

# 1. Affinity Diagramming User Inputs



Conducted user interviews and used affinity diagramming to classify into logical categories.

## 2. Deriving Key Insights from Users

Key Insight	Supporting Research Notes <i>*Copy &amp; paste supporting interview sticky notes below</i>			
<p>Awareness about and visual impact from sustainable lifestyle needs to be raised together with a well-rounded incentive scheme to drive change.</p>	<p>Limited understanding on sustainability lifestyle</p>	<p>Unaware about what "Carbon Footprint" is</p>	<p>Evenly: "Out of 15 of my friends, only 2 people know about carbon footprint, and those who do are those more health conscious people."</p>	<p>Seeing is believing</p>
<p>Low priority of sustainable living and many small inconveniences hinder adoption of the app and a sustainable lifestyle.</p>	<p>Understanding is usually limited to areas such as travelling options, electricity consumption, reducing waste.</p>	<p>Not many realised that their food choices can play a part in having a sustainable lifestyle.</p>	<p>Meaningful Financial Rewards</p>	
<p>Motivators for change or to adopt sustainable living habits: Incentives, Tangible &amp; Relatable outcomes/impact to target audience, Start with small changes, FOMO attitude</p>	<p>Choose convenience over eco-friendly habits/decisions</p>	<p>Requires conscious effort in daily routine to make choices that are more eco-friendly</p>	<p>Highly motivated and aware but requires a lot of thinking and a lot of small changes.</p>	<p>App has a good intention but is too tedious to sync information.</p>
<p>Edit this box with your summarized insight (Double click the box to edit the text)</p>	<p>App is not sticky enough because of no rewards, too much information to key in and the game not being fun enough.</p>	<p>Meaningful Financial Rewards</p>	<p>If I can know the impact on my actions on the environment, I would change, e.g. saving 1 tree if I take a bus instead of a taxi.</p>	<p>Willing only to make small changes and extensions of small changes to lifestyle</p>
				<p>Only if others are doing it</p>

Drew unobvious insights from multiple groups of ideas from the affinity diagram.

# 3. Defining Our Persona



"Only 2 of my 15 closest friends know about sustainable or carbon footprint"

"I will be motivated if I can see the impact of my actions or if it impacts areas like my career or finances."

"Sustainable lifestyle? You mean Reduce, Reuse, Recycle? Oh, my food choices are included as well?"

**Charles Kyen**

Demographics

Age: 30  
Profession: Accountant  
Single  
Tech Savvy

Goals & Tasks

Adopt sustainable lifestyle habits in his daily routine.  
Feel good about himself with the least effort possible.

Needs

- Fuss free, easy to use, low maintenance app
- Bonus if it is fun, provides incentive
- Willing to adopt easy sustainable lifestyle habits
- Would like to know more about what other ways he can do good, especially easy-to-do methods.
- Want to see tangible impact of lifestyle changes, e.g. trees dying.
- Want to see impact on my career, finance or social life

Pain Points

- No time to track and input data and check off actions
- Too many aspects of sustainable living to focus on
- Don't like to commit to regular use.
- Sustainable living requires too much thinking and evaluation.
- No monetary incentive in app.
- Don't like to pay.

Defined a persona based on the insights, pain points and goals from our user interviews.

# 4. Charting User Journey Map

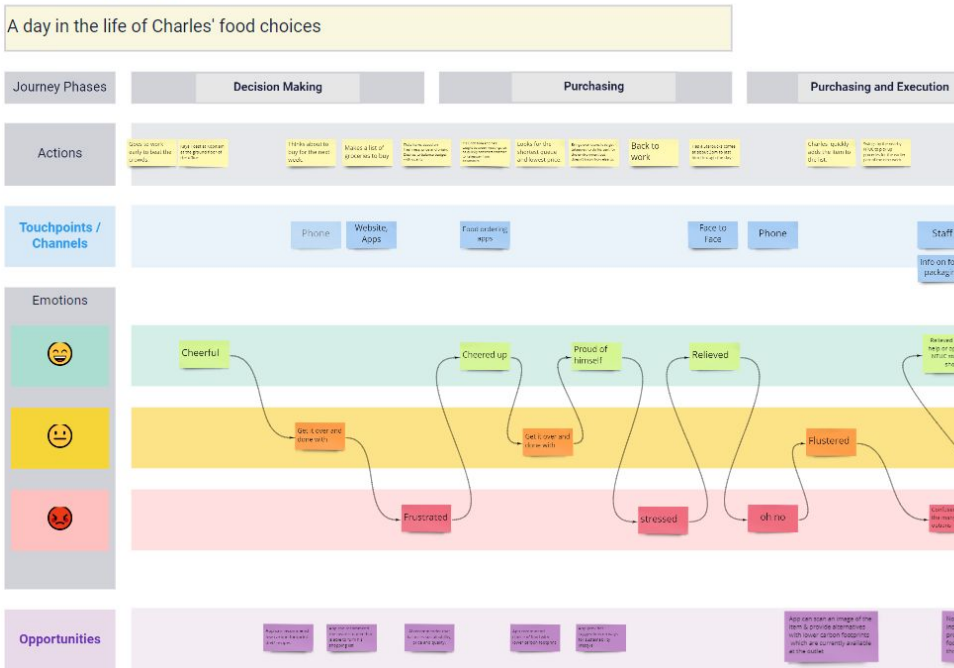


Charles Kyen

## Scenario

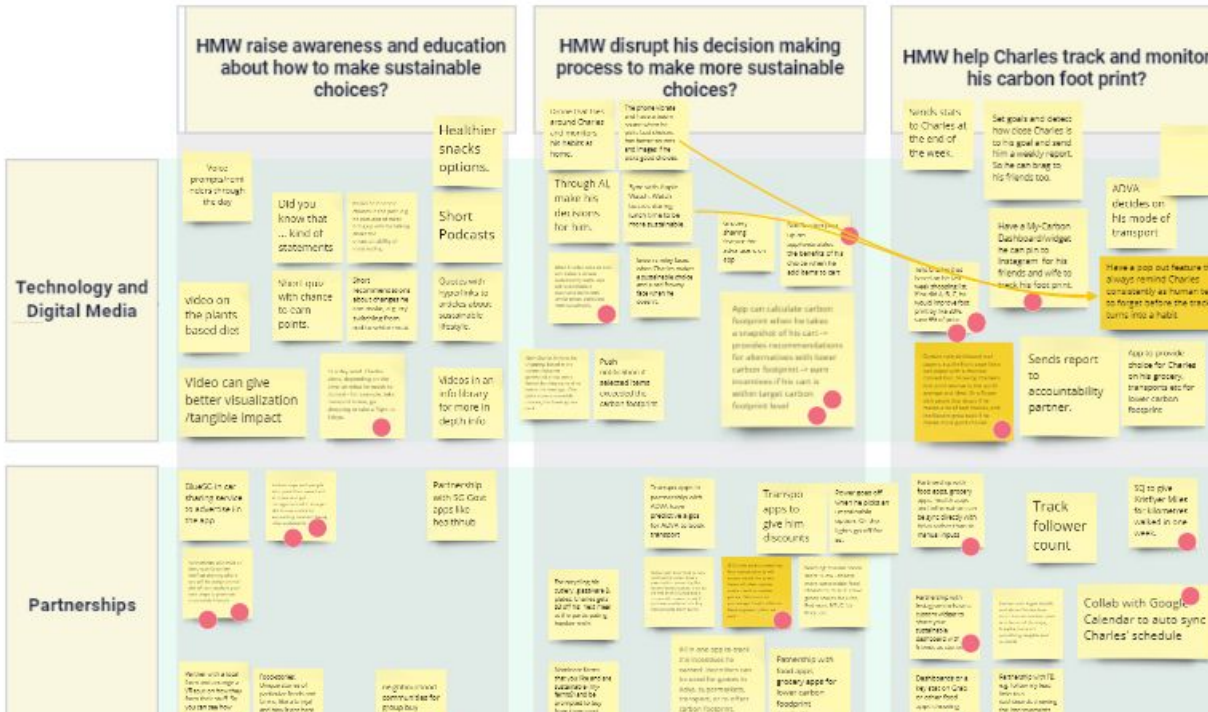
It's a busy Friday and he has to get groceries for the whole week.

### As-is Journey Map



Charted the current user experience, emotions and touch-points to focus development efforts.

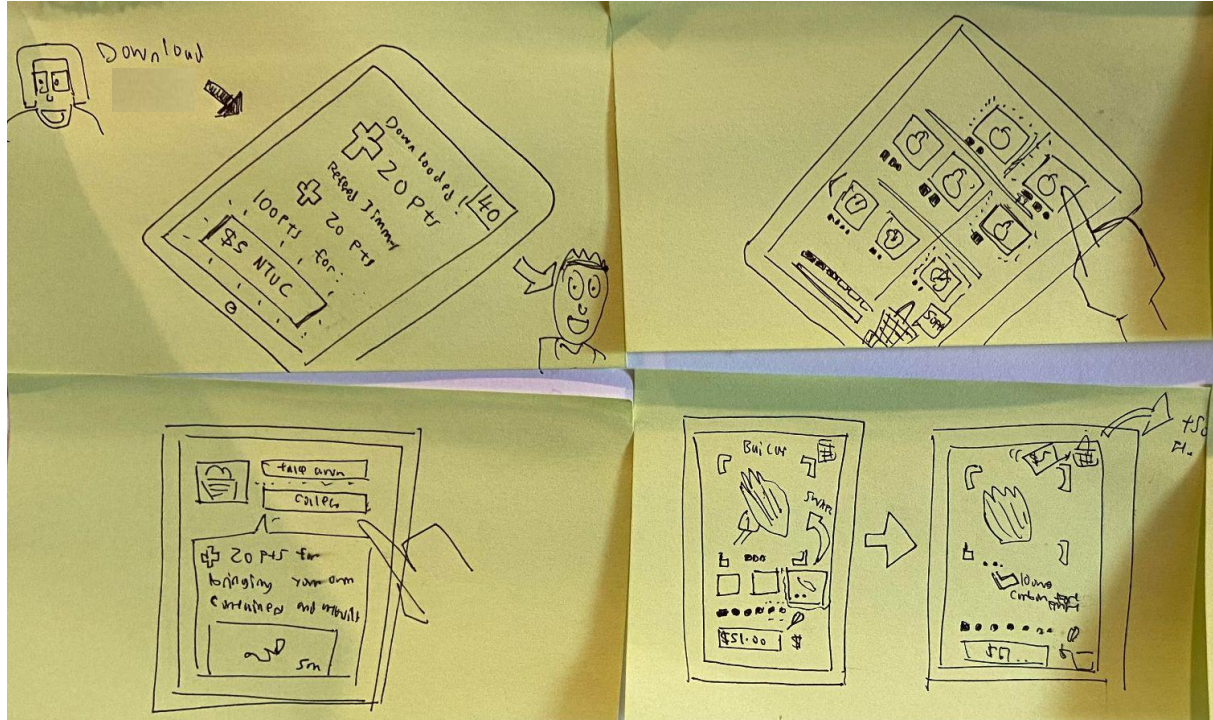
# 5. Ideation Using Creative Matrix



Ideation of key app features using matrix of "How might we?" and channels.



# 6. Storyboarding



Storyboard keyframes of the app to illustrate integration into user's life.

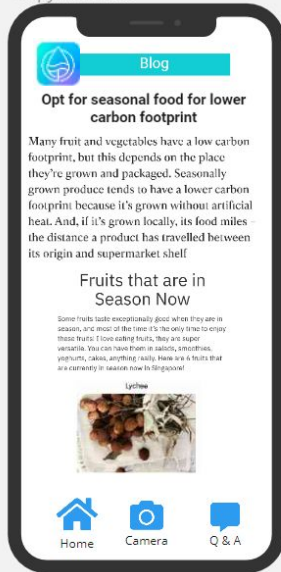


# 8. Prototyping Adva Food Journal

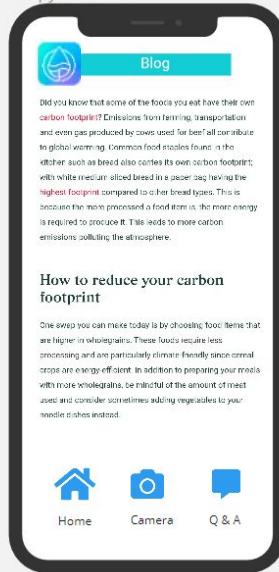
Charles reads the Food Stories blog on his own time.

## Reka Food Journal (At Home)

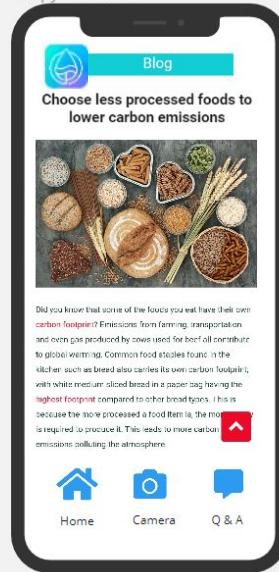
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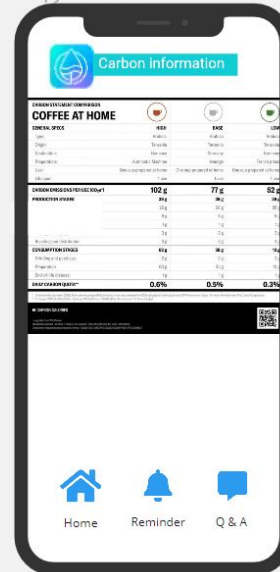
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AdvaFood Journal provides engaging content for sustainable food and lifestyle choices.



