TRASHEROES

UX/UI CASE STUDY

Creating a Trasheroes community to help solve plastic waste pollution

The Project

Trasheroes is a app that allows people to earn rewards by picking up and scanning a piece of the plastic waste. The app aims to help reduce your carbon emissions, plastic waste pollution and achieve individual plastic footprint goal. Each plastic piece collected, earns points, captured by the Trasheroes community.

Duration	Tools	Team
September 2021 - December 2021	Trasheroes Website UX/UI Designer Photoshop/Illustrator	Figma Adobe Photoshop Photoshop/Illustrator Effect

The Crisis

Plastic pollution is one of the most critical threats for our global environment and we lack of horse to ease our endangered oceans.

The Solution

The purpose of Trasheroes is to create a platform for people to Connect, Make Impacts, and Earn Rewards. It will help people who are aware of our environmental crisis to take action and make a difference in our world.

The Power of One

A theme is a color, font, layout, and other design elements that give your website a look and feel. Choose a theme that reflects your brand or your personality. Put together the site you envision.

The Power of Community

In order to solve the plastic pollution crisis, we need to work together as a community. Together, Trasheroes will make a difference.

The Data

Collecting plastic waste Data. Tracking Plastic Footprint. Data Analysis. The data will be used by Trasheroes, Plastic Footprint Calculator, Plastic Footprint Analysis, and research institutions.

How It Works

Design Process

EMPATHY

User Research

In my Empathy User Research, due to the nearby recycling centers, and fewer actively engaged community in other cities, there are plastic waste. Beach cleanups are rare.

Goal

Is to solve a people behavior & habits with plastic waste pollution

Interview Questionnaire

Social Questionnaire

IS MAKING CLEAN UPDATES STIRS GREEN IMPORTANT?

WHY SHOULD WE RAISE AWARENESS ON OUR GREEN PROBLEMS?

WHO ARE THERE TO BENEFIT IN PLASTIC WASTE REDUCTION?

WHAT WILL BE THE TRIGGER TO MAKE PEOPLE CHANGE THEIR LIFESTYLE IN GREEN LIFE BEFORE PLASTIC POLLUTION BECOMES A DISASTER?

WHAT WILL BE THE TRIGGER TO MAKE PEOPLE CHANGE THEIR LIFESTYLE IN GREEN LIFE BEFORE PLASTIC POLLUTION BECOMES A DISASTER?

WHO ARE THE PEOPLE WHO WILL BE THE CORNERSTONE OF THE COMMUNITY ABOUT PLASTIC WASTE?

Personal Questions

WHAT IS YOUR POSITION ON PLASTIC WASTE?

HOW MUCH PLASTIC WASTE CAN DO YOU PRO-DUCE DAILY?

HOW MUCH DO YOU WILLING TO PAY OR TO SPEND TO REDUCE PLASTIC WASTE?

HOW MANY PEOPLE DO YOU CONSIDER DEALING WITH YOU WHEN THE WARE CONCERN WITH PLASTIC WASTE?

HOW MANY PEOPLE DO YOU CONSIDER WILLING TO DEAL WITH PROBLEMS RELATED TO PLASTIC WASTE?

DO YOU ACTIVELY WANT TO CONTRIBUTE TO SAVE ENVIRONMENTAL CRISIS?

DEFINE

User Personas

Emily Lin

"I know there's Mars, but I also want to live on only One Earth."

About

Emily is a social media specialist who loves to work inspirations by traveling. Her passion with travel may kat she feels up the hue for the environment and wishes to make a difference. Emily is also searching for better ways to minimize her plastic waste footprint.

Needs

Reduce her plastic waste consumption

Raise awareness via social media platforms

Find an environmental other community groups

Current Feelings

Frustrated	Hopeful
Motivated	Inspiration
Adventurous	Adaptive
Confident	Curious
Trustworthy	Self-Interested
Sociable	Self-Interested
Trustworthy	Self-Interested
Sociable	Self-Interested

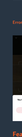
Age	26
Occupation	Social Media Specialist
Income	$56,000
Status	Single
Location	San Francisco, California
Frustrations	Hopeful that plastic replacement & expansion
	Spend extra time after 8-5 job is exhausting
	Respect knowledge - passion and patience

Social Media Activities

Instagram	Twitter
Facebook	Reddit
Pinterest	Tik Tok
Youtube	

Heuristic Evaluation

LITTERATI


Litterati
Litterati
Litterati

Product Requirements

User Task:
Users invite friends to join Trashereos session together.

Steps by Steps:
Main Home Screen
Tap Start
Tap Invite - max 6 friends
Follow GPS map to get to potential Trash Zones
Tap Camera
Take a photo of any litter
Pick up (or leave) photo
Get Points
Back to map to keep playing

Screens to design:
Main Screen
Trash Zones GPS Map
Photo Mode

Main Screen
Screen Requirements:
Display a large user personal or global data analytic charts. Start Buttons and Navigation Bar at bottom
How to achieve requirements:
This will be a default page whenever users launch the app. The Data Chart will be live updated whenever a litter is picked up to emphasize how users impacts. Start Button
Tap Navigation at bottom
Contents & Features:
Main page with Data Charts to engage users to do more. Simple buttons to let users jump right into their heroes mission. Anchored Navigation at bottom

Hero Journey with GPS Map
Screen Requirements:
Hero Journey screen with built in GPS map which Geolocates players and potential Trash Zones areas.
How to achieve requirements:
Hero Journey Map with navigate users to potential Trash Zones with different gradients depending on its density. Instantly switch to photo mode with a tap to not miss any litter.
Contents & Features:
This will be where the heroes spend most of their time on so it has to have all the most important features such as photo mode switch with a tap, in-game voice chat.

Photo Mode
Screen Requirements:
Photo mode will be accessible in most of the screens with a shortcut button. Users can also tag the litter with location, brands, or product types.
How to achieve requirements:
Players can quickly and easily switch to the mode they want by tapping the photo button on the bottom. Tags are included so users can be precise.
Contents&Features:
Photo mode with tagging feature.

Wireframe Digital Sketches

Task 1 Invite Friends to join a session of litter picking during a lunch break

Main Screen & Tap Start — Hero Journey Screen with GPS Map — Invite Heroes Screen — Photo Mode Screen

Task 2 Explore and Learn about Different Types of Plastics together with her kids

Main Screen — Library Screen — Topic Screen

Legends:
Camera Shortcut
User Icons
Potential Trash Zones
Tag
Flash

Task 2 Challenge Friends/Coworker to Reduce Plastic Footprints

Main Screen — Challenge Screen — Challenge Screen

Style Guide & Mood Board

Typography : Font - Ebony

Buttons — deactivated — activated

Ebony Bold
Ebony Semi Bold
Ebony Medium

Ebony Light
Ebony Thin

TRASHEROES
On-click/tap
Icon Text

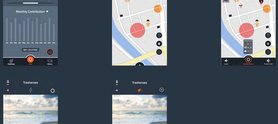
Content Text
Content Text

Color Palette

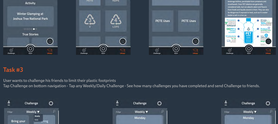
#e7ff47	Playful Energy Active Social Friendly
#4CE2B	Mystery Darkness Power Pollution
#4D7ED	Balance Calm Maturity
#808080	Neutral Cleanliness

Low-Fi Wireframe

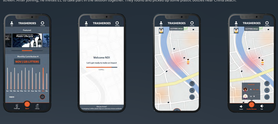
Task #1
Joining a Trashereos litter-pick up sessions with friends.
Tap Start on Main Screen - Tap Nearby Heroes to invite - Walk to potential Trash Zones - Tap Camera Icon - Snap a photo and Tag to earn points.



Task #2
User wants to learn more about Different Types of Plastic and how they are recycled
Tap Library on bottom navigation - Tap any Weekly/Daily Challenge - See how many challenges you have completed and send Challenge to friends.



Task #3
User wants to challenge his friends to limit their plastic footprints
Tap Challenge on bottom navigation - Tap any Weekly/Daily Challenge - See how many challenges you have completed and send Challenge to friends.


Challenge
Weekly
Bring your own reusable water bottle instead of plastic for a week!
Challenge Name
Challenge
Weekly
Monday
Bring your own reusable shopping bag for a week
Challenge
Weekly
Monday
Bring your own reusable shopping bag for a week
Challenge Name
Challenge Name
Challenge Name