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01 ReBox App Design

This all began as a project for a 24 hour Hackathon. However, 24 hours just wasn't enough for me. I wanted to go full UX on the idea. So here's where I ended up.

Hope you enjoy.

Role in Project

UX/UI Design, User Research, Prototyping,
Usability Testing, Competitive Analysis

Duration

6 weeks (February-March 2019)
Part-Time



How it started

Given the task of tackling sustainable health my team and I came up with the idea of taking on the challenge of take out container waste. After the 24 hour period we had a cute XD prototype that had some features but I wasn't satisfied. I wanted to go full UX on this sh** so this is where I landed.

Why I continued

As much as we like to think we are sustainable gurus here in Vancouver I am sad to say, we most certainly are not.

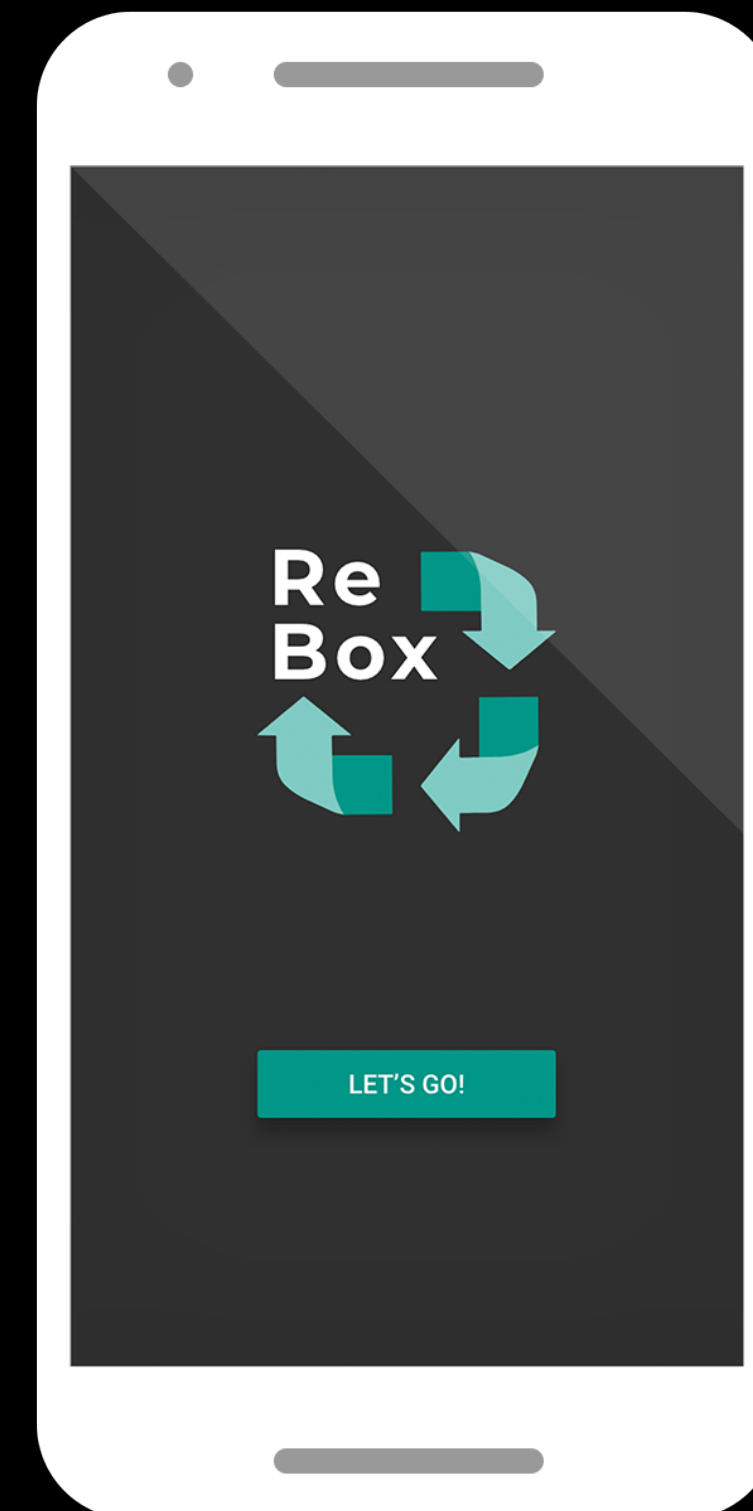


***“Disposable cups and take-out containers make up roughly half the garbage that’s tossed in Vancouver’s public waste bins”
-Monica Kosmak***

How might we get rid of disposable containers forever...

ReBox: The reusable take out container service.

Convenient, easy and sustainable.



Goals

Make it the New Norm

Replace preconceived notions about how takeout is practiced. No longer associated with disposable.

Reduce Waste In VanCity

At the moment HALF of the trash in our garbage cans is disposable containers. ReBox seeks to take action against this.

Incentivise Continued Use

It is one thing to get people to try your product, let alone use it on a regular basis! ReBox seeks to be so seamless users will come back time and time again.

Let's take a look at the early adopters of ReBox



Dan Lee: the Young Professional

About

Age 25-35

Yearly Salary \$30 000-100 000

Education Undergrad

Young Professional

Tend to be career focused and hard working. Limited Time and resources so time is money.

Take out Motivation



Convenience



Sustainability



Efficiency



Practical

Motivations

Motivated to further their career and put in the hours required. Educated and keen to help make change. They care a great deal how they are perceived.

Core Needs

Being able to easily use a reusable takeout service that required limited effort and time.

Pain Points

Eating out every day and seeing all of the waste produced. Not having time to cook lunch so continuing the cycle. Caring about how their workers view them and their image.



Sophie Gray: the University Student

About

Age 18-25

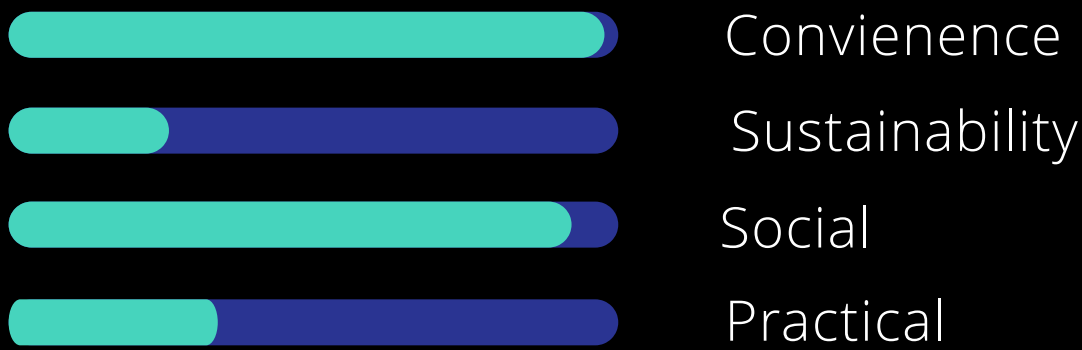
Yearly Salary <\$30 000

Education: Undergrad

University Student

Tends to have a very full schedule packed with all kinds of social events. Sustainability will often come second to convenience. Highly influenced by trends and peer groups.

Take out Motivation



Motivations

Motivated to finish their degree. Often influenced by their peer groups and influencers online in regard to their interest groups.

Core Needs

Being able to grab meals on the go, that are as fast and easy as possible. Drop off points should be around major commuting routes.

Pain Points

Spending all of their money on food and alcohol. Not having enough time to cook and/or clean. Wanting to be a part of the change but not sure how to do it.