FC Maccabi Famnit-BGU Presents:

It's In Your Hands - the Story of Renewable Energy

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Our Squad:

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Value Proposition & Overview:

Value Proposition:

"The world's future lies in your decisions"

Overview:

Renewable energy uses energy sources that are continually replenished by nature—the sun, the wind, water and the Earth's heat. Our app lets the users take part in story of the world's energy crisis, and lead them to an understanding that will benefit with the world in the long term.
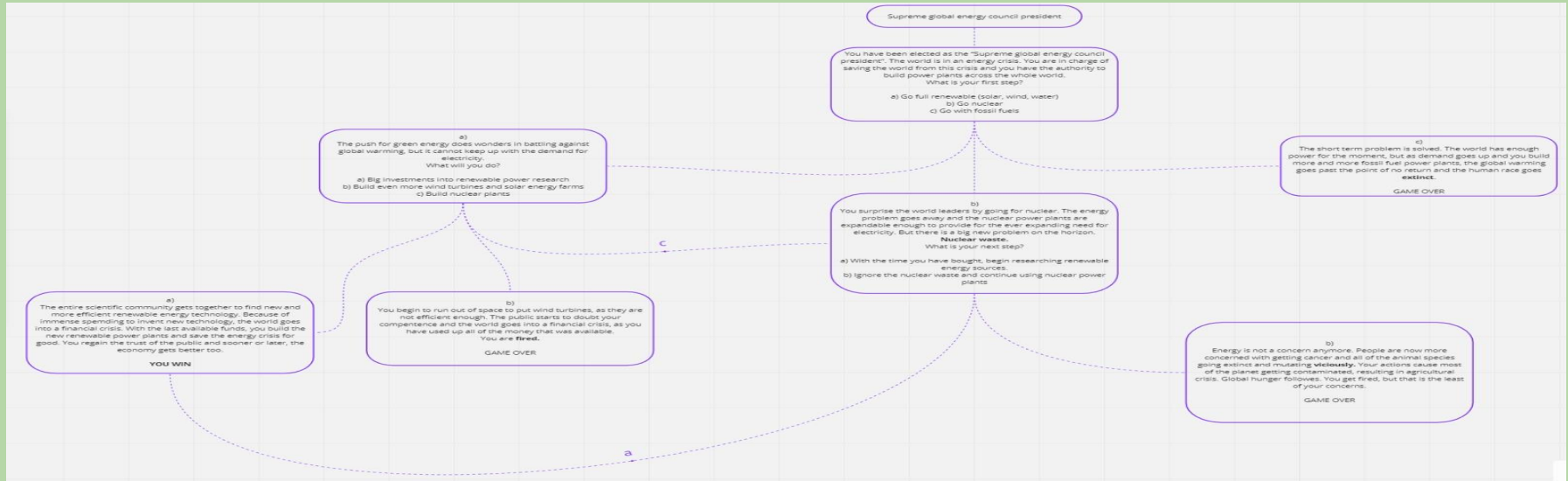
<u>Designing</u>

<u>Design Choices:</u>
While talking over our idea, it was decided that the main objective was to make the most simple prototype, as we wanted to convey a certain message. Complex UI might distract the user from the main purpose of the app and miss the message.

<u>Design Exploration:</u>
We tried the linear approach to the story, but it came out boring and seemed more like an advertisement for renewable energy, as the user couldn't choose. Furthermore, only the branching method fit with the story we wanted to tell.

Storyline

Our story is structured as a **branching** story, as we believe that the user needs to "unlearn" some of his beliefs, and failing the mission in order to reach understanding.

<u>Storyline</u>

The user in a position in which he holds the responsibility of managing the world's energy crisis.

The user is presented throughout the story with multiple choices, with each leading to a different path.

Storyline

Each path can lead to a "bad or a "good" ending, as our goal is to explain people the error when choosing to walk a certain road. When ending in a "bad" path, restarting the story is allowed.

Eventually, after good decisions are made, the user will reach the good end of the story.

Questioner

Before:

Q1: What is your opinion on the global power consumption?

Q2: What is your stance on renewable energy?

Q3: In which direction do you think the world is going in terms of energy production?

Subject 1:
A1: I think that for now we're OK
A2: Renewable energy is good, but inefficient
A3: Continuing with fossil fuels

Subject 2:
A1: I don't really have an opinion
A2: Not coming soon
A3: Fossil

Subject 3:
A1: Power shortage is a big problem
A2: I'm all for renewable energy
A3: Nuclear and renewable

Questioner

After:

Q1: Has your opinion on global power consumption changed?

Q2: What do you think is the best option for power production in the near future?

Q3: Are you worried about fossil fuels warming our planet?

Subject 1:
A1: Maybe we need to focus a little bit more on it
A2: I think we should stick as we are and focus on researching better renewable options for the future
A3: The lobby for fossil fuels is still too big in my opinion, so yeah

Subject 2:
A1: I am not fazed at all
A2: Probably nuclear with renewable support
A3: Not really, we will run out of them relatively soon

Subject 3:
A1: Im really scared we are in the faze of no return
A2: Still all for renewable
A3: Very much soo!

Testing

Participant No.	Age	Occupation	Gender	Recruitment Method	Testing Method
1	20	Student	F	Girlfriend	Each participant tried the app without having specific instructions
2	48	Cleaner	F	Mom	
3	53	Construction worker	M	Dad	

<u>Improvements</u>

Participant No.	Difficulty Raised	Severity	Improvement
1	Option buttons not clearly defined.	2	We added buttons for each option, instead of having clickable text.
2	No way to retry the story after "failing the world".	1	Added retry button on suboptimal ending pages.
3	Hard to distinguish the ending from just another text.	3	Added bolded indicator of the outcome.

https://youtu.be/It3vE0KHQUI

Prototype Overview

Limitations and Tradeoffs:

● None

Wizard of Oz Techniques

● No WoZ techniques were used.

Hard Coded Features:

● No hard coded features were used.

Thank you for listening!