Exploring Integration of Personal Context into Eco-Visualizations

Background

The comprehensibility of environmental labels strongly influences our environmental behavior. When consumers understand the meaning of eco-visualizations, they can make more conscious purchasing decisions and choose more environmentally friendly products. However, many current eco-visualizations have their limitations. Often, they are complex and difficult to understand, which can lead to a lack of corresponding actions (Awareness-Behavior Gap) despite good intentions for environmentally friendly consumption and confusion. One possible solution is the introduction of personalized eco-visualizations based on individual behavior patterns and current life situations to help consumers better relate emissions and energy information to their needs and behaviors. The goal of this project is to develop concepts, challenges, or prototypes for integrating personal context into eco-visualizations and evaluating them in a user study.

Approach

Based on an initial analysis of existing eco-visualizations and related user perceptions, a software prototype that enables transfer of current information concepts to one's personal behavior, routines, and goals. The prototype should then be evaluated as part of a user study to analyse effects on understandability and accessibility of information.

Based on Bachelor or Master level the thesis is adapted.

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Focus in this project

Visualization
Software Prototype
Information Needs
User Evaluation