

Designer: Gisselle Perez
Climate APP



IDENTIFY A SPECIFIC SUBJECT MATTER

Perez1

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Integrated Thinking
Aug 2023

Natural Disasters/Climate Change

As time has gone on we have seen many natural disasters pop up all across the world. It is something that has been affecting lots of people today. People lose their homes, get injured, and sometimes don't really know how to act or prepare for these types of things, since recently, these natural disasters are even happening in places where you wouldn't normally see them.

Take the California hurricane for example. According to CBS, the last hurricane that happened was roughly 165 years ago and it was "- considered the only actual hurricane to hit the West Coast, according to National Weather Service.". This year we had one hit there that was a Category 5 when that one was a Category 1. These things have gotten stronger. This is why being informed on how to care for yourself, your family, your pets, and your home is important. Something else that is also important is being informed about why these things happen because although many might think these natural disasters get worse over time because of nature,, that's not really the case most of the time. Believe it or not, Climate Change can make a natural disaster more stronger and worse (NPR). Not just that but they can also cause them to be recurring (NPR). Over the last few months, this heat weather has been awful and even breaking world records. The heat causes the ocean water to warm up more than needed/usual that hurricane season has extended (NPR). This is also why we need to bring attention to climate change as it plays a huge part.

Perez2

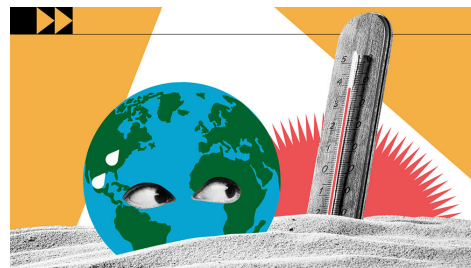
In order for people to get informed about safety, disasters, how to prepare, and how to change some things about their lifestyle to help against climate change to reduce the chances for disasters to happen or strengthen, the best way that I thought of was a sort of rooms that people could go through and experience a little and hands-on experience. The best kind of example I can give would be the fire safety they made us go through as kids where they made us go through simulations and gave tips as you navigated. The things one can learn through this could be, learning about medical aid even the basics can save you or someone, survival tacts (foods and other things), and how you can help with climate change.

Perez3

Works Cited

Borunda, Alejandra. "What's the Connection between Climate Change and Hurricanes?" NPR, 30 Aug. 2023, www.npr.org/2023/08/30/1196865225/whats-the-connection-between-climate-change-and-hurricanes.

Singh, Simrin, and Caitlin O'Kane. "Has California Ever Had a Hurricane? One Expert Says Tropical Storm Threat from Hilary Is 'Nearly Unprecedented.'" CBS News, CBS Interactive, 20 Aug. 2023, www.cbsnews.com/news/hurricane-hilary-forecast-california-tropical-storm-nearly-unprecedented/.

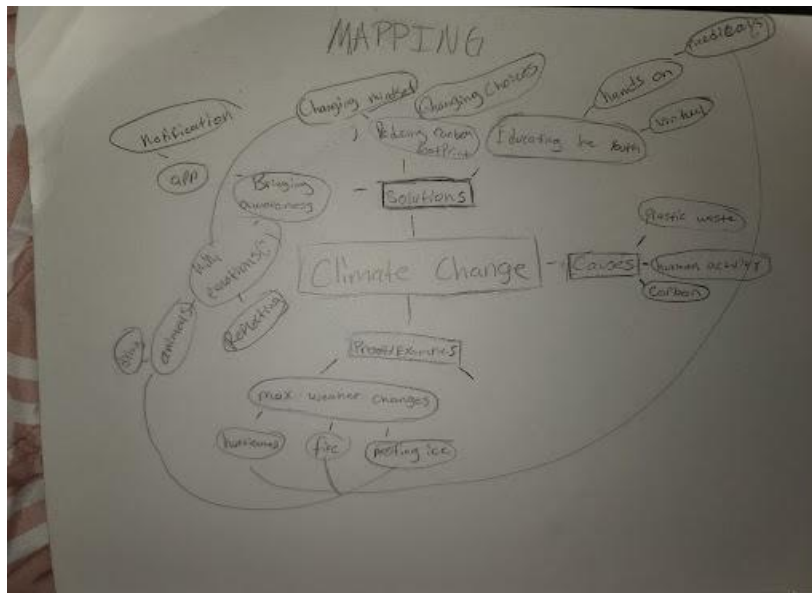


ISSUE MAPPING, PROBLEM SOLUTION

Perez1

Perez2

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Integrated Thinking
Aug 2023



I want to connect nature and humans and how humans view their world/nature. With information and visual effects, I hope they can understand how big their impact can be and change their ways to make a good impact.

Solutions cont.:

Educating the youth (Hands-on):

Creating an escape room to educate the youth more on climate change and its effects on nature. With this, we hope that learning things hands-on will create a fun environment while absorbing important information. This can range from puzzles or little experiments to create visual learning. This room can be a mobile so that we can go from place to place or from school to school to educate. With this as well we can offer hands-on learning on how to reduce carbon footprint. This will hopefully change some mindsets and change choices made in daily life.

Bringing awareness (app) :

Another solution to this can be by building an app. This particular app to set in place can be installed on your phone and can notify you when something that relates to climate change happens in your area or around the world. For example, if you live in Wisconsin you can see if the weather is the hottest it's been for a while and why it came to be this way because of climate change. You can also see if the reason why it's so hot is also affecting other parts of the world and how you can reduce your carbon footprint to prevent this from escalating. You will be able to share this information on other apps to post. If the related thing is extreme weather changes like fires or hurricanes it can give you tips on how to stay safe and be prepared as well. Hopefully, this can bring awareness to climate change and change how people view their nature, and encourage them to make better choices.

Educating the youth (virtual):

With technology changing and improving we can do things and experience stuff we couldn't before. A technology that has been on the rise is VR (Virtual Reality). We can try and use this new tech for learning and educating the youth about climate change and the effects it has

ISSUE MAPPING, PROBLEM SOLUTION

Perez3

visually. For example, you can put people in the Arctic and they can personally see virtually how the ice caps are melting and can see the chain reaction that causes in different parts of the world. They can also see the impact this causes on the animals that live in the environment and how impacts them as well causing them to have empathy. Hopefully, with this they can reflect on how they can change some things they do to reduce their carbon footprints. I had this idea in case the hands-on would fail to be set in motion as COVID situations are coming into play. This could be another solution or option

ASSUMPTIONS & OPPOSITE THINKING

Assumption: People will be able to come in and learn hands-on about climate change.

Opposite: People will not be able to come in person and learn hands-on about climate change.

Solution: A VR (virtual reality) option for them to learn about climate change.

Assumption: People are not aware of their carbon footprint and its relation to climate change.

Opposite: People are aware of their carbon footprint and its relation to climate change.

Solution: An application that can help people bring awareness to climate change and further educate how carbon footprints affect other parts of the world.

SPECIFIC PERSON AFFECTED

Perez1

Gisselle Perez

Tairan Sun

Integrated Thinking

September 2023

“Who’s Problem Am I Trying To Adress”

My problem is about how **humans view their environment as just their own causing human carbon footprint activity to increase. This impacts climate change.** This impacts us humans and wildlife. This can impact humans/animals as climate change can impact the weather, food, and air quality. Although we see some changes right now in the future it’s going to get worse if we don’t do something about it currently, so this can be impactful for the future generation. Some in real-life examples that are happening currently could be the intense hurricanes and wildfires that are currently appearing. An example of this impacting someone in their everyday life would be people with health conditions. For example, someone with a sort of pulmonary disease can be seriously affected if because of climate change the air quality changes. It would be really hard to perform everyday tasks if they can’t go outside to breathe the air surrounding them. For animals, an example would be the penguins and the other animals in the Arctic that depend on sea ice. I recently heard that a lot of penguins recently died because the sea ice they were on was melting causing it to collapse and the penguins to get hurt and die. Ecosystems are important and we depend on them so this hurts us as well.

PERSONA(S)

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Integrated Thinking

September 2023

Persona 1:

Personal Background:



Name: Byron

Age: 30

Quote: "What happened here" or "What was this place like back then" or "Tell me more about this place"

Status: 30-year-old guy who loves to travel around the world (people in this age group travel the most)

Education: Bachelor of Science in Nursing

Professional background:

Occupation: Traveling nurse

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Income: 174,625

User Environment:

Location: In different hospitals in different locations around the world

Devices: When traveling and exploring: Phone At work: Computer

Talks to people a lot (patients)

Psychographic:

Enjoys traveling

Likes helping people

Likes to walk and explore

Enjoys the history of things

Scenario:

"When I travel around because of my job I like to go on walks to explore wherever I am staying at. I get curious about some places and start to wonder what it looked like before and want to know more about the different places I visit. It would be nice to compare and see the history of it all. Some places I visit are very different in climate as well I wonder why the big differences? I will pull up my phone to see where I am visiting and what it offers to explore."

Persona 2:

PERSONA(S)

Perez3



Personal Background:

Name: Gaby

Age: 25

Quote: "Lately it's been getting stuffy and even harder to breathe. I wonder what is causing this."

Status: Has pulmonary disease and lives with family

Education: High School Degree

Professional background:

Occupation: Works in Library

Income: 47,840

User Environment:

Perez4

Location: Building

Devices: Likes using the phone(age group uses a lot) At Work: Computer

Psychographic:

Hates when the air quality goes bad as it makes it hard to breath

Air quality impacts them

Likes to walk

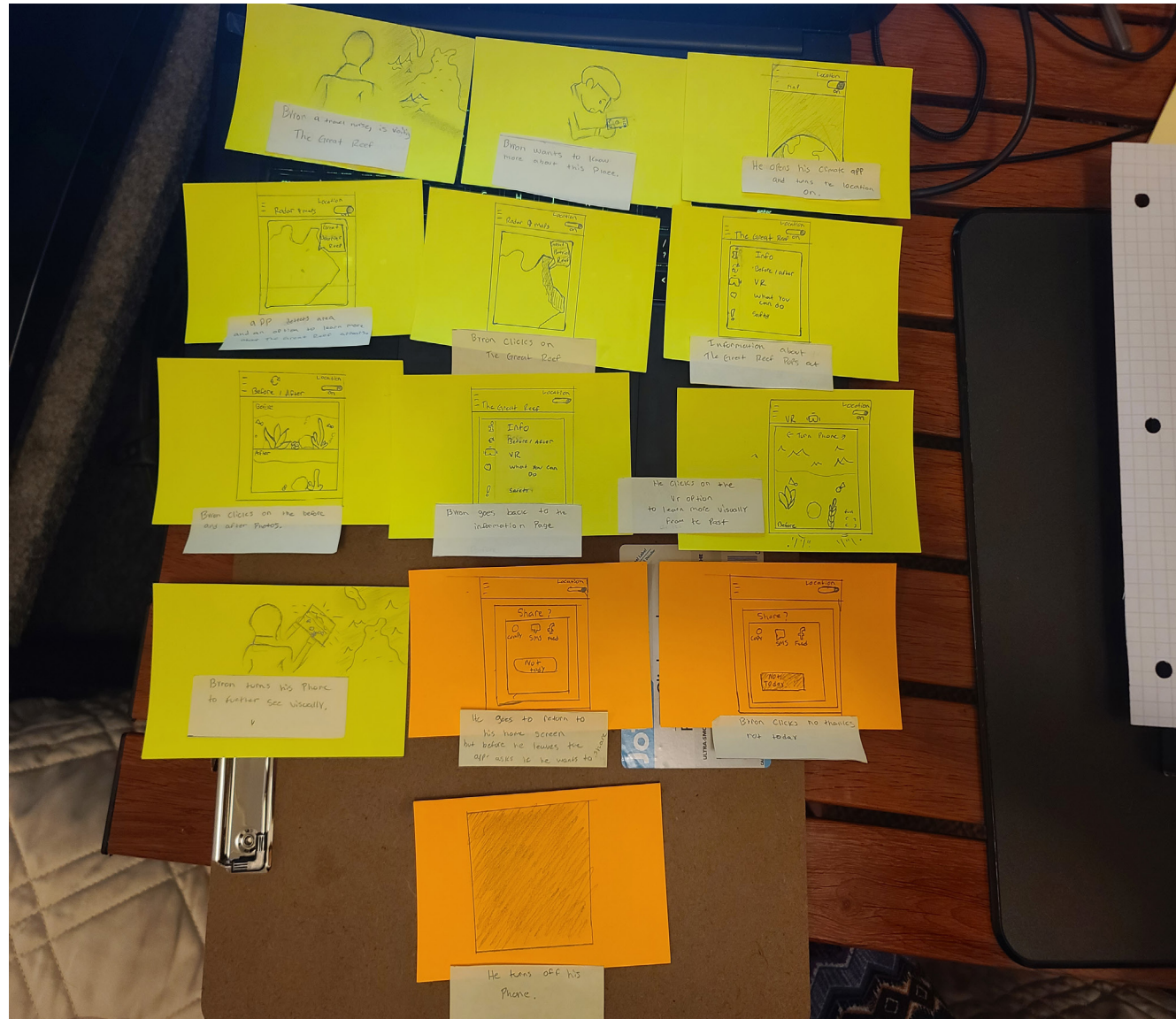
Talks about what's on social media and what's going on in the world with family.

Is a curious person

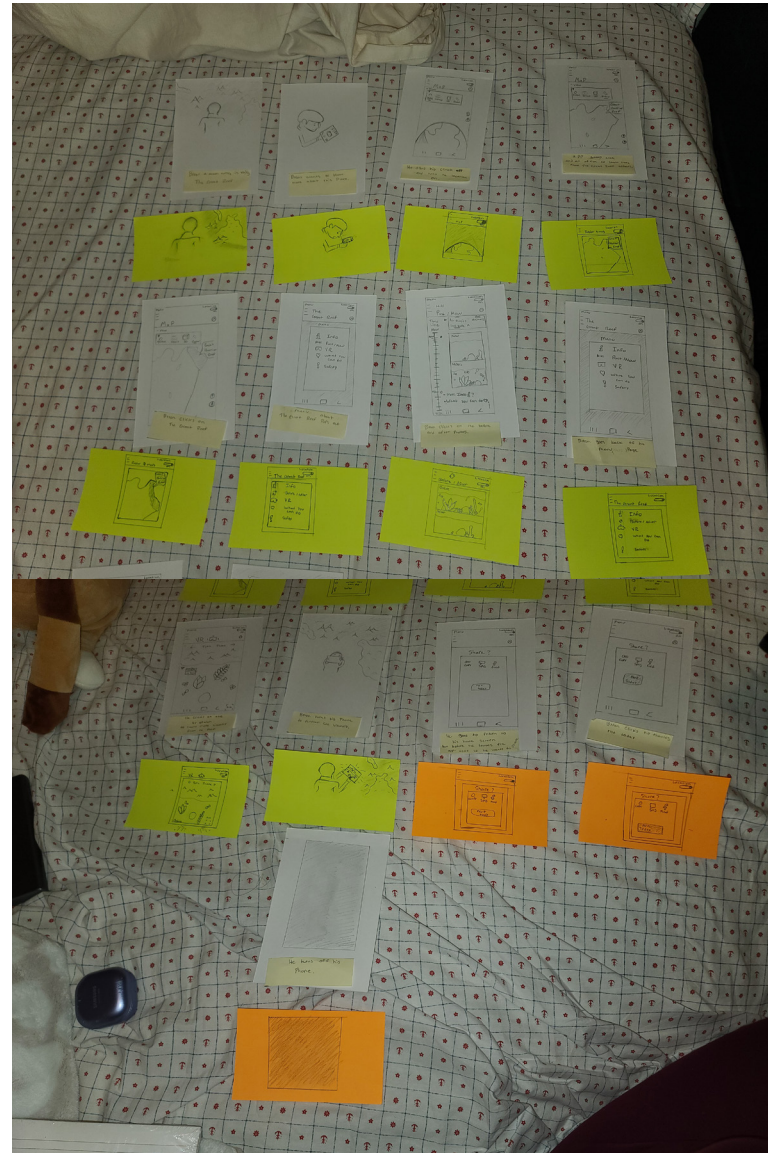
Scenario:

"Throughout my life, I have been dealing with health issues such as pulmonary disease and when the air quality gets bad it restricts me from doing a lot of outside things. It's even tough to get to work at times lately. I have seen that other places have also had this problem with air quality in their area through social media. I want to find ways to prevent this from becoming worse if there is any and get informed to spread awareness."

SCENARIO(S) & STORYBOARD DRAFT



SCENARIO(S) & STORYBOARD FINAL



WHAT IF'S

Perez1

What If

Target App:

- *What if you want to see what products there are in each section in the store (map)*
- *What if you want to see what products there are in the Ulta section*
- *What if you want to order Starbucks through the Target app in-store*
- *What if you want to see repeating words in a review of a product*
- *What if you want to shop by big brands*

My app:

- *What if other people want to see other's experiences*
- *What if people want to have a status on their profile*
- *What if people want to post on their own pictures on the app*
- *What if people want to share their location for safety*
- *What if people want to see what dining places there are around*
- *What if people want to see other activities around them*
- *What if people want to see climate change conditions in an area at all times*
- *What if people want to see different conditions in VR (air quality and stuff) like the current is this and the one they are viewing in VR is the other*
- *What if they want to know something that isn't listed or on the app. (perhaps a chatbot)*
- *What if they want to keep up with an area (notifications)*
- *What if they want to donate towards the cause after viewing*
- *What if they want to view the most climate change impacted in their current area*
- *What if they want to make the background more personalized (color)*
- *What if they want to chat with other users*
- *What if they want to rate a place they visited*

Perez2

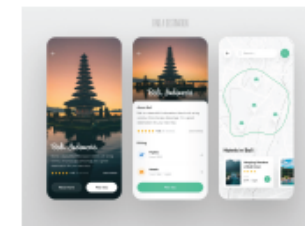
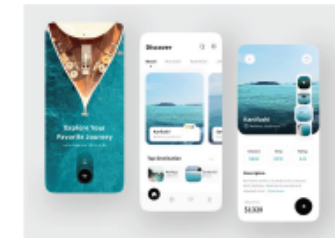
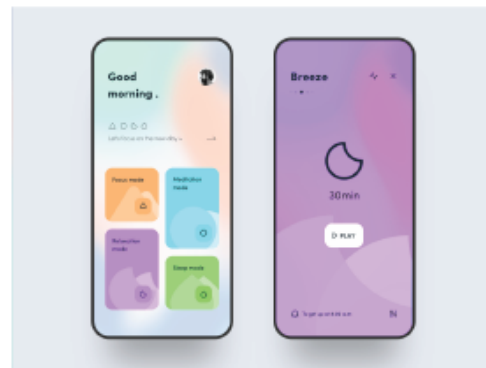
- *What if people don't know what VR is*
- *What they want to have a group/community in the app*
- *What if they want to include differences they have seen in their area (where they live) if they notice any differences concerning climate change*
- *What if people who can't see want to also use the app/people with disabilities*
- *What if people want to save the places they have been*

MOOD BOARD, DESCRIPTION, MOTIF

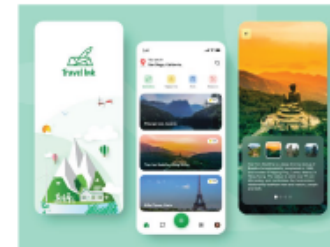
Fonts



Inspo (might tweak as I work(all))



Color(s)



Visual Motif

Simple
Use basic colors ?
Not as colorful

Description

Create an app that spreads awareness and informs people about climate change visually by comparing past and now. It will also inform users about what they can do to help / stop these climate change situations from escalating/happening.

Simple, accountability, honestly,authentic

5 STAGE COMPELLING EXPERIENCE

Perez1

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Integrated Thinking

Oct 2023

Donations to help support

Want to give The Great Reef a cleaner environment? Donate here.”

Holiday donations

Experience

Enticement:

“See the new things around you”

Notification(s) about what’s near you about climate change.

Entry:

Log in screen or “Start comparing now!” or even both combined. Comparing phasing can change.

Engagement:

User can make an account on the app. The app has features such as a map and a timeline to go back and forth between times to compare specific periods of climate change to see how human carbon footprint activity impacts the environment over time. They will have the option to use still pictures or VR to compare the time periods. The user will be able to comment on the comparisons and The user will be able to spread awareness of such impacts by being able to donate towards specific causes the user is interested in.

Exit:

“Share?” screen pops out “Not today.” Has options of sharing via whatever media they have installed on their phone.

Extension:

ONE SENTENCE & COMPREHENSIVE DES



Gisselle Perez-Villa

10/26/23, 2:58 AM

One sentence:

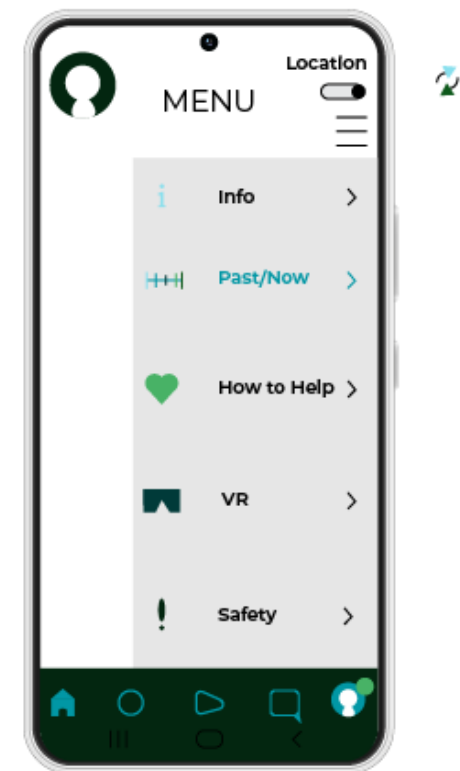
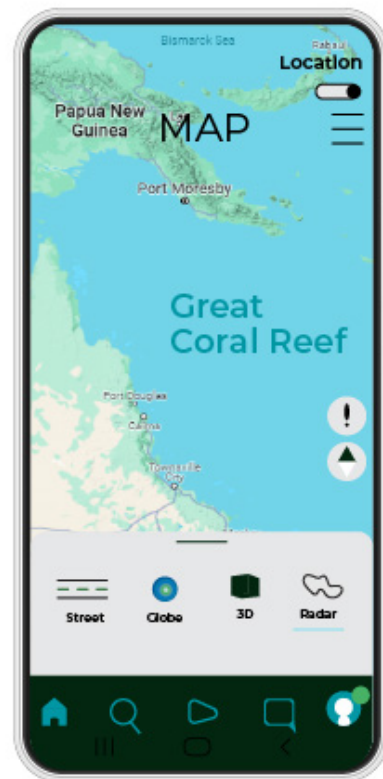
Humans view their environment as just their own causing human carbon footprint activity to increase.

Comprehensive:

Create an app that spreads awareness and informs people about climate change by visually comparing the past and now in real-time. They will also be able to post their own experiences. Not only that but it will inform users about what they can do to help/ stop these climate change situations from escalating/happening.

[Reply](#)

INTERFACE DESIGN DRAFT LAYOUT(S)



INTERFACE DESIGN DRAFT LAYOUT(S)

