

# TrashAware

by Jasmine Lesner

1. DESIGN

2. DEMO

3. TODO

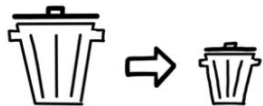
Welcome to our  
**TrashAware**  
Community



Reduce trash  
together for a  
healthy planet

Why?

Welcome to our  
**TrashAware**  
Community



Reduce trash  
together for a  
healthy planet

Why?

tap

Wasteful  
Packaging



☒ Recycling Fraud

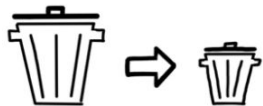
☒ 400+ Years Pollution

☒ Poisons enviroment



Solution?

Welcome to our  
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Community



Reduce trash  
together for a  
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Why?



**Wasteful  
Packaging**



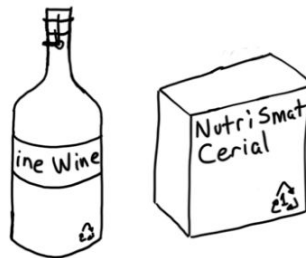
- ☒ Recycling Fraud
- ☒ 400+ Years Pollution
- ☒ Poisons enviroment



Solution?



**TrashAware  
Shopping**



- ☒ Really Recylcable
- ☒ Prevents polution
- ☒ Sustainable



How?

# TrashAware Shopping



- ☒ Really Recyclable
- ☒ Prevents pollution
- ☒ Sustainable



How?

# TrashAware Shopping



- ☒ Really Recyclable
- ☒ Prevents pollution
- ☒ Sustainable



How?

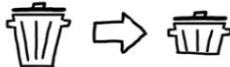


# How it works:

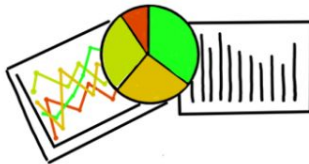
- ① attach your shopping



- ② get and share suggestions



- ③ track and share progress



Start Now

# TrashAware Shopping



- ✓ Really Recyclable
- ✓ Prevents pollution
- ✓ Sustainable



How?



## How it works:

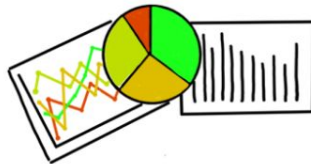
- ① attach your shopping



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- ③ track and share progress



Start Now



## Connect

Walmart.com  

**COSTCO**  
WHOLESALE 

Amazon.com  


Insta Cart  

Target.com  

Done!


# Purchases

This week :




Happy Peach Juice Drink x2  
\$ 2.69  
2.6g of S.U.P  
Amazon

2




Happy Mandarin Bag x1  
\$ 5.99  
1.3g of S.U.P  
Amazon

1



Test Toothpaste 4oz x1  
\$4.00  
1.1g of S.U.P  
Amazon

?



Joe's Fig Bars x3  
\$7.99  
4.5g of S.U.P  
Amazon

A

Last week :



Wave Laundry Detergent x1  
\$19.94  
5.0g of S.U.P  
Walmart

3



Red's Ketchup x2  
\$5.00

← B

Sustainability  
grades

← C

← 3

# of  
Sustainable  
Suggestions



↑  
purchase  
history

↑  
top  
wasteful


↑  
your  
progress


↑  
settings  
accounts





# Purchases

This week :

 Happy Peach Juice Drink x2  
\$ 2.69  
2.6g of S.U.P  
Amazon

 Happy Mandarin Bag x1  
\$ 5.99  
1.3g of S.U.P  
Amazon

 Test Toothpaste 4oz x1  
\$4.00  
1.1g of S.U.P  
Amazon

 Joe's Fig Bars x3  
\$7.99  
4.5g of S.U.P  
Amazon

Last week:

 Wave Laundry Detergent x1  
\$19.94  
5.0g of S.U.P  
Walmart

 Red's Ketchup x2  
\$5.00



↑  
purchase  
history

↑  
top  
wasteful

↑  
your  
progress

↑  
settings  
accounts


← B  
Sustainability  
grades  
← C


← 3  
# of  
sustainable  
suggestions


tap



# Top Wasteful

 Wave Laundry Detergent  
\$19.94  
5.0g of S.U.P  
Walmart

 C's Syrup  
\$ 2.69  
2.6g of S.U.P  
Walmart

 Happy Mandarin Bag  
\$ 5.99  
1.3g of S.U.P  
Amazon

 A's Cereal  
\$7.99  
4.5g of S.U.P  
Amazon


⋮  
⋮  
⋮  
⋮





↑  
top  
wasteful


# Purchases

This week :

 Happy Peach Juice Drink x2  
\$ 2.69  
2.6g of S.U.P. Amazon 2

 Happy Mandarin Bag x1  
\$ 5.99  
1.3g of S.U.P. Amazon 1

 Test Toothpaste 4oz x1  
\$4.00  
1.1g of S.U.P. Amazon ?

 Joe's Fig Bars x3  
\$7.99  
4.5g of S.U.P. Amazon A

Last week :

 Wave Laundry Detergent x1  
\$19.94  
5.0g of S.U.P. Walmart 3

 Red's Ketchup x2  
\$5.00



↑  
purchase  
history

↑  
top  
wasteful

↑  
your  
progress

↑  
settings  
accounts

← B  
Sustainability  
grades


← C


← 3  
# of  
sustainable  
suggestions

tap →

# Top Wasteful

 Wave Laundry Detergent  
\$19.94  
5.0g of S.U.P. Walmart 3

 C's Syrup  
\$ 2.69  
2.6g of S.U.P. Walmart 2

 Happy Mandarin Bag  
\$ 5.99  
1.3g of S.U.P. Amazon 1

 A's Cereal  
\$7.99  
4.5g of S.U.P. Amazon 2

⋮  
⋮  
⋮




↑  
top  
wasteful

tap →

Votes  
Community  
+ personal  
(in blue)

   
tap to Vote

# Votes

 Wave Laundry Detergent x1  
\$19.94  
5.0g of S.U.P. Walmart 3



good



ok



poor



bad



Why +



112

10

| SingleUse plastic



412


9

| Disposable design

Alternatives +



# Votes



Wave Laundry Detergent x1  
\$19.94  
5.0g of SUP  
walmart

D

3



## Why +

  
112

  
10

| SingleUse plastic

  
412


  
9

| Disposable design

## Alternatives +



# Votes

 Wave Laundry Detergent x1  
\$19.94  
5.0g of S.U.P. 3  
walmart



## Why +

  | SingleUse plastic  
112 10

  | Disposable design  
412 9

## Alternatives +



Scroll




## Why +


  | SingleUse plastic  
112 10

  | Disposable design  
412 9

## Alternatives +

 Joe's Detergent  
\$7.99  
4.5g of S.U.P. Amazon

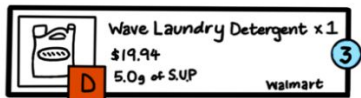
 Leaf Laundry Detergent  
\$19.94  
5.0g of S.U.P. walmart

 Red's Detergent  
\$5.00

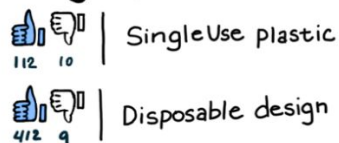


+  
tap to add

# Votes



## Why +



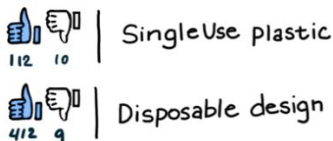
## Alternatives +



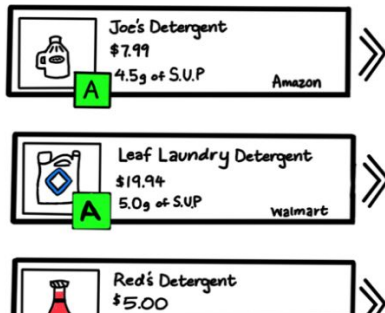
Scroll



## Why +



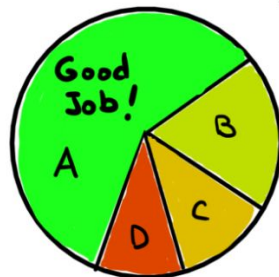
## Alternatives +



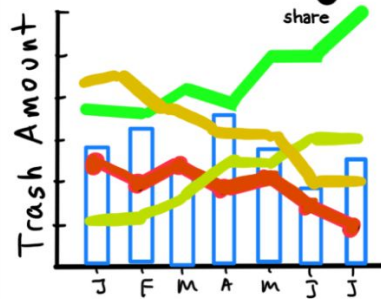
+  
tap to add

tap

# Month



# Year



↑  
your progress

# Welcome to our TrashAware Community



Reduce trash together for a healthy planet

Why?

## Wasteful Packaging



- ❌ Recycling Fraud
- ❌ 400+ Years Pollution
- ❌ Poisons environment



Solution?

## TrashAware Shopping



- ✅ Really Recyclable
- ✅ Prevents pollution
- ✅ Sustainable



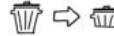
How?

## How it works:

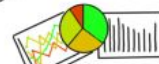
- 1 attach your shopping



- 2 get and Share Suggestions



- 3 track and Share progress



Start Now

## Connect

Walmart.com

COSTCO

Amazon.com

Insta Cart

Target.com

Done!

## Purchases

This week:

Happy Peach Juice Drink x2  
\$2.64  
2.6g of SUP

Happy Mandarin Bag x1  
\$5.99  
2.3g of SUP

Tea Toothpaste 4oz x1  
\$4.00  
2.1g of SUP

Joe's Fig Bars x3  
\$1.99  
4.5g of SUP

Wave Laundry Detergent x1  
\$19.99  
5.0g of SUP

Red's Ketchup x2  
\$5.00

Last week:

Wave Laundry Detergent x1  
\$19.99  
5.0g of SUP

Red's Ketchup x2  
\$5.00

Icons: Shopping cart, Hand icon, Bar chart, Gear icon

Sustainability grades

tap to add Sustainable Suggestions

## Top Wasteful

Wave Laundry Detergent x1  
\$19.99  
5.0g of SUP

C's Syrup  
\$2.64  
2.6g of SUP

Happy Mandarin Bag x1  
\$5.99  
2.3g of SUP

Joe's Fig Bars x3  
\$1.99  
4.5g of SUP

Wave Laundry Detergent x1  
\$19.99  
5.0g of SUP

Red's Ketchup x2  
\$5.00

Icons: Shopping cart, Hand icon, Bar chart, Gear icon

tap

Votes Community + personal (in blue)

tap to vote

## Votes

Wave Laundry Detergent x1  
\$19.99  
5.0g of SUP

C's Syrup  
\$2.64  
2.6g of SUP

Happy Mandarin Bag x1  
\$5.99  
2.3g of SUP

Joe's Fig Bars x3  
\$1.99  
4.5g of SUP

Wave Laundry Detergent x1  
\$19.99  
5.0g of SUP

Red's Ketchup x2  
\$5.00

Icons: Shopping cart, Hand icon, Bar chart, Gear icon

Scroll

## Why

ok  
poor  
bad

Why +

SingleUse plastic

Disposable design

Alternatives +

Joe's Detergents  
\$19.99  
5.0g of SUP

Leaf Laundry Detergents  
\$19.99  
5.0g of SUP

Red's Detergents  
\$5.00

Icons: Shopping cart, Hand icon, Bar chart, Gear icon

## Month



Good Job!

Year



Trash Amount

Icons: Shopping cart, Hand icon, Bar chart, Gear icon

DEMO

# TODO

1. Connect Shopping
2. Voting / Suggestions
3. Progress Charts