

# Token Wallet App

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Earning, transferring, and redeeming tree-planting tokens to combat climate change.

# Project Overview



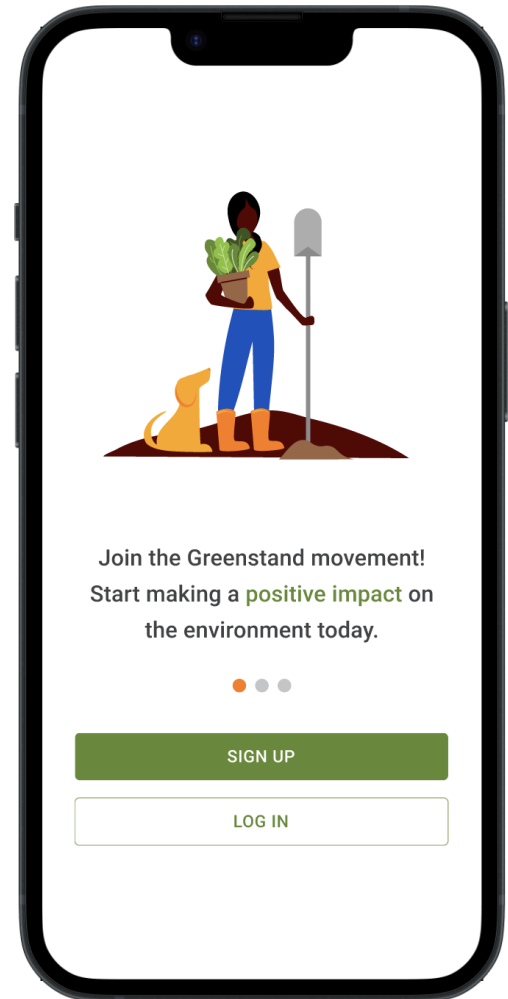
## The Product:

App that empowers individuals and organizations to combat climate change by promoting afforestation and facilitating the transfer of tree-planting tokens.



## Project duration:

June 2024 - Nov 2024



# Project Overview



## The Problem:

Lack of a centralized platform for managing and transferring tree-planting tokens. Organizations and individuals are unable to efficiently distribute these tokens as rewards or incentives, limiting the potential impact of tree-planting initiatives.



## The Goal:

To develop a mobile application that facilitates seamless transfer and management of tree-planting tokens between individuals and organizations, thereby increasing token circulation, promoting environmental awareness, and driving further tree-planting initiatives.

# Project Overview



## My Role:

Lead Product Researcher/Designer



## Responsibilities:

User Research, Primary Research, Secondary Research, Usability Testing, Research Analysis, Research Plan, Cross-functional Collaboration, Wireframing, Prototyping, etc.

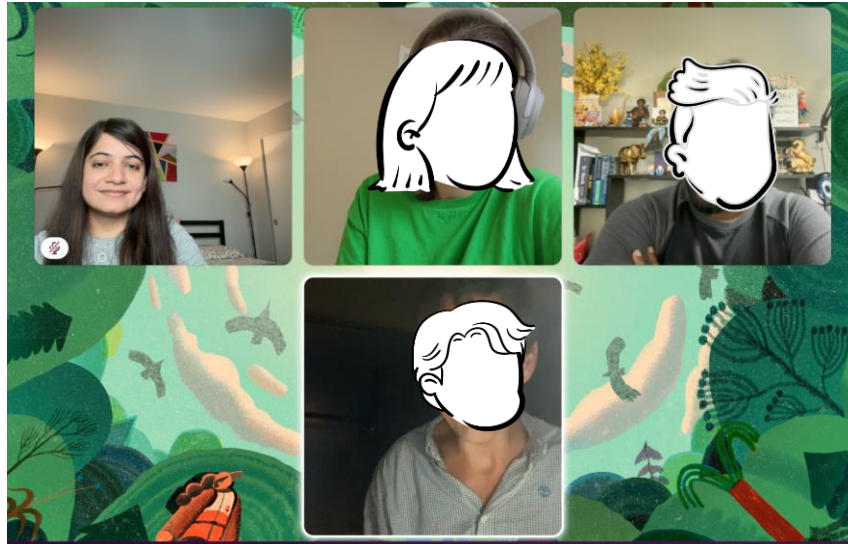
# Understanding the user

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- Problem Statement
- Personas
- Pain points

# Problem Statement

Sam seek a platform to effectively recognize and reward customer loyalty through the gifting of tree-planting tokens, fostering a shared commitment to environmental sustainability while also promoting their business and encouraging repeat patronage.



# Persona: Sam



Sam- Restaurant Owner

Sam is a mid-40s restaurant owner passionate about eco-friendly business. He seeks a platform to reward loyal customers with tree-planting tokens, boosting brand image and environmental impact.

## Goals:

Build loyalty, promote sustainability, increase brand visibility, efficiently manage rewards.

## Frustrations:

Limited loyalty options, difficulty tracking impact, inefficient reward distribution.

"I want a simple way to show my customers I appreciate their business while also making a positive impact on the planet. I need a platform that makes it easy to share my commitment to sustainability with my customers."

# User Research: Pain Points

1

## Understanding

Users perspective on how to address climate change with a fun and engaging way.

2

## Reward

Users want to gift trees as a token of gratitude but don't know where to go.

3

## Convenience

Having an option to quickly transfer tokens would increase trees plantation and awareness among the people.

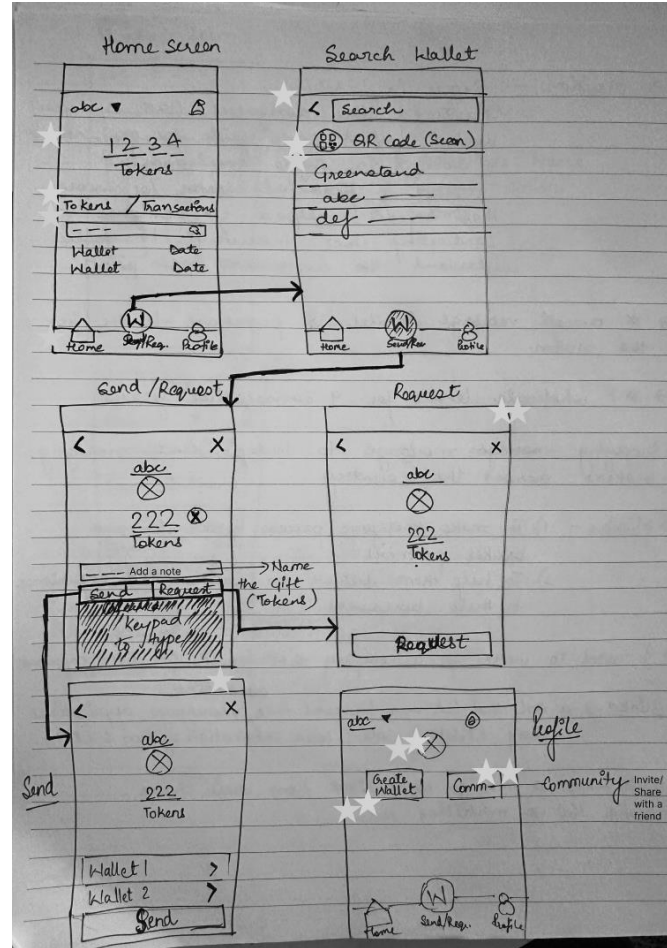
# Designing

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- Paper Sketching
- Mockups
- Prototype
- Usability Study

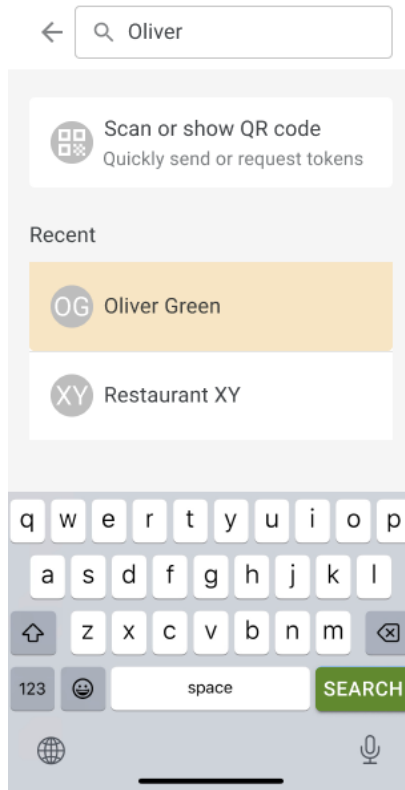
# Paper Sketches

Brainstorming how the screens would work before jumping into digital space. Understanding the flow and covering all the pain points.



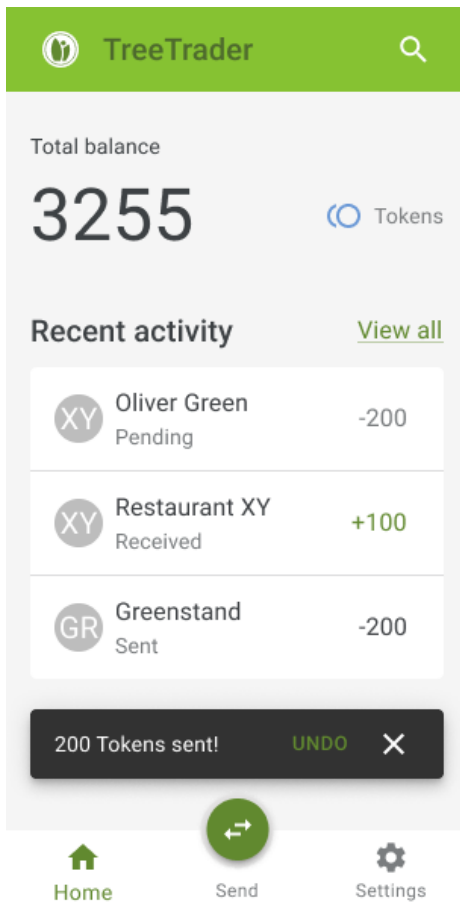
# Mockups

Users can scan/show the QR code for gifting/purchasing tokens



Search for any accounts/organizations

# Mockups



Users can see the completed task on the home screen



Easy to browse recent transactions

# Usability Study: Findings

The design evaluation was an iterative process through usability tests that were conducted in sessions on the primary tasks of the application. We asked the users to think aloud while performing these main tasks, and we noted down the users' challenges.

- 1 Users wanted label for each and every button.
- 2 QR code information should be in their profile too.
- 3 The Wallet and Token details were not clickable as the user thought it to be.

# High-fidelity Prototype

[Prototype](#)



# Next steps

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- Impact
- Learnings
- Next steps

# Takeaways



## Impact & Potential

- While this project is still in its development phase, its potential to revolutionize the way we incentivize and track environmental impact is immense.
- By enabling the seamless transfer of tree-planting tokens, we aim to create a thriving ecosystem where individuals and organizations are empowered to contribute to a greener future.
- Leading and contributing to a project with such a profound social and environmental impact has been an incredibly rewarding experience.



## Next Steps

- Working on the feedback and creating more fun screens for the users.
- Adding an option for web map in the app for the users' convenience.
- Adding an option to search with the help of Tokens.