

# Designing Good-Loop's first carbon measurement platform: **from *what if* to action**

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MY ROLE

**In-house product designer**

Research | Ideation | UX | UI | Stakeholder collaboration

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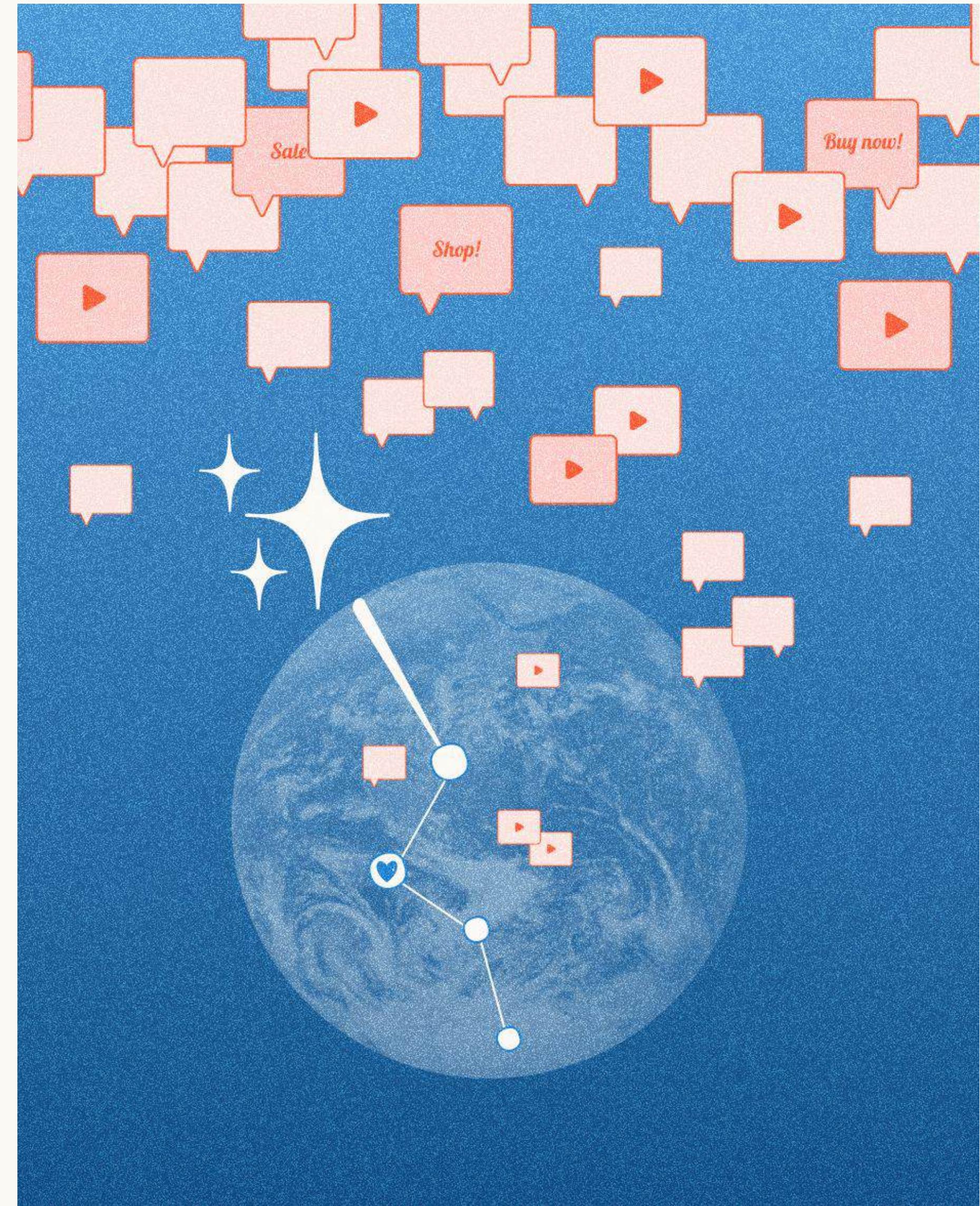
## A spark of inspiration in an unseen world of digital emissions

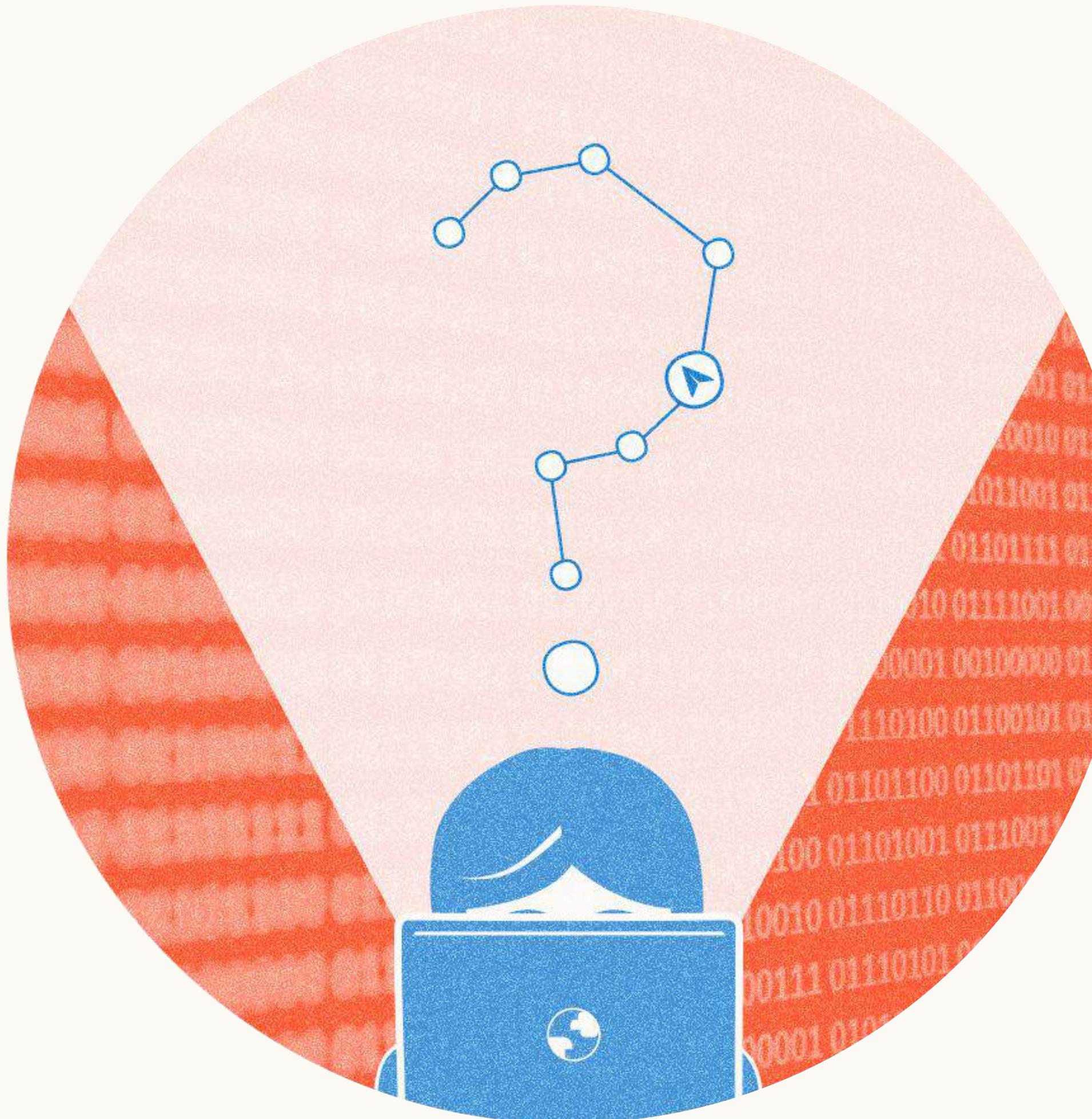
When ad-tech startup Good-Loop applied for B-Corp certification, they had a *what if* moment...

What if the technology they had built to measure their own advertising CO<sub>2</sub> emissions could scale to help the world's biggest brands do the same?

Global digital advertising was generating a **huge, invisible carbon footprint**. The industry was pushing for net zero, but advertisers lacked the clear, actionable data needed to reduce emissions.

Good-Loop had the technology to provide it, but there was a problem...





## How do we go from hidden data to insightful user experience?

The team had a vision for a tool that would help advertisers, but it was still just an idea. Many existing insights were buried in complex spreadsheets, making it hard for advertisers to engage with or act on the information.

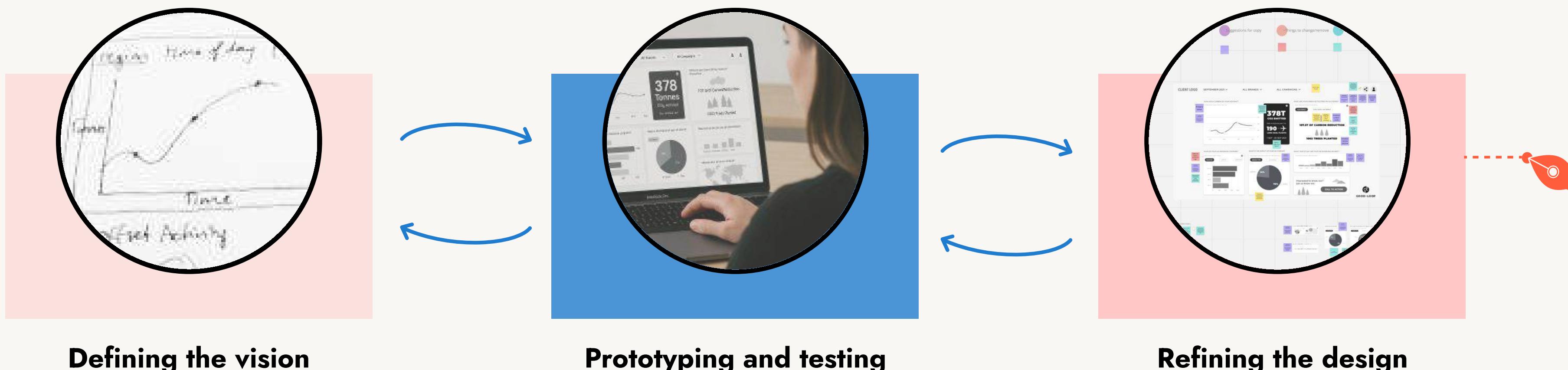
That's where I came in.

As **Product Designer**, my role **was to take this early vision and shape it into a real, intuitive product**, defining what it would look like, how it would work, and how users would experience their data.

With visibility of their carbon footprint, advertisers would finally be able to take action.

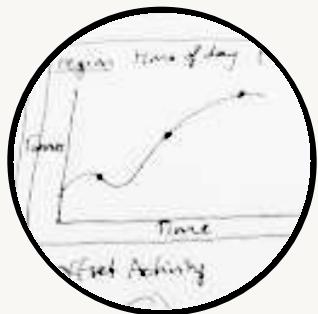
**My challenge:** turning ideas and unknowns  
into a tangible design - ready for engineering  
handover, build, and launch

To take Good-Loop's vision from **what if to action**, I applied a **collaborative design process** rooted in iterative ideation and continuous refinement.



A flexible process let us circle back and learn at each step, **accommodating the ambiguity of the challenge**.

Some user needs and business goals only surfaced through prototyping, helping us further sharpen the vision.



Workshops distilled possibilities and united stakeholders around a core goal.

## Our design had to feel positive and approachable

This would be many advertisers' first step into understanding their digital emissions.

We needed to meet them where they were, introducing the problem and inspiring change rather than chastising.





Early interactive prototypes brought ideas to life and clarified the design direction.

# Safe design

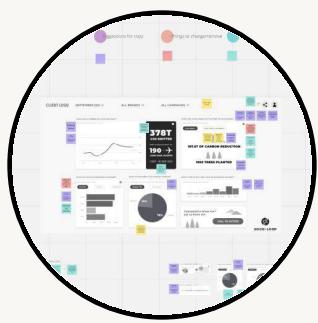
Data front and centre

# vs wildcard

World of doing good



Creating both a 'safe' design and a 'wildcard' helped inject creativity into my design process without losing focus on core data deliverables.



Cross-team feedback sessions shaped and prioritised what mattered most to users.



## Abstract

Our client-facing teams knew the data we were sharing could feel abstract to our users.

## Tangible

With engineering input, we brought in real-world equivalents to make the data tangible.

## Relatable

We added localised comparison metrics to make things feel extra relatable and personal.

# From vision to interface: the final design

The image displays four screenshots of the Good-Loop platform interface, illustrating the final design from vision to interface.

- Top Left:** The homepage features a teal header with the Good-Loop logo and navigation links for Metrics, Manage Tags, Impact Overview, and Projects. The main area shows a teal gradient background with a white 'GOOD-LOOP' logo and a teal bird icon.
- Bottom Left:** The login screen has a teal header with the Good-Loop logo and navigation links for Metrics, Manage Tags, Impact Overview, and Projects. The main area includes a 'SIGN IN' button and a 'Forgot password?' link.
- Middle Left:** The metrics dashboard for 'Brand' shows a teal header with the Good-Loop logo and navigation links for Metrics, Manage Tags, Impact Overview, and Projects. It displays a line chart for 'CO2 Emissions over time' (Q3 2021), a large callout for '37.8 TONNES CO<sub>2</sub> EMITTED', and a bar chart for '205 TREES PLANTED'.
- Right:** The climate positive partnerships section shows a teal header with the Good-Loop logo and navigation links for Metrics, Manage Tags, Impact Overview, and Projects. It features a world map with three highlighted reforestation projects: 'Reforestation projects in Kenya', 'Reforestation projects in Mozambique', and 'Mangrove planting in Madagascar'.

# A window into advertising emissions



## 1 Simple, one-screen view

Designed as an entry point to understanding emissions rather than overloading users with data.

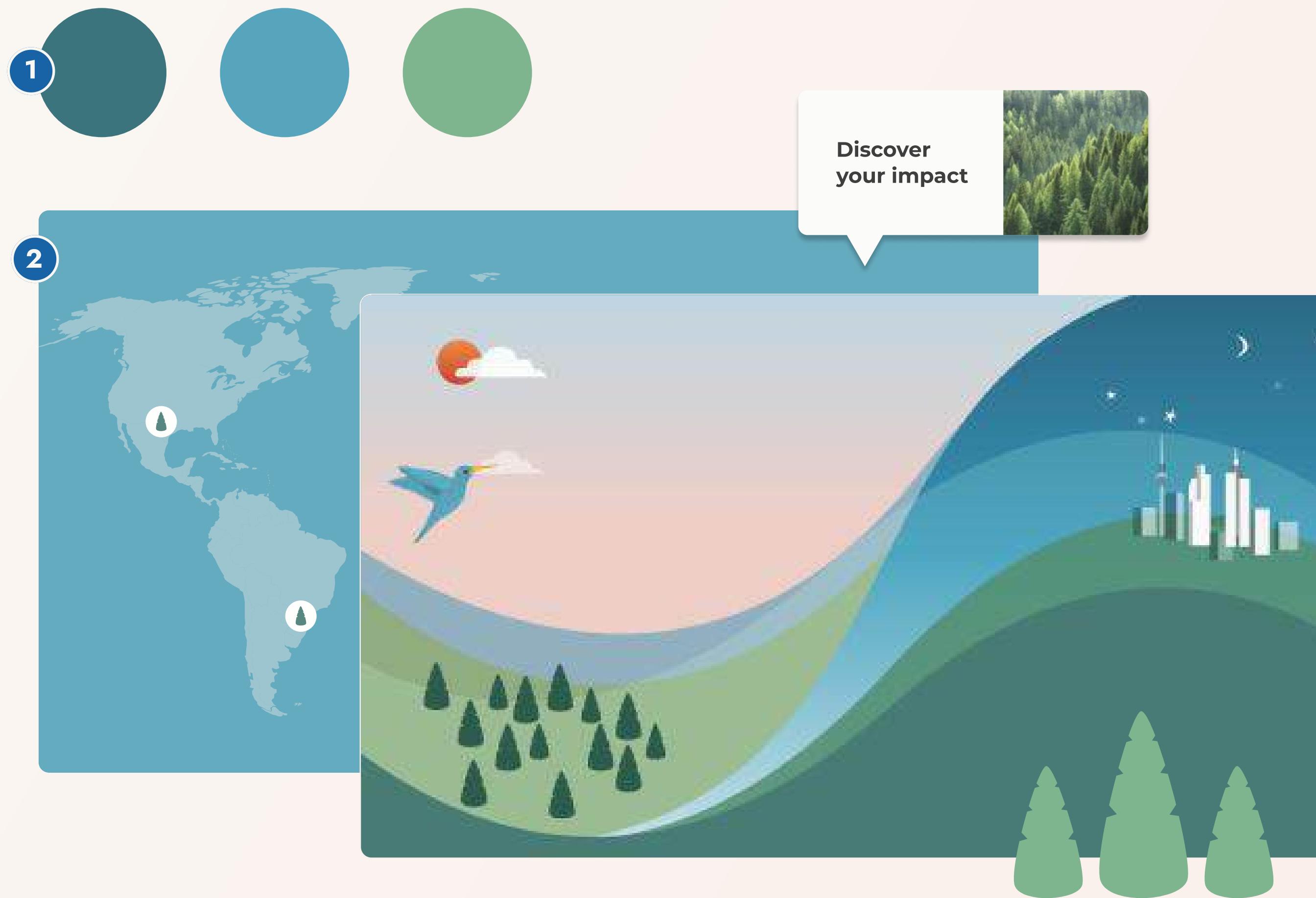
## 2 Driving engagement

Questions promote proactive engagement with the data rather than passive viewing.

## 3 Sparking exploration

Real-world examples make abstract data tangible, while interactive elements invite discovery.

# A positive, welcoming user experience



## 1 Building credibility

Calm blues and greens build trust in the data while making the dashboard easy to view.

## 2 Inspiring change

Visuals evoke nature to show users their impact with Good-Loop and inspire further action.

*My background image grew from the illustrated world I created for my early wildcard prototype. The curves echo the yin-yang imagery central to Good-Loop's brand at the time.*

### What I learned

Prototyping early gave us something tangible to align around. It helped pin down the vision and ensured stakeholders were on the same page when it came to features and priorities.

### What I'd do differently

I'd lock in a design implementation sign-off. Early on, I handed over static PNGs and the build began months later. Without a sign-off in place, some design details were lost. I've since learned how valuable it is to collaborate with developers in real time at the point of build.

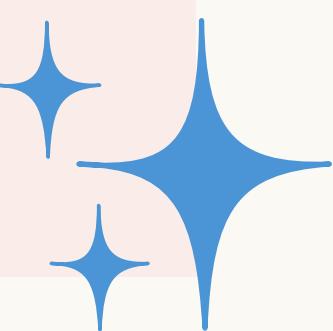
### What I'm most proud of

Jumping in at the deep end on a concept-to-launch project in my first product design role and seeing it go live. The dashboard helped advertisers get visibility on their carbon emissions and make their first steps towards reduction.

“

I use a lot of dashboards in my role and this is one of the easiest to use

— ZAC, MEDIA AGENCY HEAD



# **THANKS FOR VIEWING!**

KEEP IN TOUCH

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Design, content and illustrations

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