

REUSE IT



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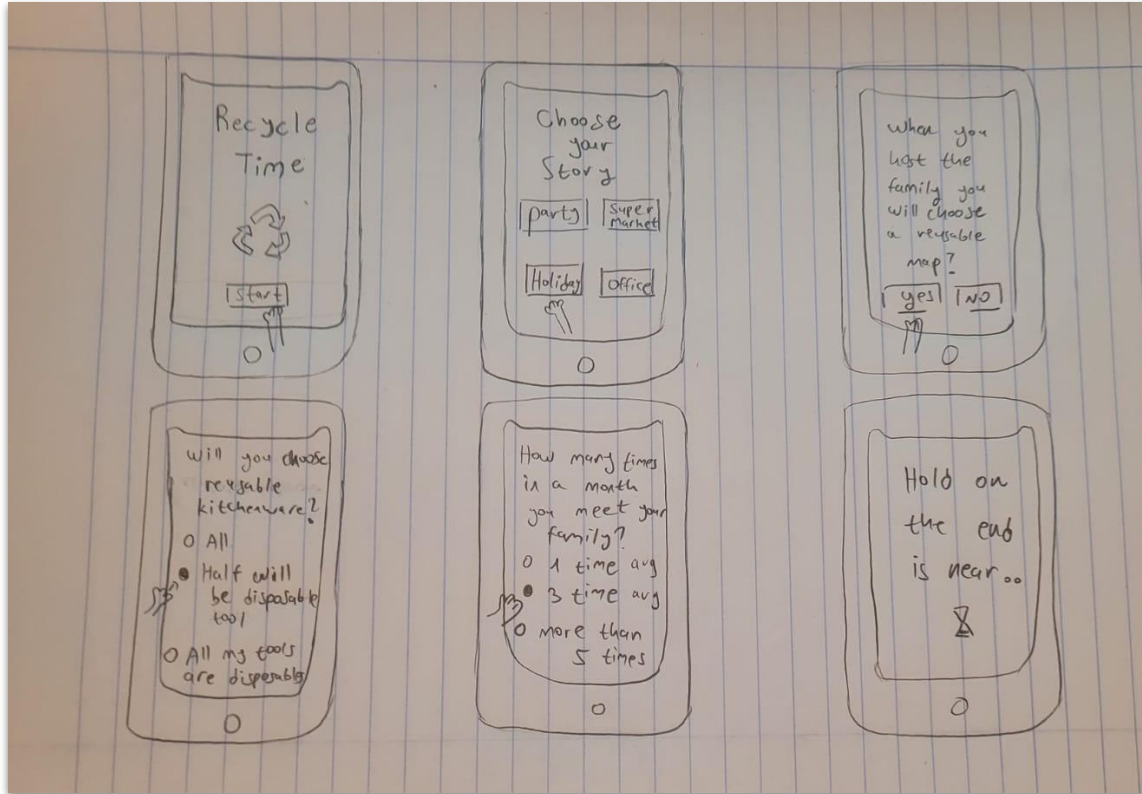
Value Proposition

Recycle in a fun way

Overview

In order to save our environment we created an APP that tells a story. In the story the user will choose between different scenarios - party, outdoor activities, etc.. The user will answer questions about recycling decisions. The end of the story depends on the choices the user made, in order to promote recycling.

Sketches



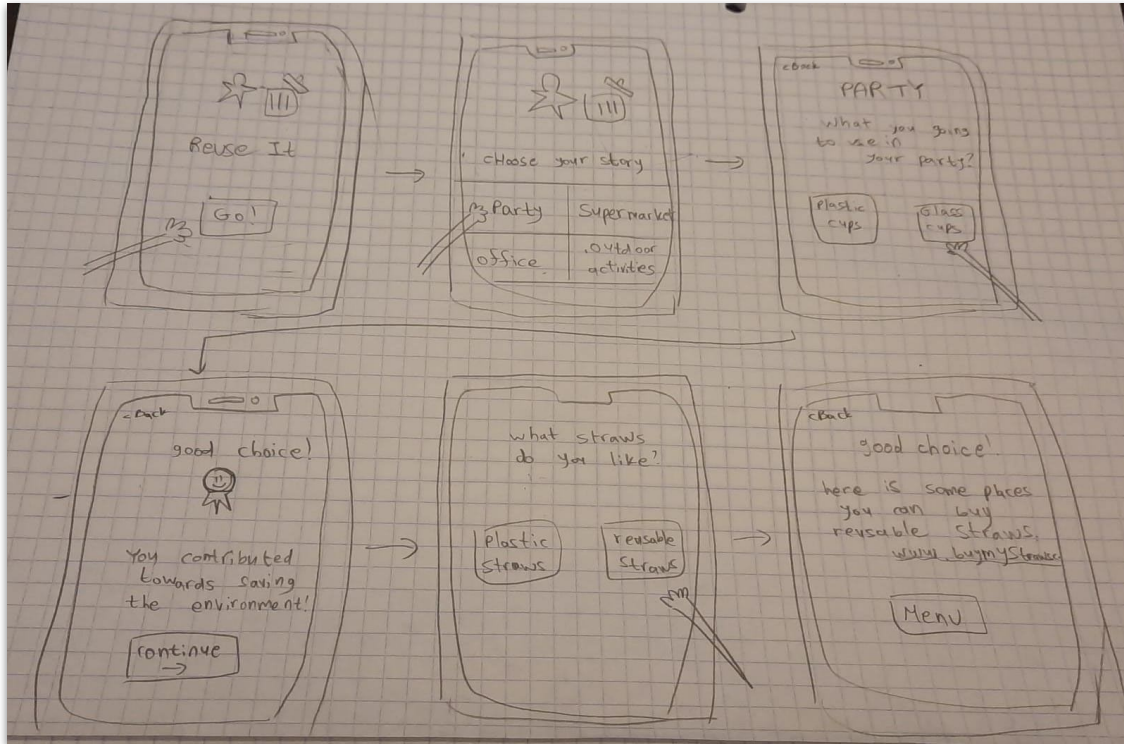
Pros:

- Easy to use
- A few design elements that lead to easier navigation through the app

Cons:

- There isn't option to return home page
- Too much text

Sketches



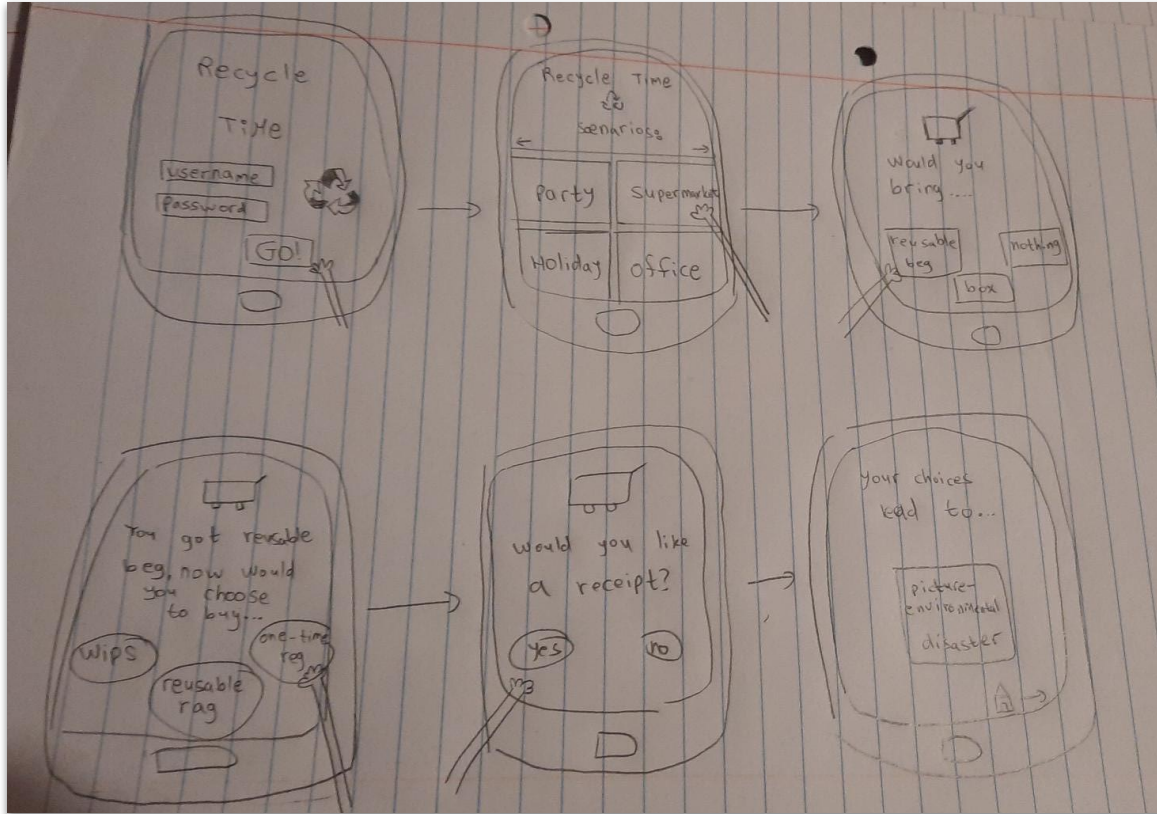
Pros:

- Clear design for the user
- There is a return button

Cons:

- No place for comments

Sketches-Selected final decision



Pros:

- Easy to use
- User friendly
- Intuitive
- Option to return to main menu

Cons:

- Complicated entrance- there is no need for sign up.

Storyline

There is a party today??

I must GO!!



CELEBRATION!!



After party



Storyline

You must clean all the garbage



Why don't you recycle? There is an APP that can help you



WOW there is so many options in the APP to recycle, I can use reusable tools instead all the plastic



Recycle is better and the garbage is lower



Video Link

<https://youtu.be/NMoawiWilQ4>

Paper Prototype Testing Methodology

- Target group were people from 15 to 22 years from Israel.
- We met the participants one by one and gave them the questionnaire, which was about their general recycling and reusing opinion.
- After that the participants used the app. Then we wrote their comments while they tried each page separately.
- Finally, we gave them another questionnaire, which was specifically connected with the app and the stories that we used. The feedback was positive, since we managed to change the opinion of some of the participants who were not so interested in recycling and reusable products.

Improvements

- Deleted the sign in/ sign up page, which was not necessary.
- Changed the buttons for choice to match the colors from the main menu.
- Changed theme and color on pictures for the entire app.

Data from questionnaires

- In the second questionnaire most of the participants expressed remorse about using pollutants products (7 out of 10 participants) , compared to the first questionnaire where there were only 4 participants.
- Half of the participants said there are a lot of ways to save the environment that they didn't know about, but after using the app, they all reported they are much more aware of the many ways to recycle and reuse products.
- Some of the participants said that if there would be pictures of really shocking disasters when someone chose bad choice, it would do better influence.

Prototype overview

All in all, everything in the app was working good and the feedback positive. The one thing we could maybe change would be to add more depth to the stories and maybe add bigger list of choices.

THANK YOU FOR YOU ATTENTION!