Ecotopia

Treasure Your Trash

Team

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Outline

- Problems
- Goals
- Contextual Inquiry
- Tasks
- Initial Sketches
- Final Design
- Reflection

Problems

- Americans generated an average of **4.38 lbs.** of trash per person per day in 2012
- **2.9 lbs.** of trash are discarded in landfills per person per day
- Even “compostable” plastics do **not** necessarily biodegrade **quicker** than traditional ones

Goals

- **Increase** personal awareness
- **Reduce** their waste footprint over time

Contextual Inquiry - Themes

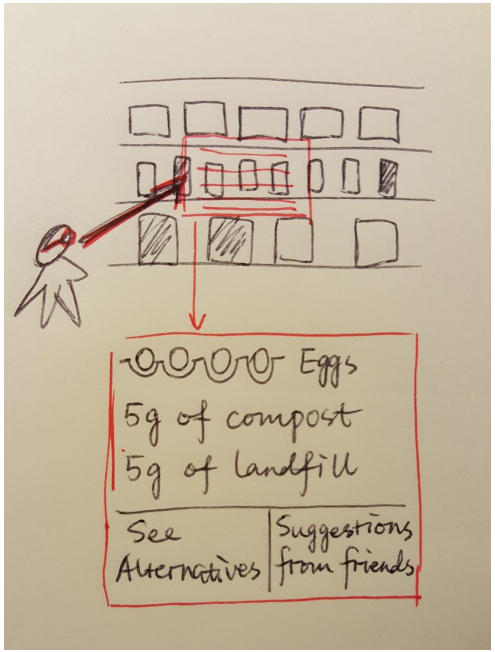
- **Effortless** tracking
- **Reflective** results
- **Educational** program
- **Motivational** system

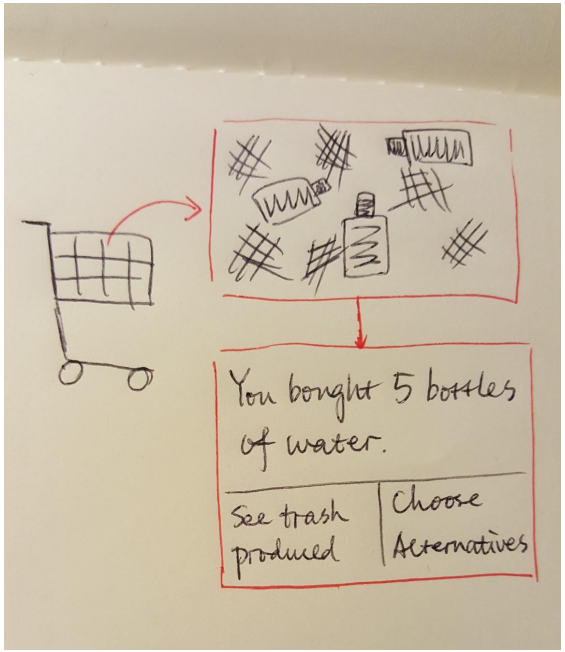
Tasks

1. Suggest alternatives
2. Remind to reuse
3. Motivate purchases
4. Predict waste at purchase-time
5. Share tips with friends and family
6. Measure impact

Sketch 1 - AR-enhanced Shopping Experience

Augmented reality (AR) that can **suggest** alternatives and **educate** about impact

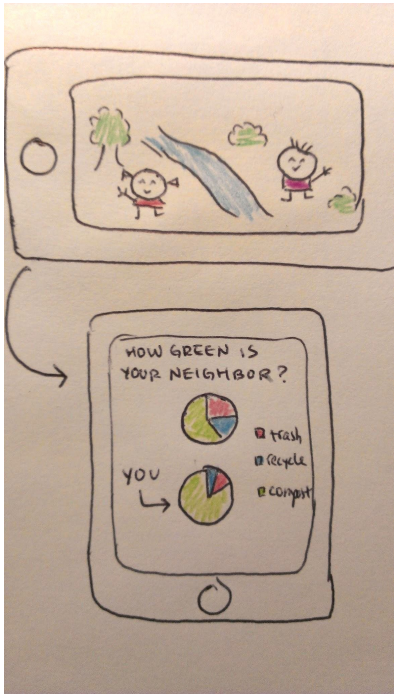


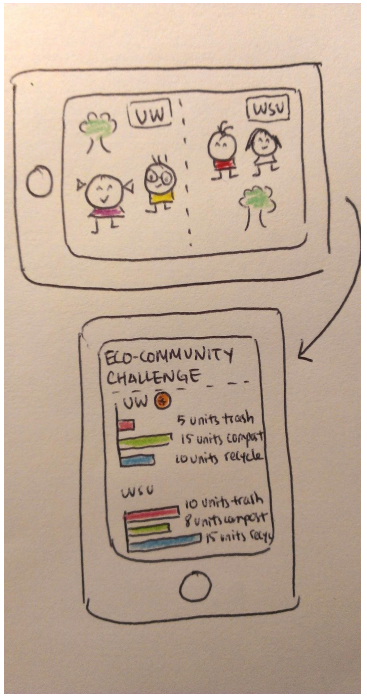


Sketch 2 - Gamifying Trash Tracking

A mobile app game with a **social aspect**

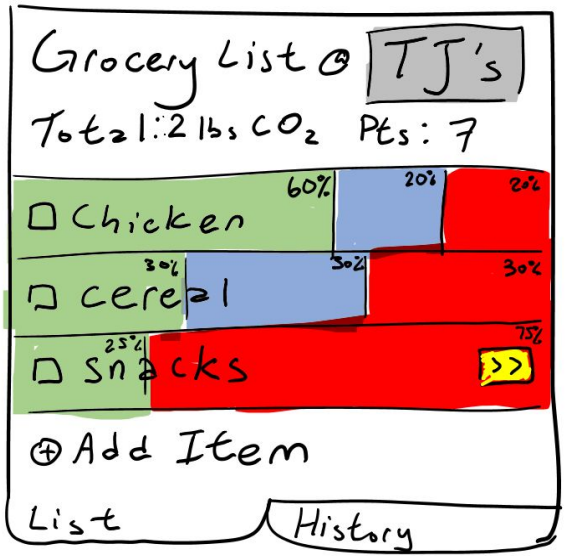
to **motivate** users to reduce their trash output

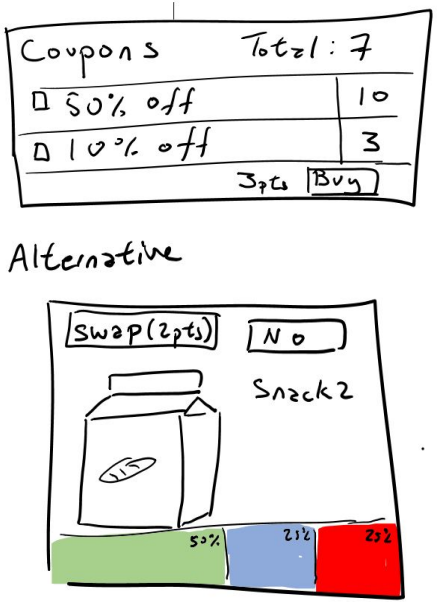


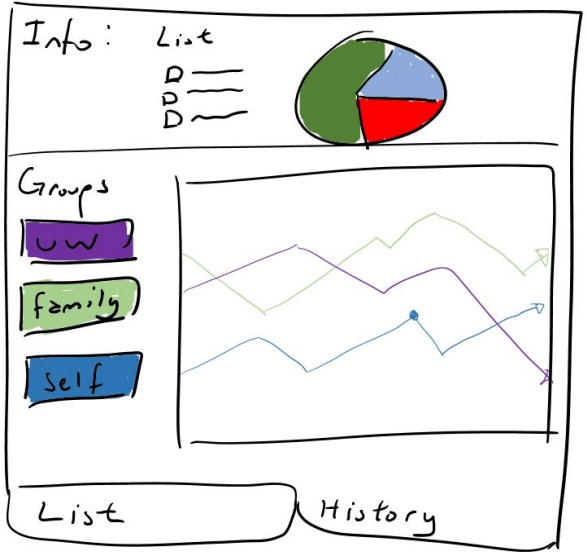


Sketch 3 - Pre-Shopping

A mobile app to help users **plan** their grocery list and get **suggestions** for alternatives



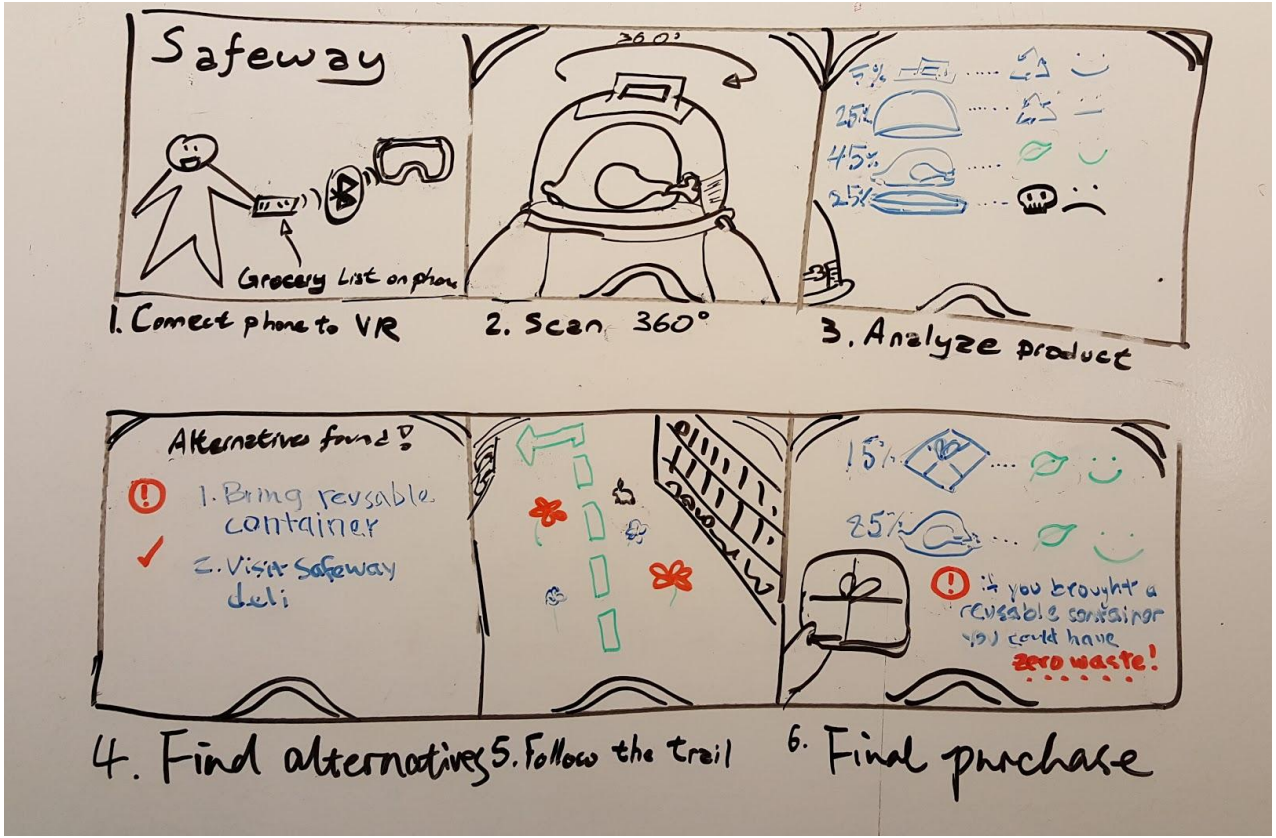




Final Design

- **Combine** initial sketches
- Use **augmented reality** in user's shopping experience
- **Suggest** eco-friendly alternatives in the grocery stores
- **Gamify** social motivations

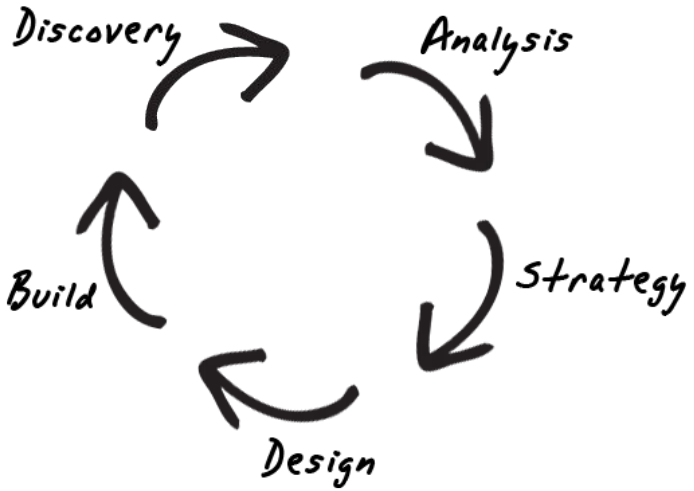
Storyboard 1 - Suggest Alternatives



Storyboard 2 - Motivate with Social Aspect

Reflection

- Learn from **users**
- **Iterate**, iterate, iterate…
- The devil is in the **details**
- **Practice** makes perfect



Thank You!