

Grovi-An Application Engineered to Cultivate Sustainable Daily Habits in Users and Safeguard Forest Ecosystems.

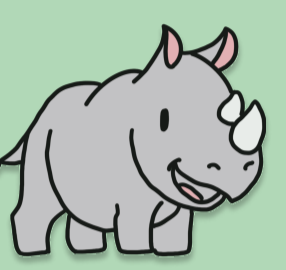
15 LIFE ON LAND

What is Grovi?



Grovi is an innovative app designed to empower users to actively contribute to forest protection by their eco-friendly actions.

Grovi users to record their environmentally friendly behaviours, translating them into tangible environmental benefits such as planting real trees or receiving redeemable coupons.



Grovi not only encourages individual responsibility for a sustainable lifestyle but also cultivates a sense of community engagement, allowing users to collaborate for a collective impact on forest protection and overall environmental well-being.

Why we made Grovi?

Grovi was developed in alignment with Sustainable Development Goal 15: Life on Land.

By creating Grovi, we intend to empower users to actively participate in

Preserving and restoring terrestrial ecosystems.

Fostering a sustainable relationship between humans and the natural world.

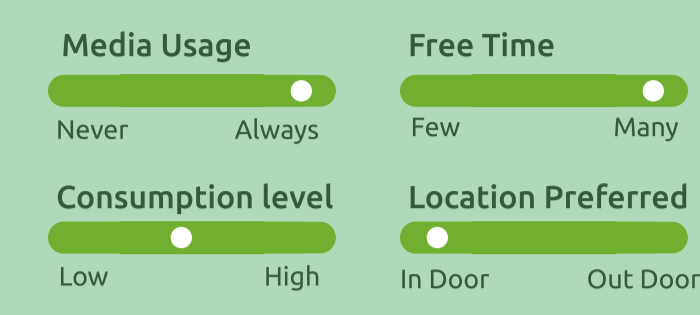
Enhancing biodiversity and promoting sustainable use of terrestrial ecosystems are crucial steps toward achieving a balanced and resilient coexistence between humanity and the natural world.

User Persona



Angliss

Age: 35
Major: Finance professional
Location: London



Dera

Age: 28
Major: Freelance worker
Location: Brimingham



Buyback for very little time
Buys lunch and drinks every day
Want to increase parent-child activities
Hopefully the kids will learn more
Busy at work

"As a worker, I have very little control over my time, but as a father, I would love to have more time to accomplish meaningful things with my children, but mostly we go to play, and I would like to be able to let my children experience the beauty of the environment and at the same time be able to protect it!"

Like to share
Often buy things online
Like to contribute quietly
Doesn't like to go out.

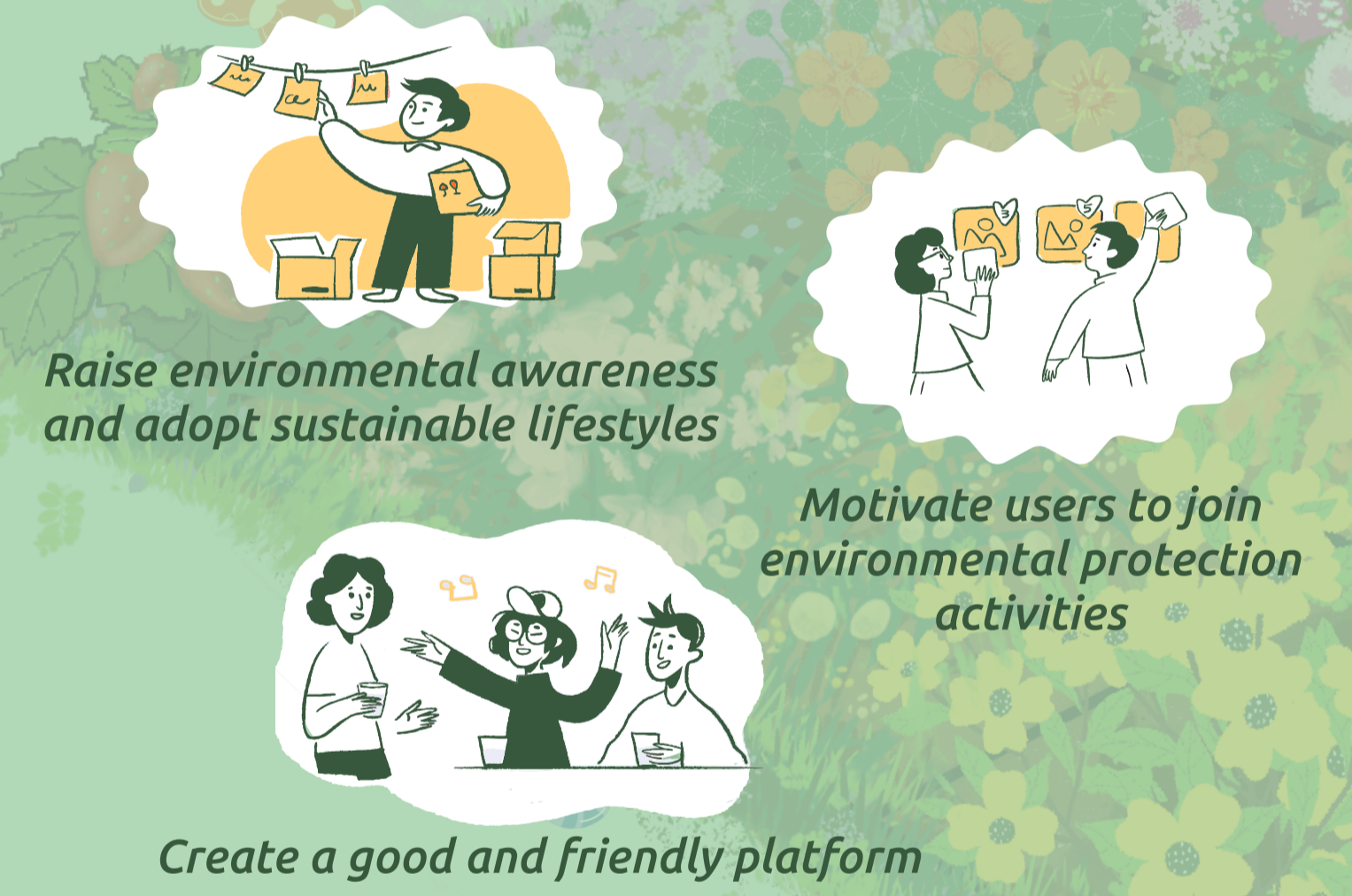
Hopefully, I get what I pay for

"As an online celebrity, the most I do is share my daily routine, including participating in environmental activities, but I want to fulfil my desire to protect the environment by going out even less!"

Who is Grovi's Target Audience?



What we wanna achieve? (Aims)



Design System

Logo: Sun and leaf icon

Colour Palette: Green, Brown, White, Dark Green, Orange, Yellow, Light Green

Icon: Home, Hub, Buddies, Me

Elements: 3D trees, Emojis, Animal avatars (fox, deer, rhino), Food items

Prototype

Store: Tree, Snack, Sunshine. You have planted 6 trees. You have adopted 1 of reserves.

Account: Carool, carool@gmail.com. Likes, Your trees, Co-Lands, Rewards, Settings, Support, Privacy and Legal.

Home Page: It's Monday! Cheer Up! Activity Records 25%. 1, 3, 5, 10.

Profile Page: Joy's Land. Treat me if you want to steal our energy.

Community Page: Grovi Hub. Featured Topic: Global Green Lungs in Peril. Welcome Donate. Local Green Events.

Friend Page Buddies: Joy, Candicey, Harry.

Engaging with friends: Joy's Land. Hi, Welcome to Joy's land.

App Architecture

