Drop: Concept Video Writeup

Mathieu Rolfo - development
Megan Lu - design, user testing
Kelsey Josund - manager, documentation

Get people interested in their impact on the environment through visuals and comparisons, then spur action to reduce that impact with links to political campaigns.

Overview

Much has been said about the benefits of living "greener," but few people take significant action in that direction. This open problem is the inspiration behind our app, which is intended to help people increase their awareness about their resource usage and motivate change. Our team believes that one of the fundamental causes of wasteful and resource-inefficient behavior is users' general lack of context for thinking about resource usage. People rarely see comparisons between their own usage and others', which prevents them from making information-driven behavioral changes. Most people aren't even told where their electricity, water, and gas come from: the tendency for resources to be commoditized rather than visualized prevents consumers from seeing the bigger picture of how wide a web personal actions can cast. Our app will offer layers of features that encourage behavior change, such as a hub for all of their personal energy information, and side-by-side comparisons to other app-users in the region to bring out competitive impulses. Additionally, this app is ideally situated to offer extra services, like information about ongoing ballot votes and environment issues disputed that affect the supply chain of their resources.

User Interface Designs

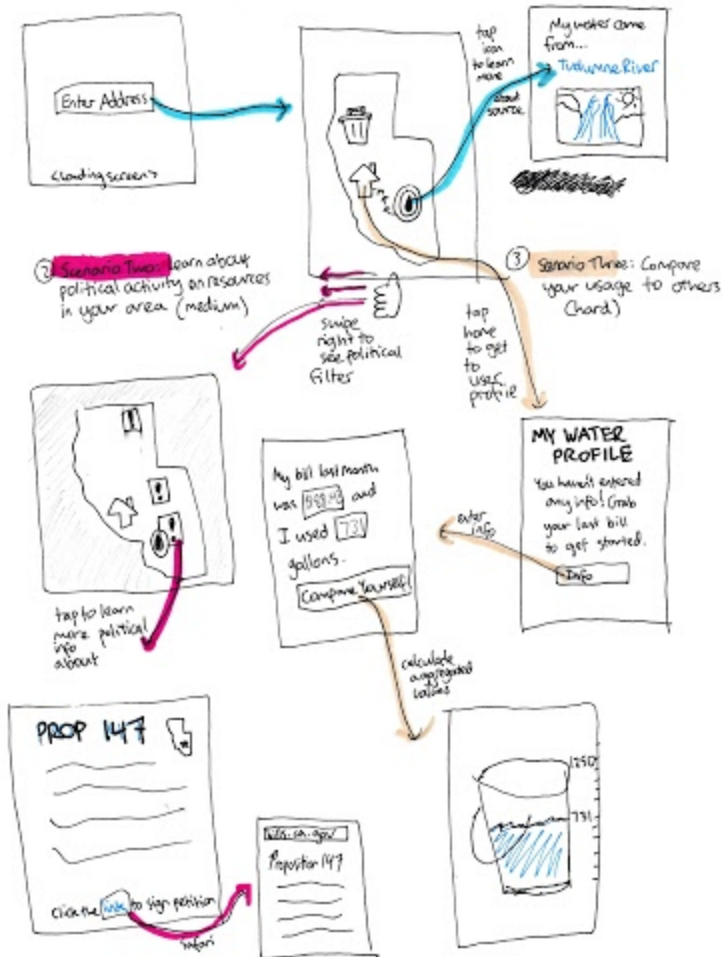## Design One
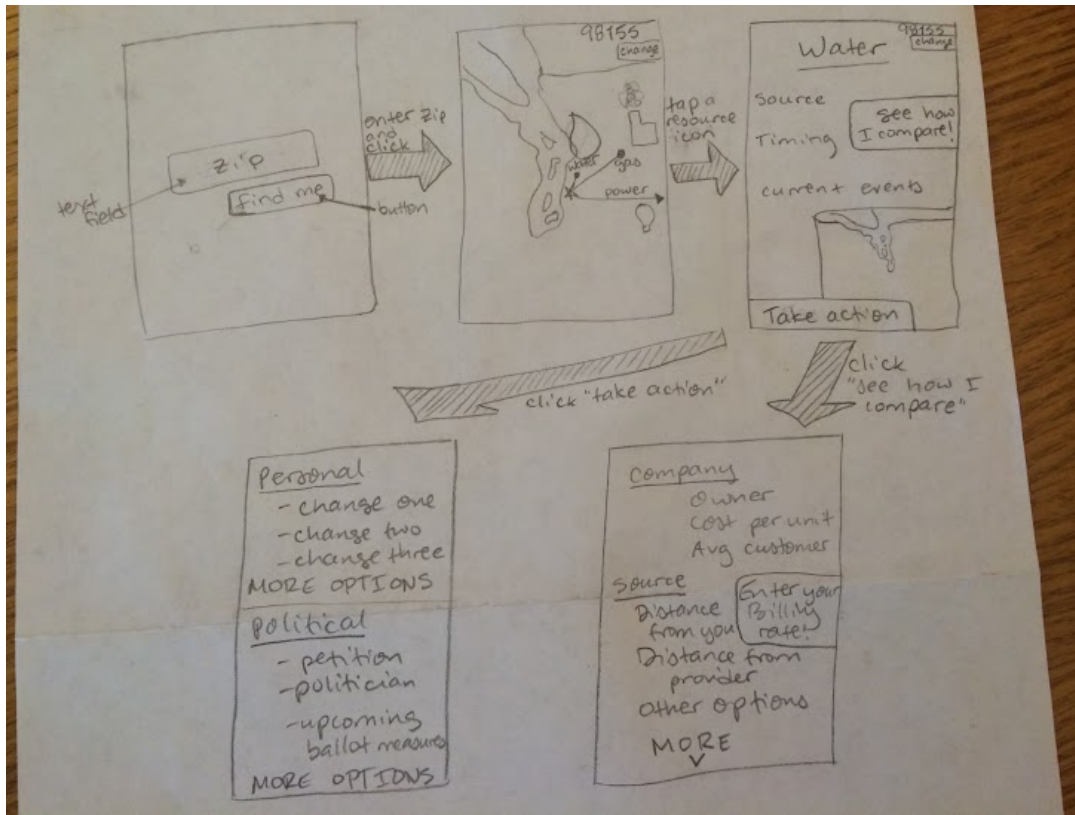
Design Two

Rationale

We selected the second design, because it put more emphasis on visuals over a numerical/tabular approach to displaying information to the consumer. We wanted our application to be functional for all levels of user-inputted information: it should yield meaningful results if you only put in your zipcode or choose to input your energy bills for the past year. Our first design focused on resource use tracking, which sets a much higher barrier to entry for new users. Additionally, we thought it was more important to give users information about the politics and ongoing activism about resources that affected them than to compare and contrast utility providers, as we did in the first design. The second design emphasized the sources rather than the providers and made our app focus on education and action rather than use minimization.

Functionality Table

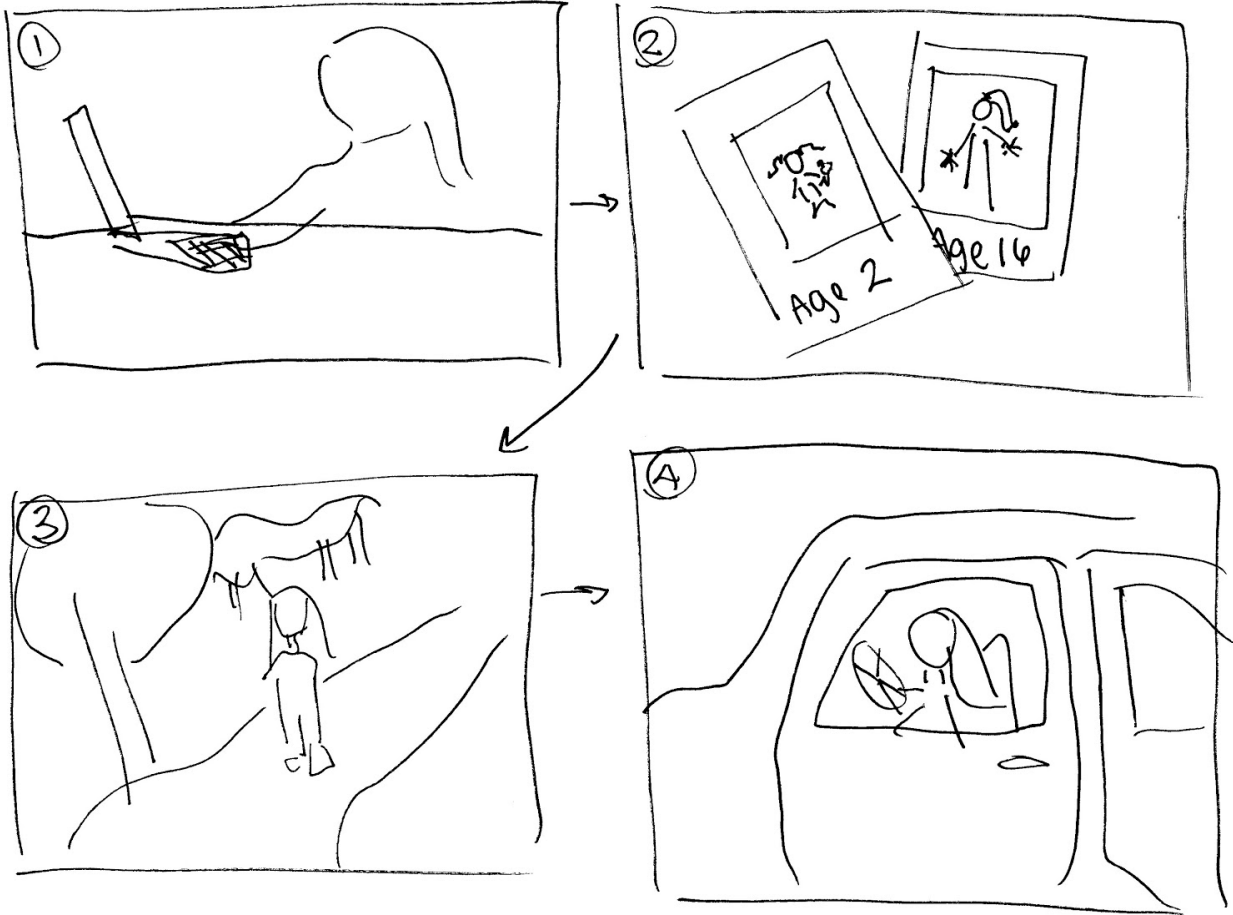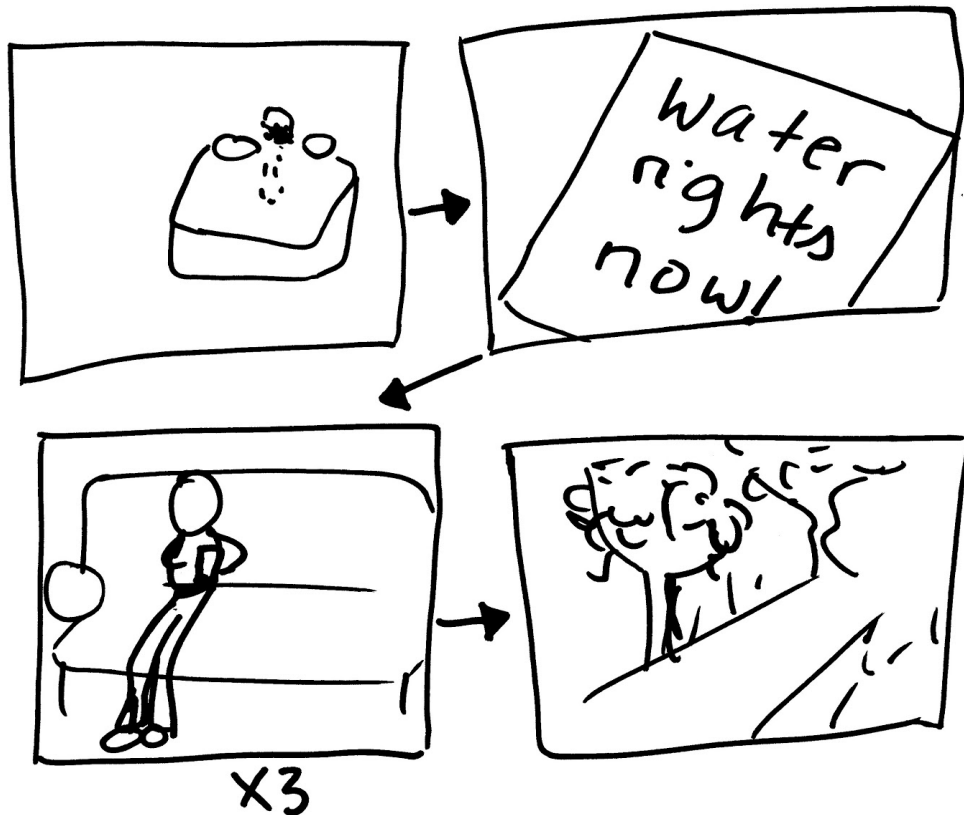| Task	Design
See where your resources come from	first screen displayed is a map of resources, displayed with your home location centered. Users wanted visuals to capture their attention.
Learn about political activity in your area	Stylized similar to a Snapchat feature for non-intrusive overlay. Lets users know what affects them and take action directly from within the application
Compare your usage to others	Now an optional feature for users who don't want to add personal information right away, visual metaphor echoes the water-resource theme in our application

Scenario Storyboard

Scenario One: See where your resources come from, on a map (Easy)

Enter Address

Loading screen

tap icon to learn more about source

My water comes from...
Tuolumne River

Scenario Two: Learn about political activity on resources in your area (medium)

swipe right to see political filters

tap home to get to user profile

Scenario Three: Compare your usage to others (chart)

tap to learn more political info about

My bill last month was [B98.43] and I used [73] gallons.
Compare Yourself!

MY WATER PROFILE
You haven't entered any info! Grab your last bill to get started.
Info

enter info

calculate aggregated values

PROP 147

Click the link to sign petition info!

h2o.ca.gov
Proposition 147

250
73

Concept Video

Panel 1

Panel 2: Age 2, Age 16

Panel 3

Panel A

<u>Concept Video Description</u>
The central premise of our video was the analogy: "Just like where you came from helped shape your future...where your natural resources come from will shape the future of the world." We wanted our concept video to have emotional resonance, so we thought opening with a story of growth would set the proper tone. It was difficult to find the correct music to accompany our opening story, as we wanted to echo the nostalgic elements of the childhood photographs without sadness. Filming outside worked well because we caught the lighting at the best time of day. Also, Lake Lagunita provided an excellent backdrop for a video about an app that helps people conserve resources like water. We brainstormed design ideas virtually over the course of several days, and whittled down our initial ideas to about five key scenes. We filmed outside while possible, capturing shots from two different camera angles to give ourselves options during the editing phase. Shooting took in total about 45 minutes after we finalized our scenes, and the editing took several hours to sync the narration with the images and properly pace the video.

https://www.youtube.com/watch?v=uPkRWU-OHmY&feature=youtu.be