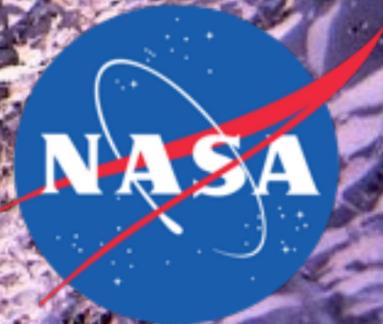


Earth Live

NASA Space Apps





MAURICE MELCHERS

Front end web designer



BEN DERHAM

Front end web designer



CHRIS ANDRAWES

Creative/Art Director

The Brief

Develop a “**THING**” that leverages **NASA imagery and climate data** to illustrate the impacts of our changing Earth in **areas of interest to you.**



**IN THIS MOMENT,
IT'S TOO LATE
TO LEARN FIRST AID.**



**WE ARE
STORYTELLERS
AND
DESIGNERS**

How can we approach NASA's complex data with a heavy focus on storytelling?



**SOME PEOPLE ARE FORCED TO
MAKE IMPOSSIBLE CHOICES.
WE'RE ASKING YOU TO MAKE
AN EASY ONE.**

DONATE NOW



The Junk Pile

- Global Kitchen Monitor, where each country around the world takes a turn at being in charge of our global environment.
- A selfish donation system where you can invest in green companies and get more than your donation back.
- A dating app where the colder it gets the more people you get to meet called “Generate Some Heat”





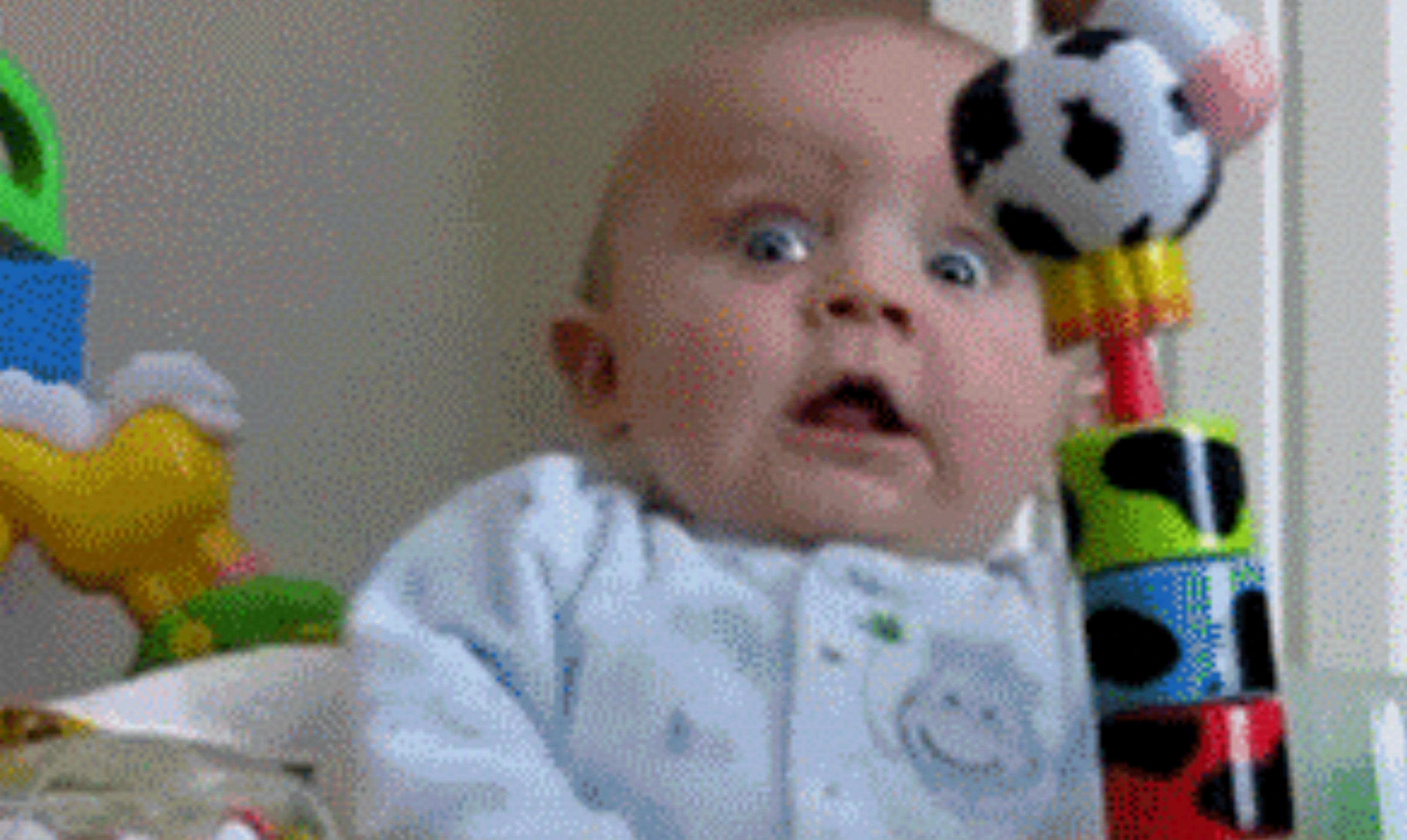
THE REAL
PROBLEM THAT
NEEDS TO BE
SOLVED IS A
LANGUAGE
PROBLEM.

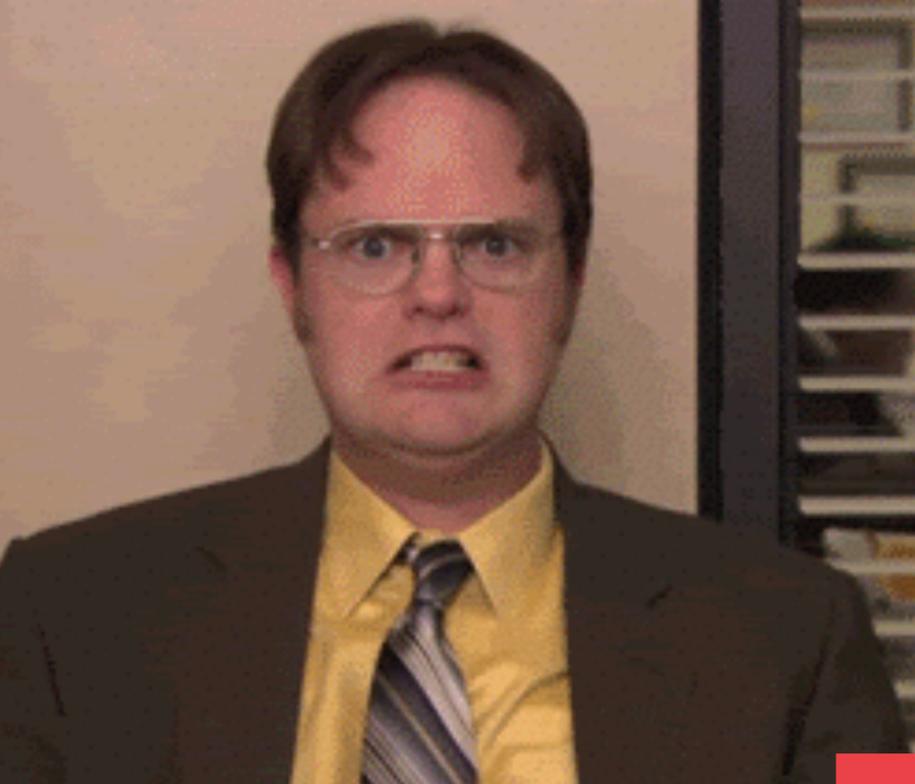
CONVERTING
SCIENCE
LANGUAGE
INTO EVERY
DAY LANGUAGE.

WHAT'S THE ONE
WAY THAT **EVERY**
HUMAN BEING ON
EARTH (ACROSS
ALL CULTURES)
CAN **COMMUNICATE**
INCREDIBLY
COMPLEX DATA?

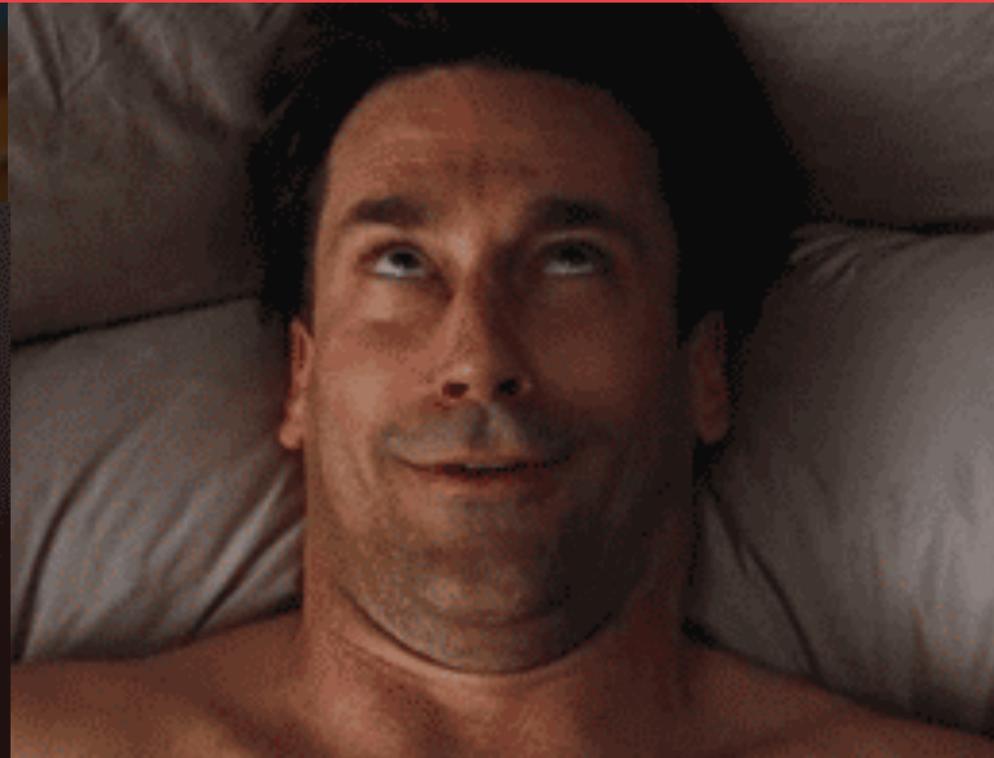
...EVEN BABIES CAN DO IT







Facial Expressions





A PICTURE CAN TELL
A THOUSAND WORDS

**...WHICH IS MILLIONS
OF DATA POINTS**

HOW DO YOU
CONVERT **NASA DATA**
INTO FACE DATA?

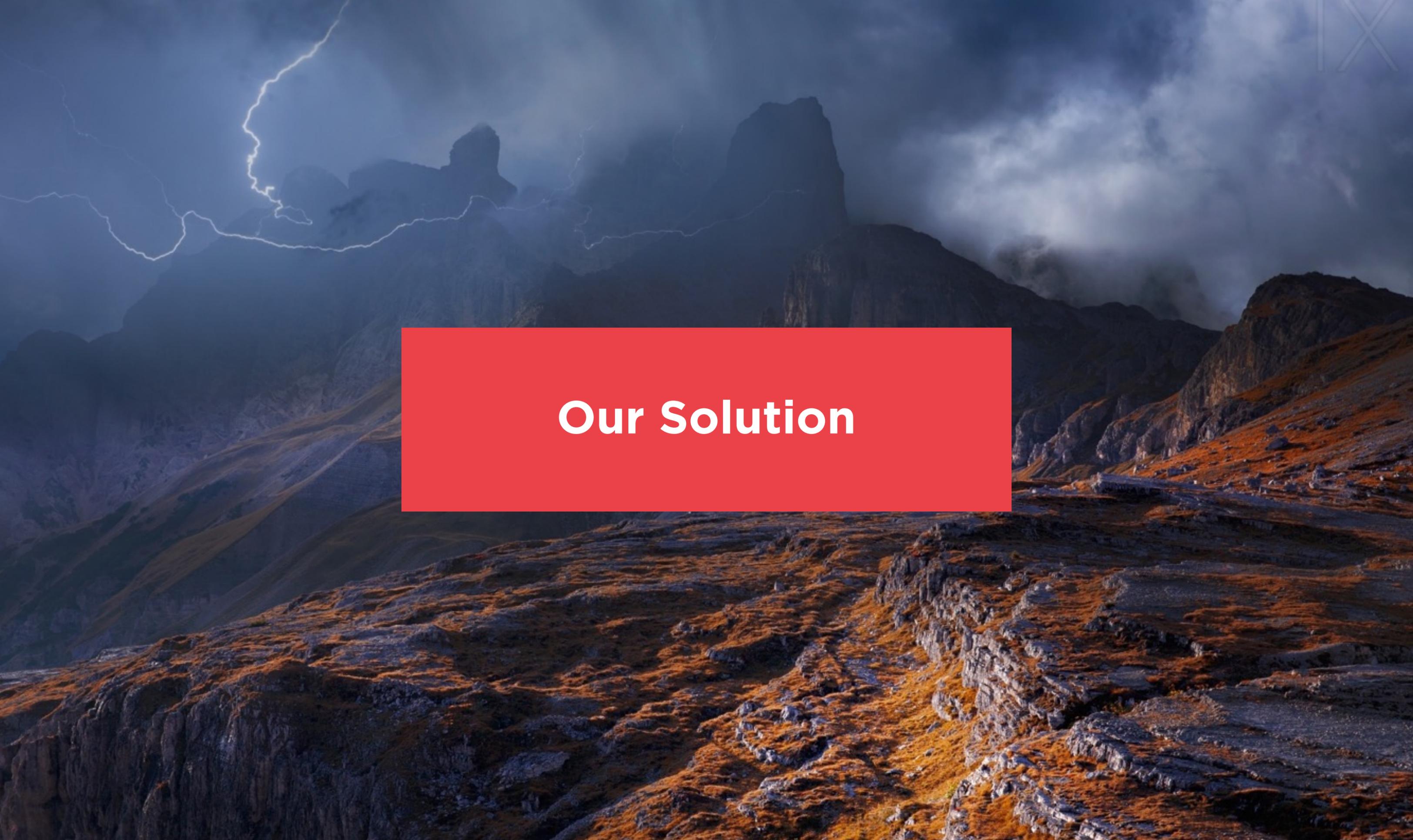
WHILE BEING
NON-PATRONISING
AND **MAKING**
PEOPLE CARE

IS THERE ALREADY
A SOLUTION THAT
PEOPLE USE AND
UNDERSTAND?



Yes there is:





Our Solution

How's the Earth feeling today?

A site (mobile and desktop) that gives real time updates on what data from around the world is saying about the changing conditions of our home.

But the data is conveyed in a simple easy to understand language. **Face Data**







Happy

Indicates instances of positive change for our environment.

Eg. Decrease in global average temperature, lots of social media discussion about climate change etc.



Worried

Appears anytime the outlook is concerning on a minor level.

Eg. High social media chatter about climate change deniers.



Sick

Appears in situations where a large amount of pollution-related data becomes evident.

Eg. Increase in CO₂ levels, or reduced social media discussion about recycling.



Shocked

Describes logic defying human influences.

Eg. if the NASA data clearly shows an increase in global temperature, but no one on social media is talking about it.



Angry

Only appears in extremely bad scenarios when multiple bad things happen at once.

Eg. Donald Trump winning an election and a substantial decrease in monthly rainfall.



The Earth is feeling:



 SEARCH COUNTRY

FIND OUT WHY

 PLAY MOOD SOUNDTRACK



Spotify Integration

The site generates saveable playlists based on the Earth's current mood.

Using the metadata in tracks on Spotify and Spotify API.





Can you help us turn that frown upside down?

The screenshot shows a web browser window with the URL `benderham.github.io`. The website has a blue header with navigation links: EARTH, NASA DATA, SOCIAL MEDIA, and NEWS. The main content area features a sad Earth character with the text "Can you help us turn that frown upside down?". Below this, there is a text block: "There are lots of ways that you can help to improve the emotion of any one of these sections, and ultimately improve the mood of the whole planet. Find out what important climate research you can share on social media, or ways you can reduce carbon emissions here" followed by a green "FIND OUT MORE" button. To the right, there is a "TIP #34" section with an image of a compact fluorescent light bulb and the text "Install energy-efficient bulbs to reduce your carbon foot print." with a "FIND A STORE" button. In the top right corner, there is a "Earth's overall mood" section showing a sad Earth character, a "Have a listen" button, and a Spotify player for "Everybody Hurts" by R.E.M.

Just showing the data isn't enough. We can leave visitors with a positive piece of information that they can implement, which will actually help the planet.

The background is a close-up photograph of water droplets on a dark, reflective surface. The droplets are of various sizes and are scattered across the frame. The lighting is dramatic, with some droplets catching the light and appearing bright, while others are in shadow. The overall color palette is dark, with shades of blue, black, and grey, accented by the bright highlights of the water. A solid red rectangular box is positioned in the center of the image, containing white text.

Future Extensions
(For a rainy day)



what is green way to dispose of a laptop



Chris



All News Images Shopping Videos More Search tools



About 171,000 results (0.80 seconds)

Recycle old computers - desktop and laptop computers ...

<https://www.choice.com.au/electronics...laptop.../recycle-old-computers>

Aug 15, 2014 - Disposing of your computer or phone incorrectly can cause serious ... Desktop and laptop computers; > recycle old computers ... While manufacturing methods are said to have improved, many ... Write to manufacturers and let them know how important it is for you to buy green, sustainable products and for ...

Trash that PC in an eco-friendly way - CNET

www.cnet.com > Tech Culture

Apr 24, 2006 - Recycling efforts have come a long way fast, but most old systems still ... Trash your old tech—the green way · Ready to recycle that old PC?

Computer Disposal – the wrong way and the right way ...

www.ewaste.com.au/.../computer-disposal-the-wrong-way-and-the-right-...

Dec 16, 2015 - In some way, shape or form computers have become central to almost everything we do. Most agree that technological advancement will not, ...

How to Dispose of Old Computers Responsibly

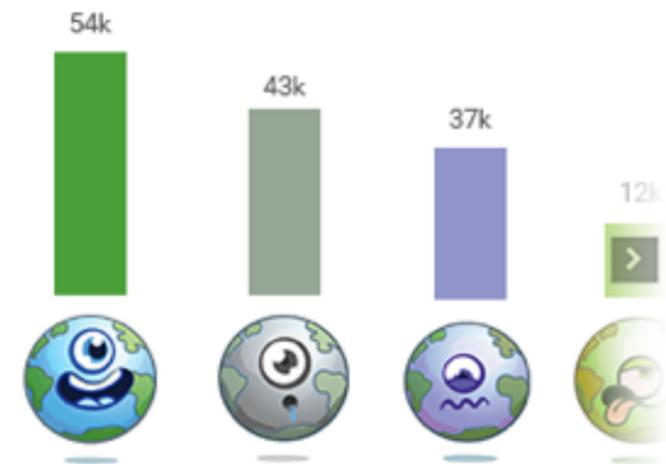
www.howtogeek.com/.../how-to-dispose-of-old-computers-responsibly/

Aug 25, 2009 - We will take a look at how to securely destroy private data on your old hard drive, ideas for repurposing, and how to get rid of them in a way that ...

E-waste Recycling: Your Questions Answered

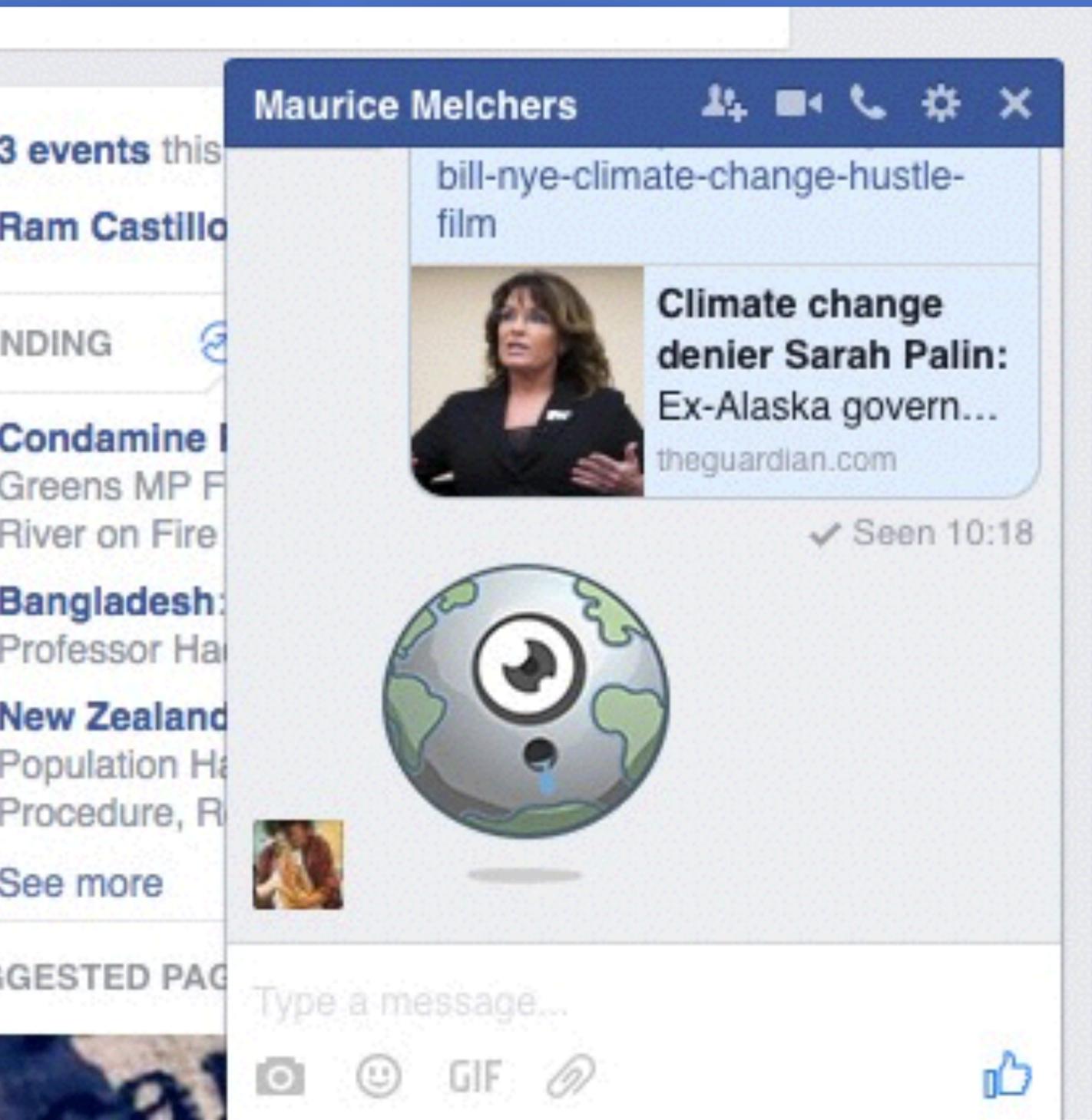
www.zerowaste.sa.gov.au/e.../e-waste-recycling-your-questions-answere...

Please don't dump your unwanted items in the street or local community areas such as



How does the Earth feel about your search results?

Find out why >



FACEBOOK STICKER INTEGRATION



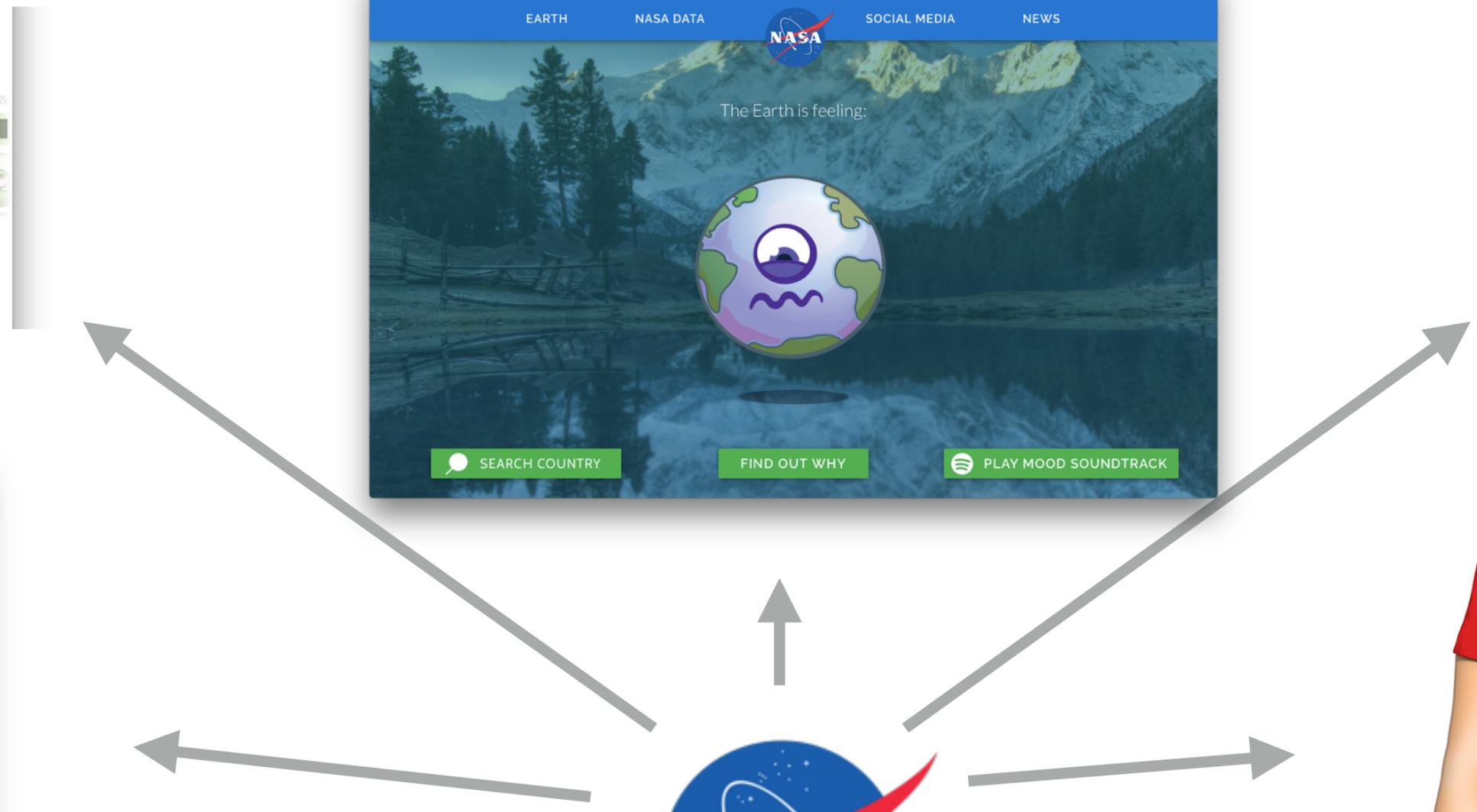
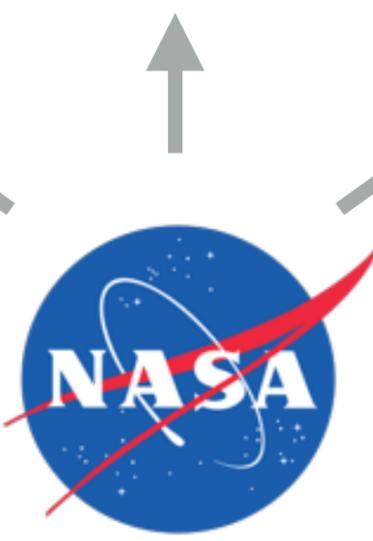
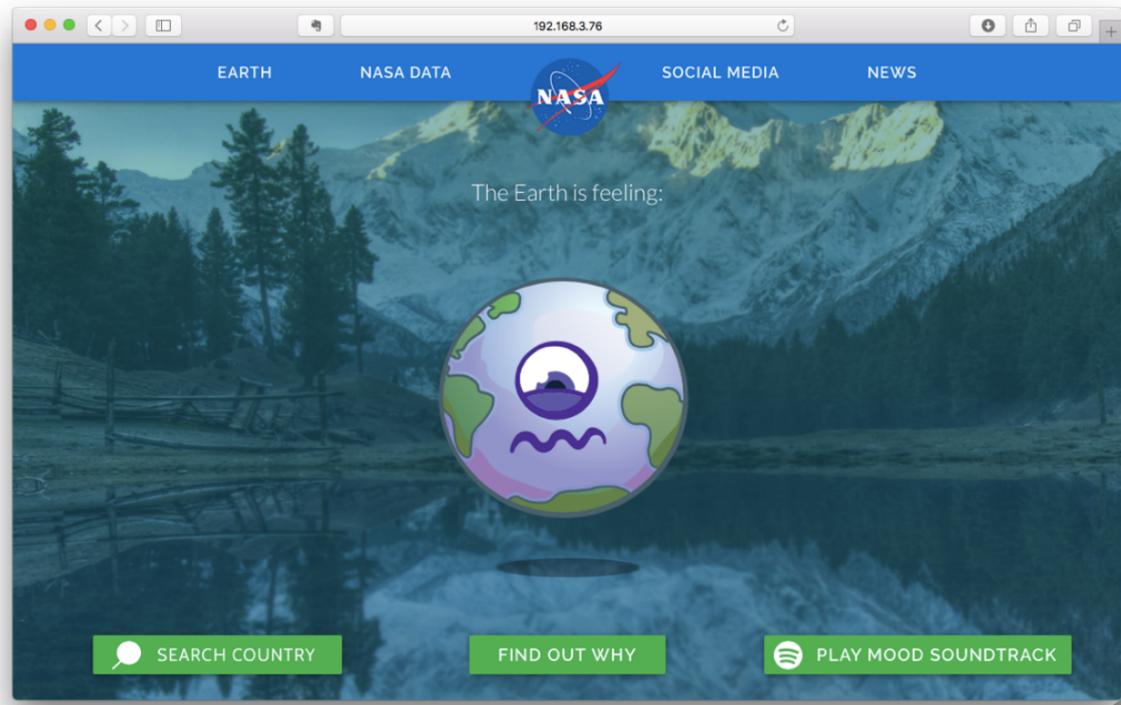


top computers ...
cycle-old-computers ...
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NET

fast, but most old systems still ...
that old PC?

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ng-way-and-the-right...
have become central to almost
cement will not, ...





WORKING ON
THIS IDEA
MADE US
FEEL...





Thank you!

benderham.github.io/space-apps-2016/

@CANDRAWES

@BENDERHAM88

@MEPHYSTO