fishburn, & Julia Cagnina

Agenda:



Current Carbon Tracking's UI, User Flow, & Mechanics

What is Good?



1. Earn Tanbii Tokens

- Adventure Sync
- Easy to use
- Inclusive
- Variety

Current Carbon Tracking's UI, User Flow, & Mechanics

What Can Be Improved?



1. **Walking & Cycling copy needs alignment adjustments.**
 - **Illustrations also have inconsistent spacing on left and right margins.**

Current Carbon Tracking's UI, User Flow, & Mechanics

What Can Be Improved?



2. Feature Seems Hidden – Needs to be Apparent



3. UI Design Gets Blocked & Has Typos

Current Carbon Tracking's UI, User Flow, & Mechanics

What Can Be Improved?



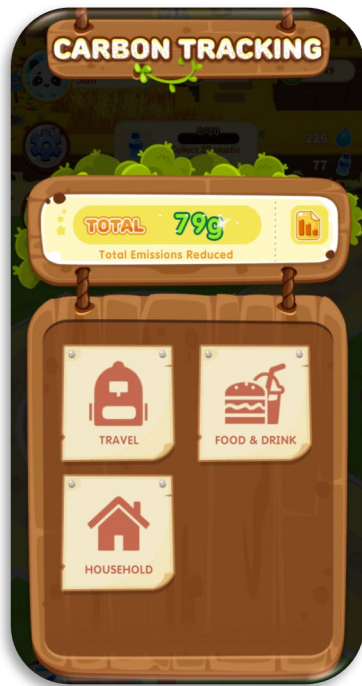
4. Instructions and Why tabs are informative but not as visually appealing, adding illustrations could be beneficial.



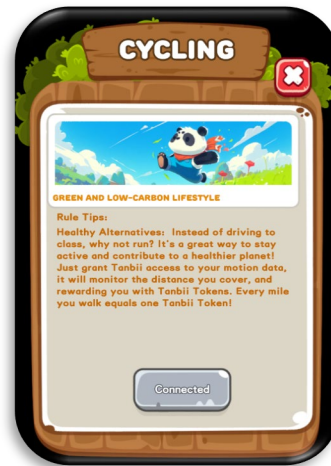
Current Carbon Tracking's UI, User Flow, & Mechanics

What Can Be Improved?

5. Design Styles not cohesive throughout menus



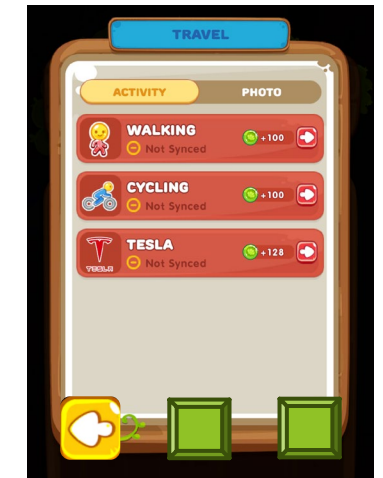
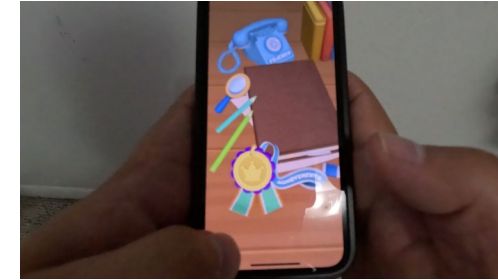
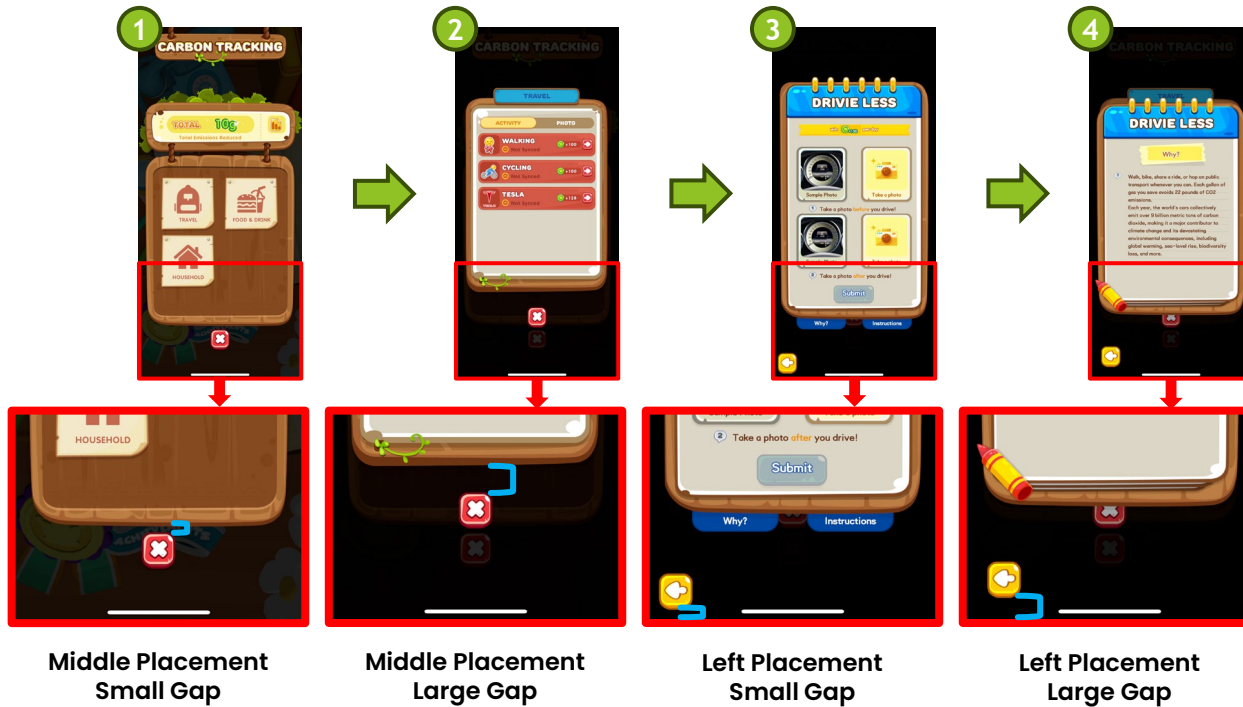
Forest Theme ✓



Notebook Theme ✗

Current Carbon Tracking's UI, User Flow, & Mechanics

What Should Be Removed?



Potential Solution

Button Placement: Inconsistent between all screens and ineffective locations.

1. **Yellow Button** should be removed from the corner and relocated for better UX.

How to Improve Tanbii's Carbon Tracking

Apps with Trending Carbon Tracking Features # 1



(Image by Klima)

Klima App ★★★★★ 4.5

- 50K+ Downloads on Google Play Store
- Reviewers appreciate transparency in project funding
- Users like knowing exactly where their contributions are going

What is this app?

- A mobile app designed to help users track and reduce their carbon footprint.

Why did we choose it?

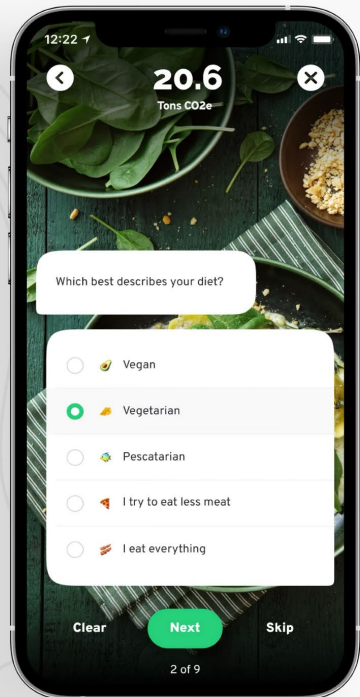
- Comprehensive tracking
- Progress Tracking / Friend Tracking
- Personalized Tips
- User-Friendly Design

How to Improve Tanbii's Carbon Tracking

Klima's Trending Carbon Tracking Features

Calculate your personal carbon footprint.

Find out what your carbon footprint looks like and easily understand the effects of your lifestyle.



(Image by Klima)

The ability to calculate various daily activities to measure a user's carbon footprint.

- Questionnaire to tailor each user's experience
- Offers tips to each user to minimize their impact

Why is this feature trendy?:

- Apps like Joro & Capture use calculations to minimize carbon footprint

• Pros 👍 :

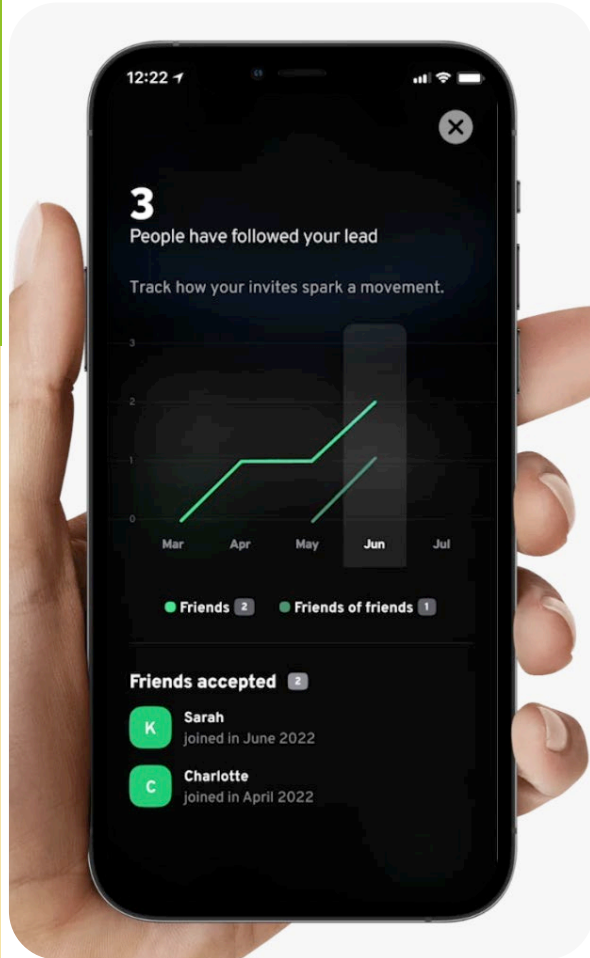
- Motivates users
- Increase awareness
- Provides personalized tips

• Cons 👎 :

- Accuracy depends on how users input their data
- May need significant user input
- Might be overwhelming without proper guidance

How to Improve Tanbii's Carbon Tracking

Klima's Trending Carbon Tracking Features



(Image by Klima)

The use of graphs to display data

- Toggle to view friend progress

Why is this feature trendy?:

- Apps like Joro & Capture use graphs to track & compare data
- Gamification increases user engagement by 60% 🎉

• **Pros** 👍 :

- More engagement
- User accountability & motivation
- Social interaction

• **Cons** 👎 :

- Potential privacy concerns
- Effectiveness relies on completeness of data input
- Consistent user participation

How to Improve Tanbii's Carbon Tracking

Apps with Trending Carbon Tracking Features #2



(Image by Nest)

Nest App ★★★★★ 4.6

- 10M+ Downloads on Google Play & App Store

What is this app?

- The Nest app allows users to control various Google Nest devices, including thermostats, security cameras, and alarm systems, all from a single interface.

Why did we choose it?

- Unified platform for energy use & sustainability
- Smart home integration capabilities
- User-friendly interface

How to Improve Tanbii's Carbon Tracking

Nest's Trending Carbon Tracking Features



Prioritize using cleaner or less expensive energy.⁷

Nest Renew⁸ is free to join and simple to get started. Just a few taps during set-up and you can start supporting a clean energy future, right from home.⁹

Learn more



(Image by Nest)

- Integrate smart home apps like Nest

Or

- Partner with utility providers to track usage

Why is this feature trendy?:

- Smart home market revenue to grow to **\$151.4** billion in 2024
- More and more apps choosing sustainable practices
- Smart home devices to reach **63** million in 2027

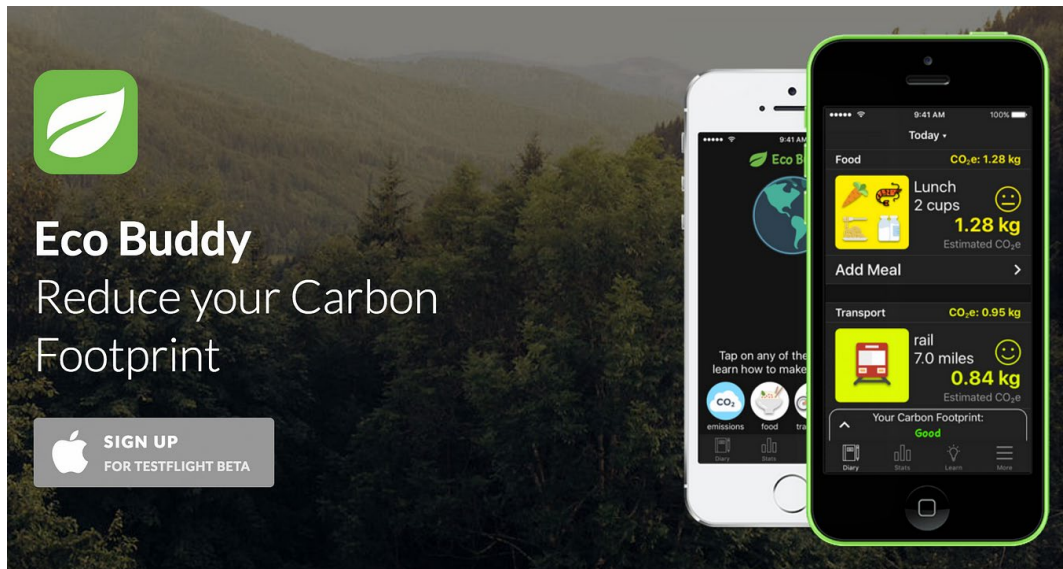
• Pros 👍 :

- More ways to track
- Awareness of daily consumption
- Accurate tracking
- Seamless integration

• Cons 👎 :

- Chance of compatibility issues
- Privacy concerns

How to Improve Tanbii's Carbon Tracking Apps with Trending Carbon Tracking Features #3



(Image by Eco Buddy)

Eco Buddy App ★★★★★ 4.0

- 40K+ Downloads on App Store

What is this app?

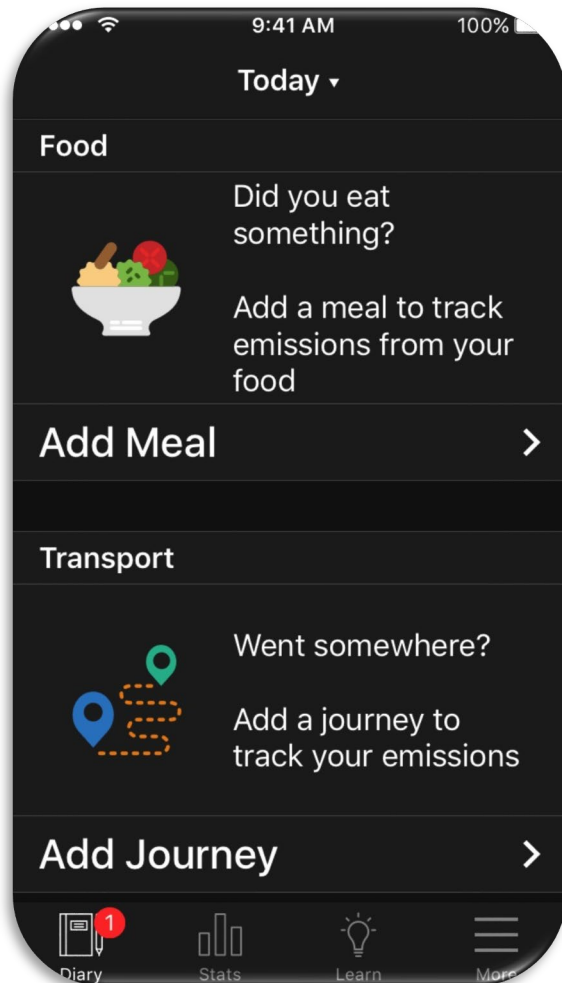
- A mobile app designed to help users track and reduce their carbon footprint.

Why did we choose it?

- Personal Eco-Challenges and Rewards System

How to Improve Tanbii's Carbon Tracking

Eco Buddy's Trending Carbon Tracking Features



(Image by _ecobuddyapp.com)

**Behavior Change:
Habit Formation
and Impact awareness**

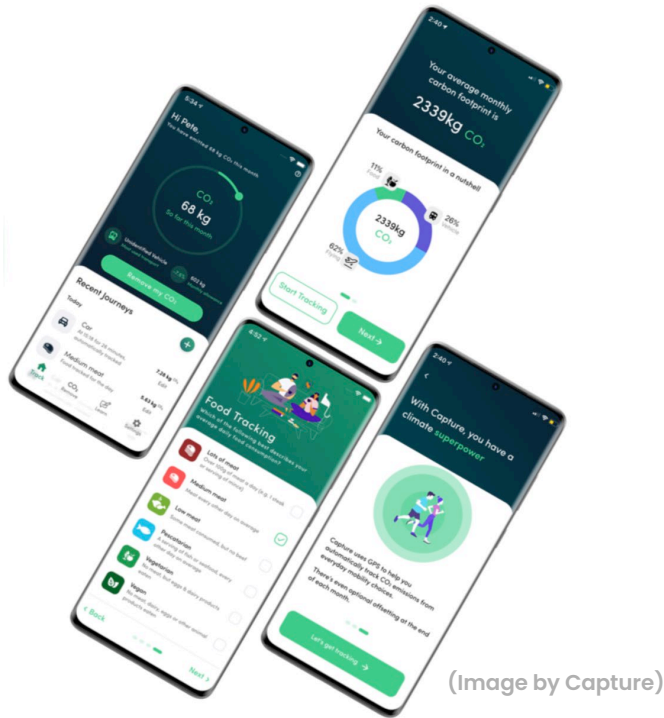
Why is this feature trendy?:

- Regular challenges help users form sustainable habits.
- Tracking progress helps users understand the impact of their actions, reinforcing positive behavior.

- **Pros** 👍 :
 - Progress Tracking
 - Incentives
 - Competition
 - Practical Learning
 - Daily Use
- **Cons** 👎 :
 - Only in UK but growing

How to Improve Tanbii's Carbon Tracking

Apps with Trending Carbon Tracking Features #4



What is this app and why did we choose it?

- A mobile app designed to track users' carbon footprint, particularly with transportation using GPS data.

Why did we choose it?

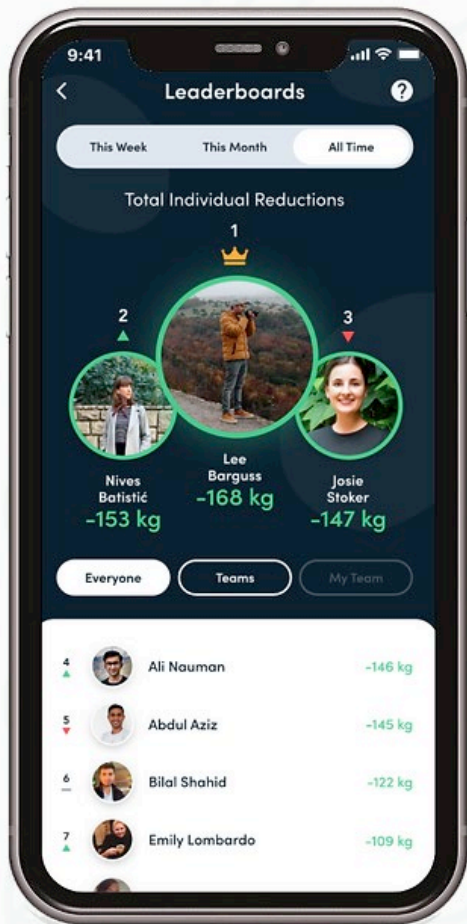
- Provides real-time feedback on emissions
- Encourages reduction
- Good example of promoting sustainability

Capture App

- 80K+ Downloads on Google Play & App Store
- Currently unavailable in our region

How to Improve Tanbii's Carbon Tracking

Capture's Trending Carbon Tracking Features



(Image by Capture)

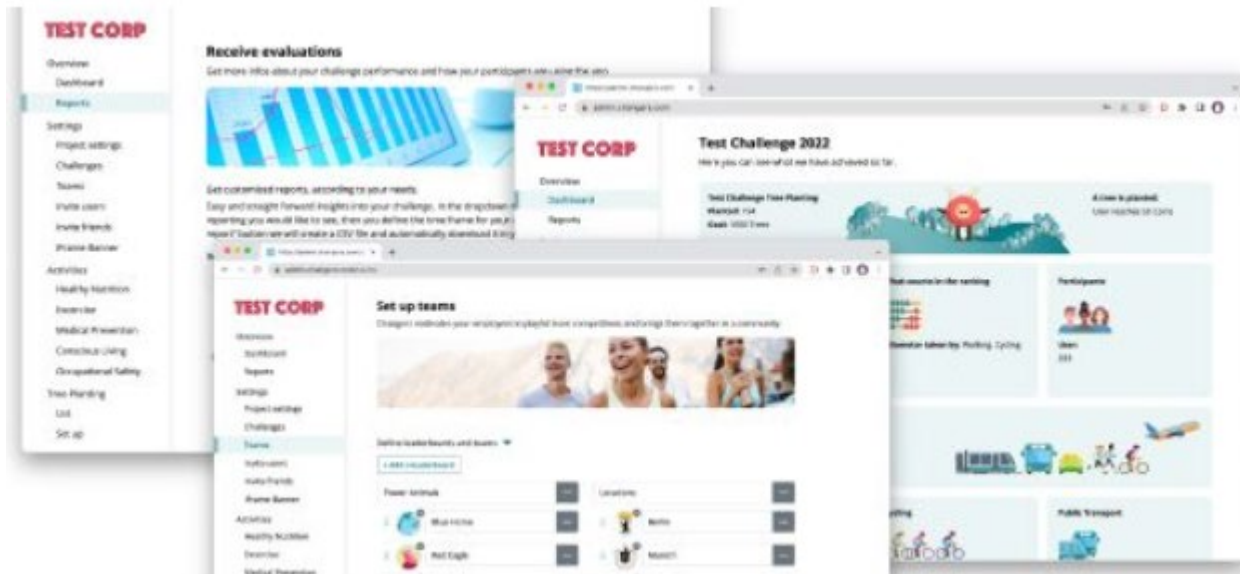
Leaderboards for further engagement & competition

Why is this feature trendy?:

- Use of gamification
- Shown in about 90% of mobile games
- Keeps users coming back

- **Pros** 👍 :
 - Drive engagement with competition
 - More engagement
 - Build community
- **Cons** 👎 :
 - Privacy concerns
 - Data accuracy

How to Improve Tanbii's Carbon Tracking Apps with Trending Carbon Tracking Features #5



What is this app?

- Combines workplace health promotion with corporate social responsibilities

Why did we choose it?

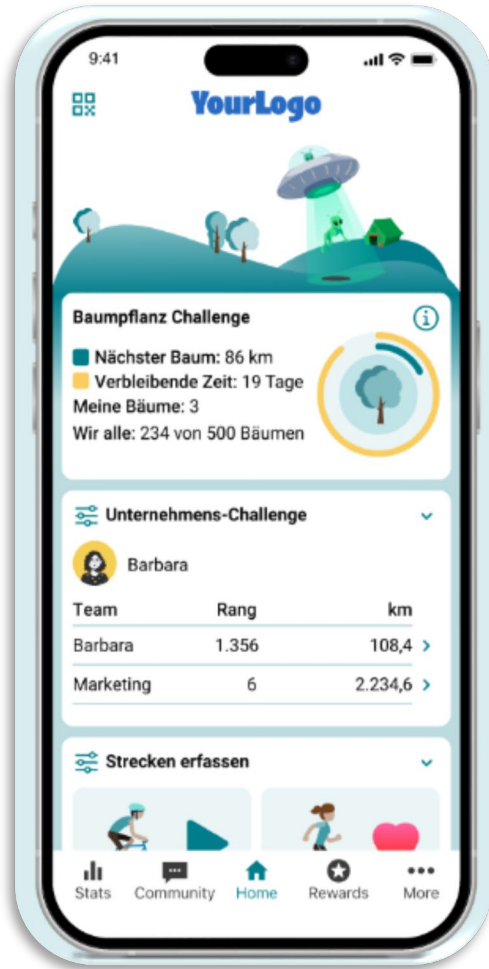
- Customization options for both companies and their employees
- Educate users with workout videos, guided meditation, and recipes.
- Flexibility and Personalization

Changers CO2 Fit App

- 5K Downloads on Google Play ★★★★★ 4.0

How to Improve Tanbii's Carbon Tracking

Changers CO2 Fit App Trending Carbon Tracking Features



(Image bchangers.com)

Community Challenges and Competitions

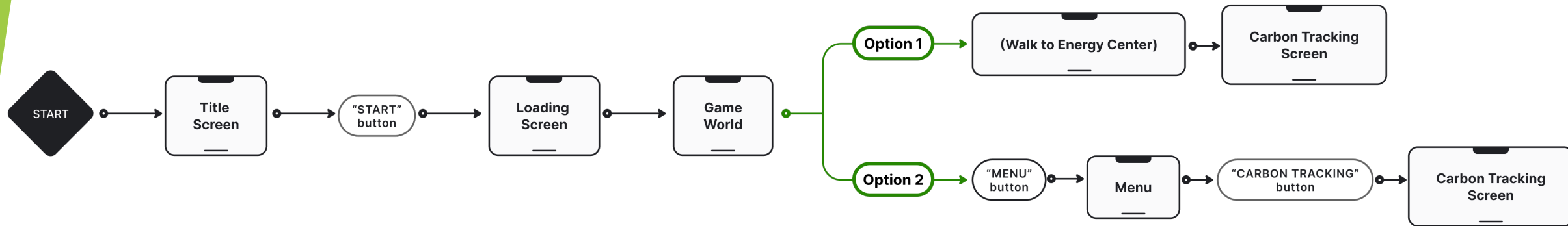
Why is this feature trendy?:

- a fun, engaging, and socially connected way to contribute to environmental sustainability

- Pros 👍 :
 - Social Engagement
 - Gamification
 - Real-time Tracking and Feedback
 - Educational Aspect
 - Flexibility and Variety
- Cons 👎 :
 - Company use only

New Carbon Tracking Design Suggestions

Current User Flow



Open Carbon Tracking screen either by:

1. Walking to it through game world
2. Opening the menu page once game world is loaded

Why is this not favorable?:

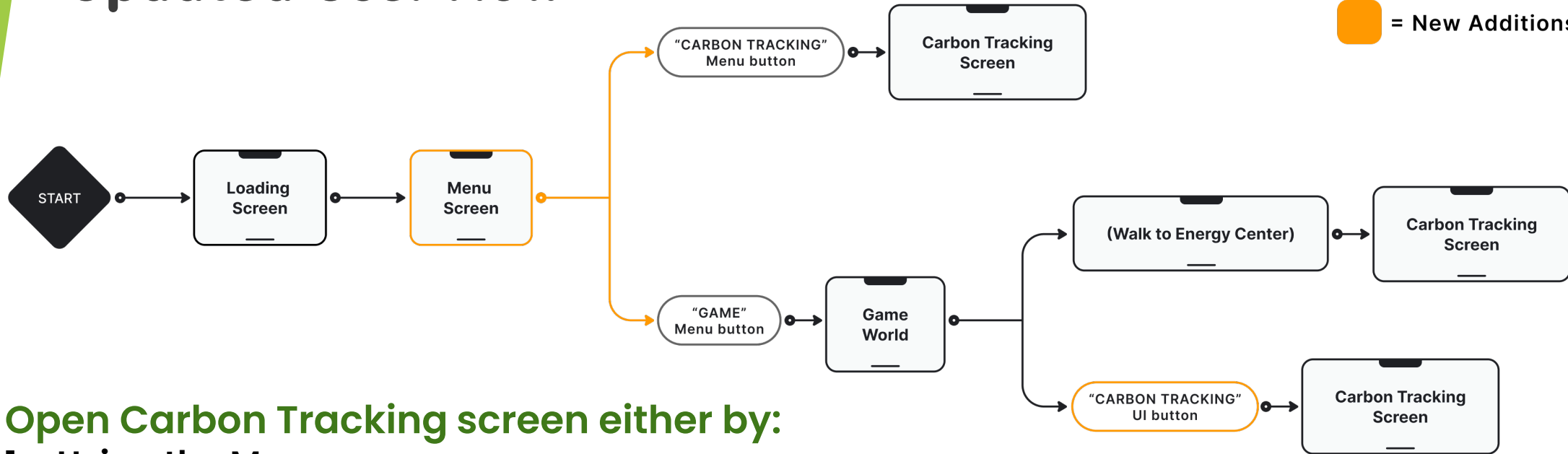
- 👎 Skips over carbon tracking feature completely—no mention
- 👎 No choice if users do not want to launch game first
- 👎 Users may forget about feature altogether

New Carbon Tracking Design Suggestions

Updated User Flow

KEY




 = New Additions



Open Carbon Tracking screen either by:

1. Using the Menu
2. Walking to it through game world
3. Selecting the "Carbon Tracking" Button (to be added in-game)

Why this is favorable:

-  Less steps to launch game
-  Gives users control & option to play or check their carbon tracking progress
-  Streamlined process to reduce backtracking

New Carbon Tracking Design Suggestions

New Features Consensus

Features	Julia	Sam	Sky	Jackie	Average Rank
A	2	1	4	4	2.75
B	1	2	1	3	1.75
C	6	4	6	6	5.50
D	3	3	2	5	3.25
E	4	6	3	2	3.75
F	5	5	5	1	4.00

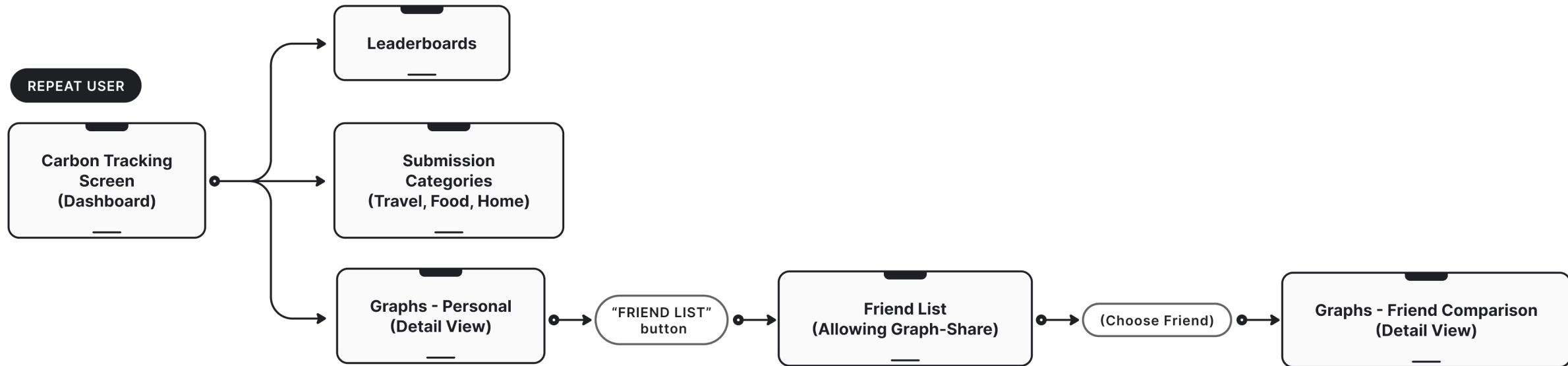
Features A and D were combined due to idea similarity

New Features:

- A. Carbon Footprint Calculator (Klima) 2
- B. Visual Data (Graphs) Representation (Klima) 1
- C. Smart Home App Integration (Nest)
- D. Behavior Change (Eco Buddy) 2
- E. Leaderboard Gamification (Capture) 3
- F. Community Challenge & Competitions (Changers CO2 Fit)

New Carbon Tracking Design Suggestions

User Flow for New Features in Carbon Tracking Section

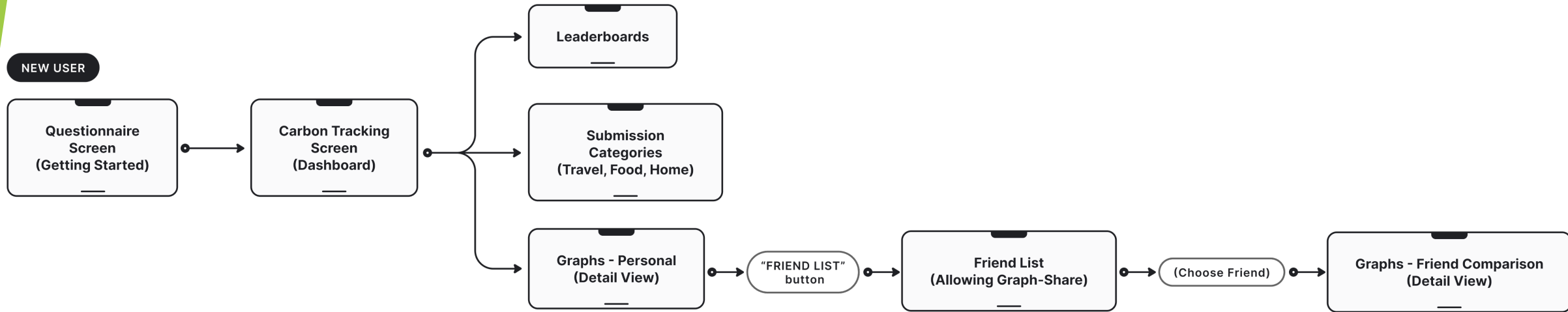


New Features for Repeat Users:

1. Leaderboards
2. New Submission section
3. Graphs
4. Friend List (Progress Sharing)

New Carbon Tracking Design Suggestions

User Flow for New Users



New Features for New Users:

1. Questionnaire to get to know user's lifestyle and daily choices
2. Results of individual emissions report

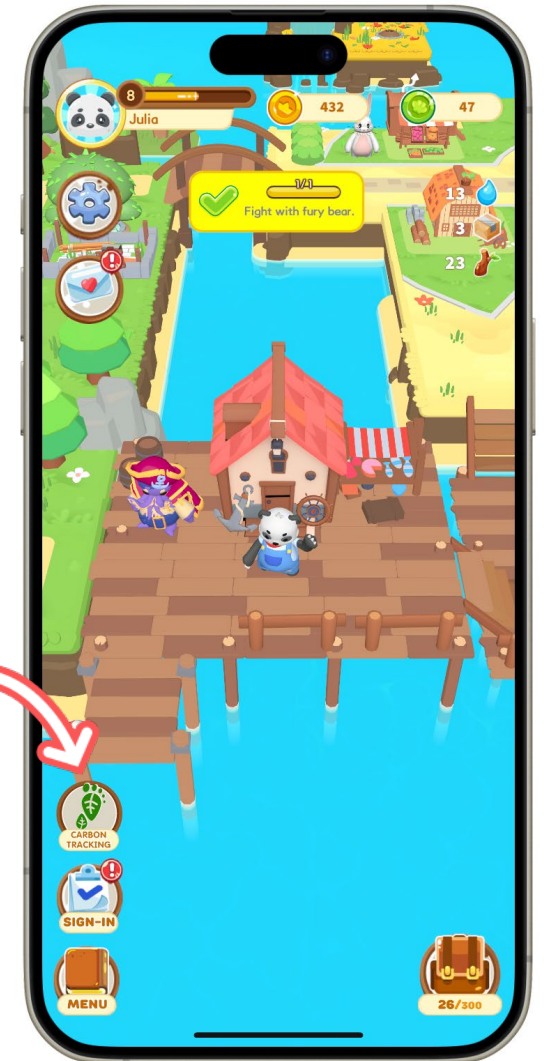
New Carbon Tracking Design Suggestions

Updated Wireframes – Navigating to Carbon Tracking Feature



Logo now placed on Loading Screen for a more complete composition.

Carbon Tracking is a main component of Tanbii. Adding it as a button is crucial for users to have direct access.



New Carbon Tracking Design Suggestions

Updated Wireframes – For New Users

Once new users open the Carbon Tracking feature for the first time, they will be prompted to answer a short questionnaire.

This will personalize their tracking experience and implement the individual's lifestyle data accurately.

The wireframe shows a mobile app interface for a questionnaire. At the top, there is a progress meter labeled "(Progress Meter) 1/5" with a horizontal bar. Below this is a question box containing the text "Question" and "1. What is your most used method of travel?". Underneath the question is a list of five transportation options, each with an icon and a text input field: a person walking, a bicycle, a car, a bus, and a train. At the bottom right of the screen is a "Next" button.

Example questions to be asked:

1. What is your most used method of travel?
2. How often do you consume meat or animal products?
3. How do you heat and cool your home (e.g., electricity, natural gas, oil)?
4. How often do you buy new clothes or electronics, and how do you dispose of old items?
5. How long are your average showers, and how often do you run dishwashers or washing machines per week?

New Carbon Tracking Design Suggestions

New Wireframes – New Users Continued

(Progress Meter)
1/5

Question
1. What is your most used method of travel?

Next

After the questionnaire, new users will get results on how their lifestyle and daily actions impact the Earth.



Your Result
Last updated: July 29, 2024

8.25
Tons of CO₂

How do you compare?

8.25 tons	19.5 tons	4.5 tons
You	U.S. Avg	World Avg

Tips to Reduce your Footprint

- _____
- _____
- _____

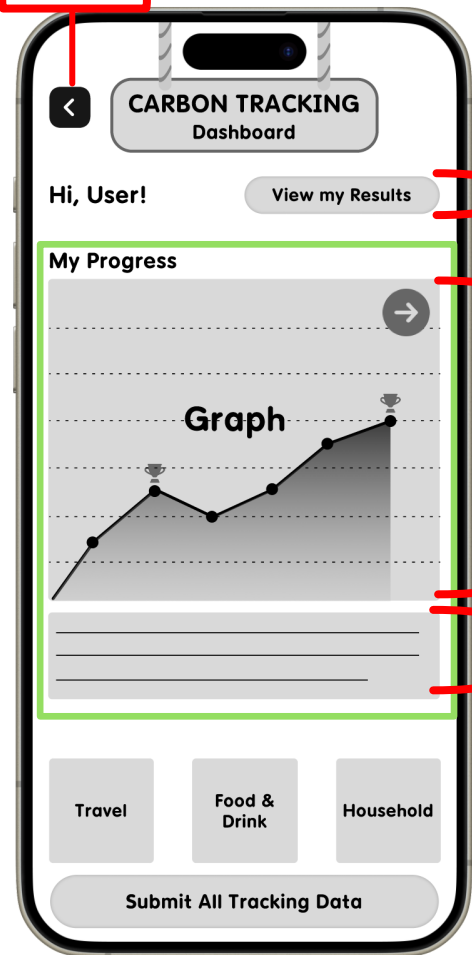
X

New Carbon Tracking Design Suggestions

New Wireframes – The New Dashboard

The Dashboard will be central hub of all Carbon Tracking functions

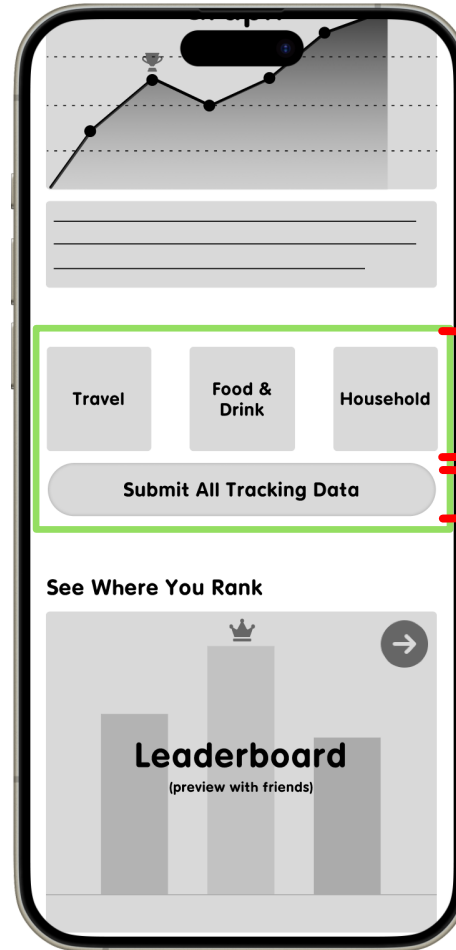
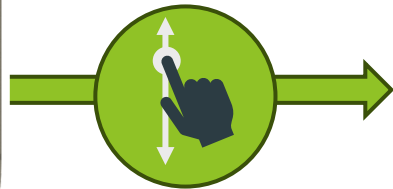
Back button



Tap to go back to questionnaire results

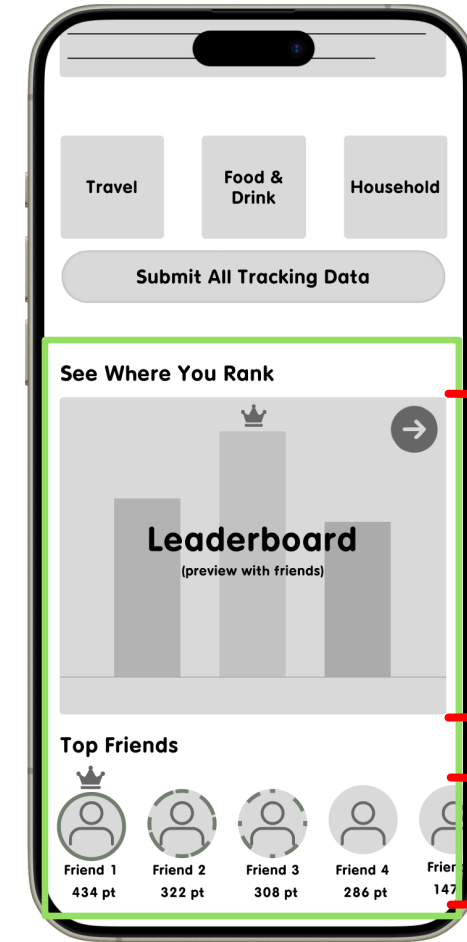
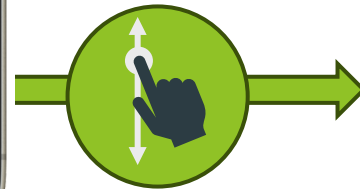
Tap on the graph for the detailed page

Brief overview of graph data



Shortcut buttons to submit data

Button to view detailed submission page



Tap on the leaderboard for the detailed page

Friend's List to show who has the most points

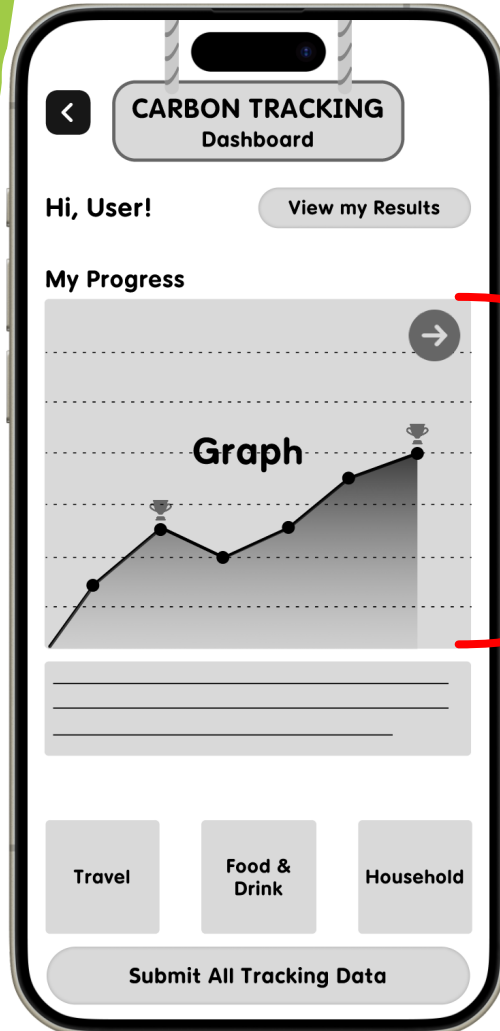
The graph will show tracking data and points progress

Section to submit tracking data

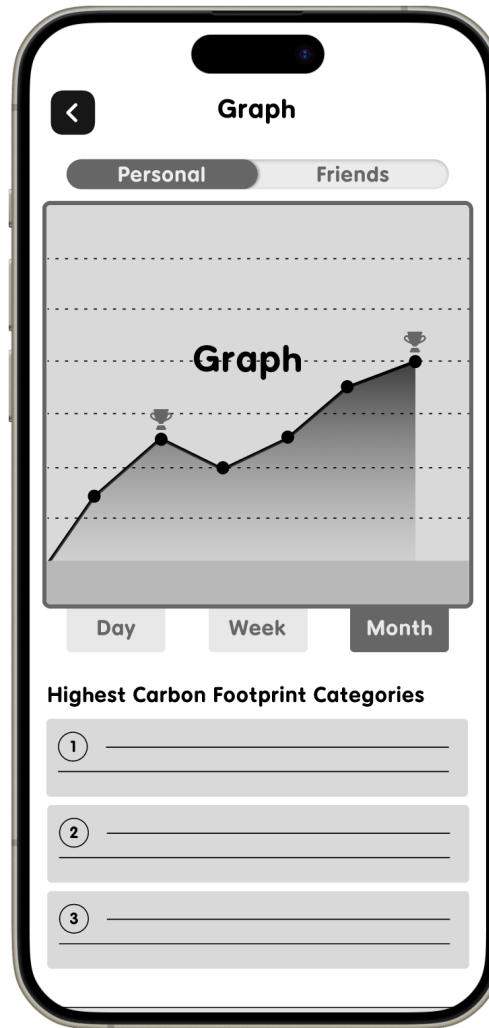
Leaderboard section to show rankings and create competition

New Carbon Tracking Design Suggestions

New Wireframes – Graph (Personal View)

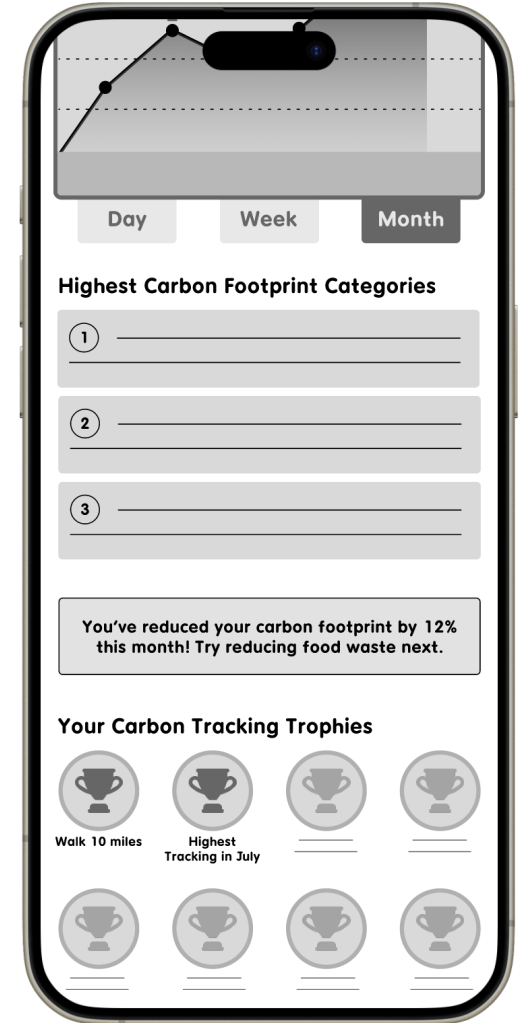
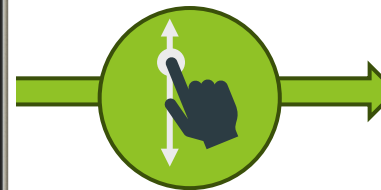


Tapping the Graph widget leads to the Graph detail page



Includes insights on graph data such as:

- Day/Week/Month views
- Which areas had the highest usage
- An actionable insight
- Trophies for achieving milestones



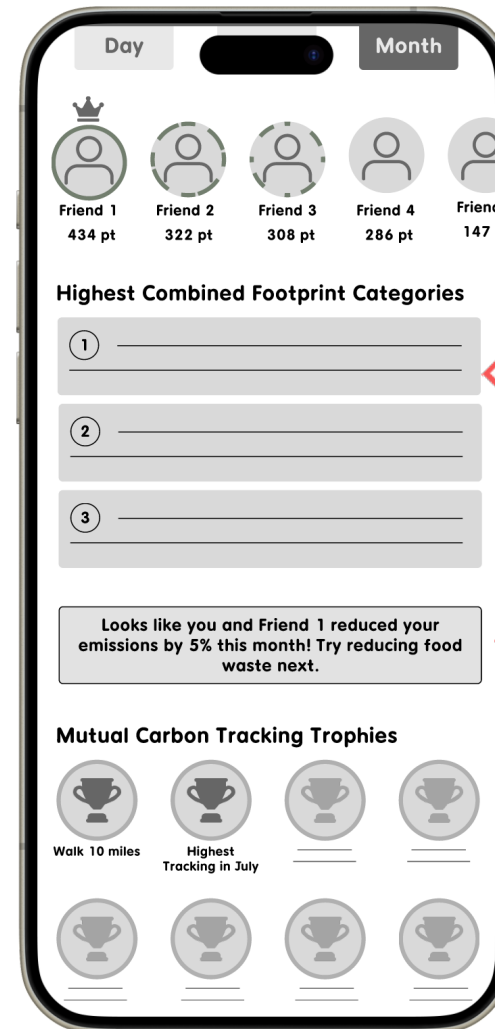
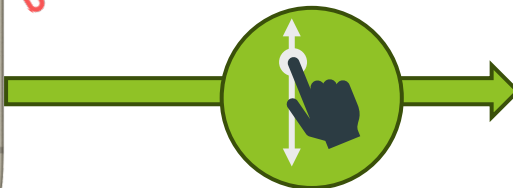
New Carbon Tracking Design Suggestions

New Wireframes – Graph (Friend View)



With Friends toggle on, users can choose which Friends to compare on the graph.

Choose which friend to compare



All insights will be adapted to compare to friend's data as well.

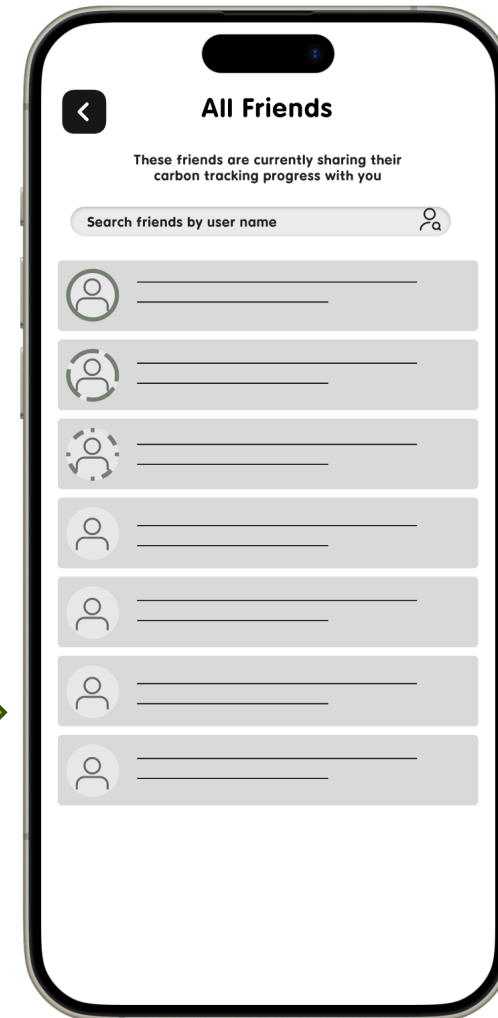
New Carbon Tracking Design Suggestions

New Wireframes – Graph (Selecting More Friends)



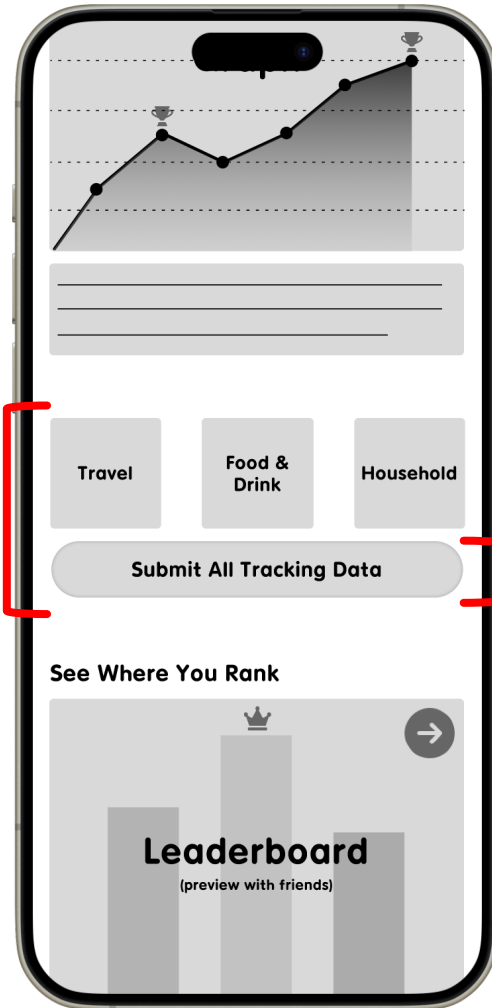
Under the Friend's comparison graph, users can view data from all friends that allow sharing.

- See All Friends button to show full list



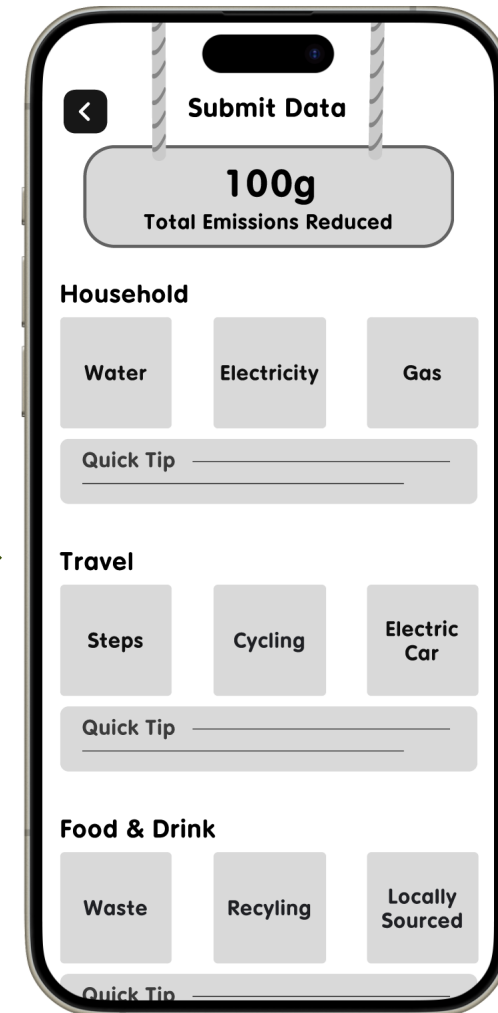
New Carbon Tracking Design Suggestions

New Wireframes – Submitting Tracking Data



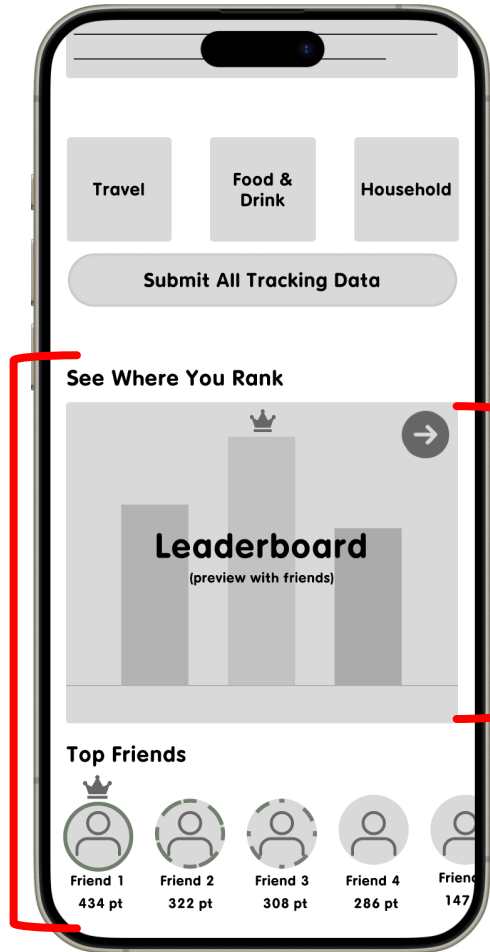
Section for submitting tracking data

- Quick buttons for main categories
- 'Submit All' button to view detailed screen with all options

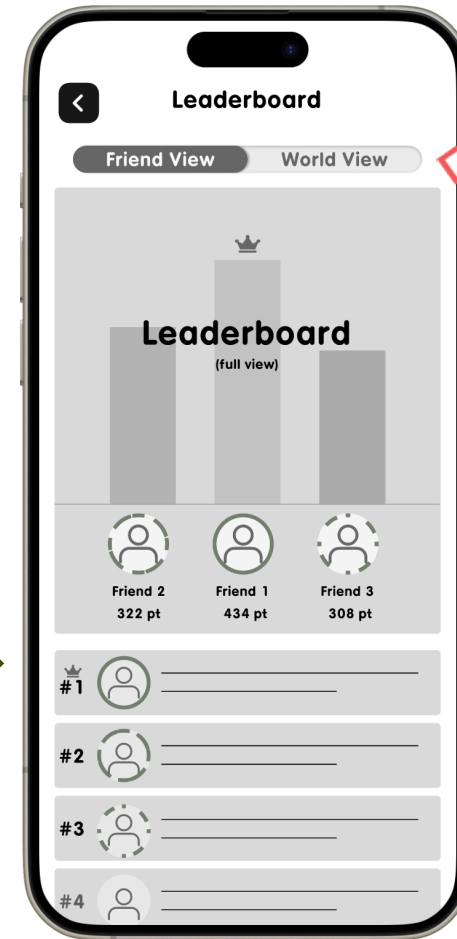


New Carbon Tracking Design Suggestions

New Wireframes – Leaderboard



From the Dashboard, users can scroll down and tap on the leaderboard for detailed view.



Users can toggle between Friend and World Views.

New Carbon Tracking Design Suggestions

High-Fidelity Mockups – New User Questionnaire & Result Page



Questionnaire Screen

- Short survey with progress meter
- Emojis/icons added for context



Results Screen

- Results page can be updated monthly or quarterly for any new lifestyle
- Short surveys each time

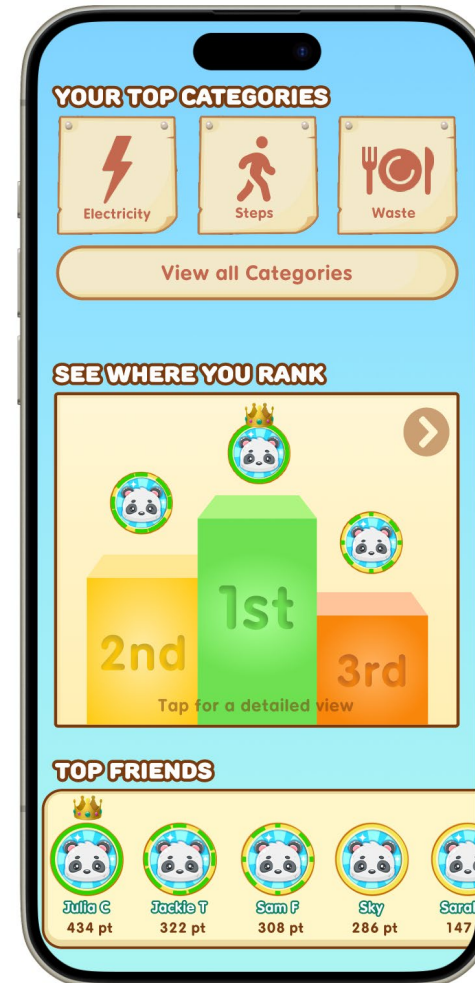
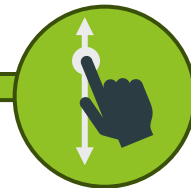
New Carbon Tracking Design Suggestions

High-Fidelity Mockups – Dashboard



View my Results button to see Results page

Graph includes overview of insights & total emissions



'Top Categories' show user's most used tracking methods

- Tapping these shortcut buttons will direct users to the respective submission pages

'View all Categories' button to go to main Submit Data page

Easily see which friends are leading the leaderboard.

Dashboard Screen

Dashboard Screen Continued

New Carbon Tracking Design Suggestions

High-Fidelity Mockups – Graph Page



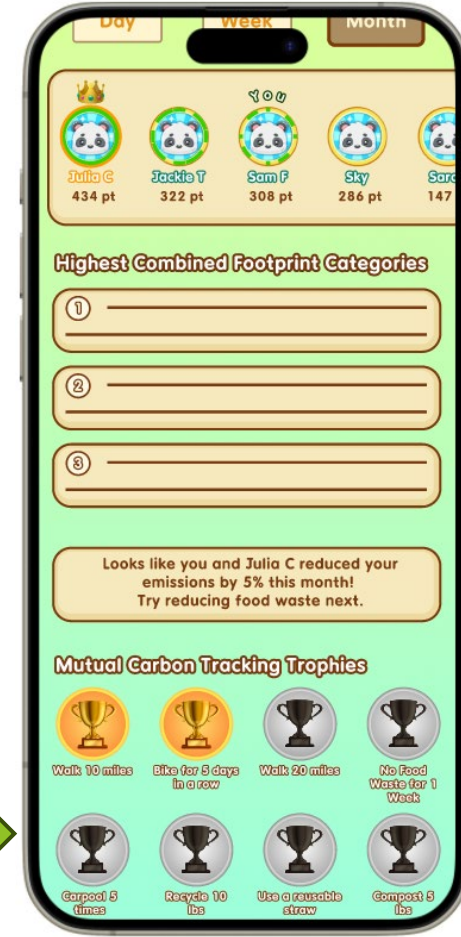
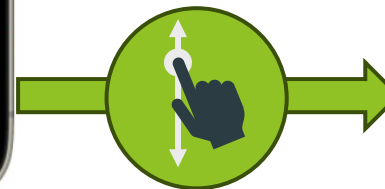
Dashboard Screen

Tap on graph from dashboard



Graph Screen

- Added labeled axes
- Selected friend indicated by yellow ring & name outline



Graph Screen Continued³⁶

Trophies earned are specific to Carbon Tracking

New Carbon Tracking Design Suggestions

High-Fidelity Mockups – Submission Page



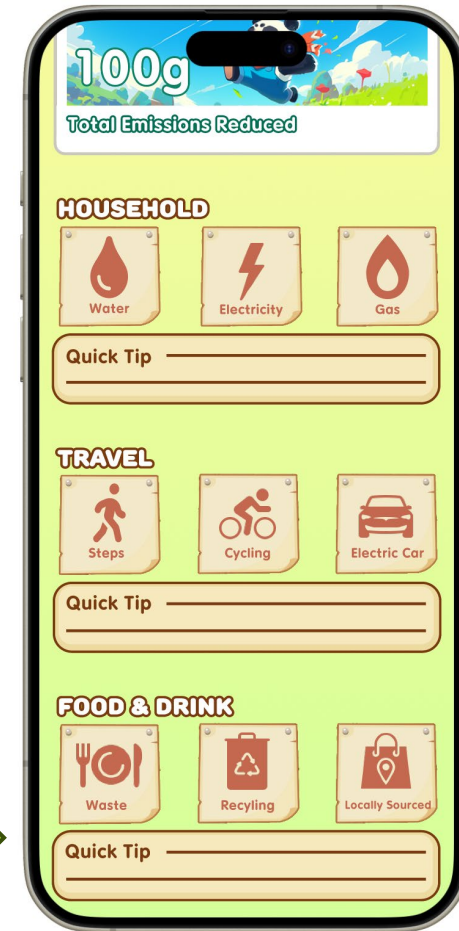
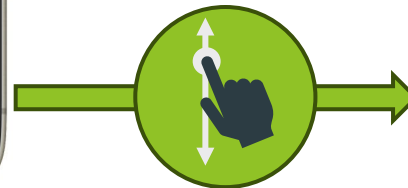
Dashboard Screen Continued

Tap on button from dashboard



Submit Data Screen

- Total emissions reduced displayed on top
- Submission data organized by categories

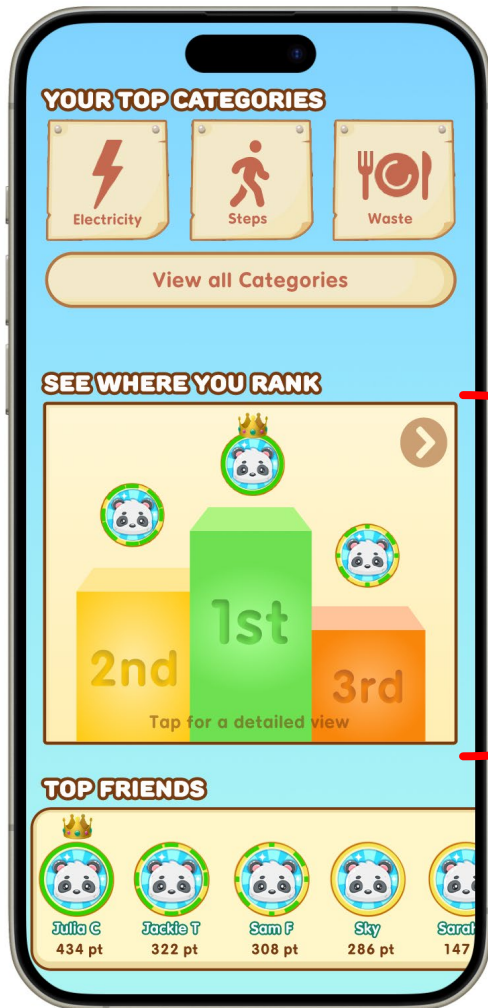


Submit Data Screen Continued

- Targeted tips offered to users for greater carbon emission reduction

New Carbon Tracking Design Suggestions

High-Fidelity Mockups – Leaderboard Page



Tap on Leaderboard from Dashboard



- Toggle between Friend and World Views
- Point values included for all friends
- User is indicated in the list by yellow highlight

Dashboard Screen Continued

Leaderboard Screen

Green Gameplay Ideas

Incorporating Green Messages

- **Narrative Integration:**
 - Weave environmental themes into the game's storyline and quests.
- **Eco-Challenges:**
 - Introduce in-game challenges focused on eco-friendly tasks.
- **Educational Content:**
 - Include facts, tips, and mini-games that educate players on environmental issues.



Green Gameplay Ideas

Potential Green Gameplays for Tanbii

- **Sustainable City Builder**
 - Players build and manage an eco-friendly city.
- **Carbon Footprint Quests**
 - Quests that reduce the player's in-game carbon footprint.
- **Virtual Eco-garden**
 - Players grow a garden by completing real-life eco-friendly tasks.



Green Gameplay Ideas

Potential Green Gameplays for Tanbii

- **House Plants as Positive Contributors**
 - Games that educate players about the benefits of house plants.
- **Green Rewards System**
 - Rewards linked to real-life eco-friendly actions.



Green Gameplay Ideas

Partnering with Businesses

- **Local Business Collaborations**
 - Partner with nearby businesses to offer rewards.
- **Real-Life Rewards**
 - Redeem in-game points for real-life products.



Other Final Thoughts

- ▶ **Change 'Energy Center' name to 'Carbon Tracking' since it opens to the new dashboard**
 - ▶ **Creates cohesiveness**
 - ▶ **Gets rid of disconnect through using energy centers vs Carbon Tracking menu section (in original design)**
 - ▶ **Make sure title is above the building in the game world**
- ▶ **Make spawn point near these centers in the game world**
- ▶ **Add these centers in every biome**
 - ▶ **Reiterates that players should make eco actions to track**



Thank you

From Team Green Beans:

Jackie Tran

Samantha Fishburn

Julia Cagnina

References

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