

planet zero°

because less really is more



HELLO°

Welcome to my process book!

So why carbon footprints?

Sustainability has become a **big part of my life** over the years and I knew from the start it was something that could be interesting for thesis.

There was a moment a few years ago where I found myself questioning a lot of the choices I was making when it came to my lifestyle. The **food** I ate, the **garbage** I was producing, how much I was **spending**, and how **all of that was creating an impact**.

After some quick research, I started to become **overwhelmed** with how much as a humans we negatively effect our planet. It also started to feel **frustrating** that I couldn't quite grasp how good or bad something as small as ordering a drink with a straw really was.

This is what led me to Planet Zero.

"Hey Alexa, where can I buy reusable straws?"



I have researched personal carbon footprints in relation to individual behaviors, to find a way **to help people** become more interested and aware of their impact on our planet and how they can do their part to protect it **without feeling overwhelmed or confused.**



MENTORS°



Whitney Anderson
Designer

Whitney is a designer based in Milwaukee, WI. She was a teacher of mine my junior year at MIAD as well. I've always loved her style and knew she would be the perfect person to mentor me throughout this process. **Thank you Whitney** for being there from the start and helping me bring Planet Zero to life!



Jody Campbell
Assistant Professor

Jody is an assistant professor at MIAD. He too was a teacher of mine my junior and senior year. Knowing that my main component for Planet Zero would be an app, he became an essential part to the success of my overall idea. **Thank you Jody!**

RESEARCH°

Secondary Research



What inspired me most.

Some of my best sources were documentaries, specifically **2040**. It's a documentary that discusses the impact we have now and gives a **positive outlook on it versus a negative one**. The documentary shows and explains ways that we can make a change and resources that would be helpful to do so.

It's conducted all over the world and they also have a website to connect even more people. It has been a great resource to look at for ideas on how to make a difference. An **endless amount of information** to digest here, which was really helpful in solidifying where I wanted to take planet zero and how it could be more impactful in a positive light.

"I wonder what our 2040 will actually look like"



What did I find?

Secondary Research

I found that many resources available right now are either **too complex or too vague**, meaning some tools to track your carbon footprint ask an extensive amount of questions and take a considerable amount of time to finish. Now a days, people don't have the attention spans nor the amount of time in our busy days to do things like this.

The other half of carbon tracking tools out there are much too vague. They ask less than 10 questions making me wonder **how that could possibly calculate your impact**. You would receive a very estimated result and I decided I **wanted to create something that would fit somewhere in the middle**.

How can we alleviate this?

Buying habits!

The correlation between our buying habits and carbon footprint is very strong, because **everything we buy has a carbon footprint**. Linking accounts or adding receipts is a relatively quick and simple process that could generate a **more accurate reading of our carbon footprint**.

Sources

"Carbon footprints are hard to understand - here's what you need to know"
Online Article: by Seth Wynes, Published August 30, 2020
Seth Wynes opens up about the topic of climate change and how people view carbon footprints. He starts by comparing orange juice to recycling and how both are insignificant ways to help your diet and the planet. Seth further talks about individual views on what they believe is helpful for saving our planet and what is not. I like this article because it includes a large study of surveys that give insight into how people think.

Consumer behavior and climate change
PDF By: John Thøgersen, Published December 2021
This is a great peer reviewed resource that talks about consumer behaviors in relation to their sustainable habits and viewpoints. Most people don't exactly know what they are doing or if it matters. It also focuses on finding ways to make climate friendly behaviors something easy for people to adapt to. John Thøgersen mentions that his work for this has been compiled from 47 different empirical articles. I had a lot of data to look through here.

Media Statement: IPCC AR6 makes the case for urgent climate action clearer than ever before
Online Article: by Ciaran Clayton, Published August 9, 2021
This article by Ciaran Clayton dives into the immediate danger our planet is in and how very urgently people are informing our government to step in and make some changes. It adds a political aspect to my research that I was missing for a while. In a previous source above, it mentions that often people forget politics are ways to help our planet. We need policies and laws that make it harder for people to do harmful things and who we put into our government affects that process greatly. This article also mentions more resources at the bottom to gather extra information.

A Novel approach to calculate individuals carbon footprints using financial transaction data
PDF By: David Andersson, Published May 20, 2020
This peer reviewed source by David Andersson goes in depth about using financial data to help us connect more and understand how carbon footprints work within our individual lives. Something as simple as plugging in your statements one time can be great ways to get people involved with trying to do more good for our planet. It touches on behavioral factors that affect our participation with tracking our footprints. This was super helpful to further narrow down my topic and have real data that backs up what works and what does not for the majority.

The world's rich need to cut their carbon footprint by a factor of 30 to slow climate change, U.N. warns
Online Article By: Brady Dennis, Chris Mooney, Sarah Kaplan, Published December 9, 2020
These 3 authors touch on important points related to demographic information. This helped me narrow down who I should be targeting. They mention statistical information on individuals impact and ways that they contribute to the carbon emissions and greenhouse gases in our atmosphere.

2040
Documentary By: Damon Gameaus, Published February 11, 2019
This is a documentary that discusses the impact we have now and gives a positive outlook on it all versus a negative one. The documentary shows and explains ways that we can make a change and resources that would be helpful for that. It's a documentary conducted all over the world and they also have a website to connect even more people. It was my main resource to look at for ideas on how to make a change.

A life on our planet
Documentary By: David Attenborough, September 28, 2021
This is a documentary on Netflix that is based on experiences from David Attenboroughs life. He is a 93 year old man who has traveled the globe and visited all 7 continents. In that time, he has noticed humanity's impact on nature and how it has changed it over the past couple of decades. It's an inside look to what is happening around the world and how our actions reach much farther than just our own cities, states, and countries. It reaches the whole planet. This helped me narrow down the main issues I focused on related to my topic.

World's Wealthiest at Heart of Climate Problem
Online Article: by Roger Harrabin, Published April 13, 2021
This article talks about the impact the 1% of the world have on climate change. People who are wealthy can afford and have time to do more "luxurious" things. They can afford to travel more, have more expensive things, and fork out money without worrying very much about it. A great example they use is that they have bigger homes and use a lot of energy to heat them. Because they can afford to do so, they never worry about whether their homes are well insulated or not. If they were to pay attention just a little more, they may be more likely to make more sustainable choices.

Millennial's and Gen Z are More Sustainably Oriented
Online Article: by Hiroshima University, Published March 31st, 2021
This article is a glimpse into how younger generations feel and act towards sustainable lifestyles. After publishing my survey, I found mostly people 20-30 pay attention to sustainability. This was my start for looking into that demographic and understanding it more to see if this new information was something I need to consider seriously. Which it was.

Millennial's and Their Impact on Sustainability
Online Article: by SUMAS Editorial Team, Published January 26nd, 2019
This article further backs up that millennial's have a real impact on the planet and their peers. They have a larger access to their community through social media and are more likely to stand up for what they believe in and demand a change. I also thought it was really interesting that they are the first generation to grow up having to face this climate crisis, so that could be a reason they take is so serious and implement so much sustainability in their lives.

PERSONAS^o



Pennelope
Entrepreneur - 28

Pennelope is a 26 year old who lives in an apartment in the inner city. She's a business owner and makes about \$65,000 a year. She doesn't pay too much attention to her impact, but implements sustainability into her business because she thinks people will appreciate that. She also struggles to visualize her impact and often disregards it.



Parker
Finance - 30

Parker is a 30 year old in the world of finance making about 70,000 a year. He rents a home on the outskirts of the city. Jack doesn't know a lot about carbon footprints but cares about things like recycling.



Paige
Marketer - 31

Paige is a 31 year old who lives in a large city. She's a marketer and makes about \$60,000 a year. Paige always tries to educate herself on her impact. She becomes overwhelmed with all the information sometimes, so doesn't always follow through with sustainable decisions.

Mood-board



RESEARCH^o

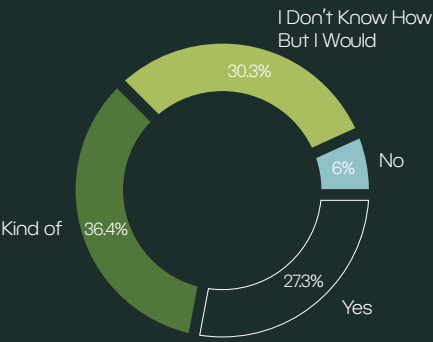
Primary Research

There is a **mental disconnect** in the way people consider their personal carbon footprints, resulting in them not choosing to make better sustainable decisions or being able to fully grasp the **impact** they have on **our planet**.

I conducted a survey of my own which came back with 35 respondents.

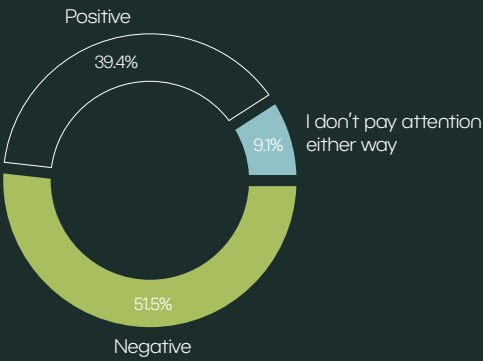
Is tracking your impact on the environment important to you?

Over 3/4 of people answered either yes, kind, of or I don't know how but I would. The I don't know how but I would part of this **really stood out to me**. It proved to me that there is a considerable amount of people out there who **lack the resources to track their impact, yet they want to!** This reassured me I was **on the right track** with Planet zero.



Do you feel more moved by positive or negative messaging about climate change/global warming?

As you can see it looks **almost 50/50**. About 40% of people answered they are moved more by positive messages and about 50% said negative. Because I wasn't sure how people would respond, I came in with a follow up question.

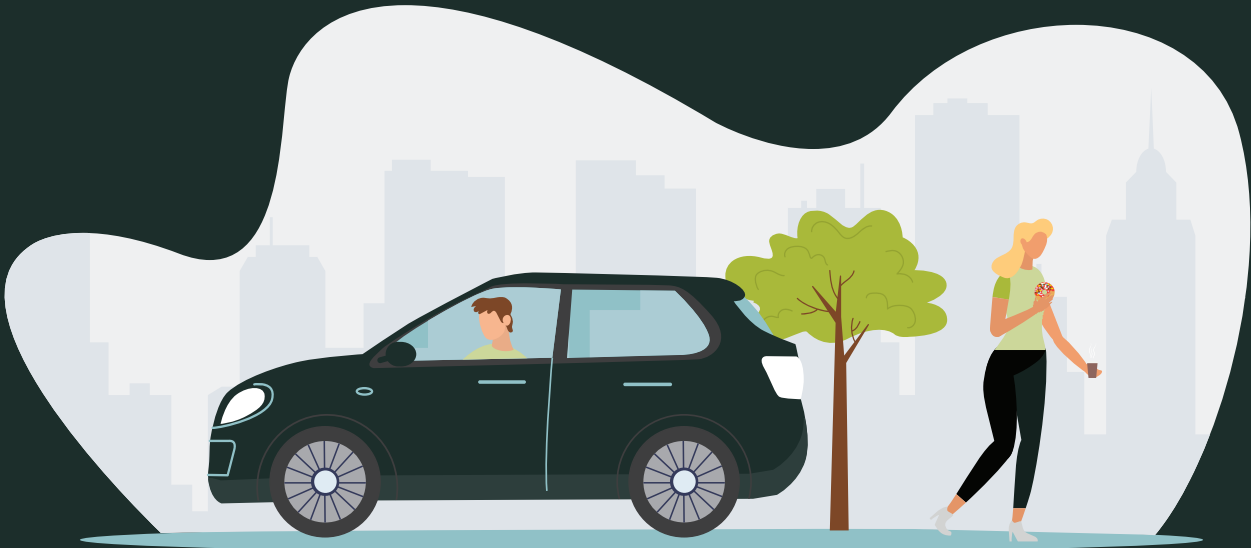


How can we make a positive impact on our planet without feeling overwhelmed or insignificant?

Why did you answer that way?

A few responses from this question:

- Most messages that are spread throughout the media are negative.
- I'm not sure what a positive message would say or how it would affect me.
- Negative messages often make me feel hopeless.



ANALYSIS°



GLOBAL FOOTPRINT NETWORK Footprint Calculator

PROS: Inclusive, Interactive, visually interesting, can answer questions slightly more detailed or simple and free.

CONS: Only sliders to answer questions, illustrations seem more detailed than the questions, and summary is vague.



2030 CALCULATOR Footprint Calculator

PROS: Great UX/UI similar to Apple, functionality easy to learn, backed by the UN, educational & engaging, detailed, and uses finances to track footprints, which my research has shown to be an effective method.

CONS: Free with limitations, does not save info in free mode, monthly fee for "pro" version, uses the metric system and euros that can be confusing to American users, and does not have a feature to convert it.

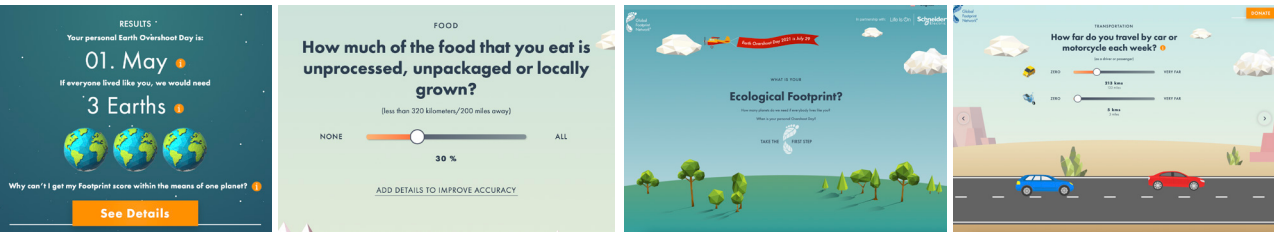


CONSERVATION INTERNATIONAL Footprint Calculator

PROS: Asks for specific location while most have not, while inputting it updates results in real time, can manually input numbers, good variety of drop down answers, free, and many educational elements.

CONS: Without exact information on hand it can be challenging, vague summary of results, and hard to visualize/understand was these numbers mean.

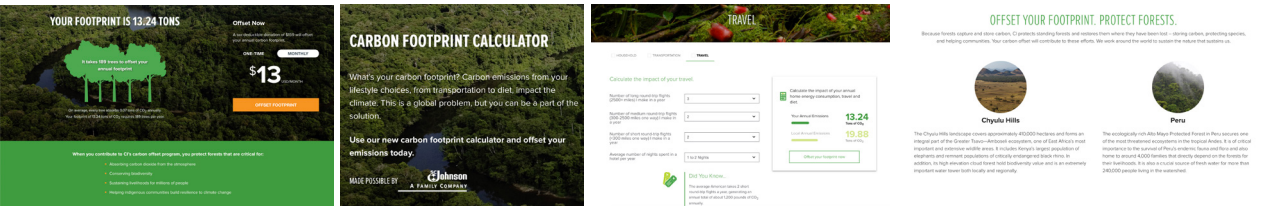
Global Footprint Network



2030 Calculator



Conservation International

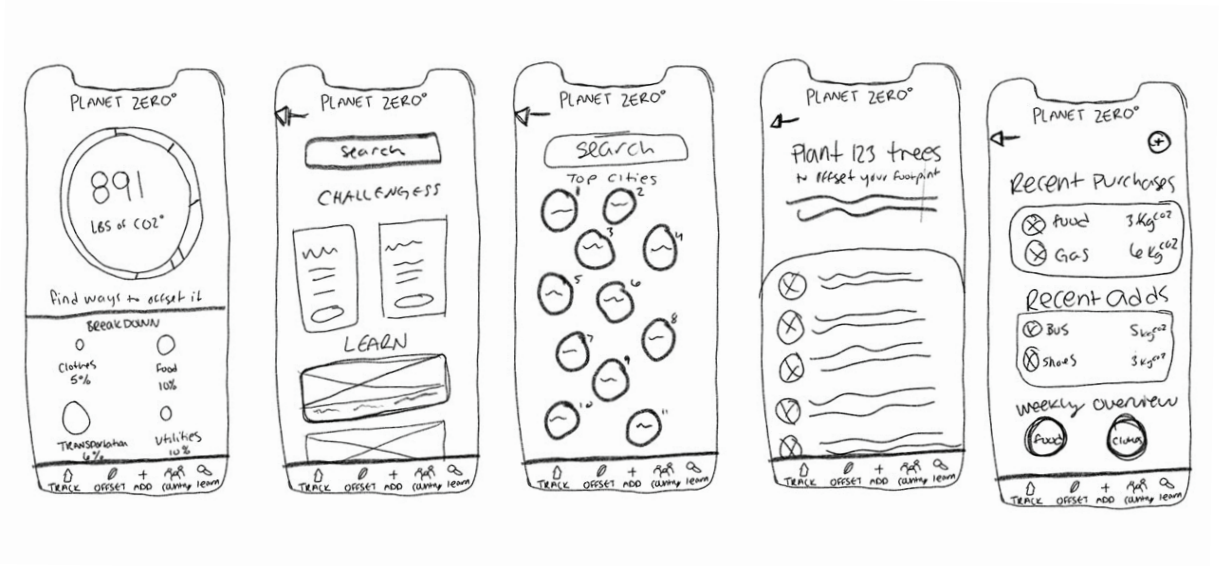


PARTS°

The main components

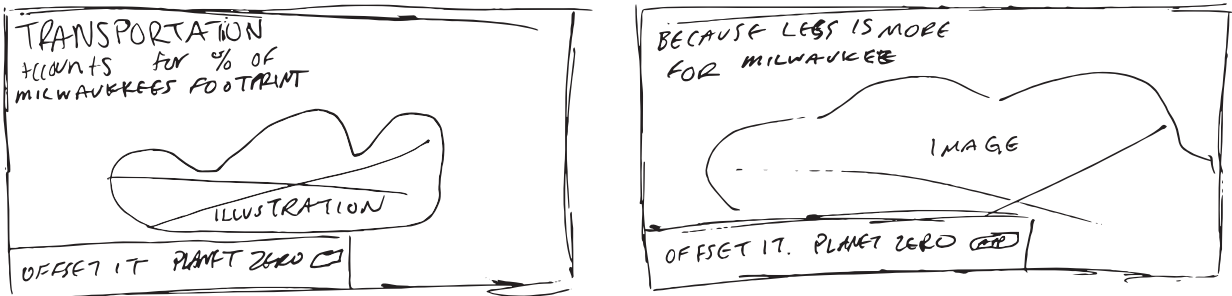
App

There are **3 components** to Planet Zero. The **main component being an app** where individuals can link their finances and **closely follow their impact** based on buying habits.



Digital Screen

The **secondary component being a digital screen**. This would be placed in central areas of cities across the us, updating people on their **cities average impact on the planet**.



Social Media

Then finally, my **tertiary component being social media**, where **tips, facts, and information** on cities carbon footprints around the us would be posted.



LOGO°

THE PROCESS

I knew I wanted to limit the amount of harsh lines and points, so something that feels organic but structured was really important. As you can see I went back and forth between two ideas pretty much until the end.

“How can I design Planet Zero without being cliché?”



THE RESULT

I ended up choosing this option because it felt more ownable and I loved the ambiguity of the circle mark. You can look at it as a zero, or a degree, maybe the earth and the moon, or two things coming together. I think it adds interest and makes the viewer think deeper about what they are seeing leaving them hopefully wanting to know more.

“It’s finally starting to come to life!”



STATEMENT



KRISTIN QUINTANILLA

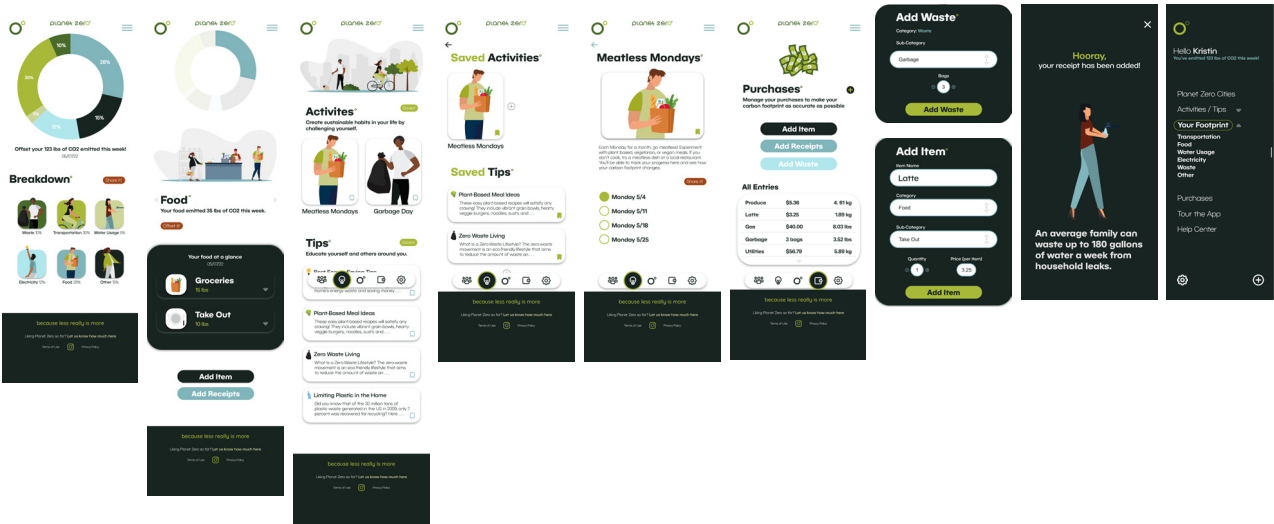
Graphic Designer

My name is Kristin and I've created an **app called Planet Zero**. We need to make a **significant change** in our daily habits by **2050** to avoid **catastrophic global warming**. A year many scientists predict is the year of irreversible damage to our planet.

I found through research that there is a **mental disconnect** in the way people consider their personal carbon footprints, resulting in them not fully grasping the impact they have on our planet or being able to make better sustainable decisions.

My app Planet Zero allows people to visually track their carbon footprint and track cities participating across the US, by linking with the individuals **finances**. Because **everything we buy has a carbon footprint**. Alongside this is a digital screen placed in central areas of major cities throughout the US that consistently updates the public on their overall impact on things like water usage, energy usage and more. I want people to be reminded in a **positive** way on how to help make a change.

Each one of us has the potential to make a difference no matter how small or big. It's up to us to make a change and **that change starts with you, with Planet Zero**.



📁 **HOW WILL YOU MAKE A DIFFERENCE?** 📁

