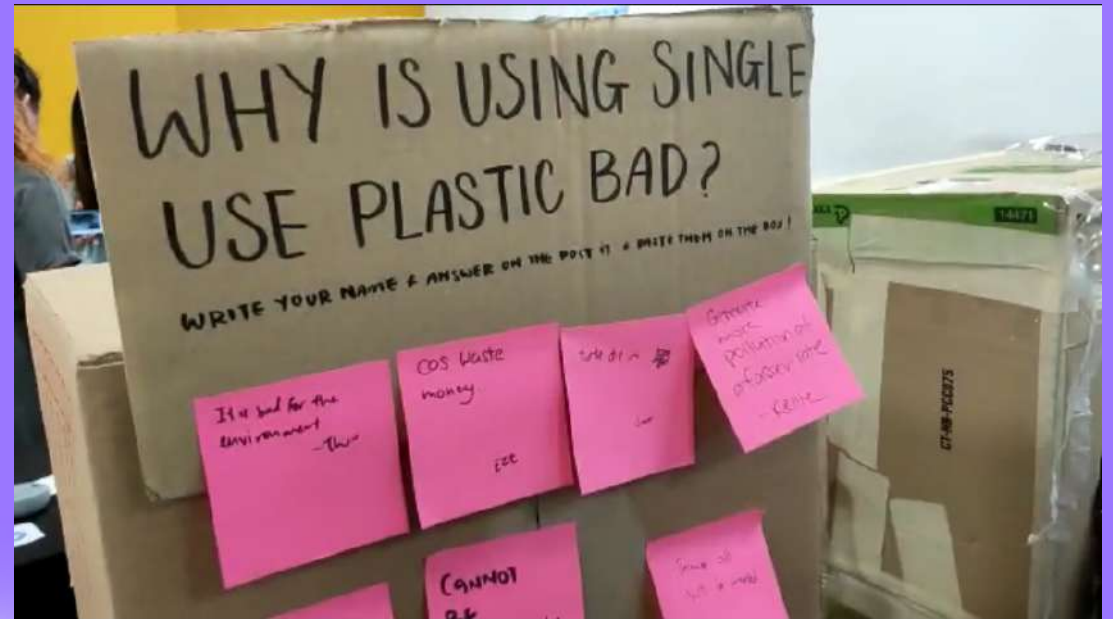


LESS WASTE

Exhibition on the Dangers of Plastic Waste


This project aims to educate our exhibition participants the dangers of their continued plastic waste lifestyle and shed light to the alternatives that exists and the ways to start with leading a Less Waste lifestyle

As this was a group project we did the User Research together and did the visualisations separately.



User Research

To understand our users, we created 2 persona that lead 2 different lifestyles.



ABOUT

Zen is someone who strives to be a ladies man but in reality, he is just really shy. His admiration for women is his only motivations in life.

LIKES

Girls

DISLIKES

Anything that requires much effort

GOALS

To have a girlfriend he can pamper.

FAVOURITE BRANDS


Flia
Nike

ZEN
19 YEARS OLD
STUDENT

TRAITS

Low Self-esteem
Timid





ABOUT

Tan Jirou is someone who is aware of the rising issue of waste in Singapore. However, he does not know where to start, because the information provided by school is not enough.

LIKES

Playing Games
Watching Anime
His little sister

DISLIKES

Anything boring

GOALS

Wants the world to be safe and clean for his family. Be a more responsible and sustainable human being.

FAVOURITE BRANDS

Uniqlo
Mugi

TAN JIROU
18 YEARS OLD
STUDENT

TRAITS

Hardworking
Family Oriented



User Stories

- 1) As a student, I want to know what I can recycle so that I won't contaminate the other recyclables
- 2) As a student, I want to try to use less waste so I can contribute to saving the world
- 3) As a student I want to change my consumer habits so that I can lead a sustainable lifestyle

With this, we are able to understand the persona's daily routine, their pain points and their needs

Final Product

We then proceed to create our exhibition with items that we collected throughout the duration of the project. We as a group practised Less Waste. All the materials from the exhibition were recreated from waste that we create from our daily life.



Softwares used

