Group 10

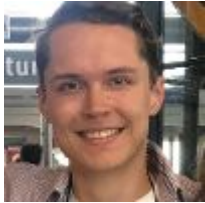# Different Backgrounds and Cultures - Same Values

Oriane
Management

Hendrik
User Research

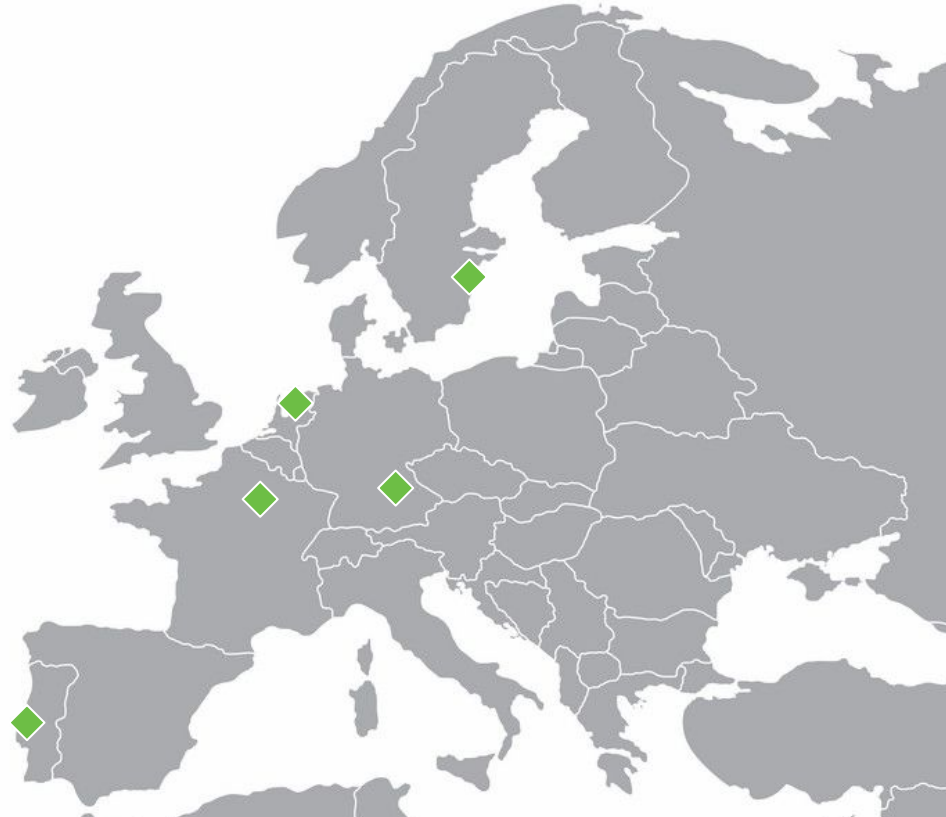Mina
Front-End

Thomas
Design
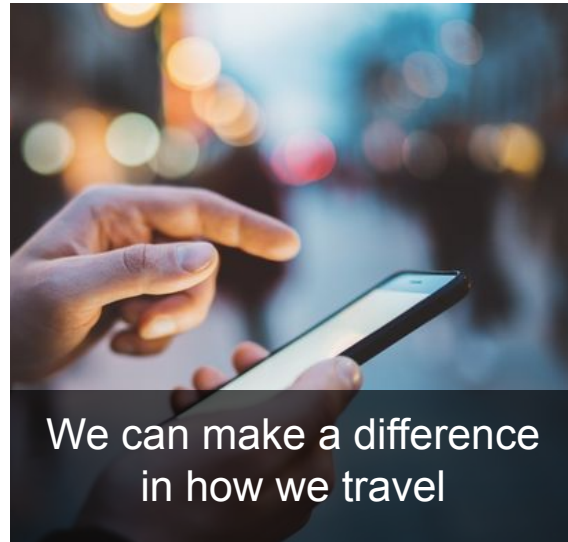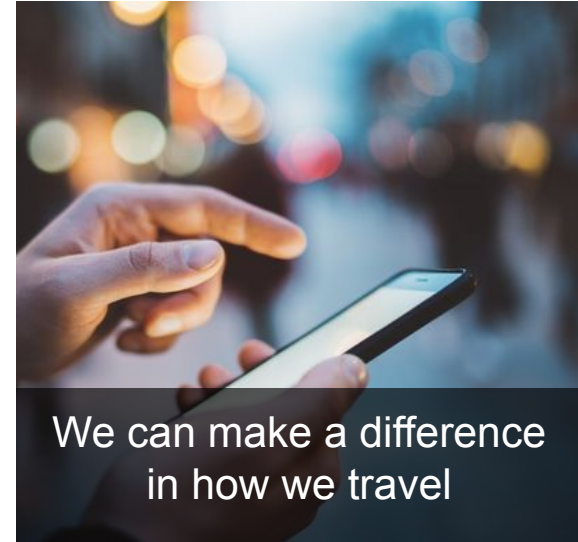
Bernardo
Back-End

MINA DECIDES TO GO TO THE MOVIES

We have to act

Climate Emergency

Transportation and mobility is a huge contributor

We can make a difference in how we travel

CO$_2$GO

CO2GO

1. raise awareness and
2. reduce emissions by
3. changing people's behavior
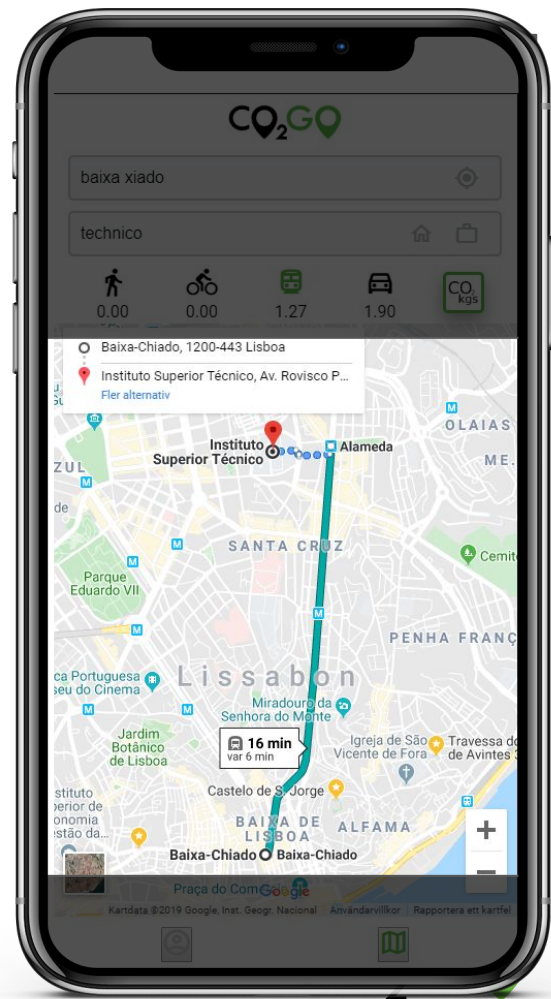
We can make a difference in how we travel

CO2GO

We make a difference

Show the routes

Raise awareness by comparing emissions
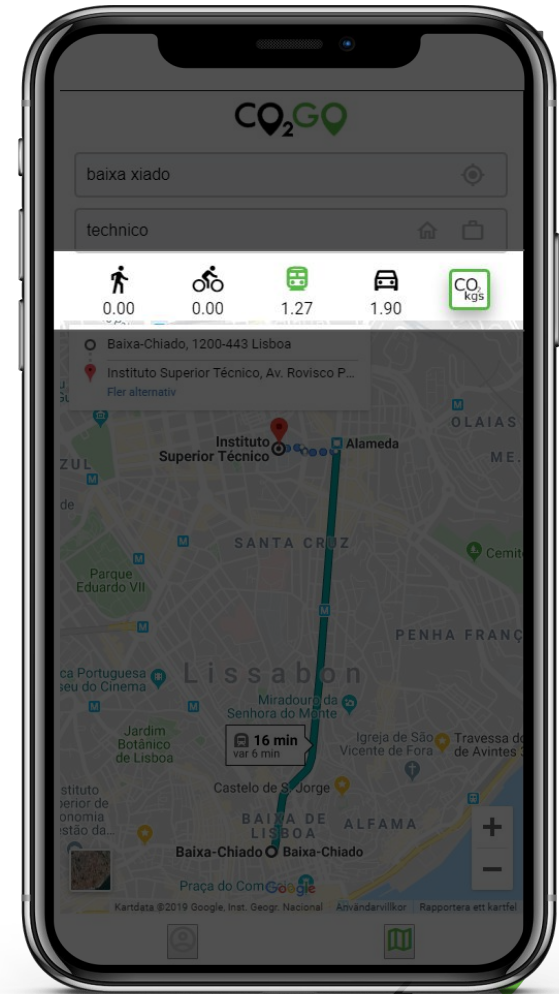
Encourage by showing statistics and gamification

We make a difference

Show the routes

Raise awareness by comparing emissions

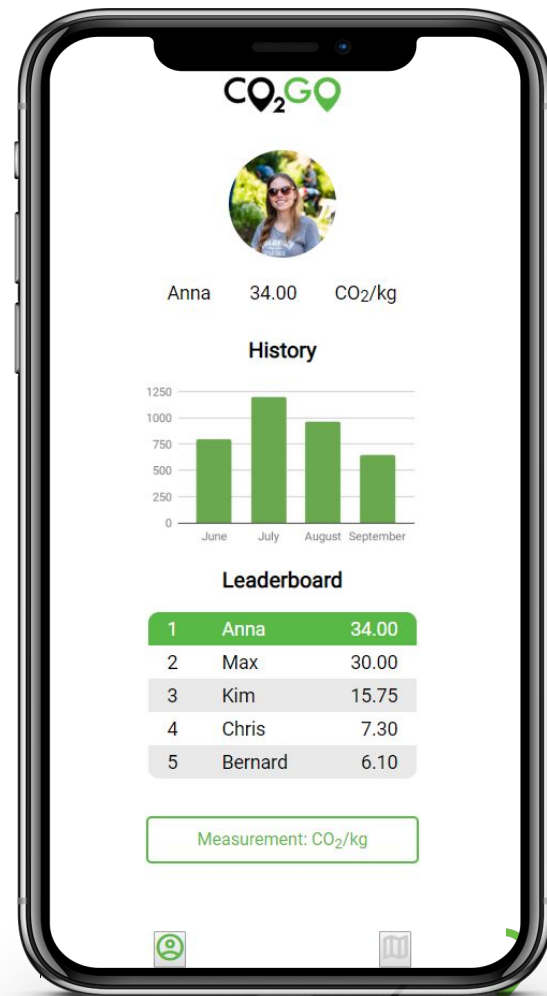Encourage by showing statistics and gamification

We make a difference

Show the routes

Raise awareness by comparing emissions

Encourage by showing statistics and gamification
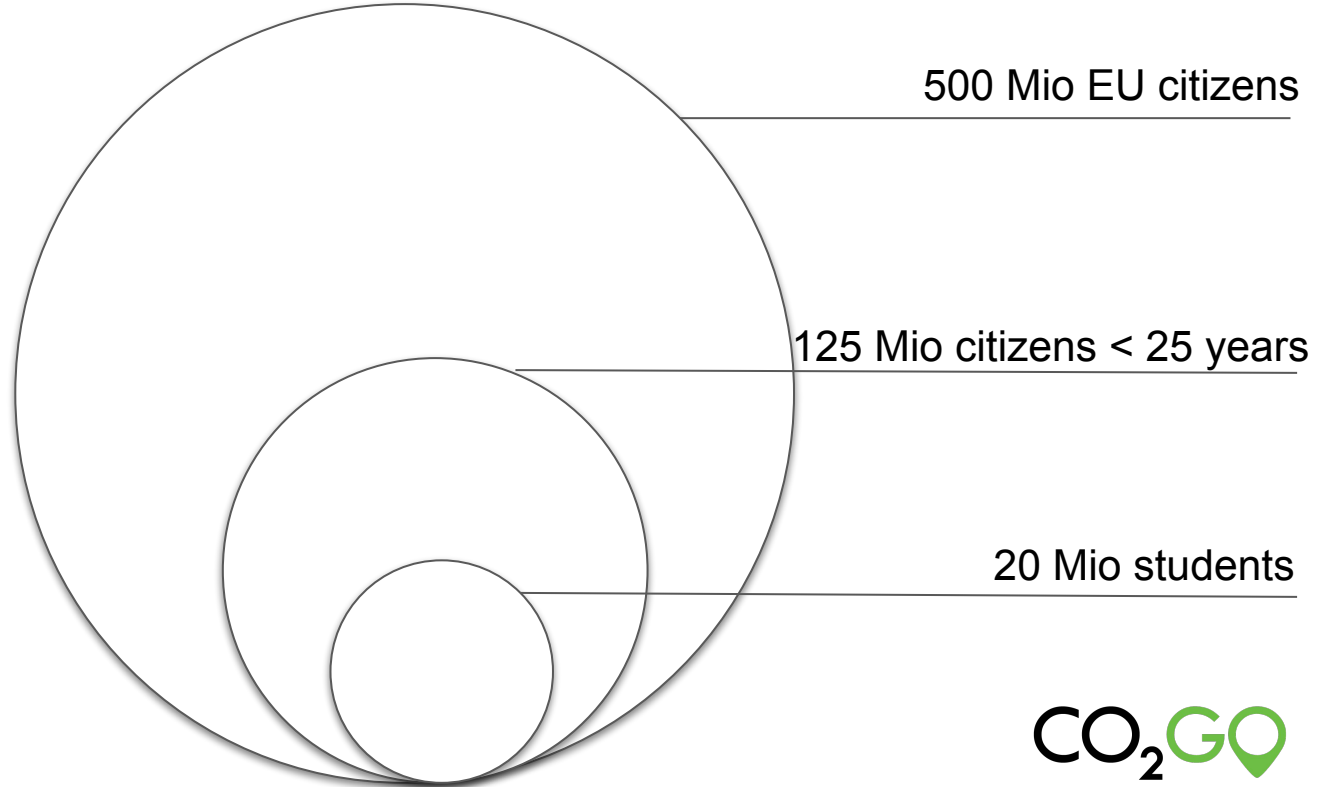
Who is our Target group?

Why European Union?
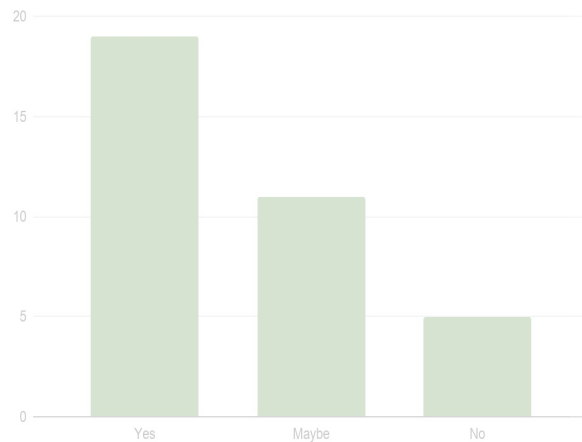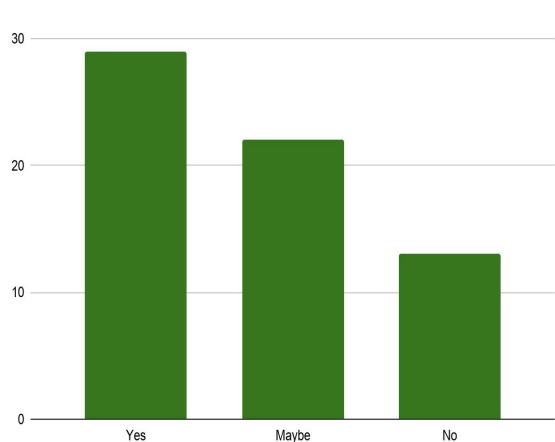- Shared values
- Team experience

Why young people?
- Environmental conscious
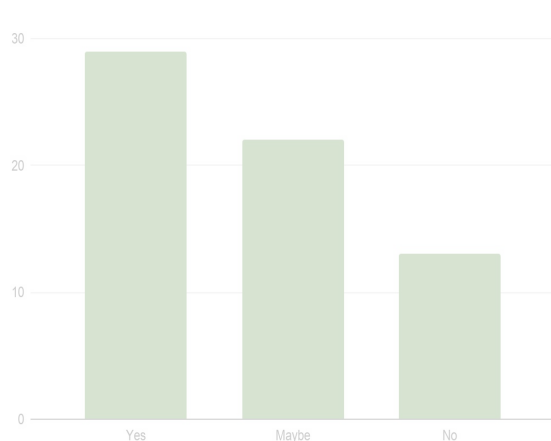- Technical affinity

Why students?
- easy to access user group

500 Mio EU citizens

125 Mio citizens < 25 years

20 Mio students

CO$_2$GO
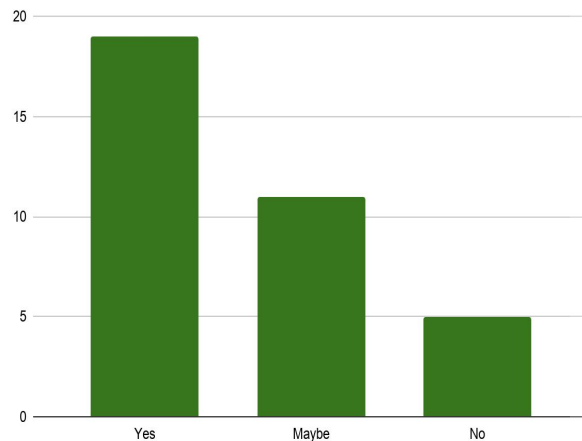
User research shows relevance

29% motivated to change route without reward

CO$_2$GO

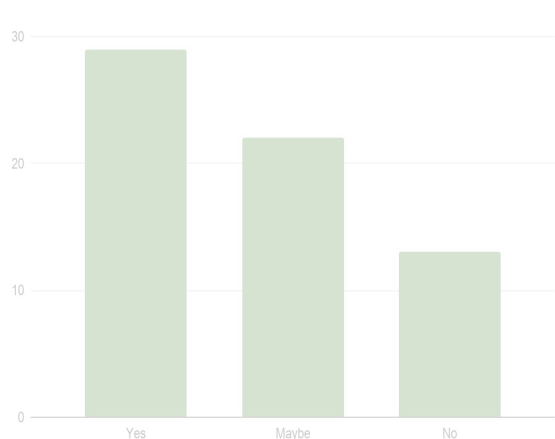# User research shows relevance

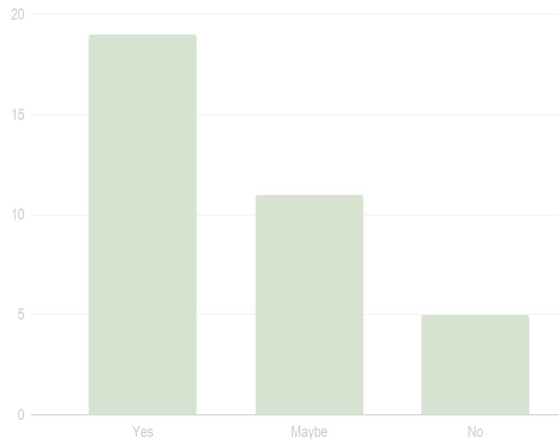**29%** motivated to change route without reward

+19% motivated to change route if rewarded
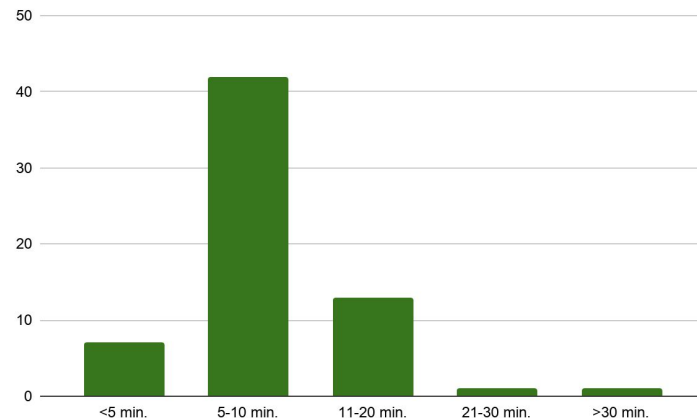
CO₂GO

User research shows relevance

29% motivated to change route without reward

+19% motivated to change route if rewarded

42% Would be willing to add **5-10 minutes**

CO$_2$ GO

Sketching representative user groups

Young urban enthusiast

Social competitive user

CO2GO

Anna Persson: environmentalist

Saving CO_2

Multiple transportation options

Competitive statistics

Providing CO_2 points

CO$_2$GO

Bernard Gonzales: social competitive

Saving CO_2

Multiple transportation options

Competitive statistics

Providing CO_2 points

CO₂GO

Demonstration

http://web.tecnico.ulisboa.pt/ist181023/ucd/app/User-Centered-Design/home.html