



# ETHOS

## Eco Tracking Made Easy

### Introduction

Hearing constant bad news about climate change can make Canadians feel anxious, isolated and hopeless. Ethos, an eco tracking app aims to solve this issue by providing a way for users to track their consumption, build community and intake news and resources in a controlled and sustainable manner.

# Project Overview

For this project the primary goal was employing dark UX tactics for social good through an app design. The subject focused on for the app was helping users track their eco-footprint and offer information and a support network. Oftentimes, discussing the impacts and potential future caused by climate change can create feelings of loneliness and anxiety within users. Ethos provides users with an all-in-one app to keep up with news, track personal consumption and build a community in a sustainable way with no guilt attached. The focus is that while corporations are the creators of most major emissions, everyday people can band together to shift culture into an eco conscious community that cares for one another and the earth we all share.

All	Lessons	Assignments	Exams	Calendar	+
As Name	Dates	Type	Status		
Brainstorming	October 5, 2022	ideation	Done		
Research	October 10, 2022	research	In Process		
Empathy Map and Personas	October 10, 2022	development	In Process		
Concept Finalized	October 12, 2022	ideation			
Low fidelity wireframes	October 12, 2022	development			
Branding	October 14, 2022	development			
User testing	October 14, 2022	development			
High Fidelity Wireframes	October 17, 2022	development			
Prototypes	October 19, 2022	finals			
Ads	October 28, 2022	finals			
Rationale	November 2, 2022	finals			
Submission	November 2, 2022	finals			

*Work back schedule from Notion*

The created app design was made in the Adobe Suite using Adobe Illustrator and Adobe XD. The project timeline was roughly six weeks and a project timeline was maintained using the app Notion.

## Research

Much of the research process included reviewing secondary research about the ways in which the climate crisis affects individuals mentally, especially in terms of anxiety and stress. Overall, the research mentioned that climate change can trigger mental health crises such as PTSD, anxiety, depression and survivor guilt. Climate change overall has a detrimental impact on all industries, cultures and demographics within the world as even incremental changes in global temperature and weather patterns can cause disruptive changes.

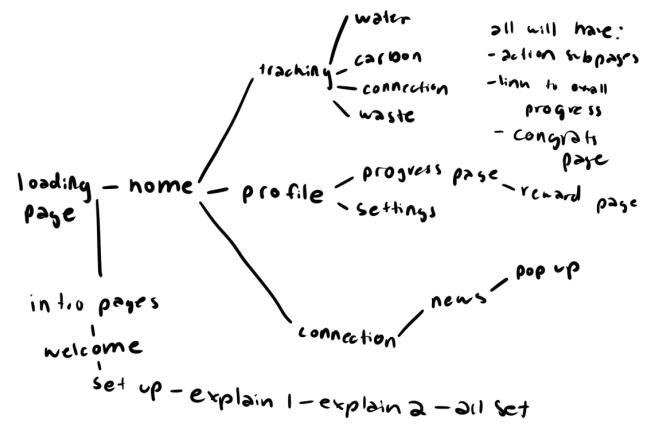
	Earth Hero	Climateer	Carbon Capture	Aerial	EcoHero
					
Carbon Tracking (transport)	Yes	No	Yes	Yes	Yes
Carbon Tracking (food)	Yes	No	Yes	No	Yes
Waste Tracking	No	No	No	No	Yes
Eco News	No	Yes	No	No	No
Community Support	Yes	No	No	No	Yes

*Competitive Brand Analysis completed for six apps*

# Research

When looking at current apps in the eco-conscious sector it was found that there wasn't one app that contained all of the criteria Ethos hoped to span. Competitive analysis were completed on the apps Eco hero and Earthhero, and overall takeaways focused on the lack of certain features and navigation problems that can occur with tracking apps. Stylistically, a lot of the apps had a very similar colour palette and illustrations, leading to them all feeling very repetitive and similar. With this knowledge, it was determined that there was a place for Ethos in the current app market as an all in one eco app with more stylistic differences.

Completing empathy apps and customer personas helped to define the primary market for the app as users between the ages of 15-40 who are struggling to track their eco-actions, find community and with anxiety or stress around the current eco-situation. This audience is eco-focused and thinks critically about how climate change is negatively affecting all aspects of modern life. They have grown up being well educated about climate change from a young age and feel personally invested in the cause. While they recognized that corporations have more responsibility over climate change than individuals, this audience believes that in order to have a societal shift around the perception of climate change, everyone should feel involved and unified by the cause.



Empathy Mapping and Site Mapping

# Personas



**Lola, 19, (She/Her)**

Lola is an English major at UW in her third year and works part time at a local vegetarian restaurant part time on weekends. She attended a climate rally pre-pandemic and loved it, but is struggling to find events or an eco community locally. She is vegetarian and wants to go vegan soon for ethical eco reasons but is struggling to track how often she currently eats and buys animal products. She does not have a car so she relies on public transportation to get to school and work. The future worries her, but she pushes past this by focusing on small personal changes she can make.



**Jamie, 36 (They/Them)**

Jamie is a marketing coordinator and wants to get involved with eco-activism at a local level but is struggling to find community. They try to keep up with the news but feels a lot of anxiety and stress reading only negative articles about climate change. Some current actions they do is compost and re-use old containers and boxes around the house, but they are interested by the idea of becoming zero waste. They have committed to a no-buy month, and is finding it challenging but doable.

# Personas



**Jeff, 27 (He/Him)**

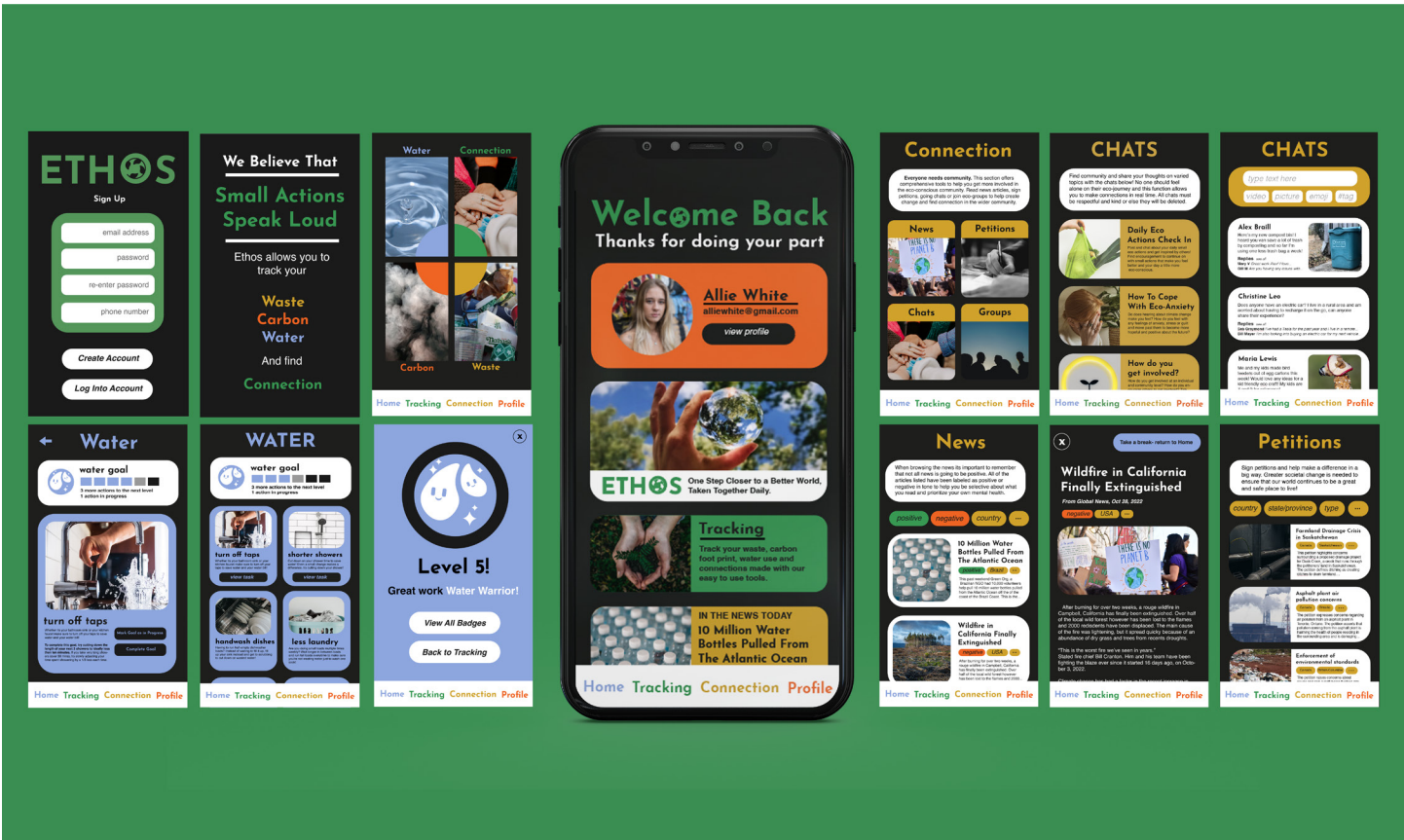
Jeff is a computer programmer and volunteers for the local food bank monthly. He currently drives a gas car, and is debating on buying an electric one but is unsure how to track his current carbon footprint. He believes consumers aren't responsible for massive climate change, but still wants to support emerging technology and practices to help develop an overall more eco-conscious culture. He has one four year old son with his wife and wants to leave the world better than he found it.



**Eliza, 40**

Eliza is a marketing coordinator and first learned about the impacts of the climate crisis through her kids. Her daughter (15) became very inspired by Greta Thunberg and Eliza wants a way to help her daughter track her eco-impact and offer support. Eliza has a heavy workload though, and struggles to find time to go with her daughter to rallies and protests. She is also nervous about attending such rallies in case there is opposition or it gets too wild for her and her teenage daughter. Eliza herself is interested especially in her own carbon footprint as she travels often for her work.

Customer Personas pulled from Ethos Brandbook



# Iterative Design

The main design functions that were decided upon after reviewing secondary research and completing competitive analysis were four primary sections to the app: Home, Tracking, Community and Profile. Reducing the navigation bar to these options helps with navigation and user flow. In order to motivate tracking and include some dark UX traits, the format was gamified by the inclusion of levels and badges to win by completing a certain number of tasks. In order to prevent any competition or comparison, there was no globalized game board of leaders or a ranking system.

For the news section, filters were added to ensure that users could filter and read news mindfully and help them stay out of negative reading loops. Another way dark ux was included in the design was through pop ups that happen every 5 articles prompting the user to take a break and visit a different section of the app.



The progression of the Water Subpage to the finale iteration. A similar process was followed for all pages.

# Branding

For the branding, a main colour palette of red, blue, green and yellow were selected. This colour combination is commonly used in board games such as Twister and Sorry, and makes sense because of the gamification factor of the app. These colours also all appear in nature, and ties back to the eco nature of the app. For the logo, green was chosen as the primary colour to further solidify this association. The bright colours are used against an off black background to help with legibility and balance out. The logo features a growing circular vine which references the reduce, re-use, recycle symbol. The placement of the leaves was also intentional to loosely imitate a globe. Ethos was selected as the title because of its similarity to the word eco, and also for its meaning associated with personal values, beliefs and character. Since the app focuses on eco values and personal accountability this name makes sense for its personal branding.

## Colours

<b>CMYK</b> 78.64/16.33/ 88.89/2.69 <b>RGB</b> 56/153/84 <b>HEX</b> 379954	<b>CMYK</b> 18.71/34.38/ 100/0.63 <b>RGB</b> 209/163/43 <b>HEX</b> d1a32b	<b>CMYK</b> 0/0/0/0 <b>RGB</b> 255/255/255 <b>HEX</b> ffffff
<b>CMYK</b> 1.14/75.21/ 98.45/0.05 <b>RGB</b> 240/99/36 <b>HEX</b> ee6425	<b>CMYK</b> 44.3/28.67/0/0 <b>RGB</b> 140/166/222 <b>HEX</b> d1a32b	<b>CMYK</b> 70.97/64.92/ 67.25/75.74 <b>RGB</b> 31/31/28 <b>HEX</b> 1f1f1c

## Colour Combinations

Black and white can be paired with any colour. The only exceptions is yellow and white can be paired for buttons and background, but not for text and background colours. The four primary colours should not be used together.

# ETHOS

### Who We Are

Ethos at Ethos we believe that when they come together, individuals have the power to change the world and to create the solutions to cope with the impacts of climate change. Ethos provides users with an app that helps to keep up with news, take personal responsibility and to be community in a sustainable way with no grid attached. We believe that while corporations are the creators of most major environmental problems, we can together in our own efforts into a eco-conscious community that cares for one another and the world we all share.

Our main goals at Ethos are to:

1. To build a community focused upon free of judgment.
2. To provide news and personal tracking forms in an efficient yet easily accessible manner.
3. To serve as an often used tool that is accessible and easy enough for anyone to use.

### Values

**COMMUNITY ACCEPTANCE**  
**RELIABILITY COMPASSION**  
**KINDNESS PASSIONATE**  
**ACCOUNTABILITY ACTIVISM**  
**POWERFUL USEABILITY**

### Mission

To build a more eco-conscious culture by providing users with the tools and community they need to get informed and empowered about climate change.

### Vision

To be a leading tool to help solve the catastrophic effects of climate change through public awareness and political change.

### Typography

**Josefin Sans Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-.,:;!@#\$%^&\*~  
Use for titles and headings.

**Helvetica Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-.,:;!@#\$%^&\*~  
Used for body text and buttons.

**Helvetica Oblique**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-.,:;!@#\$%^&\*~  
Used for buttons.

### Photography

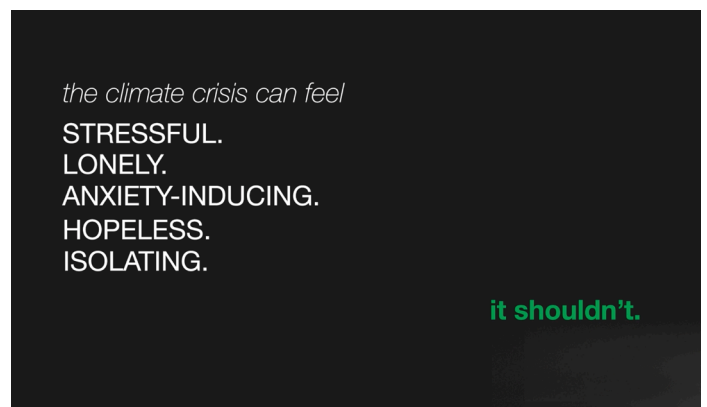
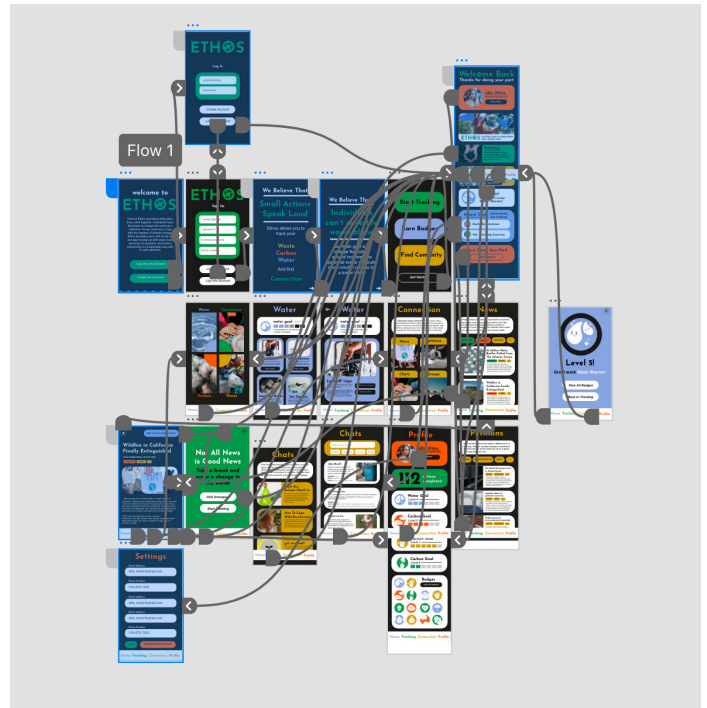
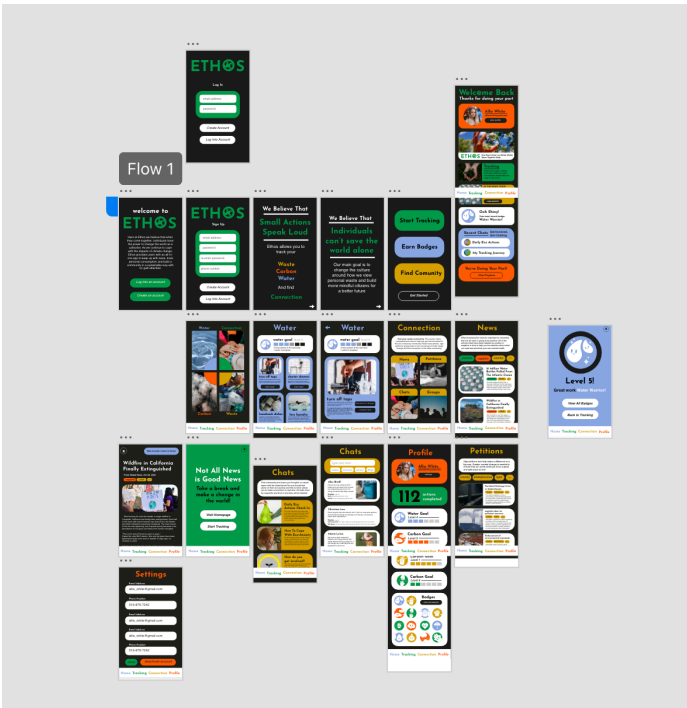
Photography should be fresh, real, and work in most situations (office or street). Images should not be overly processed or too similar, and should avoid showing content of faces. Images can be of nature or nature shots, but also about equality.

### Logos

Logos can be placed in the brand, green, white or off-black. The preferred color always from the logos as they are the logo's color can be used by hand.

### Improper Logo Use

*Excerpts from the Ethos brand book including colour palettes (above) and page spreads covering a variety of branding.*



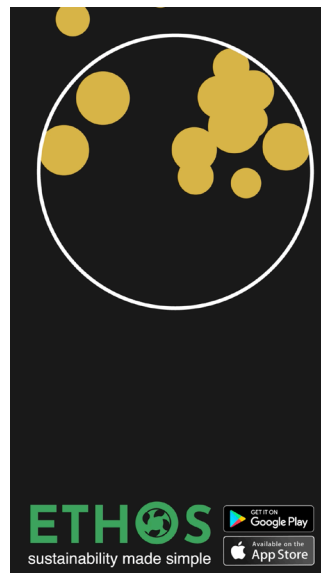
Prototype layout created in XD (top left), and the link map (top right). Colour exploration (middle left). Screenshots from the video app (middle right and bottom right).

Build **Connection**

# Results

Giving users the ability to track actions, join chats and groups and get educated about eco issues through news articles and petitions makes Ethos an effective all-in-one app for the eco community. It fills in the gaps that other eco apps have missed and effectively establishes itself as a pivotal resource and tool for consumers. Keeping the design user-centered and keeping in mind the emotional and mental impacts of the subject matter ensures that users do not lose motivation with tracking or feel discouraged.

Next steps include further developing the different subsections and building out the screen prototype. Further app extensions could also include adding in a social media feed to the connection section and building out a more separate badge subpage in the profile subpage.



Ads created for Instagram Stories featuring animation and a focus on collectivism.