Earth Hero IA- Strategy Handoff Document

Team: Product Strategy
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Problem Statement

The EH app's Main Navigation IA could be better organised and structured. It is an opportunity to increase user engagement and retention rate, especially for new users.

Objective

- **Vision:** Help people take action toward climate change and build a supportive community.
- **Mission:** Earth Hero provides tools and ideas to empower all who want to reduce emissions, improve lives, and care for our shared planet.
- **Project Scope:** Restructure the main navigation tabs and pages within the Earth Hero Mobile application to ensure an intuitive user flow and corresponds with UI standard mental models

Project Roadmap



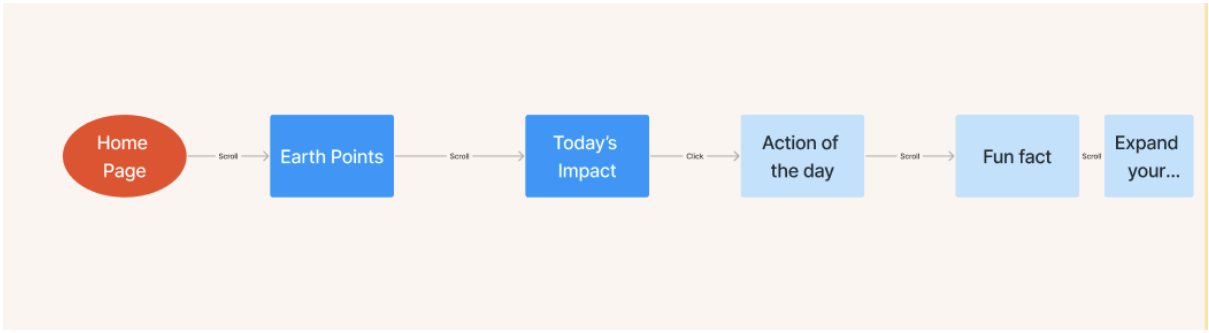
User Stories and Flows

Homepage:

Epic 1.2: I want to know my progress from my actions so far so I know how I'm doing

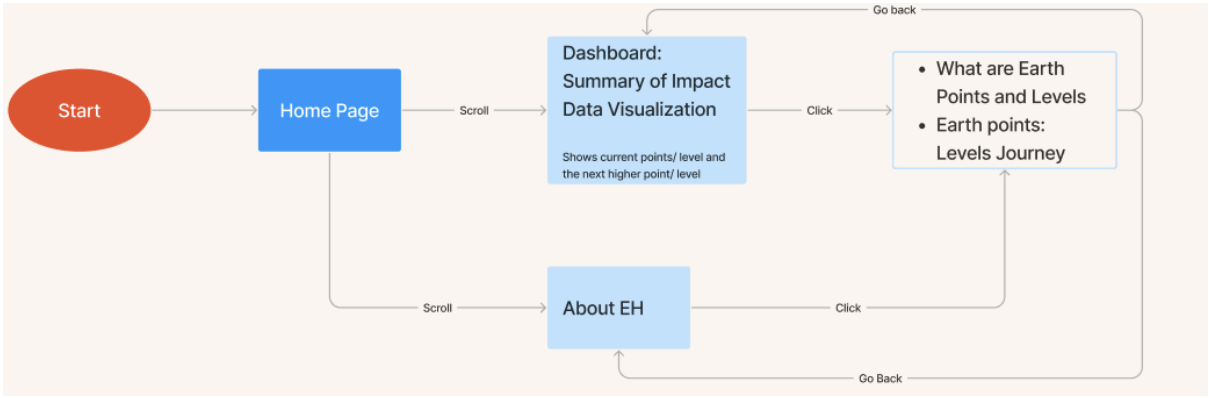
Story 1.2.1: As an EH user, I want a concise landing page so I can explore all parts of the app and be **easily directly to selected areas**

Acceptance Criteria 1.2.1: Given that I am opening the EH app, when I arrive at the home page, I can immediately get an overview of the app's features/capabilities



Story 1.2.3: As an EH user, I want to understand **what my current EH points and levels mean** so that I could know where I'm in the Earth Points leader board (Levels Journey) and feel motivated to collect more points.

Acceptance Criteria 1.2.3: Given that I am opening the EH app, when I arrive at the home page, then the total number of EH points I've accumulated will be displayed in the page header along with the option to learn more about its breakdown



Story 1.2.4: As an EH user, I want to see **facts about climate change** and **EH's worldwide impact** so that I can feel urgency and motivation to take action

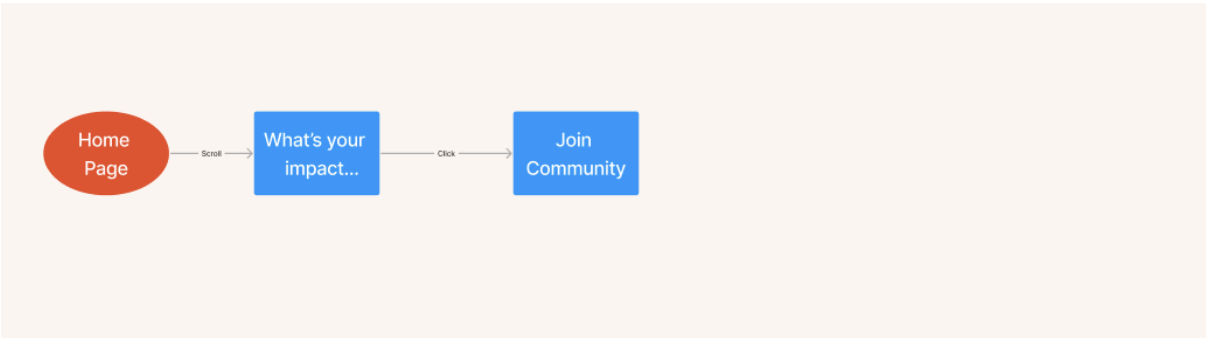
Acceptance Criteria 1.2.4: Given that I am opening the EH app, when I arrive at the home page, then facts about climate change will be displayed in the page header along with my total EH points and EH's worldwide impact will be in a module.



Story 1.2.5: As an EH user, I want to be **directed to update emission** on the home page so I can keep my information up to date while also understanding how emissions is calculated.

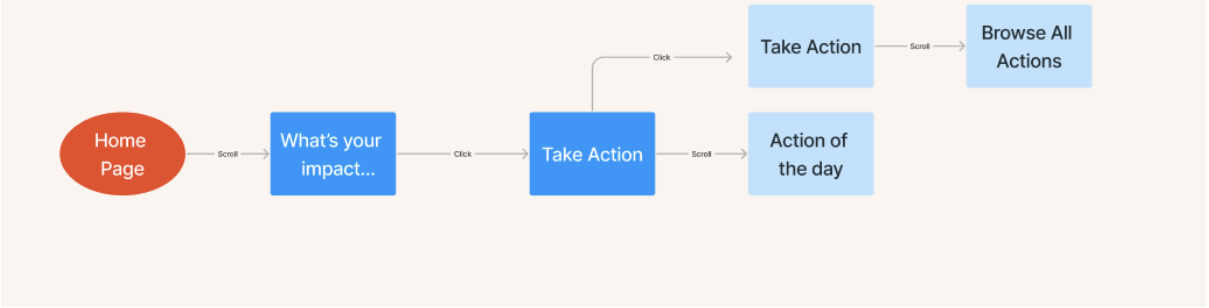
Acceptance Criteria 1.2.5: Given that I am opening the EH app, when I arrive at the home page, then a module will direct me to update my emissions while also showing a breakdown of how emissions are calculated.





Story 1.2.7: As an EH user, I want be **directed to take an action** so I feel motivated to complete a task

Acceptance Criteria 1.2.7: Given that I am opening the EH app, when I arrive at the home page, then I can select the "action" section to be directed to that page.



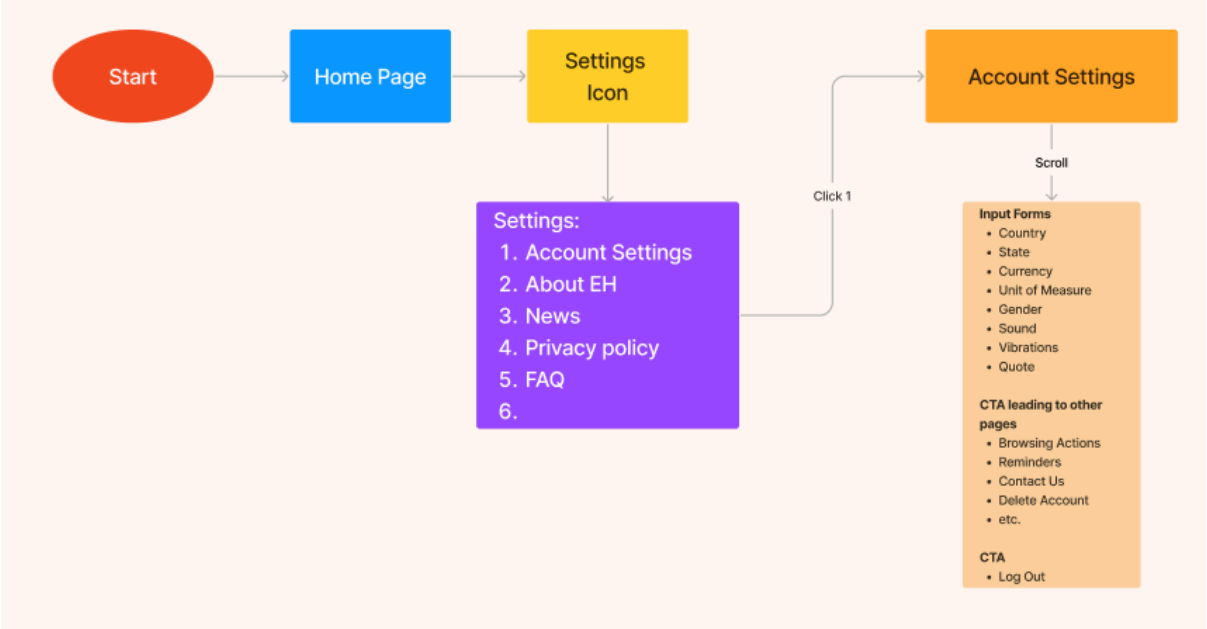
Profile / Settings:

EPIC:
I want to view and edit app-related and account info just in one place so I won't feel confused where to find what.

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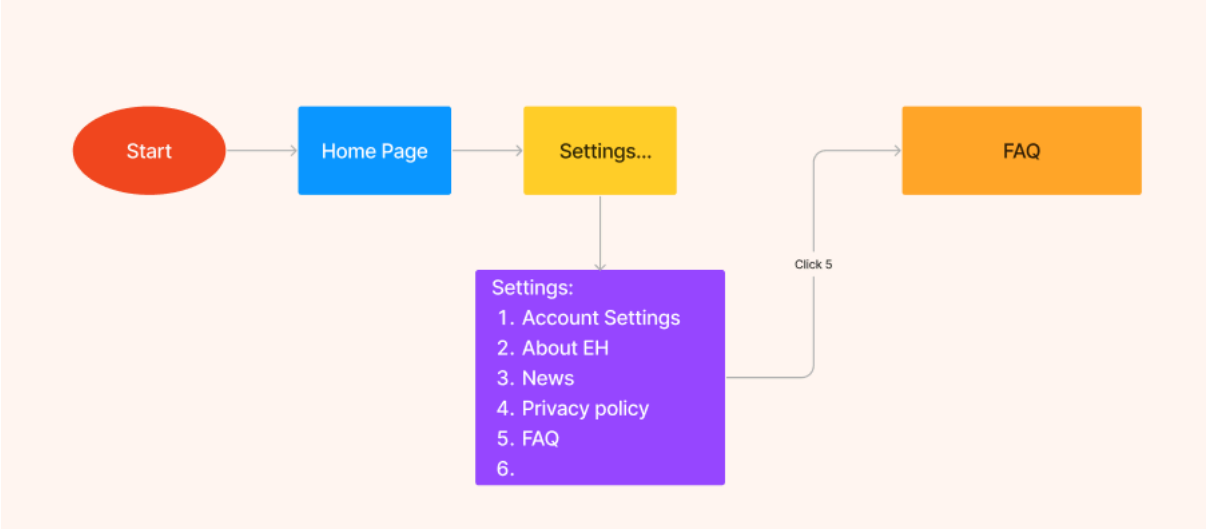
User Story 1 :
As an EH user, I want to know **where I can update app-related settings and account settings quickly** so that it doesn't take me long to change a small thing.

Acceptance Criteria: Given that I open EH app when I tap on the profile section, a module will be there to let me view,edit and delete my personal information and app information.



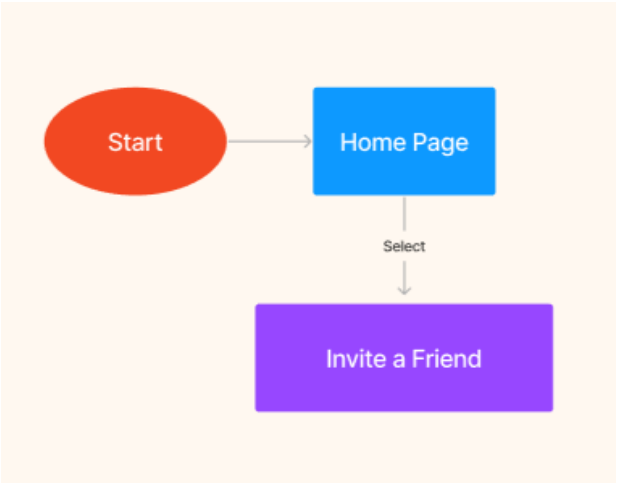
User Story 2 :
As an EH user, I want to know **how to connect with EH Team** so that I can contact with the EH team if I need to ask questions or send feedback.

Acceptance Criteria: Given that I open EH app when I tap on the profile section, a module will be there to let me contact with EH Team to give feedback, get support or ask questions.



User Story 3 :
As an EH user, I want to **share EH app with my friends and CC enthusiasts in my community** so that I can multiply my contributions to CC.

Acceptance Criteria: Given that I open EH app and when I tap on profile section, a module will be there to let me share this app with my contacts from my phone contacts and other socials.

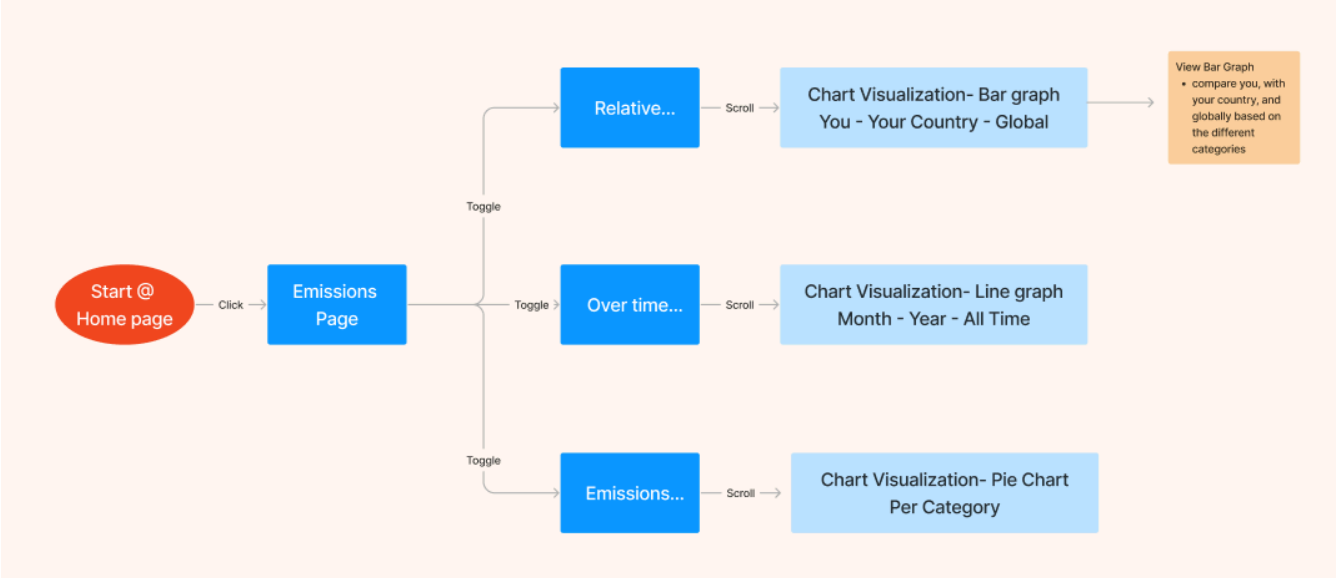


Emissions:

EPIC:
I want to view my progress over time so I can see the impact I've made

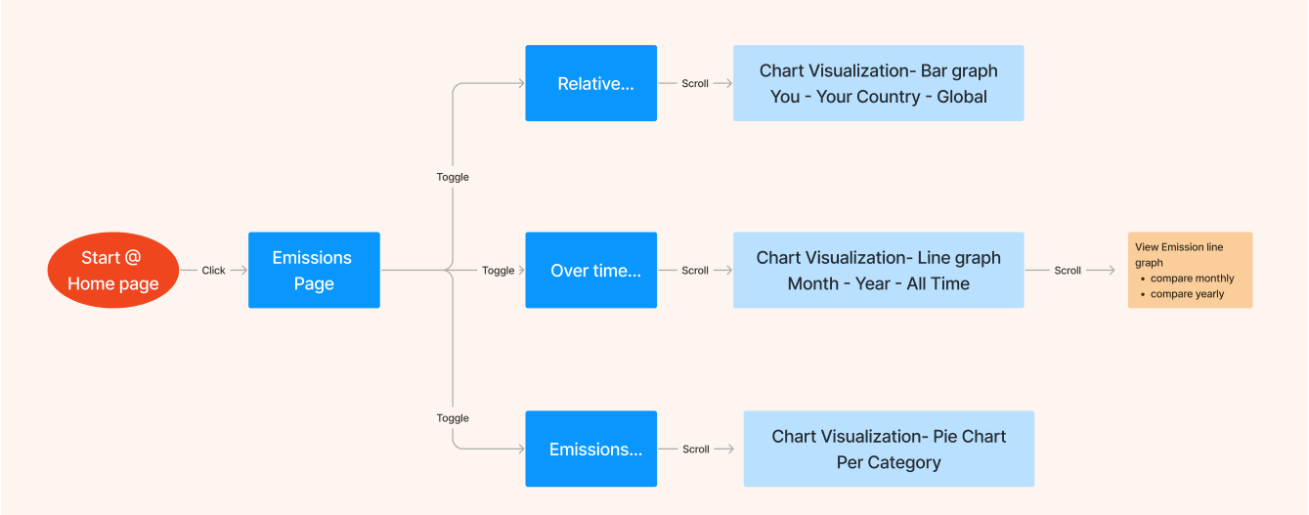
Story 3.1.1:
As a user, I want to **compare my progress with others around the world and country**, so I can know if my lifestyle needs some changes or not

Acceptance Criteria: Given that I am on the 'My Emissions' page, I want to be able to understand my graph and compare it to other graphs showcasing the country and world's progress, through visuals and graph labels.
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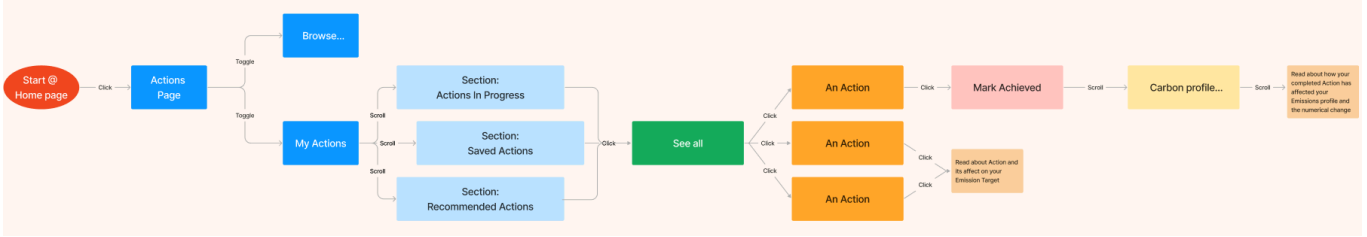
Story 3.1.2:
As a user, I want to see if I have been **increasing or decreasing my pollution**, so that I can better understand the results of my actions.

Acceptance Criteria: Given that I am looking at 'My Emission over time' graph, I want to see the exact changes that happened after I completed an action.



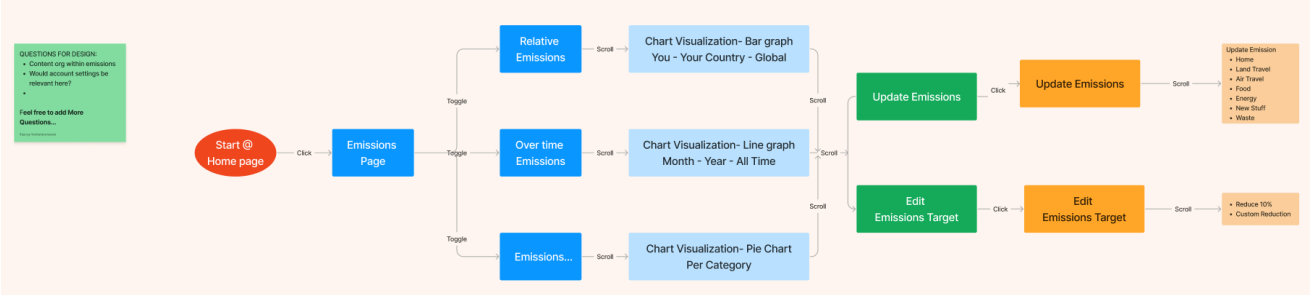
Story 3.1.3:
As a user, I want to see how **my actions** are helping me reach my **Emission Target**, so that I can continue to be motivated.

Acceptance Criteria: Given that I select the option to change my emission target, I want to see how much impact an action can do and how many more actions I have to do to meet my target.



Story 3.1.4:
As a user, I want to change my **pollution estimates** at any time, so that I can get an accurate emissions graph for that period of time.

Acceptance Criteria: Given that I go to edit my emission target, I want to be able to easily input the estimates at any time.



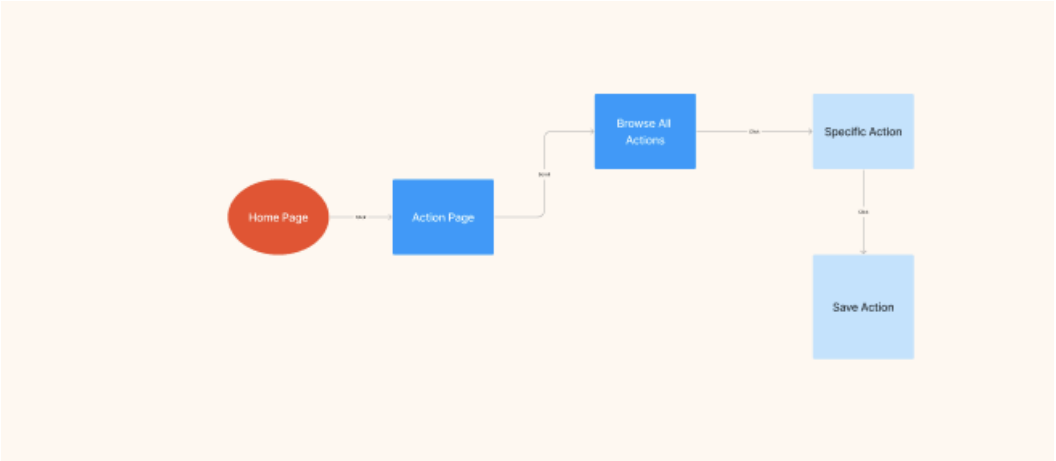
Actions:

Epic 4.1: Manage my actions to assess CC impact over time

Jensine Mattis

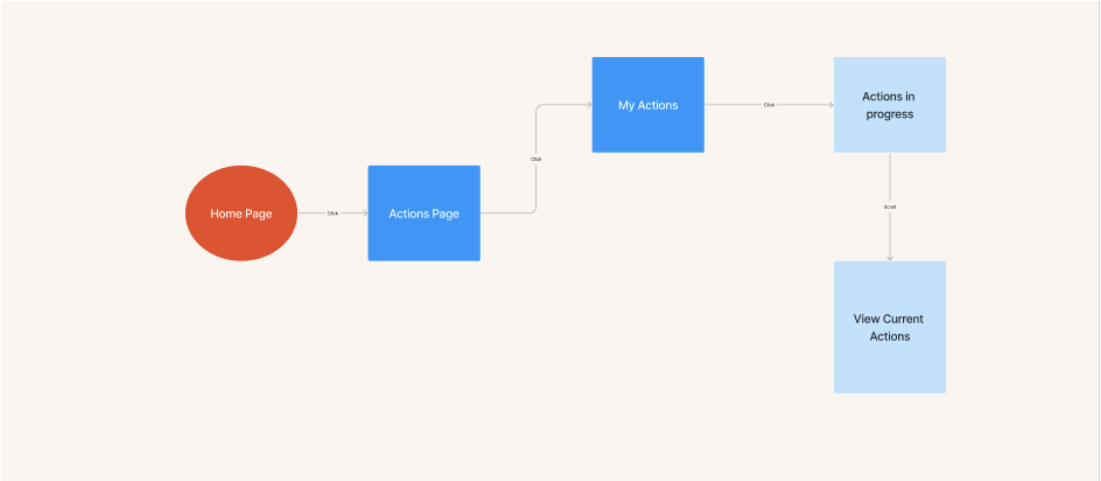
Story 4.1.1: As a user browsing possible actions to add, I want to **store/save actions** that are not in progress to keep track of future actions that interest me.

Jensine Mattis



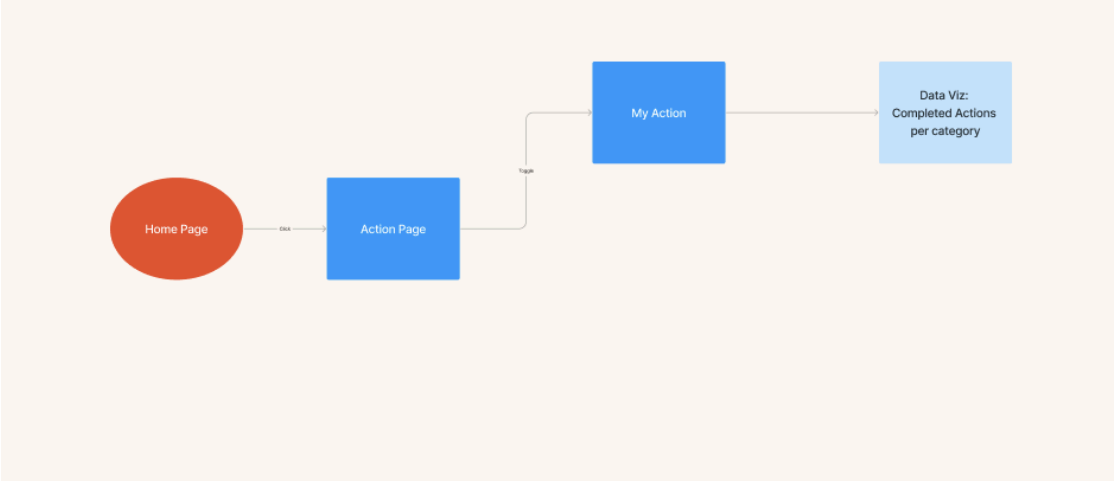
Story 4.1.2: As a user viewing my action list, I want to **view my actions in progress** so that I can remain motivated to continue taking action against CC.

Jensine Mattis



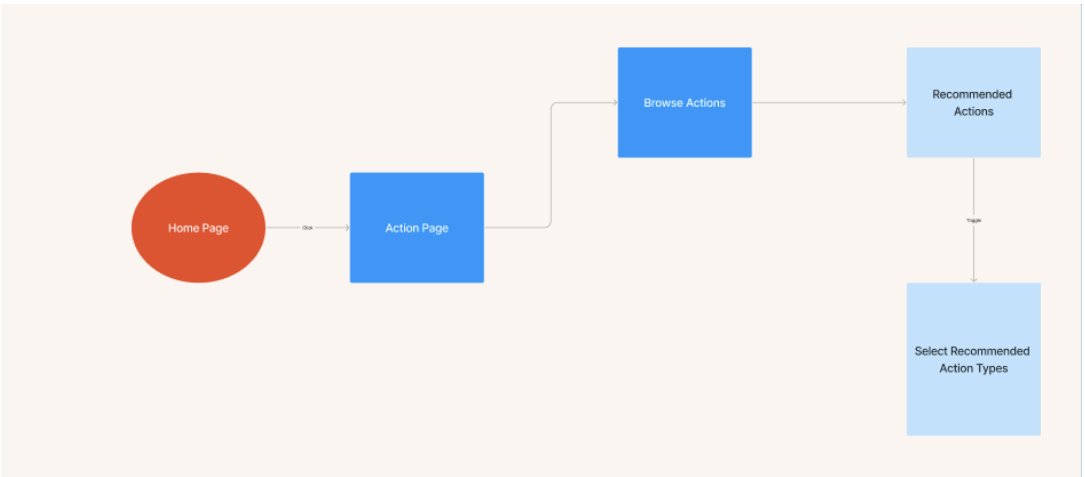
Story 4.1.3: As a user viewing my action list page, I want to view my **completed actions** so that I can know my accomplishments against CC.

Jensine Mattis



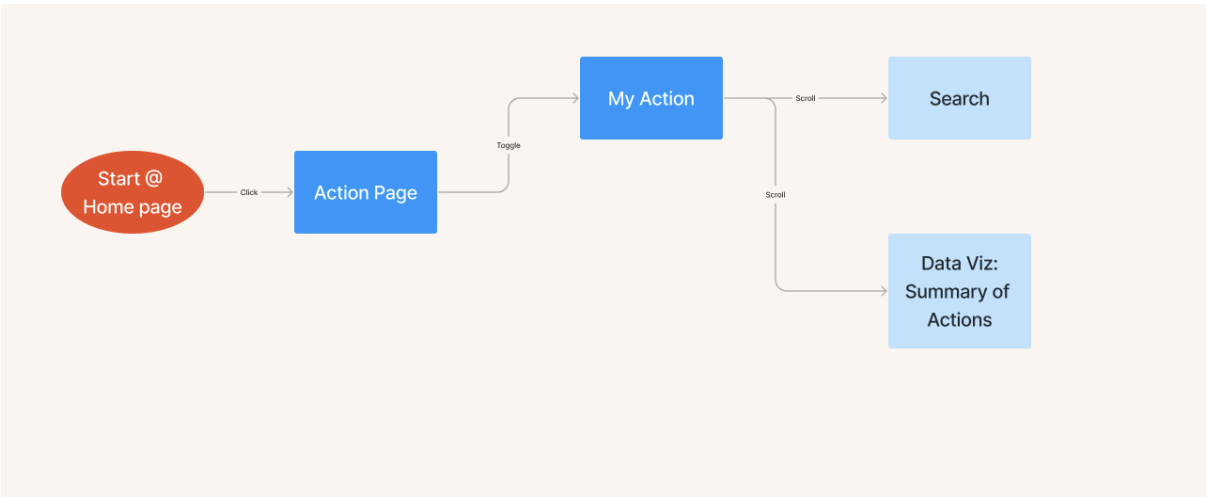
Story 4.1.4: As a EH user, I want to get **recommended actions to take** based on my preferences so that it is easier to select the next action to take.

Jensine Mattis

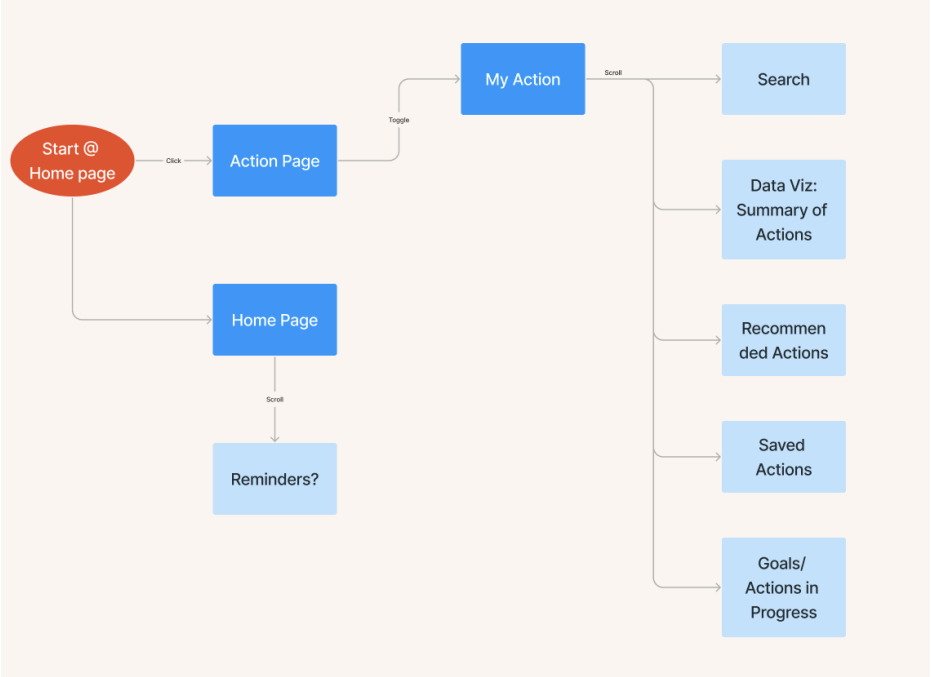


Story 4.1.5: As a EH user, I want a **visual depiction of my completed actions** so that I can assess my accomplishments faster and effectiveness of my actions

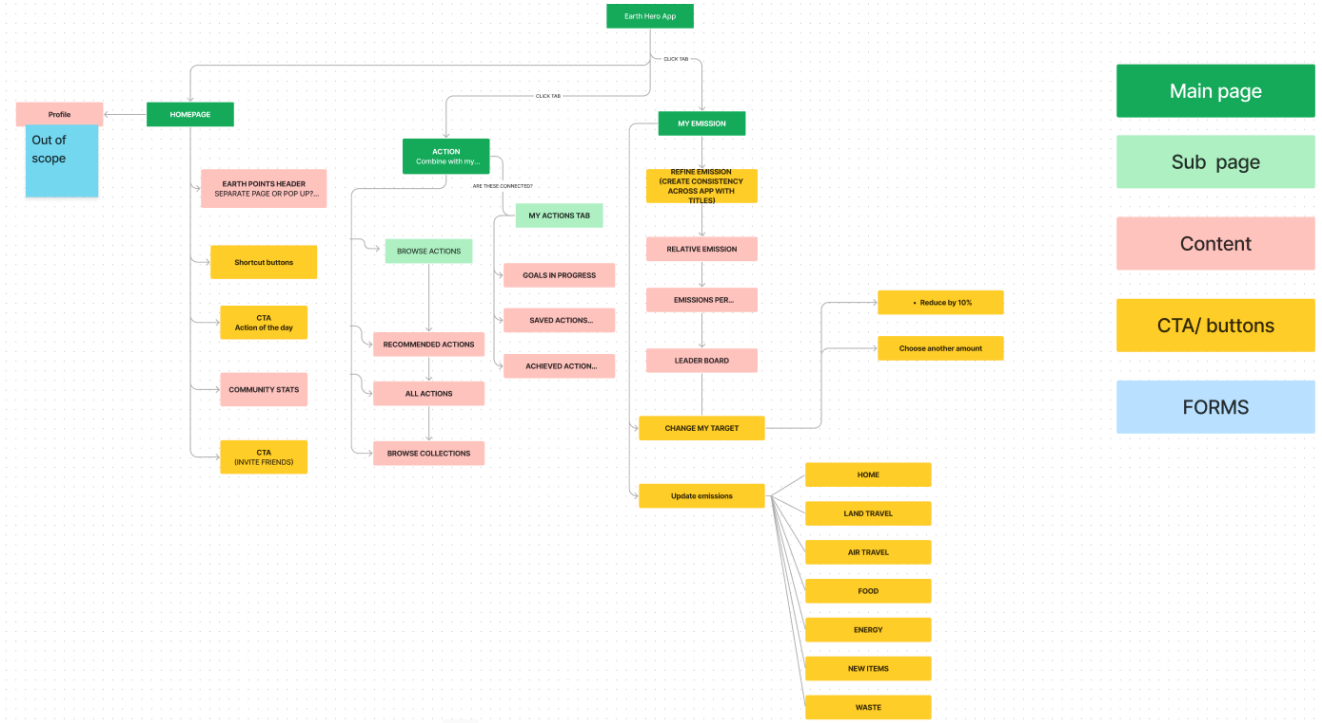
Jensine Mattis



Story 4.1.6: As a user, I want action reminders to **remember to take action and know the actions left to complete** so I can remain consistent with action completion.



Sitemap



Documents

Project Scope Here
Figma Here
Demo Slide Deck Here

Defined Usability Test Metrics Metrics

Task ease rating 1-5	
1 Very hard	
2 Hard	
3 Not hard not easy	
4 Easy	
5 Very easy	

Results of Usability Test:

60% of the participants rated the tasks as easy (> 4.0) overall.

3 out of 8 of the tasks are rated as easy (> 4.0) by all participants.

New users ease of use average		3.8
Existing users ease of use average		4.2

KPI(What does success look like?):

Long term:

- After product launch, we expect an increase in new user retention rate, which averages 46% over six weeks after the first usage.
- Increase the average number of actions achieved per user.