# Special Projects

## User Research

Reforestation VR - Team Smart

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# Overview

**Research Objectives**

- Better understand existing interface designs of admin platforms and their limitations.
- Identify which tree attributes best fit the client’s application needs.
- Gauge the client and/or audience’s current experience with AR/VR apps.

# Overview

**Research methods**

- Survey
- Secondary research/Online research

**Target audience**

- Reforestation VR (PSO-Archway Partnership)

# Survey Overview

- 9 questions on Google Forms with anonymous answers
- Mix of multiple choice and long answer questions
- Looking for at least 5-10 respondents
- Questions covered demographic, tree knowledge, experience with AR, and admin/user platforms

**3 Areas of focus**

- AR interest
  - Identify the public’s level of experience with AR
- Tree knowledge & demographic
  - Determine the extent of tree characteristics to implement into the app
- Admin/user interfaces
  - Explore which UI features to implement for the client

# Survey questions

**1.** Do you currently live in Augusta, GA, after Hurricane Helene in 2024?

**2.** Do you regularly know specific knowledge about a tree's characteristics, such as its common name or growth region?

**3.** Have you ever experienced having a fallen tree on your property?

**4.** If Yes, would it be helpful to use Augmented Reality (AR) applications to visualize trees you could potentially grow on your property?

**5.** Do you have experience using an Augmented Reality (AR) application?

**6.** If you said Yes to the previous question, which features were satisfactory to you? Which features did you find unsatisfactory?

**7.** Would you find it helpful to view high-fidelity models in an augmented space? Why or why not?

**8.** In general, what features do you look for in user management apps/websites or admin software?

- (Select all that apply.) Easy content management, Functional dashboard, Visual categorization, Customization & personalization, Other

**9.** Which apps have you used that have an admin/user management interface?

# Secondary Research

- Consists of user comments and exploring existing solutions for reforestation apps.
- Comments from forums and personal articles published online.

**2 Areas of focus**

- User comments & personal articles
  - Reddit
  - Medium
- Existing apps related to trees/reforestation
  - GooglePlay
  - App Store
  - Trustpilot

# User comments

**About Shopify’s admin UI**

u/Ok-Stuff-8803: “There’s almost no visual hierarchy. Buttons, links, and interactive elements all blend together – which is baffling considering they often do completely different things”

*discussing admin/user panel UI

**Medium: Admin dashboard design**

rosalie24: “Dashboards handle complex data, but the interface shouldn’t feel overwhelming. Keep layouts clean, reduce visual noise, and present only the most relevant information on the main screen.”

# User comments

**About useful AR applications for everyday life**

u/Intelligent-Agent415: “When I was in Dubai my phone had AR overlay for distance to different places. It was helpful and could be done”

*discussing AR capabilities

**About useful AR applications for everyday life**

u/wheelerman: “I do share your skepticism even after trying it, but it must be noted that there's a ton of hype and subsidies pushing this. I have no doubt that there are use cases even with the current constraints of the technology.”

# Existing solutions & reviews

## TreeMapper

This app registers (digital) trees, tracks & monitors forest restoration, and lists tree species

- 4.2 ★ on GooglePlay (28 reviews)
- 4.0 ★ on App Store (3 reviews)

“This appears to be nearly exactly what I'm looking for. A feature to potentially add to your backlog: The first species I searched psidium Firmum was not found. I'd like to be able to add these and more in a future release. Not sure if it has this but the ability once mapped to export to a PDF with labels and little tree icons would be great as well.”

*- B Mag, 5★*

“There are some issues which need to address. Major issue is local species couldn't upload in up. There is no where we can the name, only name have to select from given list. When we creat the area, every time asking for take pictures of corner, no requirement to take picture of corner.”

*- Mohammad Aslam Juneja, 2★*

# Existing solutions & reviews

## TreeApp

Plant trees for free by watching ads. Then, real planting partners plant trees.

- 50k downloads on GooglePlay
- 4.9 ★ on App Store (125 reviews)

“This used to be such an amazing app with sustainable product adverts. Unfortunately it has changed to watching gaming adverts which I feel is the complete opposite of what their users want. Plus it is now impossible to reach 100% every month without buying more trees...”

*- Charlotte S, 1★*

“Regarding your first point, we have indeed integrated third-party ads into our app for multiple reasons. Firstly, our mission is to allow anyone, anywhere to contribute to the reforestation of our planet and have a positive impact. As we continue to scale to additional countries, we need to find more ways to continue making sure it’s possible, all while remaining free for you.”

*- Treeapp, in response to Charlotte S*

# Key takeaways

- As the survey continues to gather respondents, we will determine which features are important to add into our project and which bet fit our client’s needs.
- The purpose of searching for existing solutions is to understand limitations of apps online as well as to understand how they can be repurposed in the client-side of Reforestation VR. The user reviews provide insight for our client in how to execute features/information the users may be unfamiliar with.
- There is an interest in AR technology for everyday life, but some are skeptical/cautious about its practicality. This is important for the client to know when integrating models and tree characteristics into their application.

# Key takeaways

- Accessibility and easy navigation is a must-have for admin/user platforms. Moving forward, we will carefully implement these design aspects into our app deliverables.
- It is important to note that the user comments in our secondary research are specifically discussing website UI, but these design elements can be easily transferred to a mobile format.
- **Priority:** Continue designing the system structure, handling 3D tree modeling and content uploads, organizing data, creating the user and admin interfaces, maintaining stable APIs, and providing clear documentation.

# References


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