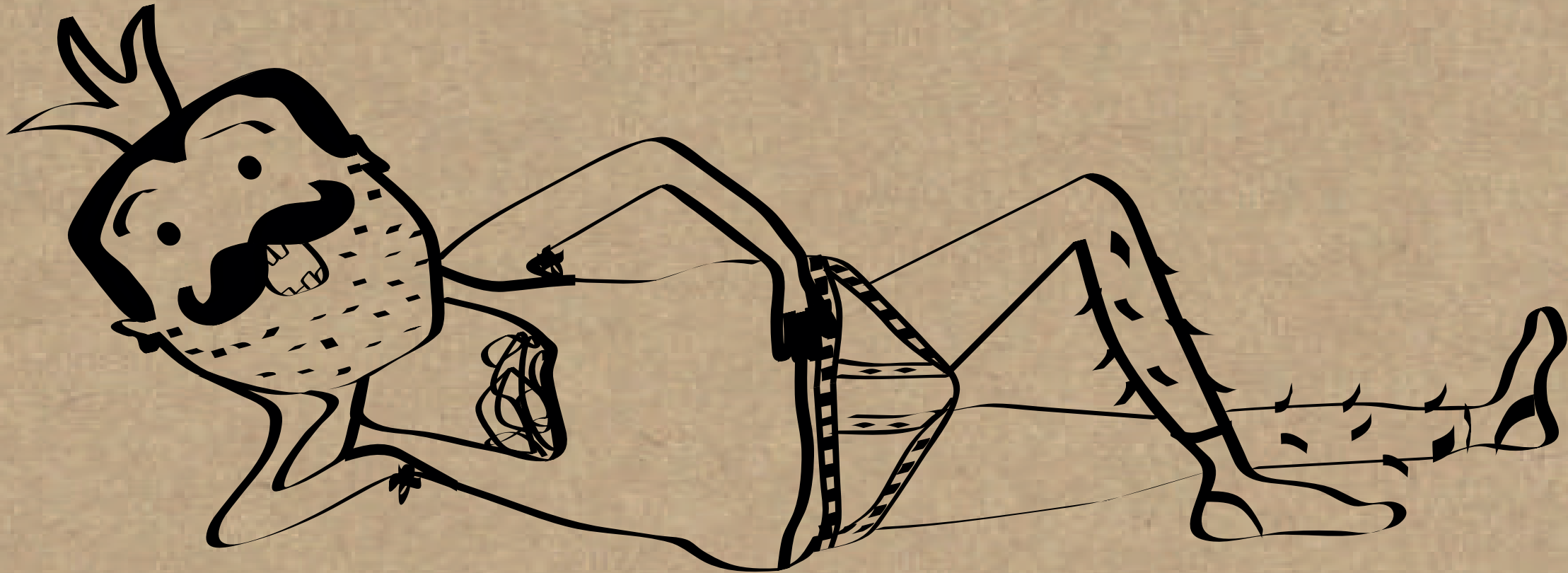


HET SCHEIDSPEL

The result of understanding students and their attitude towards
waste separation within the shared kitchen environment

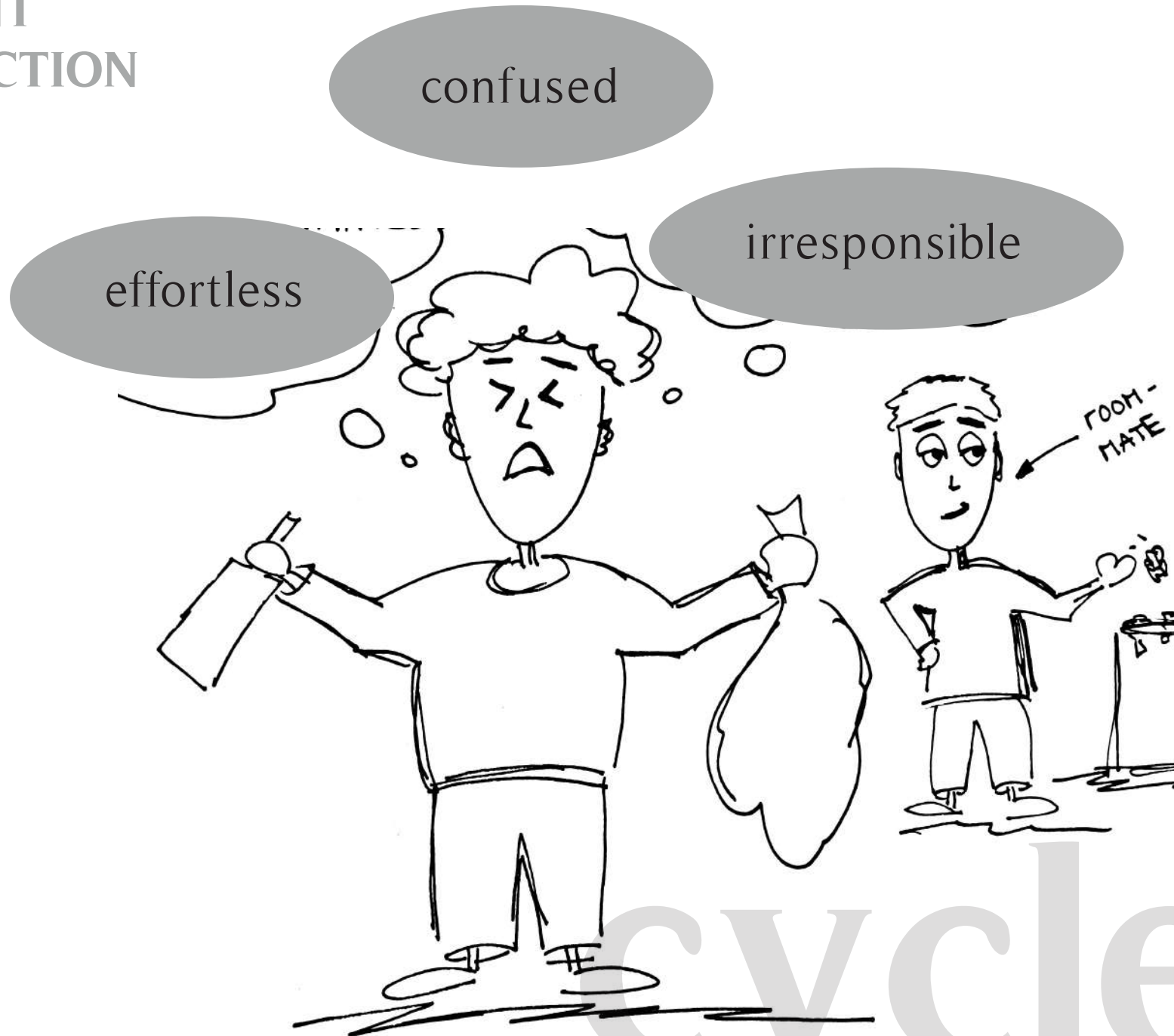


INTRODUCTION



cycle 1

CURRENT INTERACTION



cycle 1

PERSONAS

Initiator

“I want to take the initiative to start separating waste but I don't know how to convince my roommates.”



rebel

“The effort to separate waste is too big because I think they put the materials together again anyway”.



cycle 2

DESIGN GOAL 2

“ My design goal is to **facilitate a way for the environmentally aware student to encourage their roommates** to separate waste within the shared kitchen context.”

cycle 2

DESIGN GOAL 2

“ My design goal is to **facilitate a way for the environmentally aware student to encourage their roommates** to separate waste within the shared kitchen context.”



Initiator



Rebel

cycle 2

**INTERACTION
VISION**

“

.. Peeing on the fly in the urinal

SURPRISE

CHALLENGE

DISTRACT



cycle 2

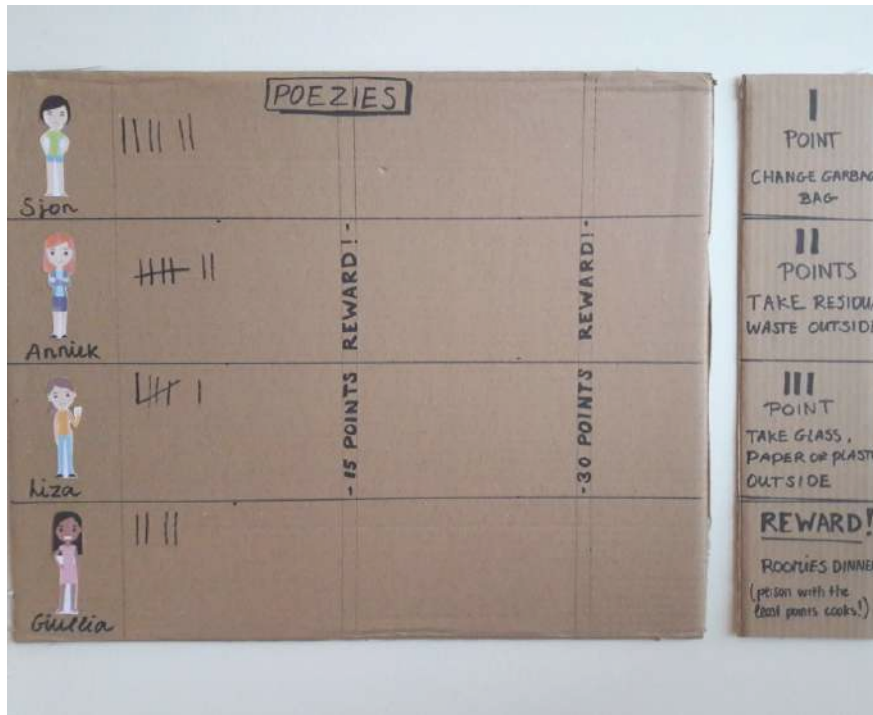
CONCEPT DIRECTION

Involve Challenge Distract Reward



cycle 2

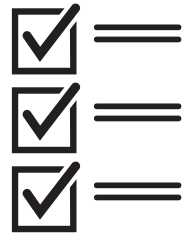
SCOREBOARD TEST 1



cycle 3

CRITERIA

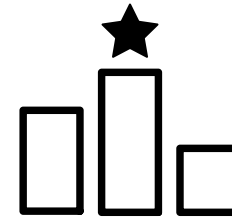
Initiator



Most wanted chore

make separating plastic popular

Rebel



Unpredictable winner

motivating all roommates

cycle 3

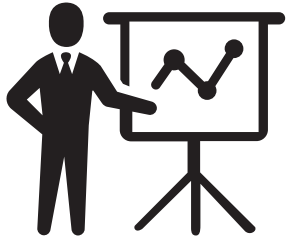
GAME BOARD TEST 2



cycle 3

CRITERIA

Initiator



Easy to introduce

short explanation

Rebel



Easy understandable rules

short but sweet

cycle 3

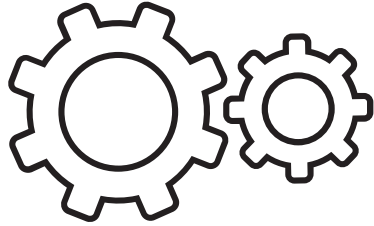
GARBAGE GAME TEST 3



cycle 3

CRITERIA

Initiator



Functional element

product is useful for separating

Rebel



Proof

element of proof for winner to show
when room mates are not home

cycle 3

SCHEIDKONING TEST 4



cycle 3

CRITERIA

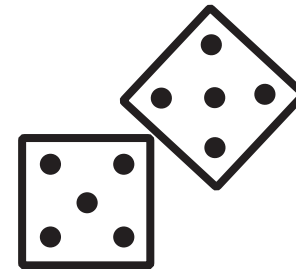
Initiator



Investment

buy as a gift

Rebel

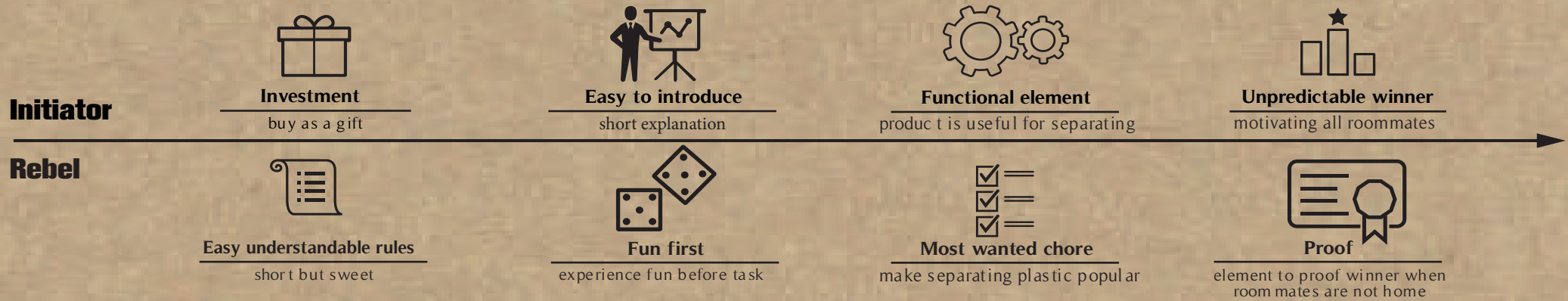


Fun first

experience fun before task

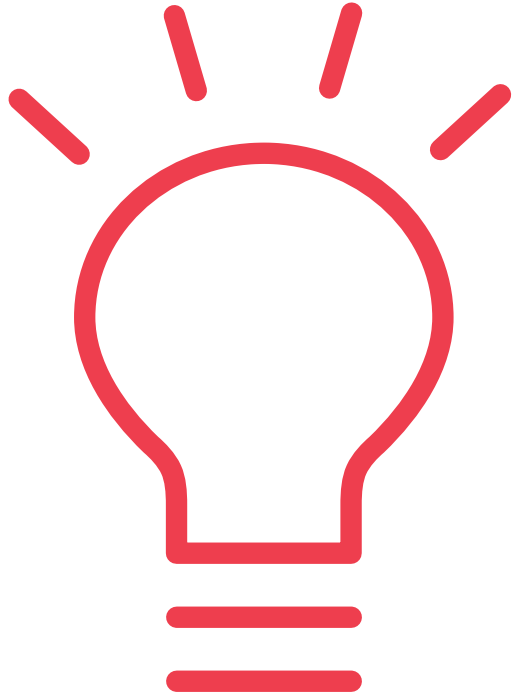
cycle 3

CRITERIA TIMELINE



cycle 3

MAIN
INSIGHTS



Focus on:

**Plastic waste
&
Start recycling!**

cycle 3

DESIGN GOAL 3

“ My design goal is to facilitate a way for the environmentally aware student to encourage their roommates **to start** separating **plastic waste** within the shared kitchen context.”

cycle 3

HET SCHEIDSPEL



1.

Bags for recycling plastic

2.

One bag contains a moustache

3.

Win by changing bag and finding the moustache

4.

Wear the moustache and get rewarded

cycle 3

**CURRENT
INTERACTION**

Effortless

Confused

Irresponsible

Demo

INTERACTION 1 “INTRODUCING”

Involve



1. Introduce

Challenge



2. Explain

Distract



3. Start

Demo

INTERACTION 2 “RECYCLING”

Surprise



1. Recycle

Challenge



2. Change

Reward



3. Win

cycle 3

RECOMMENDATIONS



Distracting

Branding De scheidkoning
(social media, merchandise, promotion)



Surprise

Scheidzak in colours like to stand out
(pink, yellow, orange)



Challenging

More winners in one game
(crown, cape, underwear)

cycle 3



Thank you!

DIT MAG IN DE SCHEIDZAK



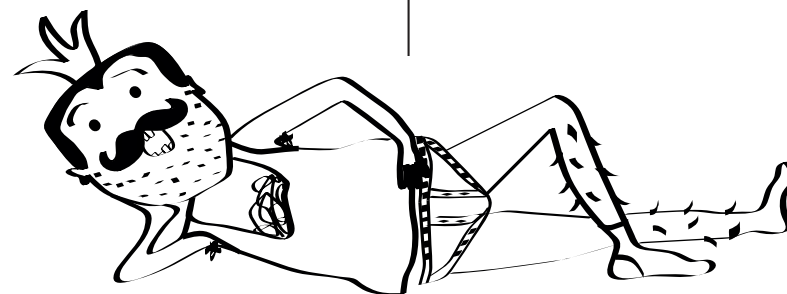
SPELREGELS

1. **GEBRUIK DE SCHEIDZAKKEN VOOR HET SCHEIDEN VAN PLASTIC**
2. **EEN VAN DEZE ZAKKEN BEVAT EEN SNOR**
3. **WORDT DE SCHEIDKONING DOOR DE GOUDEN SNOR TE VINDEN**
4. **DRAAG DE SNOR EN JE HEBT RECHT OP:**

- 1 WEEK AFWAS VRIJ 1 KRATJE BIER 1 VERZORGD HUIDDINER

HET SCHEIDSPEL

WORDT EEN ECHTE SCHEIDKONING EN START MET PLASTIC SCHEIDEN!



DESIGN GOAL 1

“My design goal is to encourage environmentally aware students to separate their waste within shared student kitchens.”

cycle 1