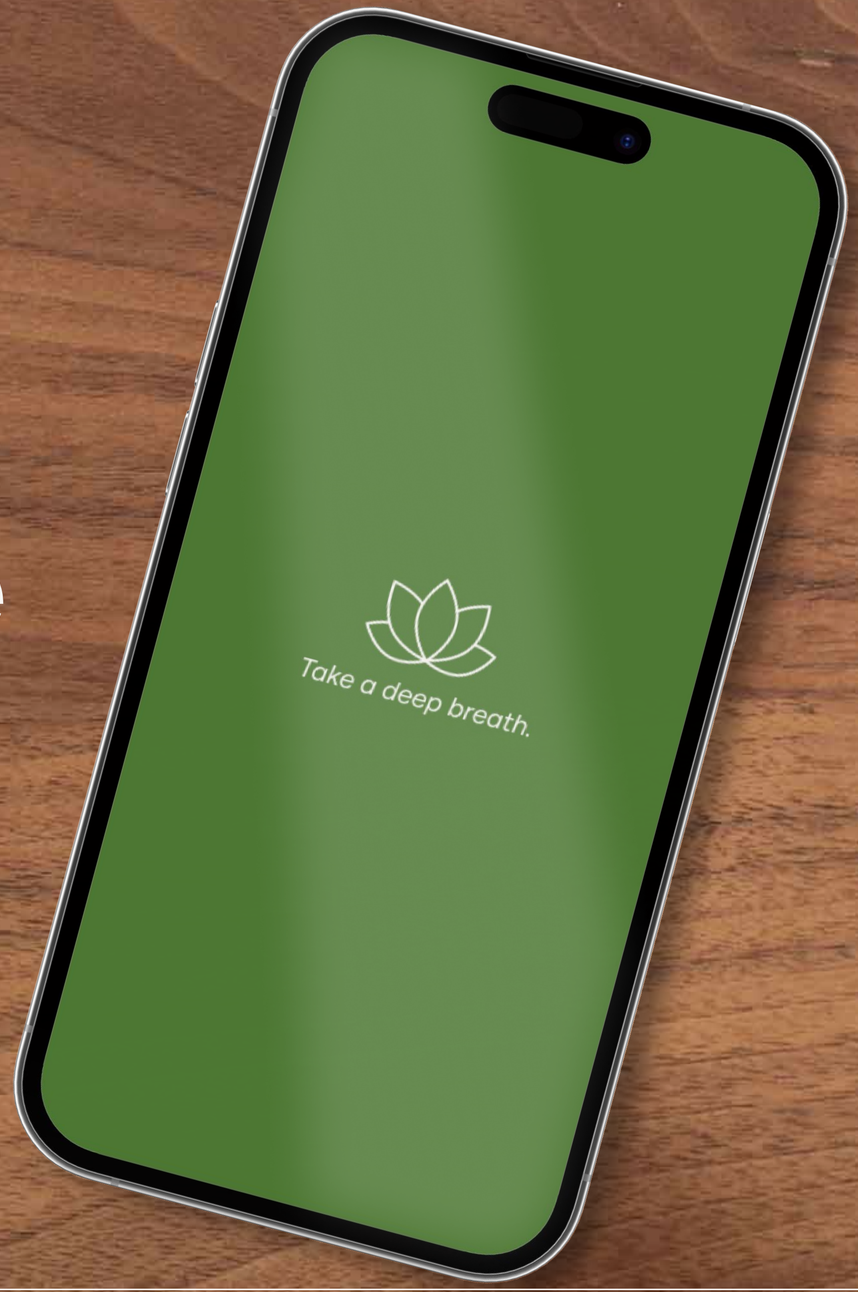
Project Duration: 10 Weeks

Nature Nurture

An app digital solution to alleviating climate anxiety to those who feel climate change the most



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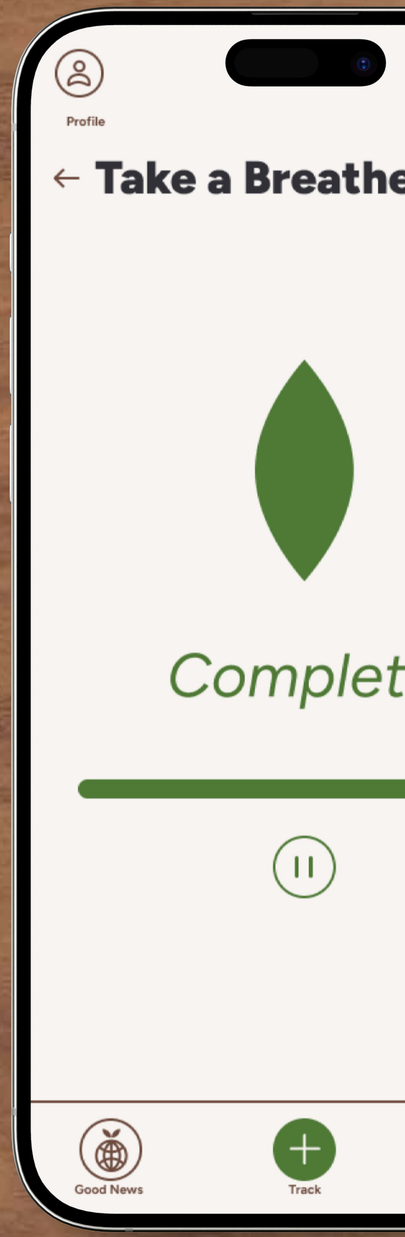


THE PROBLEM:

Worldwide Google searches related to **climate anxiety increased by 4,590% from 2018 to 2023.**

Google searches for the term rose 565% from 2020 to 2021.[1]

THE DEFINITION:

CLIMATE ANXIETY

A feeling of **hopelessness** and worry in **response to the volatile and changing climate** that **harms one's self, home, and community**.

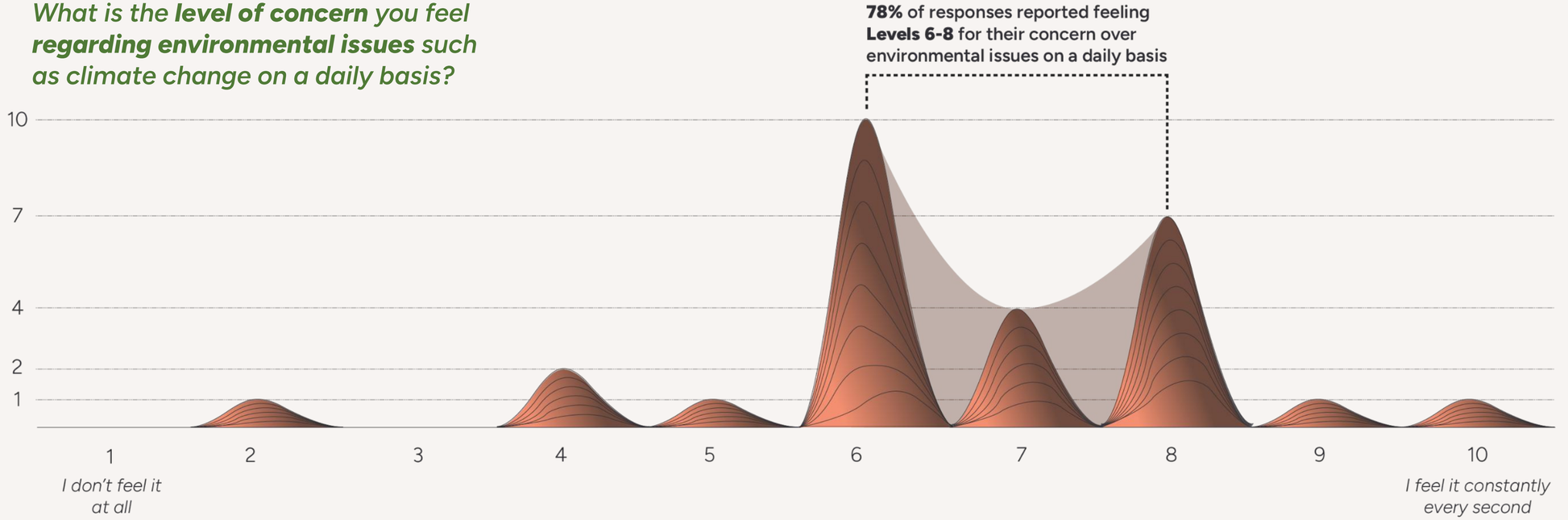
Image of Sarah Salmonese, a Lahaina resident, on the ashes of her condo building - searching for her belongings unscathed by the fire.

HOW ARE GEN Z AND MILLENIALS IMPACTED BY ENVIRONMENTAL ISSUES?

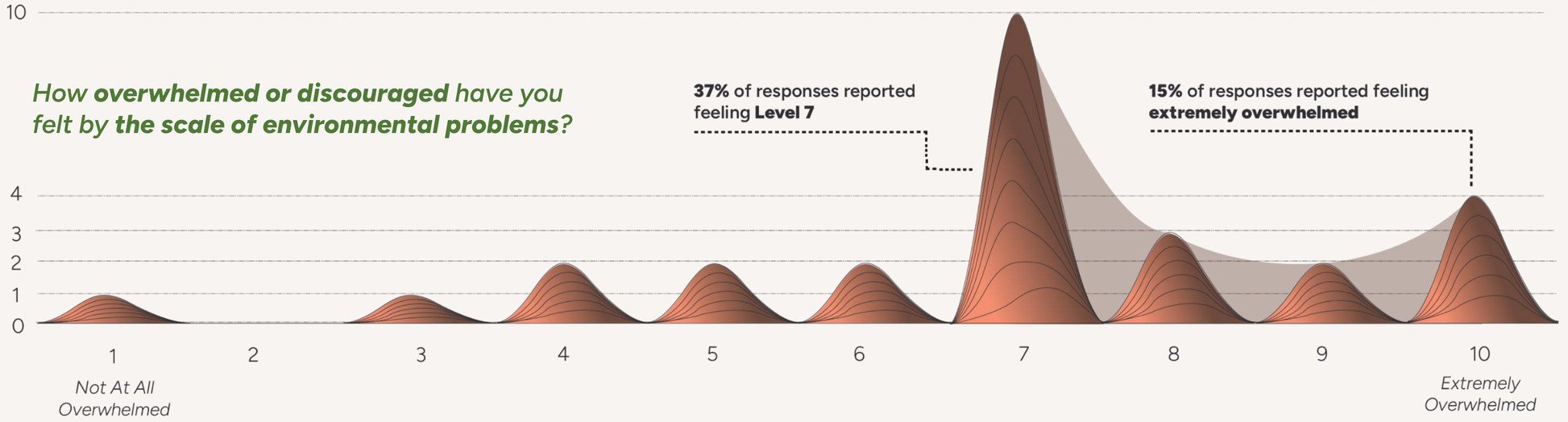
27 Survey Responses from Gen Z to Millennial Persons

Millenials and Generation Z individuals were examined because they are more likely to experience climate anxiety than other age groups in the United States.[4]

*What is the **level of concern** you feel **regarding environmental issues** such as climate change on a daily basis?*



*How **overwhelmed or discouraged** have you felt by **the scale of environmental problems**?*

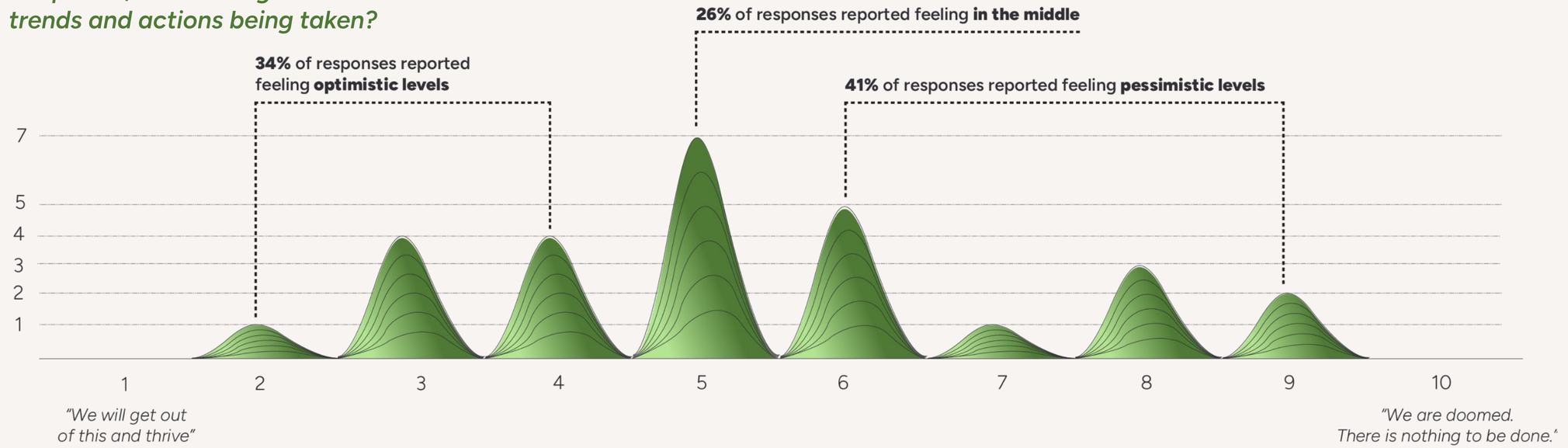


WHAT IS THEIR MINDSET OF THE FUTURE AND WHAT IMPACTS IT?

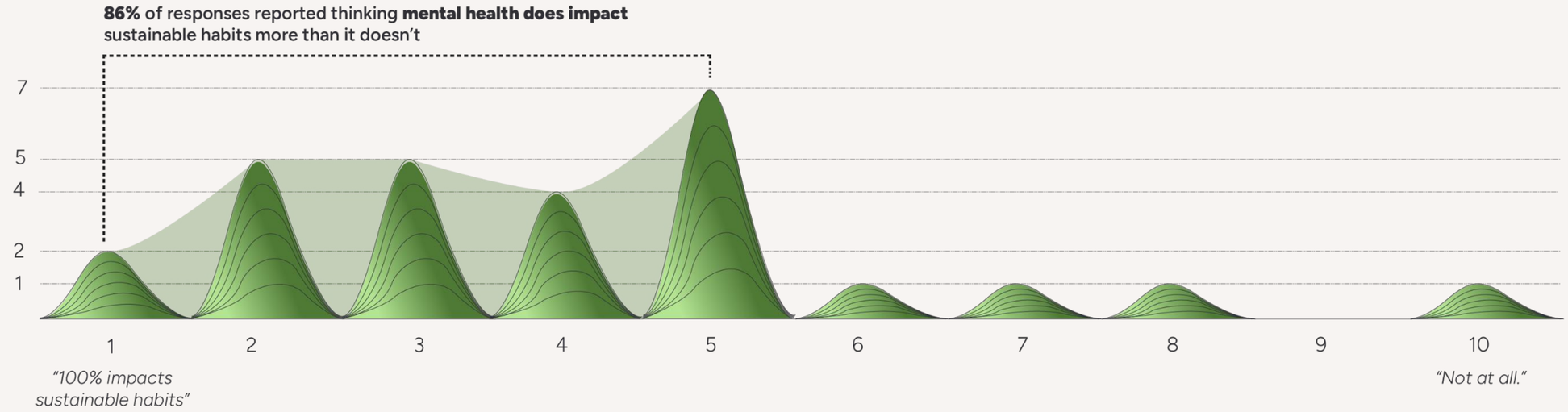
27 Survey Responses from Gen Z to Millennial Persons

Millenials and Generation Z individuals were examined because they are more likely to experience climate anxiety than other age groups in the United States.[4]

*What is your **mindset regarding the future** of our planet, considering current environmental trends and actions being taken?*



*How much do you think **mental health impacts sustainable practices/habits?***



NOTABLE SURVEY RESPONDENTS:

Om Shah
2nd Generation Guajarati-American
24 years old

Felt **9/10** for concern regarding environmental issues and **7/10** for how overwhelmed he's felt by the scale of these problems

"I am **equally optimistic and pessimistic.** I am optimistic because the sense of urgency to invest in cleaner technology has increased in the last couple of years. **I am equally pessimistic because of the equity gap.**"

"I would definitely use a sustainability app. I've used one in the past. [But] I wasn't very interactive on it, and I wasn't taking any action. **I was unmotivated to do anything on it.**"

Aaliyah Farah
2nd Generation Somali-American
22 years old

Felt **7/10** for how overwhelmed she's felt by the scale of environmental problems and **9/10** (almost extremely pessimistic) for her mindset

"I feel pessimistic because of the global disbelief in the climate crisis and since there is no belief in this issue, [policymakers] are less likely to take action... I don't think we're doomed [yet], but **if our mindset doesn't shift, we will fail. Then we are doomed.**"

"I know for a fact there are more organizations that will work to cut emissions on their own production, than organizations will plant a tree for a dollar... **I would like for there to be meaningful action** [in the sustainability app]."

Giacomo Macchiavello
1st Generation Peruvian-American
23 years old

Felt **9/10** for how overwhelmed he's felt by the scale of environmental problems and **6/10** for his mindset

"My trip to Peru [made me aware of environmental problems]. I went around the country and my parents told me how it used to look and how it looks now. There's a glacier, Pastoururi glacier, they were saying that it had shrunk 10 kilometers and... **that lake was never there when my parents used to live there 20-30 years ago.**"

"I would use a sustainability app, yes. Would I stay disciplined? Probably not. **If I feel like I'm getting impact out of it in a short amount of time, that would be ideal.**"

With the effects of climate change only intensifying with each passing year,

How might I design a mindful digital solution that **alleviates one's climate anxiety?**

WHAT PREVENTS CLIMATE ANXIETY?

- Individuals who are **more mindful tend to experience less climate anxiety.**[5]
- **Stronger environmental values** make people less likely to have climate anxiety.[5]
- Nature-based contemplative practices, like **eco-mindfulness, could offer relief to those suffering from mental health issues in the aftermath of climate disasters.** Immersion in natural environments, coupled with mindfulness practices, is proposed as a way to alleviate stress, anxiety, and depression in the aftermath of climate disasters.[6]
- Mindfulness is absent in sustainability science and teaching.[6]
- Mindfulness **may help people recognize climate change and its risks, while also mitigating feelings of pessimism and doom.**
    - The more mindful one is, the more motivation they have to take climate adaptive actions

THE CRITERIA:

After my research, I found that there are 3 areas that must be addressed to effectively alleviate one's climate anxiety.

Mindfulness

Provide a sense of pause. Take the user's mind off of their stresses onto something productive and positive.

Environmentalism

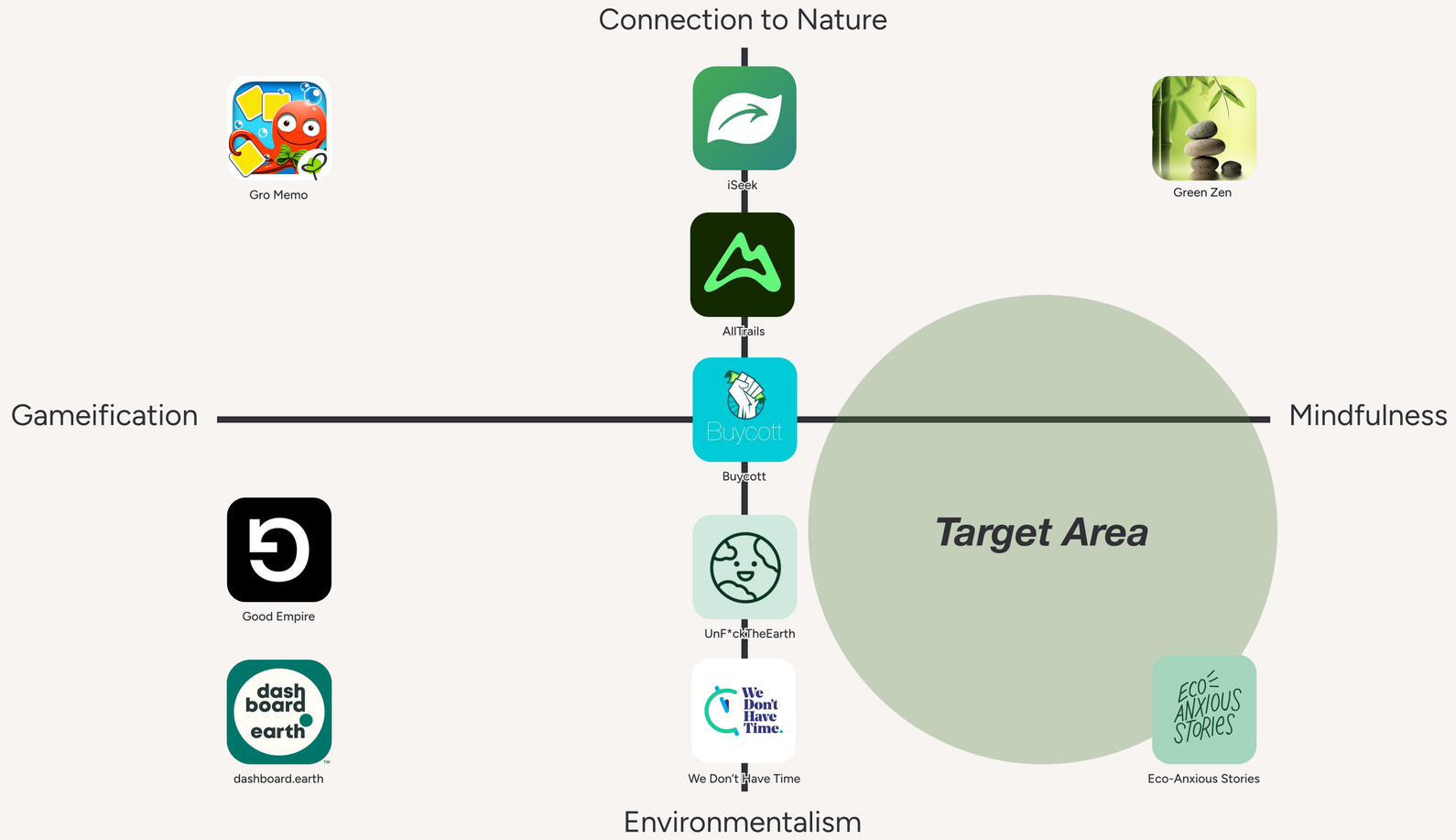
Promote sustainable habits that are environmental. Not only do these habits benefit the environment, but they benefit the user's wellbeing.

Connection to Nature

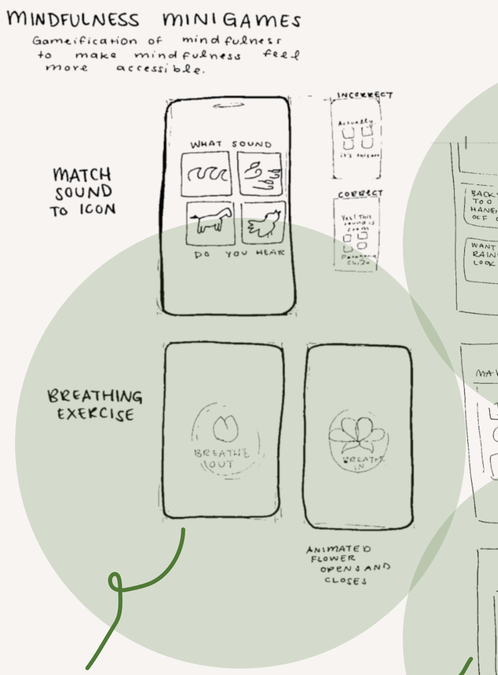
The stronger one's connection to nature, the more resilient they are to climate anxiety. Using nature iconography can evoke this connection without the need to venture outdoors during climate events.

COMPETITIVE ANALYSIS:

What are current sustainability digital products?

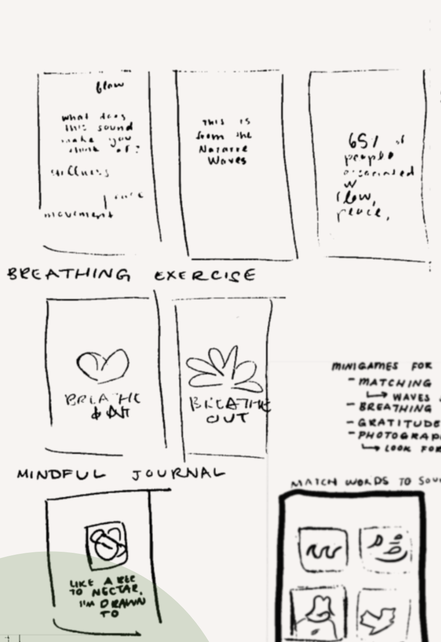


Connection to Nature



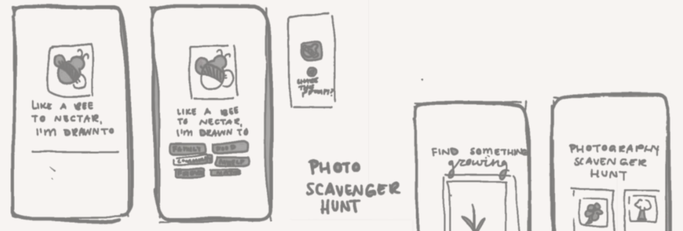
Breathing exercise with flower visual

Good news outlet



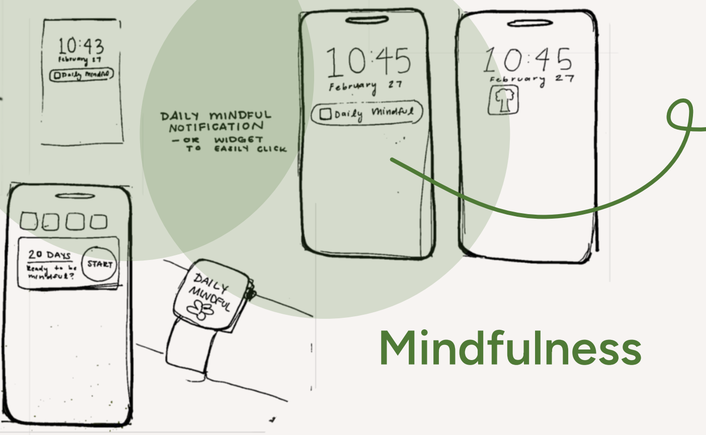
Environmentalism

Climate adaptation tips and tricks shared from the community



Gameification

Strayed away from gameification because I felt it was taking away from the mindful and was over-designing for this problem.

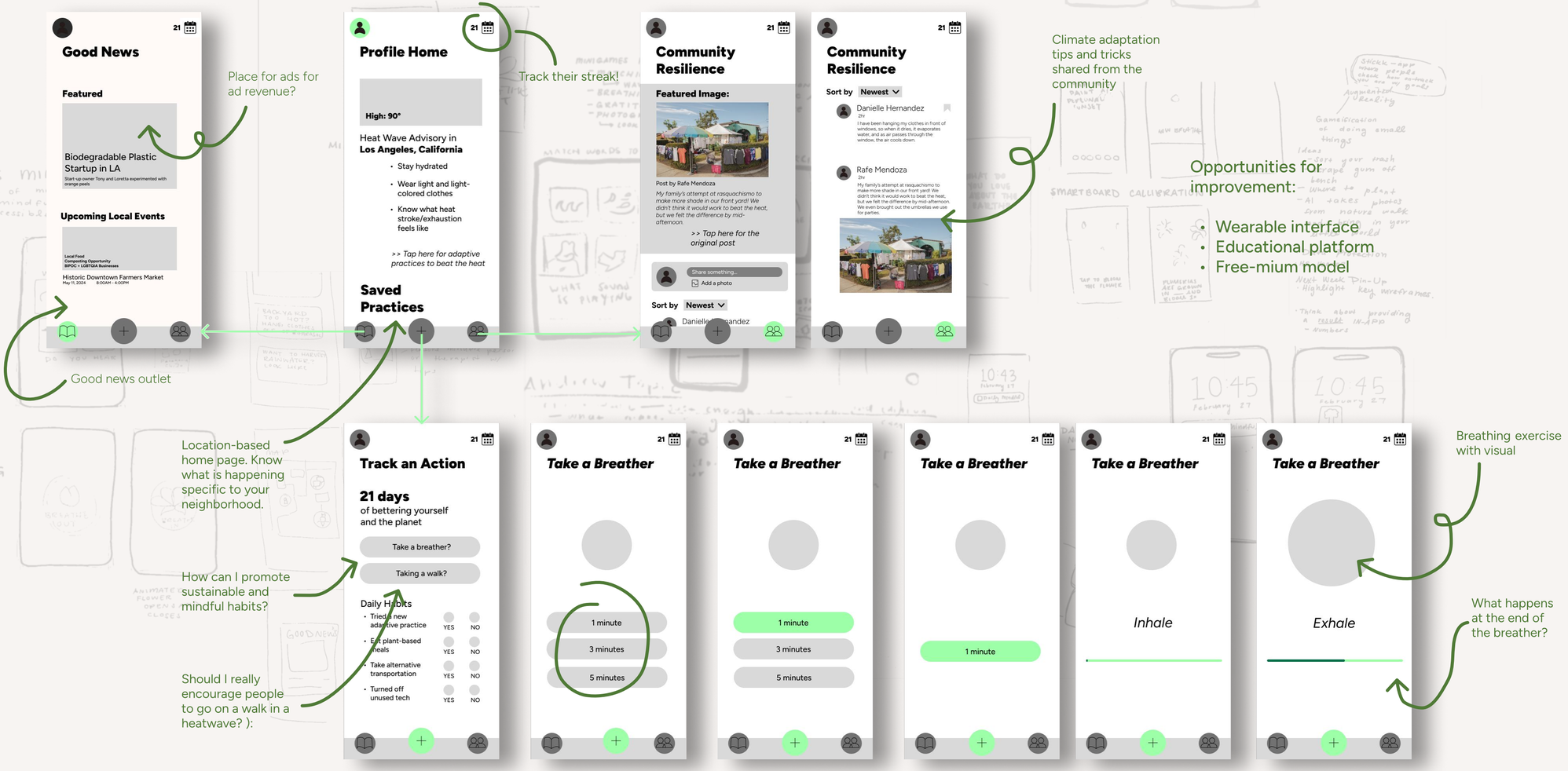


Mindfulness

Notifications to remind the user to be mindful

Low Fidelity Prototype

How do I take my sketches into Figma for a low-fidelity product?



THE PRODUCT:

Nature Nurture

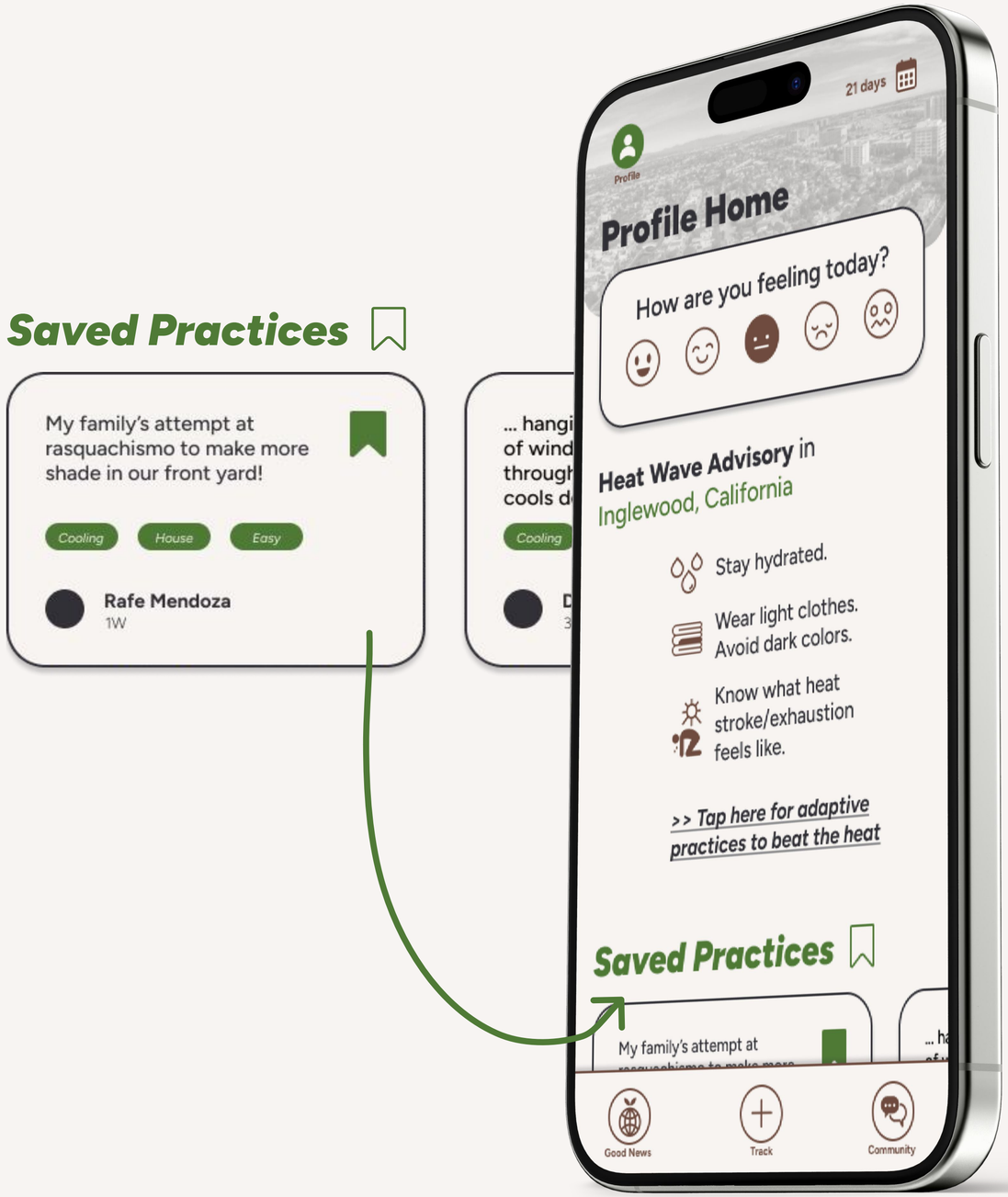
An app that alleviates climate anxiety through mindfulness, community building, and optimism.

OPENING PAGE:

PROFILE HOME

When the user enters the app, they are prompted with an emotional check-in and an update on the weather in their area.

They are provided tips provided by Nature Nurture's staff on how to proceed with the day, and they can also see their saved practices.

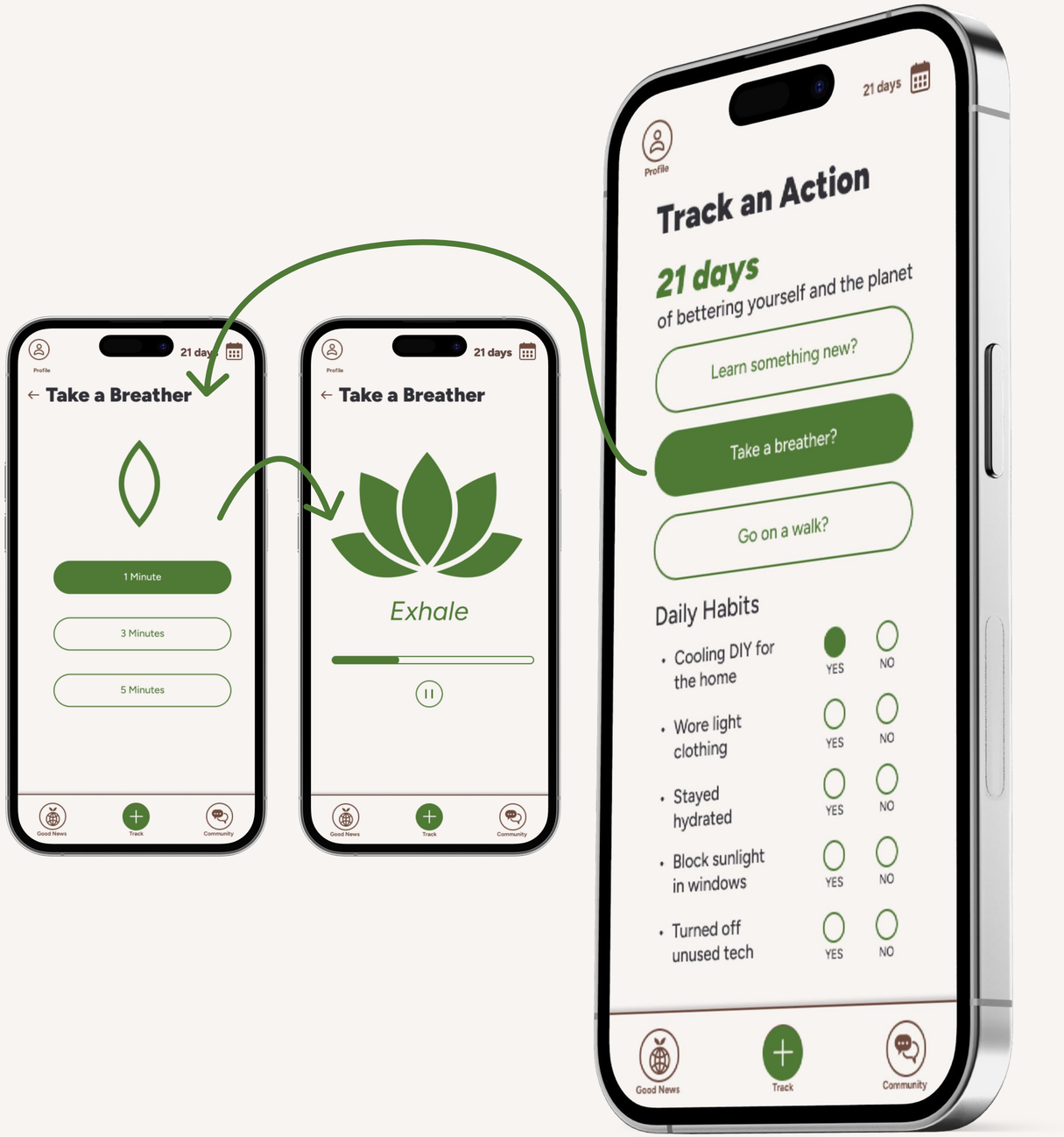


FEATURE #1:

TRACK AN ACTION

These actions include sustainable habits and mindfulness where the user can have a moment of pause when they are feeling anxious.

One of the **most prominent protective factors from climate anxiety includes a belief in personal resilience and and present-moment mindfulness.**[2]



FEATURE #2:

COMMUNITY RESILIENCE

Look through tagged posts of different climate adaptation practices that are done in the community.

Individuals who reported greater family support, close friendships, and **a sense of community were protected from developing poor mental health** following a climate disaster.[2]

FEATURE #3:

GOOD NEWS

Stay aware of local events and positive news to encourage optimism in users.

Consuming good news **reduces stress and anxiety**, leads to higher rates of engagement, community building skills, and **inspiration for making the world a better place.**[3]

Bolts Community Crew and Surfrider South Bay Host Cleanup at Dockweiler Beach

Article sponsored by the Pacific Premier Bank

The Chargers partnered with Surfrider Foundation – South Bay to host a large-scale cleanup at Dockweiler Beach. 100 volunteers from the Bolts Community Crew removed nearly 600 lbs. of trash in an effort to keep our beaches clean.

Image of Bolt Community Crew after the Clean-up

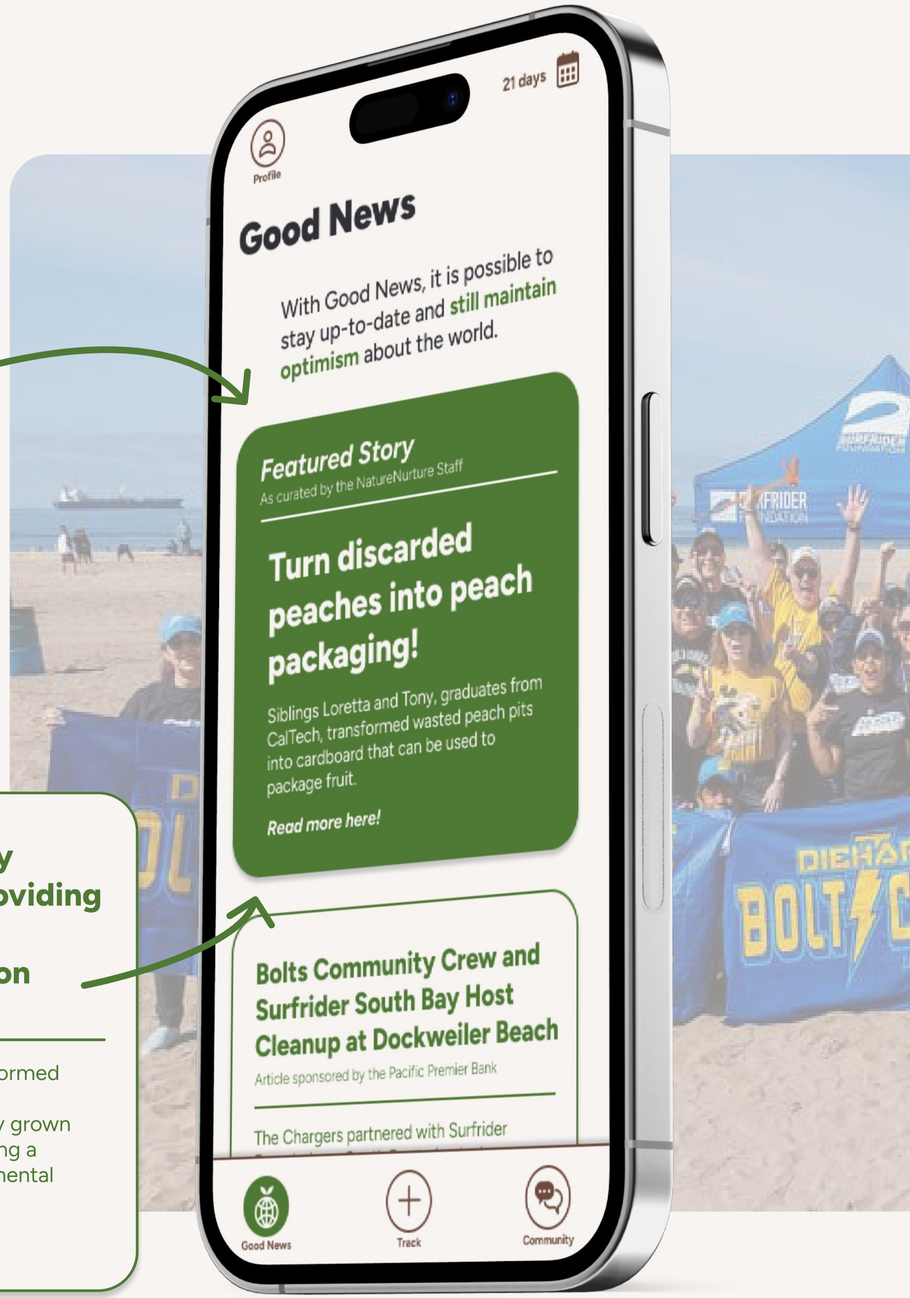
To learn more about upcoming volunteer opportunities, visit chargers.com/community/crew

Inglewood Community Garden Flourishes, Providing Fresh Produce and Community Connection

Written by NatureNurture Staff

A once-vacant lot has been transformed into a thriving community garden, offering residents access to locally grown fruits and vegetables while fostering a sense of community and environmental stewardship.

Read more here!



UI DESIGN

Figtree Bold

Aa 1 2 3 4 5 6 7 8 9 0

Figtree Medium

Aa 1 2 3 4 5 6 7 8 9 0

Sage
#BED1B3

I initially wanted to work with sage, but I found it did not work at all to be accessible and follow AA/ AAA guidelines

Grass Green
#4F7A36

Nature-inspired colors

Redwood
#6E4B3E

*These colors pass the AA and AAA compliance for accessibility contrast on digital products

Light Redwood
#F7F4F2

Avoided true black and true white to reduce hurting the user's eyes with high contrast

Charcoal
#303036

UI COMPONENTS

Emotion Check-In

How are you feeling today?

Event

Historic Downtown Farmers Market
May 11, 2024 8:00AM - 4:00PM

Navigation Bar

Good News | Track | Community

Unclicked

Clicked

Miscellaneous

Tabs

My family's attempt at rasquachismo to make more shade in our front yard!

Cooling | House | Cooling

2hr

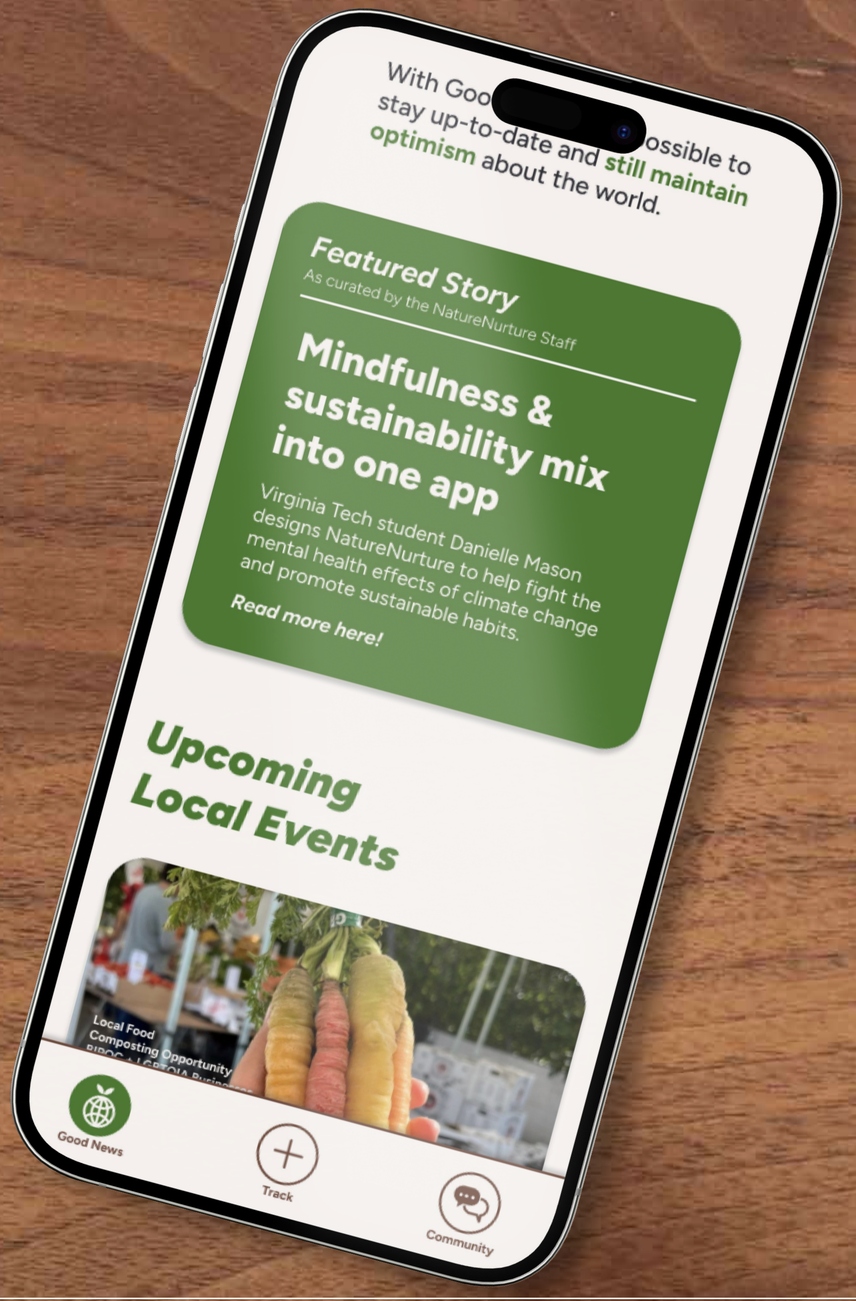
View all saved practices

Thank you!

To my professor
DR. YOON CHOI

Special thanks to
ANU SANGHVI, ISOBEL DAVIS, ANDREW O'REGAN & THE TERRA.DO COMMUNITY

To my studio mates
VT INDUSTRIAL DESIGN PEERS



Credits

[1] https://time.com/6338759/climate-change-anxiety-google-search-trend/

[2] https://www.mindandlife.org/insight/mindfulness-and-the-climate-crisis/

[3] https://www.goodgoodgood.co/articles/benefits-of-good-news#:~:text=While%20reading%20traditional%2C%20more%20negative,the%20world%20a%20better%20place.

[4] https://climatecommunication.yale.edu/publications/climate-change-psychological-distress-prevalence/

[5] https://www.sciencedirect.com/science/article/pii/S0272494422001116?ref=pdf_download&fr=RR-2&rr=87fc94bafbd81820

[6] https://www.mindandlife.org/insight/mindfulness-and-the-climate-crisis/

Environmentalism Icon - Created by Made x Made from the Noun Project

Mindfulness Icon - Created by Satawat Anukul from the Noun Project

Connection to Nature Icon - Created by Karsacipta from the Noun Project

Family sitting on porch post Hurricane Katrina: https://www.bloomberg.com/news/articles/2015-08-25/8-maps-of-displacement-and-return-in-new-orleans-after-katrina?embedded-checkout=true

UnF*ckTheFuture Information: https://www.unsustainablemagazine.com/app-aims-to-calm-climate-anxiety/

GroMemo Icon: https://www.148apps.com/news/gro-memo-review/

Good Empire Icon: https://www.facebook.com/goodempireofficial/?paipv=0&eav=AfZRPfzAU6UH87BbfV2ZZJeD035Yq_RuX7lQ5omxzOYUS12ue8QfpBSceTdGYPGZILk&_rdr

We Don't Have Time https://app.wedonthavetime.org/home/filter

UnFucktheFuture https://twitter.com/unfuckthefuture/photo

Buycott: https://en.wikipedia.org/wiki/Buycott.com

AllTrails: https://play.google.com/store/apps/details?id=com.alltrails.alltrails&hl=en_US

Green Zen: https://play.google.com/store/apps/details?id=greenzen.wallpaper.images&hl=en_US&gl=US

iSeek: https://play.google.com/store/apps/details?id=org.inaturalist.seek&hl=en_US

Planting icon: Created by Mourad Mokrane from the Noun Project

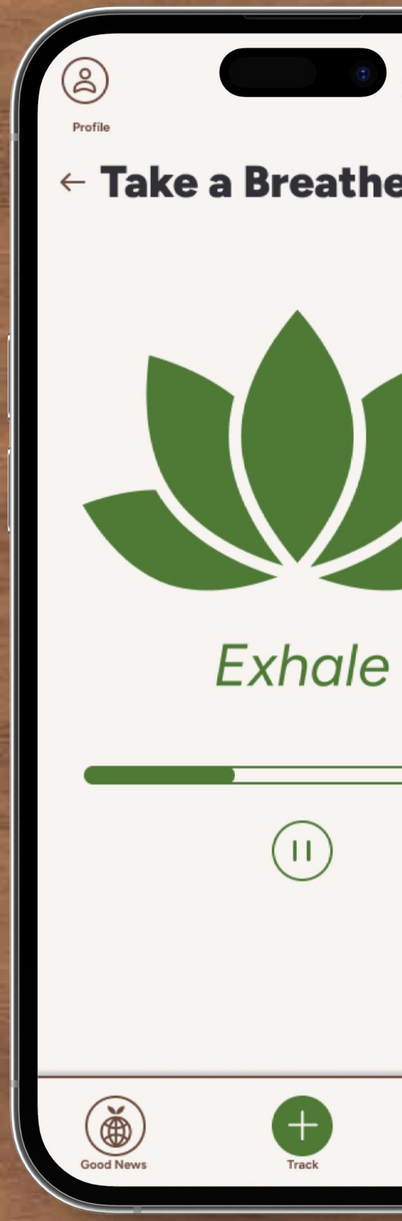
Water by Yuniarti Pahlevie from Noun Project (CC BY 3.0)

Clothes by IGraphics from Noun Project (CC BY 3.0)

Heat Exhaustion by Luis Prado from Noun Project (CC BY 3.0)

Potted Plant image: https://www.istockphoto.com/photos/potted-plant-overhead

Beach Clean-Up https://www.chargers.com/photos/bolts-community-surfrider-south-bay-host-cleanup-dockweiler-beach



ChatGPT Questions

What are some DIY ways to keep my house cool? I live in Los Angeles and there is a heat advisory warning

What are easy daily habits I could do to be more sustainable

What are good icon ideas that will symbolize community resilience hub? This is for my sustainability app

Can you help me come up with a name for my mobile app that aims to effectively address eco-anxiety by promoting mindfulness, fostering a deeper connection to nature, and encouraging environmentally conscious behaviors? Some features within the app include a community resilience hub where users in the community can share DIY climate adaptation tips and tricks with each other, a good news outlet where good news about environmentalism and highlights BIPOC sustainability businesses/startups, and guided mindfulness/meditation practices.

What is a way that someone could practice mindfulness without going outside

What do you think about this brief for my product? How can I design a digital product that engages a user with mindfulness, connection to nature, and environmentalism to make them more resilient to eco-anxiety?

please give me ideas for mindfulness games within an app.

give me words that are associated with mindfulness. Similar to "movement", "peace", "stillness"