

TinyPlanet



Team



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How can we motivate people
to build eco-friendly habits?

Outline



Problem



Solution



Next Steps

Problem Space



SAY

Serenia

Think

A lot of my wilderness friends have been rescued from my parents."

"I like animals"

"wildlife is a tangible way to see & connect with nature."

"I'm supportive of things that benefit wildlife, like not using plastic. Since but I'm a vegetarian so it's a bonus."

Nature is a place where wildlife can thrive without human intervention."

"I don't feel like I learn about the environment, but there was in elementary school."

"not that much of an activist"

"Was it worth the 1.5 hr drive + 2 hr climb?"

"animals are a very tangible way to see state of environment"

"Did you say outdoors or nature?"

partnership is being paid. Successful, also it's hard to motivate people on it."

"Differentiation between outdoor & nature"

Likes the environment, but from a distance"

well-versed on the negative impacts affecting wildlife"

need better tech to avoid dangerous animals"

"You can be really smart going into nature"

believes/trusts her parents' past exp. & advice"

"nature" is a scary place... dangerous"

being outdoors has to influence on mental health"

turtles are the simplest to look at, but the gopher tortoise is the most complex."

DO

Recycles

went on a scary hike w/ Chi Alpha

went to Florida State park, but went to turtle rehab center"

doesn't use plastic straws because they hurt turtles"

Go into nature after PEER PRESSURE

uses practical apps & Google Maps

visits nature more now than when she was young"

Grew up in a social city"

- gets outside for class (10-15 min)

Goes into nature few times per year"

listens to nature horror stories from parents"

doesn't feel the need to go "outdoors outdoors"

Feels proud of herself after visiting nature"

feels pressure to go outside"

FEA

Encouragement

make people want to see the place (outdoors) easily visible"

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make people want to see the place (outdoors) easily visible"

make people want to see the place (outdoors) easily visible"

Impact

eco-tourism - 1st time in 10 years"

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eco-tourism - 1st time in 10 years"

eco-tourism - 1st time in 10 years"

Endangered

eco-tourism - 1st time in 10 years"

eco-tourism - 1st time in 10 years"

Feelings

eco-tourism - 1st time in 10 years"

eco-tourism - 1st time in 10 years"



SAY

Serena

Think

"A lot of my nature friends have been rescued from my parents"

"I like animals"

"Wildlife is a beautiful way to see & learn about nature"

"I'm supportive of things that benefit wildlife, like the very place. Since we have a garden, we have a lot of plants"

- Differentiation between nature & nature

Likes the environment, but from a distance

well-versed on the negative impacts affecting wildlife

need better tech to avoid dangerous animals

"You can be really smart going into nature"

believes/trusts her parents' past exp. & advice

Nature is a place where wildlife can live without human intervention

"I don't feel like I learn about the environment, but there was in elementary school"

"not that much of an activist"

"Was it worth the trouble?"

"Animals are a very tangible way to see nature & environment"

"Did you say outdoors or nature?"

Recycles

went on a scary hike w/ Chi Alpha

breaks went to turtle rehab center

because my turtle turtles

Goes into nature after PEER PRESSURE

uses practical apps & Google Maps

visits nature more now than when she was young

Grew Up in a social city

- gets outside for chills (10-15 min)

Goes into nature few times per year

listens to nature horror stories from parents

Encouragement

make people want to see the world (nature) easily

make people want to see the world (nature) easily

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make people want to see the world (nature) easily

make people want to see the world (nature) easily

make people want to see the world (nature) easily

Impact

Endangered

make people want to see the world (nature) easily

make people want to see the world (nature) easily

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make people want to see the world (nature) easily

make people want to see the world (nature) easily

make people want to see the world (nature) easily

Animal learning

Feelings

make people want to see the world (nature) easily

make people want to see the world (nature) easily

make people want to see the world (nature) easily

Trick/Guilt

make people want to see the world (nature) easily

make people want to see the world (nature) easily

make people want to see the world (nature) easily

Motivation

make people want to see the world (nature) easily

make people want to see the world (nature) easily

make people want to see the world (nature) easily

Declining connection to nature & Lack of personal initiative



Point of View



We met... Serena, a 21 year old female Stanford undergrad who doesn't enjoy the outdoors

We were amazed to realize... she changed her behavior after visiting a turtle rehab center

It would be game changing if... we could help others feel intimately worried about harmful human impacts on wildlife

Needfinding



**“Ultimately climate change
comes back to harm humans”**

Needfinding

“Personal feedback and daily routines helped me change my behavior”



Our Solution



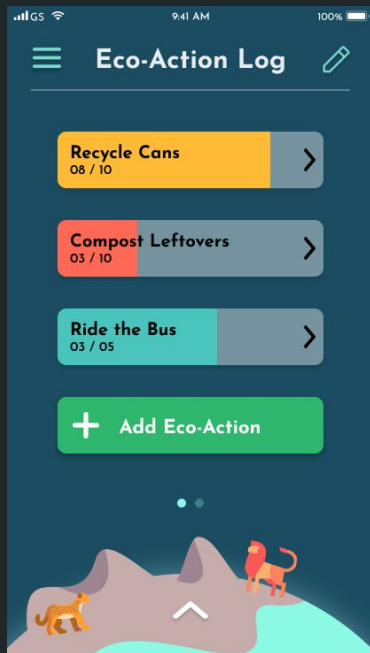
Fun mobile app that uses AI
to remind users to maintain
eco-friendly habits

TinyPlanet

Value Proposition



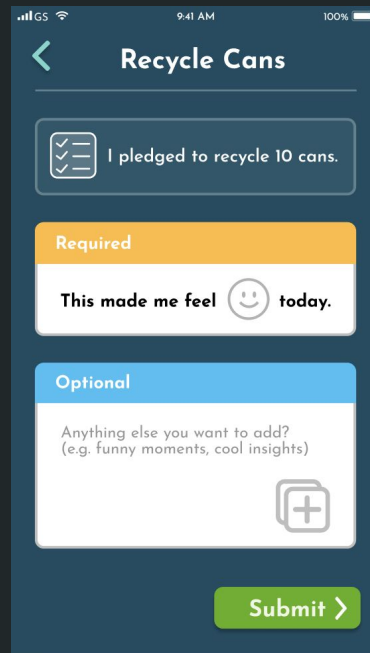
Let your virtual planet reflect your real life habits & knowledge, while receiving rewards for personal growth



Track



Pledge



Log

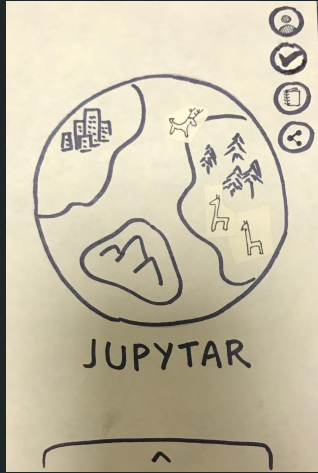


Compete

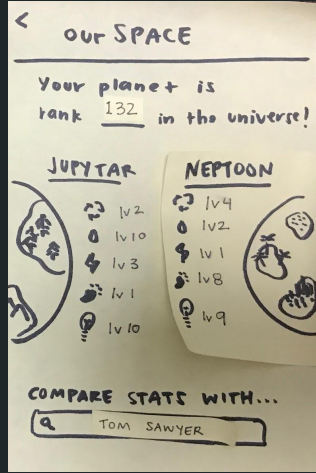


Design Evolution

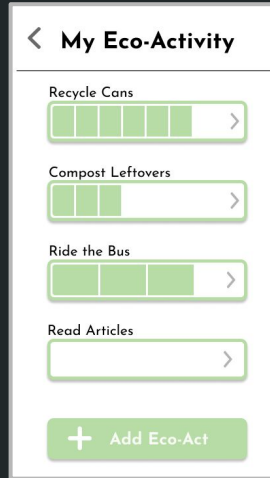
Design Evolution



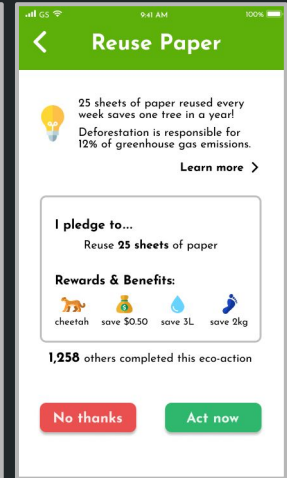
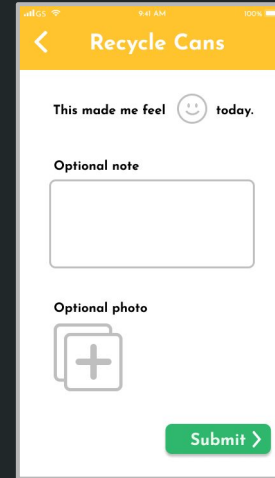
Low-Fi



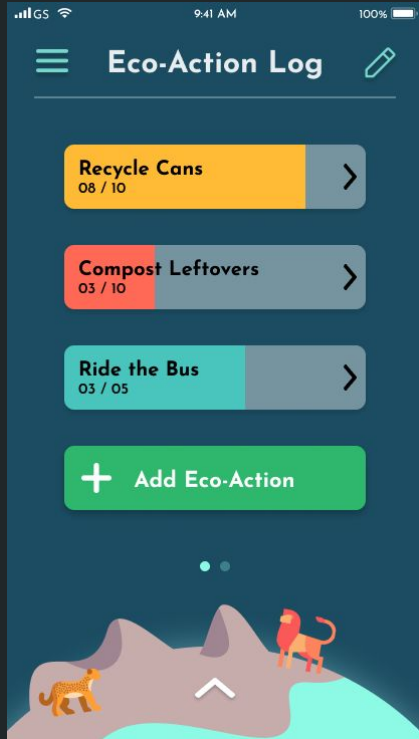
Med-Fi #1



Med-Fi #2



Final Design - Med-Fi #3



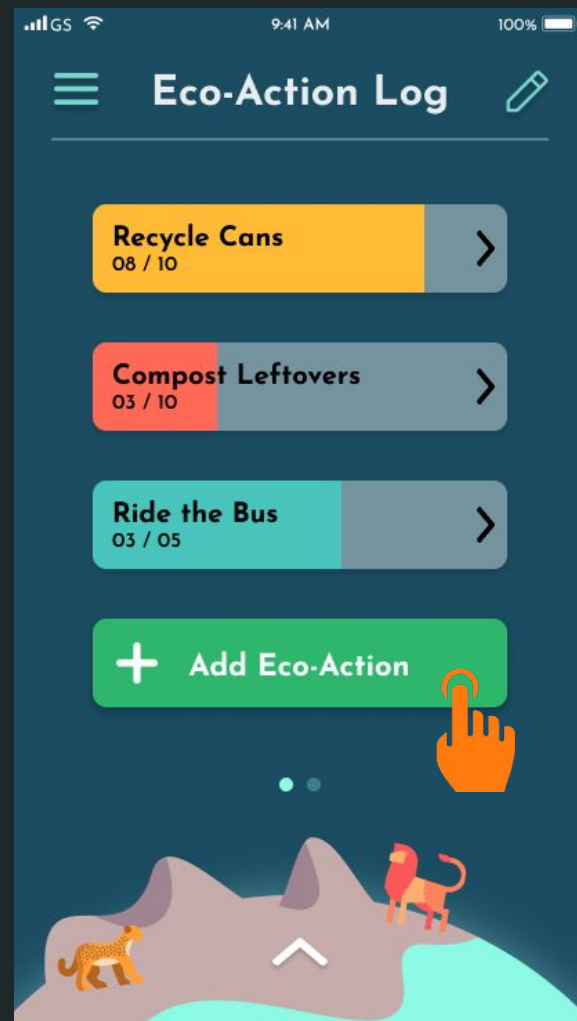
- Unified aesthetic
- Logging prioritized



User Interface

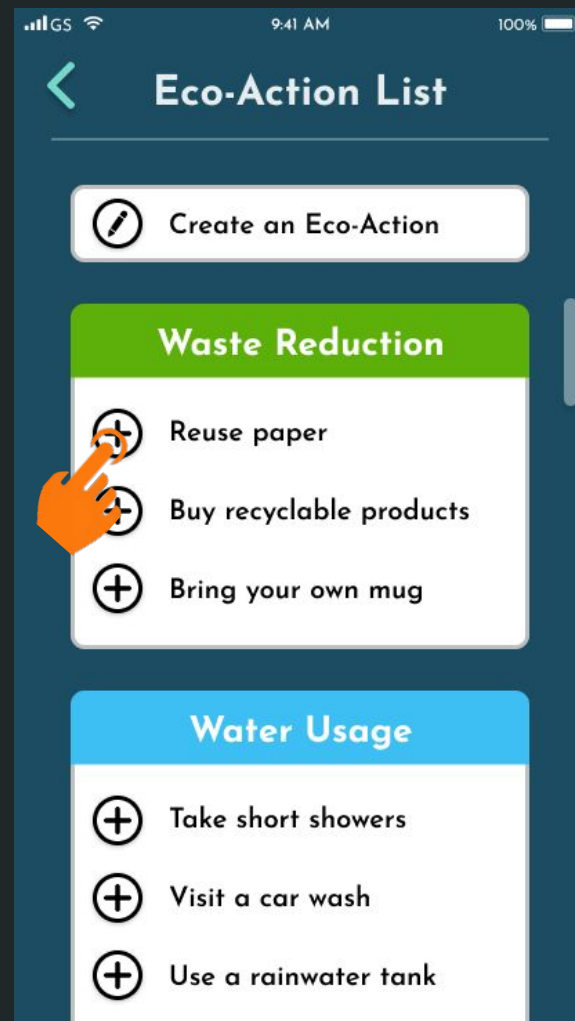
Task 1:

Add a New Eco-Action



Task 1:

Add a New Eco-Action



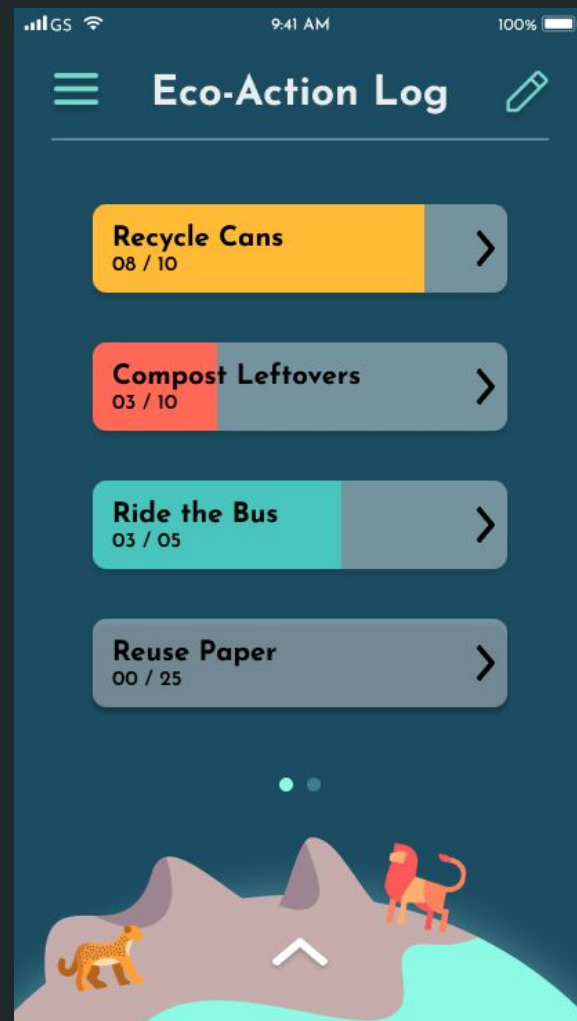
Task 1:

Add a New Eco-Action



Task 1:

Add a New Eco-Action



Task 2:

Log progress on an Eco-Action



Task 2:


Log progress on an Eco-Action

4G 9:41 AM 100%

< Recycle Cans


I pledged to recycle 10 cans.

Required

This made me feel  today.

Optional

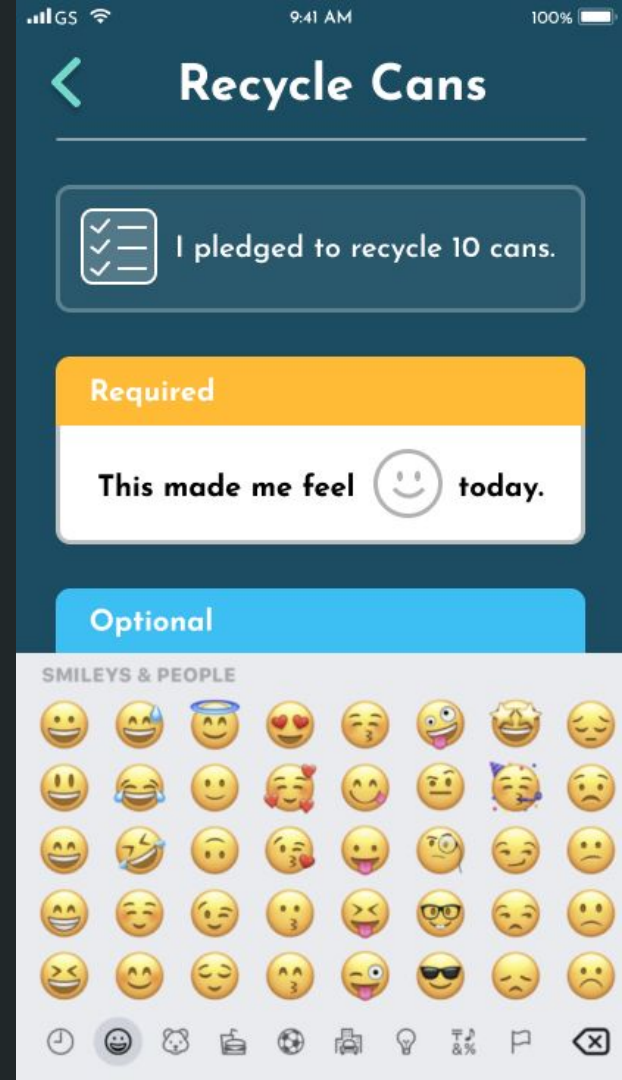
Anything else you want to add?
(e.g. funny moments, cool insights)



Submit >

Task 2:

Log progress on an Eco-Action



Task 2:

Log progress on an Eco-Action

4G 9:41 AM 100%

< Recycle Cans


I pledged to recycle 10 cans.

Required

This made me feel 😊 today.

Optional

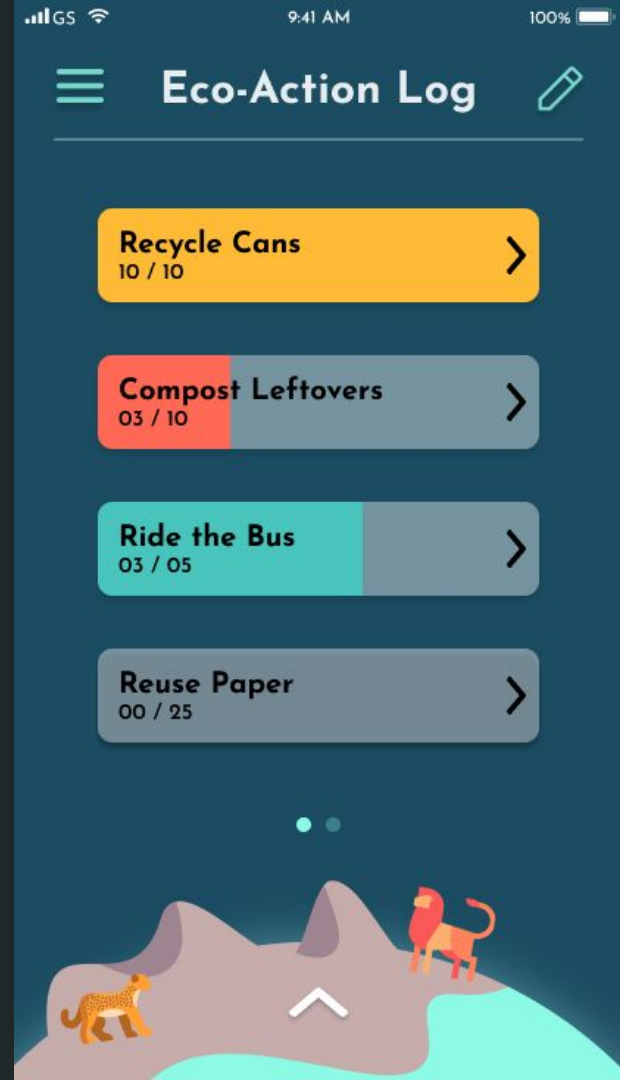
I can't believe I made it through the entire challenge. Yay!



Submit >

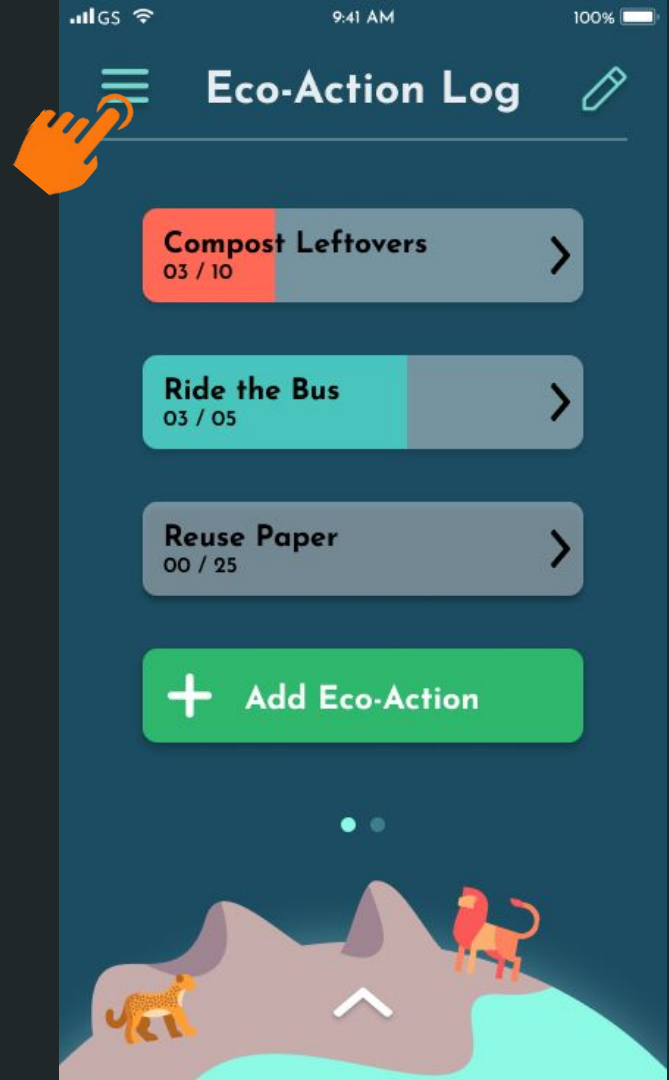
Task 2:

Log progress on an Eco-Action



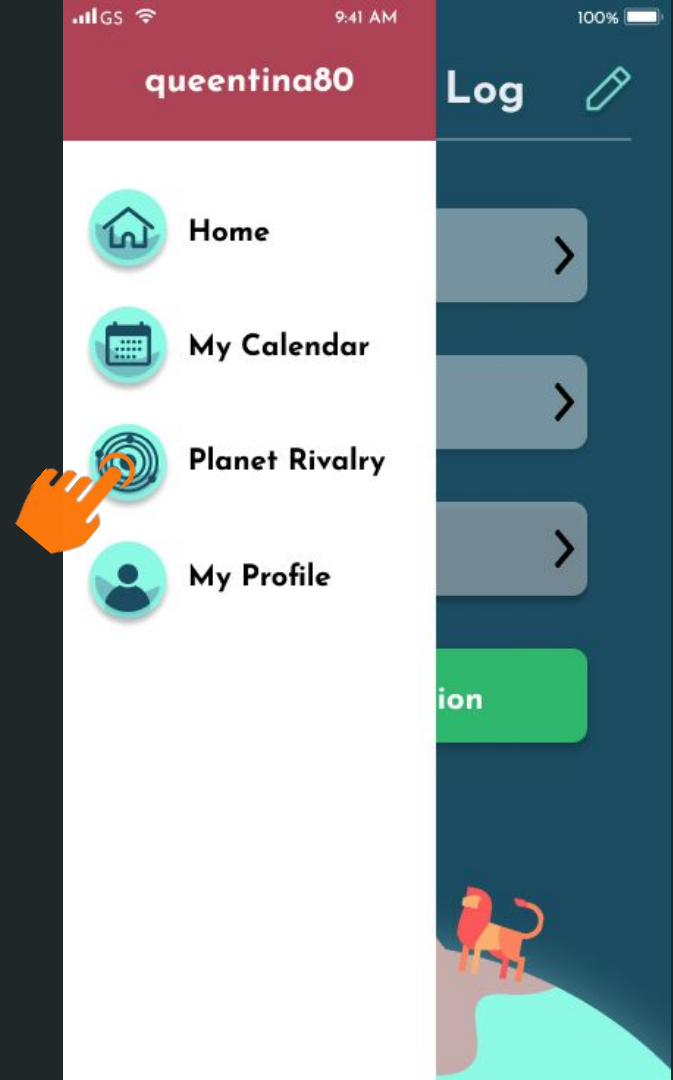
Task 3:

Compare planets
with a friend



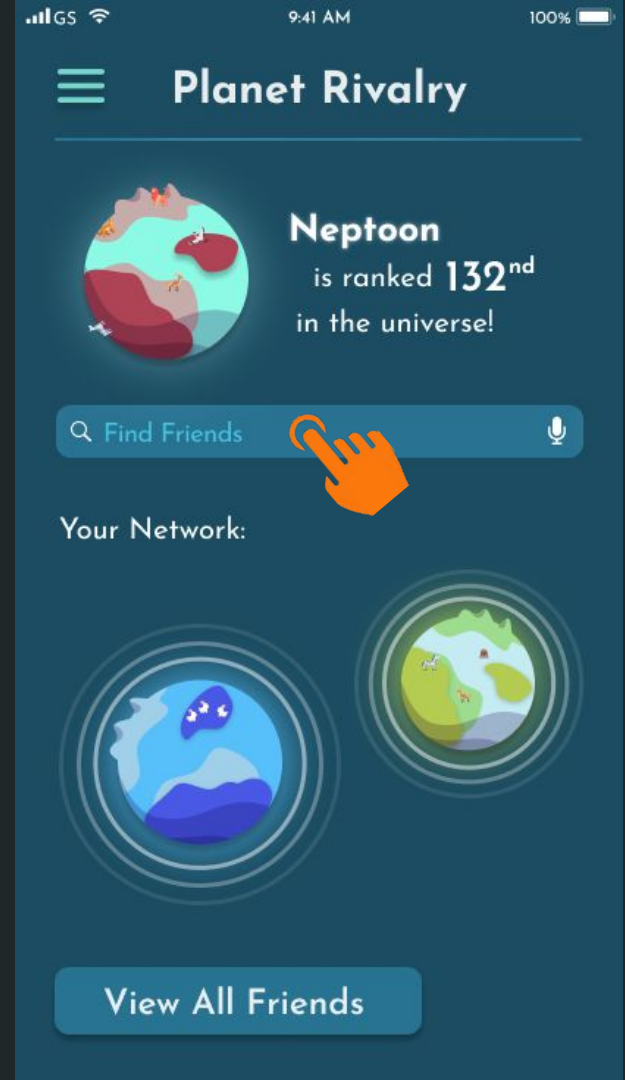
Task 3:

Compare planets
with a friend



Task 3:

Compare planets
with a friend



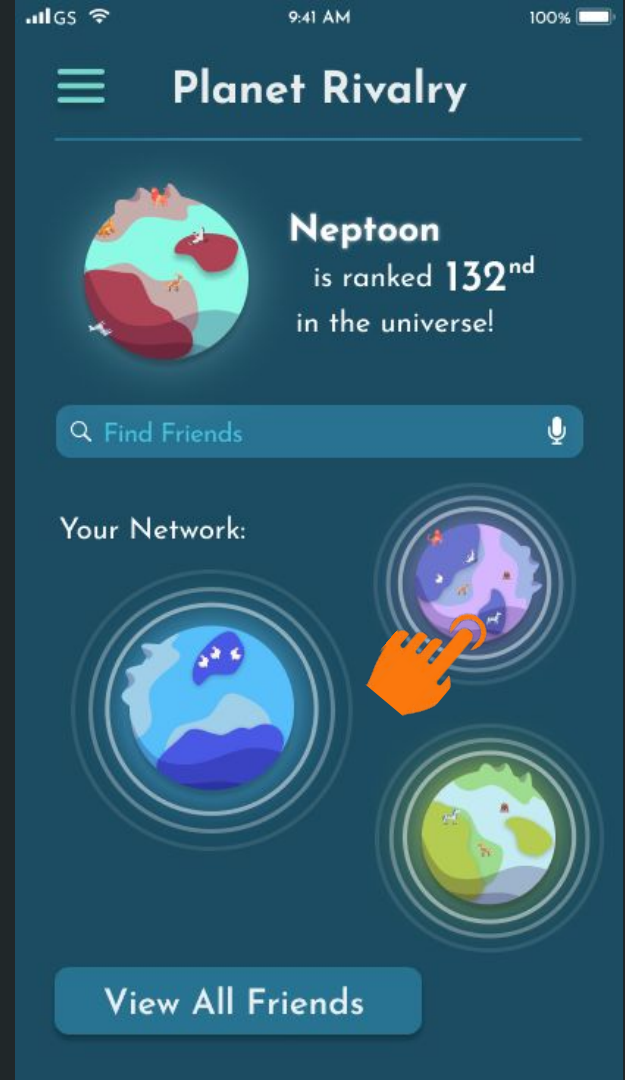
Task 3:

Compare planets with a friend



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Compare planets with a friend





AI Integration

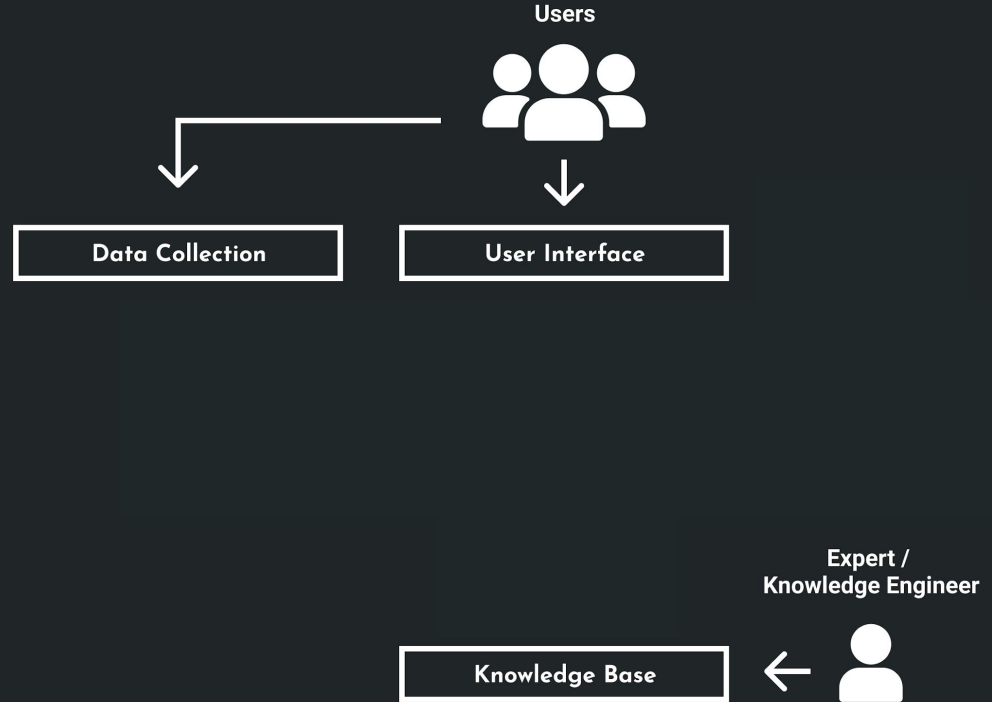
Purpose of AI Integration

- Minimize effort to log
- Recommend Eco-Actions



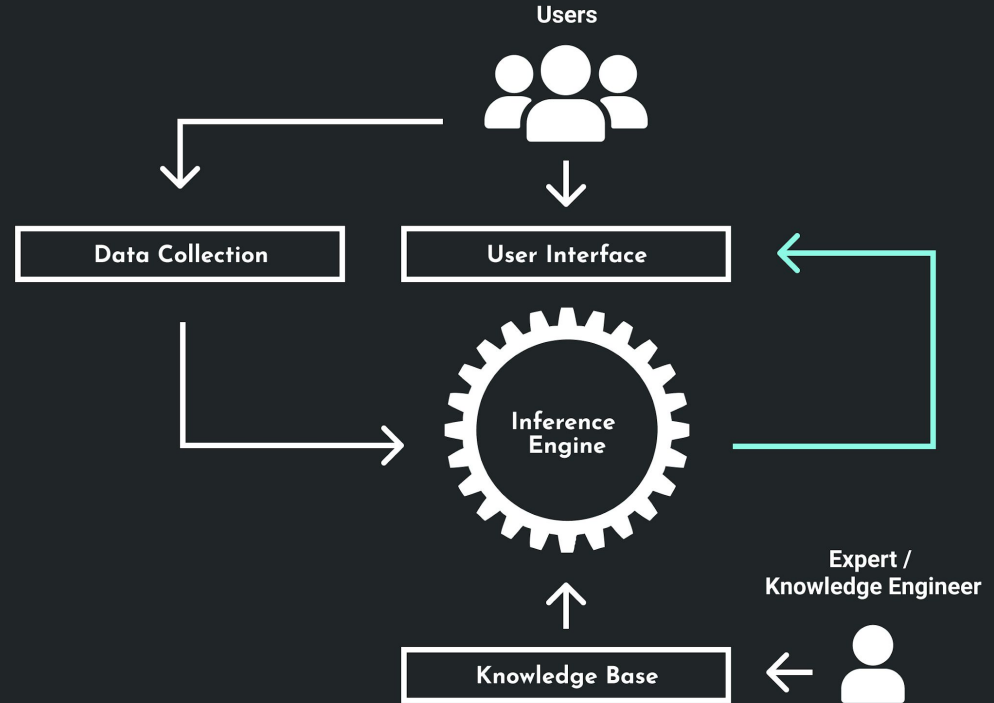
Purpose of AI Integration

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Purpose of AI Integration

- Minimize effort to log
- Recommend Eco-Actions



Data Collection

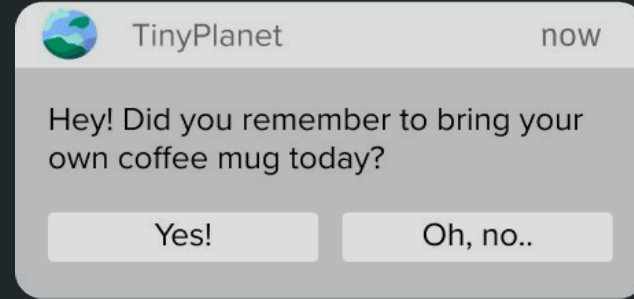
In-App

- Logging details
- Eco-Action popularity..

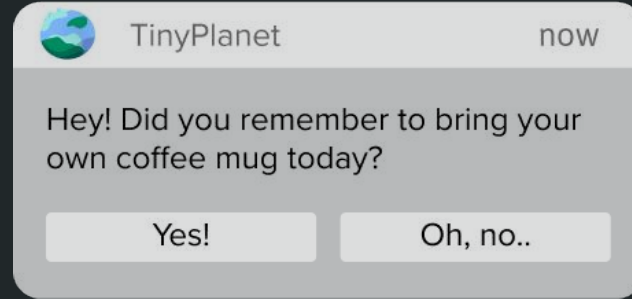
Real-life



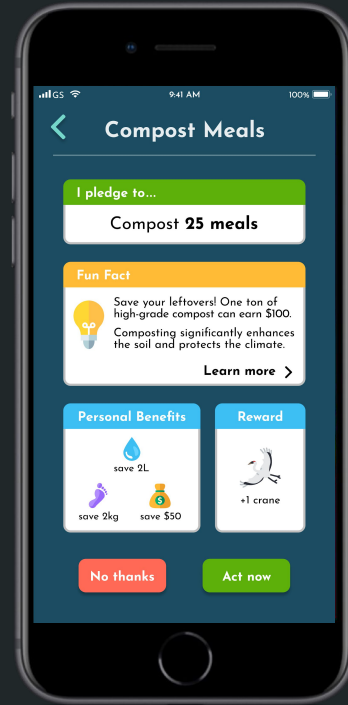
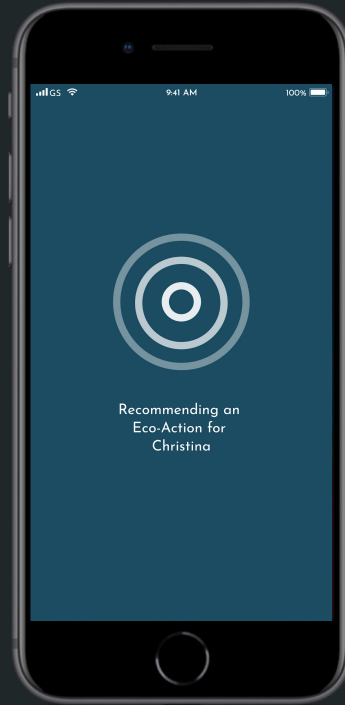
Push Notifications



Push Notifications



In-App Recommendations





Next Steps

Next Steps



- Incorporate back-end functionality (Hi-fi prototype)
- Animate graphics
- Conduct long-term user testing to track habit building



TinyPlanet



- Fun mobile logging app
- Helps people develop eco-conscious habits
- Change in mindset:
small, personal actions lead
to a large impact over time

Appendix

ReadMe

README Final Prototype

Description:

- The TinyPlanet prototype currently runs on Figma. You can try our prototype either on desktop, or if you have the Figma Mirror app on your phone.
- 1) Desktop: Click on the prototype link [HERE](#) to test TinyPlanet. You should be able to click through our app to get through our 3 main task flows. If you get stuck, click on the screen and blue highlighted areas will appear, letting you know what elements of the screen are clickable.
- 2) Phone: Download the Figma Mirror app onto your phone if you haven't already. You should be able to click the same link for desktop and perform the same actions as above.

Current Limitations:

Limitations of Figma:

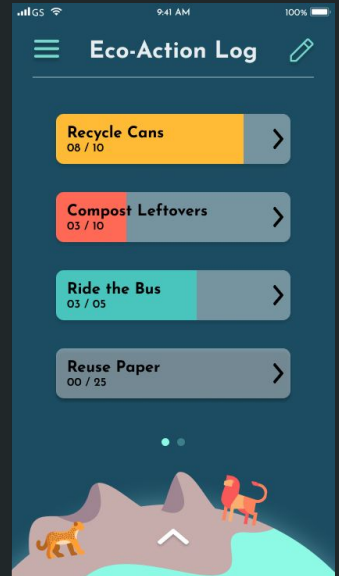
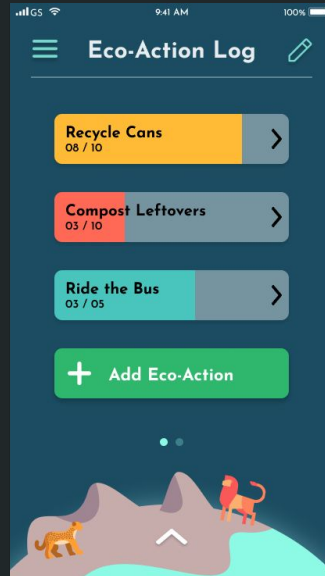
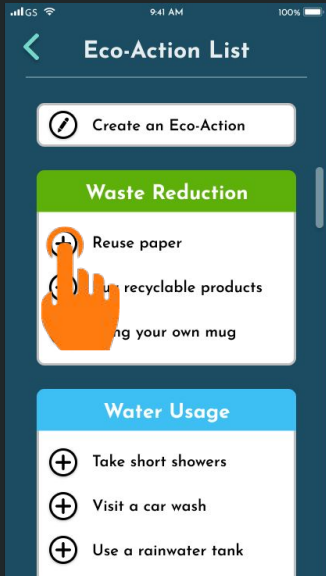
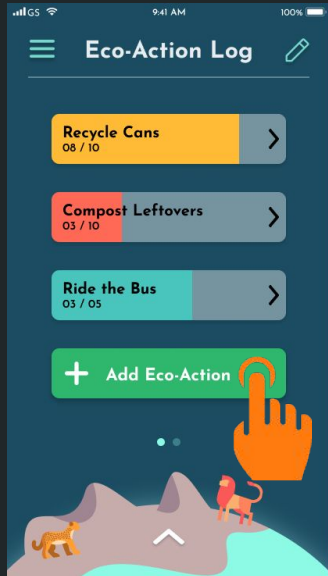
- No user-input (typing, photo upload)
- Can't save information
- No interactive graphics (rotation, zoom, scrolling)

New User

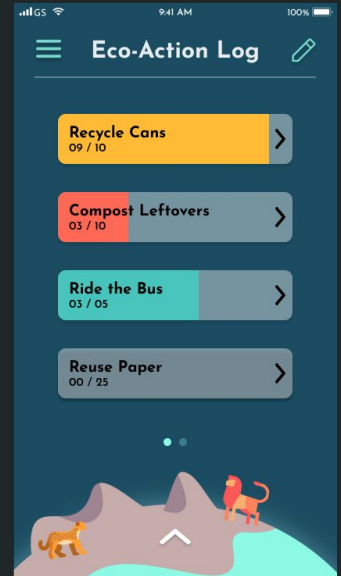
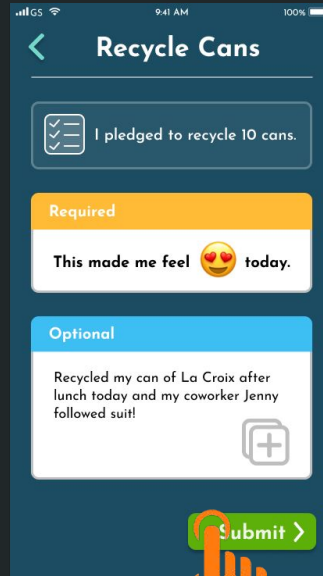
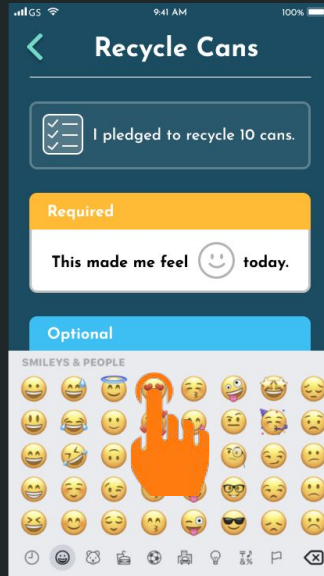
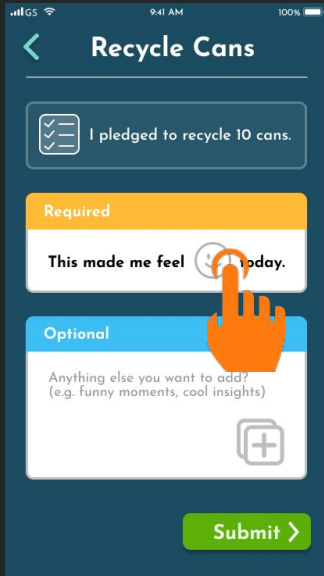
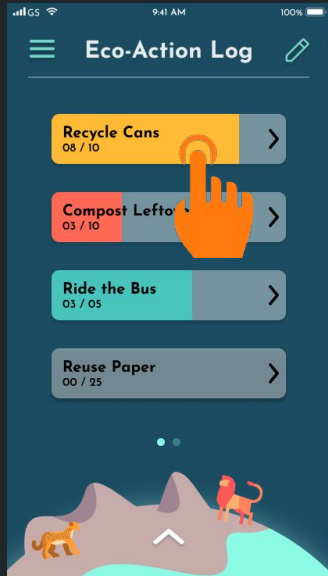
Tutorial Sequence



User Interface: Task 1



User Interface: Task 2a



User Interface: Task 2b



(Log again)

Recycle Cans

I pledged to recycle 10 cans.

Required

This made me feel 😊 today.

Optional

I can't believe I made it through the entire challenge. Yay!

Submit >



Eco-Action Log

Recycle Cans 10 / 10

Compost Leftovers 03 / 10

Ride the Bus 03 / 05

Reuse Paper 00 / 25

Eco-Action Log

Recycle Cans 10 / 10

Congratulations!

You have completed the Eco-Action: Recycle Cans!

+1 Sea Lion



Eco-Action Log

Compost Leftovers 03 / 10

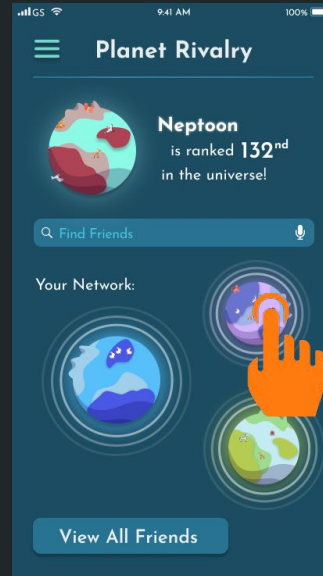
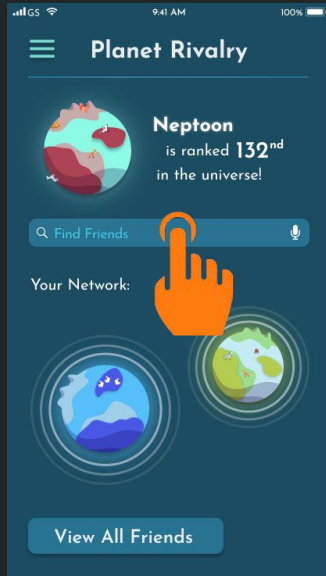
Ride the Bus 03 / 05

Reuse Paper 00 / 25

+ Add Eco-Action

Reward appeared

User Interface: Task 3



AI System - Queries & Actions

- What time of the day do users log action X?
 - Send reminder if user forgets
- At what location Y does users log action X?
 - Recommend other user to action X when at location Y
- What Eco-Actions does a successful user commit to?
 - Recommend these Eco-Actions to new users