

Concept Prototype

RGU Team 2

Concept name

Upcycle Glasgow

Slogan

There is **VALUE** in waste

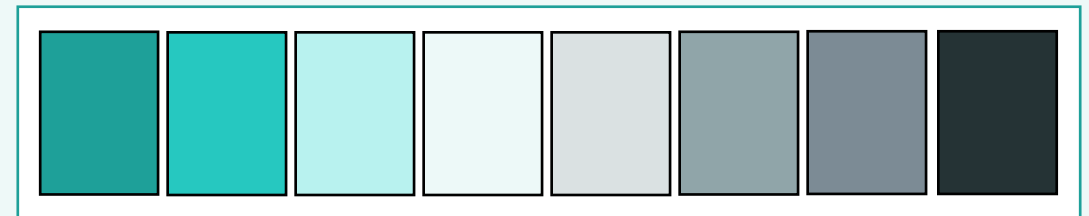
Concept

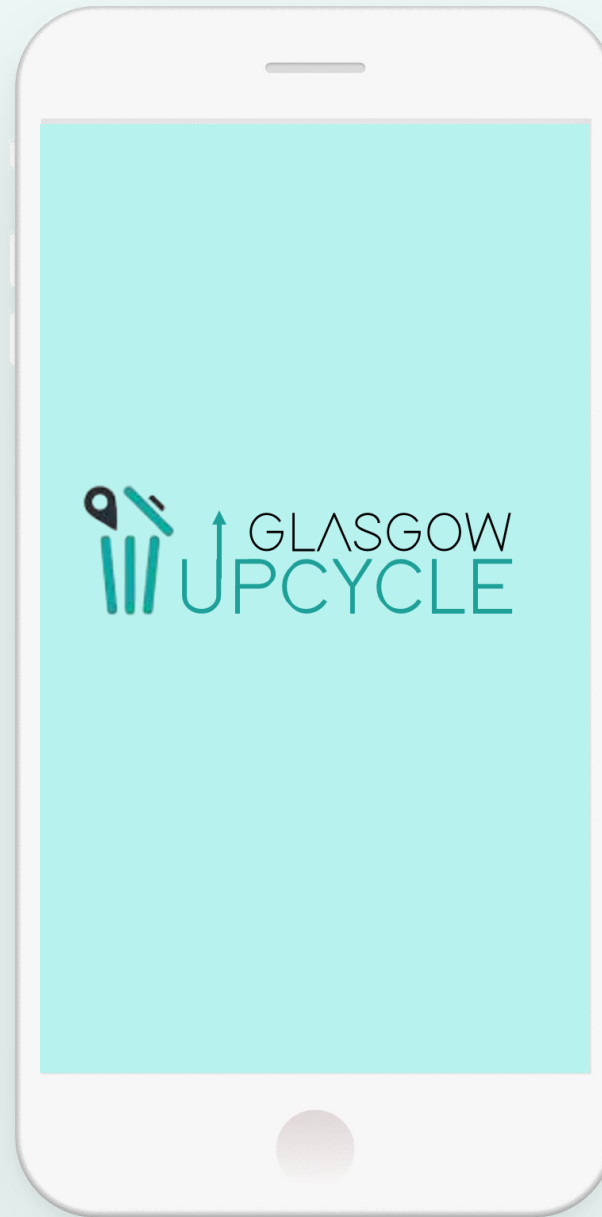
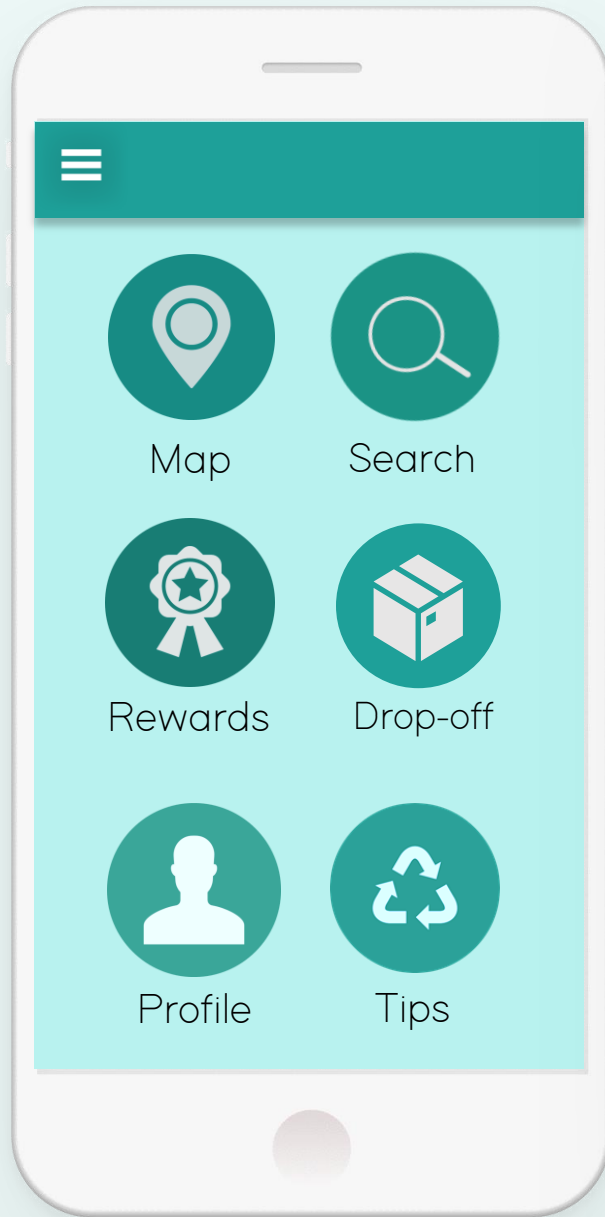
The platform is a mobile app. The user will be able to find drop-off locations, record data, receive and redeem rewards all within the app.

Logos



Colour palette



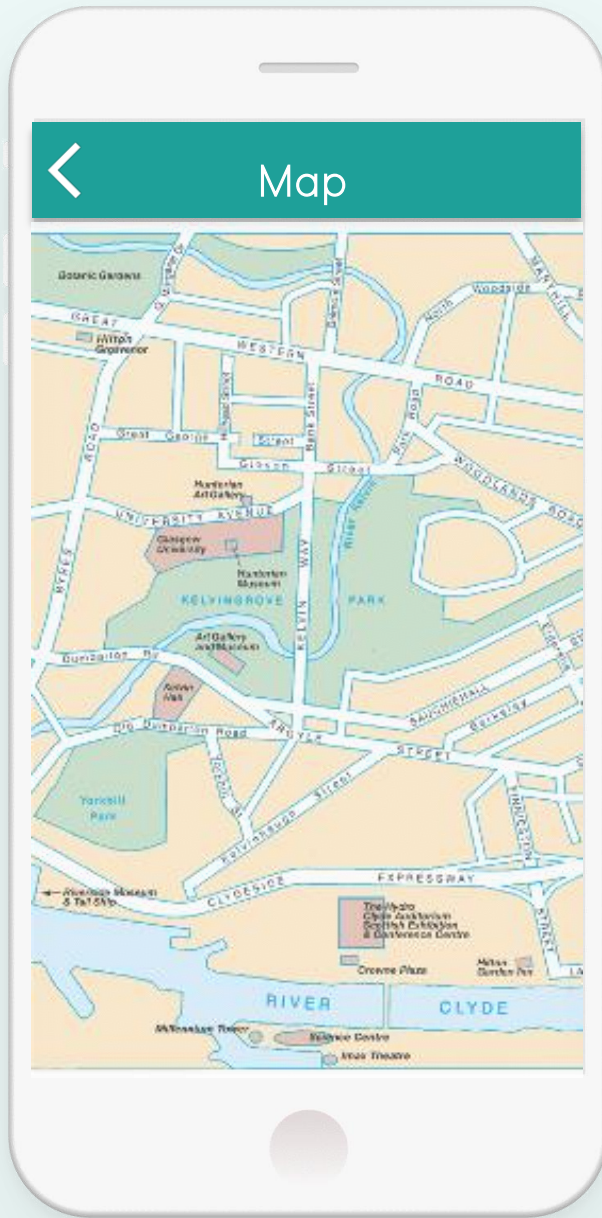


Main menu and start page

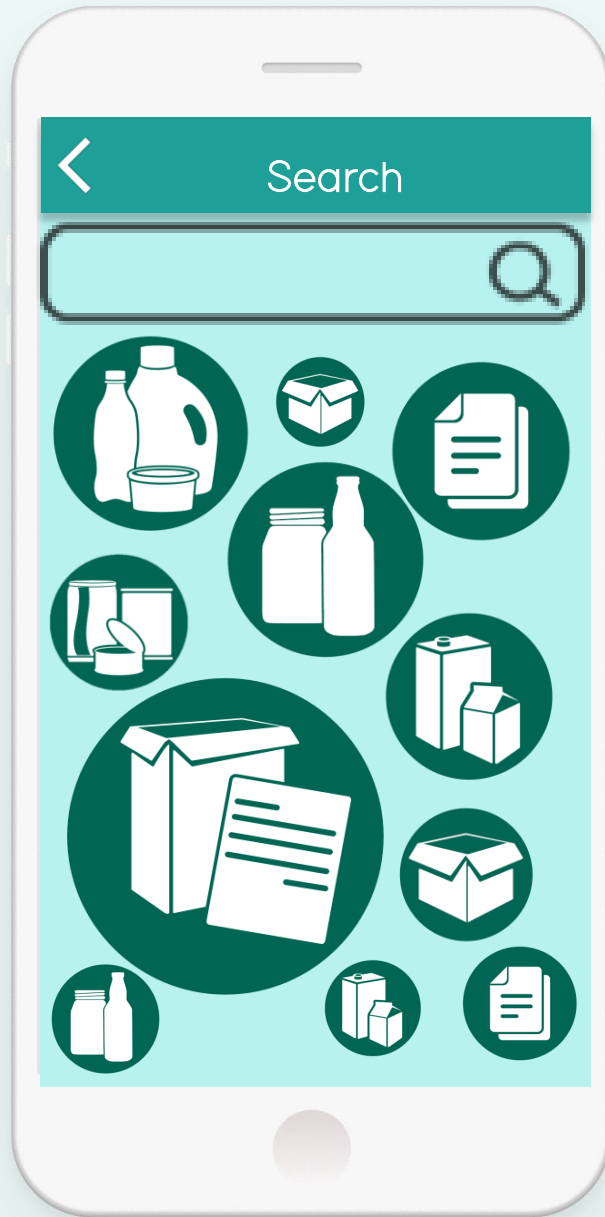
The main menu will have all the most important screens for the user, accessible within one click.

Map

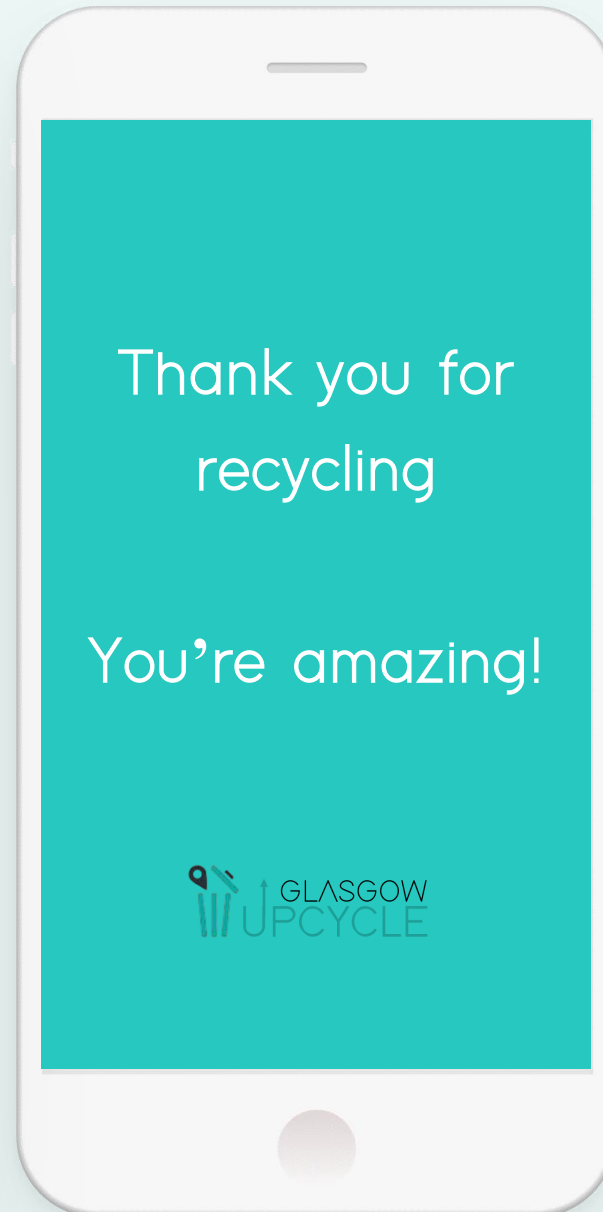
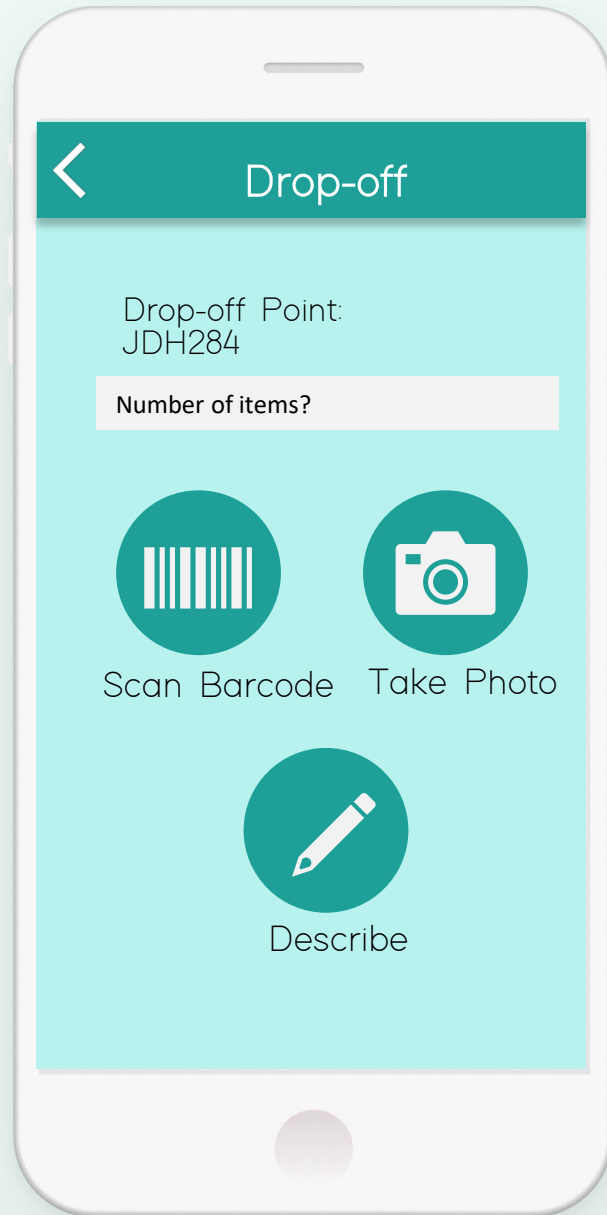
Locate recycling collection points closest to the user.



Search



Search for items which can be recycled through Upcycle Glasgow and view additional details like where to drop-off, and required conditions of the material

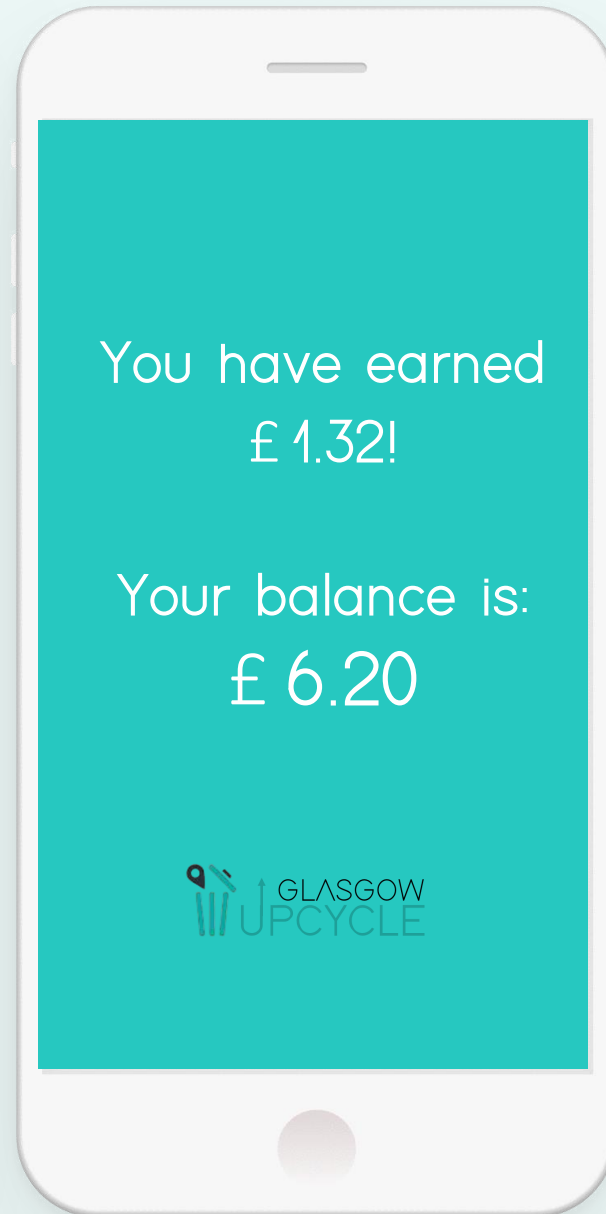
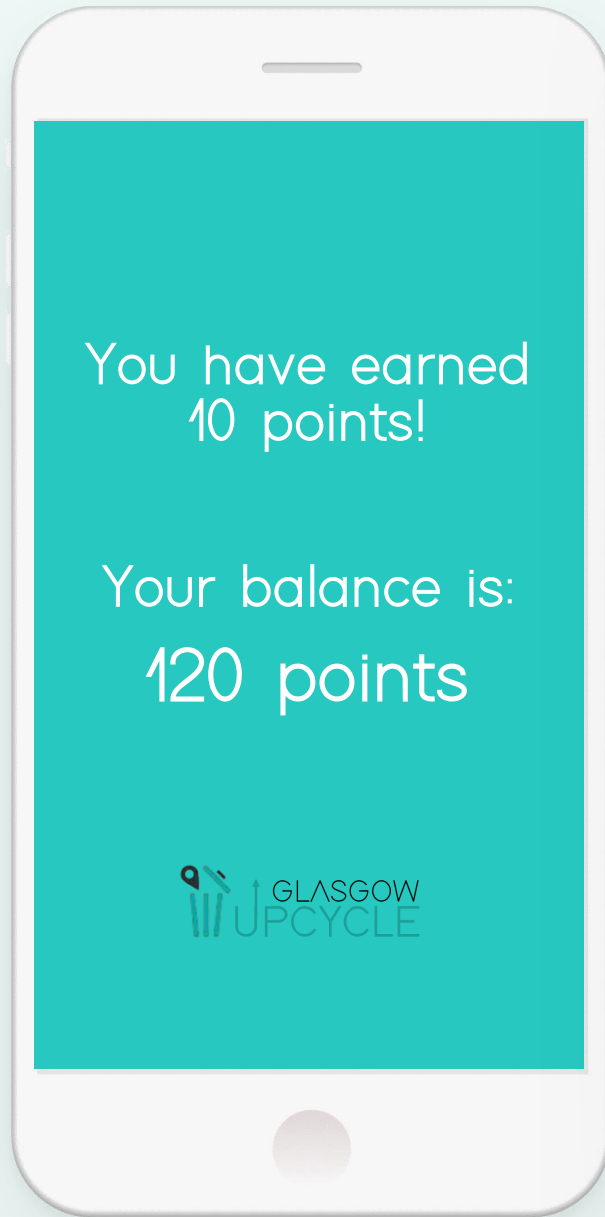


Recording Data

The data input screen will be an easy and quick way to record information about the items being recycled.

The user must pick 1 of the three options to record by in order to qualify.

When the user is finished, the app will display an encouraging message.

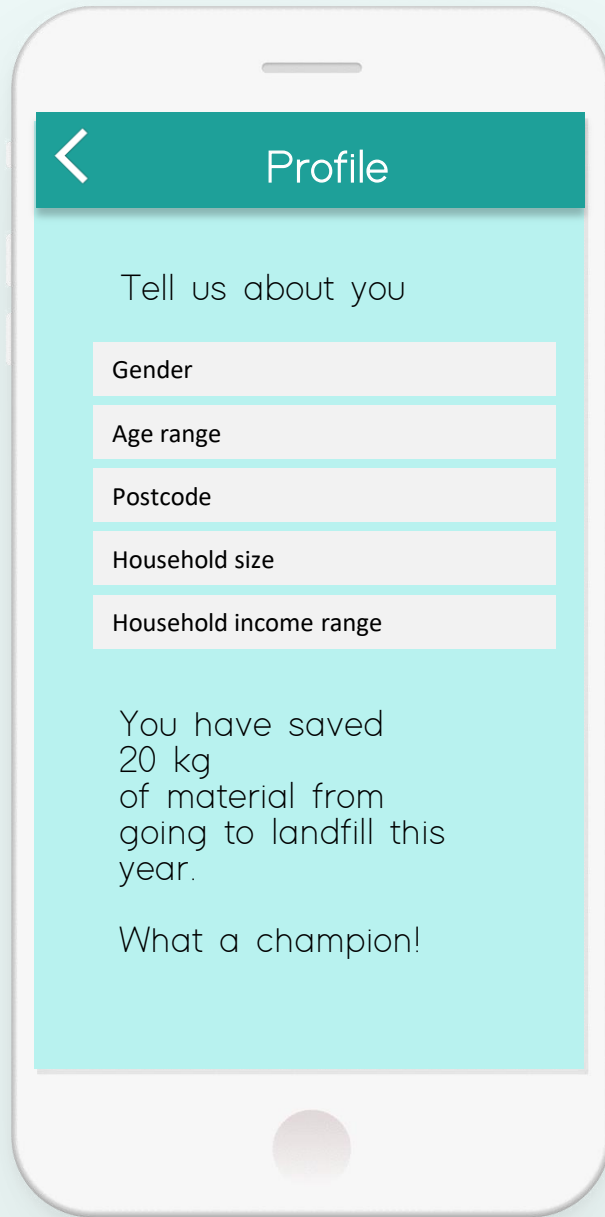


Reward

Once the drop-off is confirmed the app will automatically calculate the amount of reward points and show this on the screen.

Profile

The user will provide some demographic information and view their Upcycling statistics.

A mobile app interface for a profile page. It features a teal header with a back arrow and the title "Profile". Below the header, the text "Tell us about you" is displayed. A list of five input fields follows: "Gender", "Age range", "Postcode", "Household size", and "Household income range". Below these fields, a message states: "You have saved 20 kg of material from going to landfill this year." followed by "What a champion!".

< Profile

Tell us about you

Gender

Age range

Postcode

Household size

Household income range

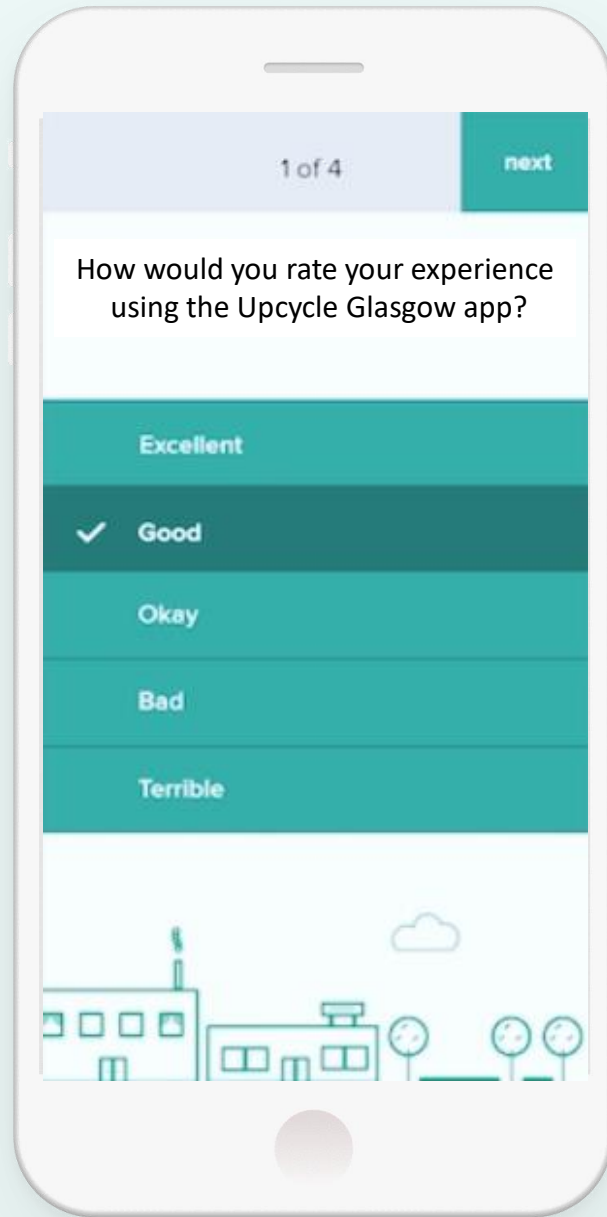
You have saved
20 kg
of material from
going to landfill this
year.

What a champion!

Tips

Information and tips for the user to learn more about how to recycle.



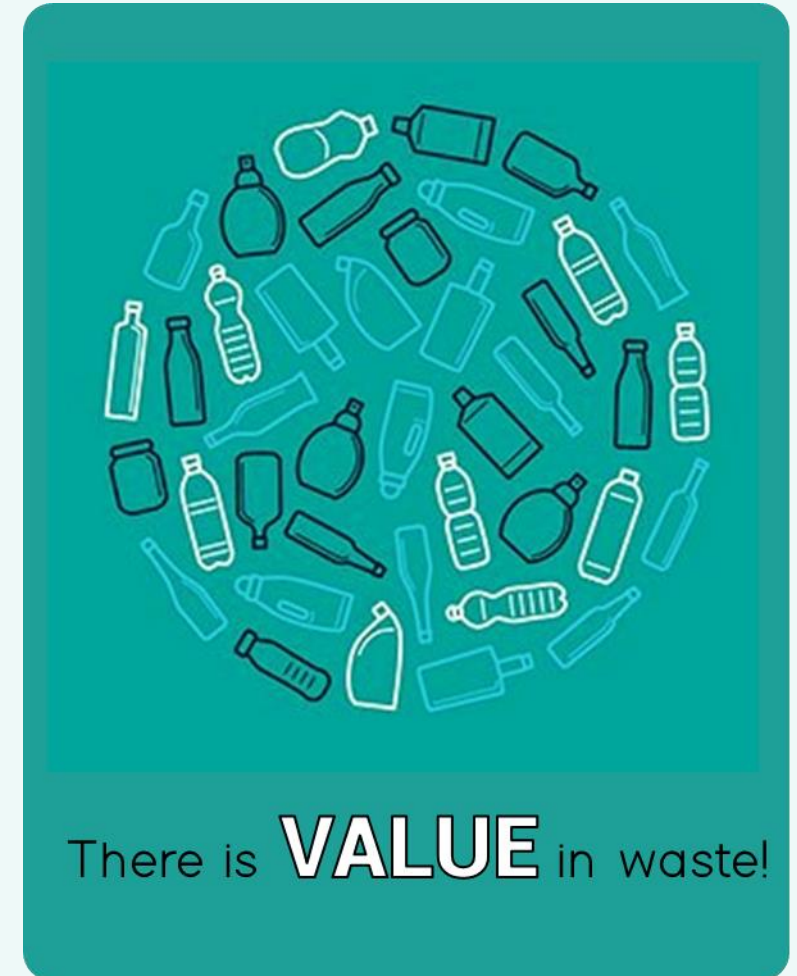


User Experience

With the help of this screen we will collect the feedback from the users on using the app.

There will be a range of multiple choice questions and one open question for feedback.

Marketing materials (1)



Marketing materials (2)



RIP Waste



There is **VALUE** in waste!



GLASGOW
UPCYCLE



Other reward system (mobile app based) focusing on CO2 emissions

To make sure the system is not abused by users we will follow successful apps on the market to ensure the sustainability of our project.

[#korahome](#)[About us](#)[How it works](#)[Subscription](#)[Blog](#)

What is Kora?

Kora is a points system based on reducing your carbon footprint. The points are called Koras, and 1 Kora = 1 Kg (2.2 pounds) of CO2 reduced.

The reduction is measured against certain benchmarks, e.g. driving a car over 1 km (0.62 miles), or eating 200 g of meat (7.05 Oz). At this stage Kora is focusing on transportation and planning to expand the measurements into other sectors, e.g. food and energy.

