

PHASE ONE		
 <b>IDENTIFY PROBLEM</b>  Global: Sustainability. Community: Wilhelmsburg community, youth-oriented. Technology: Is possible to start on the simplest of devices.	 <b>BRAINSTORMING</b>  <u>Who?</u> Youth, who are hanging out on the street and want to have some fun. <u>What?</u> Arcade-like game where you need to identify how to segregate waste. <u>Where?</u> Advertising column/ Monitor+Controller setup <u>Why?</u> Increasing awareness regarding waste segregation.	 <b>DESIGN CONCEPT</b>  <u>Defined Must-Haves:</u> <ul style="list-style-type: none"><li>• Three buttons that correspond to three bins that are found in average household.</li><li>• Each game has to include "Special Cases"(unintuitive)</li><li>• Each game lasts 30 seconds.</li><li>• Extra button: pause, end restart the game</li></ul>
PHASE TWO		
 <b>BUILD</b>  Technology used: <ul style="list-style-type: none"><li>• Monitor that can be build-in</li><li>• Five hardware buttons</li><li>• Raspberry Pi</li></ul>	 <b>TEST</b>  Results of the prototype testing: <ul style="list-style-type: none"><li>• Bug fixing</li><li>• Concept planning for the second prototype</li></ul>	 <b>IMPROVEMENT</b>  <u>Future expansions:</u> <ul style="list-style-type: none"><li>• Extra categories: glass, bring to the cloth recycling, donate, Recyclinghof, bio.</li><li>• Game is running in the preview and starts as soon as first item is classified.</li><li>• Game online/local.</li></ul>

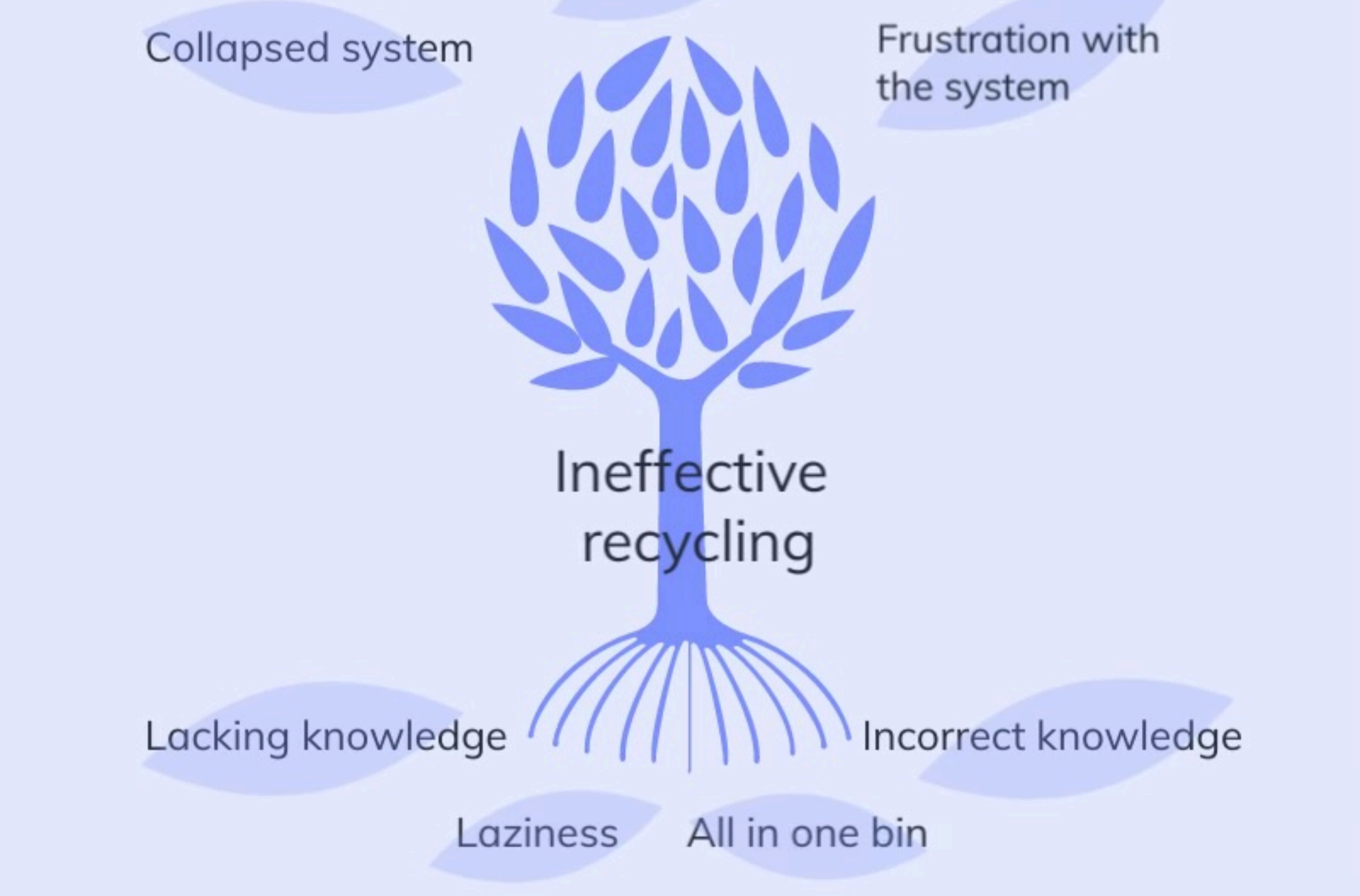
? The problem is narrowed down to the idea that is approachable and can serve the community. Based on the teams private experience as well as analysis of what can help the community to have a more sustainable lifestyle, the team has decided to concentrate on waste segregation and awareness about the process as the key idea.

In order to achieve the goal and rise the awareness about the proper process of trash segregation the idea was to develop an easy arcade-like game that anybody can approach, play and in the game-like process learn about segregation.



## What are our goals?

 <b>Attract youth</b> Engaging younger members of the community	 <b>Raise Awareness</b> Show that there are still knowledge gaps regarding waste segregation	 <b>Educate</b> Teach how to correct common or unobvious mistakes
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## Participant Journey Canvas



## User Persona

**Julius**

"Sometimes one just wants to have fun"

**Goals:**

- Adhere to the modern values
- Fit in with like-minded people
- Have fun

**Frustrations:**

- Figuring out how to adhere to his values
- Explaining his views and ideas to peers

**Motivation:**

Peer approval: ●●●●●●●●

Social views: ●●●●●●●●

Knowledge: ●●●●●●●●

**Influences:**

Social Media: ●●●●●●●●

Referrals: ●●●●●●●●

Traditional Ads: ●●●●●●●●

**Age:** 17

**Occupation:** Secondary school student

**Location:** Wilhelmsburg, Hamburg

Introvert: ●●●●●●●● Extrovert: ●●●●●●●●

Thinking: ●●●●●●●● Feeling: ●●●●●●●●

Judging: ●●●●●●●● Perceiving: ●●●●●●●●

**Impulsive** **Impressible** **Social** **Affectable**

**Bio:**

Julius is a normal teenager that is mainly looking for fun and hanging out with his friends on the street. Even though he is mainly looking for fun, he knows, that a member of society he has his responsibilities and wants to incorporate them in his lifestyle.

In free time he plays games and watches TickTock.

**Brands:**

- Vans
- Tommy Hilfiger
- The North Face

## User Persona

**Katharina**

"Per aspera ad astra"

**Goals:**

- Contribute to society in a meaningful way
- Keep improving yourself
- Helping the environment

**Frustrations:**

- Hard to educate yourself
- Hard to find good sources that empower her to reach her goals

**Motivation:**

Peer approval: ●●●●●●●●

Social views: ●●●●●●●●

Knowledge: ●●●●●●●●

**Influences:**

Social Media: ●●●●●●●●

Referrals: ●●●●●●●●

Traditional Ads: ●●●●●●●●

**Age:** 27

**Occupation:** Talent Acquisition Specialist

**Location:** Hammerbrook, Hamburg

Introvert: ●●●●●●●● Extrovert: ●●●●●●●●

Thinking: ●●●●●●●● Feeling: ●●●●●●●●

Judging: ●●●●●●●● Perceiving: ●●●●●●●●

**Loyal** **Responsible** **Social** **Easy-going**

**Bio:**

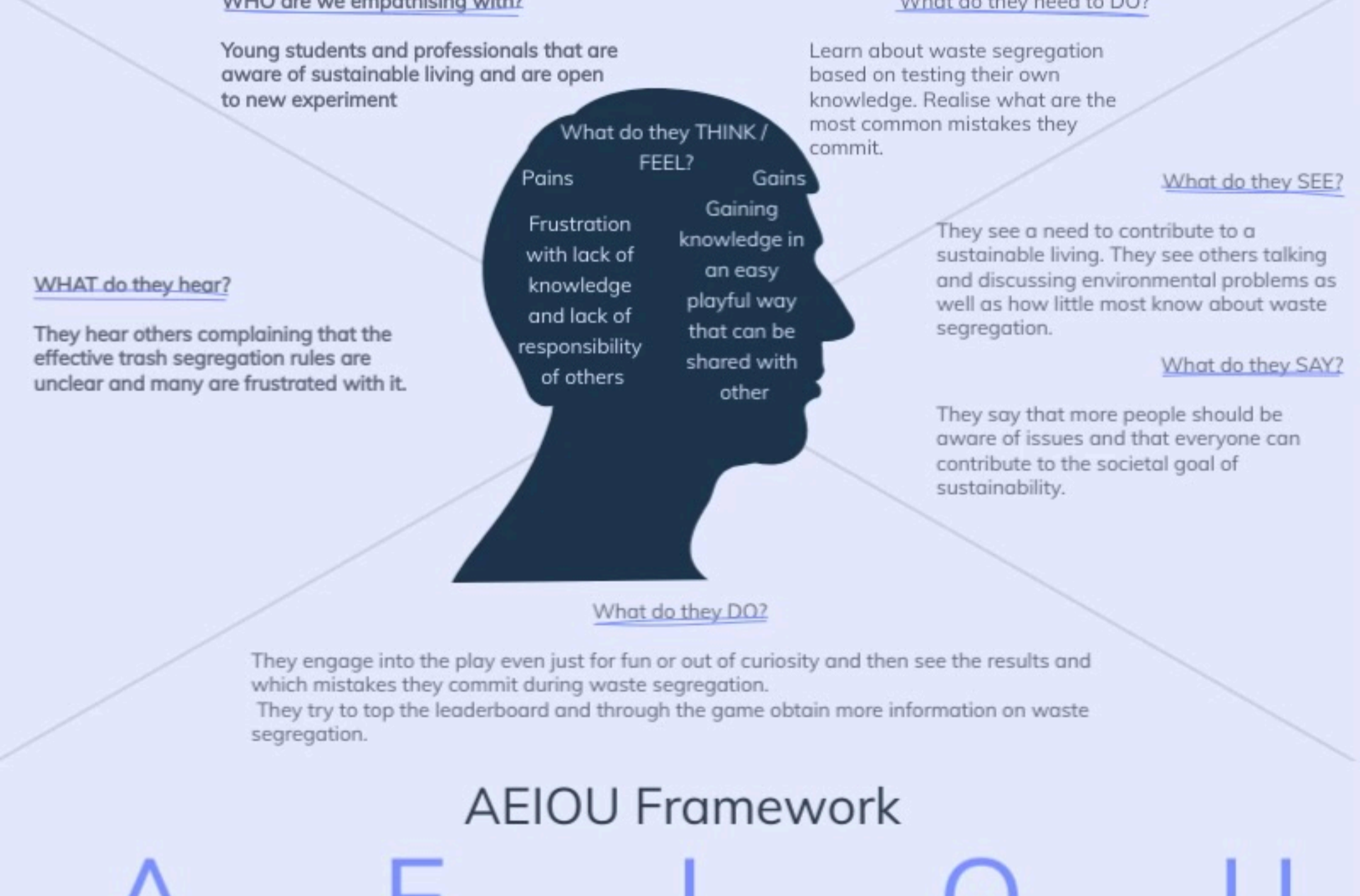
Katharina is an easy-going and social person that is aware of her responsibilities in life and wants to fulfil them to the fullest extent. She is very serious about both of her social and career roles.

In free time she enjoys travelling, hiking and nature photography.

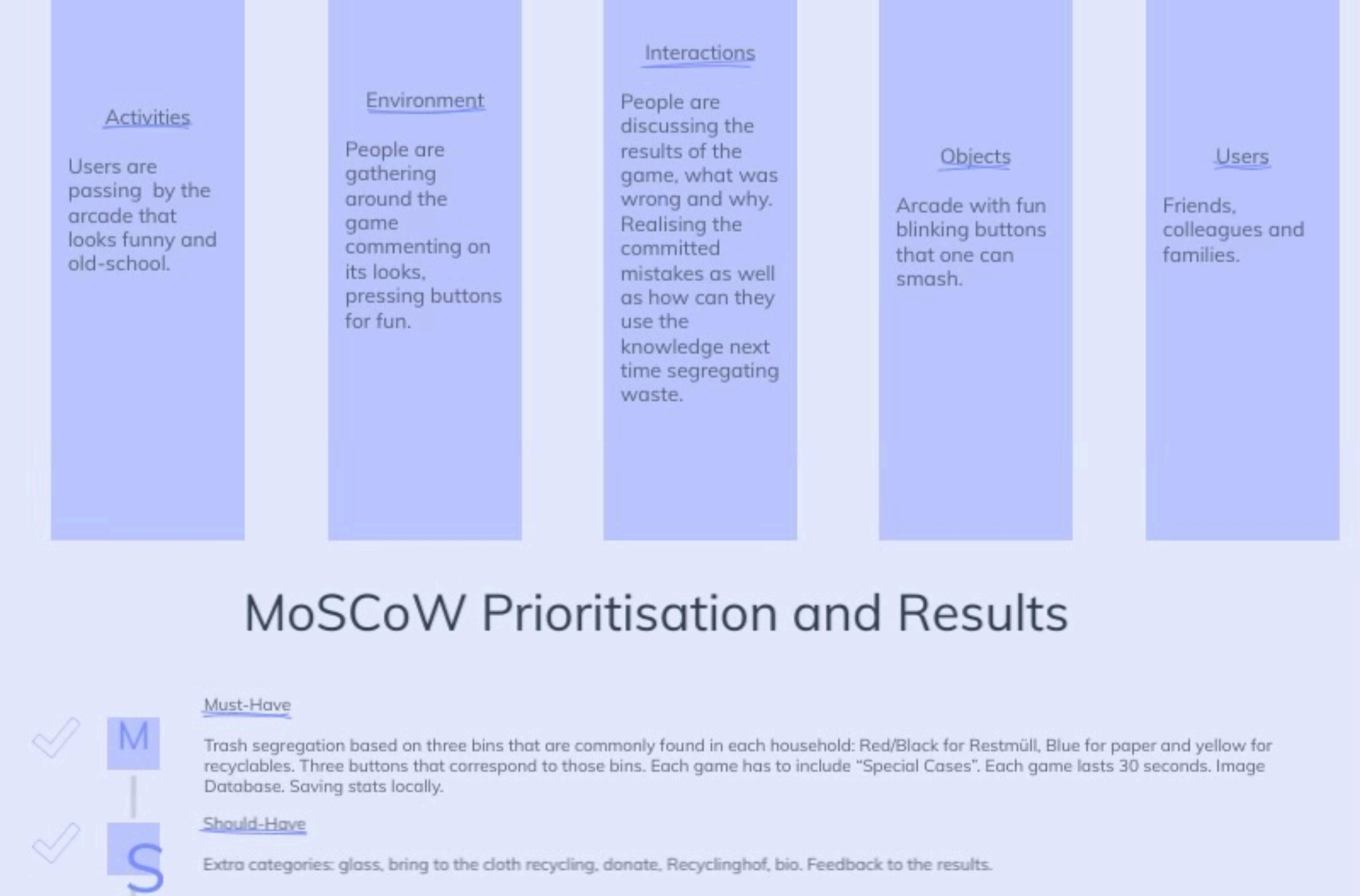
**Brands:**

- Depot
- Cesa Clothing
- Tamaris

## Empathy Map Canvas



## AEIOU Framework



## MoSCoW Prioritisation and Results

 <b>M</b> <u>Must-Have</u> Trash segregation based on three bins that are commonly found in each household: Red/Black for Restmüll, Blue for paper and yellow for recyclables. Three buttons that correspond to those bins. Each game has to include "Special Cases". Each game lasts 30 seconds. Image Database. Saving stats locally.	 <b>S</b> <u>Should-Have</u> Extra categories: glass, bring to the cloth recycling, donate, Recyclinghof, bio. Feedback to the results.
 <b>C</b> <u>Could-Have</u> Game is running in the preview and starts as soon as first item is classified. Game online/local. "Special special items": 2 correct decisions such as donating food that is only a few days past „Mindesthaltbarkeitsdatum“ or taking clothes to the flea market / recycling garbage can instead of disposing of them, bring to the Recyclinghof.	 <b>W</b> <u>Would-Have</u> Better Hardware. Extensive image database. More specific scoring rules as well as detailed feedback to the mistakes. Personalised leaderboard and user account system.

**SKY IS THE LIMIT!**

With the expandable design the game can be adapted for ever-changing regulations and constantly adding new fun categories and items to broad the knowledge.

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Made with VISME