DESIGN BRIEF

PROJECT NAME: Weather Shift

PROJECT SUMMARY

Weather Shift is an online platform that allows citizens to take a photo of the weather and map it to their location. Upon upload, the photograph will be merged with localised weather data and can be compared to past contributions to see how weather patterns may have changed. This system aims to educate citizens and build more awareness of climate change by bringing a global issue to a local level. Concurrently, an archive of data will be built over time for citizens to access.
We will approach the Environmental Agency and Yoke (ethical design company) to associate ourselves with organisations to help evaluate our project.

CURRENT SITUATION

Climate change is an ever-increasing global issue that is affecting weather patterns around the world (Met Office, 2018). Additionally, some individuals may feel that the problem is distanced from them and their actions wouldn't make a difference. Research shows that people observe changes in weather however they lack the concept of climate change to help them make sense of the changes they are currently experiencing (Lee *et al.,* 2015).

WHAT PROBLEM ARE YOU TRYING TO SOLVE

According to a study by Yale University (Lee *et al.,* 2015) 40% of adults worldwide have never heard of climate change. People can often see the effects of climate change on the news, but this feels distant and not an immediate threat to the local environment. This has a negative affect on the population taking action. We want to make communities aware of changes over time and would like to further motivate people to consider their actions.

WHO IS THIS GOING TO IMPACT ON?

This platform aims to offer people a chance to contribute to the creation of knowledge, through visual data, which in turn will enhance their learning about climate change. Not only will it impact the users, but their friends and potentially the wider community to take small steps to aid the situation.

WHAT ARE YOUR CONSTRAINTS?

One constraint we face is that there will be a lack of past data from citizens during the early stages of deployment, therefore, comparison over time will be problematic. Also, access to weather data around the UK could vary with a varying level of reliability too. We also need to make sure any content we use is copyright free.

WHAT RESOLUTION WILL THE FINAL PROTOTYPE BE?

Our final prototype will be high-fidelity with some functionality such as live weather data, photo upload and database storage. Data visualisations will also be present to reduce confusion of statistics.

WHAT IS YOUR SCHEDULE FOR THE PROJECT?
Throughout March we will be researching and communicating with our chosen company(s) to find out how we can best develop our project. Designing our prototype will commence in March and April, we will be designing and refining iteratively in response to user testing and feedback. Below is Gantt chart which shows a more detailed plan (Fig.1).
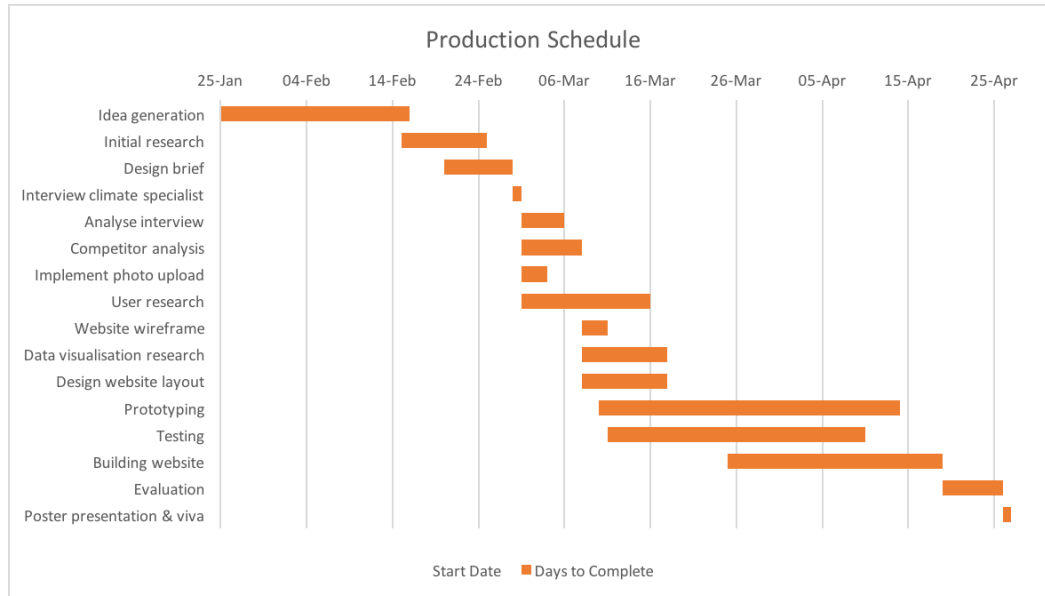

Fig.1 Production Schedule in the form of a Gantt Chart.

REFERENCES

1. Met Office (2018) *What is Climate Change?* Available from: https://www.metoffice.gov.uk/climate-guide/climate-change [Accessed 08/04/2018].
2. Lee, Tien Ming. Markowitz, Ezra M. Howe, Peter D. Ko, Chia-Ying. Leiserowitz, Anthony A. (2015) Predictors of public climate change awareness and risk perception around the world. *Nature Climate Change.* 5(), pp. 1014-1020.