

The background is a gradient of green and blue, transitioning from a lighter green at the top left to a darker blue at the bottom right. Overlaid on this are several abstract circular elements. A large, semi-circular scale with numerical markings (140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260) is visible on the left side. Other circular patterns include concentric circles, dashed lines, and arrows, some of which are partially cut off by the edges of the frame. The overall aesthetic is clean and modern, suggesting a focus on technology or environmental science.

# PICKAPP

KEEP YOUR ENVIRONMENT AND CONSCIENCE CLEAN

# LINK

Google Slides:

<https://docs.google.com/presentation/d/1pNnZ5nhguFbaGaaA6e-qypyH39YpRlemoRn0a05r0Ow/edit#slide=id.p1>

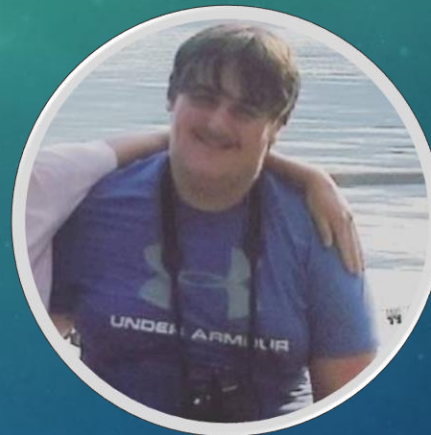
# TEAM MEMBERS



**Yuval Peled**



**Lee Smouha**



**Jani Suban**



**Milan Milivojcevic**



# PICKAPP

## Value Proposition:

Keep nature clean inside the app and in the outside world.

## Idea Overview:

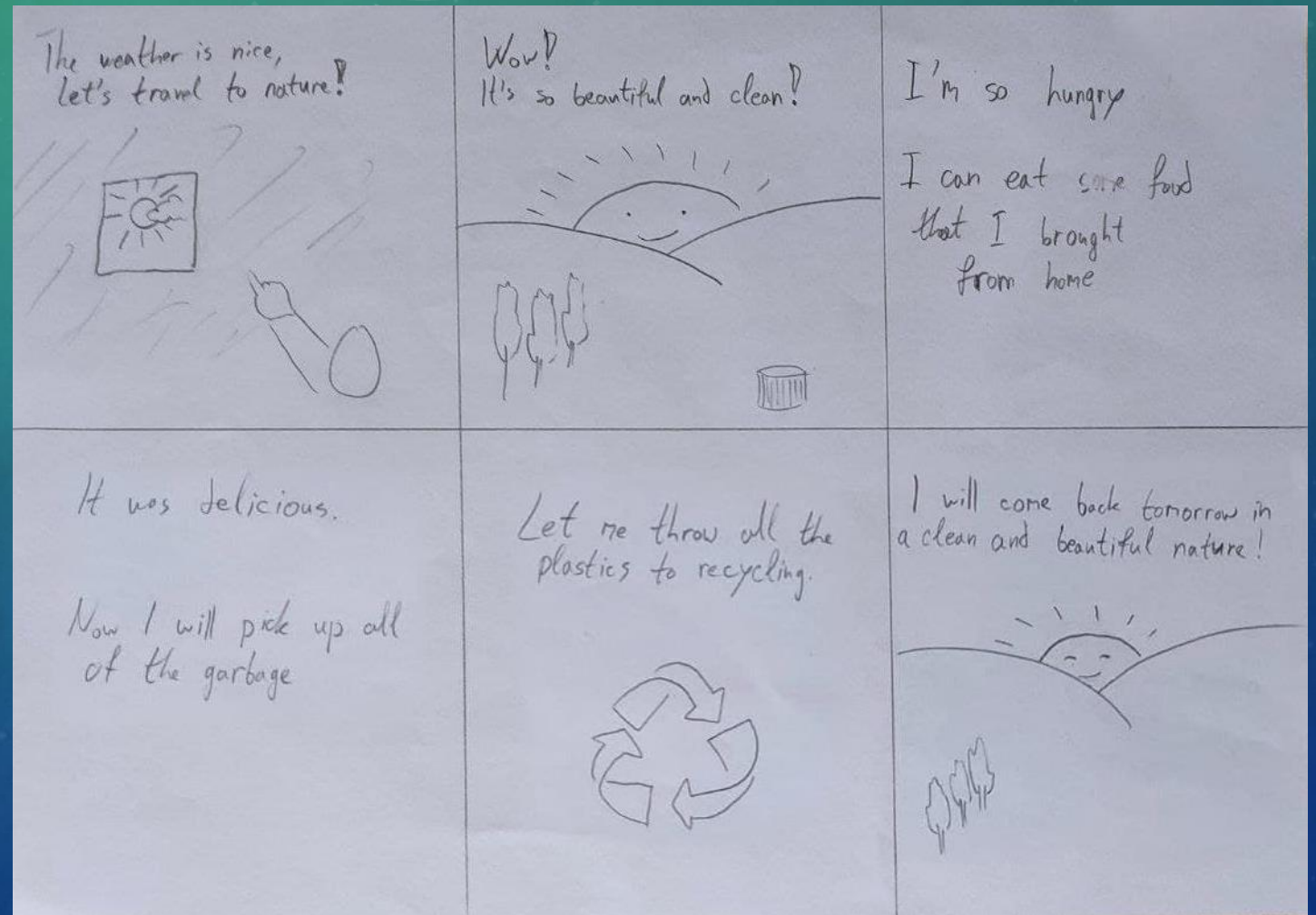
- “Pickapp” allows users to see how their actions have a long-term effect on their environment.
- "Pickapp's" goal is to make you more aware of decisions you make unconsciously and make you change your ways for a better and cleaner future.

# SKETCHES BRANCH 1

This sketch presents the most ideal scenario where the user arrives to a clean environment decides to not only throw away the garbage but to also recycle it!

Pros: The user gets to see the positive effect of their actions.

Cons: The user doesn't get to see the problem itself.



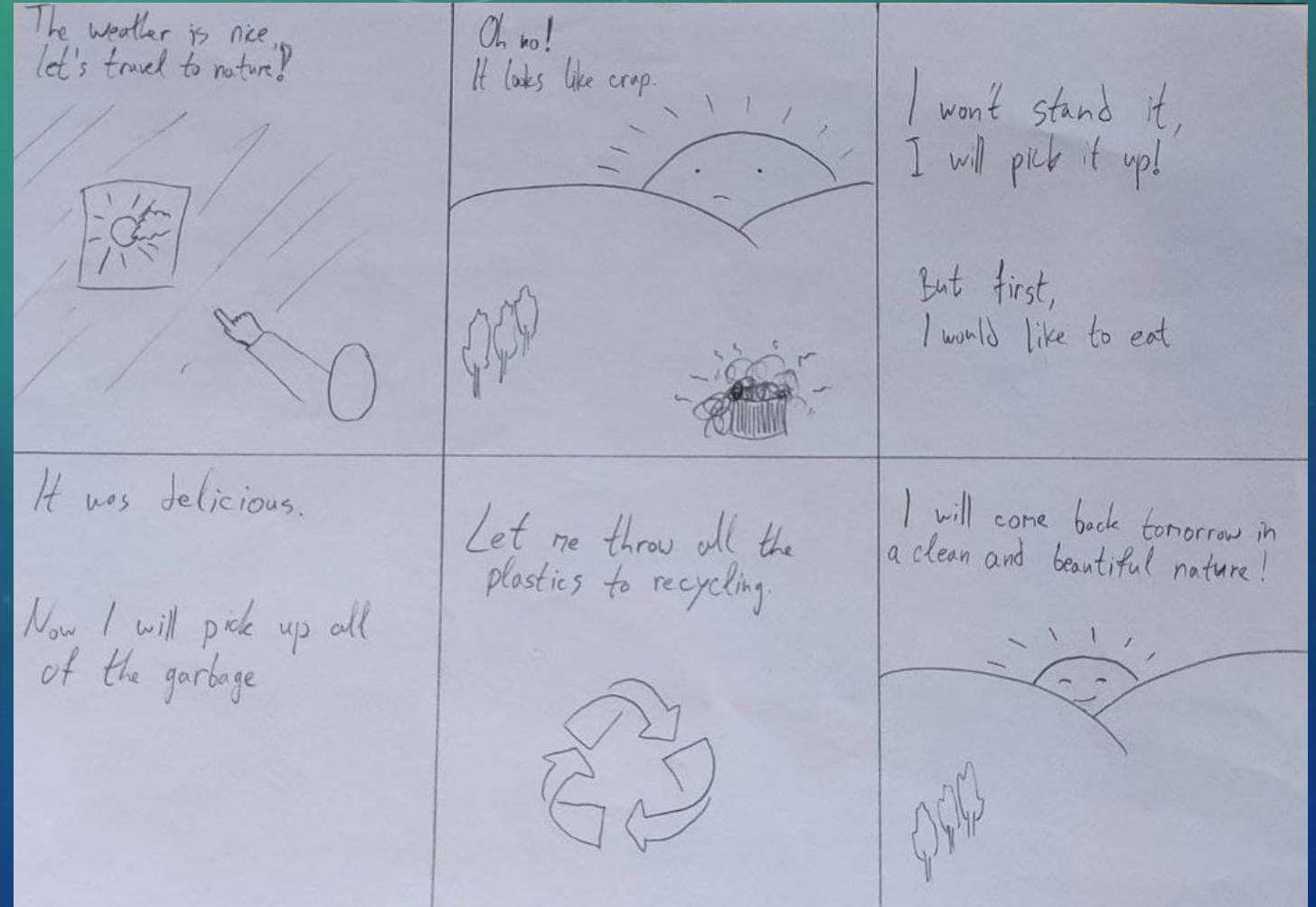


# SKETCHES BRANCH 2

This sketch presents the most ideal action taken by a user to prevent the already polluted nature, where the user arrives to a polluted environment and decides to clean it!

Pros: The user gets to see the positive effect of their actions and feel proud for actually making a difference.

Cons: The user would have trouble to link their unwillingness to clean their own garbage as a contributing factor to the already polluted nature.

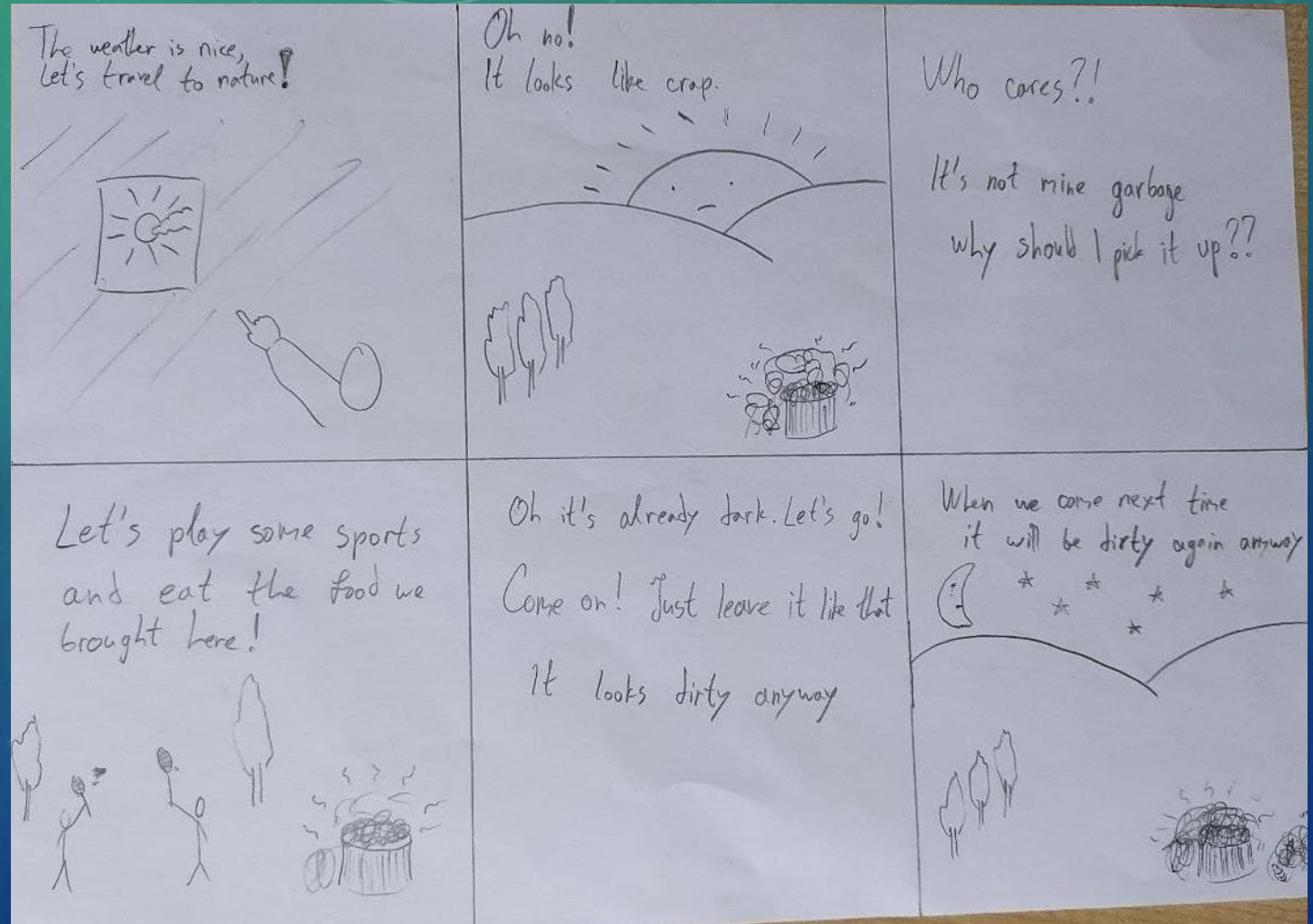


# SKETCHES BRANCH 3

This sketch presents the worst scenario, where the user arrives to a polluted environment and decides to not do anything about it!

**Pros:** In the long run, the user understands they have to take action for them to return to a clean environment.

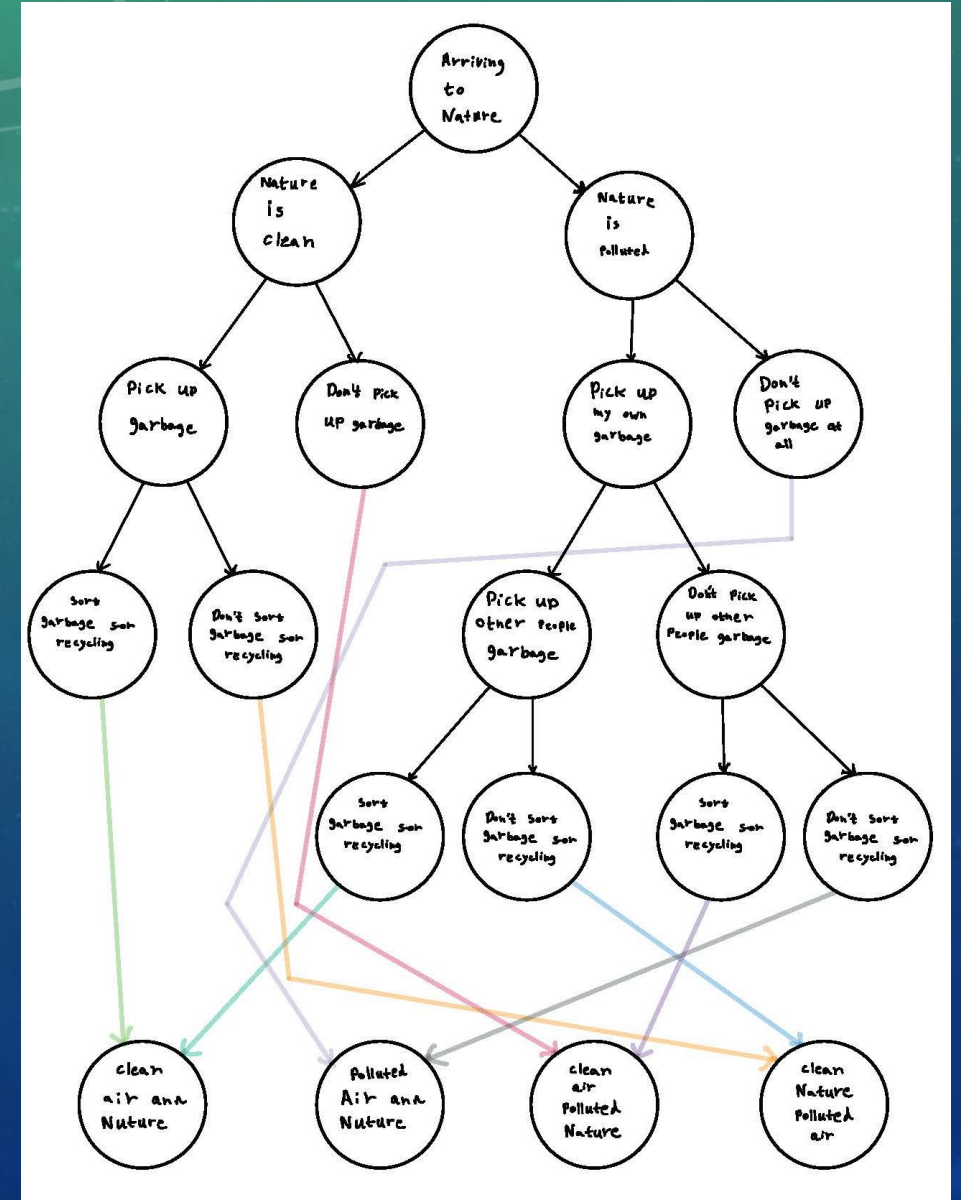
**Cons:** The user would have trouble to link between their unwillingness to clean up after themselves and them being a contributing factor to the already polluted environment.





# STORYLINE

- Branching storyline
- 4 possible outcomes:
  - Clean air and nature
  - Polluted air and nature
  - Clean air and polluted nature
  - Clean nature and polluted air
- Gives the users different results based on their choices.





# STORYLINE

[Click here to watch](#)

# APP TESTING

Participants	Demographics	Recruitment	Environment	Procedure
2 males and 1 female	2 male students (ages 24 and 29) and adult female (age 55)	Family and friends	Domestic (home)	<p>The testing occurred in each of the participants' homes, while the tester noted their comments during the testing session.</p> <p>Each participant was asked to select the actions they'd perform in various situations, where each decision led to a different result.</p> <p>We asked 2 main questions:</p> <ul style="list-style-type: none"><li>• Did this make you think about your actions?</li><li>• Would you act differently?</li></ul>

# USER REVIEWS

Review	App Adjustments
<i>"We can't tell the difference between the outcome of the different scenarios"</i>	Adding pictures and text that represent each scenario
<i>"We found it hard to picture ourselves in the situation"</i>	Adding powerful descriptions that made it realistic



# PROTOTYPE OVERVIEW

Limitation	Trade-Off
There are no animations that make the scenario realistic.	The user can better focus on the decision making.

# PROTOTYPE OVERVIEW

## WIZARD OF OZ TECHNIQUES

Since our interface functionality doesn't require a human response, we didn't use any Wizard of Oz techniques.

# PROTOTYPE OVERVIEW

## HARD CODED

Since our app was built entirely in Balsamiq and doesn't require embedding data directly into the source code of the game, we didn't find a reason for us to include hard coded features.