Eco Friends

Eco Friends:

Becoming Friendlier With The Environment

Team Name: Fixer Uppers

Team Intro

Project Team

Harshita Chandgothia
Product Manager

Compassion
Faith
Openess

Kelly Hou
Full Stack Engineer

Fairness
Creativity
Learning

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Duyen Nguyen
Data Scientist

Curiosity
Contribution
Challenge

Ryu Ngammuang
Backend Engineer

Humor
Creativity
Honesty

Kassidy Gardner
UX Design & Research

Kindness
Balance
Curiosity

Project Context

- 1.1-degree Celsius increase in global average temperature
- Every year, each person on average produces:
  - 19 tonnes of greenhouse gases
  - 1,642 pounds of trash
- Individual action matters
- Gen z generally cares about climate change
- Social media impacts the spread of sustainability information
- Gen z often relies on social media and the internet for information and news

How might young adults aged 18 - 25 years old in Seattle, Washington achieve more sustainable habits in their daily lives so that they can take initiative to conserve the human ecosystem?

Key research insights

- The average American's carbon footprint is **19 tons** of greenhouse gas.
- Gen Z are moderately interested in sustainability, but **price, convenience, and availability** are the biggest issues.
- Social media and **online content** are what Gen Z are most exposed to.
- A sizable amount of sustainable content online is incorrect, and **information overload** can negatively impact sustainability habits.

User Personas

Judy Jones (19)

- UW Marine Biology student
- Likes **fashion**, but wants to be environmentally conscious
- Wants to find reliable information about **fast fashion vs sustainable fashion**

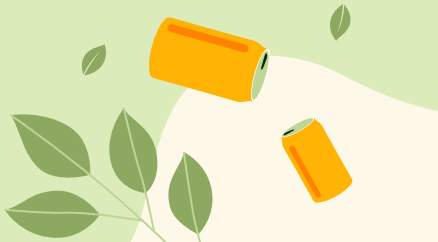
Sean Shang (25)

- Software developer
- Looking to **buy a car** to commute to work everyday
- Wants to find information on **electric cars**
- Wants to find ways to be **more sustainable** to offset the exhaust

Key Concepts

- Short-form educative contents about sustainability
  - Short-form content have a greater impact on Gen-Z consumers.
  - Educative content can help lead to informed consumer behavior and healthy skepticism.
  - Easy to consume.

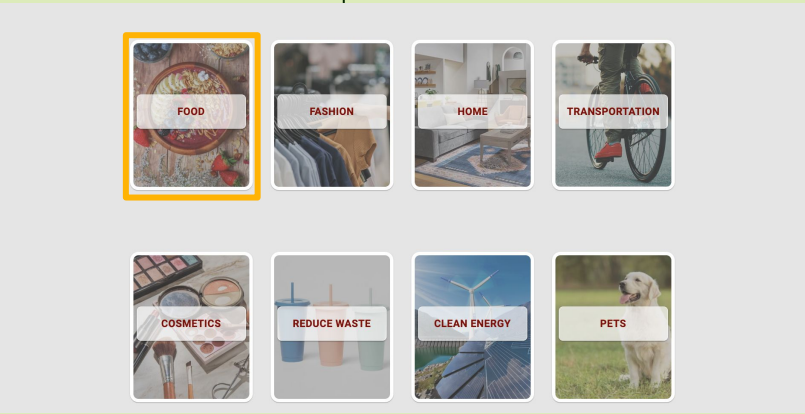
- Filter for specific contents under different sustainability categories
  - Allow users to choose topics of interest/more relevant to them
    - More customized and time-saving experience
  - Organized, easy to navigate



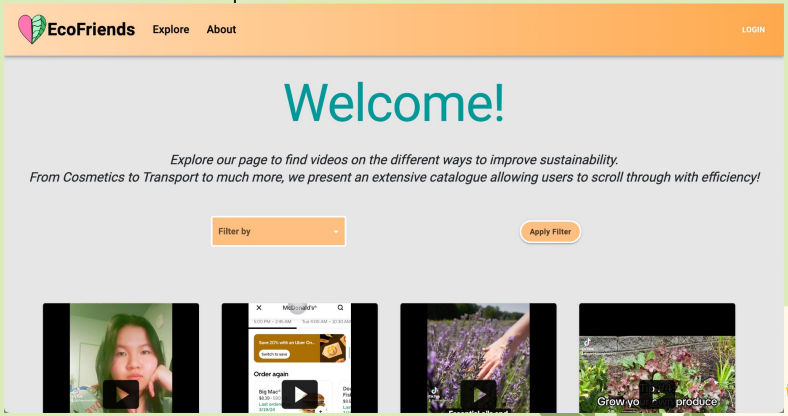
Solution Approach/Key Feature

- View provided categories and access video content

The home page interface allows users to browse different lifestyle categories



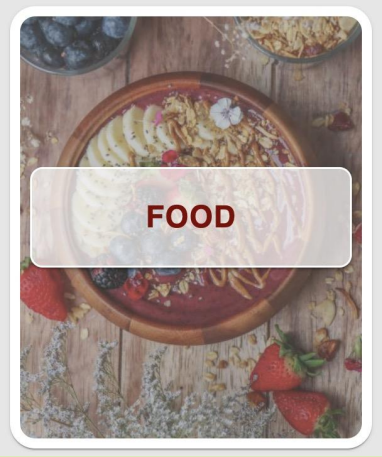
Clicking on a category presents users with a series of short form videos which teach them about a particular way to increase sustainability within that topic



Solution Approach/Key Feature

- Category preview

Hover →



Flip →

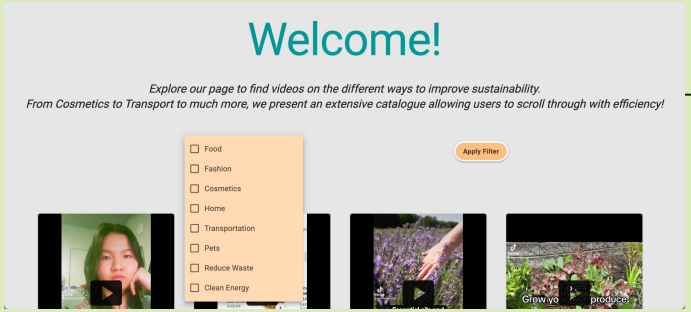
Learn how you can become more sustainable within specific ingredients, supermarkets, and food wastage.

Before choosing a category, users are able to get its preview through a description that comes by flipping the card (ie. users' hover over the card itself)

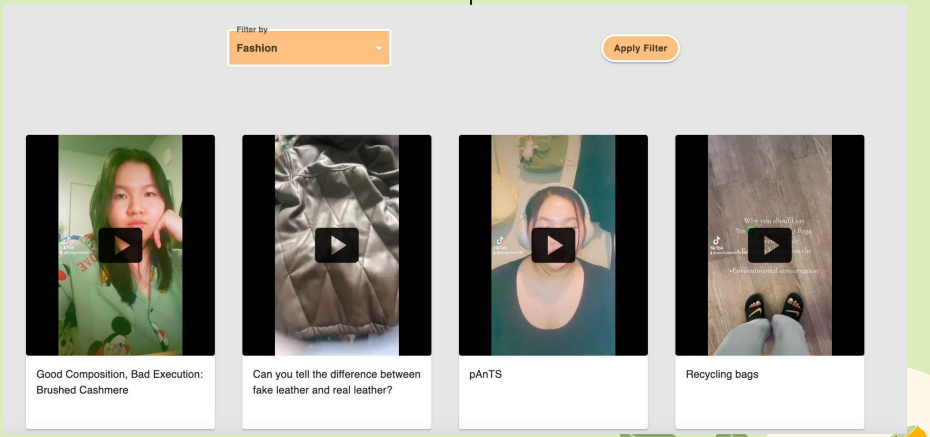
Solution Approach/Key Feature

- Filter by category

By clicking on the drop down arrow, users are able to filter by specific or multiple categories



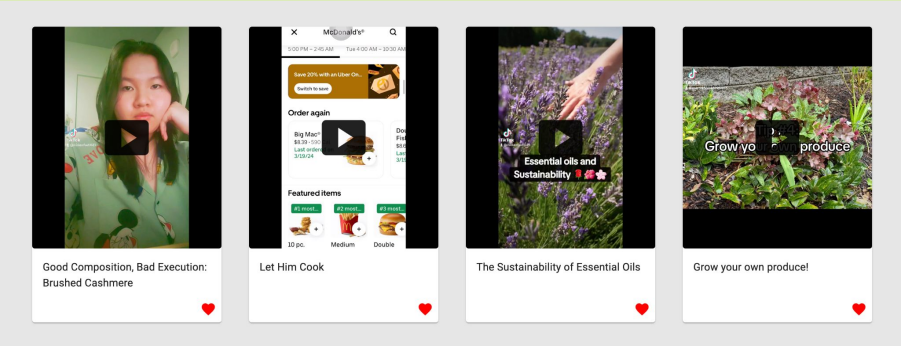
By filtering for the Fashion category, users are automatically able to only see their preferred category, therefore enhancing the efficiency of their search time



Solution Approach/Key Feature

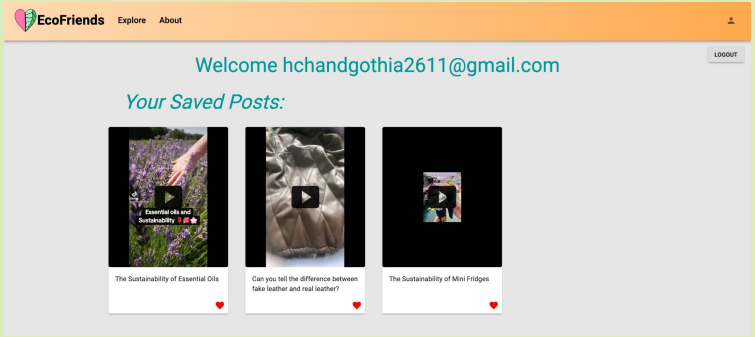
- Save favourite posts

Explore Page View



Once logged in, users can save their favourite posts through the like button

Profile Page View



Users can access their saved posts through their profile page

User Testing & Validation

Surveys and interviews

- User Knowledge
- Challenges:
  - Cost
  - Inconvenience
  - Hard to find
  - Scattered sources
- Our solution: Consolidated website with engaging sustainability content

User Testing

- Narrow down categories & how to filter them
- What types of content?
- Users could complete tasks, but there were changes we made based on feedback
- Design direction: Short-form video content in an explore page format, filter by category

Demo Video

https://youtu.be/QvnAnuWtpFc?si=CPFcNjtXTClzAAy_

Ethical Considerations

Values going into the project

We want to help protect the environment and the world that we all live in. We want to help different species that are affected by hunting, habitat destruction, deforestation, or other forms of human activities.

Concerns that threaten a potential for positive impact

- Influencing habits through marketing & marketing honesty
- Building of new product
- Classism in ethical production

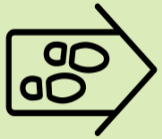
Decisions that address the potential harms

Ensure that our product does not negatively add to the environment. Otherwise, a net negative would be more harm to the cause than not building our project.

Ensure a mixed price points between the products we advertise.

Ensure that we take data from reliable websites that support genuine environmental initiatives rather than profits.

Next Steps Beyond Capstone



Open source our project for a continuation of our website

- Spread awareness about sustainability through personalised videos!
- Public repository accessible through GitHub link https://github.com/kellyghou/fixer-uppers3
- All documentation is provided in the README document
- User data deleted
- Cloud infrastructure closed