



TRASH
TALK

Design Report

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INTRODUCTION

The TrashTalk application :

The TrashTalk application is an easy and educational way to get started in a zero waste lifestyle. The methods used in the application are designed to make learning as fun and enjoyable as possible for the user while raising awareness of sustainable development issues. This report details the design choices that were made during the development phase to achieve an exceptional user experience and an interface that is both aesthetically pleasing and practical.

Requirements :

The interface should be simple and intuitive so that anyone, regardless of their experience with new technologies, can easily navigate the application.

Eco-responsible, the application helps users to achieve a 0 waste lifestyle, the interface should be simple and keep only the essential features so that the weight of the pages is not too high.

DESIGN BRIEF

Through the design and development of an application for the Android market, how to encourage users to adopt sustainable habits and maintain a zero waste lifestyle in the long term. The application will offer simple and fun solutions to common challenges faced by people seeking to adopt a zero waste lifestyle, such as food selection, organic waste management and sustainable transportation.

RESEARCH

1) Introduction

In order to meet the requirements and theme of the application stated above, we carried out a research phase to ensure that the user experience was the best possible while having an intuitive design that matched the 0 waste theme.

2) Research Methods Used

In order to gather as much information as possible about zero waste we used different research methods. Firstly, we consulted online newspapers in order to be aware of the latest news on this subject, then we visited websites specialised in zero waste in order to better understand this way of life, and finally we carried out a survey with a sample of people in order to know what could launch them into a lifestyle like this one.

3) Gathering resources

[https://www.ouest-france.fr/environnement/dechets/un-europeen-generé-par-492-kilogrammes-de-dechets-6881178#:~:text=Les%20d%C3%A9chets%20en%20Europe&text=Le%20Danemark%20est%20le%20plus,la%20Suisse%20\(703%20kg](https://www.ouest-france.fr/environnement/dechets/un-europeen-generé-par-492-kilogrammes-de-dechets-6881178#:~:text=Les%20d%C3%A9chets%20en%20Europe&text=Le%20Danemark%20est%20le%20plus,la%20Suisse%20(703%20kg)

<https://www.zerowaste.com/blog/zero-waste-communities-across-the-globe/>

<https://www.greenmatters.com/t/what-is-zero-waste>

<https://kitimatstikine.civicweb.net/document/840/>

<https://zerowasteurope.eu/#2>

RESEARCH

4) Survey

Bertrand : What could motivate me to start this way of life would be to know that I'm not alone, I would like to have a reference point with people who are already doing it. Then zero waste implies a lot of things that are not necessarily easy and reasonable in this day and age, it would imply that there are no more electronics, no more household appliances, nothing, or that absolutely everything can be recycled, which is not the case, so my second motivation would be that all the producers of machines commit themselves too.

Angèle : I'd like to know if other people are doing it too, if I see that everyone is doing it, 70% of people is enough, not big personalities, I'll start. It's silly to say but why make an effort when others don't.

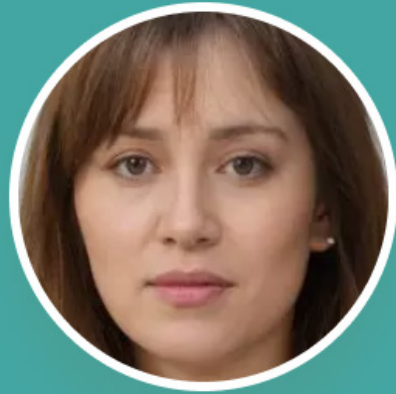
Yoann : I would say first of all that if bulk products were more accessible I could start, because for the moment there are few of them and they are quite expensive. At the moment we tend to buy cheaper products that contain more waste.

5) Resource analysis :

From the research we have done, we can see that waste is a real problem for our society, as an average European generates 492kg of waste per year. We will therefore use the data collected from the various sites that talk about zero waste to help us design our application. The survey we have done will allow us to create different personas that will be useful in designing an efficient user experience.

RESEARCH

6) Personas



Evie Doyle

Lawyer



I would like to educate my children about the importance of sustainability and waste reduction

Bio

Evie is a young working mother who has recently become aware of the impact of her consumption on the environment. She is looking for practical ways to reduce waste in her home, such as using reusable bags for shopping, setting up composting systems for organic waste, and using eco-friendly cleaning products. She would also like to educate her children about the importance of sustainability and waste reduction, and is looking for tools and resources to help them understand these topics.

Age: 37

Status: Married

Location: Wexford

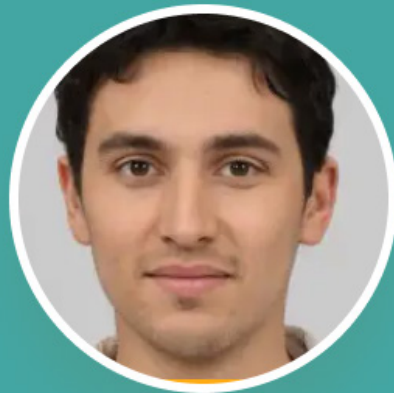
Organized

Protective

Punctual

RESEARCH

6) Personas



Bobby Keogh

Student in ecology



I am looking for new information on the latest sustainability trends

Bio

Bobby is an ecology student who is very committed to sustainability and responsible consumption. He is constantly looking for new information on the latest trends in sustainability, and is interested in the different initiatives and campaigns that aim to reduce waste. He is also interested in different technologies and innovations that reduce waste, such as automated waste separation systems and advanced recycling solutions.

Age: 22

Status: Single

Location: Cork

Organized

Hardwork

Festive

RESEARCH

6) Personas



Sophie O'Donnell

Freelancer



I am looking for ways to reduce waste when I travel

Bio

Sophie is a freelancer who travels a lot for her work. She realises that business travel can generate a lot of waste, such as takeaway packaging, plastic cups and paper napkins. She is looking for ways to reduce her waste when travelling, such as using reusable containers for meals, finding local restaurants that use environmentally friendly packaging, and using solid rather than liquid toiletries to avoid plastic containers.

Age: 27

Status: Single

Location: Dublin

Organized

Hardwork

Punctual

RESEARCH

7) Research analysis :

All these research steps allowed us to better understand the issues related to the subject of our application and why it is important that the user experience is as effective as possible for all types of people because it is an issue that affects all generations.

DESIGN PROCESS

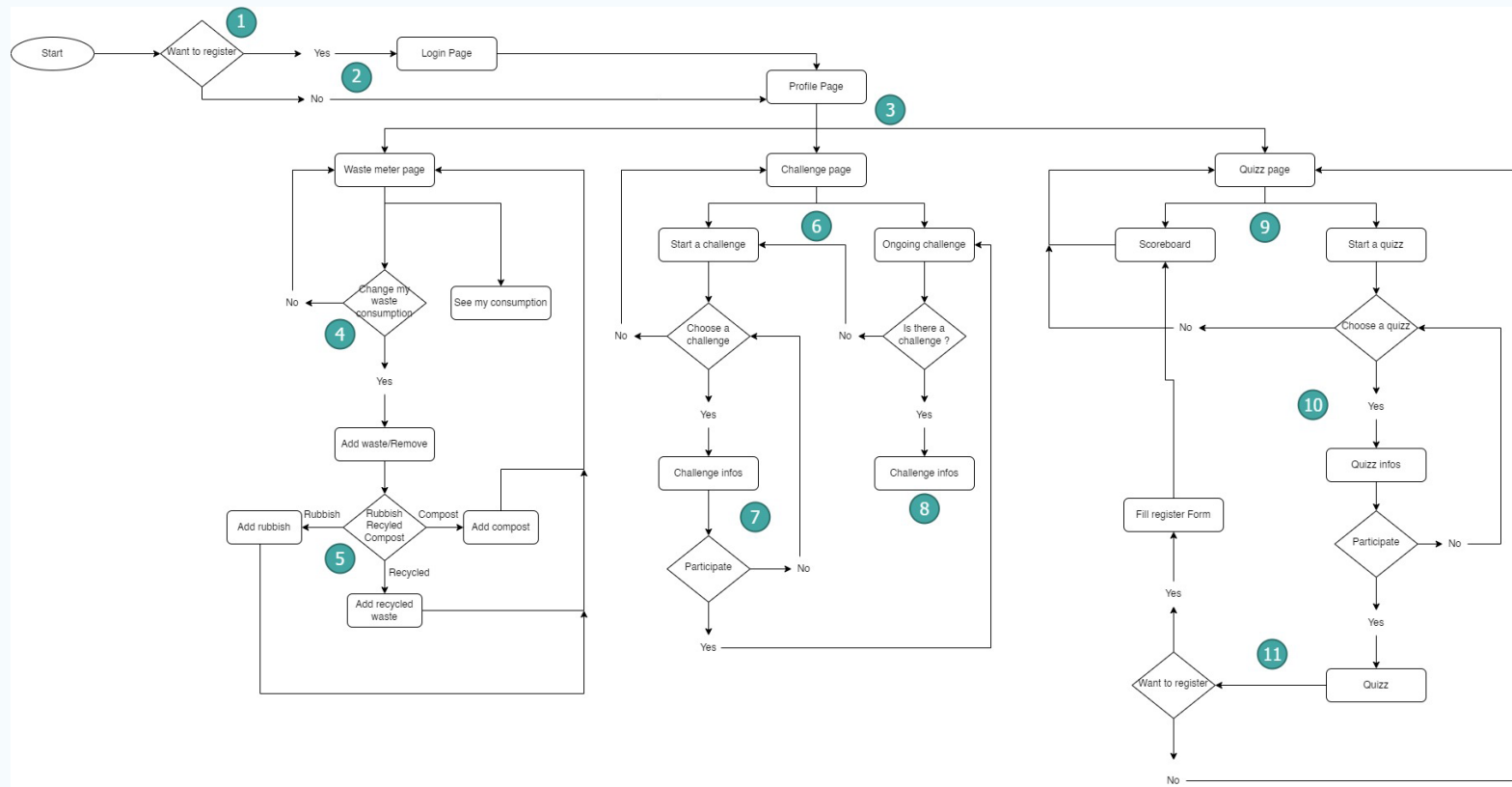
1) Introduction

From the information gathered in the research stage and the brief given, we were able to develop a design process.

DESIGN PROCESS

2) Flowchart

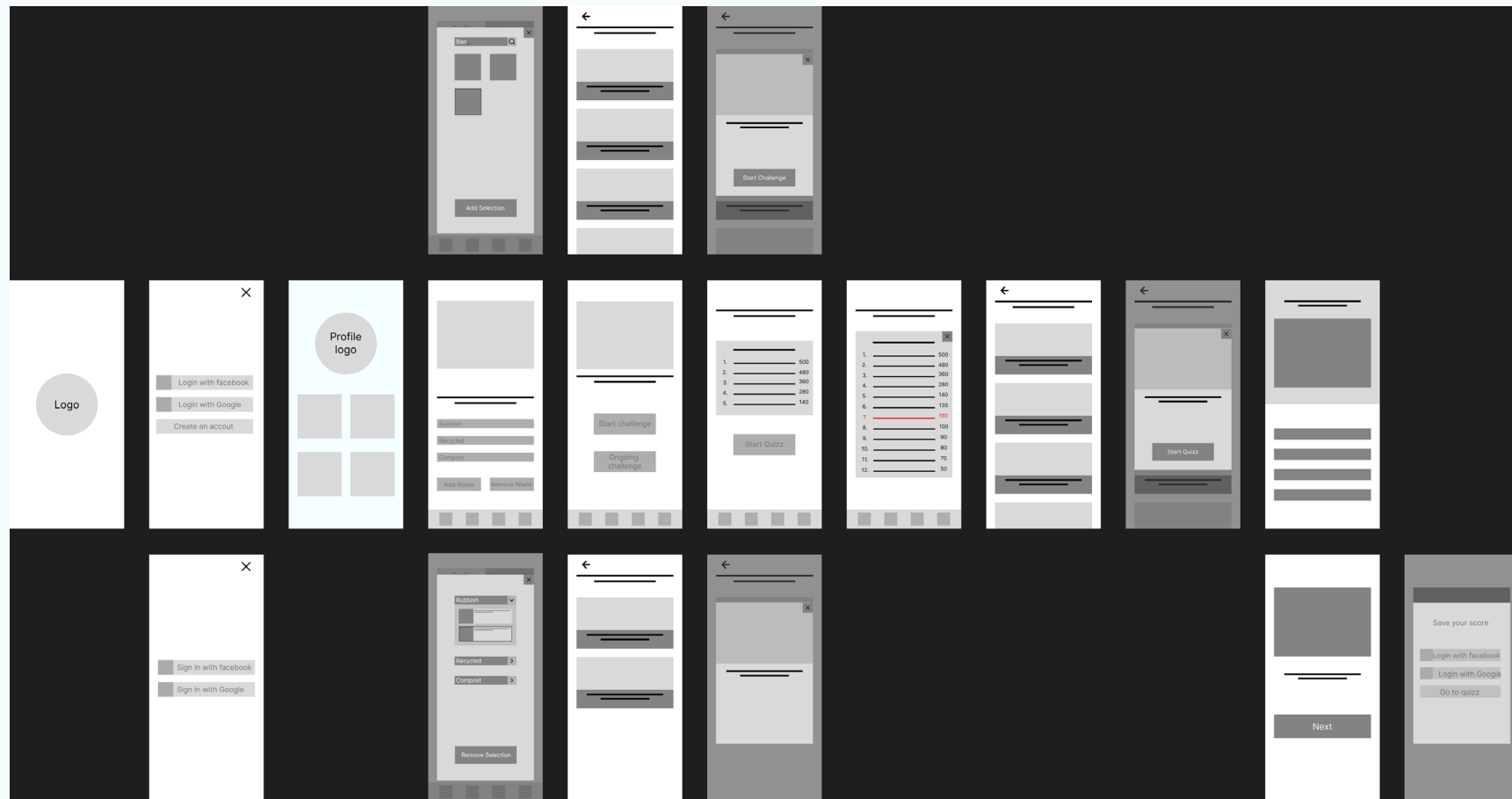
When we looked at this application, one of the priority elements we looked at was the flowchart. We were faced with the challenge of allowing the user to navigate easily and simply, without having to go through numerous screens. After noting all the options the application had to provide, we made the most efficient flowchart possible.



DESIGN PROCESS

3) Wireframe Low Def

Once the flow chart was completed, we were able to start designing the wireframe of our mobile application.



DESIGN PROCESS

4) Research

Once we knew how the application would work, thanks to the Flowchart and the Low Def Wireframe, we designed the visual identity of the application. We researched which colours and typefaces would be most appropriate for an application like this. To do this we did a technology watch and made a mind map. (Appendix 1)

5) Colours

The colours that have been chosen for the application are the following:

Main colour:

#44A6A2: This colour gives a fresh touch and reminds the main theme of 0 waste.

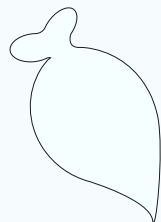
Secondary colour:

#F5FFFF: This colour is mainly used for the background and to make the others stand out, without being a too aggressive white.

#A1DCAD and #EEE58F : These two colours blend perfectly with the main colour and are used for some assets



RGB :
68/166/162
CMYK :
59/0/2/35
HEX :
#44A6A2



RGB :
245/255/255
CMYK :
4/0/0/0
HEX :
#F5FFFF



RGB :
161/220/173
CMYK :
27/0/21/14
HEX :
#A1DCAD



RGB :
238/229/143
CMYK :
0/4/40/7
HEX :
#EEE58F

DESIGN PROCESS

6) Typography

The typography that has been chosen for the application is: “Blogger Sans”.

This slightly rounded typography works perfectly with the atmosphere of the application, it has several variants that allow to keep the same font for the whole site by changing its fat.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

0123456789

&é”’()/ * ; : ! ? ,

DESIGN PROCESS

7) Logo

The logo has been thought around a concept, mixing nature and a dustbin. We thought of two different logos.



Figure 1



Figure 2

Our final choice was figure 2, which is more sober, simple and understandable than the second one, which is too aggressive and vulgar.

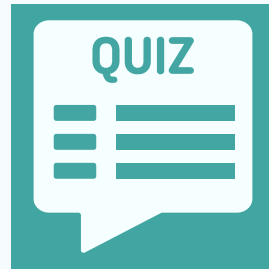


Final choice

DESIGN PROCESS

8) Illustrations

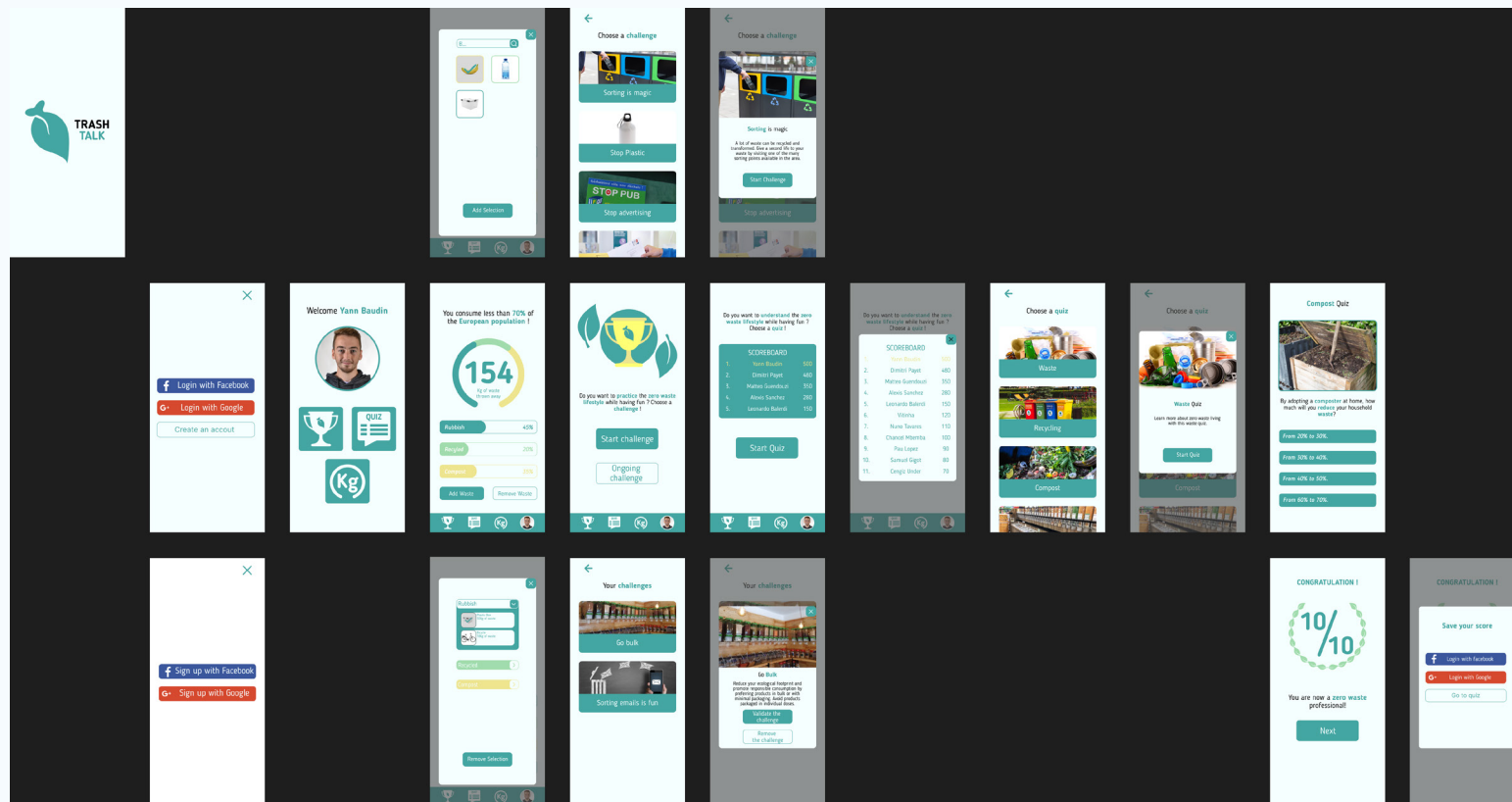
We also made some illustrations and icons to make the user experience more pleasant.



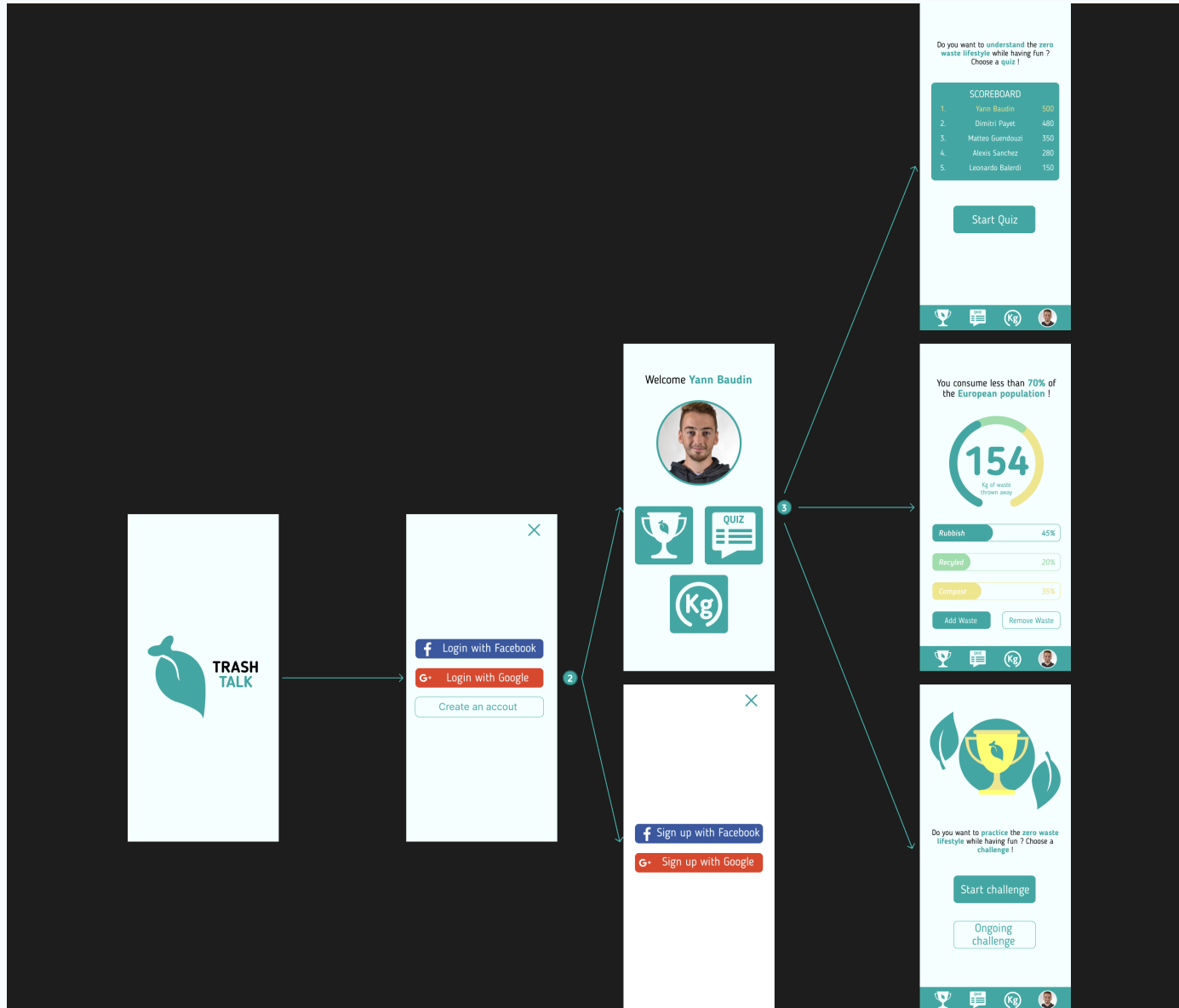
DESIGN PROCESS

9) Prototyping

Once all the visual identity was defined we were able to apply it to our Low Def Wireframe in order to obtain the High Def version that met our brief. Once all the visual identity was defined we were able to apply it to our Low Def Wireframe in order to obtain the High Def version that met our brief.

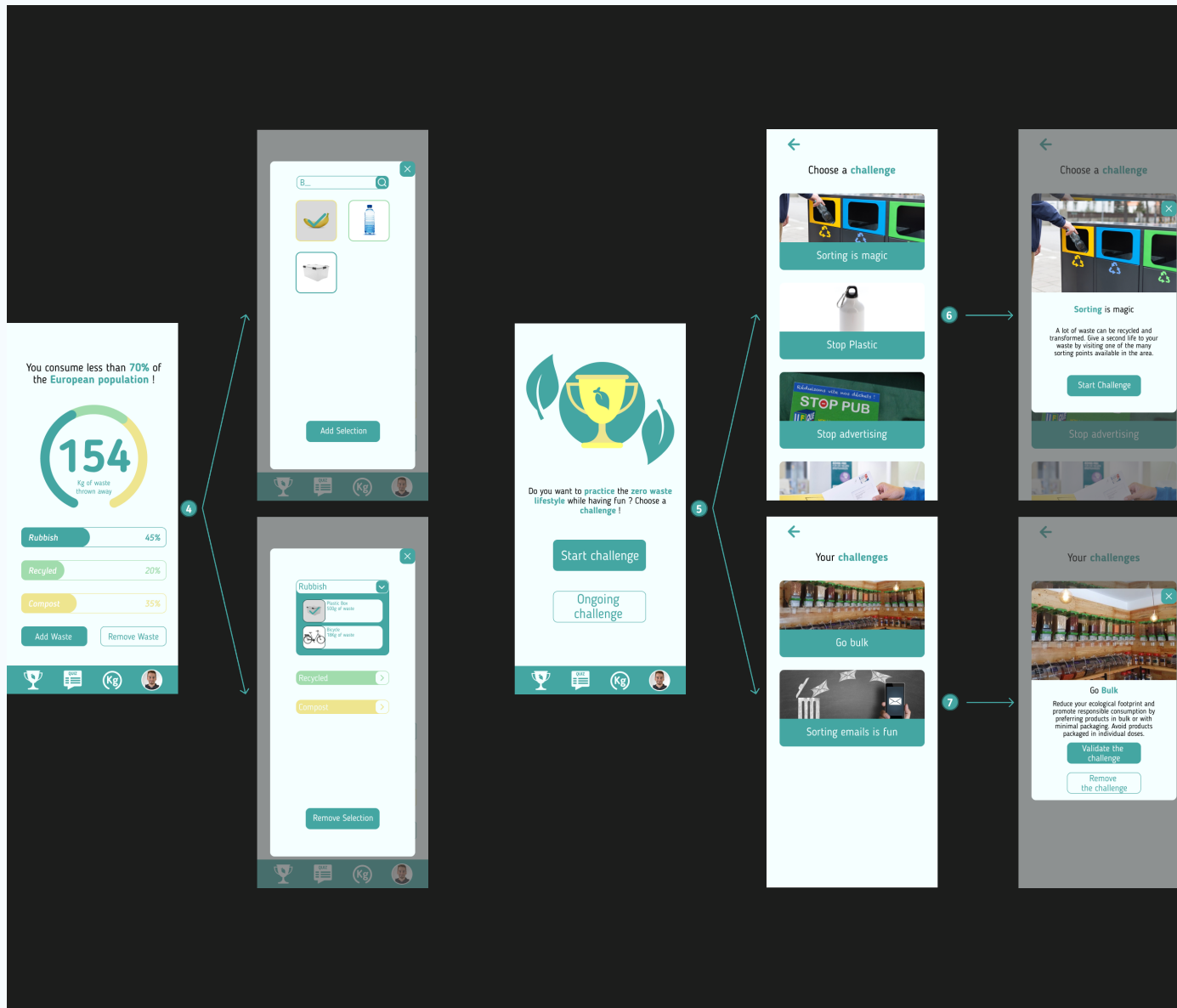


FINAL DESIGN



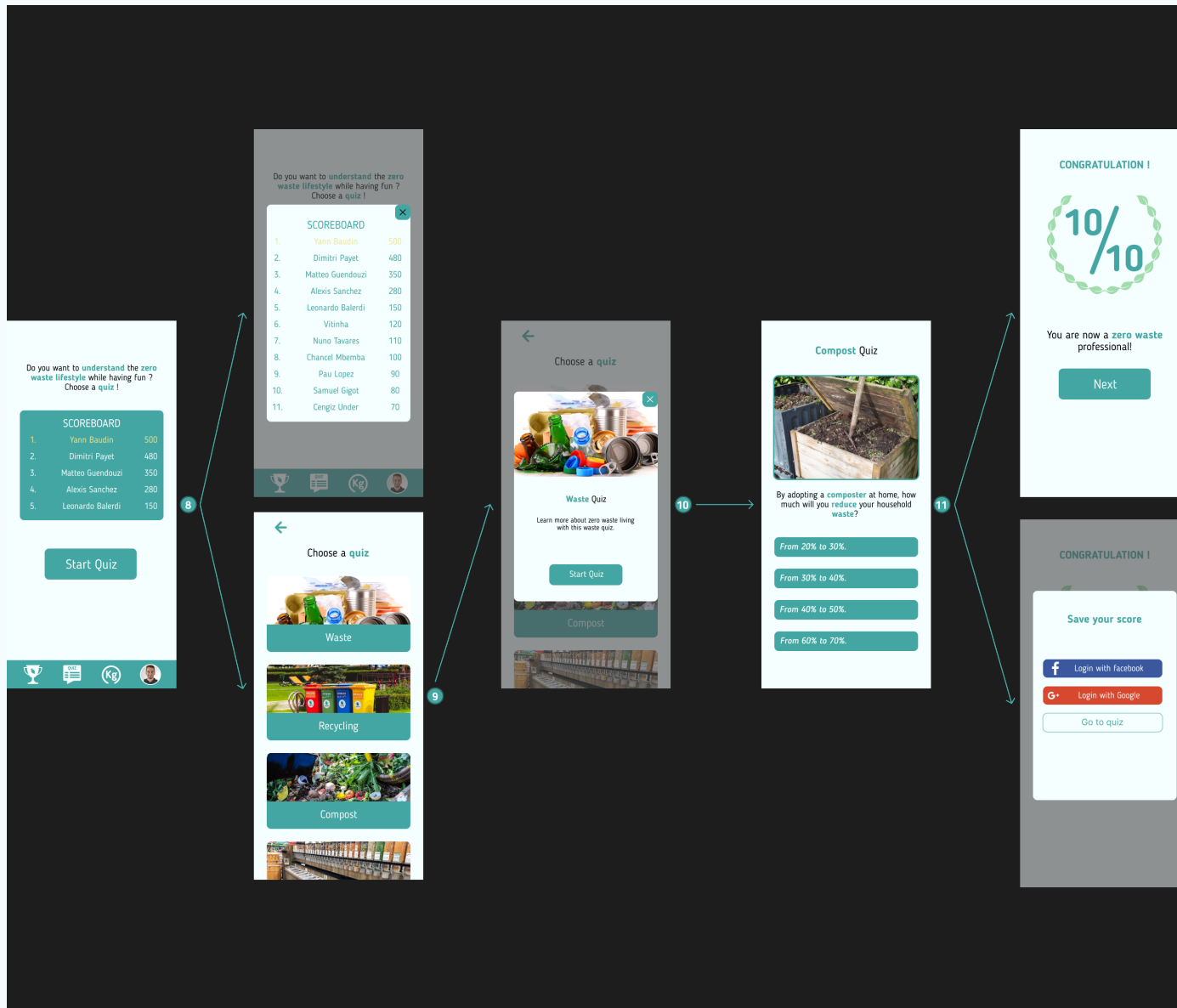
- 1 The first page is the first thing you see when you launch the app, you see the app's log
- 2 The user can log in with Google or Facebook, he can also refuse to log in and go to the profile page
- 3 The profile page allows the user to go to the Waste Meter page, the challenge page or the quiz page

FINAL DESIGN



- 4 The Waster Meter page, allows you to see your waste consumption and to add or remove waste
- 5 The challenge page allows the user to choose to start a challenge or to look at their current challenges
- 6 When the user chooses a challenge, they can see the information about the challenge and choose whether or not to start it
- 6 When the user clicks on one of the current challenges, he/she can choose to validate the challenge to complete it or to delete it from his/her list

FINAL DESIGN



8

The quiz page allows the user to choose to view the Scoreboard or to choose a quiz

9

When the user selects a quiz they can see the information and choose to take it

10

When they choose a quiz, the quiz starts

11

When a quiz is finished it offers the possibility to log in or not

CONCLUSION

1) Reminder of the brief

Through the design and development of an application for the Android market, how to encourage users to adopt sustainable habits and maintain a zero waste lifestyle in the long term. The application will offer simple and fun solutions to common challenges faced by people seeking to adopt a zero waste lifestyle, such as food selection, organic waste management and sustainable transportation.

2) Reminder of the requirements

The interface should be simple and intuitive so that anyone, regardless of their experience with new technologies, can easily navigate the application.

Eco-responsible, the application helps users to achieve a 0 waste lifestyle, the interface should be simple and keep only the essential features so that the weight of the pages is not too high.

3) Conclusion

The application has been designed to meet the above requirements, the interface we have developed is simple and easy to understand, thanks to the icons and the different illustrations. We have chosen to integrate as little text as possible in order to meet the eco-responsible criteria. Finally, the solutions proposed to the users to reach a 0 waste lifestyle are playful and amusing with quizzes and challenges to achieve.

In conclusion, our application meets the requirements and allows the user to benefit from the best possible experience.

APPENDIX

Appendix 1

