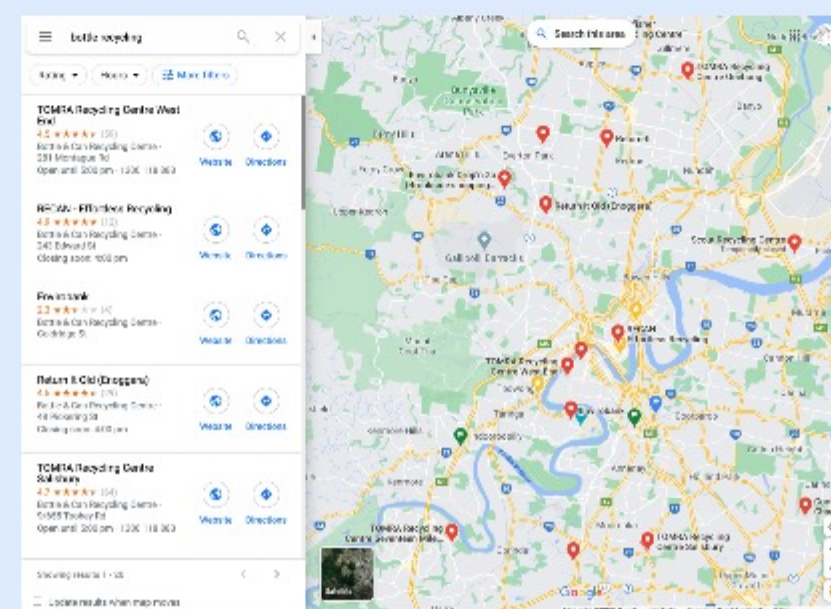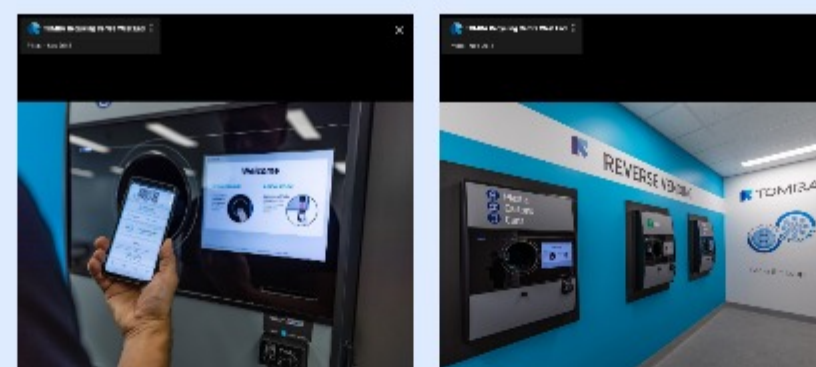# Initial Design Concept

Concept Description

An online platform but collaborate with Container Deposit Scheme. The platform will generate each user a barcode when they need recycle in the recycling centre. The platform provide education content, point collection system, online community, activities feed. The point collection is for user to convert the opportunity of large item waste removal.
The location of recycling centre are quite based in local communities.

In the each recycling centre, the machine is quite similar:

By collaborating with the Container Deposit Scheme, my project could be easily get started.

Justification

According to the interview, most of the testers think the container recycling centre is not that convenient for the recycling activities, and some of their opinions to the education content is not positive. So the justification I have made is:
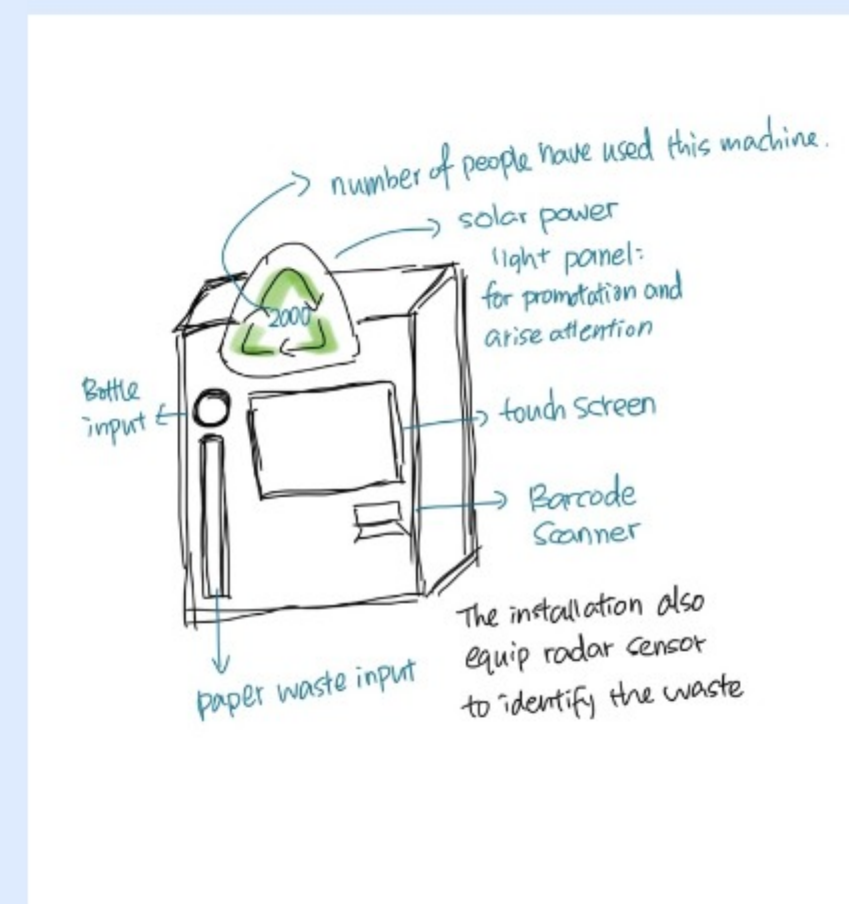
- **Add more installations**: installations is to promote the recycling activities, it is another way to arise people's attention about recycling.
- **Delete online education content block**: just keep the activities section which connect to the social media, post the education content on social media.
- **Updating some layout**: change some designs to enhance the engagement

Second Design Concept

Concept Description

Excepting the online platform and the Container Deposit Scheme, I have designed the installation to enhance the engagement and help my project to arouse people's attention. The installation will be put within inner city suburbs since the population density is relatively high.

The material of the installation is all recyclable and install the solar panel to reduce the usage of electricity. The installation including the waste input, touch screen and light panel.

Justification

According to the user testing, I think the way of people access to the project could be more easily and quickly. In order to meet the goal, I have made following adjustments:
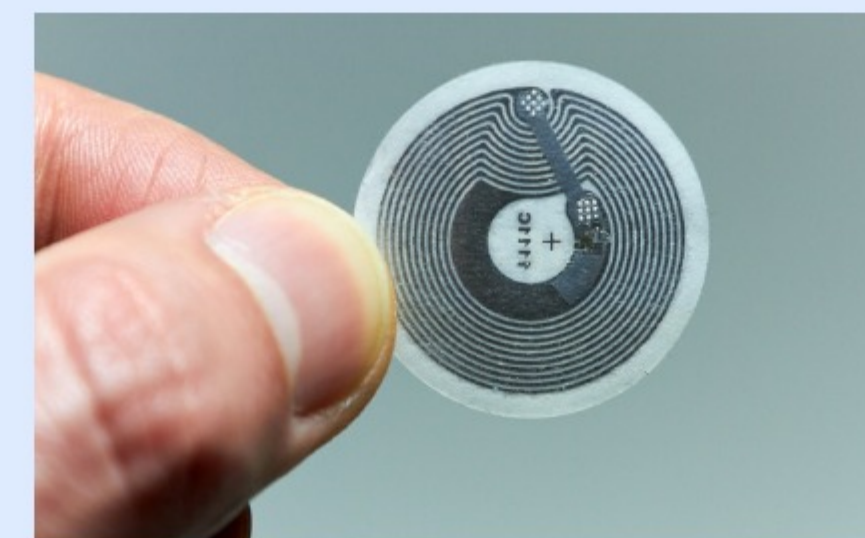
- **Adding another approaches**: to make user to do recycling activities in daily based, I plan to add the daily recycling activities accountable.
- **Updating some layout**: for user to have a clear instruction of the system, I have change some design of the layout.
- **Priority Design**: consider of the user experience, I would like to design mobile version firstly.

Final Design Concept

Concept Description

To make the recycling activities easier to access to our project on daily regular basis.
I think the normal recycling bin could combine withe NFC tag for easier tracking the recycling activities.
By simply touch the NFC tag and upload the photos, the points could update in users' account.
NFC tags is cheap and small, the first batch of NFC tags will be put into student accommodation and apartments around university and inner city suburbs.

About NFC research reference:
https://electronics.howstuffworks.com/nfc-tag.htm

But why I did not use QR code?

- QR code need to be print and not easy to maintain
- QR code need to scan and it spends more time

The target audience of my project is young adult, they are generally experience the stressful and busy lifestyle, so the approach is really important.

miro