



<https://www.creativejam.in/targetbrief>

Design brief:

Your challenge is to design an inclusive third-party mobile app to facilitate retailers help their local communities educate, encourage, measure, and/or track recycling.

Ideas and concepts:

immediate ideas to incentivize guests to use recycling facilities:

- give them cash back
- give them coupons for their next shop (maybe let them pick, and the higher the weight of the recyclables, the larger the discount)
- keep a tally of how much local recycling has been produced, and make some sort of animation and display some sort of local heat map with recycling (thank them for their contribution)
- give rewards to guests among the first to utilize these facilities (maybe a shirt or a pin or something)

Accepted items:

- Paper
- Cardboard
- Green, clear and brown glass bottles and jars
- Juice and milk cartons
- All hard plastic bottles and containers (no lids)
- Steel (tin) and aluminium cans and empty aerosols
- E-Waste (does not count toward rewards weight)

App notes (design ideas, written content, etc):

Onboarding greeting:

Let's help you collect rewards while you help save our planet! "Sign me up!"

Rewards

Gift cards (\$5 for every 15lbs of recycling)

Coupons (maybe for items made with recycled goods)
Visual representation of impact

Local resources and why recycling is beneficial

Flow

Splash screen > greeting > ask for location > recycling locations > location details (accepted items, address) with “copy address to clipboard” for GPS usage > buffer screen > explain how to use facility > qr code > community/personal contributions > information and resources > rewards > end

Greeting: Let's help you collect rewards while you help save our planet! "Sign me up!"

Ask for location (prompt)

Location details: Here's a little info about this facility. Hit the blue button when you're ready.

Buffer screen: Great! The address of the facility is copied to your clipboard, ready to put in your GPS.

Explain how to use facility: When you're ready to head to your local facility, you will need to follow these 3 simple steps:

1. Go to a kiosk and scan your personal **recycl** QR code
2. Deliver your recyclable goods
3. Reap the benefits (GET IT WE HAVE REWARDS)

****BIG GIANT BUTTON THAT SAYS “Get my QR code”****

Qr code: just a qr code (also maybe a button that says “Add to wallet” or something to integrate it into apple wallet? If time allows)

Information and resources: Now that you're ready to go, here are some facts about how you're helping the environment. (bulletpoint facts)

Community/personal contributions: cool animations and placeholder statistics about lbs of recycling turned in within a 50 mile radius of you

Rewards: This is the rewards page. Here, you're able to see a preview of the different rewards tiers, and your progress towards unlocking each of them.

End: Welcome to recycl!

Information:

- Recyclable materials that are thrown away end up in landfills, harming wildlife and ecosystems.
- Plastic takes 450 years to decompose, while glass takes over 1 million years.
- Much of the plastic ends up in the ocean and consumed by the fish that end up in grocery stores.
- By 2015, only 9% of the world's plastic has been recycled, and 79% of it is somewhere on our planet. You can help change that!
- Recycled materials can be used to make bottles, clothes, bags, shoes, and more!

Sources:

<https://www.nationalgeographic.com/science/article/plastic-produced-recycling-waste-ocean-trash-debris-environment>

<https://www.peacecorps.gov/educators/resources/timeline-decomposition/>

<https://www.wired.com/gallery/our-favorite-upcycled-and-recycled-products/>

<https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/national-overview-facts-and-figures-materials>

Abstract: (150 words)

- Does the solution address a target audience and their needs?
Yes. The product offers incentives to shoppers to get out and recycle. Instead of inconveniencing them, it rewards and encourages them.
- Does the prototype solve the problem in an innovative way?
Yes. It drives participation via rewards, and competition via leaderboards. Your rank is found under the “info” tab upon completing the tutorial.
- Is the user experience and interface intuitive?
Yes. The app follows the Apple Human Interface guidelines and always tells you where you are and where you’re able to go. Scrollable zones are indicated by a dark gradient at the bottom of a scroll area.
- Is visual design used in a thoughtful and meaningful way?
Yes. The app isn’t cluttered and is neatly laid out on a grid system with even spacing and typography. Colors were also purposefully picked to be accessible and conform to iOS system colors.

Scrapped

Removed raffles due to stores in low population areas would have too low of a barrier of entry

Removed apple wallet integration due to time constraints