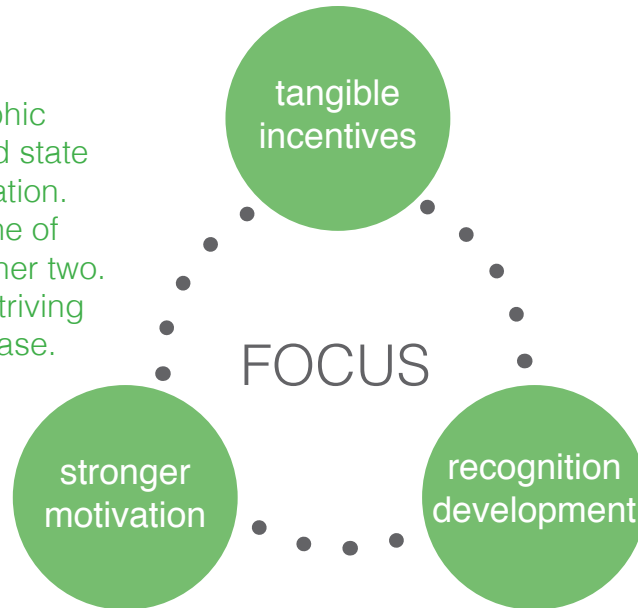# FOCUS

This information graphic demonstrates a liquid state flow model of information. In this sense each one of the three fuels the other two. This is what we are striving to instill in our user base.

tangible incentives

FOCUS

stronger motivation

recognition development

STRATEGY + TONE

minimalist

personal satisfaction

energizing

This information graphic demonstrates a liquid state flow model of information. In this sense each one of the three fuels the other two. This is what we are striving to instill in our user base.

FUNCTION + FEATURES

Profile
Gamification
Rewards
Scanning
Logging

Acts as an intermediary between recycling infra- structure and tangible rewards

PROTO-PERSONA
quick look

Sarah

age: 19
location: Grand Rapids, MI
lifestage: First-year
major: Journalism
family size: 2-5

MOTIVATIONS
live a happy and fulfilling live
contribute to society
earn good grades
party!

MINDSETS
vulnerable: new to the setting
impressionable: easily influenced due to displacement
ambitious: looking to achieve new goals

NEEDS
integrating school spirit
expanding social circles
adapting to new lifestyle

BEHAVIORS
jogging / working out
hanging out with friends
social media
reading fashion news

" *I'm so excited to start my new life as a Spartan! Go Green! Go White!* "

CONTEXT
At designated "recycling areas" around campus, students recycle accepted products via some sort of system (machine?). This machine processes what is recycled, and presents a code that is scanned by the user via a mobile device.

ariel tianyu
lissy torres
greg kozma

DESIGN BRIEF