

Curb'n: Solution-Fit Hypothesis Testing

Hypotheses:

1. Commuters are more likely to take a less carbon-intensive route when presented with information in Curb'n about how much they can reduce their carbon emissions by doing so.
2. Presenting carbon emissions in the form of weight (ie: grams of CO₂) conveys different severities of environmental impact to users by transportation option on a given route
3. Visualizing a user's long term behaviour over time in Curb'n will help them develop the habit of choosing less carbon-intensive transportation routes
4. Presenting aggregated carbon emissions to a Curb'n user relative to other users in their community will help them measure their success and motivate them to continue to improve their transportation habits
5. Curb'n educational modules will compel our users to apply their learnings to make more environmentally sustainable decisions

Hypothesis 1: Commuters are more likely to take a less carbon-intensive route when presented with information in Curb'n about how much they can reduce their carbon emissions by doing so.	
Questions	Responses
Would seeing the carbon footprint of a transportation option affect your likelihood of using it? (Yes/No) If so, how?	

Hypothesis 2: Presenting carbon emissions in the form of weight (ie: grams of CO ₂) conveys different severities of environmental impact to users by transportation option on a given route	
Questions	Responses
Does 15g of CO ₂ for a typical driving commute seem like a lot? (Yes/No)	
Compared to 3g of CO ₂ for taking public transit? (Yes/No)	
If not, what would be more meaningful to you? (ie: an abstract absolute measure or a percentage reduction?)	

Hypothesis 3: Visualizing a user's long term behaviour over time in Curb'n will help them develop the habit of choosing less carbon-intensive transportation routes	
Questions	Responses
<p>Would you be more motivated to make environmentally-friendly choices if you saw a visual of the carbon impact of your transportation regularly (ie: daily, weekly, monthly breakdowns)? (Yes/No)</p> <p>Why or why not?</p>	
<p>How frequently would you check this data? (ie: daily, weekly, monthly)</p>	

Hypothesis 4: Presenting aggregated carbon emissions to a Curb'n user relative to other users in their community will help them measure their success and motivate them to continue to improve their transportation habits	
Questions	Responses
<p>Would knowing how your community is doing make you feel more successful? Either by comparing yourself (top 50%, 75%, etc), or seeing collective impact (more has been accomplished together)?</p>	

Hypothesis 5: Curb'n educational modules will compel our users to apply their learnings to make more environmentally sustainable decisions	
Questions	Responses
<p>How educated do you feel about environmental sustainability? (1-5)</p>	
<p>How compelled do you feel to make decisions based on the sustainability of them? (1-5)</p>	
<p>Would you feel more compelled if you learned more about environmental sustainability through Curb'n? (Yes/No)</p>	