

Save  the World

The Problem

Climate change is a real issue that is not getting any better but people do not know enough about how to help out and do their part in saving the planet.



Intense storms from global warming, and a mission to study them

Have you noticed that, as climate warms, we're having more intense storms? NASA's upcoming INCUS mission will investigate.

1 day ago

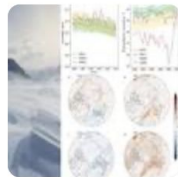


Daily Mail

Climate change: Rainfall could replace snowfall in the Arctic by 2060, study warns

The Arctic is known to be warming faster than most other parts of the globe, producing significant environmental shifts in the region which...

2 days ago



Vox

Climate change turned Venus into a hellscape. Is Earth next?

Astronomers want to know how global warming turned Venus into the most horrible place in the solar system.

2 days ago



Japan Today

Climate change 2021: There's no turning back now

Across a quarter century of U.N. climate conferences tasked with saving humanity from itself, one was deemed a chaotic failure...

23 hours ago





'EXTREME
heat waves
and wildfires
are much
more
frequent'



'Sea Levels are
rising faster
than ever
before'



'Average
wildlife
populations
have dropped
by 60%'

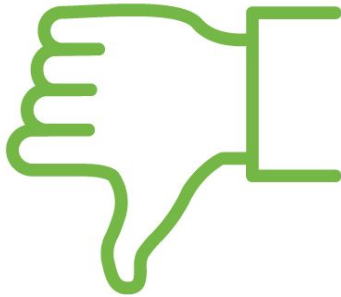
User Research

I carried out research using a focus group and asked them about climate change.

These are the most common results I found.



Topic is too boring



Not Interested



No Time

What can I do?

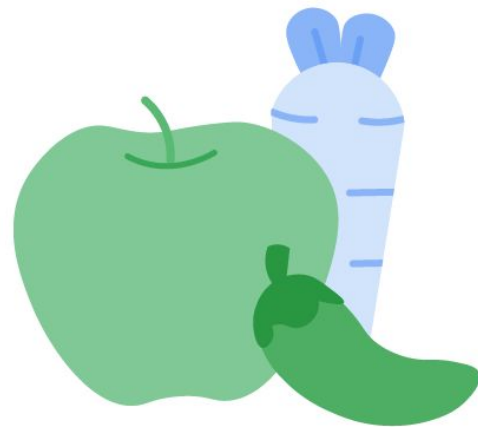
Reduce, Reuse,
Recycle



Cycle/Walk or
take Public
Transport



Eat More
Vegetables



Plant Trees



If only there was a place where you can do all of these...





- Global Hero is an App that encourages the public to take part in activities and tasks to help cut down their carbon footprints. Enabling everyone to do their bit to help save the planet while we still can.
- This app offers rewards for points earned for completed tasks providing an incentive.

The Solution



Global Hero

creating a carbon cutting community

GO



Global Hero



Who are we?

We are a carbon cutting community that is focussed on helping to save the planet one task at a time. Climate change is a serious issue and we encourage you to help out in our various activities to earn points. Earn enough points to redeem and collect rewards. The activities we offer are things you can do everyday at home! Earn while you do your bit to save the planet.



Choose Your Activity




Plant a Tree

♥ 652

Plant trees in a selected part of the world to help rebuild the world's tree population and save help save the planet one tree at a time.

Collect points and then rewards

[see more](#)



Plant a Tree

Location: Amazon

Points: 400

Reviews: 312

1

+

Total CO2 Offset160 kg

Total Cost£1.50

PAY

Reviews

The best thing I have done in ages, it feels great to spend my extra money to help save the planet -

I encourage everyone to do this! The rewards are great - Simon G

Rewards

Your Score

550

Activities this week

★ Plant a Tree

★ Cycled

★ Conserved Water

★ Recycled

REDEEM

Fun

Users can build an understanding of their personal impact on the environment.

To raise awareness

Educational

Why is this a good idea

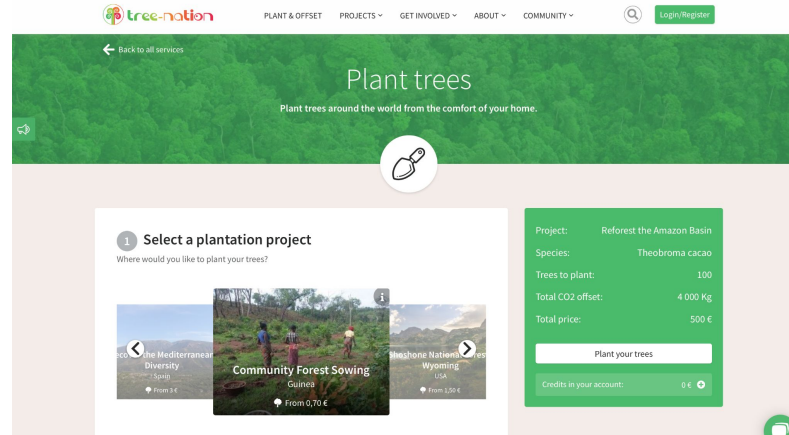
Helps reduce carbon footprints

Encourages good health

Good for the environment

Helps the planet

Competitor Research



User Personas



Kate

Aged 15



Mark

Aged 40



Joanne

Aged 21

Target Market

Teenagers

- Will be aware of how to help the environment from a young age
- Can spread the word to other young people

Adults

- Can teach their kids the importance of reducing ones' carbon footprint
- Influence other parents

Thanks for listening!