

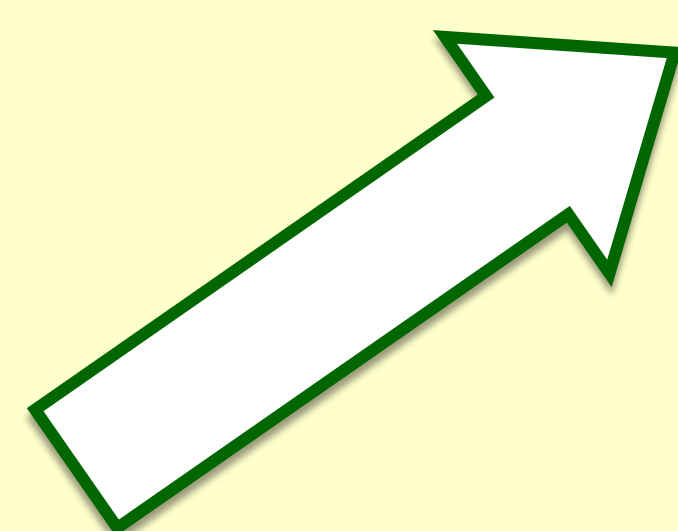


Consumester

HELPING THE ENVIRONMENT ONE PERSON AT A TIME

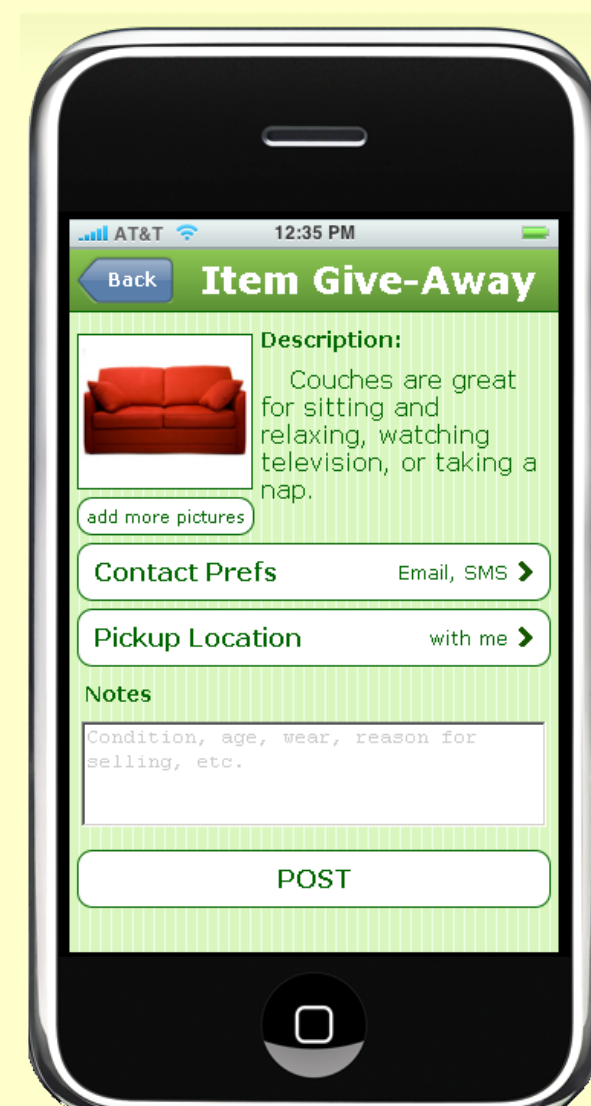
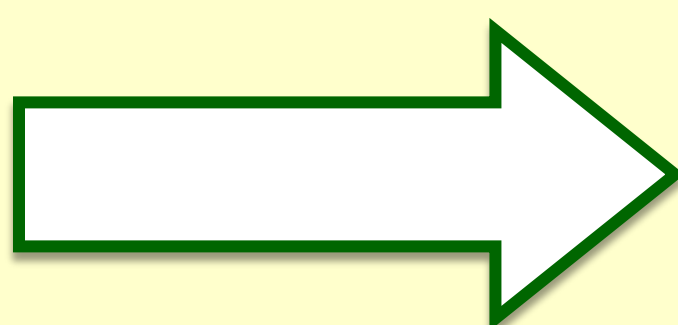
Problem:

Why don't people recycle everything they can? In 2008, 120 million tons of recyclable materials were thrown away



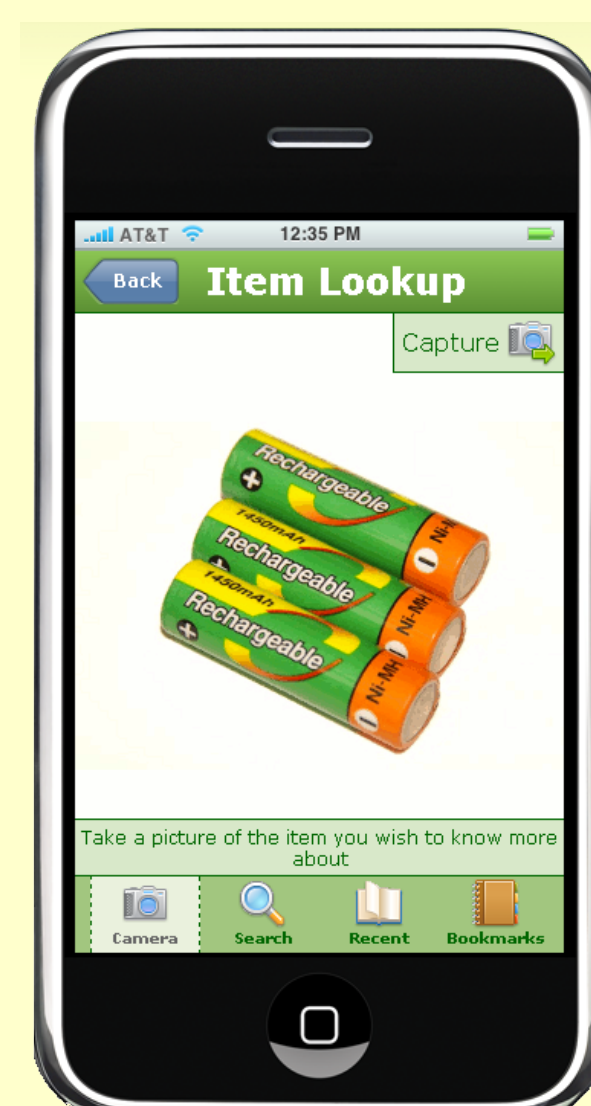
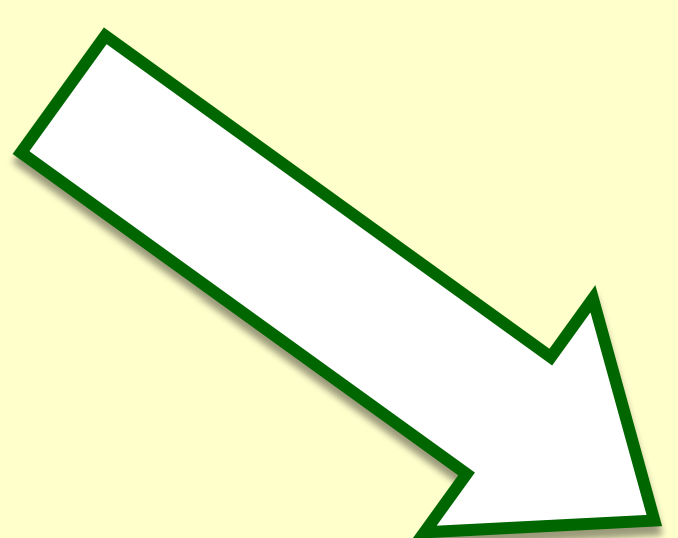
Incentive

Track your Impact Points as you play along with Consumester's features



Mobile

Give away and view items based on your current location



Convenience

Take a picture of an object and get instant recycling information

Solution:

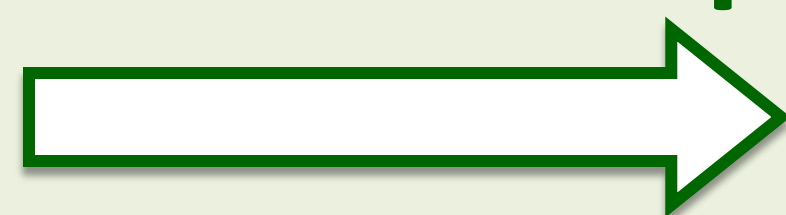
A mobile recycling application that provides convenient features and incentives to encourage better habits

Design Iteration:

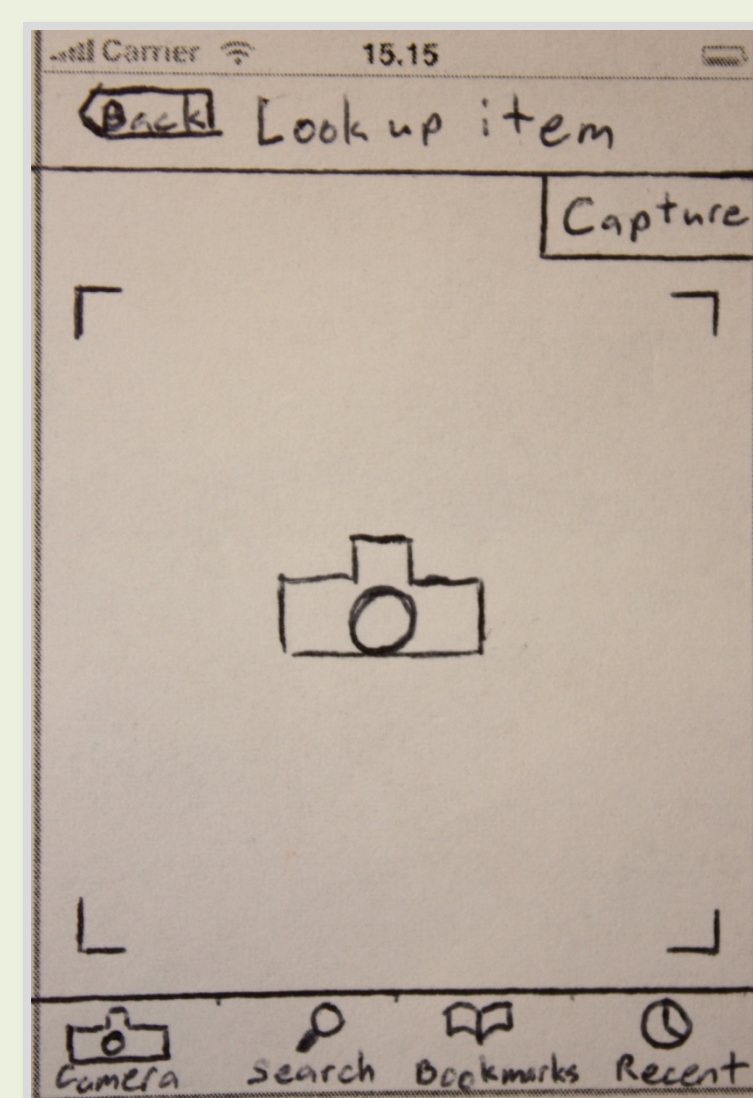


Sketches

Contextual Inquiry

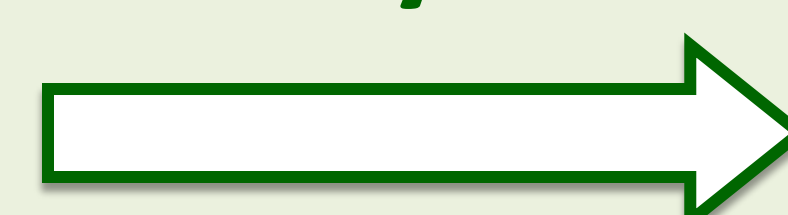


narrowed design focus

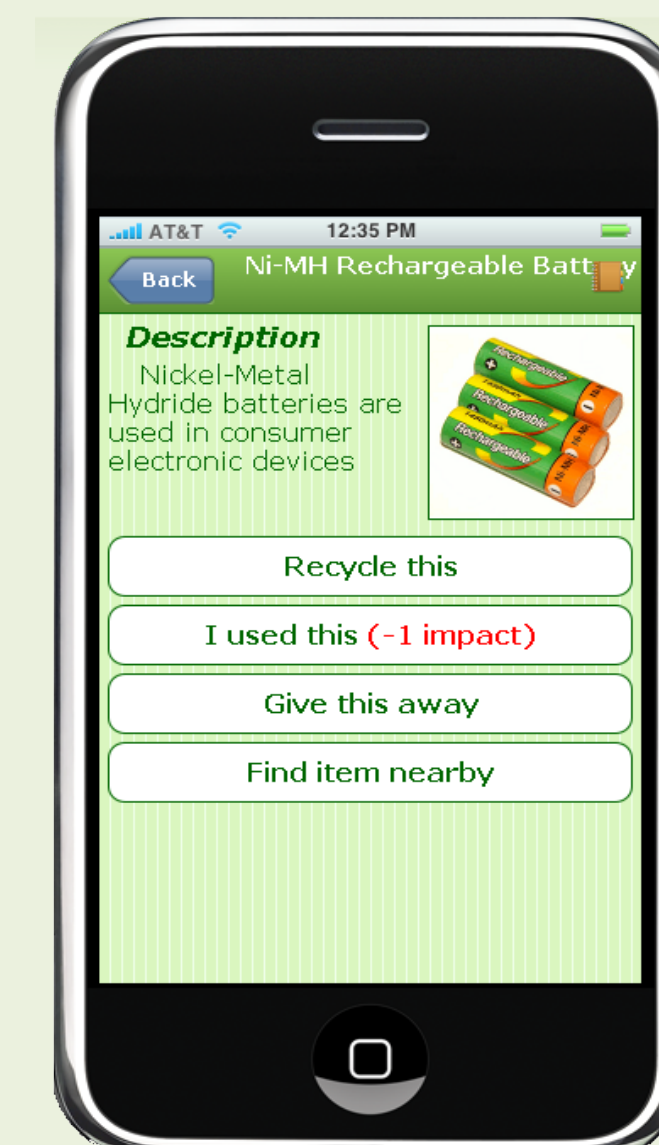


Paper Prototype

Usability Testing



discovered high-level & low-level issues



Interactive Prototype

