

STRATEGY WORKSHOP

STATED GOALS

- Increase student recycling at the MSU International Student Center
- Understand why students aren't recycling more even though MSU has an aggressive marketing campaign for it
- Create motivation for student recycling (intrinsic/extrinsic) using a system / application

TRIADS



TRIADS - CORE WORDS 1

GREEN **COMMUNITY** **EASY**

NOUNS

ADJECTIVES

VERBS

HOME - FUTURE - ACTION - SCHOOL

MINIMALISM - UNITED - WELL-BEING - SUSTAINABLE

BALANCE - ATTRACT - RENEW - PLAY

TRIADS - CORE WORDS 2

INNOVATIVE USER-FRIENDLY INSPIRATIONAL

NOUNS

ADJECTIVES

VERBS

PHONE - PERSON - TREND - EXPERIENCE

INTIMATE - LIVELY - CLEAN - FRESH

SATISFY - ENJOY - LEARN - COMFORT

ELEVATOR PITCH

For college students who need more structure, routine, or incentive in their daily recycling habits, our system/application provides a novel approach to increasing recycling output.

ARTIFACT FROM THE FUTURE

These social media posts have it true, everyone is talking about it.





MOOD BOARD



FEATURES BEING CONSIDERED

- 1 GAMIFICATION
- 2 POTENTIAL REWARDS
- 3 LINKED WITH NET ID
- 4 PROFILE
- 5 SOCIAL MEDIA INTEGRATION
- 6 MAP
- 7 COOPERATION WITH BUSINESSES
- 8 REWARD/ POINT MANAGEMENT
- 9 ON CAMPUS/ BUILDING INFRASTRUC-

