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- UX Researcher and Designer

Problem:

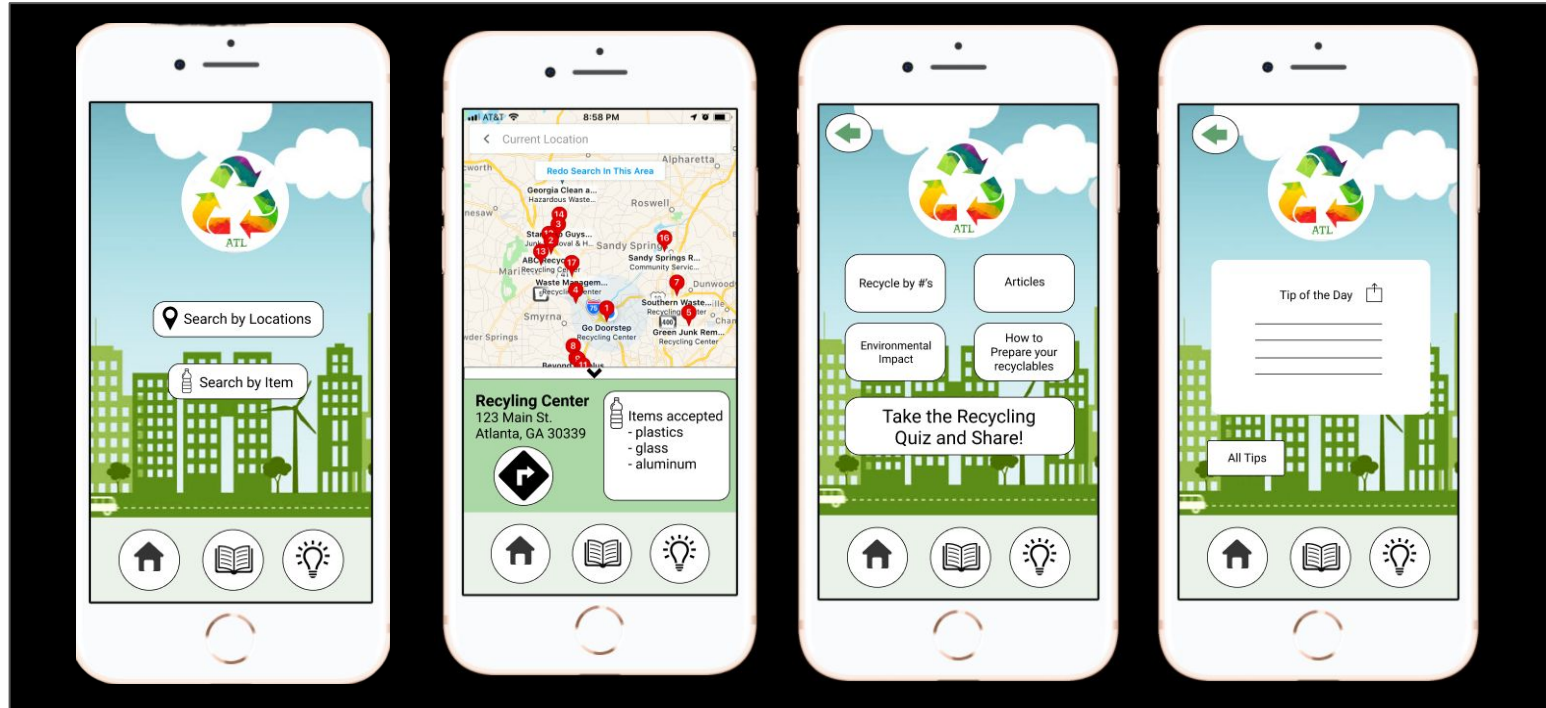
People want to recycle more often but they do not know where to take their recyclables to if they don't have curbside recycling.

Solution:

Create a mobile app that shows them drop off locations.

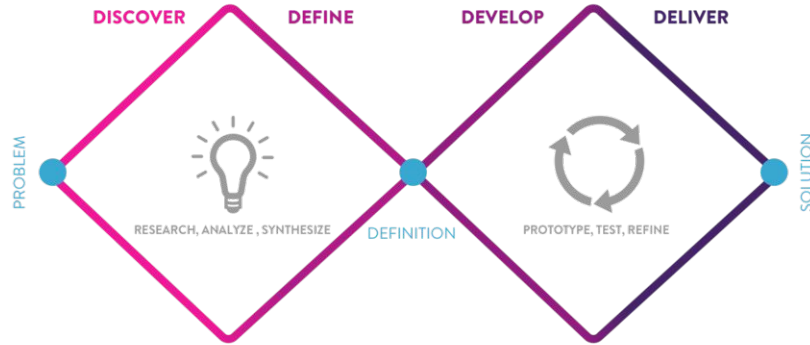
# Key Features

- Drop-off locator- search by zip code or specific item
- Education- learn about recycling best practices
- Daily Tips- with option for push notification



# Design Process

## 2 Week Sprint



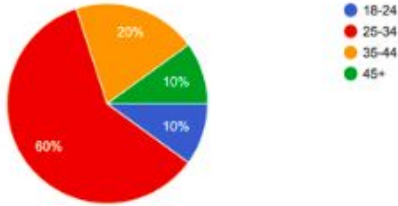
- First week dedicated to research and synthesis
  - Survey
  - Competitive Audit
  - User interviews
  - Value Proposition
  - Affinity Mapping
- Second week focused on ideating, wireframes, usability testing, iterating, and prototyping

# Discovery/Research

## Survey Results

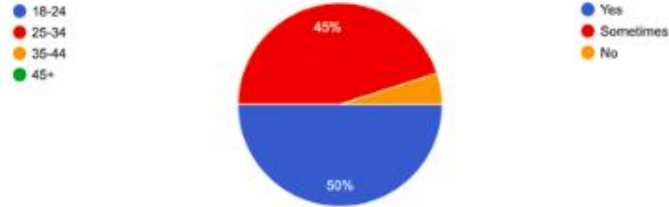
Age Range

20 responses



Do you recycle on a regular basis?

20 responses



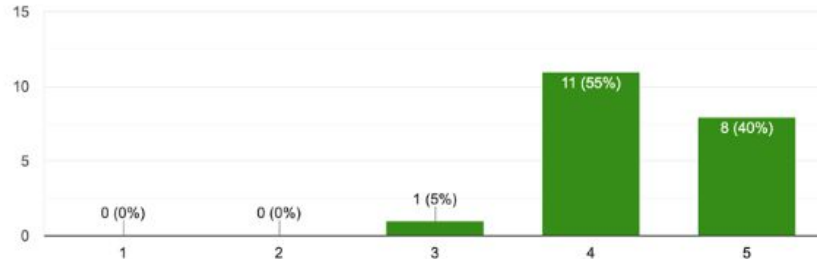
If not, why?

10 responses



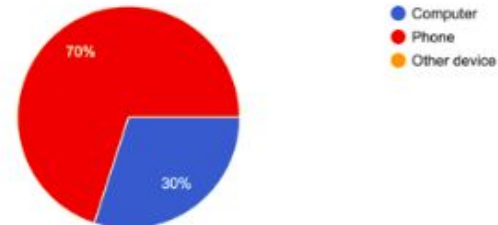
How concerned are you with environmental issues?

20 responses

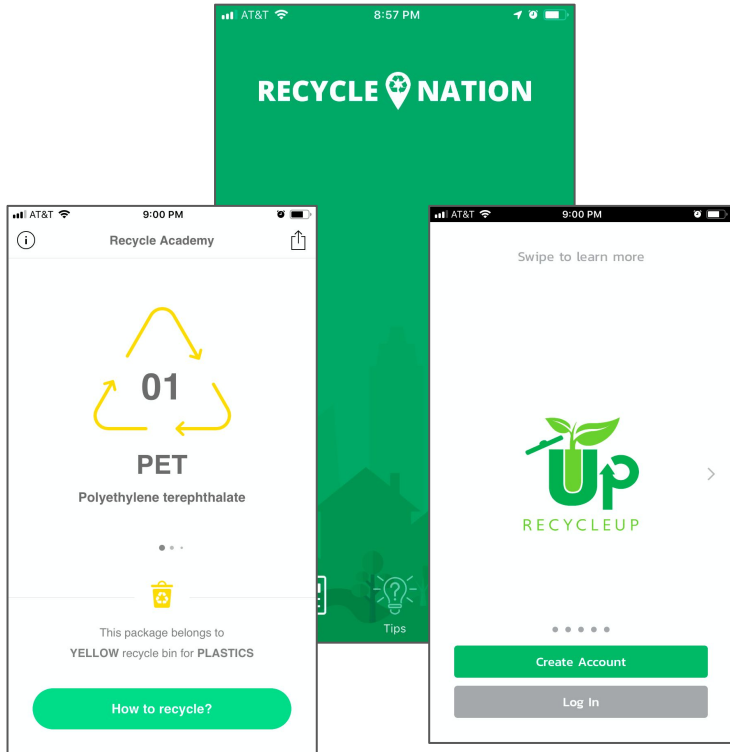


If you were going to find out more information on environmental issues, would you be more likely to use your computer or your phone?

20 responses



# Competitive Analysis



- A few apps available, but with limited features
- Recycle Nation is the most equipped, with features including drop off locations, sections for education, tips, and facts; articles; tracts positive environmental impact of the recycled item; and even offers creative “up-cycling” ideas for arts and crafts. Negatives of the many features is that it feels overwhelming just looking at it
- Recycle Right is another great app with similar features, only available in Australia

# User Interviews



I conducted interviews with 6 participants of various backgrounds who did and did not recycle on a regular basis. It was not targeted to specific audience.

4 recycle, 2 do not

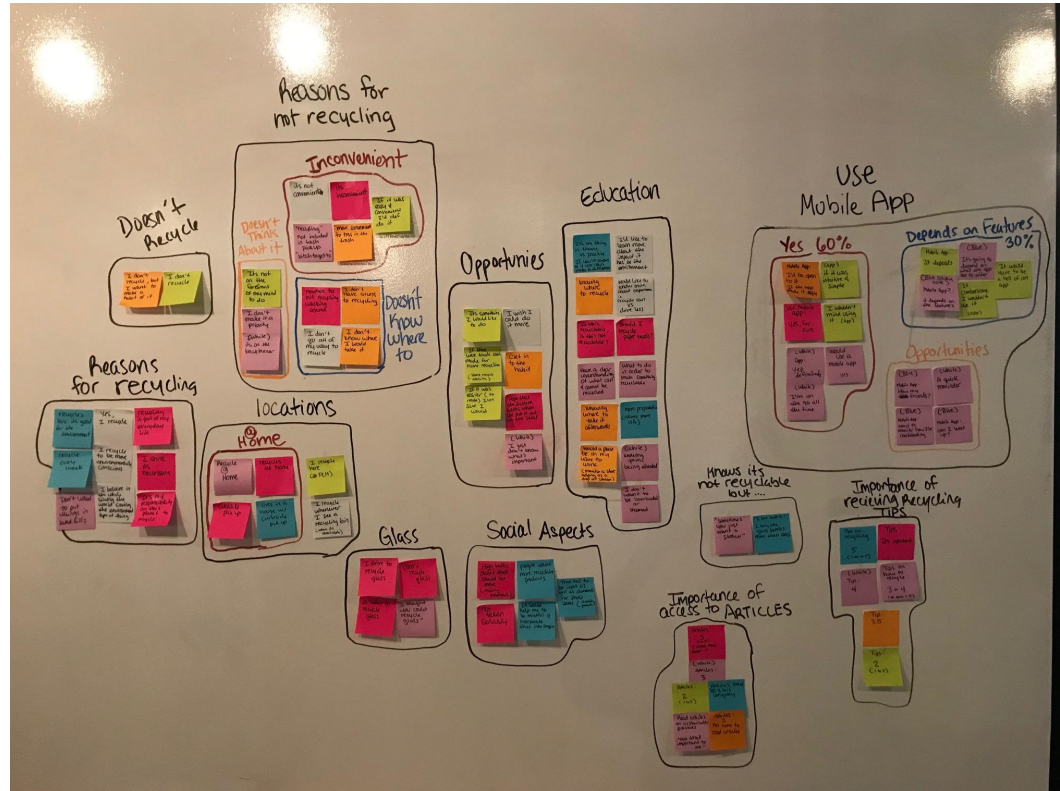
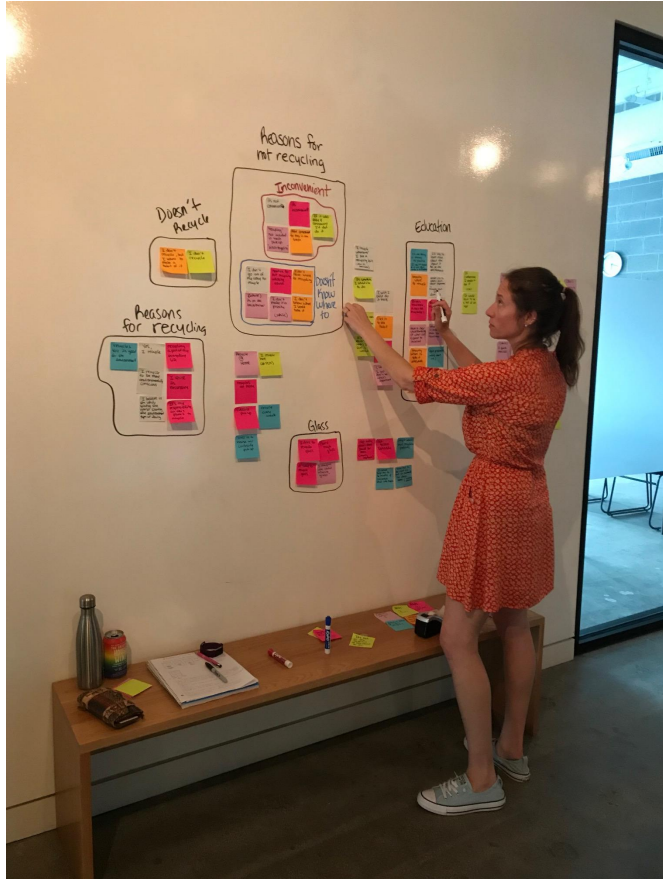
Reasons for not recycling include

- Inconvenient
- Doesn't know where to recycle
- Doesn't think about it

Reasons for recycling include

- Good for the environment
- Keeps trash out of landfills
- They feel it's their responsibility
- It's part of their everyday life
- Believes in saving the planet

# Define/Interpret





# Additional Insights



- Wants to know **where** to take recyclables
- Is **glass** recyclable?
- People want more sustainable options
  - Theory vs practice, input as well as demand
- Recycling/waste management issues not taken seriously
- Want clear understanding of what is recyclable
- How to properly **prepare** recyclables
- What are the positive and negative **impact** on the environment



# Opportunities



- How to make recycling a habit
- How to make recycling easier
- Are there recycling places on the way to work (partnership with store helping as drop-off station)
- 4 out of 6 reported they would use a mobile app to learn more about recycling
- The importance for recycling tips and articles was mixed, but in interviews it was expressed that most wanted to learn more about what was recyclable

# Persona

- Max Hartwell
- 34 years old
- IT Support
- Lives near The Battery



He's an avid runner, has two pet turtle named Toby and Tammy, and drinks Starbucks coffee every morning. He believes it is important to recycle for the sake of the planet, and is frustrated by the lack of information there is on what is recyclable and how to properly prepare items before recycling. He feels guilty that he chooses to purchase bud lite in the bottle vs the can, knowing glass is not accepted at most recycling facilities in Atlanta. His goal is to become informed on recycling best practices and feel better about his commitment to the environment.



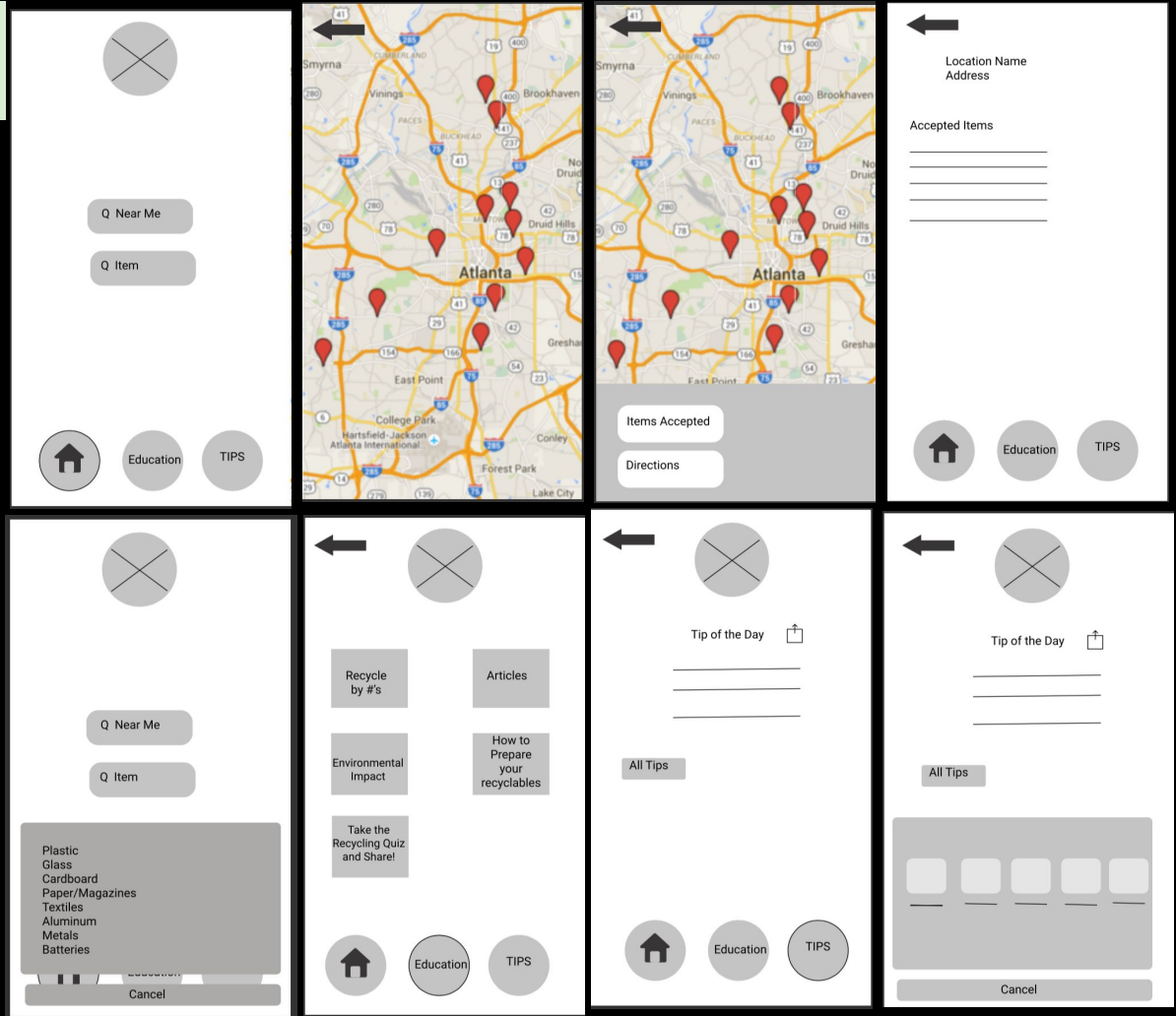
# Problem Statement

Users need a way to find out where they can drop off recyclables so they can become more environmentally conscious and reduce their carbon footprint

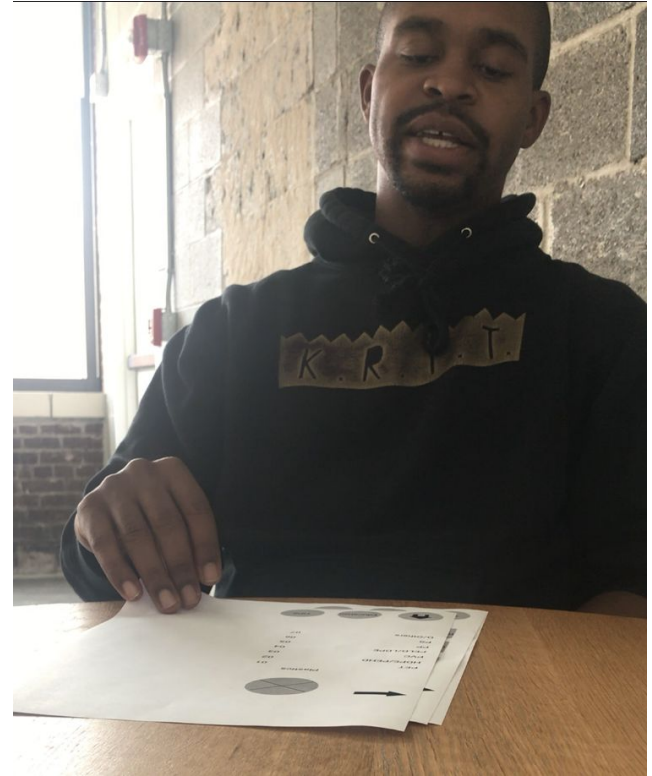
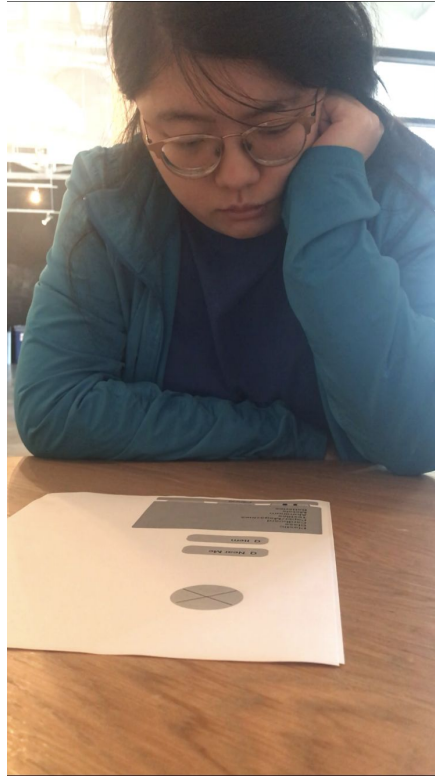
# Solution/Hypothesis

We believe by building a mobile app that lets users know where to drop off recyclables, users will become more informed and recycle on a daily basis. We will know this to be true, when users use the app to locate drop off locations.

# Wireframes



# Usability Testing



Confusion with maps, pop-ups menus, and specific pages

# Iterations Leading to Prototype





# Prototype (cont.)





## Next Steps

- Conduct more usability tests with target users
- Check-In to drop-off locations for points
- Recycle pick up like UBER for recycling

