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Document describing concepts from class used in project

The idea behind my project was to support SDG 12 responsible consumption and production by providing a medium for users to retain further use out of products rather than disposing of them. I believe that I achieved this goal by creating a project that enables users to easily showcase their items as well as view items of others, creating a sustainable method of responsible consumption based on user participation and contribution. By creating an environmental impact score associated with each post, my project also brings more awareness to the impact their item may have on the environment if it was sent to the disposal now.

The best way to utilize the effectiveness of my project would be for the users to increase their contributions for both listing items as well as selecting items to make more trades. This has multiple benefits to both the user as they can receive new items and the SDG goal of responsible consumption as items get reused rather than being wasted and causing a negative environmental impact. Another metric that could be utilized is understanding the environmental impact score associated with each item. By understanding which types of items have a greater impact on the environment when wasted, a user can try to engage in trades with those items which will make the application more useful.

The first topic that I integrated into my project was the concept of Cynefin from the data information and acknowledgement lecture. I wanted to ensure that my application was simple rather than complex because my target was to focus more on the idea of the SDGs and reusing materials rather than learning how to use the app and its features. To do this I minimized unnecessary complexities that might distract users from these goals by creating an easy to understand task bar at the top where one icon leads the user to the create posts page, one leads to the current users profile page, and the third logs the user out. The application is also easy to learn which was an important goal during planning. The metric for success here would be an increase in use due to how easy it is to find and create posts. If people find the application easy to use then they may use it more or recommend it to others and more trades will occur. The simplicity of the app also brings in different types of users or communities which broadens the reach of people contributing to responsible consumption.

The second topic that I integrated into my project was the Content lecture, specifically the three literacies of content: reading, writing, and participation. When doing the analysis during the project planning phase, I discovered that I would be focusing on a content oriented community, so this topic was important. I implemented these literacies through first enabling the user to write content such as creating posts and writing a description of what they would like in return. Second I enabled reading by creating an easy to read and understand list of posts while also allowing simple analysis through the two filters on the page. Finally, I enabled participation by creating an easy method of creating new posts to not discourage participation. By utilizing

each of these literacies, It allows the application to be more efficient in its goal of increasing the trade rate which in turn increases responsible consumption.

One ITC that I did not incorporate is gamification from week 11s lecture. While displaying the environmental score of each player could be considered a competition to some, I chose not to pursue this further because I wanted the users to focus more on actually participating in the trades rather than focusing on the scores. Gamification could potentially make my application more engaging through this competition, where the metric of success would be an increase in participation and trades completed.

The second ITC that I did not incorporate is the concept of group complexity from the week 9 lecture “Sharing Community Anchors & Collaborative Production”. I did not consider the group size and complexity when I designed this application. One thing that I could have considered more is how I could get universal (or close to) agreement with a large group that would use this product. I could have done more user testing to find out what kind of information they would like to share on the application. This could include a background story of the trade item which could give more meaning to the items? Doing this might have increased engagement with the app which again in turn decreases the waste to landfills.