

Moneyball for Climate Policy

Client: Climate Cabinet

Started on: October 5, 2021

Last updated on: October 13, 2021

Client and Project background

Climate Cabinet's goal is to make local climate action easy. They find, clean, and analyze local climate and governance data, uncovering the biggest climate opportunities that lie across thousands of local offices. Climate Cabinet is seeking to build a heatmap that illustrates the biggest climate opportunities for local offices nationwide.

Climate Cabinet has built the database—and now we will design a user experience that helps local activists and policymakers uncover the biggest climate opportunities across the United States.

Objectives

- Our design objective:
 - Visualize Climate Cabinet's data on a web browser interface in a way that reveals which policymakers have the biggest opportunity for donors to contribute.
 - Principles
 - Mobile friendly
 - Data transparency/explainability (how was data collected, what do the numbers mean, unbiased data, etc.)
 - Beautiful
 - Simple
 - Personalized
- Climate Cabinet's business objective:
 - More climate-friendly policy implementation
 - Enable donors to take data-driven climate action
 - Increase donation volume to local policymakers
 - Connect donors and donor advisors to policymakers with the highest opportunity for impact.
- Users' (Donor/donor advisors') objective:
 - Find the most capital-efficient way to influence climate policies

- Identify high ROI local policymakers
- Easy way to donate money to local politicians
- Connect with other organizations/policymakers that are willing to take pro-climate actions

Key results and success criteria

Once the design is implemented, the design is considered successful if we see:

- Increased conversion rate from portal browsing to making a donation
- Increased candidate profile impressions
- Decreased time from portal browsing to making a donation

Target audience

- (Potentially affluent) individuals seeking to donate monetarily
- Lives in the United States
- Reads and writes English
- Adults
- Believes in climate change
- Wants to take action to have a positive impact on climate change policy
- Struggles to identify the most capital-efficient way to impact climate change policy
- Does not have direct access to local politicians nor a network of local politicians

Scope

- Redesign and improvise the data visualization, candidate scouting process, and donation directory for the donor or donor advisor use-case, who seek to contribute monetarily to overlooked local policymakers in the United States.

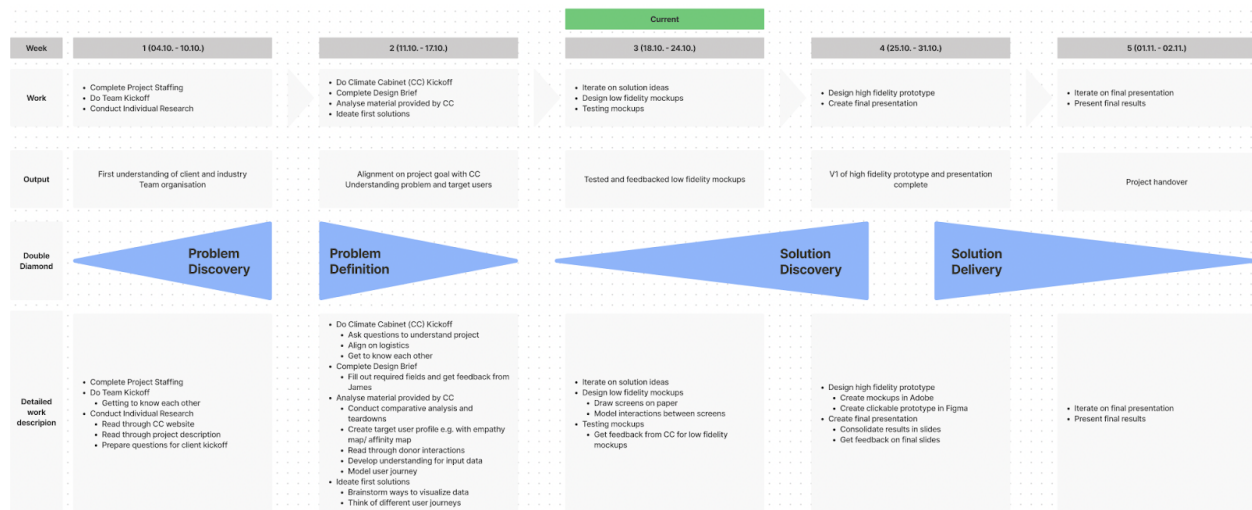
Deliverables

- High-fidelity mobile mockups of key frames in the user process that demonstrate:
 - The process from discovering valuable candidates to making the donation to climate policymakers
 - How donors/donor advisors could interact with the Climate Cabinet's data

- Stretch deliverable: Interactive mobile or desktop prototype in Figma
- Slides to present final results
- Other relevant artefacts of the design process

Timeline

<https://www.figma.com/file/MmysYeQ8fzQMKcQIZ6LKvY/Timeline-PDS?node-id=0%3A1>



Teams and stakeholders

Client Team

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