



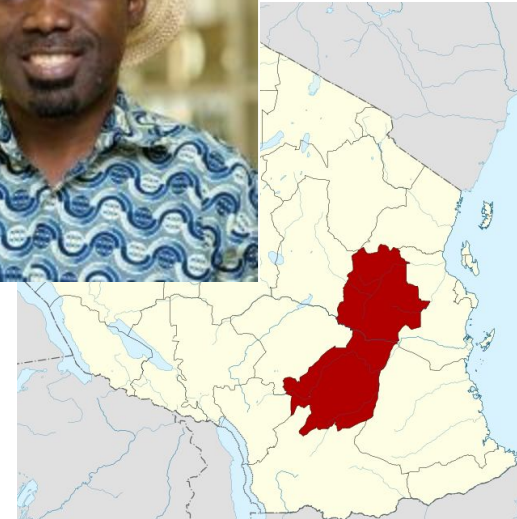
ENVIRONMENTAL DATA COLLECTION APP



Yuyou Chen, Cathy Hsieh, Cordelia Hsiao

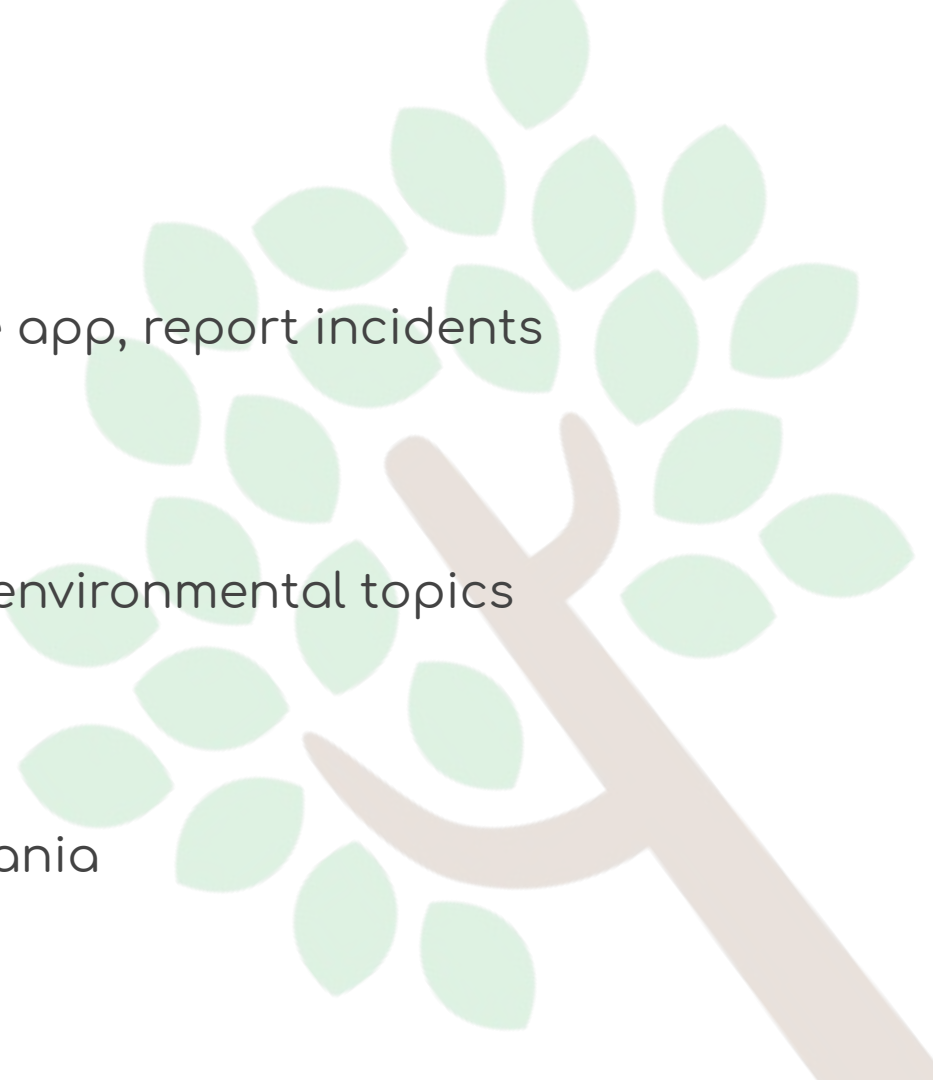
Environmental Communication in Tanzania

- Venance Segere Soza- Morogoro Regional Secretariat, Humphrey Fellow
 - Population: 2,218,492
- **Problem:** Tanzania's government does not currently have a way to collect environmental data
- App to streamline communication, time to address environmental conduct
- **Final Deliverables:** feasibility study, app UI

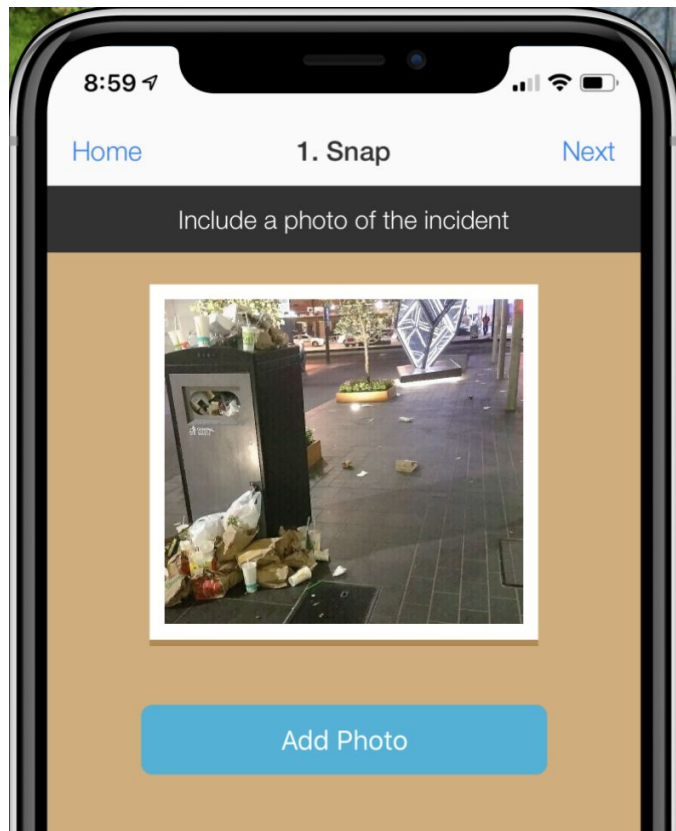


Design Objectives

- Design inspired by other apps
- Success= people want to use the app, report incidents
- Peer-reporting
 - Newsfeed
- Educational
 - Information about different environmental topics
- 3 Sectors
 - Environmental Issues
 - Education in Tanzania
 - Mobile phone usage in Tanzania

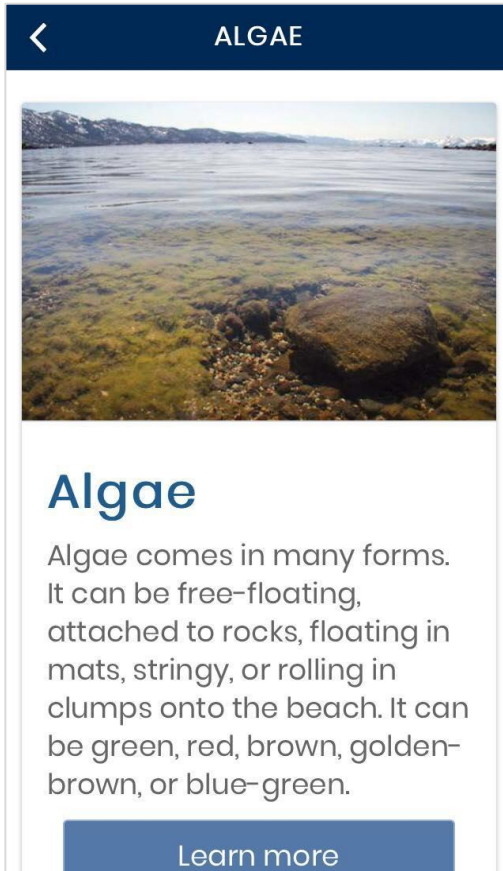


Prior Art: Send, Snap, Solve



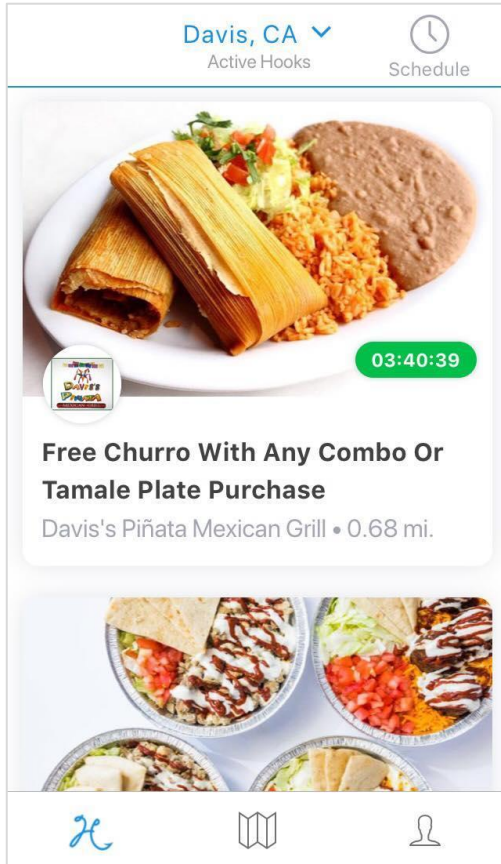
- Report
 - Take photo
 - Select category
 - Review & Submit

Prior Art: Lake Tahoe Citizen Scientist



- Educational
 - Understand
 - Learn
 - Awareness

Prior Art: Hooked



- News feed
 - Live feed
 - Read & learn
 - Awareness

Demonstration: TAZAMA



Methodology - SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">● Ease of usage● Citizen science education● Protecting the environment● Public health and social well being	<ul style="list-style-type: none">● Cybersecurity● Greenwashing● Political dynamics● Technical problems	<ul style="list-style-type: none">● Pilot project● Partnership● Data Platform● Civic engagement● Raising Reputation	<ul style="list-style-type: none">● Complex Environmental problems● Limited environmental literacy <p>➔ Inaccuracy of data collection</p>

Recommendations

- D-Lab II
 - “Front end” or UI complete
 - Computer Scientists to complete “backend”
 - Data receiving/organizing, notifications
- Local Trust/ Information Openness
 - Partnership opportunities with local businesses and NGOs
 - Authoritative: Annual, quarterly reports

A central globe showing the continents of North and South America in light green, surrounded by a circular arrangement of nature-related icons. The icons include various types of trees (deciduous and coniferous), blue clouds, a rain cloud with falling raindrops, a sun partially obscured by a cloud, and a lightning bolt. The entire composition is set against a white background with faint, repeating watermarks of a location pin icon and the text '123RF'.

Questions?

Image Source

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