



# Project 1

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# Problem Statement

How can my RWA be carbon neutral and help to reduce the carbon footprint of the residents?

## Background

RWA is launching a range of apps where they are trying to educate user about reducing their carbon footprint in their society. The vision is to engage the user on a continuous and seamless journey by providing them a gamified experience in the app, where they can educate themselves through short tutorials about how to be more sustainable without putting a great effort into it. And, we will also push them to make changes in this environment with the help of this app.



# Project Overview

Residential Welfare Association has developed a reputation for competence, commitment, flexibility, and a persistent willingness to surpass expectations. When choosing which projects to work on, we exercise extreme caution, choosing those where we are sure in our capacity to provide the required resources and where the client and we have comparable ways of thinking and tackling issues.

We are launching an applications named “**Balanced Community**” to educate people on how to reduce their social carbon footprint. The purpose is to engage the user on a continuous and seamless journey by providing users with a gamified experience on the app, where we are trying to educate users through quick courses about how to be more sustainable without putting in a lot of work. We hope to inspire children to change their environment by using this app.

We’ve taken around 24 interviews and divided them in to section by age group of “11-18 Age Group” “18-45 Age Group” “45-60 Years Old”.

We have categorised the “11-18 Age Group and 60+ Age Group” as “**Consumers**”. And, “18-45 Age Group” as “**Doer**”. For better understanding of the user we’ve also created “**Empathy Maps**” to know they think & feel, what they hear, what they see, and what they do also what are their pain points and gain points as well.



# Scope

## Geographic Areas

- Sarnia, Ontario, Canada
- Bangalore , India
- Mumbai, India
- Chandigarh, India
- Gurugram, India
- Jaipur, India
- Udaipur, India
- Dehradun, India

## Methodology

- User interviews: 1:1  
Interview with users
- Online surveys: Survey with  
online form with 7+ users

## Objectives

1. To understand how users generally practice to reduce their carbon footprint.
2. Uncover the different types of method from which all age groups users can contribute to reduce and mitigate their carbon footprint without being intrusive.
3. Identify problems or barriers encountered when attempting to provide services to reduce the carbon footprint.
4. Validate our customer segmentation hypothesis and make modifications,if needed

# Participant Overview

## Recruitment

Recruitment is done on the basis of age groups of users which resides in a gated society.

We interviewed 24 people.

|          |             |
|----------|-------------|
| Cohort 1 | GEN Z       |
| Cohort 2 | Millennials |
| Cohort 3 | Gen x       |
| Cohort 4 | Boomers II  |

# Key Props

1- A discovery about human behaviour, and the underlying motivations behind that behaviour why they are doing what they are doing

2- Figuring out why people was not able to solve the problems they are seeing about sustainability from long ago.

3- Many users don't have the knowledge about carbon footprint  
As there is lack of awareness about reducing and maintaining the carbon footprint

4- Knowledge that reveals fundamental principles that drives us to see user from new and different perspective

Balanced Community

# User Personas





**Suhani, 15**  
**Student**  
 Vadodra, India

“Bring earth back to greatness”

### **Personality**

Suhani is a school going student ,so she has limited spare time; She enjoys planting trees and caring for them and she always be a part of camps and events in school which counts to conserve the environment ; tries to avoid using plastic, reduces her electricity usage, and she always put her garbage in dustbin and helps her mom to dump the garbage in garbage chute in her society.

### **Goals**

Make it user friendly .

Want animated videos to enhance learning experience.

Want sustainable games through which she can compete with her friends and earn reward.

### **Motivations**

Want to learn more about carbon footprints and how we can control it.

Want to buy clothings and fashion articles which does not harm nature.

### **Frustrations-**

Not having deep knowledge about sustainability.

A lack of awareness among the people in her society.

# Suhani's Empathy Map-

## Think and Feel ?

Afforestation and Use of degradable materials helps to conserve the environment.  
Want to learn more about carbon footprints.

## Hear?

Suhani's school instructs students about the negative effects of carbon footprints.

Her father told about plastic other material which cause an impact on earth.



## See?

Events and camps on environment in her school.

Her classmate gave a presentation on carbon footprint on an environmental day.

Magazine at school library.

## Say and Do ?

Avoid using plastic, reduces use of electricity.  
Attain school event and camps which helps to conserve the environment.

## Pain

Inadequate knowledge about sustainability.

## Gain

Want animated films and games to improve your learning experience.



**Pranjul, 28**  
**Software Developer**  
Bangalore, India

” Everyone needs to be self-driven to protect the environment.”

### **Personality-**

Pranjul is smart and hardworking person. He is a software developer at amazon in bangalore. He lives in a gated society with his girlfriend and he loves to watch movies and playing sports. He implement some practices on daily basis to reduce his carbon footprints as he travel in public transport, uses less plastic, reuse the old waste articles.

### **Goals -**

Tracking daily carbon- footprints.

Making other to aware about the sensitivity of sustainability.

Find whe

### **Motivations-**

Learning new things to practice sustainability.

Eagar to participate in environmental activities.

re to recycle household products.

### **Frustrations-**

Not having much time in busy lifestyle to practice sustainable activities.

Not much aware of eco-friendly products. (What to buy or from where to buy)

Lack of variety when it comes to eco-friendly products.

# Pranjul's Empathy Map-

## Think and Feel ?

Use of conventional resources and recycling of products is the best way to conserve nature.

Satisfied with variety of eco-friendly products which are available at one platform.

## Hear

People at office

Advertisement on internet and tv



## See?

Post on social media  
Sustainable events  
Youtube videos

## Say and Do ?

Reuse of products is good way to lesser the carbon footprints of individual.  
Uses less plastic and plants trees at regular interval.  
Follows govt. events.

## Pain

Not enough time to perform daily sustainable task.  
Not much aware about eco- friendly products.

## Gain

Ease to find variety of sustainable product at one platform.



**Charul, 47**  
**Soft Skill Trainer**  
Mumbai, India

“We are not above nature; rather, we are a part of it.”

### **Personality-**

Charul is a hardworking woman who works as a soft skill trainer in Mumbai and she is the mother of two children and lives with her husband in a gated society. She throws domestic rubbish directly into the garbage can or gives it to people who wish to utilise it. Interested in measuring carbon footprints when it is quick and simple to do so.

### **Goals -**

Vegan diet and seasonal organic vegetable consumption.

Apps make it simple to raise awareness about sustainability.

Make an effort to limit the usage of excessive lighting in your house and personal values.

### **Motivations-**

Teach the next generation about carbon footprints and its harmful effect on nature.

### **Frustrations-**

Lack of Time Management

Social Inactiveness.

Lack of awareness about carbon footprints and its causes among people.

# Charul's Empathy Map-

## Think and Feel ?

Follow 3r's to make earth a better place ,

Want a platform which is accessible to children and the elderly and raise awareness among the widest possible audience.

## Hear

News , social networking sites.



## See?

she assists her children with their environmental studies project.

Social media and tv.

## Say and Do ?

Avoid use of meat products, use of organic vegetables and sustainable products.  
She distributes old clothes and other articles to others who need it.

## Pain

Lack of awareness among people.  
Social inactiveness.

## Gain

Digital platform may be used to teach the future generation about sustainability.

Balanced Community

# Need Statement

**Our capacity to lower our carbon footprint will be crucial to our success over the next years in the battle against climate change. To assist you with it, consider this advice:**

- Want every sustainable product—whether it food or clothing—to be accessible on the same website or app.
- Recognize the significance of lowering one's carbon impact and educate others about it.
- Reuse or recycle your packaging to cut down on waste, and if that isn't an option, dispose of it properly.
- We should spread more awareness about the sustainability as many people don't have awareness about recycle
- Desire to determine one's carbon footprint in order to monitor their daily carbon consumption.

Balanced Community

# Competitive Landscape





# The Ultimate Guide to Sustainable Outerwear



If you're curious about how you can make the switch to responsible fashion during the colder months, here's our ultimate guide to more ethically-minded and sustainable outerwear sorted by several world regions.

## Advantages:

- #1 sustainability ratings and discovery platform for fashion. It empower customers to know the impact of brands and buy better.
- It gives us the insight and the credibility we need to engage with our customers on the sustainability information they're looking for.
- Care for our planet, people and animals, and we want to live in a world that's sustainable and fair.
- Having the power to change the world, by being conscious about what we buy.



good on you



## Step by step guide to a lesser footprint on the planet

Three quarters of global greenhouse gas emissions come from people so to really cut carbon everyone needs to be involved. The challenge is that many people don't know what to do or where they can have the biggest impact. Giki Zero helps with both.

### Advantages:

- Personalise your carbon footprint.
- Step by step guide to a lighter footprint on the planet
- You can cut your electricity carbon footprint by over 90% if you use 100% renewable electricity.
- Be mindful of the cost of your appliances.
- Help you compost your food waste.



## A better planet with every search

We restore and protect biodiversity hotspot. Instead of monocultures, we grow over 500 different native species where they are needed most. Always shoulder-to-shoulder with local communities.



### Advantages:

- The simplest way to plant trees and be climate active every day
- Track your tree-planting progress and explore your impact on ecosystems and communities.
- We restore and protect biodiversity hotspots.
- we grow over 500 different native species where they are needed most.



## Let's start saving food. 40% of food is wasted globally.

To make sure good food gets eaten, not wasted. Every day, delicious, fresh food goes to waste at bakeries, restaurants, hotels, and grocery stores - just because it hasn't sold in time. The Too Good To Go app lets customers buy and collect Surprise Bags of this food - at a 1/3 of the price - directly from businesses.

### Advantages:

- Million people discovering and saving delicious food
- Every day, delicious, fresh food goes to waste at bakeries, restaurants, hotels, and grocery stores - just because it hasn't sold in time.
- Our anti-food waste app lets you save delicious, unsold food from businesses to save it from going to waste.



Too Good To Go