

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

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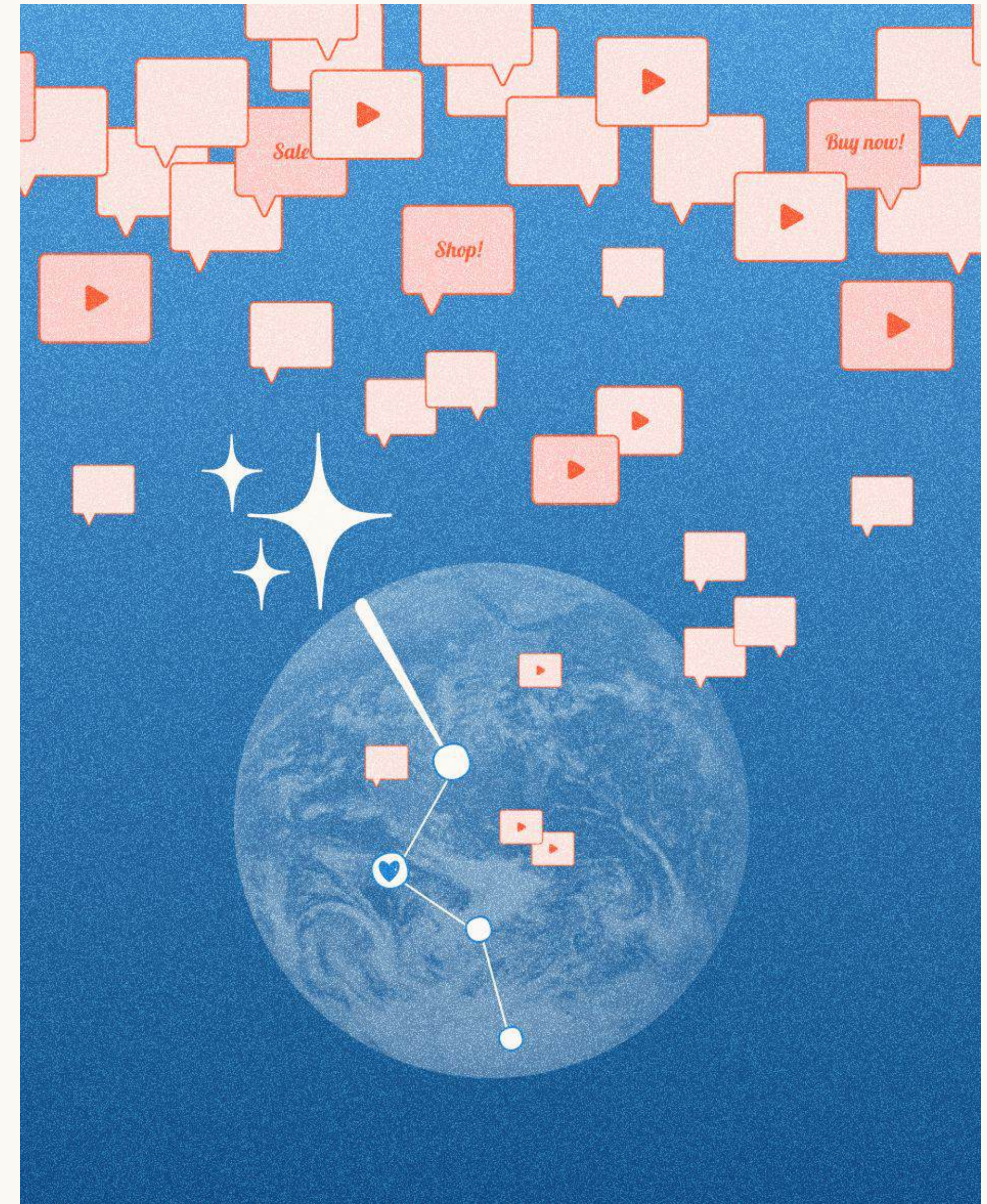
A spark of inspiration in an unseen world of digital emissions

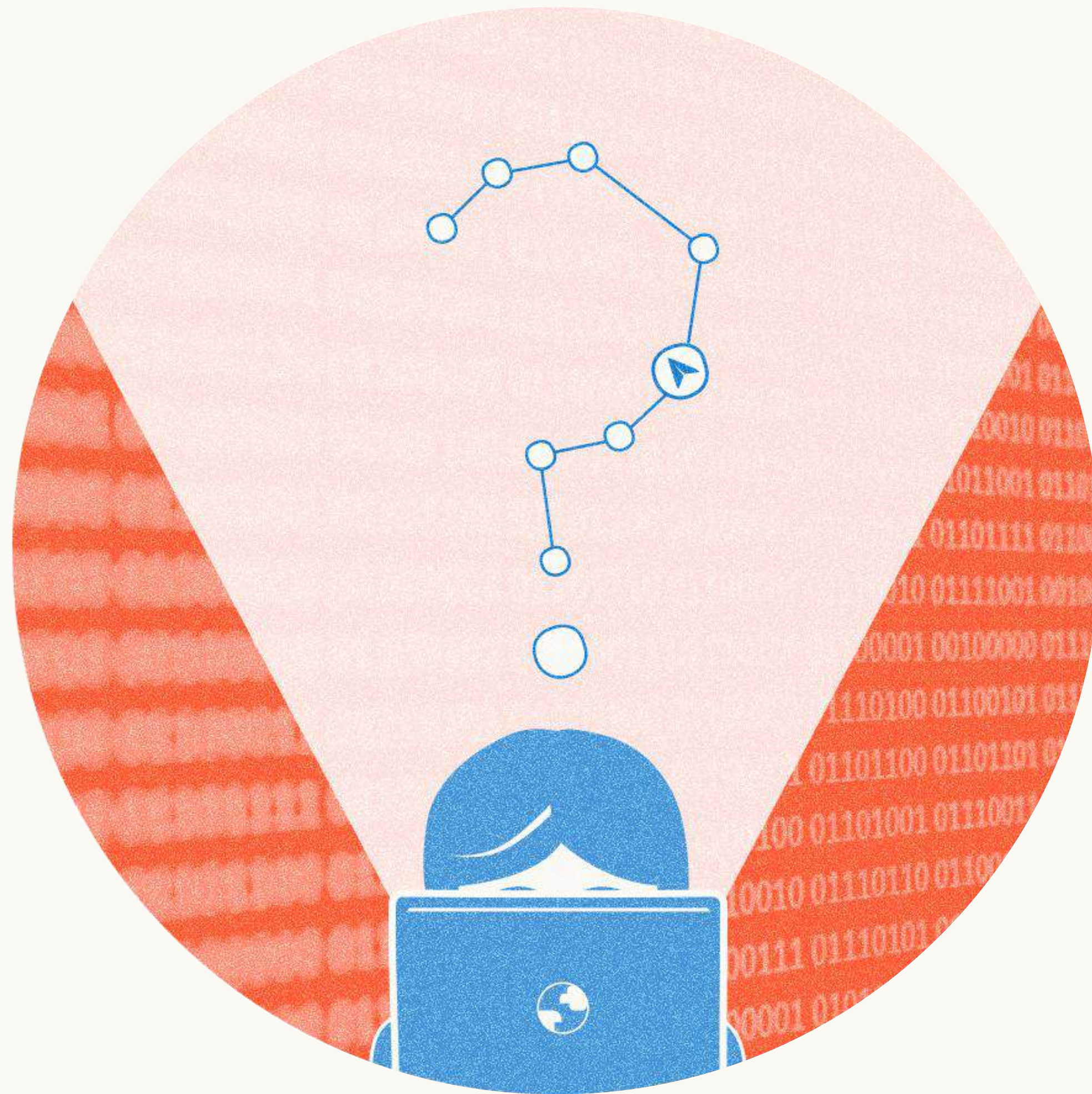
When ad-tech startup Good-Loop applied for B-Corp certification, they had a *what if* moment...

What if the technology they had built to measure their own advertising CO₂ 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.

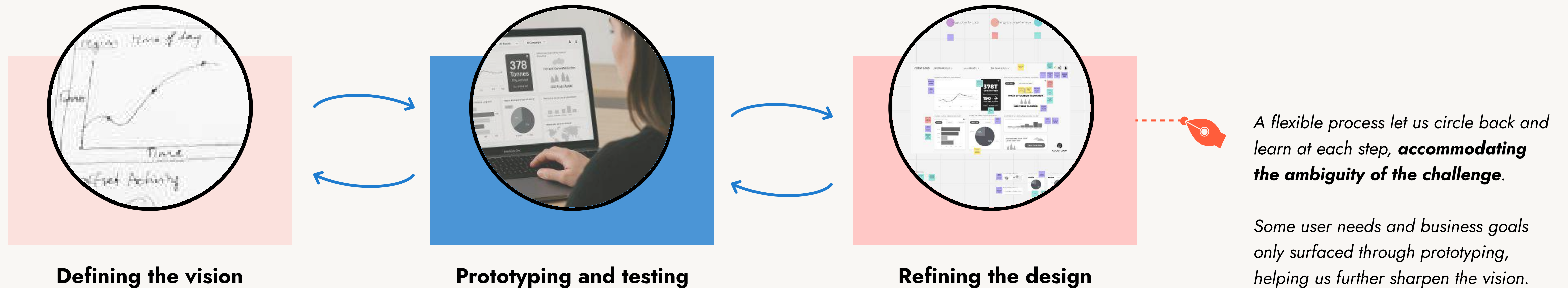
That's where I came in.

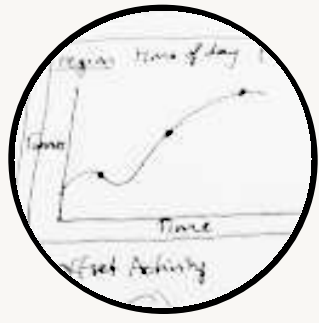
As **Product Designer**, my role **was to take this early vision and shape it into a real, intuitive product**, defining what it would look like, how it would work, and how users would experience their data.

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.





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.

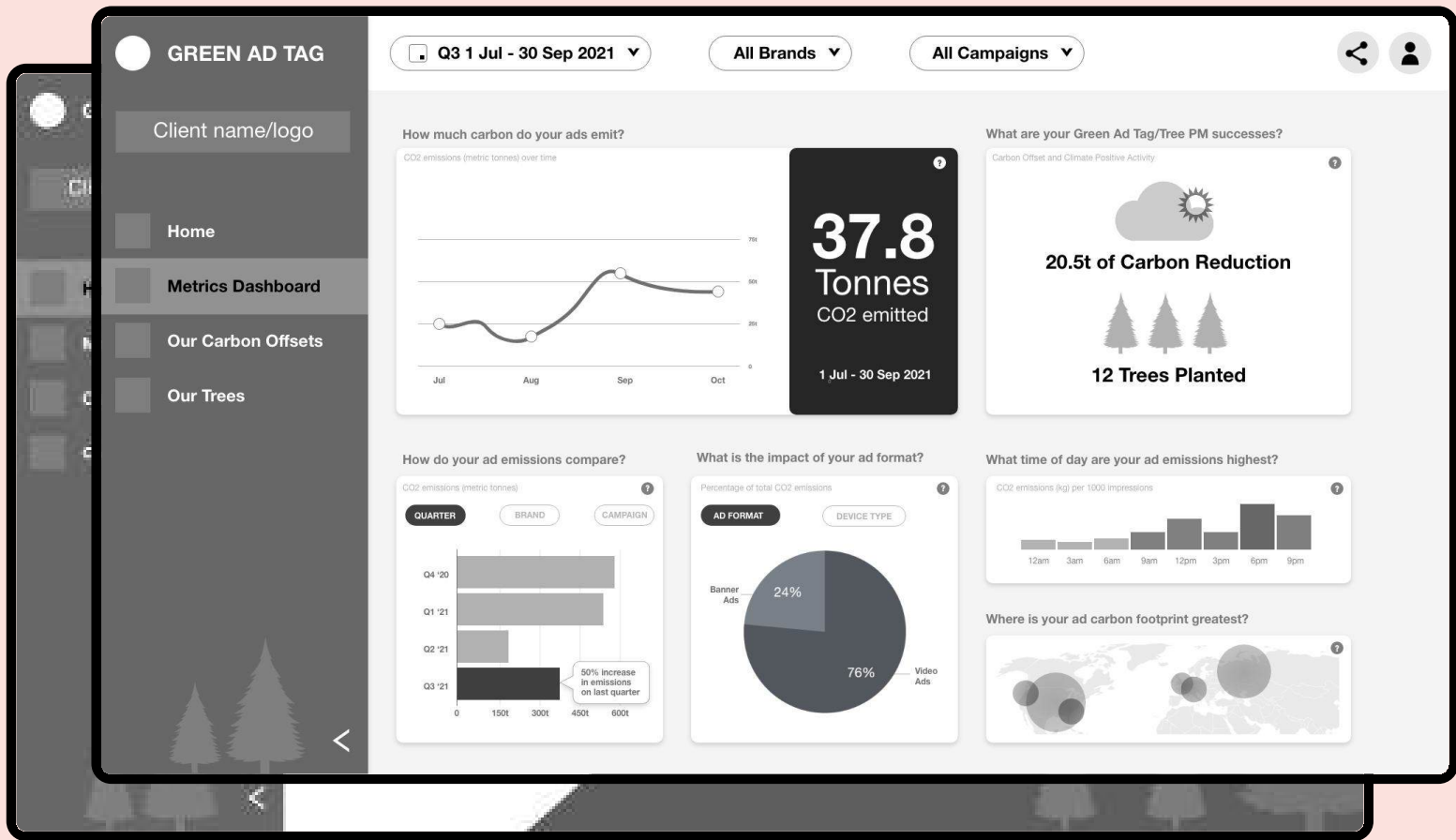




Early interactive prototypes brought ideas to life and clarified the design direction.

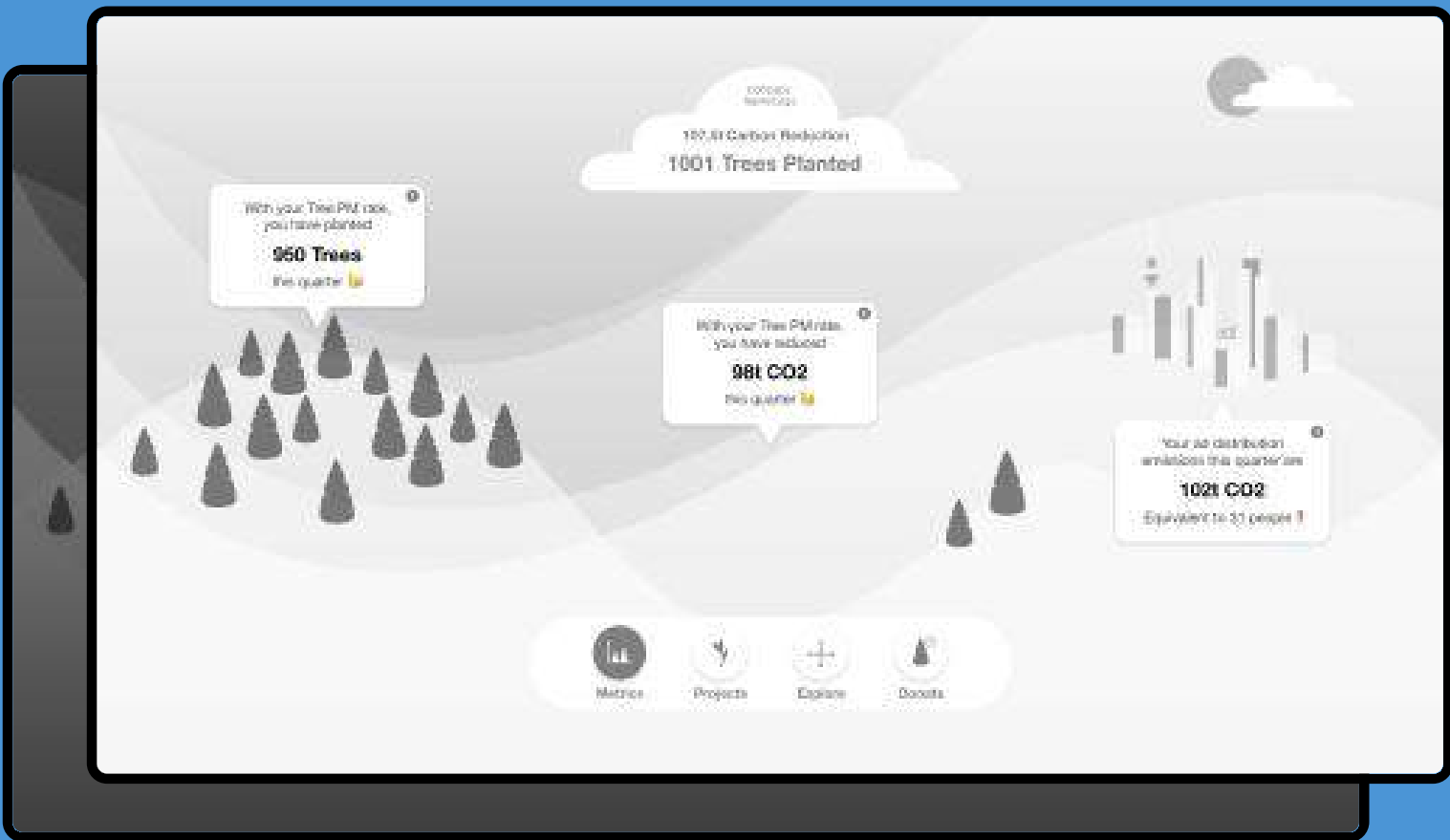
Safe design

Data front and centre

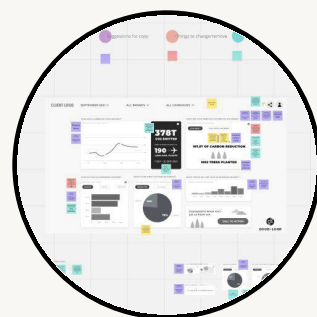


vs wildcard

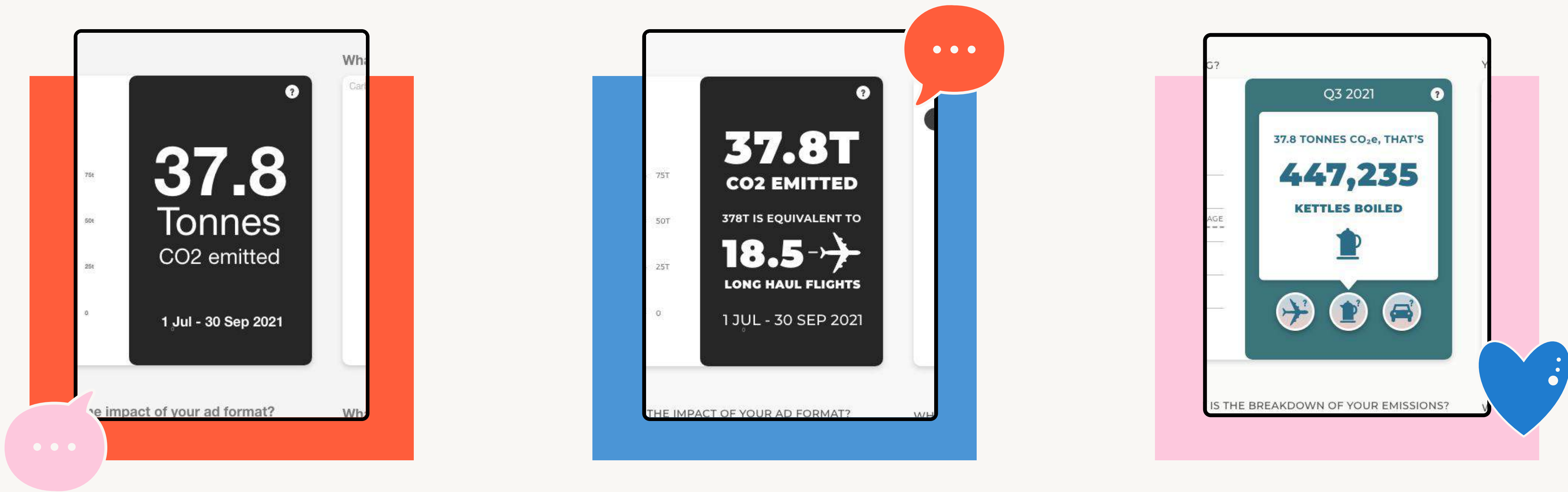
World of doing good



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.

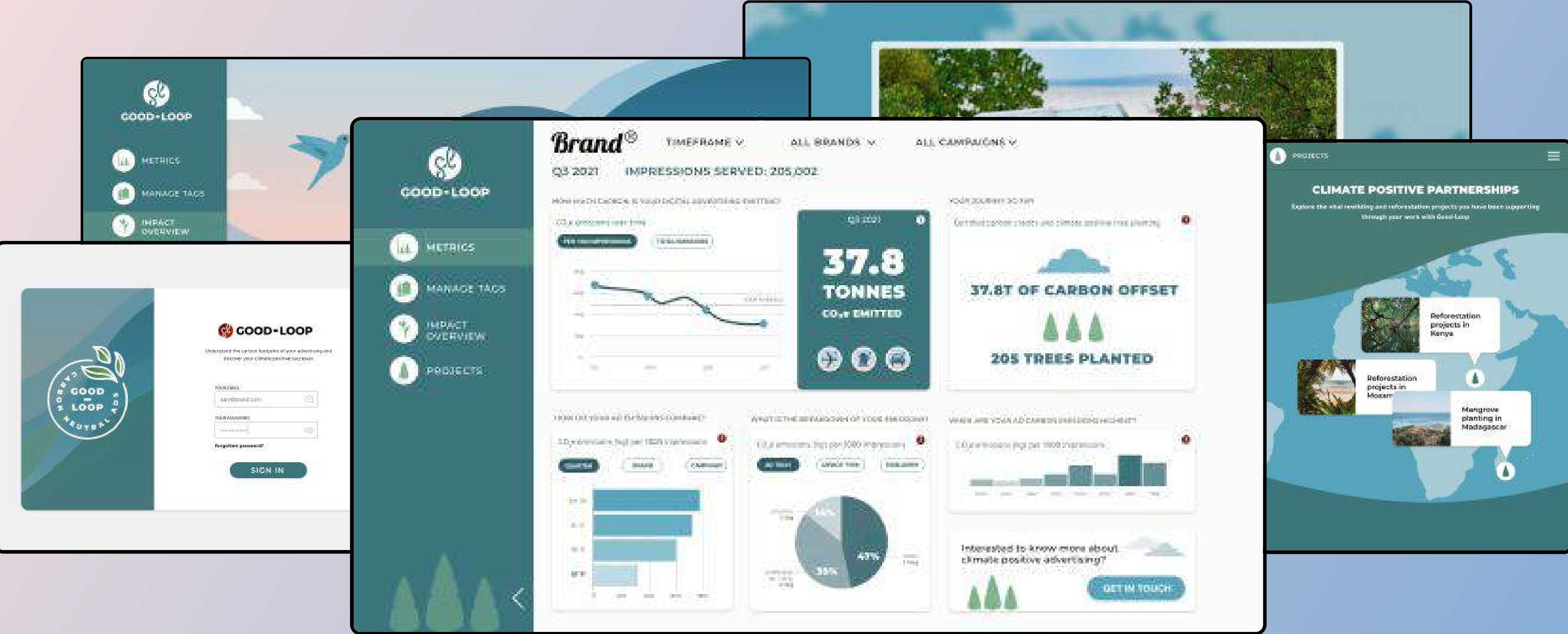
Tangible

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



A window into advertising emissions



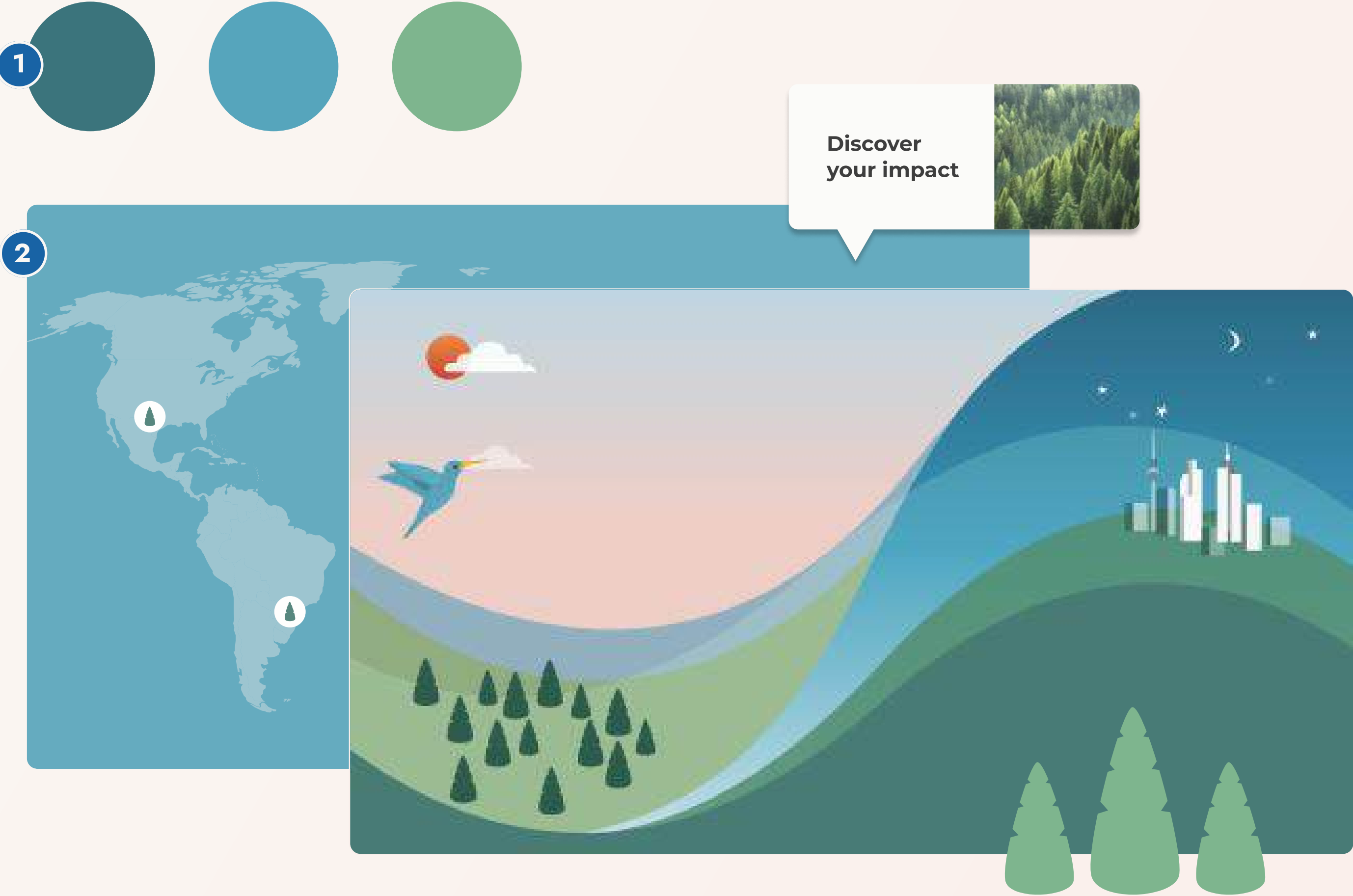
1 Simple, one-screen view
Designed as an entry point to understanding emissions rather than overloading users with data.

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.

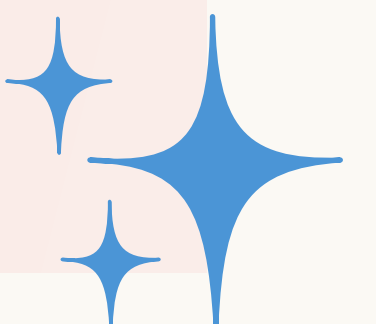
What I'm most proud of

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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