ECO Rewards

Team LP2T2X

Let’s start!

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Concept

Eco Rewards is a reward system focusing on increasing consumers' awareness of environment protection during their daily activities. The system aims at helping people to make more eco-friendly purchases.

Target Audience

- Consumers who want to contribute their efforts on protecting environment.
- Consumers who are lacking awareness of environment protection

Interaction flow

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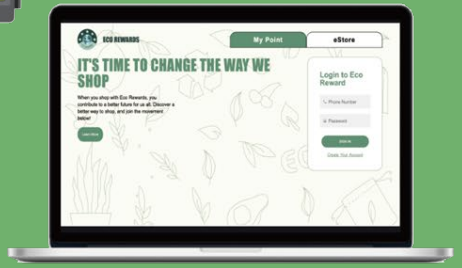


1. SHOP

2. CHOOSE GREEN

3. CHECKOUT

5. CELEBRATE

6. TRACK

ECo Rewards DEMO

https://deco3801-teamlp2t2x.uqcloud.net/

Let’s Start!

Scan the QR code to view the products on mobile phone

Local Tomato

Ethical Bean Coffee

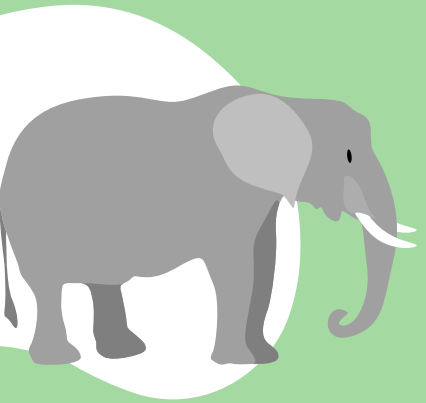
Scan the QR code to view the products on mobile phone

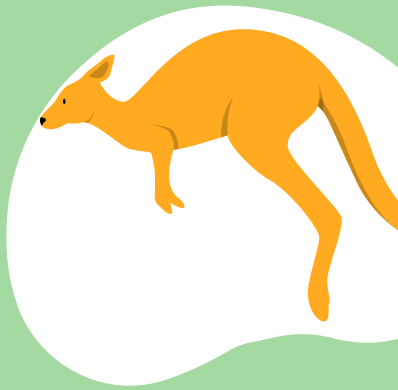
Checkout system on checkout machine

Next

Recycle

Build & Evaluation Progress





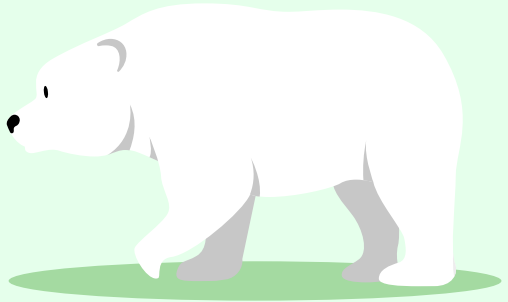
Build progress Work Plan

Work plan in SoW:

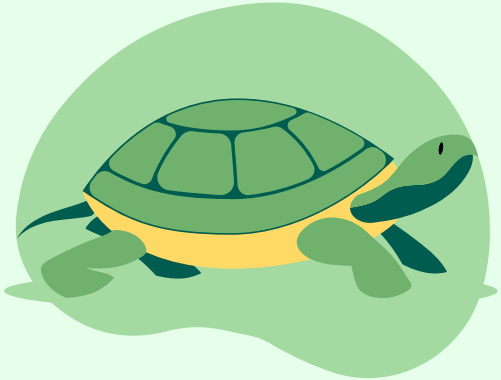
- Milestone 1 (week 3 - week 6): Prototype and data collection
- Milestone 2 (week 7 - week 10): Initial product build and user testing
- Milestone 3 (week 11 - week 12): Final product build
- Milestone 4 (week 12 - week 13): Final product demonstration

Tools and Technologies:

- Web Framework: Django
- Version Control Tool: Git



Build progress Milestone 2



Platform1: Checkout System

- ✓ Login
- ✓ Add items into basket by inputting barcode
- ❑ Calculate total price and green points
- ❑ Celebrating page

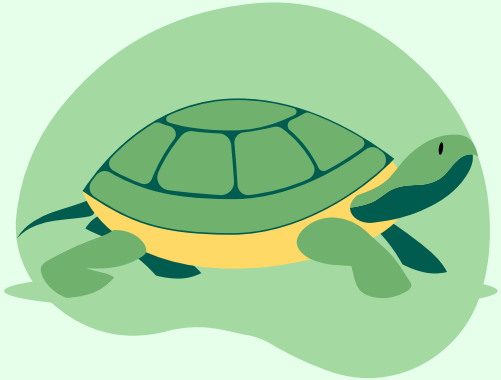
Platform2: Reward System

- ✓ Login, registration and user profile
- ✓ Reward redemption page and shopping cart page
- ❑ Green rating page
- ❑ Payment Page

Platform3: Educational System

- ❑ Eco-product information page
- ❑ QR code for eco-product

Build progress Milestone 3



Platform1: Checkout System

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Platform3: Educational System

- ✓ Eco-product information page
- ✓ QR code for eco-product

Evaluation Progress

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First evaluation

Methods:

- SUS
  20 participants
- Interview
  10 participants

Optimization:

- Color
- Navigation
- Interaction
- Simplicity

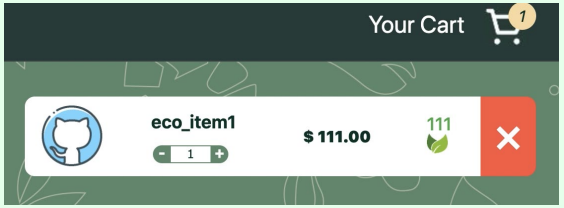
	Questionnaire	RP 1	RP 2	RP 3	RP 4	RP 5	RP 6	RP 7	RP 8	RP 9	RP 10	Average
1	I think that I would like to use this app frequently.	4	3	3	5	2	5	5	5	5	5	4.111111111
2	I found the app unnecessarily complex.	3	1	2	2	3	1	1	1	1	1	1.666666667
3	I thought the app was easy to use.	4	5	5	4	3	4	5	5	5	5	4.444444444
4	I think that I would need the support of a technical person to be able to use this	2	1	2	1	3	3	1	1	1	1	1.666666667
5	I found the various functions in this app were well integrated.	4	3	4	4	5	5	5	2	4	4	4
6	I thought there was too much inconsistency in this app.	1	3	2	2	1	1	1	1	3	1	1.666666667
7	I would imagine that most people would learn to use this app very quickly.	4	4	5	5	3	4	4	5	5	4	4.333333333
8	I found the app very cumbersome to use.	2	1	1	2	2	1	1	1	1	1	1.333333333
9	I felt very confident using the app.	5	4	5	5	4	4	5	5	5	5	4.666666667
10	I needed to learn a lot of things before I could get going with this app.	2	1	2	1	2	2	1	1	1	1	1.444444444
	SUS Score	77.5	80	82.5	87.5	65	85	97.5	92.5	92.5	95	84.44444444

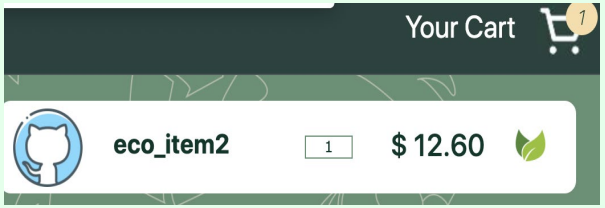
	Questionnaire	RP 1	RP 2	RP 3	RP 4	RP 5	RP 6	RP 7	RP 8	RP 9	RP 10	Average
1	I think that I would like to use this app frequently.	4	4	4	3	3	4	3	5	5	3	3.888888889
2	I found the app unnecessarily complex.	2	3	2	2	3	2	2	4	2	2	2.444444444
3	I thought the app was easy to use.	5	3	5	5	3	2	5	2	4	5	3.777777778
4	I think that I would need the support of a technical person to be able to use this	1	4	2	1	3	4	1	1	1	1	2
5	I found the various functions in this app were well integrated.	4	2	4	5	5	5	5	3	4	4	4.111111111
6	I thought there was too much inconsistency in this app.	1	2	2	1	1	1	1	1	2	1	1.333333333
7	I would imagine that most people would learn to use this app very quickly.	5	3	5	3	4	4	4	5	5	4	4.222222222
8	I found the app very cumbersome to use.	1	3	2	2	3	3	1	4	1	1	2.222222222
9	I felt very confident using the app.	5	2	5	5	3	3	5	5	5	5	4.222222222
10	I needed to learn a lot of things before I could get going with this app.	1	2	1	1	2	3	1	1	1	1	1.444444444
	SUS Score	92.5	50	85	85	65	62.5	90	72.5	90	87.5	76.94444444

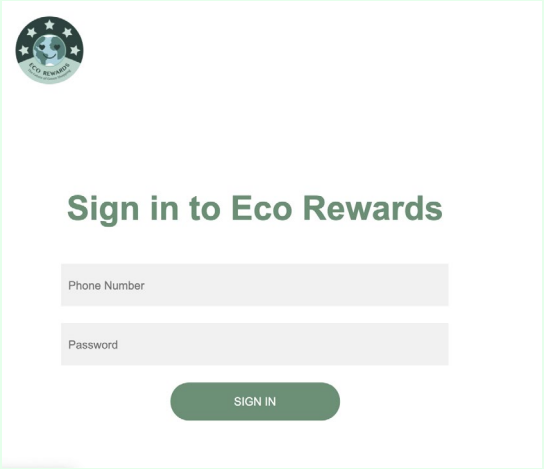
After the first evaluation

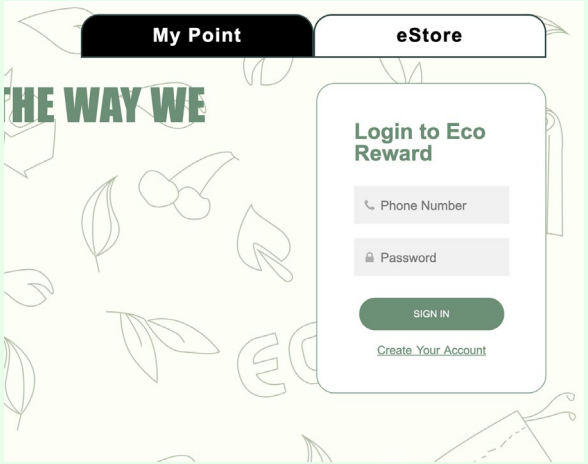
We decided to modify and delete some features:

- Checkout system: delete button for each item
- Reward system: login and signup function, suitable for mobile devices









Evaluation Progress

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Second evaluation

Methods:

- Think Aloud
  10 participants

Optimization:

- Consistency (Navigation, Color and Button)
- Relevance

Task

1. Scan the QR code of three products
2. Browse the Product Information page
3. Log in to the Checkout System
4. Add three items
5. Checkout
6. Log in to the Rewards System
7. Check the green rating and points
8. View personal account
9. View the product in eStore
10. Learn more information about the product
11. Add one product to the shopping cart
12. Use green points to redeem the product

Next

Importance

- For the consumers who lack eco awareness, this system gives them opportunities to contribute to protection of the environment in daily life
- For the consumers who have eco awareness, this system encourages them to make more eco purchases

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Advantages compared with other products

- Change personal behavior more directly and effectively (Rewards system motivation)
- Help people contribute to environmental protection in a more convenient way (QR code / Checkout system)
- The easier way to let people distinguish which products are environmentally friendly in markets (QR code -> eco friendly product information)

competitors

- Ant Forest
- GreenChoice
- Useless

Thanks

It’s time to change the way we shop. When you shop with Eco Rewards, you contribute to a better future for us all.