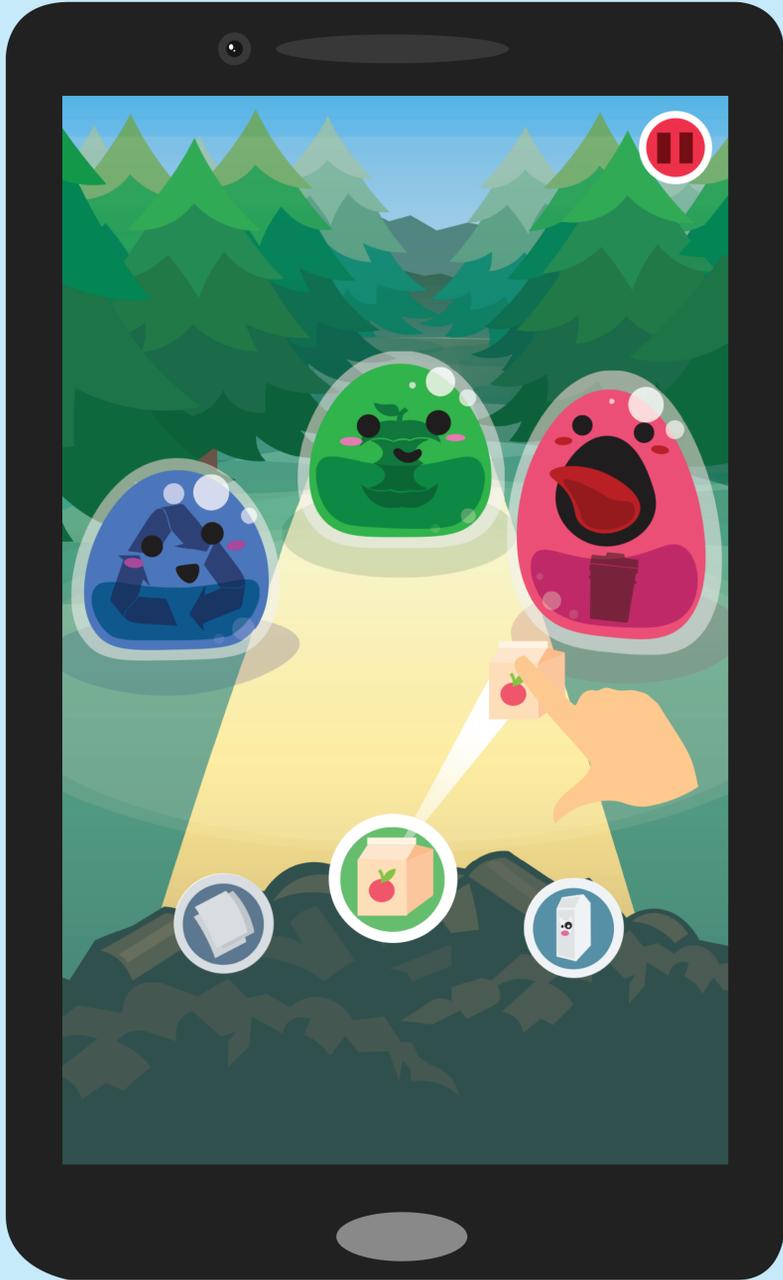


TRASH TOSS

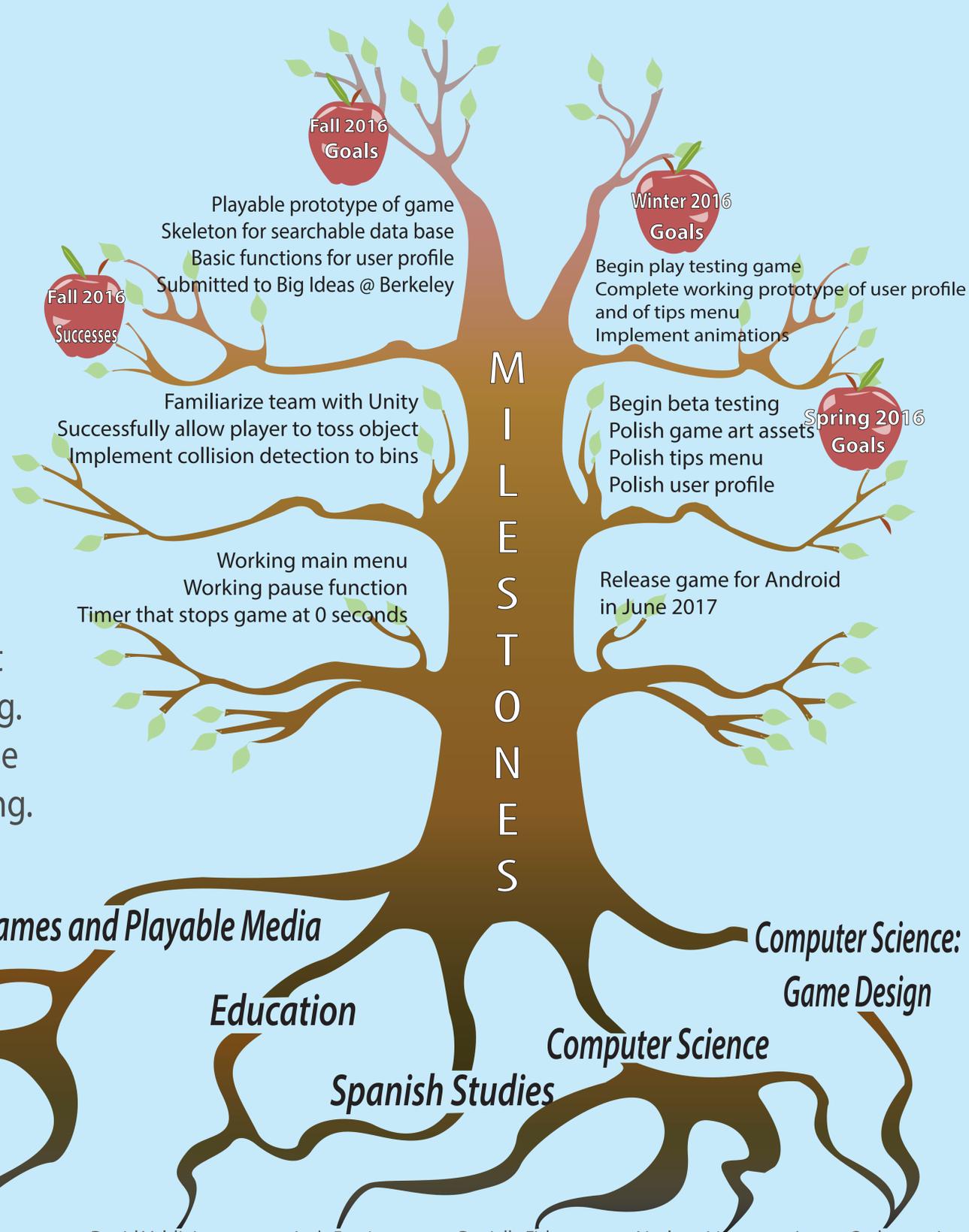
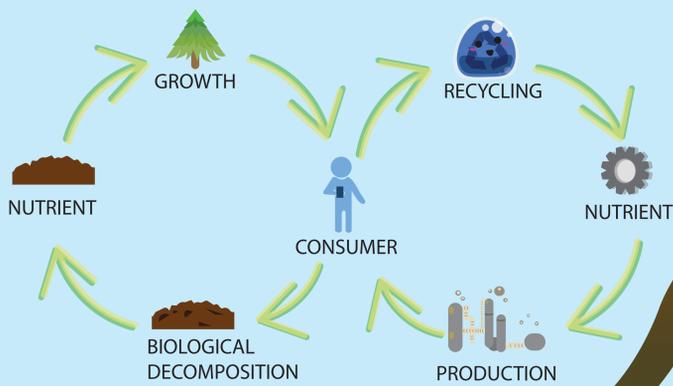


GOALS: Players learn to sort waste properly
 Players learn and appreciate why sorting waste is important
 Promote real-world behavior change through gamification
 Increase awareness about trade offs implicated in recycling

PROCESS: Use Cradle to Cradle thinking to inform game design
 Expand on existing Unity mobile application template
 Prioritize design choices that incentivize sorting behavior
 Research life cycles of consumer goods to inform game play scoring

RESULTS: Mobile application for Android phones and tablets
 User profile with a daily log for players to log what they sort
 Resources and tips menu to make real life sorting easier

Mobile applications that focus on recycling already exist. However, they reinforce a “out of sight out of mind” mentality about sorting. Our product will be distinguished from these because it’ll enforce Cradle to Cradle thinking.



This poster was created for the opening of the S-Lab
 Since its opening, our team has grown to include students from CMPS 116/117

ACKNOWLEDGEMENTS

