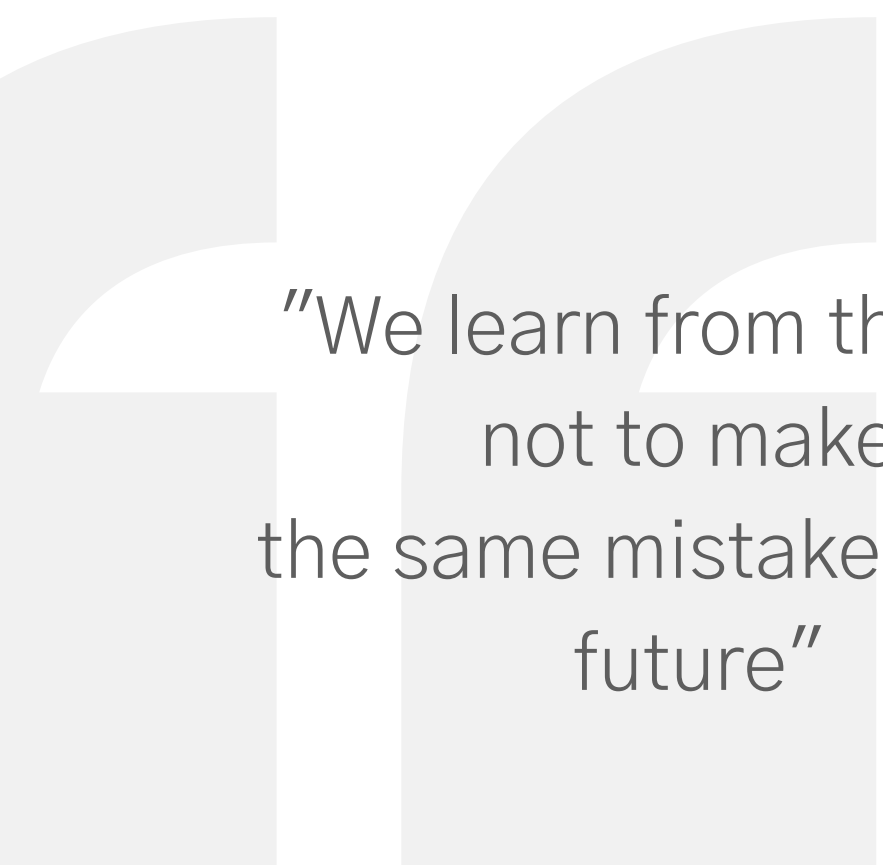


take care of  
air  
and  
water

gabriel omami | case study

# project overview

duration: 2 months;



"We learn from the past  
not to make  
the same mistakes in the  
future"

What guided the social good project was to bring information and instruction to connected generations that solve everything in the palm of their hand.

Pollution can be defined, in a simplified way, as changes in the environment that can cause damage to living beings in that place as well as to human beings and their economic activities.

The goal is to bring together people with the same interest in favor of the environment, to care for, document and promote non-pollution.

## role

ux designer designing a social good for water and air pollution fighters.

## responsibilities

ux researcher and designer conducting wireframing, prototyping and always iterating.

---

## pain points

- connect groups with common interest;
- cohesive and familiar desing;
- accessibility for all users;
- arouse interest in environmental causes.

# usability study: parameters

- unmoderated usability study;
  - Brasília, Brazil;
  - 2 participants;
  - 20–30 minutes.
- 

## ideation

Used crazy eights technique to always idealize simple and cohesive screens to engage the user to understand and find tools against pollution.

# findings from usability studies

## with lo-fi prototype

- people want to find the most affected areas in order of proximity;
- people want to follow the evolution of the affected areas in chronological order;
- easy process to find.

## with hi-fi prototype

- people want to share photos and info;
- people want to find date by calendar.

persona

"I want to be useful for environmental causes whenever possible"



## Miguel Veiga

Age: 23

Education: University Student

Hometown: São Paulo, Brazil

Family: Living with parents

Occupation: Volunter at TI Project

Miguel started architecture school, and always concerned about the environment. During the week, he volunteers on a computer refurbishment project for underserved communities.

# sketching

The sketches are organized into several sections:

- POLLUTION**: A hand with a slash through it, with the word "POLLUTION" below it and a button labeled "LEARN MORE".
- WATER**: The word "WATER" with a play button icon above it.
- MAIN POLLUTANTS**: A grid with two columns and two rows, containing small icons of a hand and a water drop.
- POLLUTION TIMELINE**: A vertical timeline with a central line and dots, including the year "2048".
- BEFORE AFTER**: A large square divided into two halves, with a large 'X' drawn across it.
- FIGHT POLLUTION**: A list of three items, each with a location pin icon and a rectangular box.

Two pens, one black and one red, are resting on the sketches.

- paper wireframe;
- digital wireframe;
- mockup.



hero image to engage and reference related content;

mapped locations and descriptions

Easy access to the app features from global navigation;

visual design



contrast



9:41



## FIGHT POLLUTION

# Let's fight together

Find a group to assemble against water pollution.



### Preá Beach

26km

Fishermen and volunteers on the main shore every

Thursday | 10 am.



### Paranoá Lake

43km

for lake lovers, north edge.

Friday | 4 pm.



### National Park

68km

fish, ducks and birds count on our strength.

Saturday | 15 pm.



Air



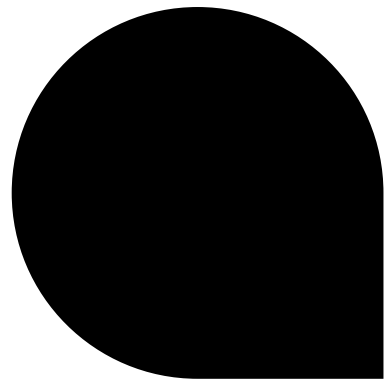
Water



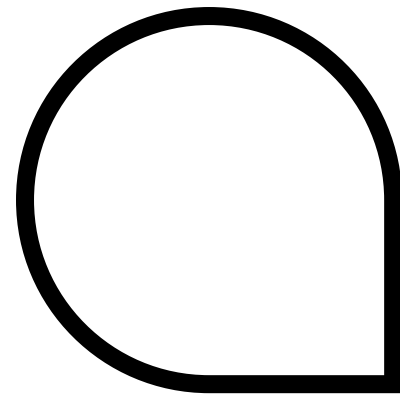
# responsive design



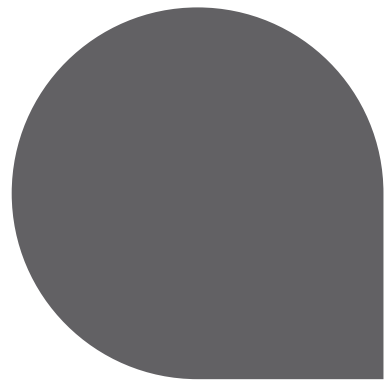
# style guide



#000000



#FFFFFF



#626164



#F7F7F7

**Header: Courier New 24px**

Subheader: Courier New MEDIUM 12px

Body: Courier New 12px

**Button: Courier New Black 14px**



# accessibility

- audio description;
- universal language icons;
- representative images.

# takeaways and next steps

- surveys with multiple users;
- video tutorial for beginners;
- new research for improvement after launch.

thank you :)

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