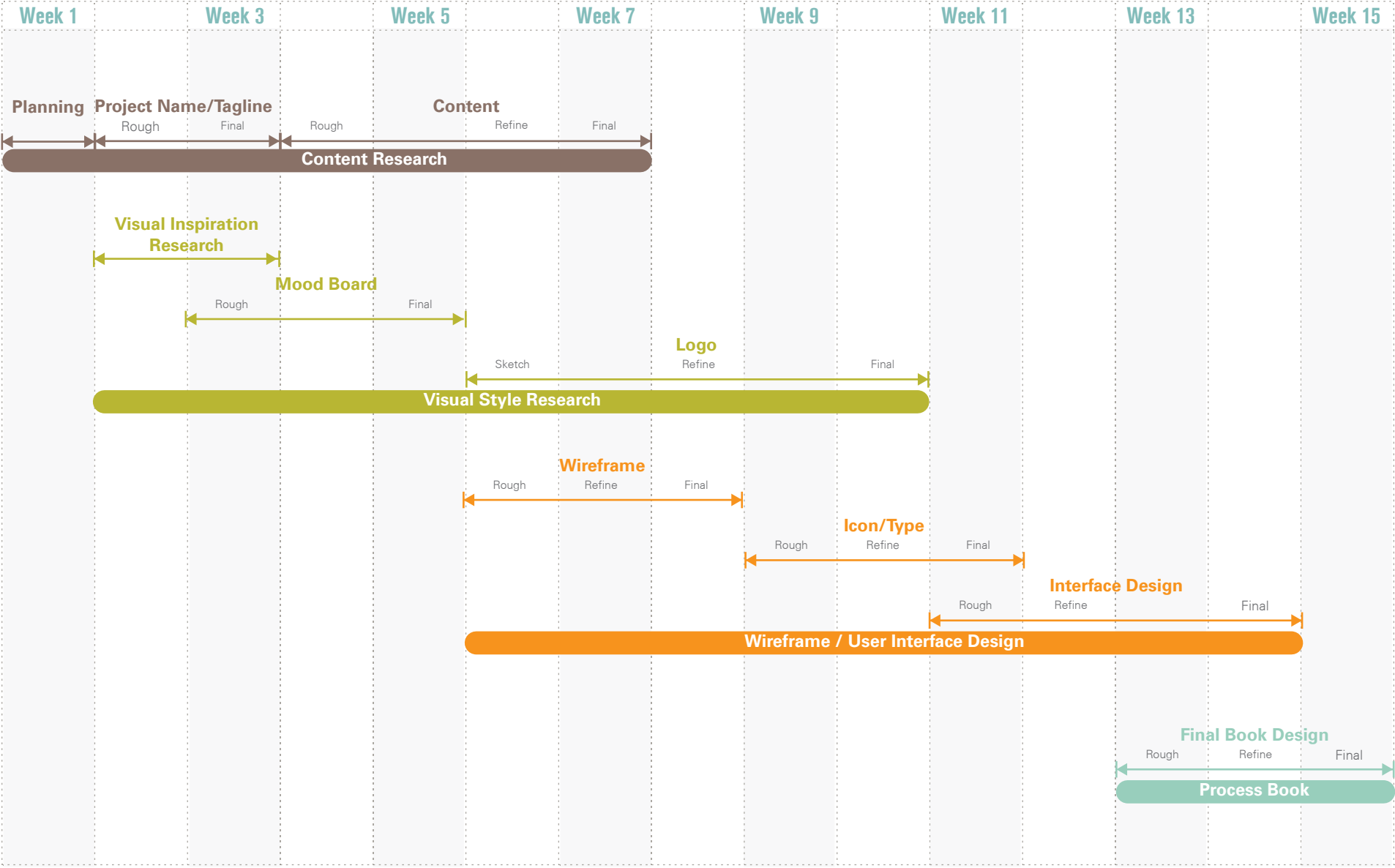
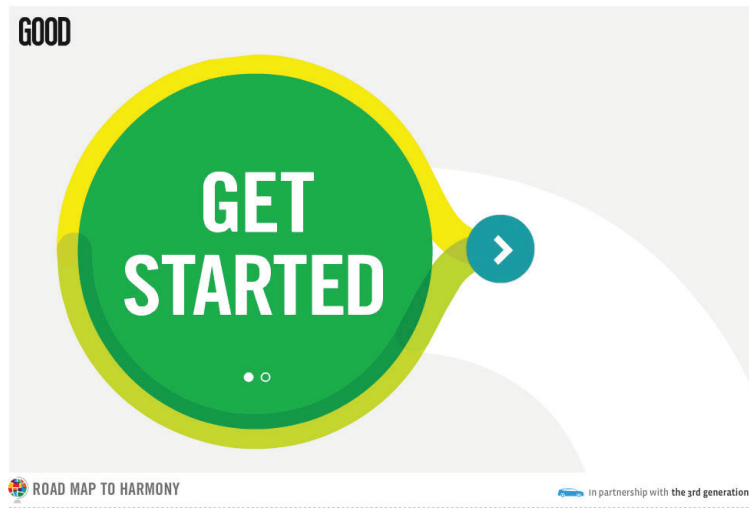


# emission | 15-Week Timeline





## GOOD – Road map to harmony. <http://awesome.good.is/ecosystem>

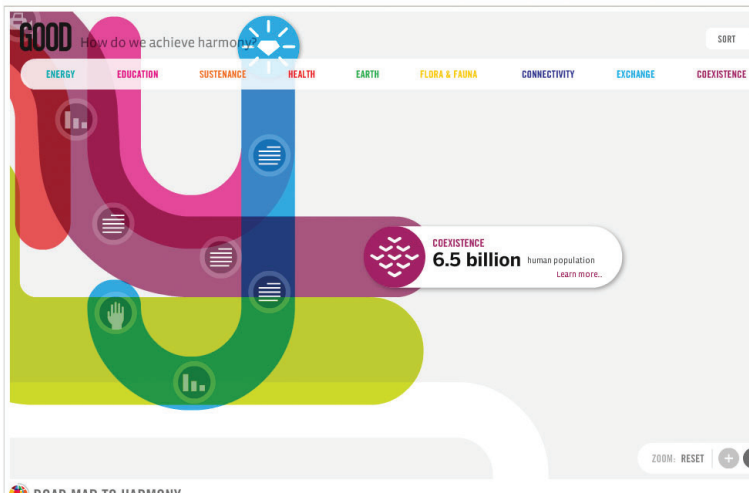
GOOD is an interactive ‘road map’ that shows the improvements that can be done to create a better harmonious world. When user clicks the icons, it pop up the current situation of energy, education, sustenance, health, etc in the world. User can click for more details, and it will show information about what can be done to make the current situation better.

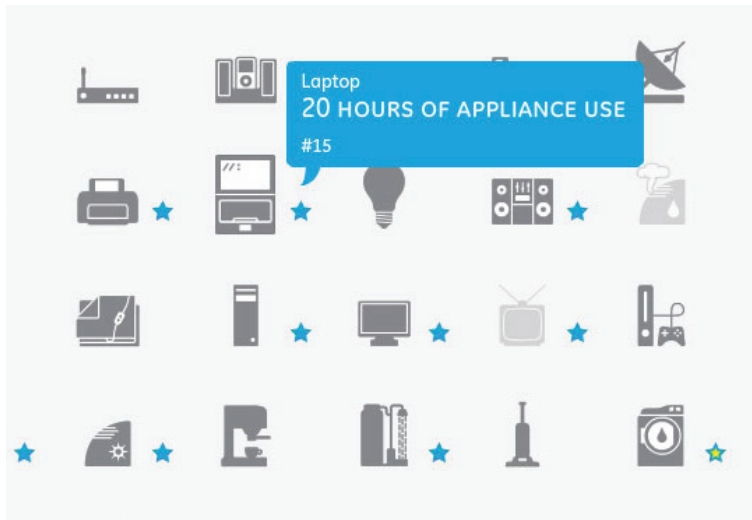
### Pros:

It is a nicely designed drill-down system. User can get a quite brief idea by clicking the icon, usually one sentence introduction about the current situation. If the user want to get more information, there will be a more detailed popup window. Under the popup window, there are even more links that shows more deeper information.

### Cons:

The metaphor of a road map is probably hard to get. There are no clues why the background is designed so except it is a visually nice designed ‘harmony’. It is difficult to separate the icon(button) with the background image.





## GE Data Visualization - Home Appliance Energy Use <http://visualization.geblogs.com/visualization/appliances/>

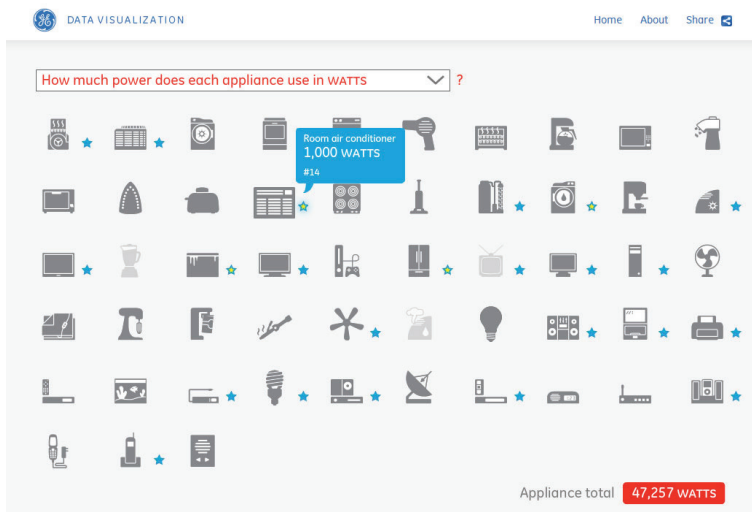
This data visualization provides the power usage of electrical appliance and helps user roughly calculate their energy cost.

Pros:

Provides a nice and clean visualization for the power usage data.

Cons:

No further information provided. User can only check/uncheck appliance, there is no other customization options.





## Slavery Footprint Slaveryfootprint.org

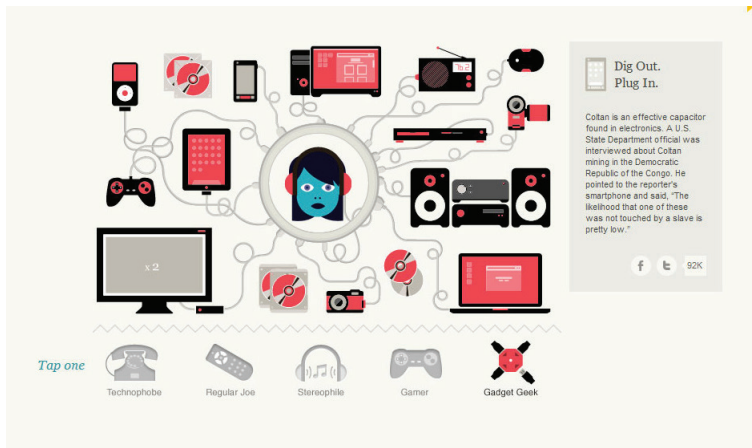
The Slavery Footprint website allows consumers to visualize how their consumption habits are connected to modern-day slavery. Users put in their personal information through step by step interactions and the system will calculate the final number of slaves that actually works for the users.

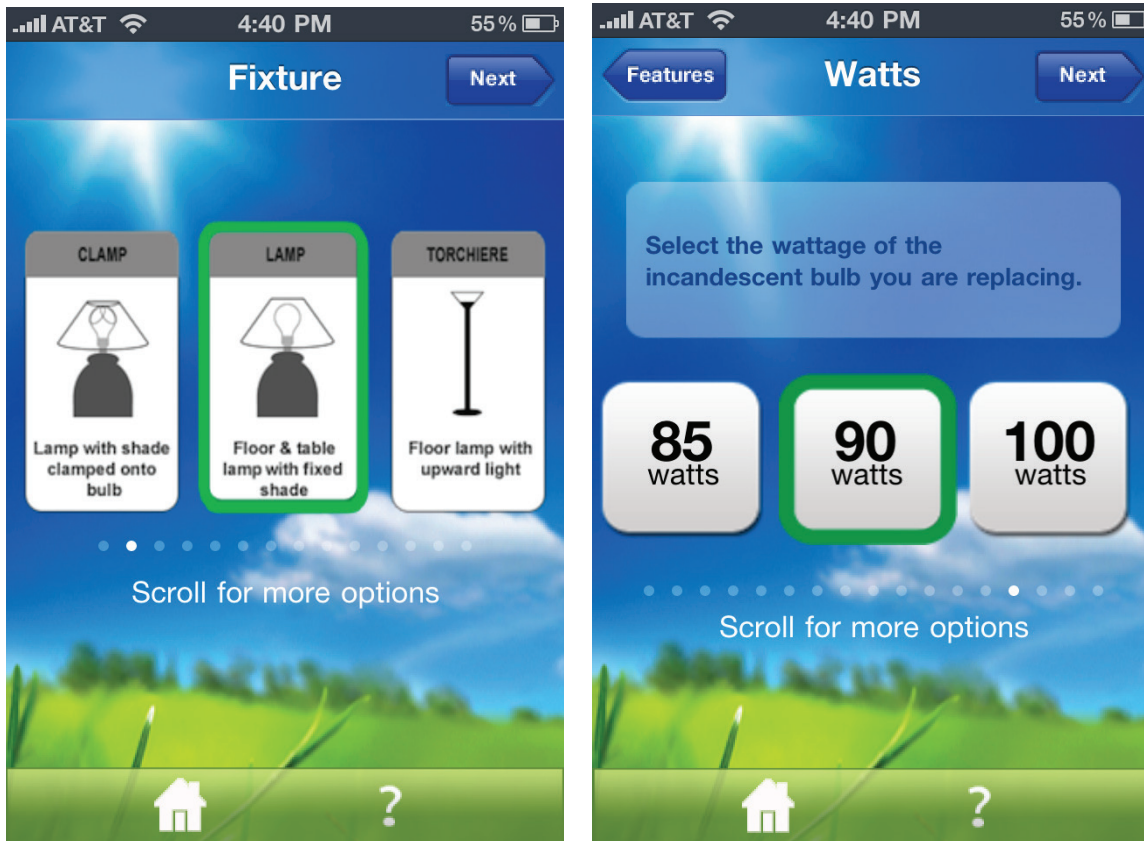
Pros:

The interface and interactions are well designed so it is quite interesting for the user to take the survey. The interactions are designed into different ways so the user won't get bored.

Cons:

User won't get the final result until they finish the survey, for my app, I might want to give user the data while they are doing the survey, so they won't quit half way due to lack of result.





## Light bulb Finder - iphone app

The Light Bulb Finder app is a mobile application that makes it easy to find the right energy-saving light bulbs for the user's home. It helps choose which bulbs to replace based on financial payback and environmental impact.

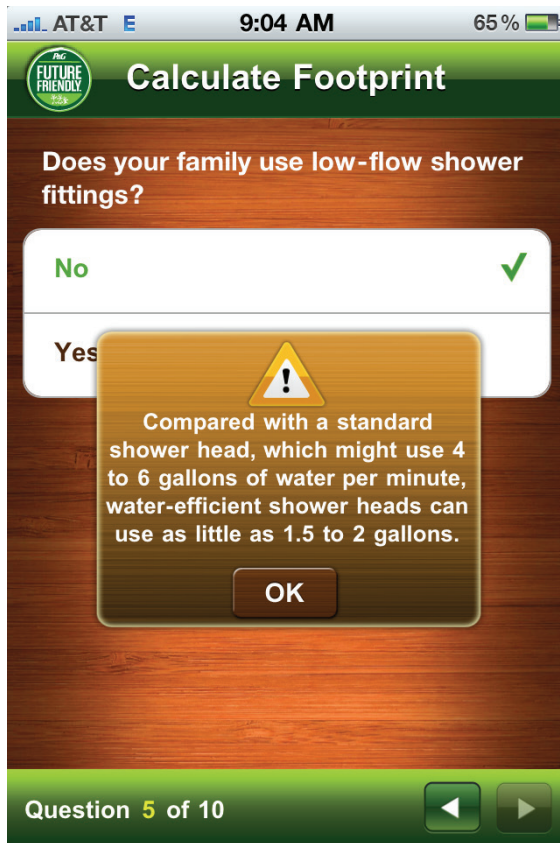
### Pros:

The application chooses a niche of the energy saving market, and does a good job on helping user find the energy saving bulb.

The usage of icon and graph simplify the process of understanding the terms, which can be used in my application.

### Cons:

It separates the process of choosing a bulb into too many steps, user might lose their patience while using the application.



## My Carbon Footprint - iphone app

My Carbon Footprint tries to show the users how day-to-day choices they make impact their little slice of the planet. User can earn badges, get helpful tips, and see how their actions continue to shape the world.

Pros:

The metaphor of personal planet is interesting.


Cons:

User has to answer initial 10 questions, and then one question per day. All questions are yes/no quiz, user might get bored quite soon.

Also after using it for a while, I find out that the planet doesn't change too much. So user will not be motivated to use it for long time.



**Map** Dining Room Furniture

 **Quick Fact:** Furniture accounts for 8.8 billion tons of waste in U.S. landfills.

By choosing furniture made from locally produced materials, you can significantly cut down on energy and transportation costs, while supporting local business. Choose materials and products within a 300-mile radius of the building, preferably from locally sourced wood and stone resources where applicable. In terms of wood, choose environmentally certified wood that comes from well-managed forests and avoid purchasing wood from endangered tropical forests and old growth timber. Wood can also be retrieved from old buildings, riverbeds, engineered lumber, and composite lumber.

## This is Green - iPhone app

The main page of the app is a floor plan with different items like car, baby products, washer & dryer, etc. User can click those devices to get detailed information and green tips that are related to those items.

### Pros:

Using a floor plan is a nice beginning, since user can then easily find out what can be done at home.

### Cons:

The floor plan interface doesn't have necessary icons or legends to guide user about the interactive areas. It is hard to find out which part is clickable. The information provided contains long text areas, user with iPhone might not be patient enough to read through it on a small screen.

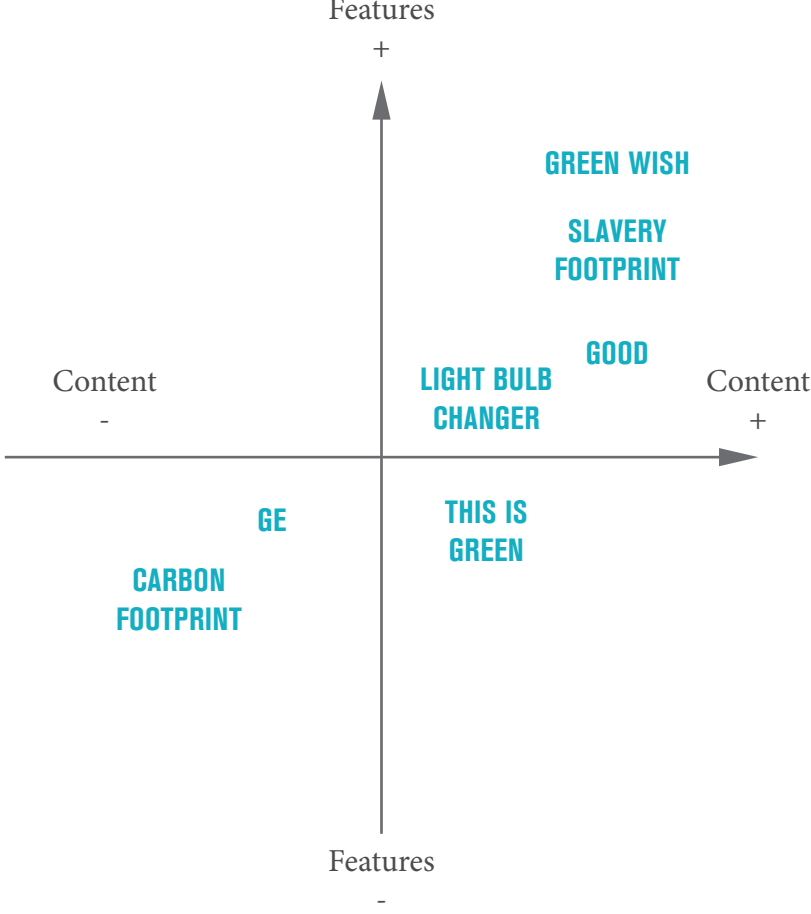
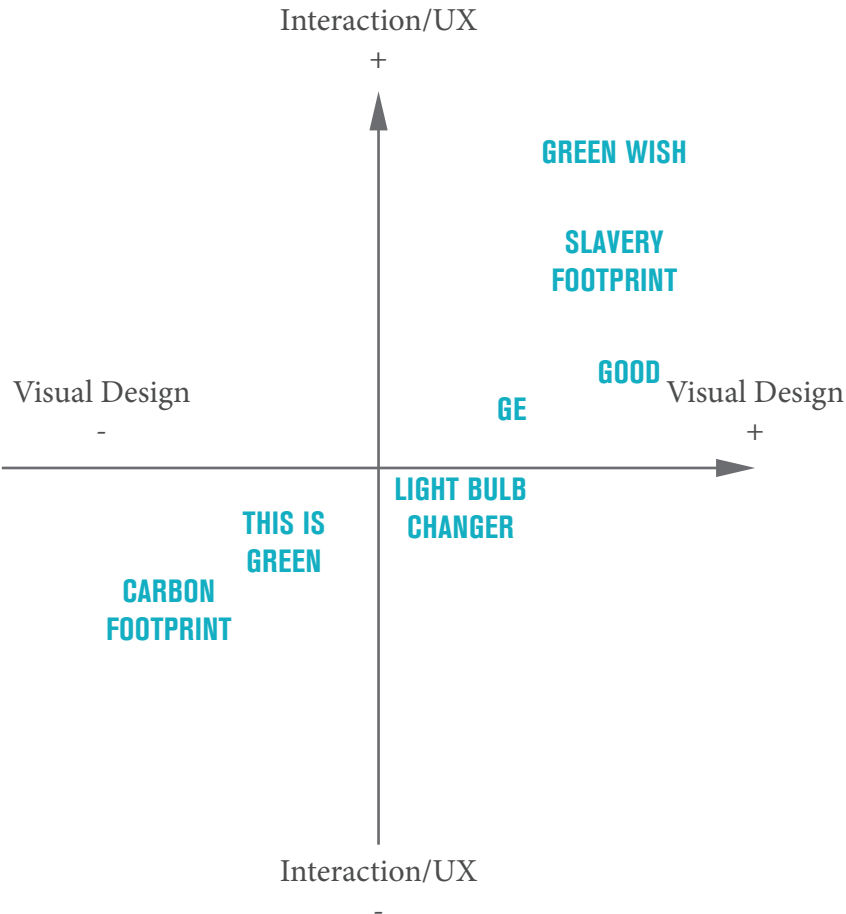
# emission | Competitive Analysis Matrix

	GOOD	GE	SLAVERY FOOTPRINT	LIGHT BULB CHANGER	CARBON FOOTPRINT	THIS IS GREEN	GREEN WISH
Website	● Flash	● Flash	●	○	○	○	●
Mobile	○	○	○	●	●	●	●
Organize	●	●	●	●	●	◐	●
Color Plette	grey, green, blue, yellow, red	grey, blue, red	grey, blue, red, yellow	green, blue	green, yellow, brown	green, blue	green
Visual Design	●	●	●	◐	◐	◐	●
Interaction Design	◐	◐	●	◐	○	○	●
Social Network	○	○	○	○	◐	○	◐
User Interaction	◐	◐	●	◐	○	○	●

Legend: ● Good/Yes   ◐ Average   ○ Bad/No



# emission | Competitive Analysis Map



emission | Moodboard Main With User

26%

37%

26%

3%

9%

8%

Green Wish

**PRELIMINARY COURSE** (1/2 YRS)

**COURSE** (3 YRS)

**PRELIMINARY COURSE** (2 YRS)

ARCHITECTURE, BUILDING ENGINEERING, TOWN PLANNING

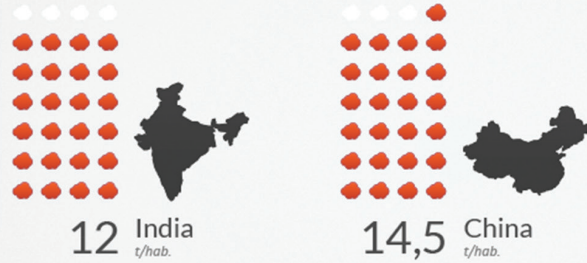
GLASS, STONE, WOOD, METAL, TEXTILES, COLOR

STUDY OF MATERIALS AND TOOLS, STUDY OF NATURE, STUDY OF MATERIALS, STUDY OF MATERIALS, STUDY OF MATERIALS, STUDY OF MATERIALS, STUDY OF MATERIALS

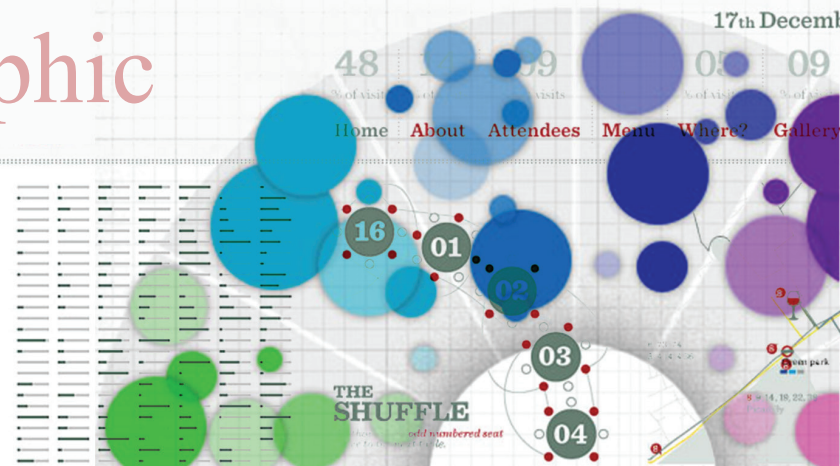
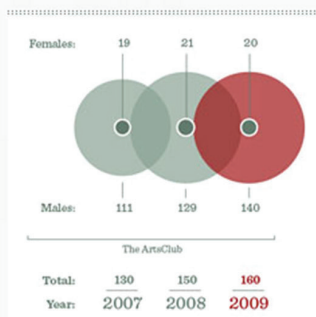
**ENGAGEMENT RATE** **13%** **AVERAGE ENGAGEMENT DURATION 6.2 sec** **BENCHMARK 10% ADVERTISER 8.5%**

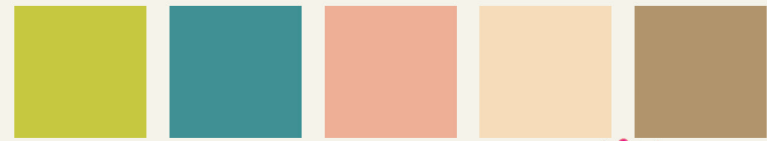
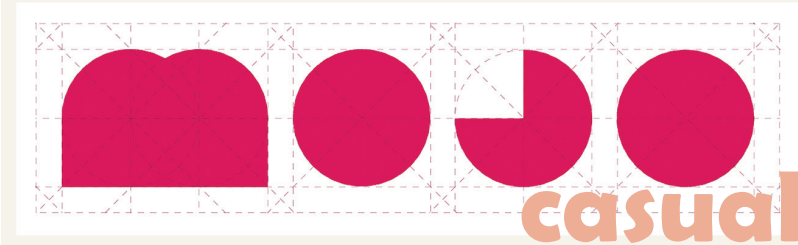
**CLICK-THROUGH RATE** **0.27%** **BENCHMARK 0.24% ADVERTISER 0.23%**

**6-8ft.** **AIR: 77°F** **H2O: 95°F** **4 FT SSW @ 16 SEC** **SURFI**

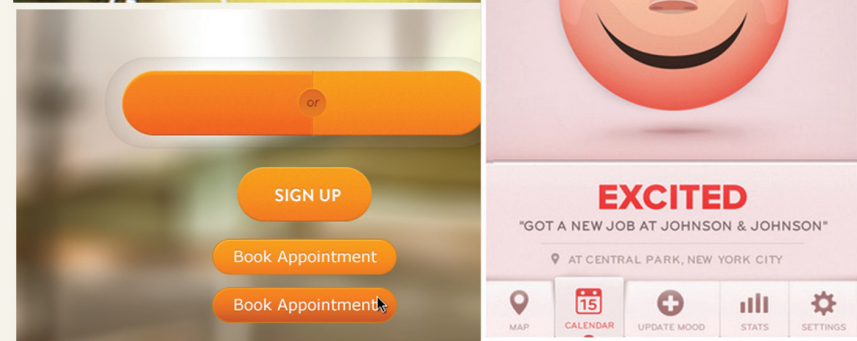


# Infographic





GREEN WISH



# emission | Logo Inspirations

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After doing some research on logo design, also based on the moodboard I've created, here's are the main styles I want for my logo:

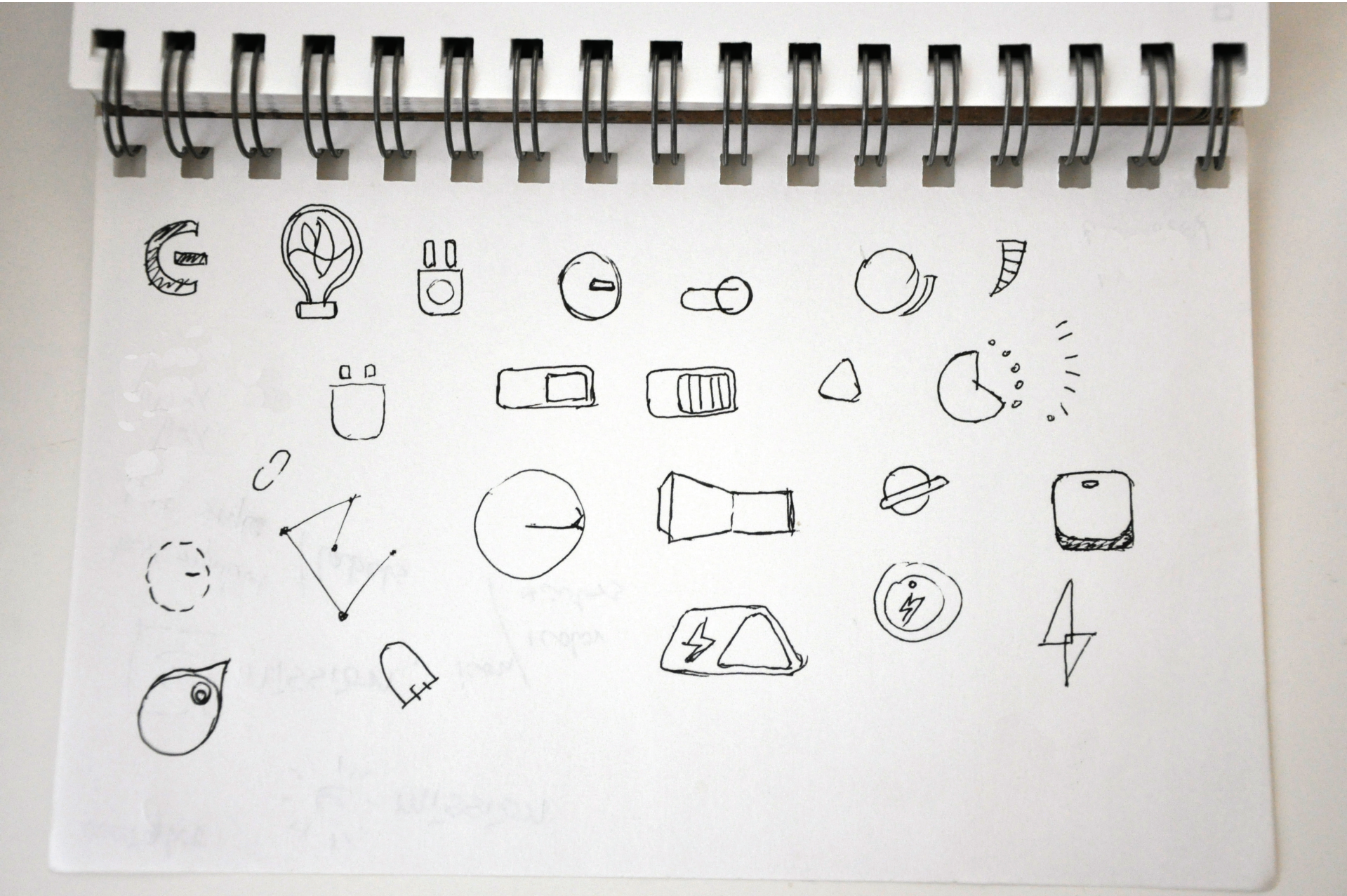
1. Simple and clean, maybe minimalism style.



2. A subtle feeling of 3D or depth.



emission | Logo Sketches





A-1

e·mission



A-2

e·mission



C-1

e·mission



C-2

e·mission



C-3

e·mission



B-1

e·mission



B-2

e·mission



D-1

mission



D-2

e mission



D-3

**eMission**



emission

A-1



emission

A-2



emission

C-1



emission

C-2



emission

C-3



emission

C-4



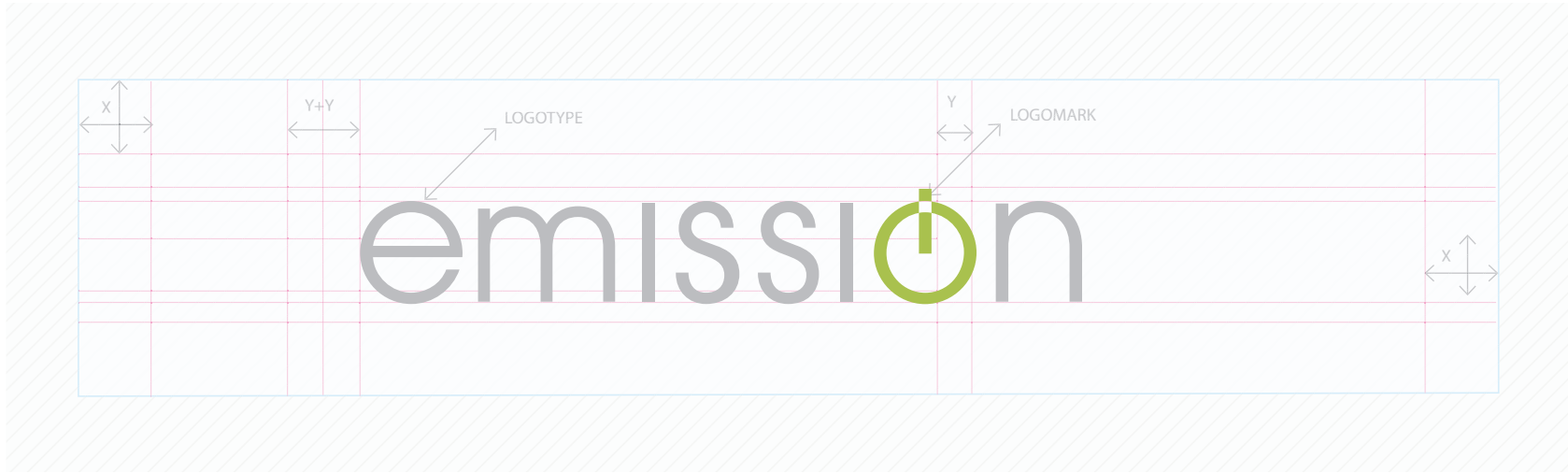
emission

C-5



# emission | Primary Logo & Identity Guidelines

## PRIMARY LOGO



Blue indicates Clear Space. The blue area must be kept free of other elements. Grey padding indicates Safe Zone. Magenta indicates type and element alignment and boundaries.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)

## COLOUR SPECIFICATIONS



# aac051



#646464

## FONTS USED IN LOGOTYPE

Avant Garde Gothic Pro Book

1234567890 !@£\$%^&\*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# emission | Primary Logo & Identity Guidelines

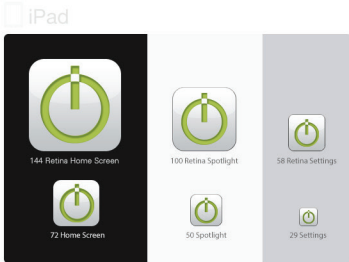
## ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS



1024 Retina App Icon for App Store



512 App Icon for App Store



1.

Choose Your  
Power  
Consumption  
Pattern.



student



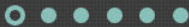
renter



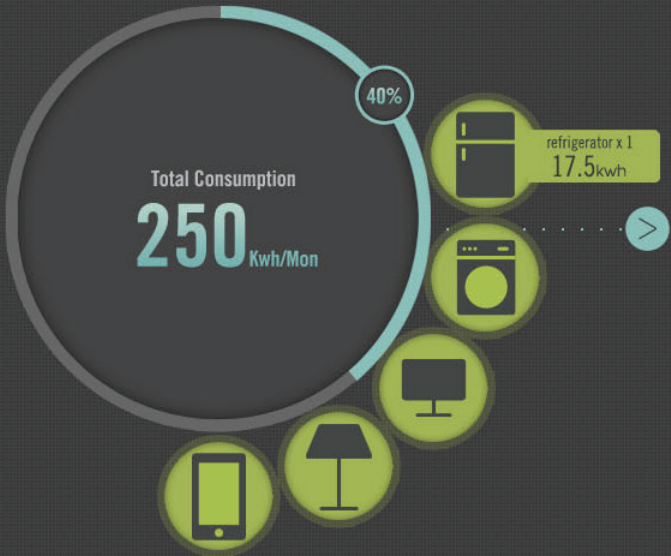
owner



parent



1/6: Choose your power consumption pattern.



TV	Number of Device:	2
	Usage of Device (hours/day):	3.5

Refine your information to get a more accurate result.



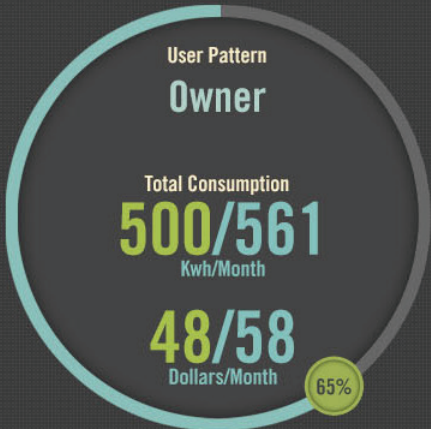
2/6: Get your power consumption result.



more energy than 60% people in the world.



3/6: Choose the amount of energy you want to save.



You Use More Energy Than  
**40/60%** Of People In The World



Carbon Emission  
**0.38/0.5** kg

