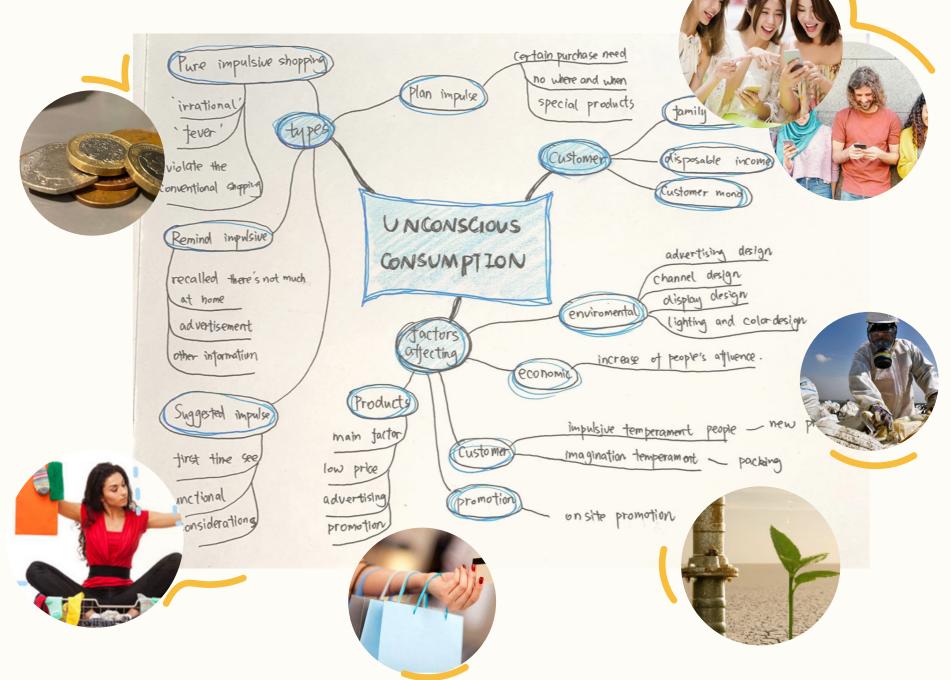
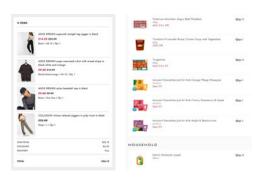
PROJECT 4 Conscious consumption

MIND MAP









INSPIRATION SOURCE

From my observation of friends around me, they are often unplanned and impulsive in their consumption. They often complain about not having enough money and buying a lot of useless things. This is a very typical case of unconscious consumption.





Research



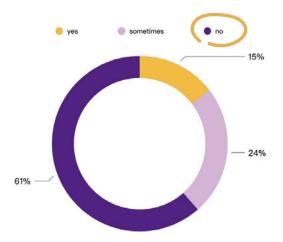




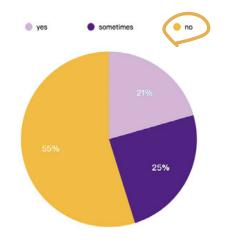


I observed the consumption of Chinese overseas students from the aspects of food, clothing, housing and transportation, and investigated many online shopping APPs commonly used by overseas students.

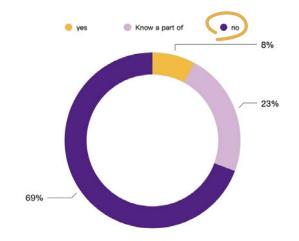




6. What do you pay attention to when you consume 7. Are you in the habit of keeping accounts



8.Do you plan your spending?



9.Do you understand the consequences of mindless consumption of resources

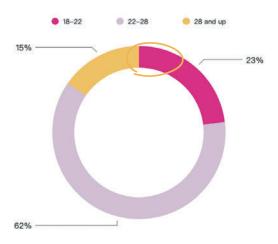
- Pay more attention to price
- No bookkeeping habits
- Unplanned shopping

 Not understanding
 that unconscious
- consumption will lead to waste of resources

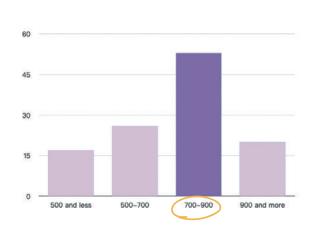


Questionnaire

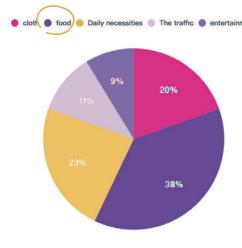
I designed 9 questions and asked 58 international students to fill in the questionnaire.



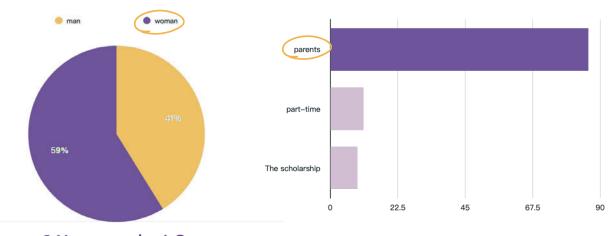
1.Your age?



3. Your average monthly disposable expenses are in pounds



5. The proportion of the following consumption contents in your daily monthly consumption is?



2. Your gender is?

4. Your source of income is





Carbon Donut



Eco Action Toppers



有鱼记账







App analysis

- -Record the user's carbon footprint
- Describe the carbon impact of each action
- Global implications
- An environmental game
- Show the resource savings for each action
- Keep track of how many resources users save each year
- Record user consumption
- Show the resource savings for each action
- Remind users of reasonable spending according to their monthly budget

people

Physiological aspects

- Chinese students studying in the UK



- 22 to 28 years old
- Ability to shop independently
- -Most parents provide for living expenses

psychological

- Impulsive to shopping, unplanned
- Unable to buy the desired product due to language barrier
- Don't know how to plan your spending

Time

- Not sure
- Weekends or holidays

activities

The Tasks:

Record user consumption and present it in a visual form of resource consumption

Goals:

Let users reasonably arrange consumption, and know how to save resources











Environment:

- Stores: supermarkets, markets, shopping malls
- At home: mobile APP, TV shopping, website shopping...



Social:

Advertisements, discounted goods, celebrity endorsements, and recommendations from family and friends can all lead to unconscious consumption





Medium:

Mobile app

Output



Input

- Resources allocated to various commodities
- Per capita resources



Icon:

Icon of different kinds of goods,

The icon where the commodity occupies the resource







JACK WANG

Jack Wang is a Chinese student who has just arrived in the UK with only his credit card, so he has no idea how much he is spending. As he just arrived in a strange environment, the language barrier and the lack of understanding of goods made him follow the crowd mentality, so he bought a lot of unnecessary things.

DEMOGRAPHICS

· PERSONA

- Name: Jack wang

- Age: 24

- Occupation: student

- Location: Winchester



- Unconscious shopping made Jack buy a lot of useless things
- He doesn't know what is right for his budget

NEEDS

- Know his monthly expenses and control your spending wisely
- Want to have a thorough understanding of the product

PERSONALITY

- planning
- shopping desire
- living Expenses



PERSONA

DEMOGRAPHICS

- Name: Lucy li

- Age:22

- Occupation: student

- Location: Southampton

LUCY LI

Lucy Li is a girl from China. She has just been in the UK for one month. She likes shopping very much. By the end of the month, the family had not given her enough to live on, and later she found that there were many things she didn't need at all. It bothered her a lot.

PERSONALITY

- planning

- shopping desire

- iving Expenses

NEEDS

-Need to know how to spend in a planned way to avoid wasting money

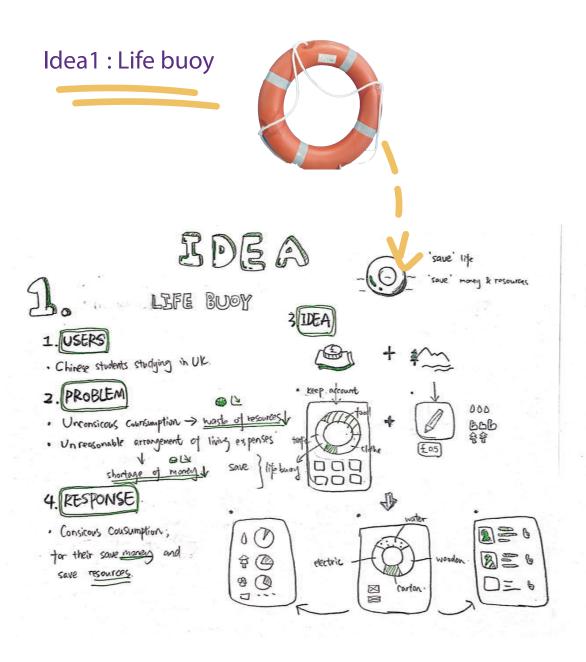
- She needs to raise awareness of resource conservation

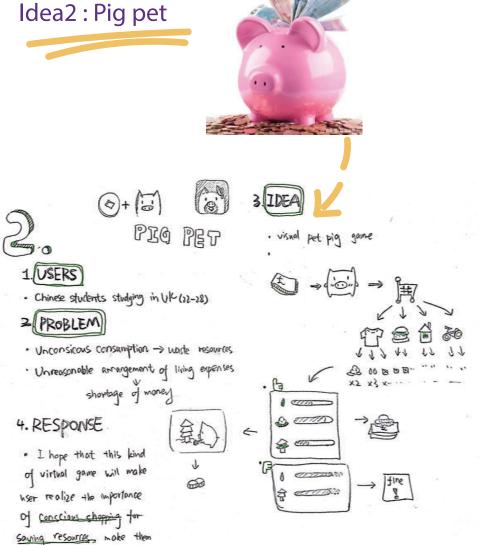
FRUSTRATION

- Unplanned shopping and impulsive spending made her unhappy

- Lucy does not have the habit of keeping accounts, because it is very troublesome

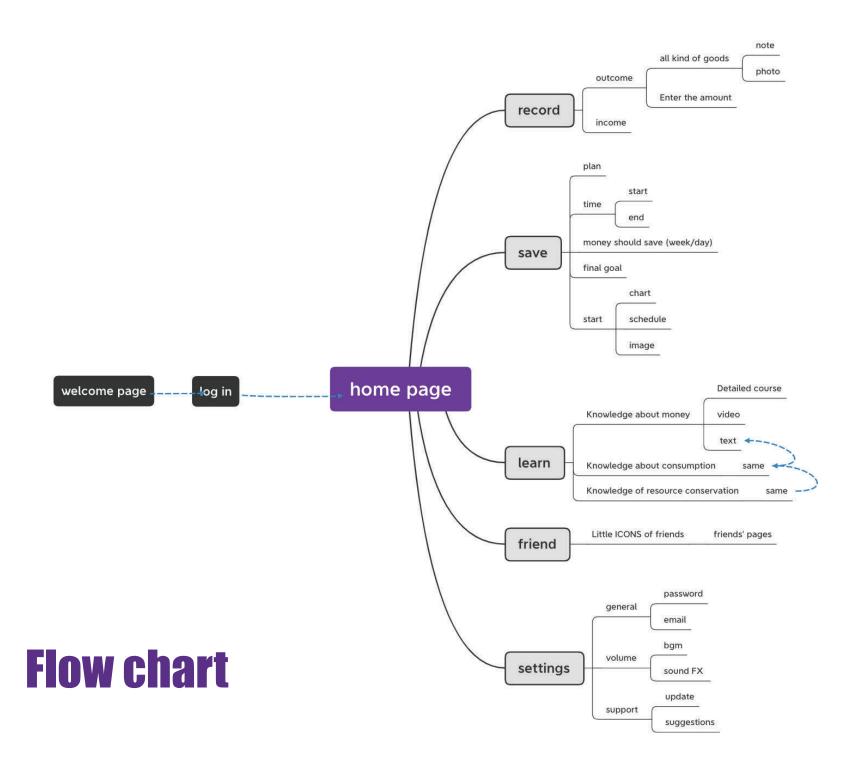


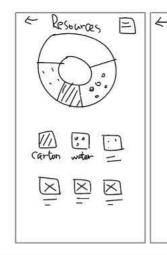


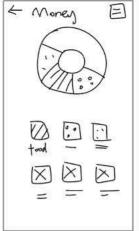


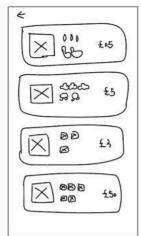
plan their Consumption more reasonably

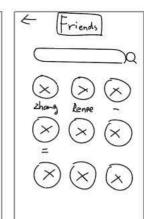
Ideas

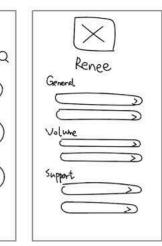


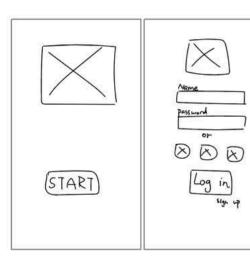


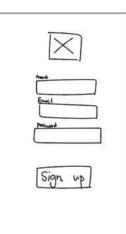


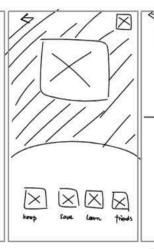


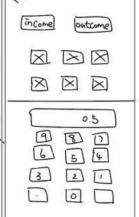




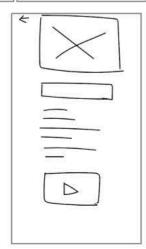


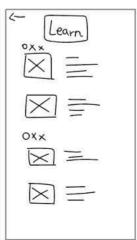


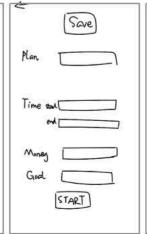


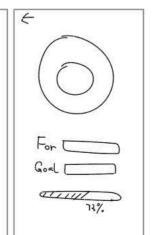












Preliminary test feedback



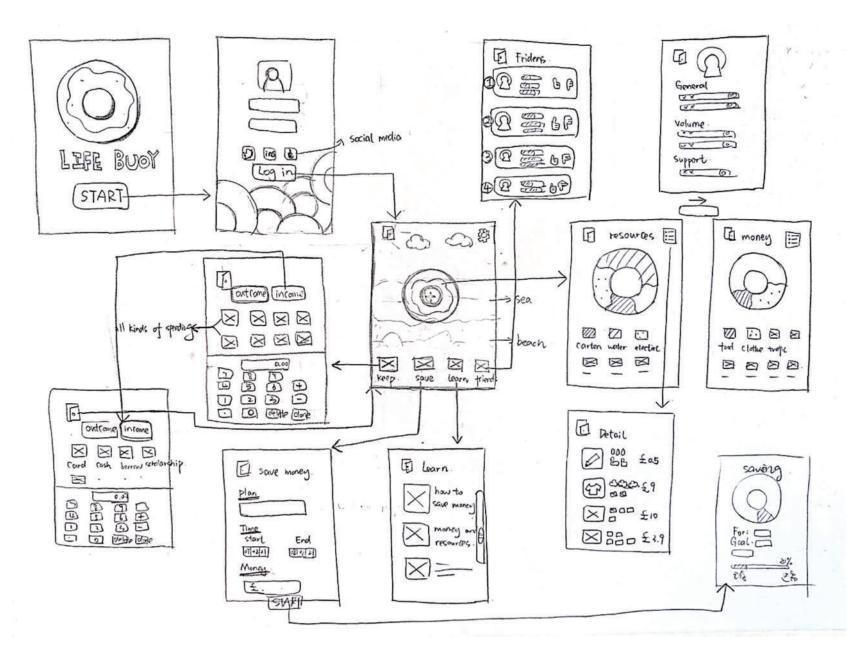




Feed back:

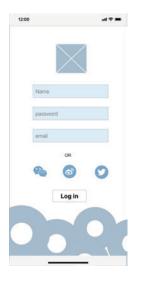
- 1. It has rich functions and is convenient to use
- 2. The classification of "Learn" page is not clear, and it is not easy to find suitable courses
- 3. Several pages are missing subdirectories

Preliminary wireframe

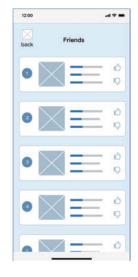


LOFI-PROTOTYPE







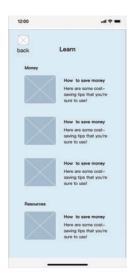








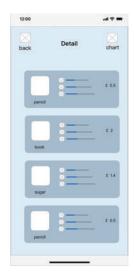




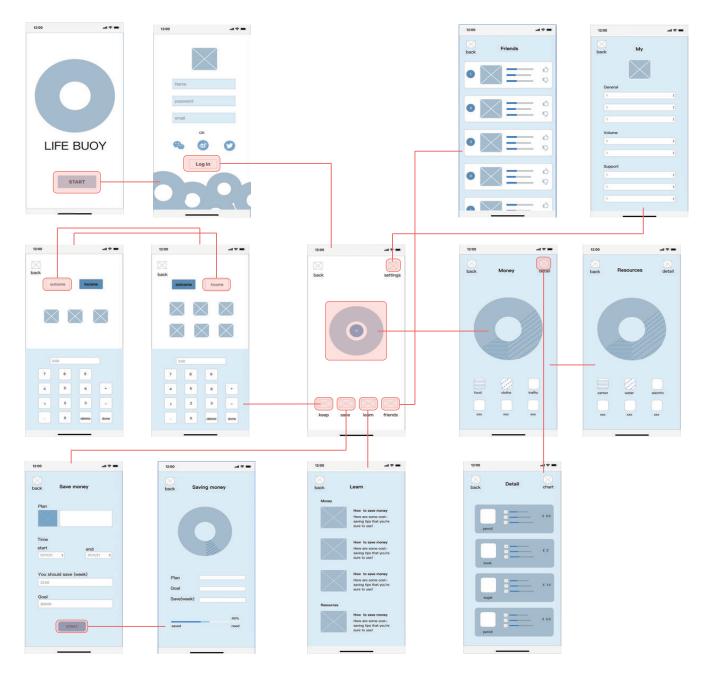








Updated wireframe



user test

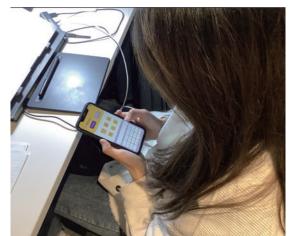




Feed back:

- 1. The interface is very simple and easy to use
- 2. Some fonts are too small for reading

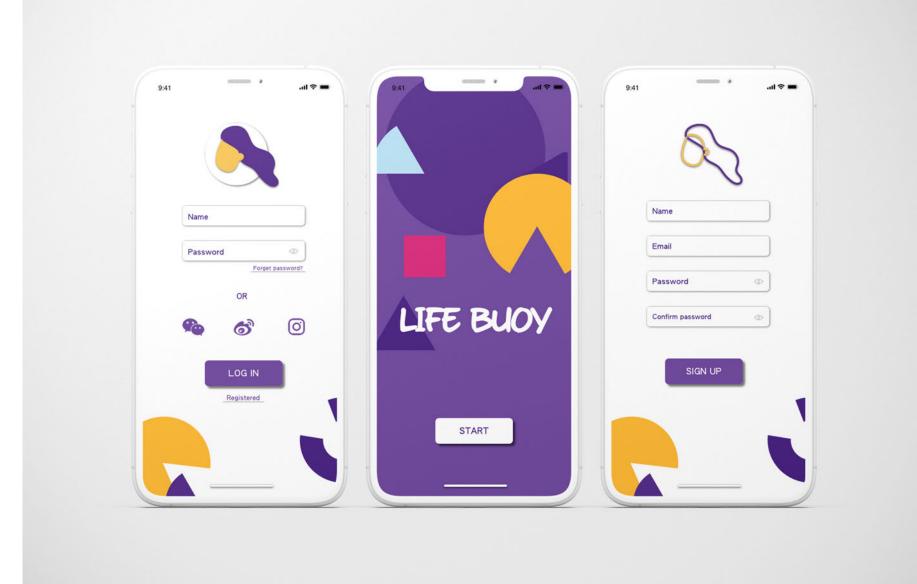






Login interface

The middle page is the welcome page. Old users can choose to log in directly on the left page, and new users can choose the registration page.

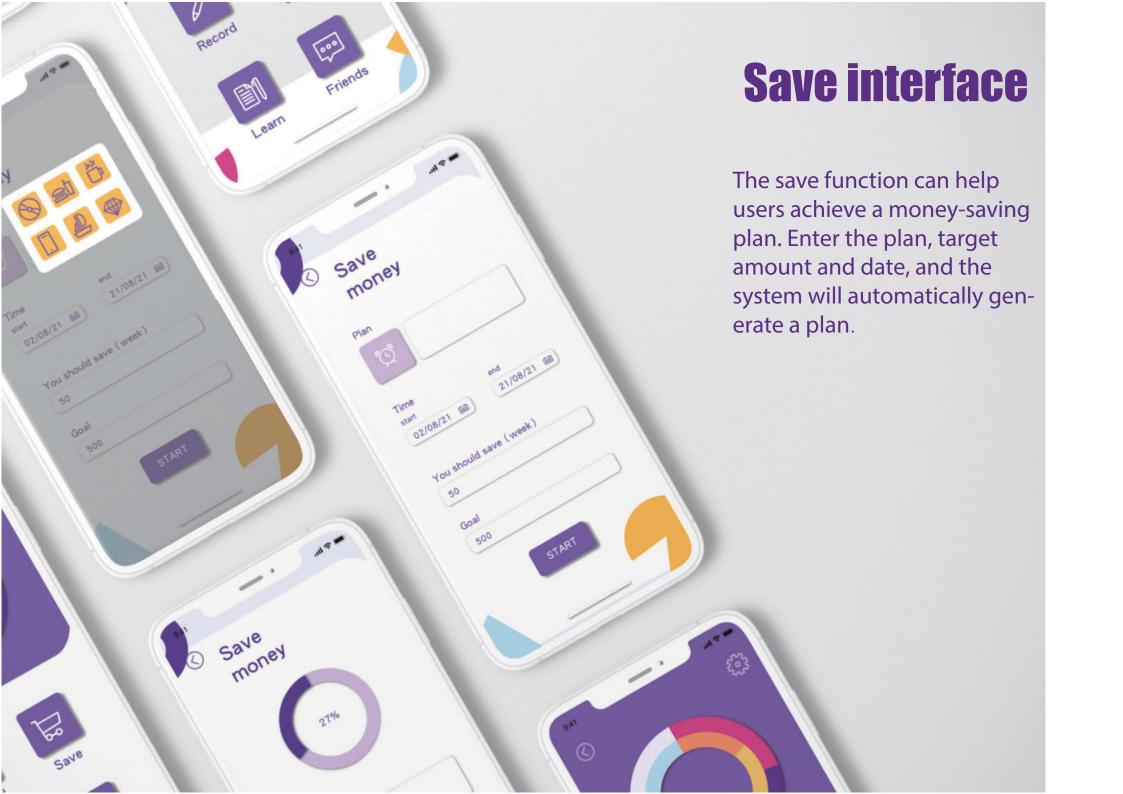




Home interface

The home page includes four main functional sub-pages, namely record, save, learn, friends





Learn & friends interface

The learning function will provide related courses, and the friend function allows users to see the situation of their friends

