





**A social networking application which provides personalised suggestions
for reducing domestic energy usage**

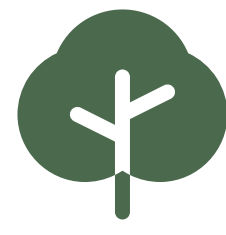
Design Principles



Reliable
Users are provided personalised suggestions and developed confidence that they are doing the right thing.



Interactive
It enables users to connect with their friends and positively impact climate action as a community

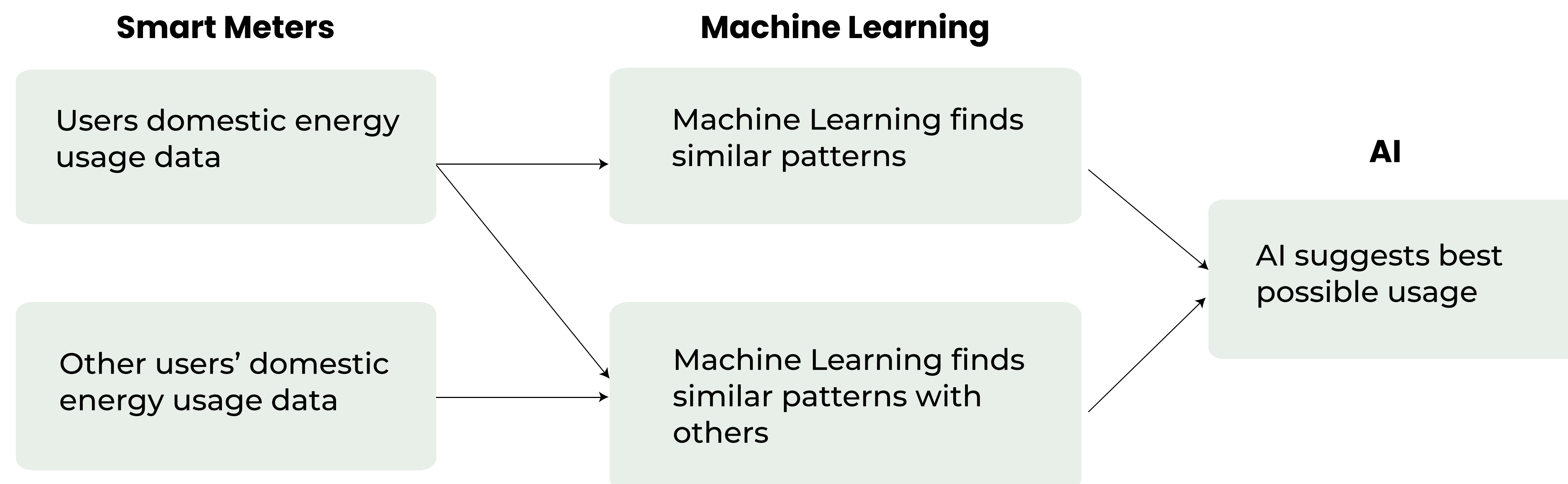


Effective
Users can feel the effect of their behaviours towards the environment

Key Features

- **Personalised Suggestions** 

We believe that personalised suggestions generated through AI by analysing the electrical usage pattern of the household **will provide** confidence and ensures that they are making the best of their resource **for parents** who follow immediate advice rather than seeking information themselves **because** they are time-constrained and would like to spend their leisure time with their family.



Key Features | Storyboards

• Virtual Representaion

We believe that a virtual representation of the positive effects of their activities toward the environment will connect the relationship between the family's behaviour and the climate change because it helps them know how their change in behaviour could make a difference.

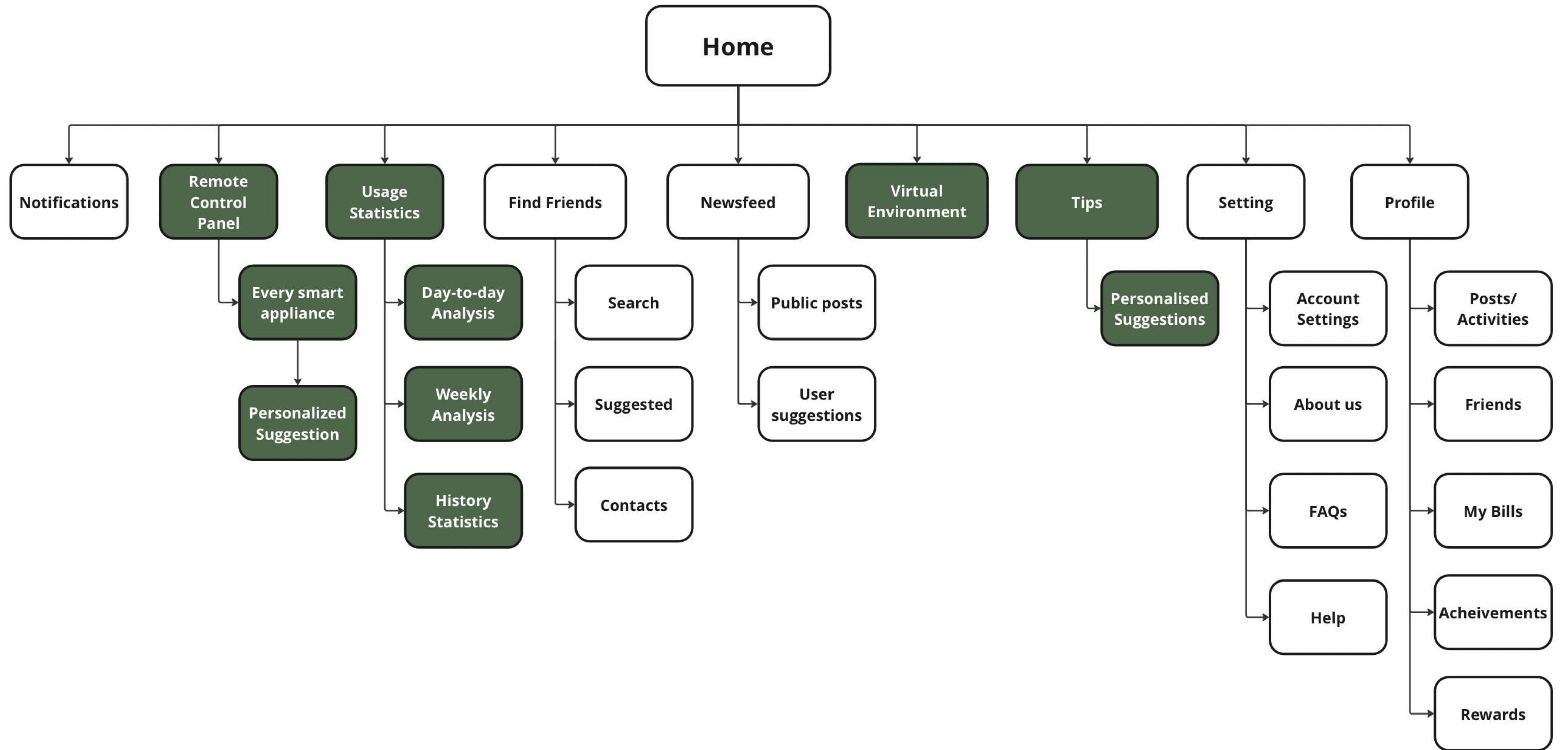
<p>Janna is picking their children. Janna realize the weather is cold. She want to feel warm when her family arrives home. She is worried.</p>	<p>Janna turn on the heater to maximum through GreenSaver. She wants the house to be heated ASAP. She is happy to remote control the heater and save time.</p>	<p>GreenSaver suggest Janna to turn the heat mode to medium to avoid energy waste. GreenSaver provide this suggestion on the basis of Janna's family optimum temperature and the time they arrive at home.</p>	<p>Janna turn the heater to medium through TopSaver. She is happy to save energy.</p>	<p>Janna and kids keep going back to home.</p>	<p>Janna's family arrive at home and they feel warm and comfortable.</p>	<p>Janna goes through GreenSaver and she is checking how environmental effect she made. There shows lots of rivers and trees. Janna is happy for she did positive behaviors to save energy.</p>

• Social Networking

We believe that viewing and sharing climate change activities as posts will motivate the family to participating in such activities and share them with everyone because they enjoy competitive benchmarking against their friends and others.

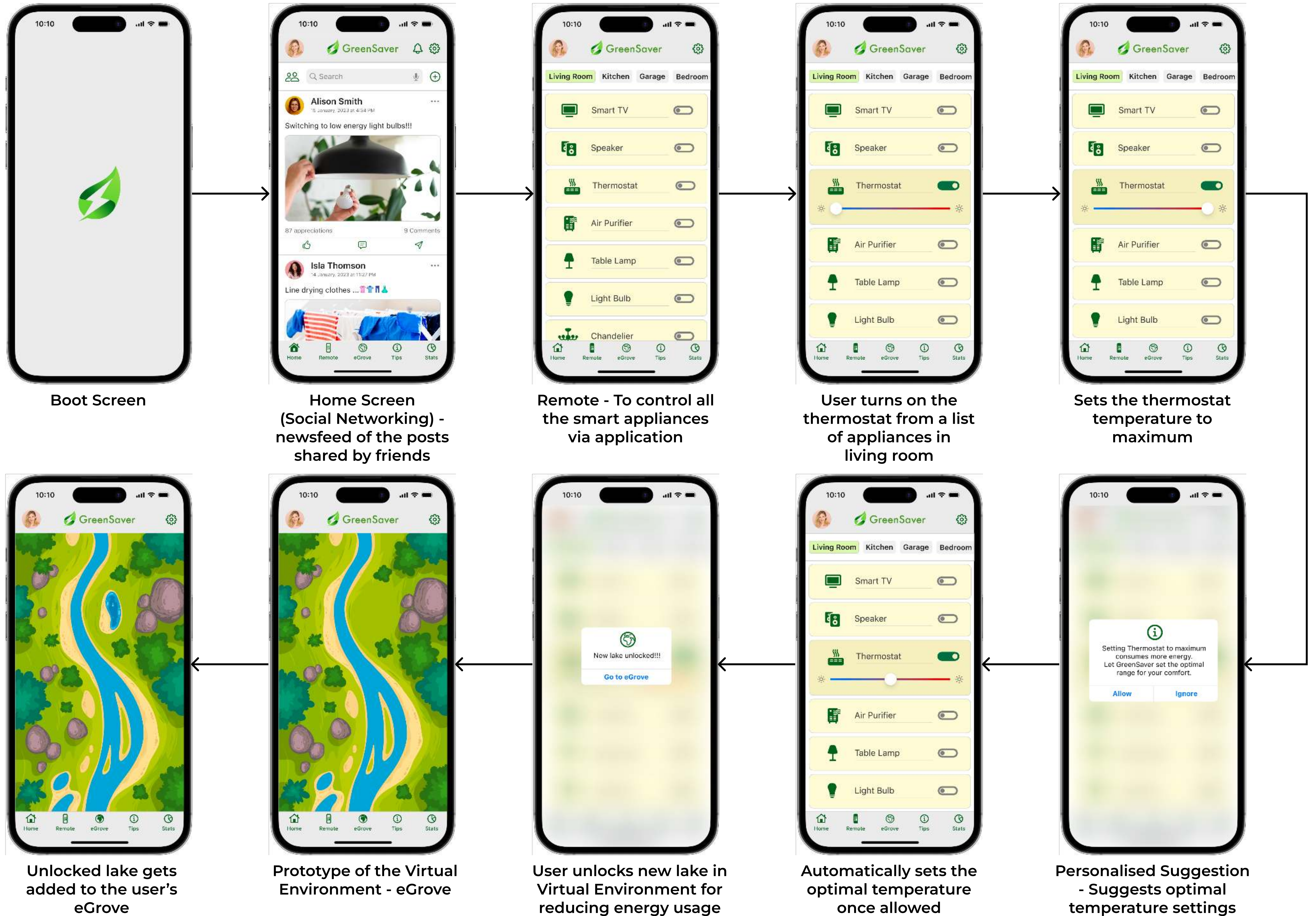
<p>Janna is waiting for washing machine finish. Her phone ring</p>	<p>Janna checks the notification and it shows her friend share a post about hang out clothes and her friend got a saving electricity achievement, Janna is surprised and motivated.</p>	<p>Washing machine finished laundry work.</p>	<p>Janna takes out clothes.</p>	<p>Janna hanging out clothes outside.</p>	<p>Janna posts her activity on GreenSaver and gets a achievement as well. Janna is proud of her action and feels a sense of achievement.</p>

Sitemap



Design Outcome

Recreating Scenario 1 to explain all the key features of the mobile application - Greensaver



Reflection

Which are the riskiest?

- How is GreenSaver different from other social networking apps? Is it the major feature of this app?
- Why would people use a new app to post their activities when they can do the same in a familiar app?
- How much can the users be encouraged to take efforts in following the climate change activities until it's too much?
- Will personalised suggestion work efficiently considering the use of AI for its implementation?

HMW make sure that GreenSaver is not just a social networking application?

HMW reassure the users about the data security of the application to make them feel secure using it?

HMW make sure the activities are within the comfort zone of the users and they enjoy doing them?

HMW ensure personalised suggestions work in the initial stages when there is no input data?

miro

Future Developments

- Direct and indirect competitive product analysis will be included to research the similar types of apps, proposing the possible assumption related to the market.
- User interview will be used to verify if the pain points, needs and features are precise and appealing.
- The detailed issues about data collection and the privacy of users needs to laid out.

THANK YOU!

