



Ecotopa

Track Your Trash

# Team

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# Outline

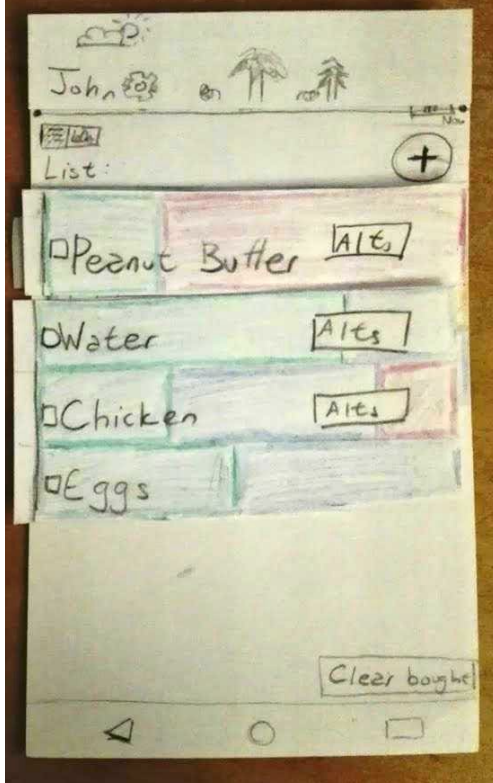
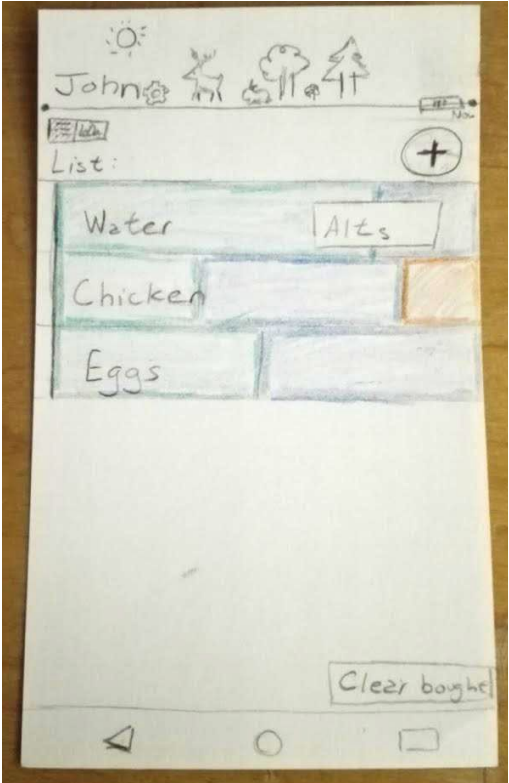
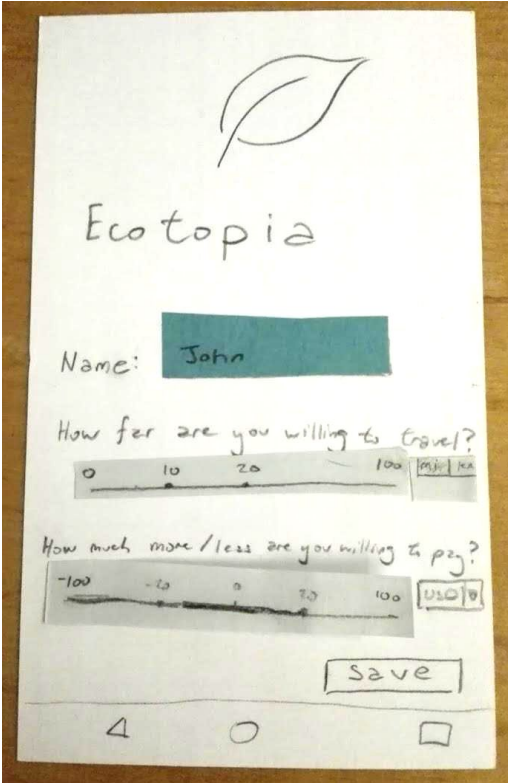
- Problem
- Initial Paper Prototype
- Testing Process and Results
- Final Paper Prototype
- Digital Mockup
- Summary



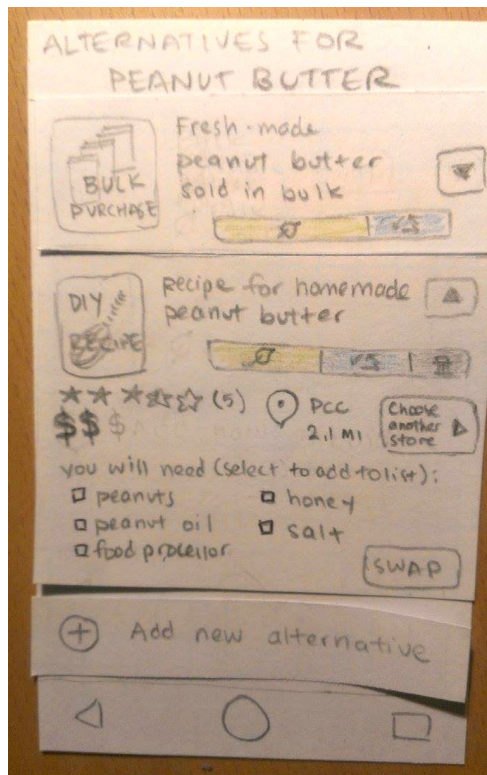
# Problem

- 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

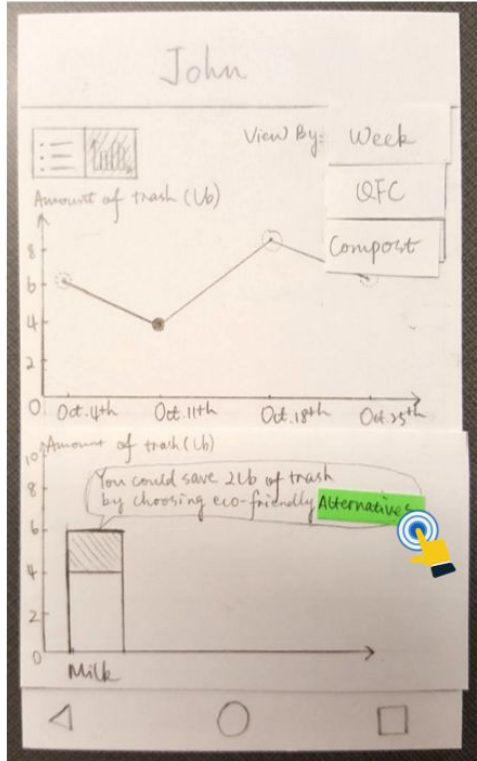
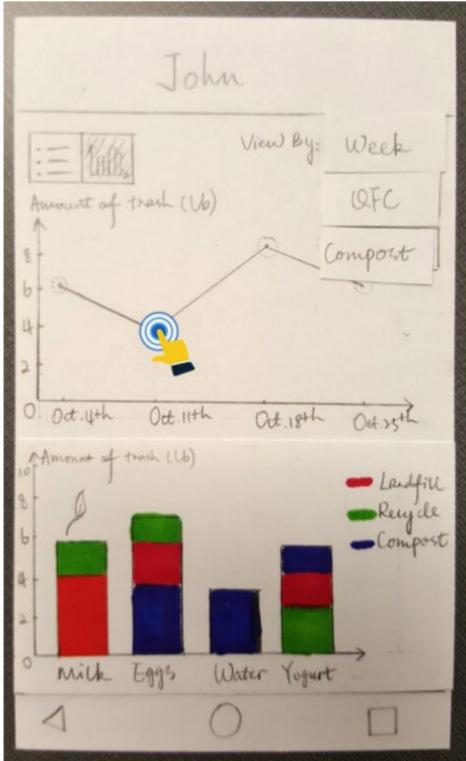
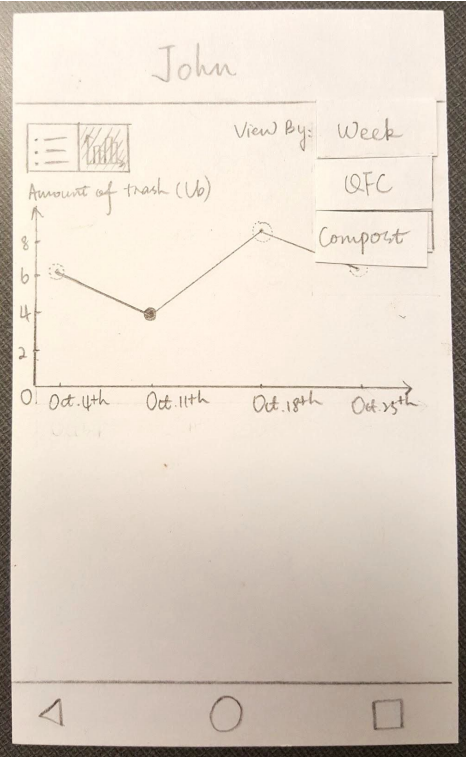
# Initial Paper Prototype - Alternatives



# Initial Paper Prototype - Alternatives



# Initial Paper Prototype - Motivation



# Testing Process - Preparation

## Who?

Students who did grocery shopping and were curious about eco-friendly living

## Where?

UW HUB Commuter Commons

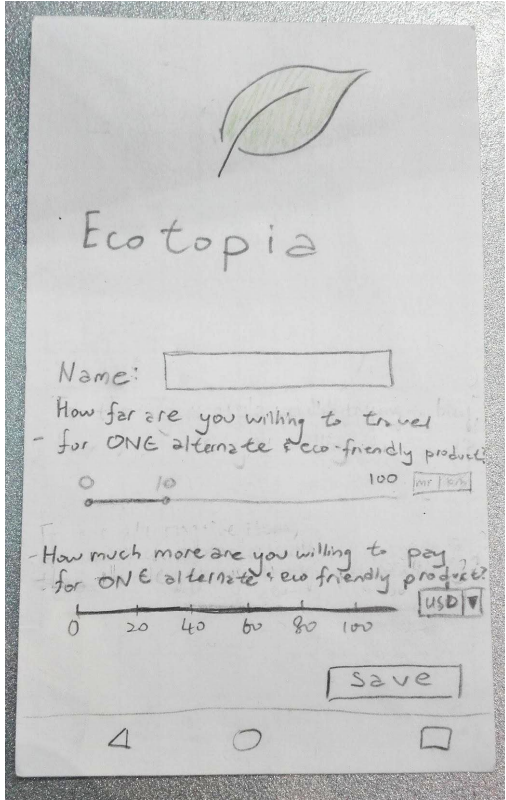
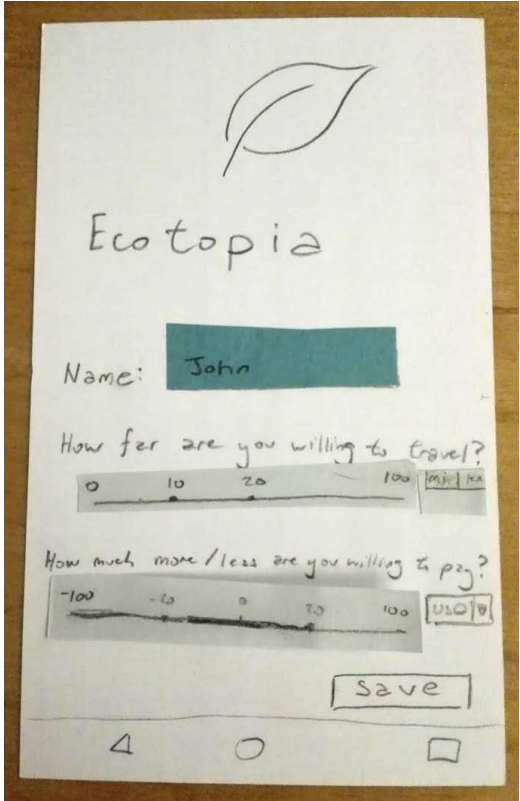


# Testing Process - Steps

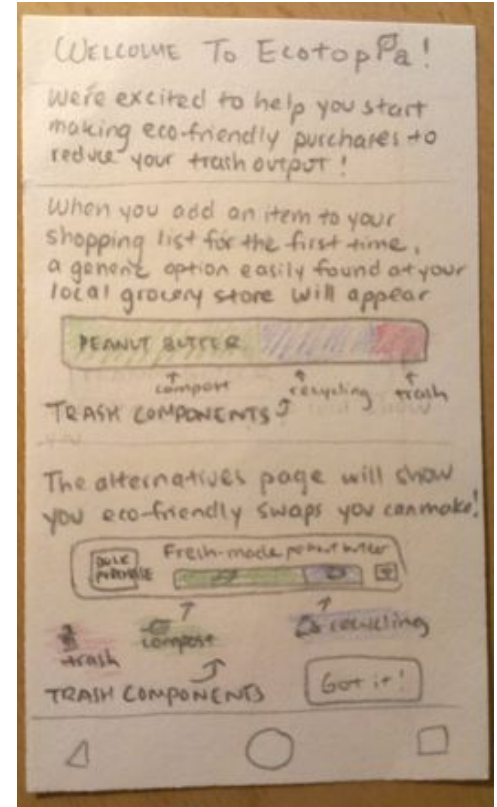
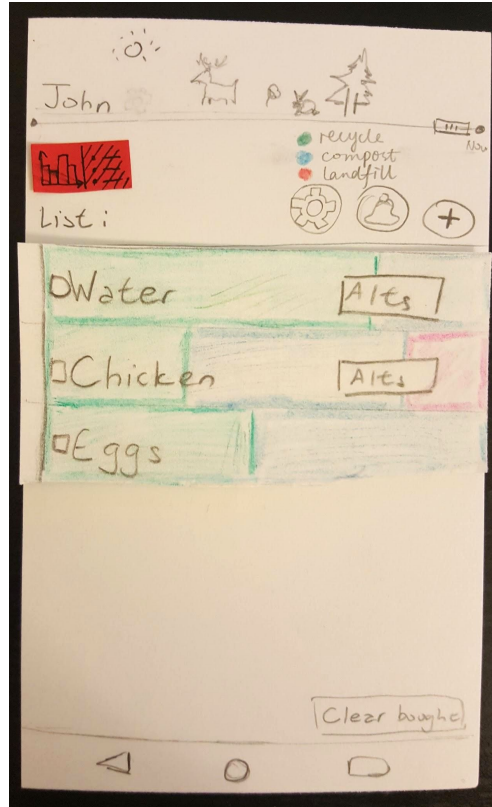
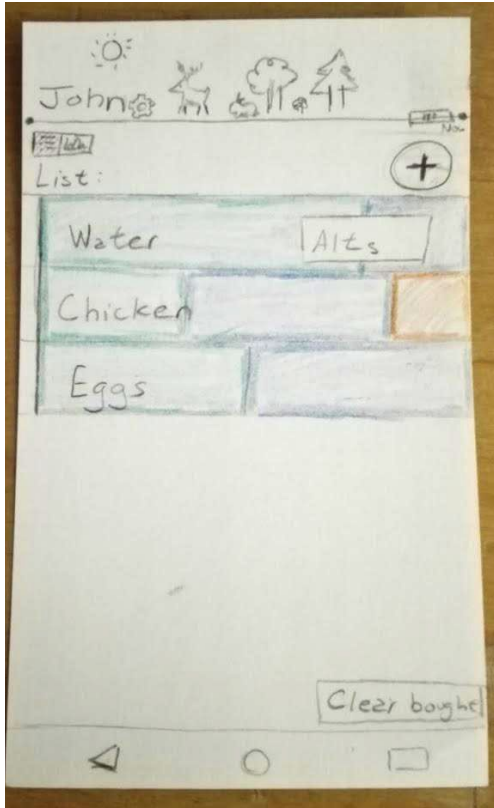
1. Explain problem space
2. Give tasks
3. Ask clarifying questions
4. Ask for user interpretations
5. Ask about user experience and satisfaction



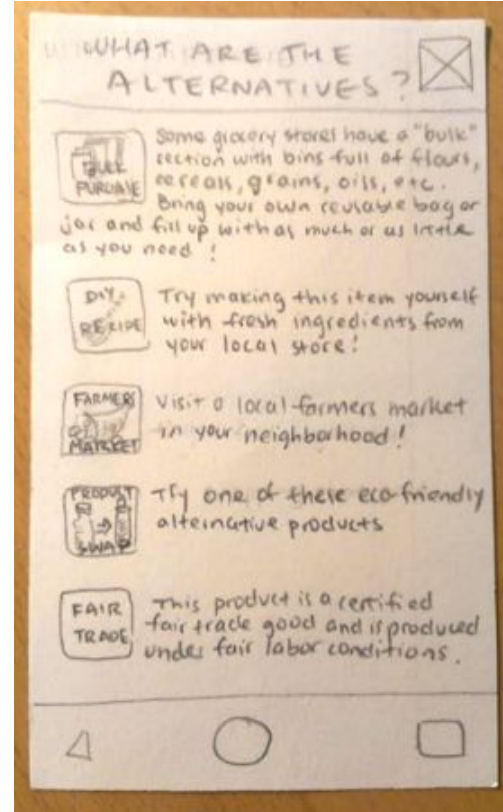
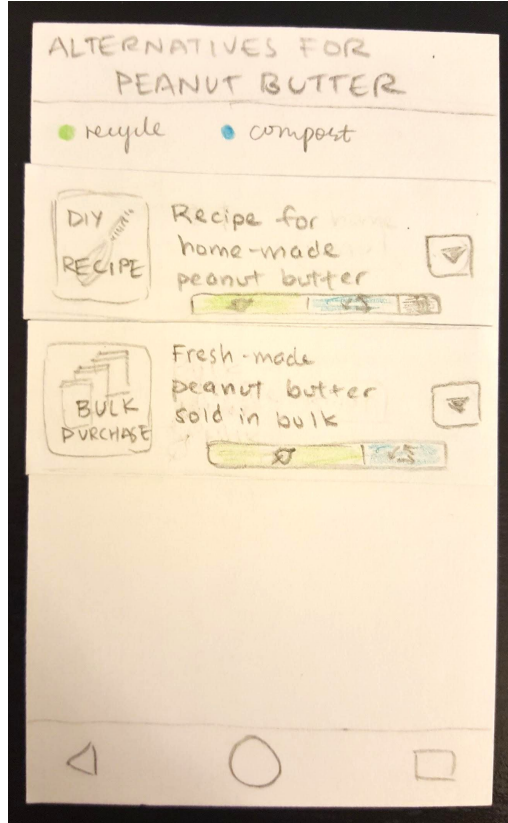
# Result 1 - Confused with Settings Page Wording



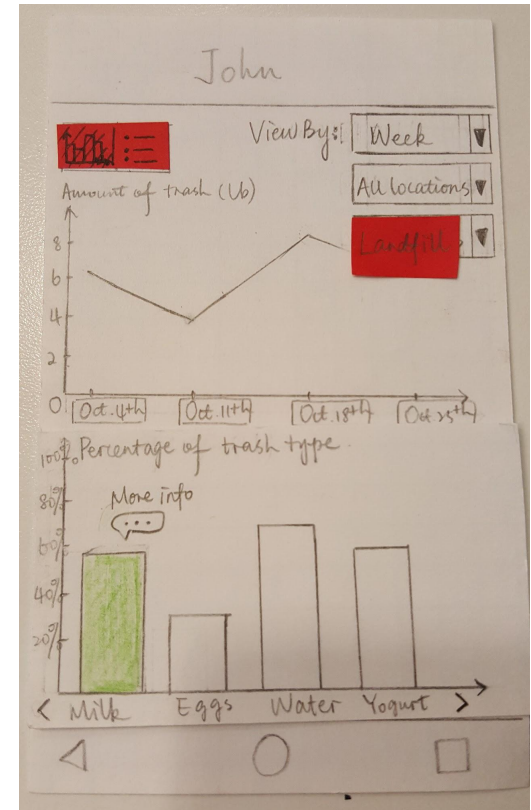
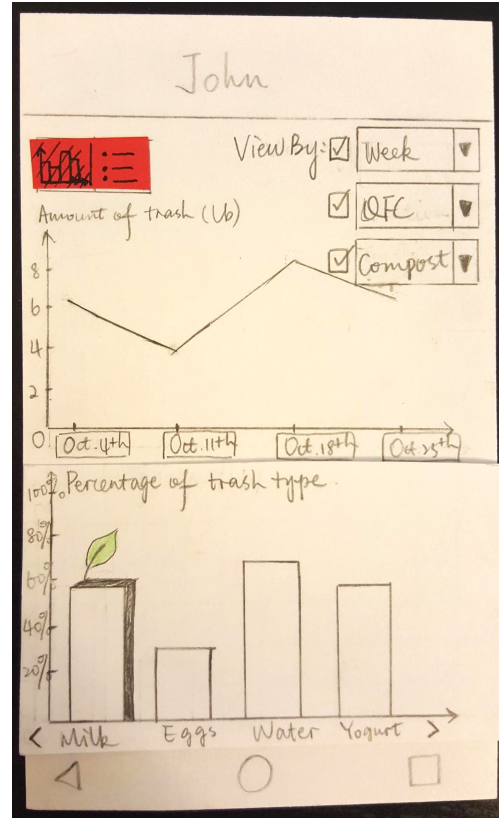
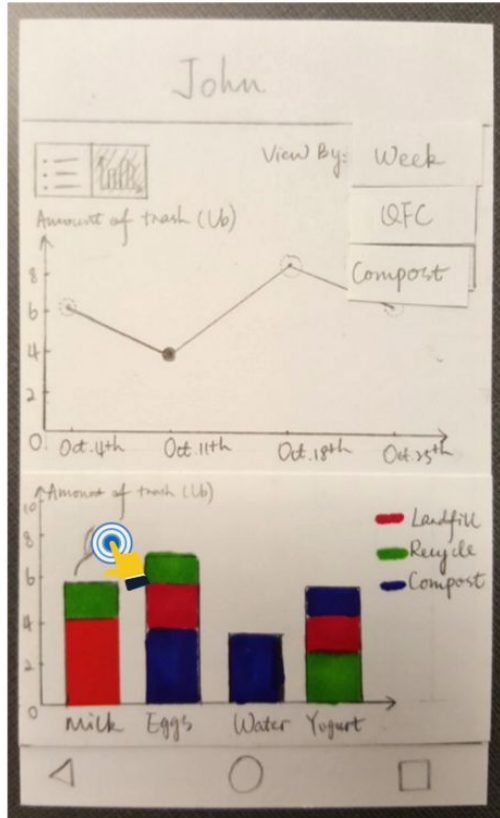
# Result 2 - Unsure about Trash Component Colors



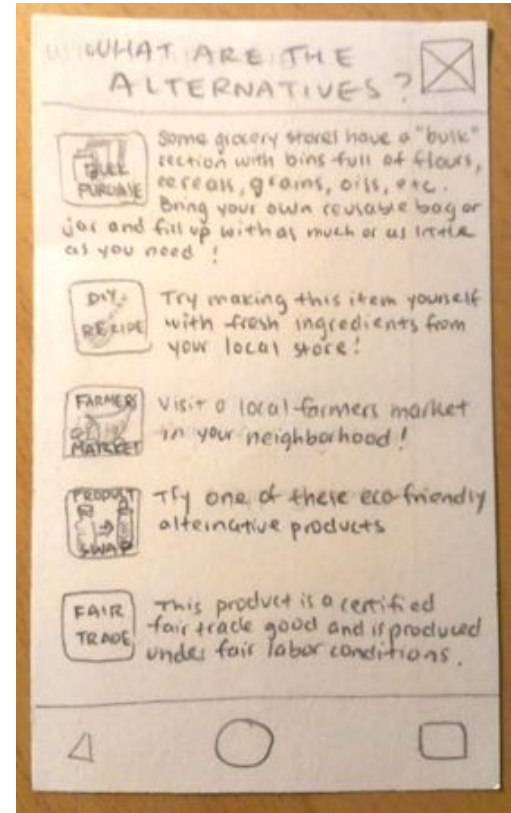
# Result 3 - Unfamiliar with Eco-friendly Language



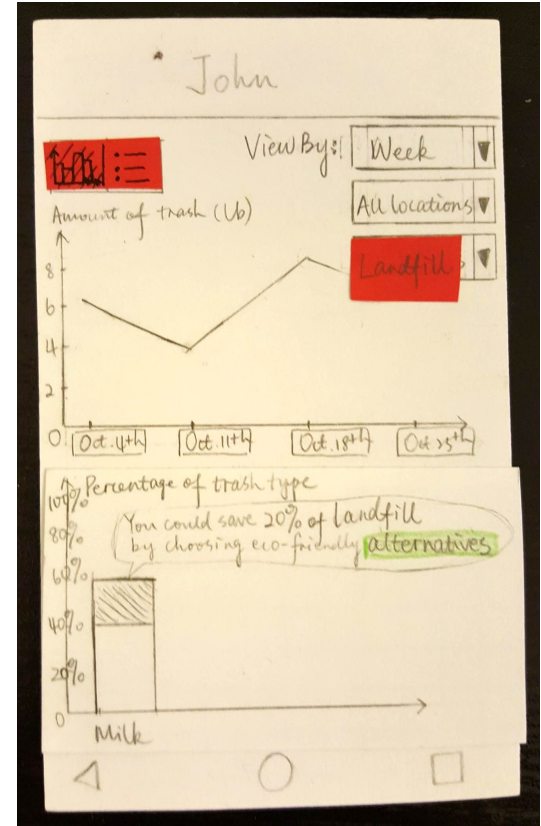
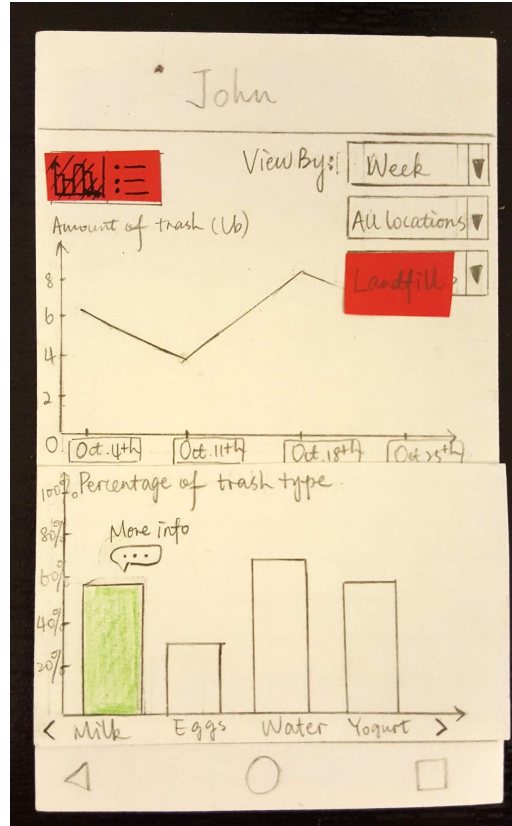
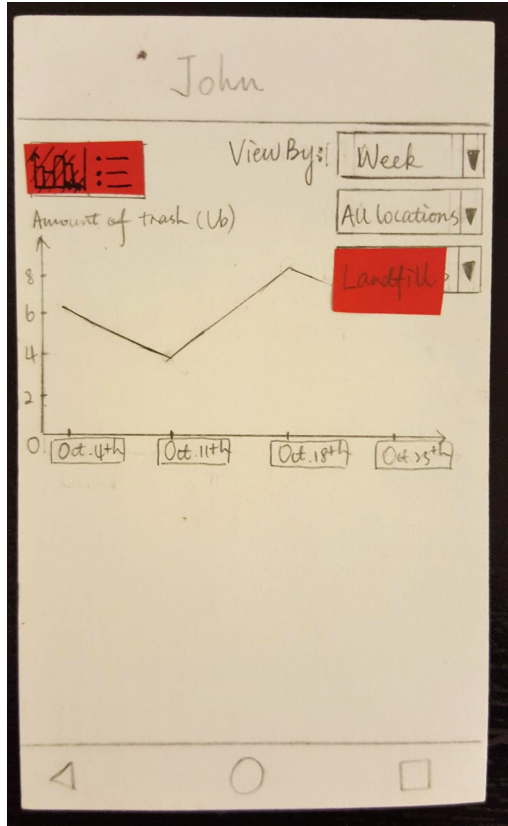
# Result 4 - Unclear with Clickable Buttons



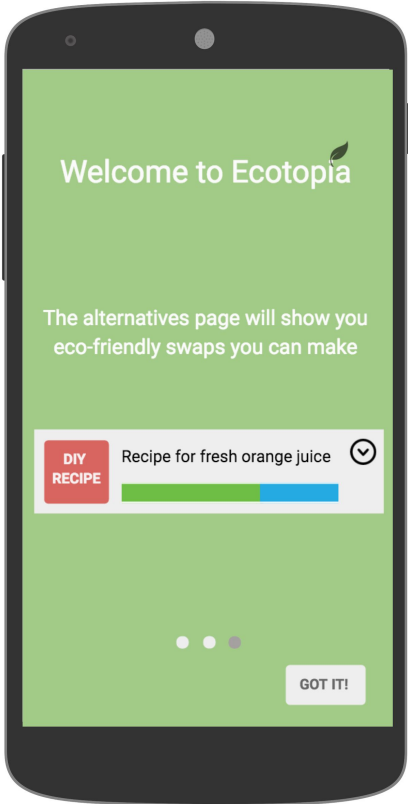
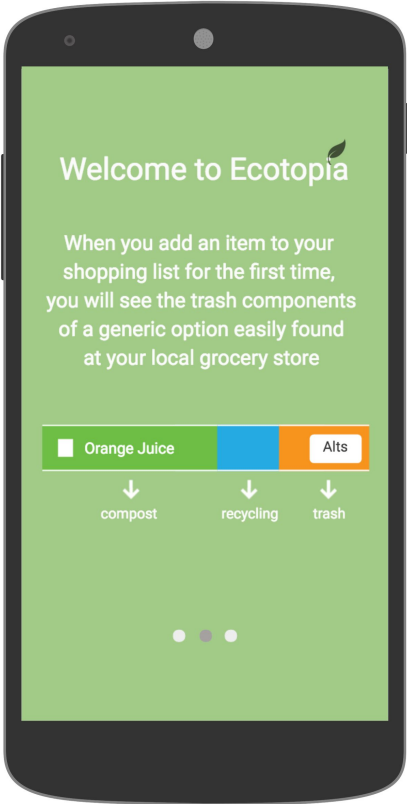
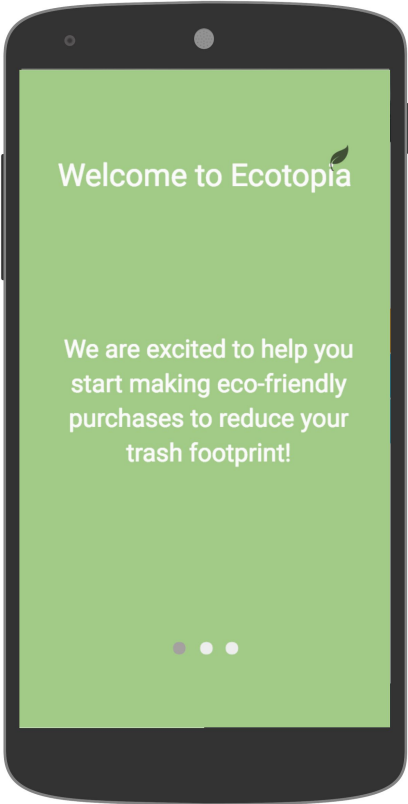
# Final Prototype - Alternatives



# Final Prototype - Motivation

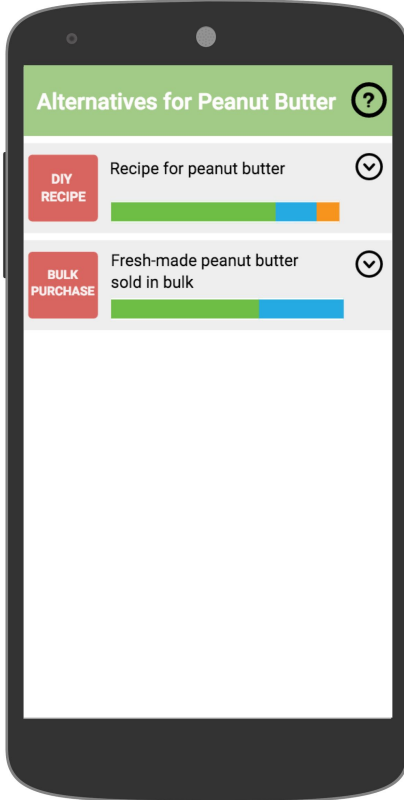
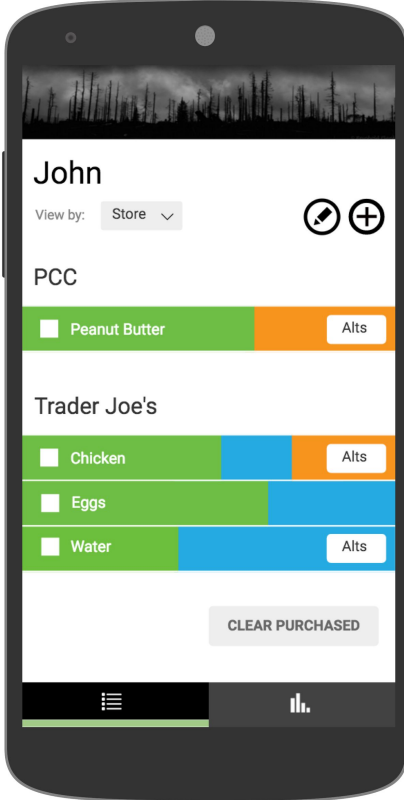
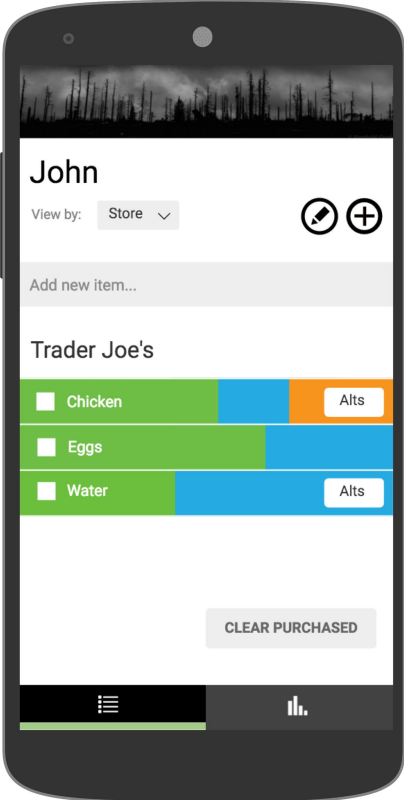


# Digital Mockup - Tutorials

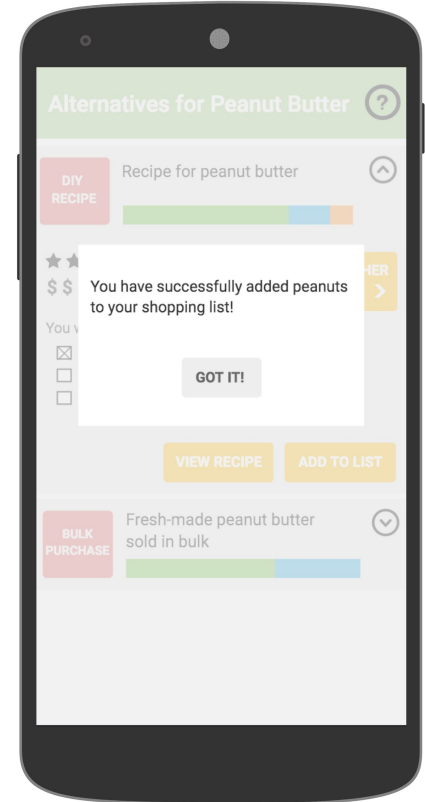
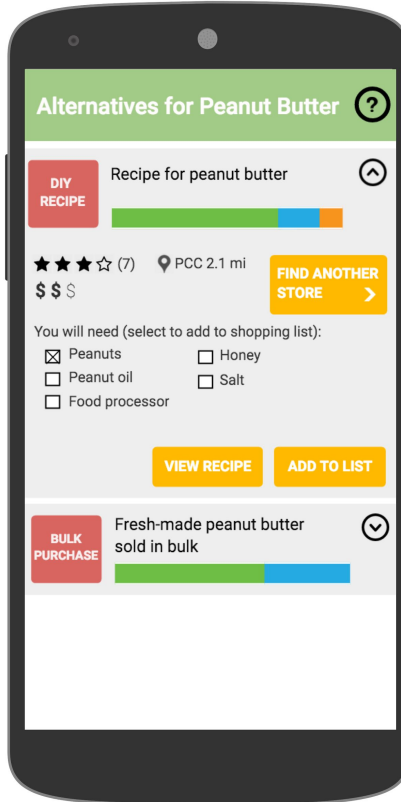
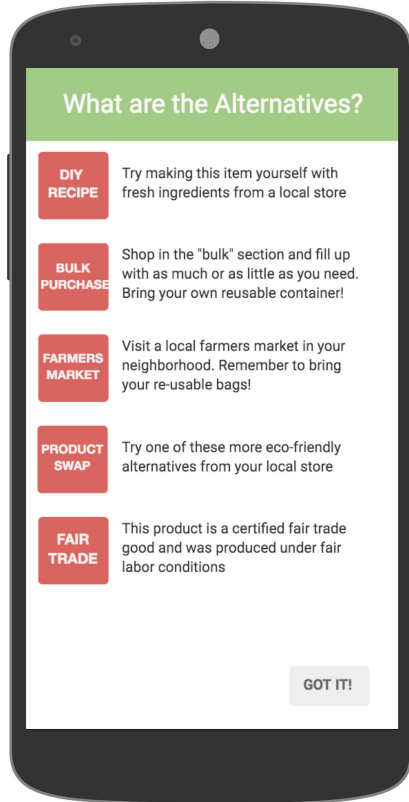




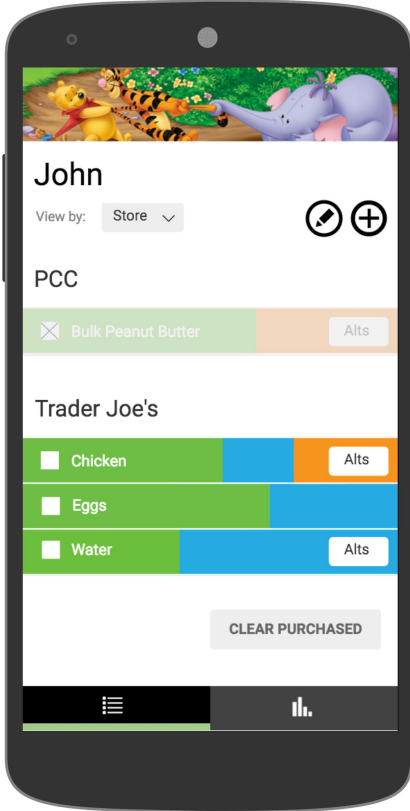
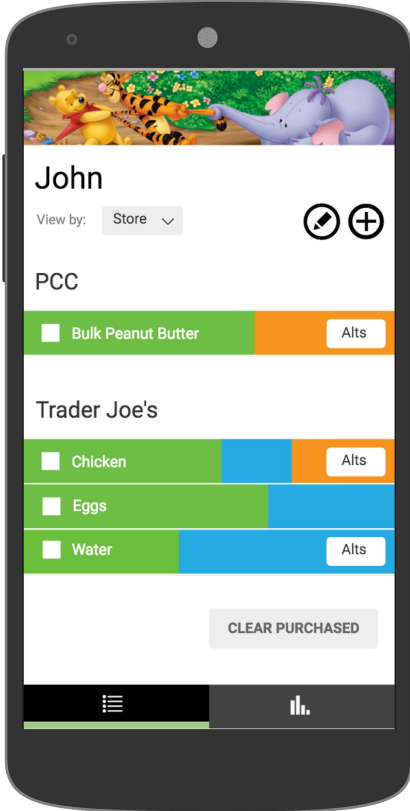
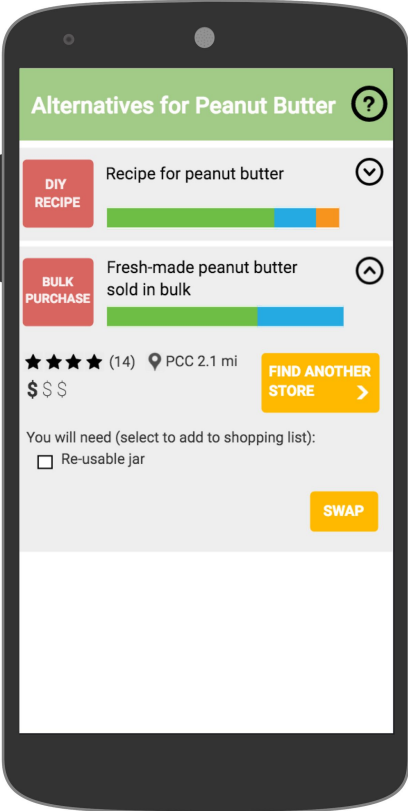
# Digital Mockup - Alternatives



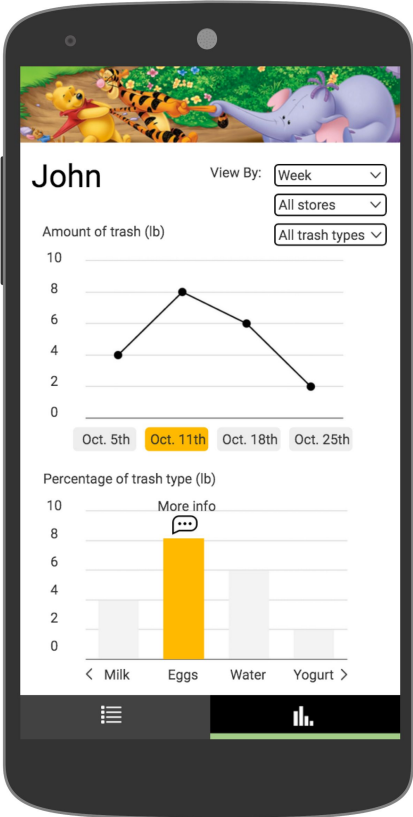
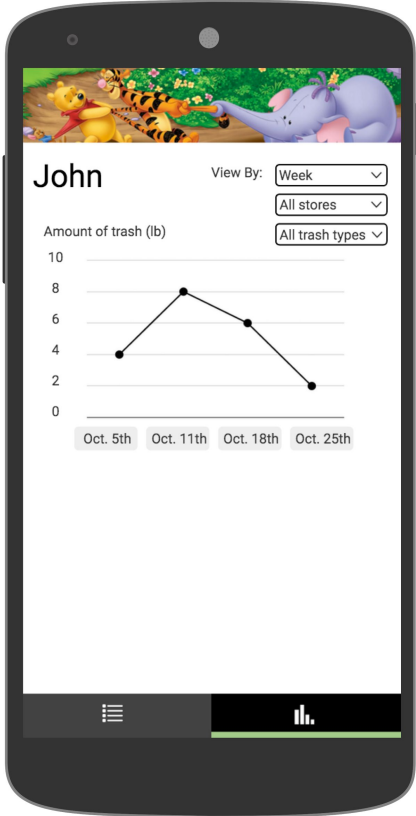
# Digital Mockup - Alternatives



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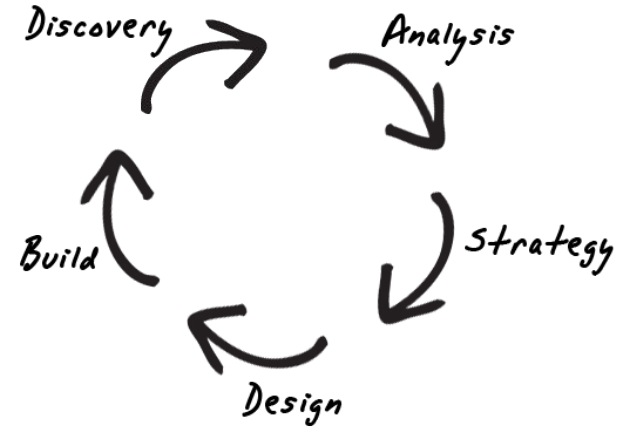


# Digital Mockup - Motivation



# Summary

- Learn from **users**
- **Iterate**, iterate, iterate...
- **Three** fools are better than a wise man



Thank You!  
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