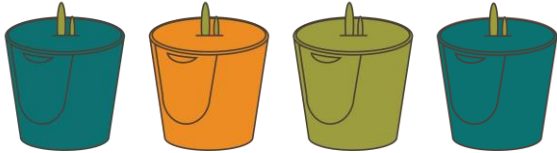


By Sally Augustijn 4142616, Date: 04-12-2014, Coaches: Natalia Romero Herrera and Arnold Vermeeren

GREEN GARBAGE

Exploring Interactions - My Greener House - Cycle 3



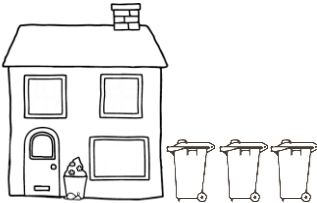
CURRENT SITUATION

THE MUNICIPALITY ENFORCES THEIR CITIZENS TO SEPARATE MORE AND MORE, WHICH COSTS EXTRA EFFORT.



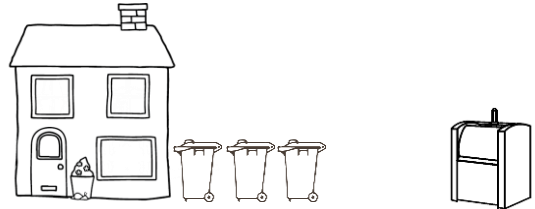
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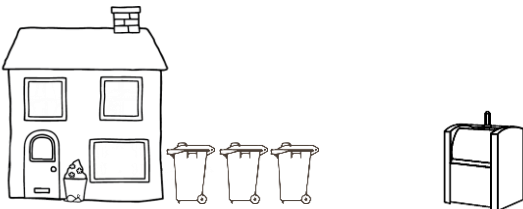
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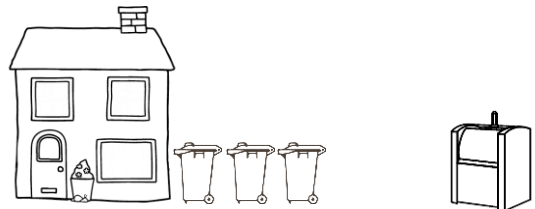
CURRENT SITUATION

THE MUNICIPALITY ENFORCES THEIR CITIZENS TO SEPARATE MORE AND MORE, WHICH COSTS EXTRA EFFORT.
WHAT ARE THEY DOING IT FOR?

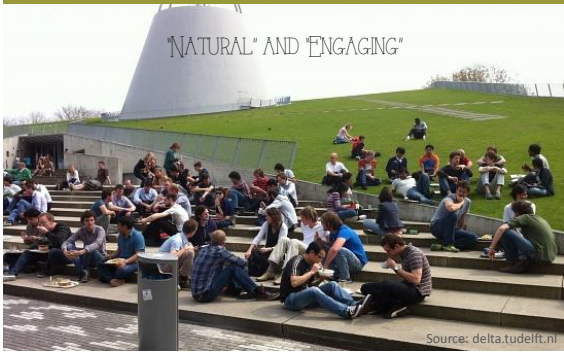


DESIGN GOAL

* MAKE CITIZENS FEEL **IMPORTANT** IN SEPARATING THEIR GARBAGE, SO THEY DO NOT FEEL ENFORCED BY THE MUNICIPALITY*



INTERACTION VISION



IMPORTANT BY:



MATERIALS



USER TEST



RESULT

MORE POSITIVE IMAGE OF SEPARATING GARBAGE:



WRAP-UP

