

RESEARCH & EXPLORE

RESEARCH&ANALYSIS

1/5 of them
are disposed per year

6 Millions
of Electronic Gadgets under use

Only **1%** of Hong Kong people recycle their old phone at recycling sites

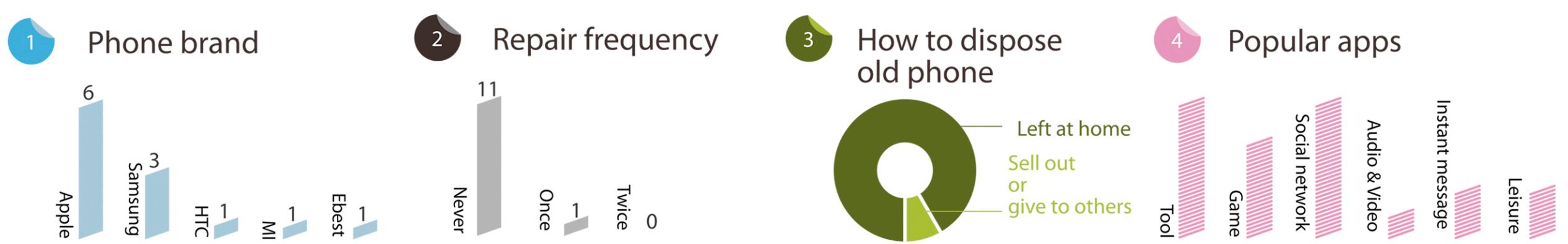
Average Hong Kong citizen uses a cellphone for just **21 Months**

Nearly **48%** of Hong Kong people keep their old phone at home

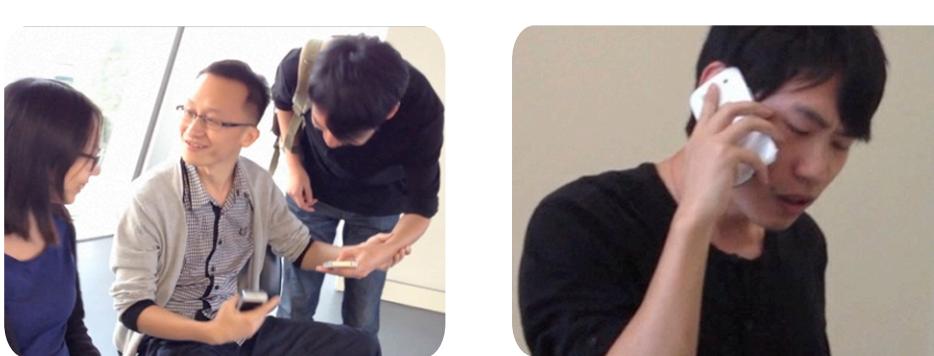
Main concerns:
Lack of knowledge about how to deal with the old phone
Lack of recycling drop-off centers in close vicinity

CULTURE PROBES

Popular brands launch new generations of cellphones at high pace resulting in huge amount of cellphone disposal. Hardware update is driven by rapid software updates, which compels users to increase consumption. Most of the participants show no intention to fix their broken phones and leave the old ones at home for the sake of lacking knowledge of recycling and disposal channels



INFORMATION



Social environment and peer pressure stimulate impulsive electronic device consumption.

Complicated phone maintenance process induces users' purchase behavior. Old phones are not properly discarded.

Vanity may force people to purchase trendy electronic gadgets with the cost of lowering their life quality.

New Insights

The body storming enables us to immerse ourselves in a more vivid situation, acting and thinking as the users. The main concerns focus on social pressure, troubles in repairing phones, lack of eco awareness and knowledge.

Design Intervention

It is believed to be extremely difficult to change the social environment and people's mindset within a short period of time. Through our design, we want to build up deeper public awareness about how an individual's action will influence on the environment and what they can do to protect our own planet.

CONCEPTUAL DESIGN & PROTOTYPING

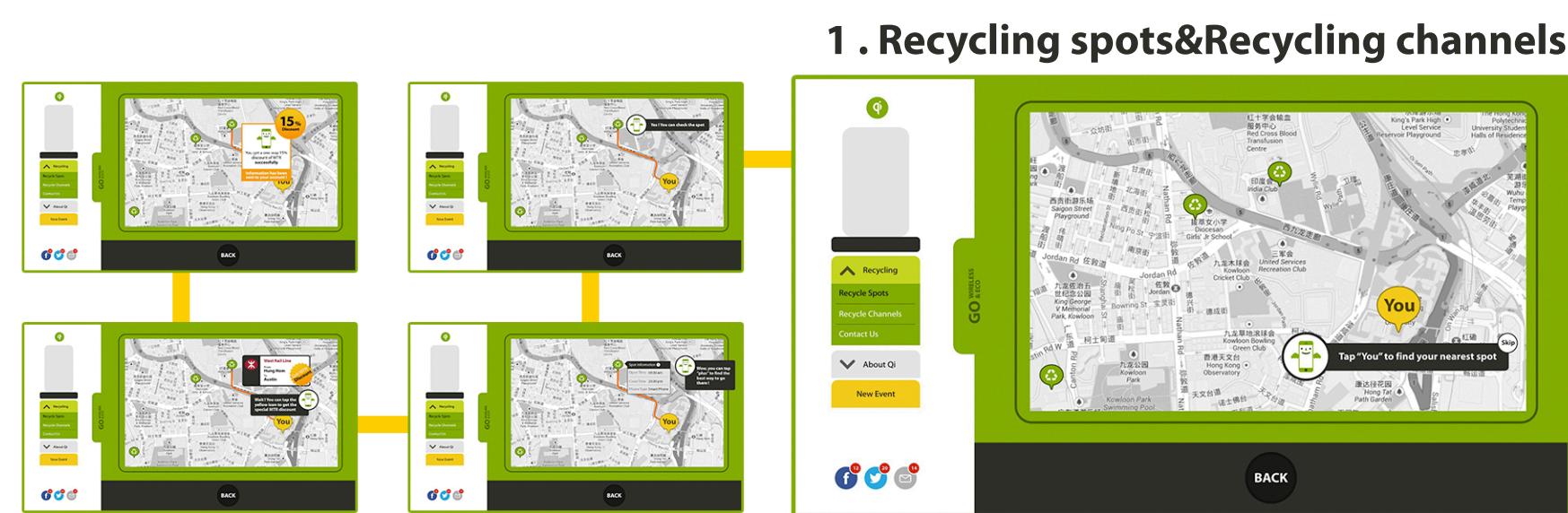
1 . CONCEPT BRIEF

- An interactive panel install in airports, MTR malls, shopping centers
- Qi Wireless charging station calling for less frequent electrical gadget and accessory consumption
- Employing Pixel Sense and RFID technology to identify the user's cellphone
- Appealing info-graphic of the environmental impacts caused by cellphone disposal, building up public awareness and concerns
- Providing detailed information about how to get their phone recycled

2 . INFORMATION ARCHITECTURE



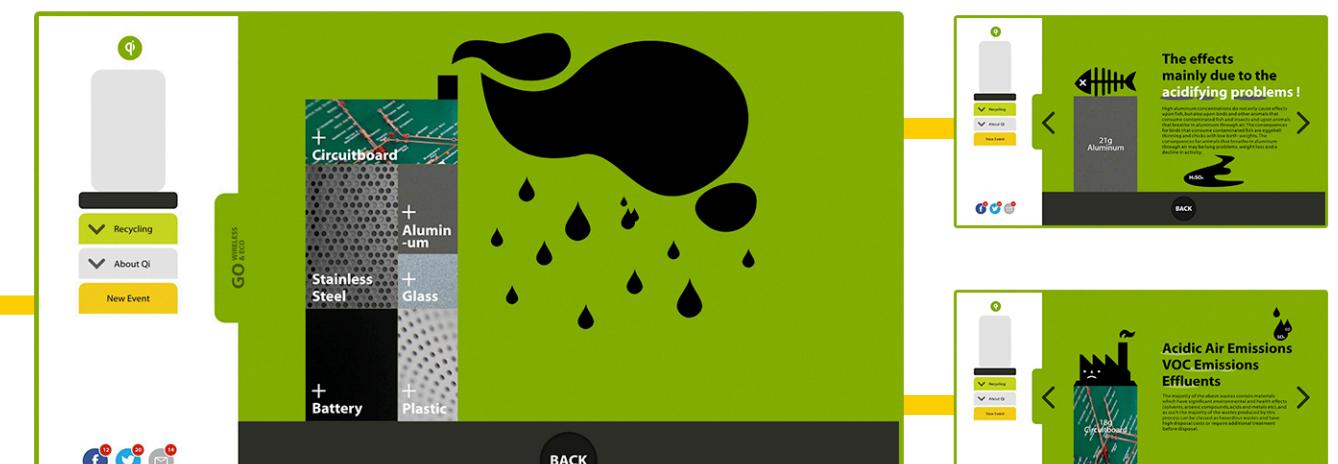
3. PROTOTYPING



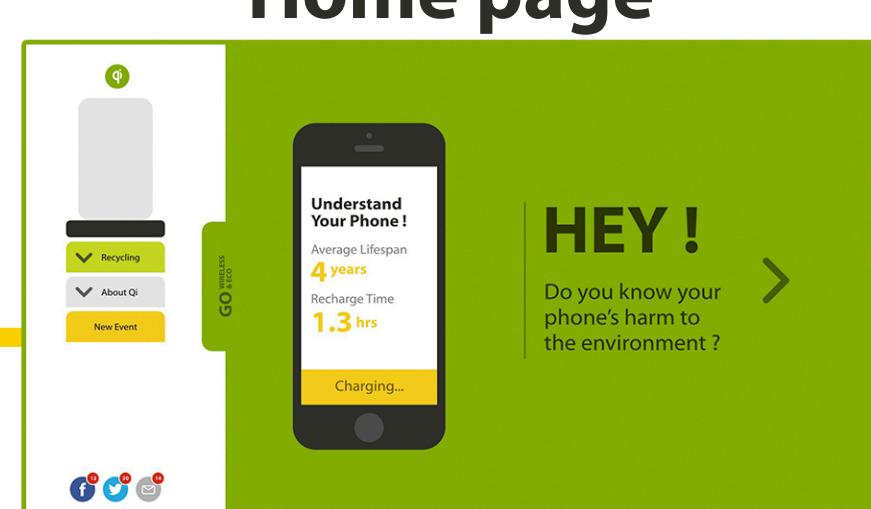
Welcome page



2 . Environmental impact info - graphic



Home page



3. New event/Promotion information

