



EARTHTEAM APP

Redesigning the User Experience

From dashboard to museum: a build spec for Learn, Earn, Share, and Network

WHAT'S IN THIS DECK

Six Moves, One Direction

01

The Gaps

What's breaking trust in the current build

02

The Big Idea

One lobby, four hallways — the museum model

03

The Entrance

A first screen that finally orients people

04

Solutions, Reimagined

90% visual project cards

05

The Wallet

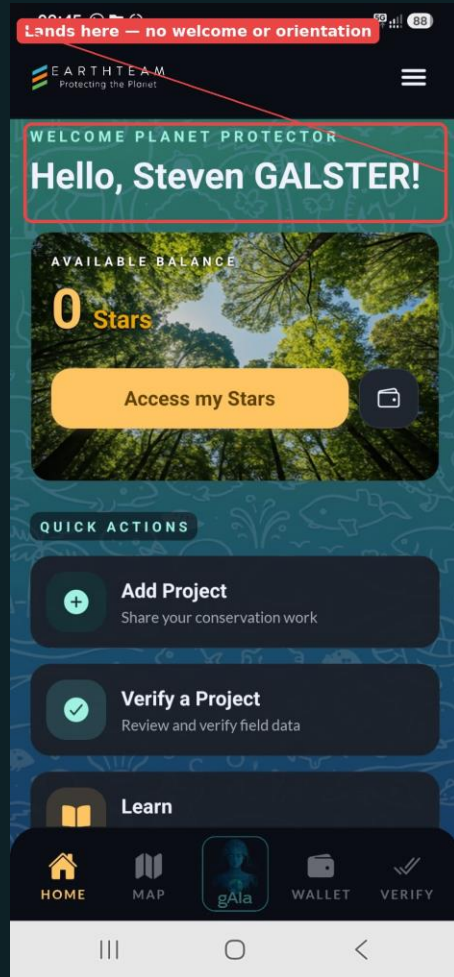
From empty state to a real wallet

06

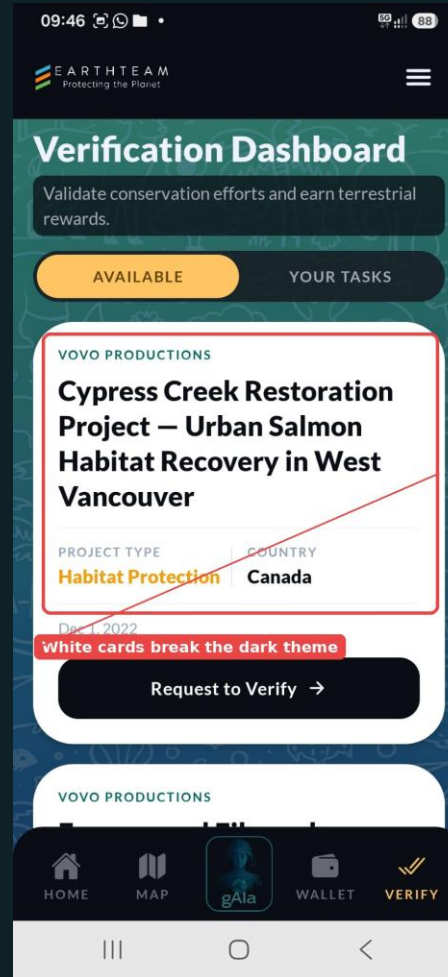
Nav & Next Steps

How it all fits together, and what's still open

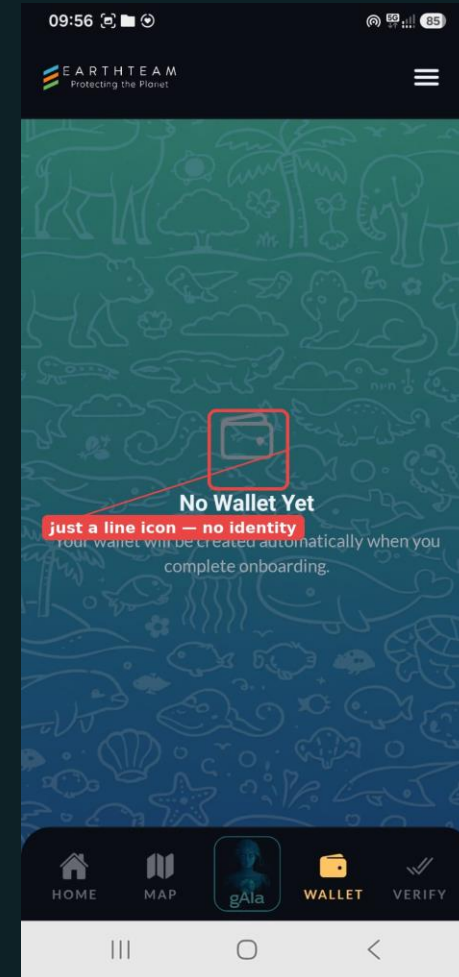
Three Screens, Three Broken Promises



No entrance

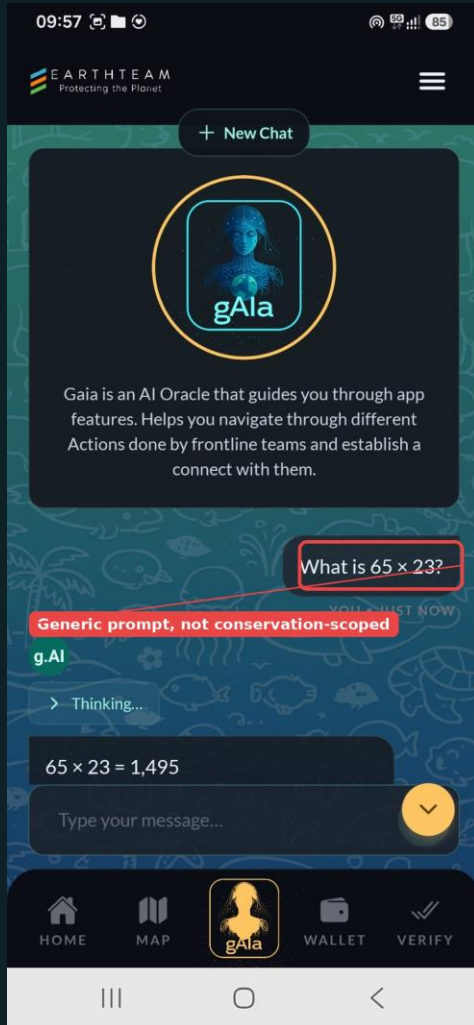


Inconsistent theme



No visual identity

Two More Things Worth Fixing



gAia's default demo is off-brand

The sample conversation shown is a generic math question. gAia should open with suggested, conservation-relevant prompts — “Show me projects near me,” “How do I become a verifier?” — so first-time users immediately see what it's for.

A DELIBERATE CHOICE

Sensitive imagery (like the trafficking evidence seen earlier) stays raw and unblurred in this redesign.

The documentation is the point — Freeland's whole mission runs on unflinching evidence. What changes is context, not censorship: a small “Documented Evidence” label (see Solutions redesign, next) frames it as intentional record-keeping rather than random shock content in a casual scroll.

THE BIG IDEA

One Lobby, Four Hallways

Every visitor to EarthTeam is really coming for one of four reasons. Instead of dumping everyone into the same dashboard, the app should ask — like a museum entrance — and route people down the hallway built for them.



NEW SCREEN — HIGH FIDELITY

The Entrance

Replaces the current dashboard as the default landing screen for new sessions.

Four large, single-tap tiles — color-coded to stay legible for colorblind users (shape + label, not color alone).

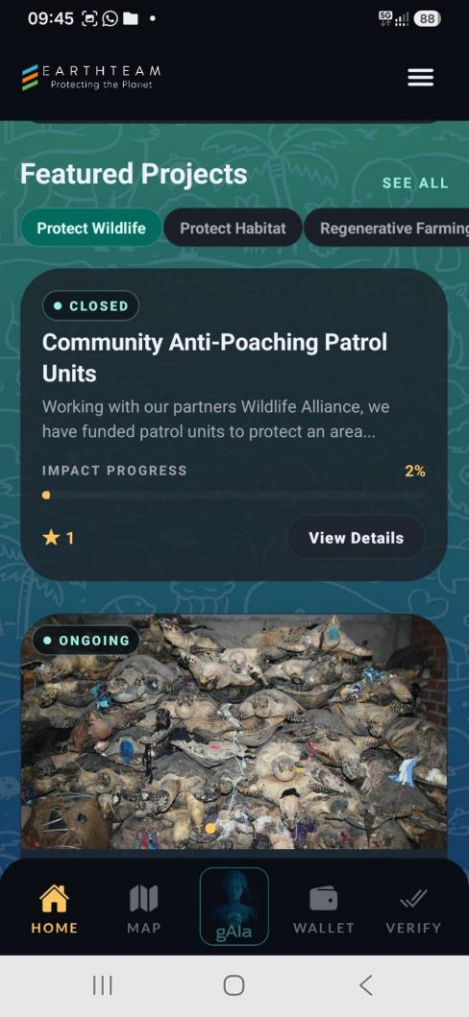
“LOBBY” becomes the center nav slot, always one tap from anywhere — see slide 9.

Returning users can skip it via a “Go to Home feed” link (not shown) once they've set a default hallway.

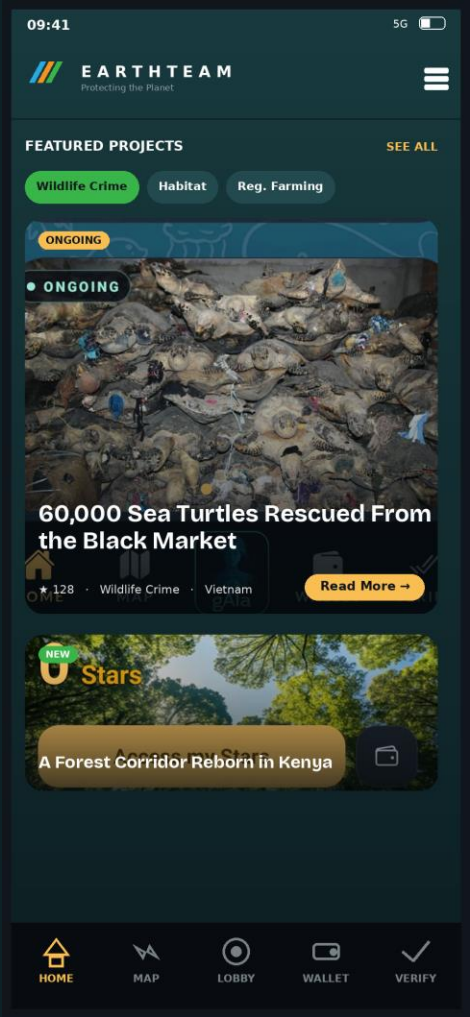


90% Visual, One Headline, “Read More” for the Rest

BEFORE



AFTER — high fidelity



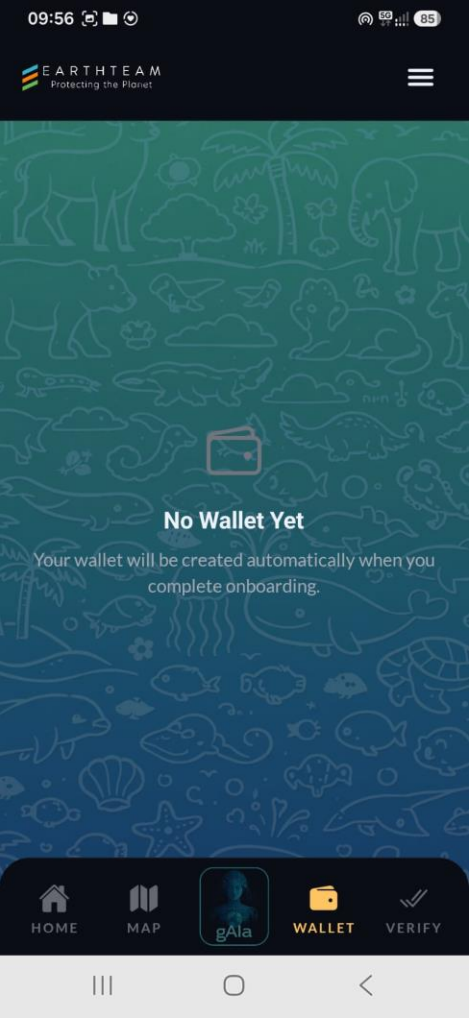
Card is dominated by the photo; text is reduced to a hook headline, a star count, and a location tag.

“Read More” is the only path to full data — progress bars, funding, partner org move to the detail view.

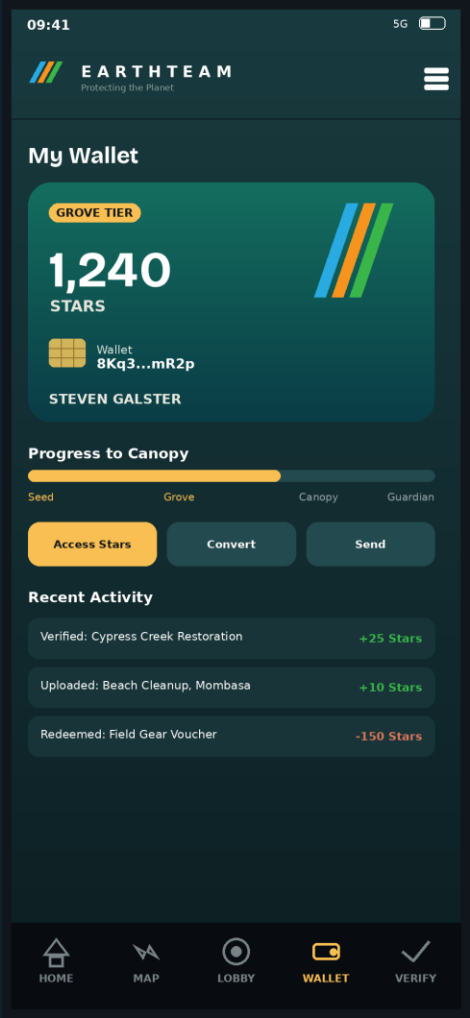
“Solutions” naming is still open — see final slide.

From Empty Placeholder to an Actual Wallet

BEFORE



AFTER — high fidelity



A real card metaphor — chip, tier badge, and wallet address — replaces the generic outline icon.

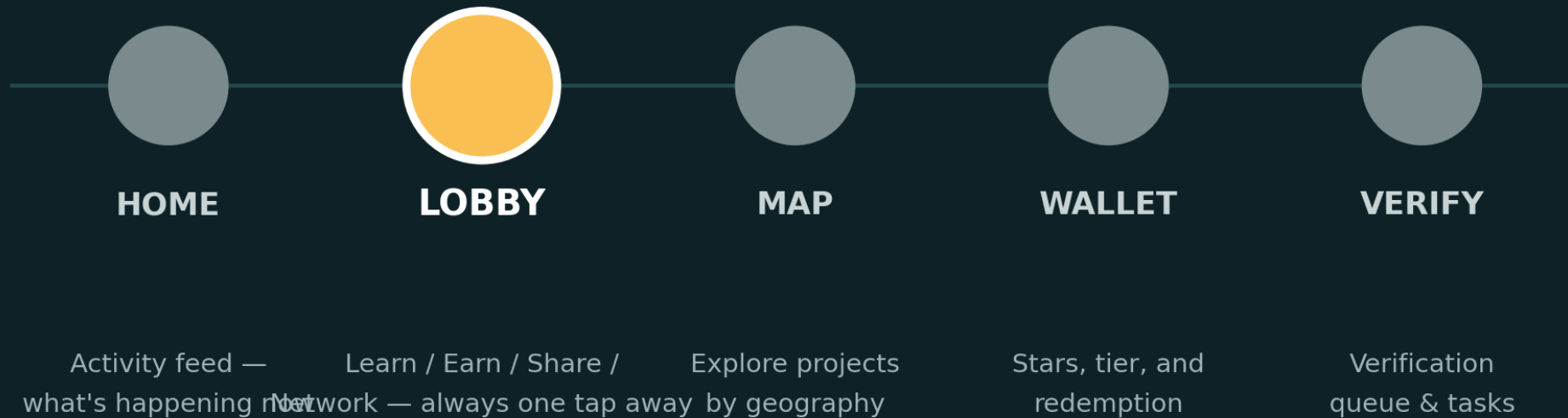
Tier progress bar (Seed → Grove → Canopy → Guardian) makes advancement visible at a glance.

Recent Activity ties every Star movement back to a specific action — verified, uploaded, or redeemed.

HOW IT FITS TOGETHER

Proposed Navigation Model

PROPOSED BOTTOM NAVIGATION



LOBBY replaces the current center "gAia" slot; gAia moves inside the Learn and Network hallways as a guide, not a standalone tab.

FOR THE BUILD

Design System Quick Reference

BRAND COLORS



Green
#3AB54A



Orange
#F7941D



Blue
#29ABE2



Gold
#FABF52

MEMBERSHIP TIERS

Seed

Grove

Canopy

Guardian

TYPE & MOTIF

Headlines: a heavier display face (Bricolage-style grotesque) for project headlines and hero moments.

UI text: a clean grotesque (current app default is fine) for labels, nav, and body copy.

Motif: rounded-rect cards on a dark teal gradient, gold as the single “action” color — reserve it for primary CTAs and balances only.

Icons: simple line icons at consistent stroke weight; avoid mixing filled and outline styles on the same screen.

BEFORE WE BUILD

Open Decisions & Next Steps

STILL OPEN

Naming: “Solutions” vs. “Miracles” vs. “Magic” for project listings — separate discussion.

Whether gAia should live inside each hallway (as drawn) or keep a persistent standalone tab.

Whether returning users see the Lobby every session or only until they set a default hallway.

BUILD SEQUENCE

Entrance / Lobby screen — unblocks first-time orientation immediately.

Wallet redesign — self-contained, no dependency on other screens.

Solutions card redesign — touches the most existing data, sequence last.

Nav restructure + gAia prompt defaults — roll out once the above are stable.