User research synthesis

Group 10
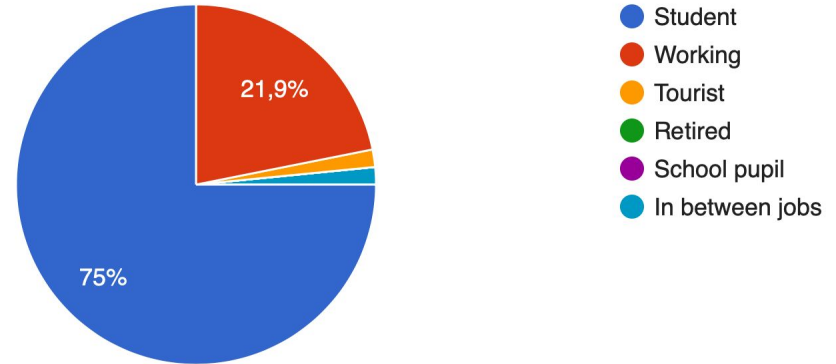
CO2GO

Collected data

User Research Results

Means of Transport used

Occupation

- Student
- Working
- Tourist
- Retired
- School pupil
- In between jobs
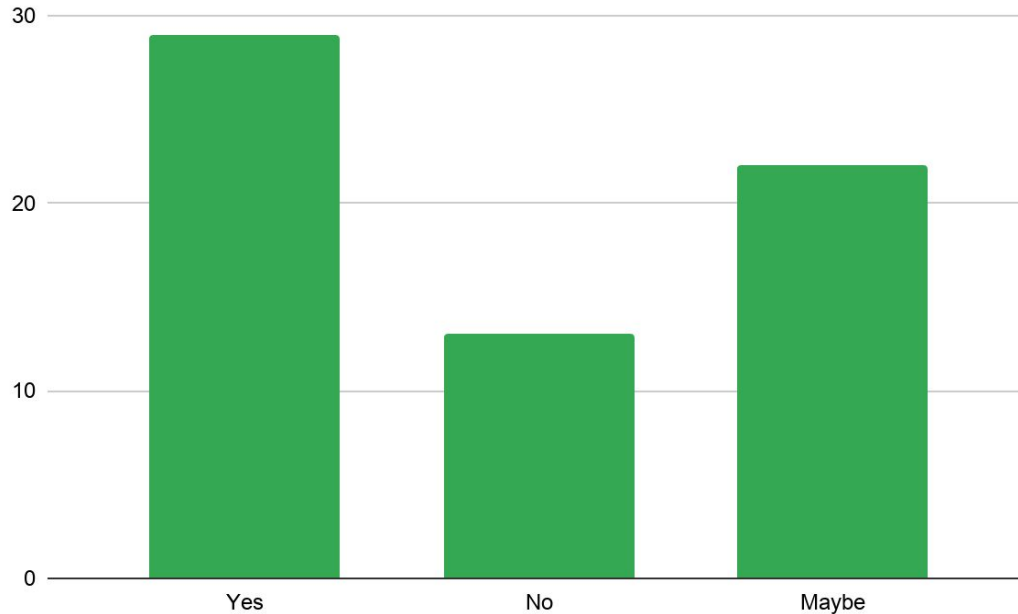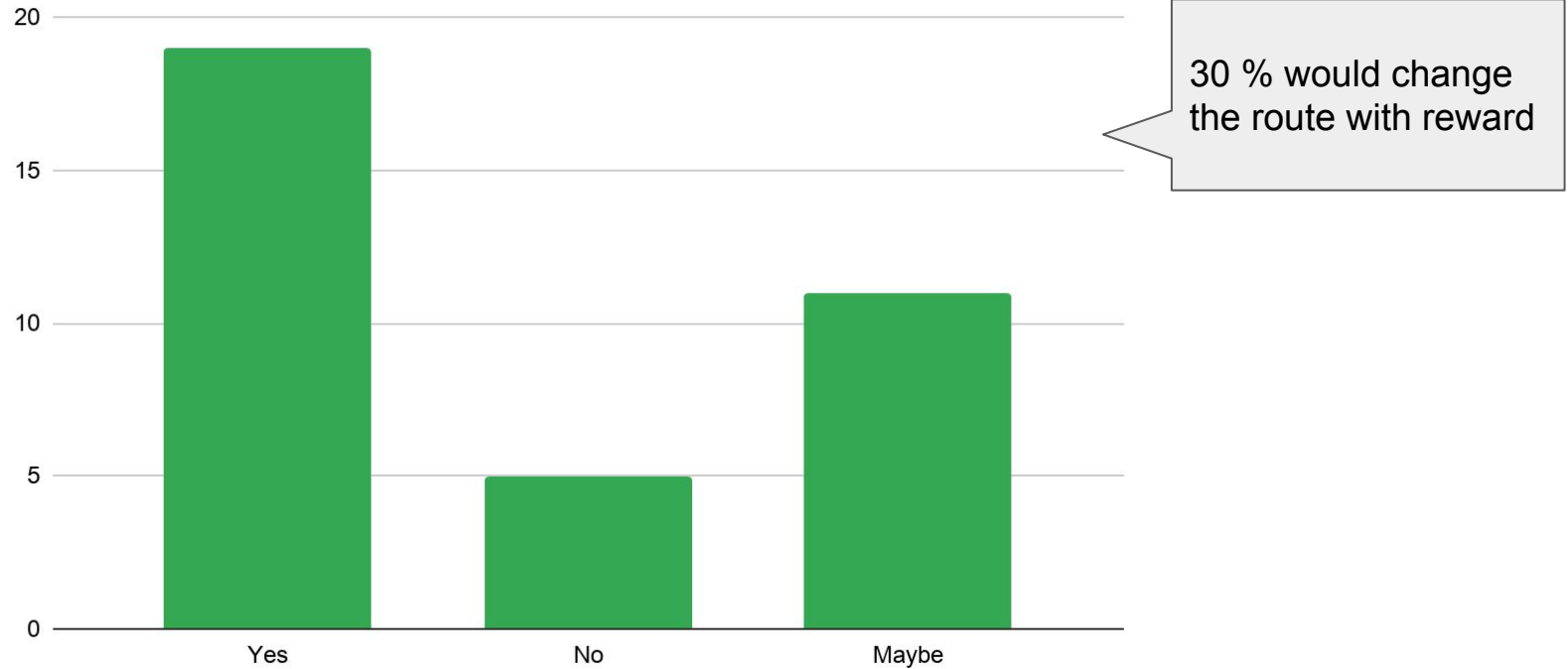
CO₂GO
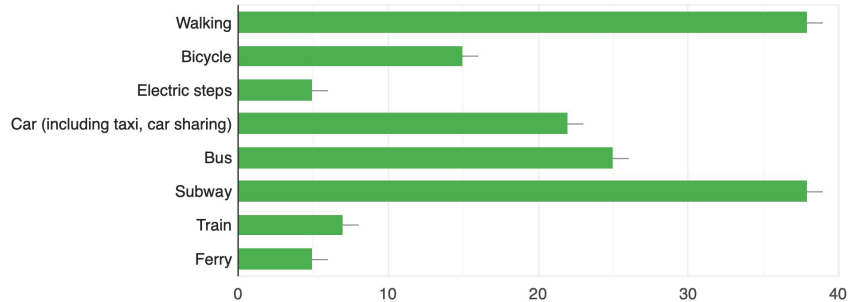
Motivated to change route without reward

Nearly 50 % would change the route without any reward.

CO₂GO

Motivated to change route if rewarded

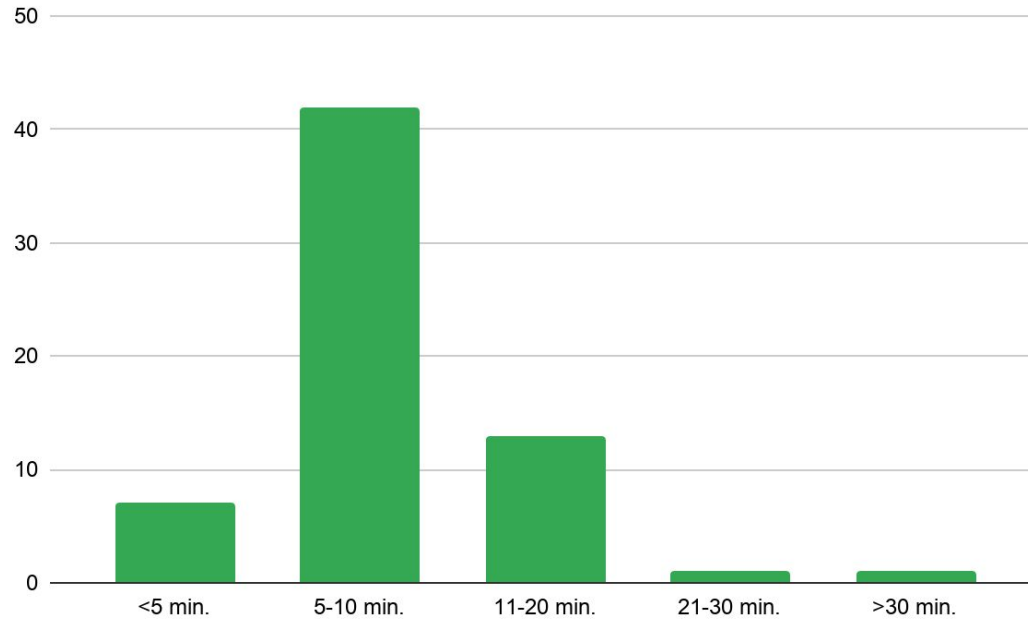

30 % would change the route with reward

Motivated to change route if challenged with friends
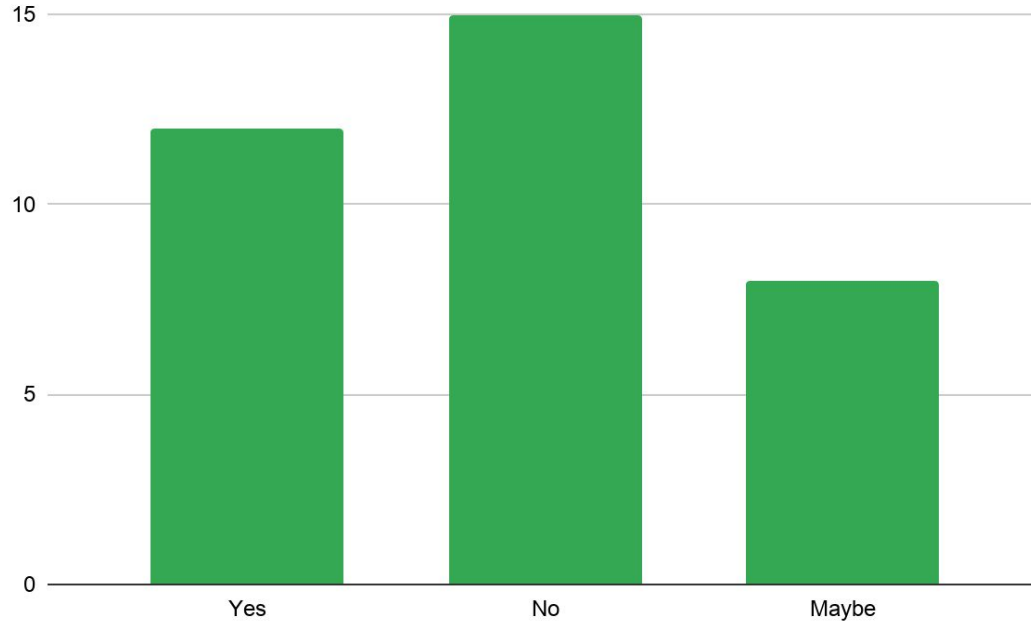
20 % would change the route when challenged with friends

Amount of time willing to add

Sketching the user

Personas

Young urban enthusiasts

Social competitive user
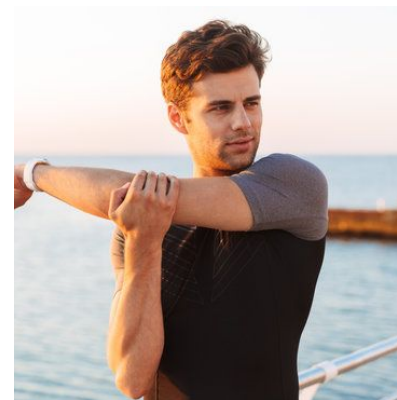
Reward driven user

CO₂GO

Anna Persson: environmentalist (1/3)

- ## Descriptor:
  Young environmental enthusiast

- ## Who?
  23 years old, female, Erasmus student at IST

- ## Quote:
  "I recycle, and always have the environment in mind when consuming. I try to walk to my destinations as often as I can but i also want to get to places conveniently."

CO₂GO

Anna Persson: environmentalist (2/3)

- ## Goals:
  Main goal to contribute to the environment
  Needs to know how to get from point A to point B
- ## Attitude:
  Motivated to know how they can contribute
- ## Behavior:
  Uses social media and news pages when eating breakfast
  Wants simplicity and functionality in user interface
  Is aware of new technologies and uses apps and websites intuitively
  Decisions mainly based on facts but also emotions when it comes the
  environment

CO$_2$GO

Anna Persson: environmentalist (3/3)

- Travel routine:
  Anna wakes up early in the morning 6 am to do sport. She walks to gym, which is located close to her home.
  She lives rather close to IST. She could use the public transport, more precisely a bus for 5 stations. Or instead, she could walk, which takes her 20 min. She **prefers to walk**, because she can discover more stuff and pass by her favourite Chai Latte store. Furthermore, it is part of her daily sport routine and she disagrees with the old diesel busses, which are polluting the air in the city.
  Sometimes, however, it is unavoidable to use public transport, then she uses Google Maps to check routes.

CO₂GO

Bernard Gonzales: social competitive (1/3)

- ## Descriptor:
  Lifestyle and culture guru

- ## Who?
  21 years old, male, student at Tecnico, interested in lifestyle and social media

- ## Quote:
  "Being an environmentalist is kind of fancy at our university and in social media in general. And Clara from my course UCD is really into it - so maybe that is a way to impress her."

Bernard Gonzales: social competitive (2/3)

- ## Goals:
  Find new ways to compete with friends and stand out from the crowd
  Needs to know how to get from point A to point B

- ## Attitude:
  Expects a challenge and rewards for "winning"

- ## Behaviour:
  Frequent user of Instagram while on the subway
  Wants endorphine kicks from visual effects when using apps
  Is aware of new technologies and uses apps and websites intuitively
  Decisions mainly based on emotions

Bernard Gonzales: social competitive (3/3)

- ## Travel routine:
  Bernard usually snoozes too much in the mornings so he is often late for school. In the mornings he **rushes and takes the blue and then red metro** which takes about 30 minutes from door to door. **He often meets up with people after school to socialize which means his travel route home is different** depending on where he ends up, but never more than 45 minutes. Since he has lived in the city for a longer time he **usually doesn't check the travel route so often but sometimes he does use an app to check the closest route home**.

CO$_2$GO

Chris Johnson: reward driven (1/3)

- ## Descriptor:
  Young football enthusiast
- ## Who?
  26 years old, male, Erasmus student from Norway at ULisboa, engages in both playing and watching sports
- ## Quote:
  "I get such kicks out of a good discount, i always keep my eyes open for rewards online and discount codes"

CO₂GO

Chris Johnson: reward driven (2/3)

- ## Goals:
  Looking out for discounts
  Needs to know how to get from point A to point B
- ## Attitude:
  Expects to get rewards for doing a task
- ## Behaviour:
  Frequent user of mobile games
  Wants endorphine kicks from the rewards
  Is aware of new technologies and uses apps and websites intuitively
  Decisions mainly based on emotions

Chris Johnson: reward driven (3/3)

- ## Travel routine:
  Chris used to bike to school in Norway, since he doesn't like his route to school for biking he **usually turns to public transport**. He has a bus stop 5 minutes away from him which takes 20 minutes but he also has the metro 15 minutes away that takes 25 minutes. He's a morning person so **he goes up early to catch the bus**, it's usually late but he arrives in time for class. Being an ambitious student he **stays late to study and takes the same bus home**. **He turns more to the subway on his way to football games and other social events, he uses Google Maps to find the route** since he doesn't have much of a clue otherwise.

CO₂GO

Scenarios

Chris Johnson: Scenario *without* CO$_2$GO

Chris wants to travel from university back home

Chris checks a regular travel app

Chris chooses the fastest route home, by bus

Chris arrives back home

Chris goes to a snackbar to buy a hamburger

Chris Johnson: Scenario *with* CO_2GO

Chris wants to travel from university back home

Chris opens CO_2GO and sees he does not have enough points for a discount at a store
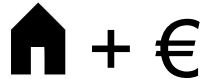
Chris sees that he can win points by traveling a CO_2. friendly route

Instead of taking the bus, he walks, since he is in no hurry anyways

Upon arrival, Chris receives CO_2GO reward points

Since he now has enough points, Chris goes to a vegan store near his house and redeems his discount on a product in exchange for points

Anna Persson: Scenario *without* CO$_2$GO

Anna is an Erasmus Student at IST and lives in Alvalade. She has enrolled at IST in the first semester of 2019 and still hasn't been sightseeing in Lisbon since.

Having finished classes early, decided to go to the castle after some local friends recommendation.

Not knowing any routes to any points of interest in Lisbon, Anna tries to find environmental friendly routes to the castle. After spending some time trying to find the emission rates from public transport in Lisbon to calculate the best route, gets frustrated at the lack of information and decides to go by foot, which ends up taking a long time, making Anna tired and frustrated.

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CO$_2$GO

Prioritization

App focus

Based on our user research and personas, we will be putting our focus in the following order:

1. Travel routes and their CO_2 emission
   50% of users would already travel a CO_2 friendly route if they had the option
2. Reward
   30% of users would travel CO_2 friendly route if they would obtain a reward
   More difficult to implement since we need contact with stores
3. Leaderboard
   20% of users would travel CO_2 friendly route if they could challenge their friends, yet still more people would prefer to have a reward

CO₂GO