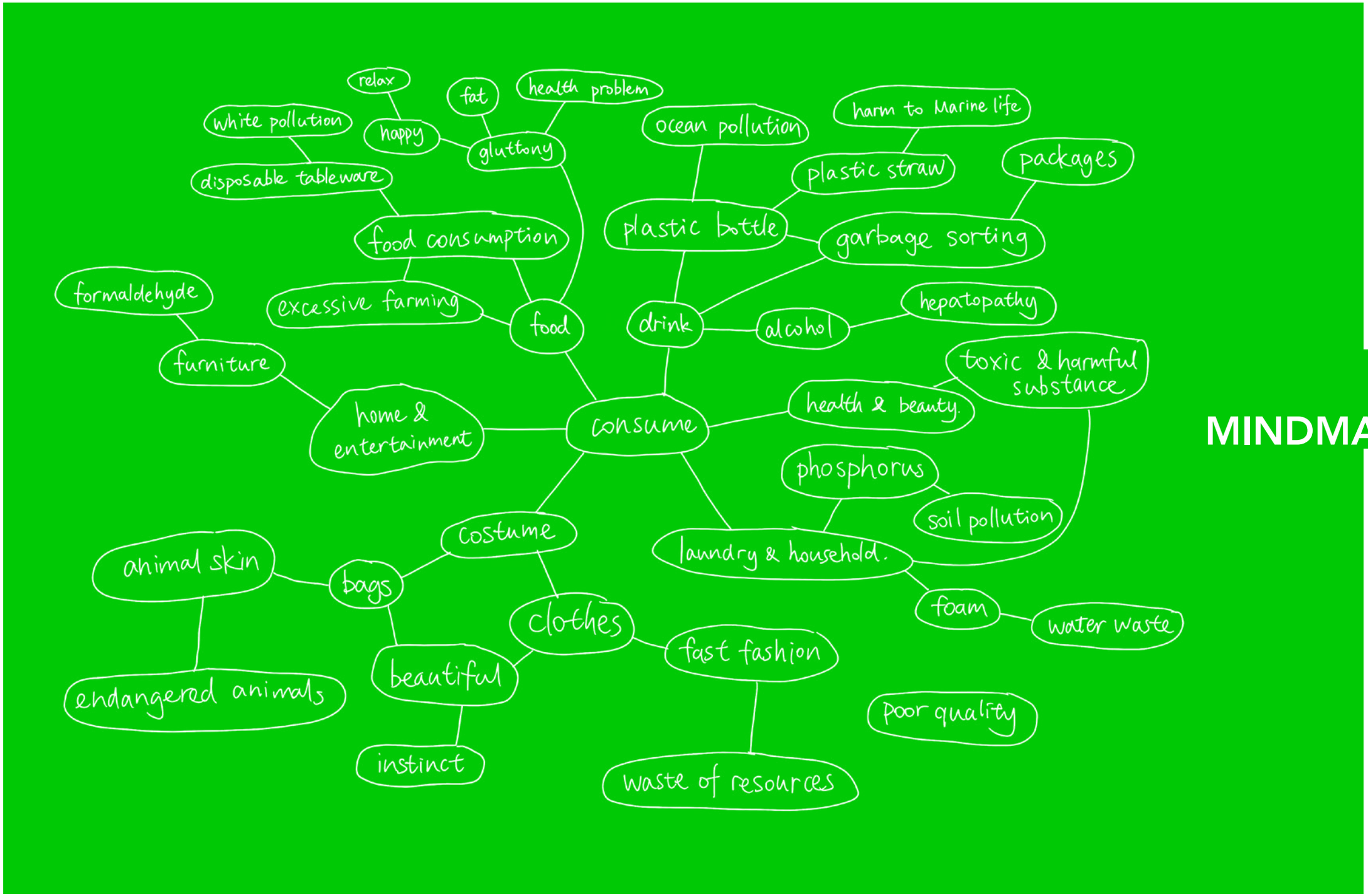
COMPA

Quickly adapt to life

Cultivate consumption awareness


relax
fat
health problem
white pollution
happy
gluttony
ocean pollution
harm to Marine life
disposable tableware
plastic straw
packages
food consumption
plastic bottle
garbage sorting
formaldehyde
excessive farming
food
drink
alcohol
hepatopathy
furniture
toxic & harmful substance
home & entertainment
consume
health & beauty
phosphorus
soil pollution
costume
laundry & household
animal skin
bags
foam
water waste
clothes
fast fashion
beautiful
endangered animals
poor quality
instinct
waste of resources
MINDMAP

Move
to
a new
city

milk
Drink
water
fast
food
Laundry
&household
Condiments
toilet
Paper

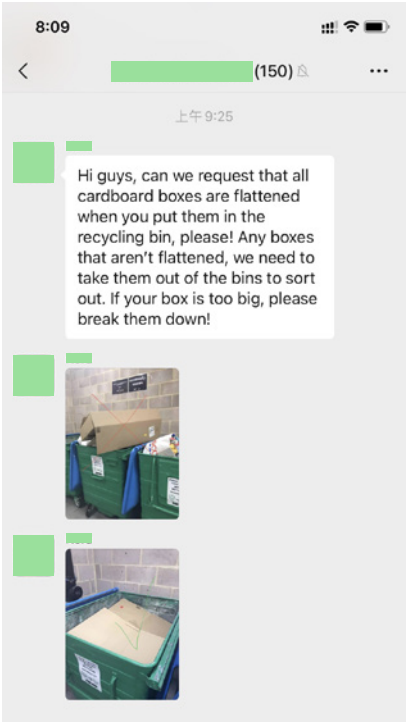
RESEARCH

Different part & Different recyclables
Not Yet Recycled
CAN
METAL widely recycled
Sorry this packaging is currently not recyclable

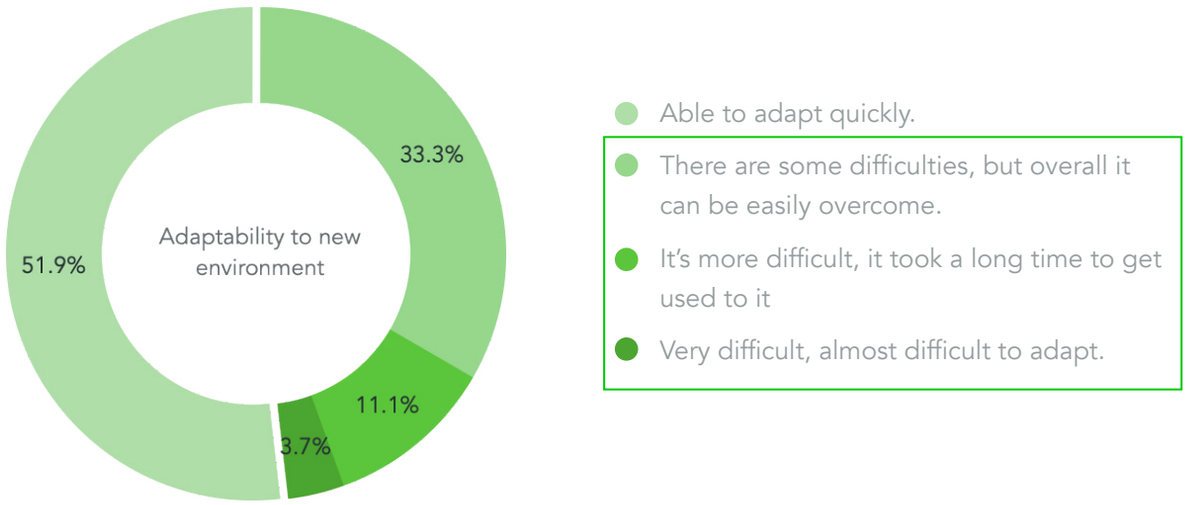
food package
smelly & dirty
tips on the wall
Please don't bag your recycling
No recycling in here
Household waste only
Recycling guide on the bin

RESEARCH

4 categories
2 categories
外贸公寓垃圾投放点
different cover & same bin
not uniform signs
General Waste
Glass Collection
Garden Waste
Recycling Waste
76
191

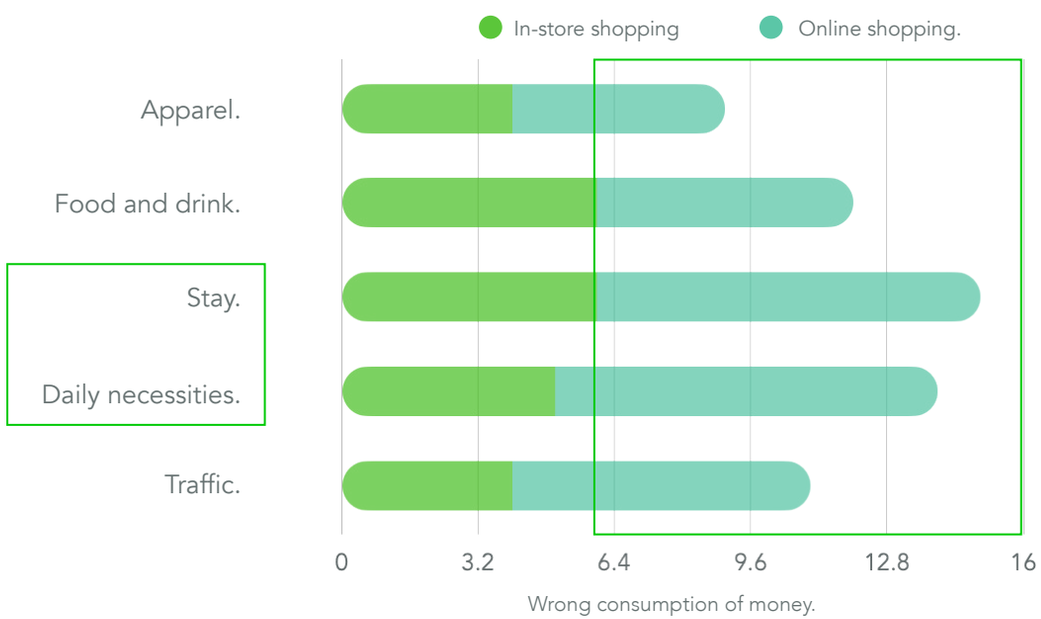

8:09
(150)
上午 9:25
Hi guys, can we request that all cardboard boxes are flattened when you put them in the recycling bin, please! Any boxes that aren't flattened, we need to take them out of the bins to sort out. If your box is too big, please break them down!

RESEARCH

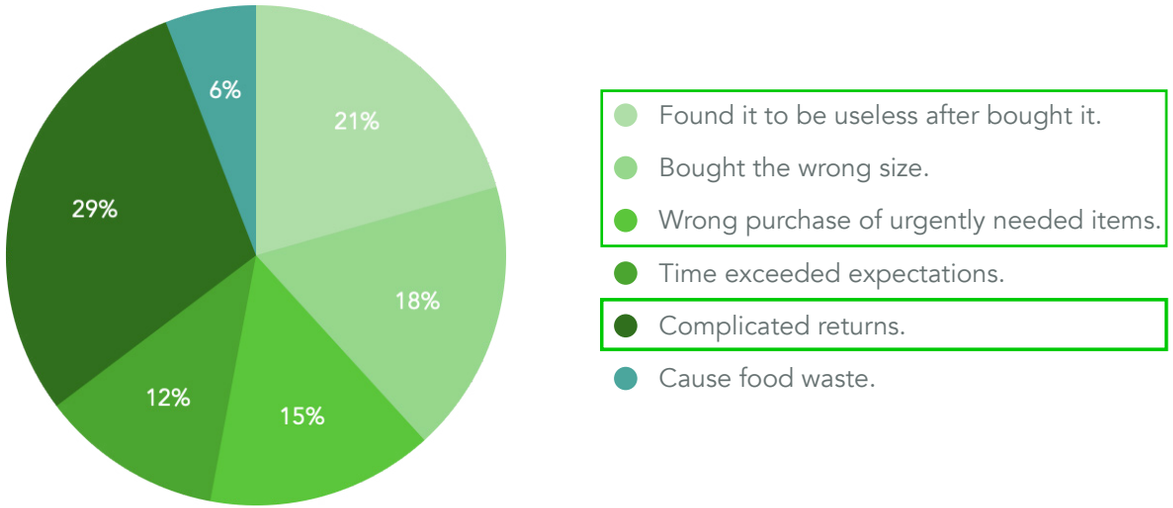


Most people can quickly adapt to life in a new environment by searching for strategies on the Internet or talking with people with residential experience.

QUESTIONNAIRE



It can be seen that because of the lack of awareness of goods, online consumption has led to more false consumption. Among them, the daily necessities part is the most serious. The wrong consumption of accommodation also caused a large part of the economic loss due to its higher unit price.



Most of the wrong consumption will lead to idle, waste, return and other results. Idle items that cannot be resold and items that cannot be used eventually become consumer waste. For individuals, it is an economic waste. For the environment, it has also become a waste burden.

QUESTIONNAIRE

The reasons for the unjustified money spent and the understanding of the local recycling policy.

Many people have spent a lot of wronged money because they are unfamiliar with the local living habits. The waste generated by these wrong consumptions did not realize its value due to unfamiliar local recycling policies.

APP ANALYSIS

APP ANALYSIS

小红书 little red book

TWO-LEVEL NAVIGATION BAR.

COVER IMAGE + ONE-SENTENCE TITLE.

BAD AND GOOD MIXED UP

A MENU BAR THAT FOCUSES ON PUBLISHING CONTENT.

THERE IS NO DISTANCE INFORMATION.

THE SECONDARY NAVIGATION IS DIVIDED INTO USER-SELECTED CATEGORIES AND RECOMMENDED CATEGORIES.

SELL RELATED ITEMS BASED ON CONTENT SHARING TRENDS.

NOT A PROFESSIONAL E-COMMERCE PLATFORM. IT IS NOT WIDELY TRUSTED.

PACT ANALYSIS

Physical Aspect

international student
16-24 years old
Enter an unfamiliar environment to study and live
Have a certain degree of self-care
Possess a complete local language system
Unlimited height, unlimited vision

Psychological Aspects

Need to buy basic living supplies
Need to adapt to the local consumption environment
Want to avoid blind consumption
Want to avoid interference caused by complicated strategies
Want to start a new life in a more environmentally friendly way

Usage

More true and accurate evaluation
Clearly show the necessities of life and the location selected by the compatriots
Clear price comparison system
Accurate and reliable route guidance
Check the local recycling system

Temporal Attributes

Real-time update during use

Cooperation & Complexity

Score and evaluate destinations and items

Nature of Content

The life guide based on the map app helps users start a new life in a new environment in a sustainable state.

Environment

international student
Smart phone, Smart watch
Indoor - Query, record, evaluate, save
Outdoor - Route planning and guidance

Social

- Compete with friends on the environmental index and become the survival king on the list
- Share information with friends

Media

Smart phone application (IOS, Android), Smart watch application

1. Input
   - Geographical Location
   - Time
   - Goals (items, locations, needs)
   - Environmental recycling demand
   - Evaluation
2. Output
   - Location linear map
   - Operational information of stores, transportation, etc.
   - Recycling guide
   - Environmental rating score

JOE SANJI

SHOPPING PERSONA

PERSONAL INFORMATION

AGE	23
GENDER	Male
OCCUPATION	Postgraduate Student
LOCATION	Southampton

FAMILY MEMBER

Living alone temporarily.

PERSONAL CHARACTERISTICS

Have basic self-care ability.
Have a certain pursuit of quality of life.

ENVIRONMENT / BEHAVIOR

LIFESTYLE

He is usually busy with study and research during the working day. He will find time to travel with friends on weekends to relax.

SPARE TIME

Go to the supermarket once in a while and like to play with my mobile phone most of the time.

BIO

David is a graduate student from Japan. After he came to the UK, he always bought food that was different from his imagination. He hopes to know the evaluation of each food quickly to avoid buying unacceptable tastes. Busy schoolwork prevents him from having a lot of time to check and find where he can buy suitable food.

PERSONALITY

INTROVERT
THINKING
SENSING
JUDGING

PERSONA

PAIN POINT

My own taste is too different from that of the locals, and I can't empathize with the taste of the food. The waste sorting policy in the UK is far from that of Japan. David always does some time-consuming and useless work.

PREFERRED MEDIA

JIALI WANG

TRAVEL PERSONA

PERSONA

PERSONAL INFORMATION

AGE	16
GENDER	Female
OCCUPATION	High school student
LOCATION	Liverpool

FAMILY MEMBER

Living alone temporarily.

PERSONAL CHARACTERISTICS

Have basic self-care ability.
Like to travel and adventure.

ENVIRONMENT / BEHAVIOR

LIFESTYLE

In addition to learning knowledge in high school life, she also needs to learn how to take care of herself better.

SPARE TIME

She usually goes to a place far away from where she lives, or even another city. It usually takes a day or more.

BIO

Jiali is a high school student. Her parents are very worried about her living conditions abroad alone. She is still young and does not have enough independent life experience. Lack of some accurate judgment ability on things.

PERSONALITY

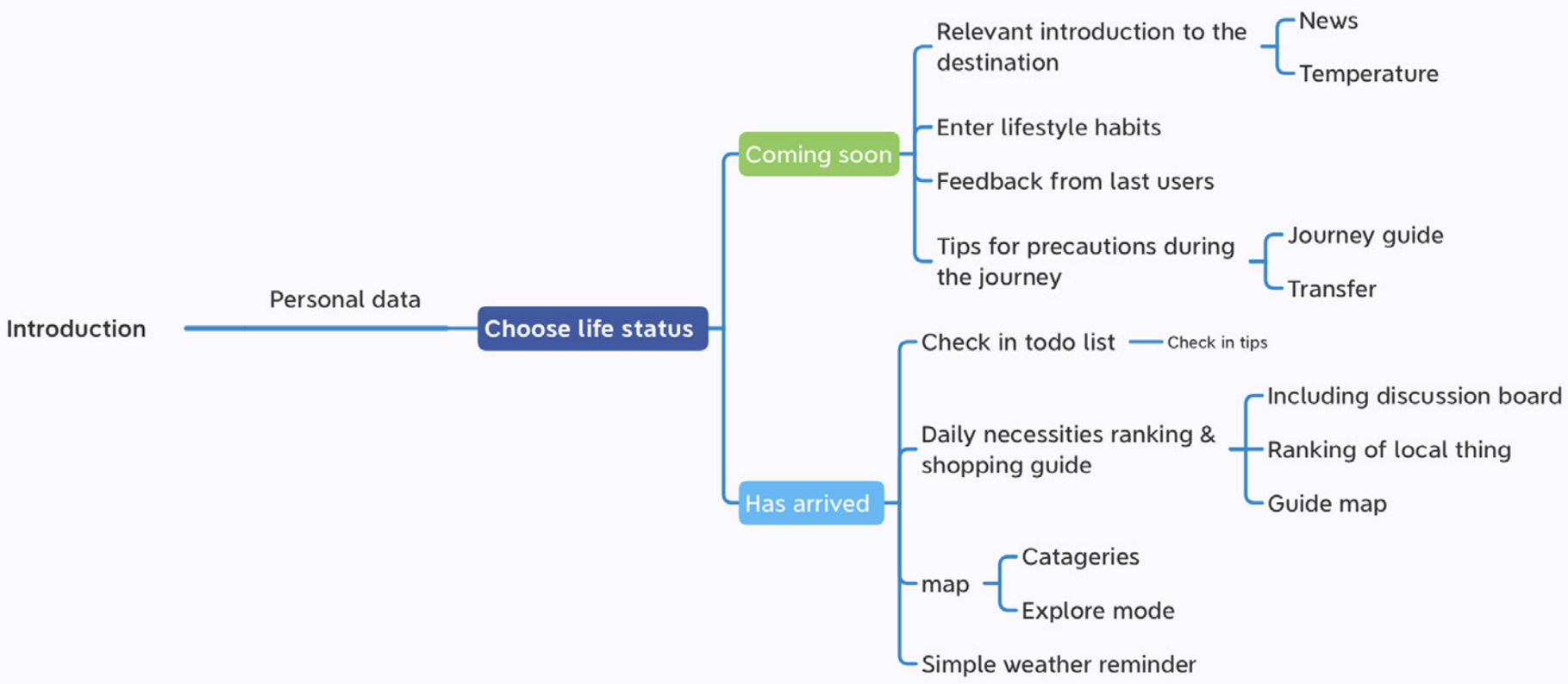
INTROVERT
THINKING
SENSING
JUDGING

PAIN POINT

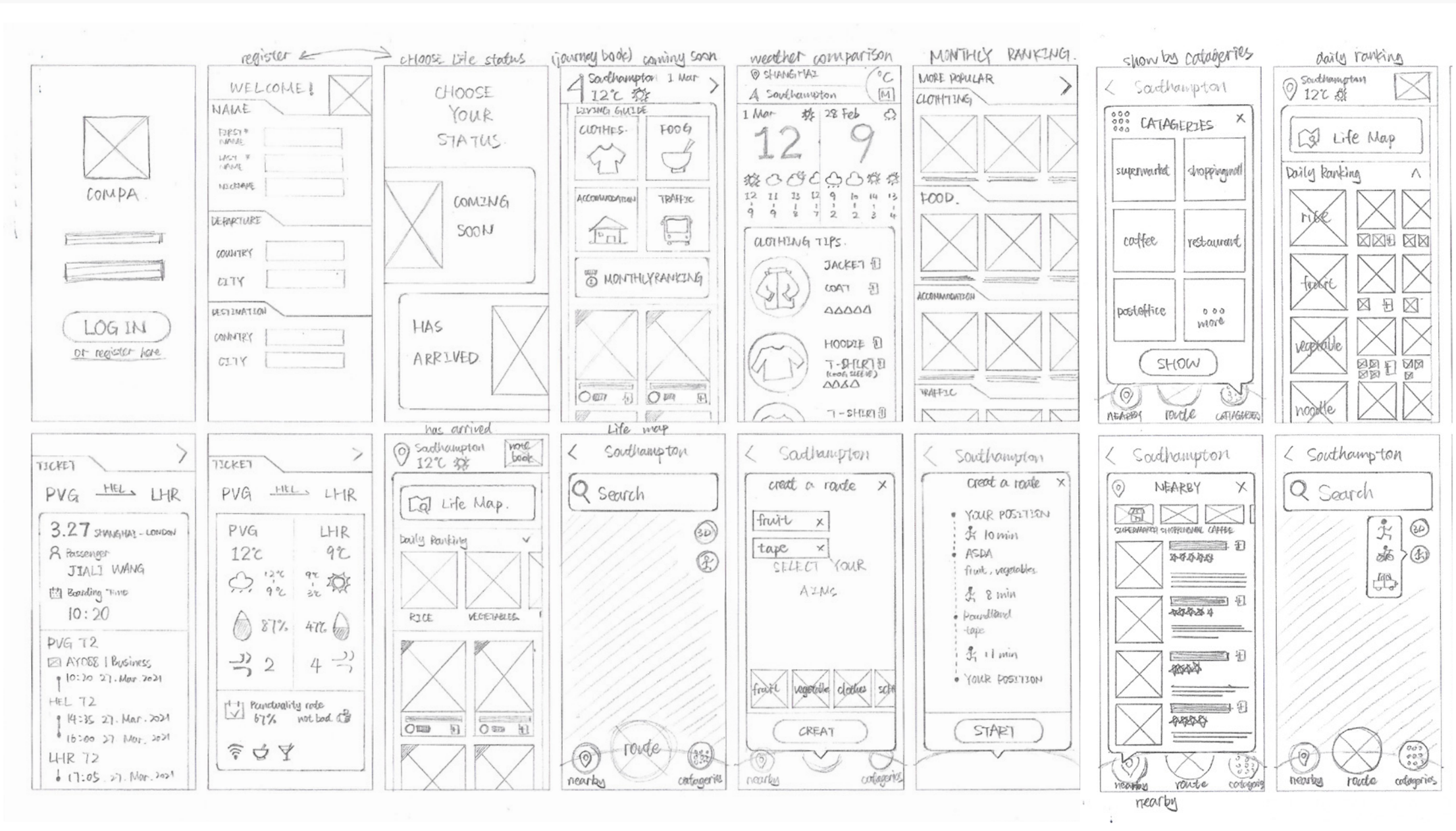
She lacks life experience and has weaker adaptability than older students. Need to learn how to plan life quickly. So as to further learn how to make a shopping plan, sum up their own life experience.

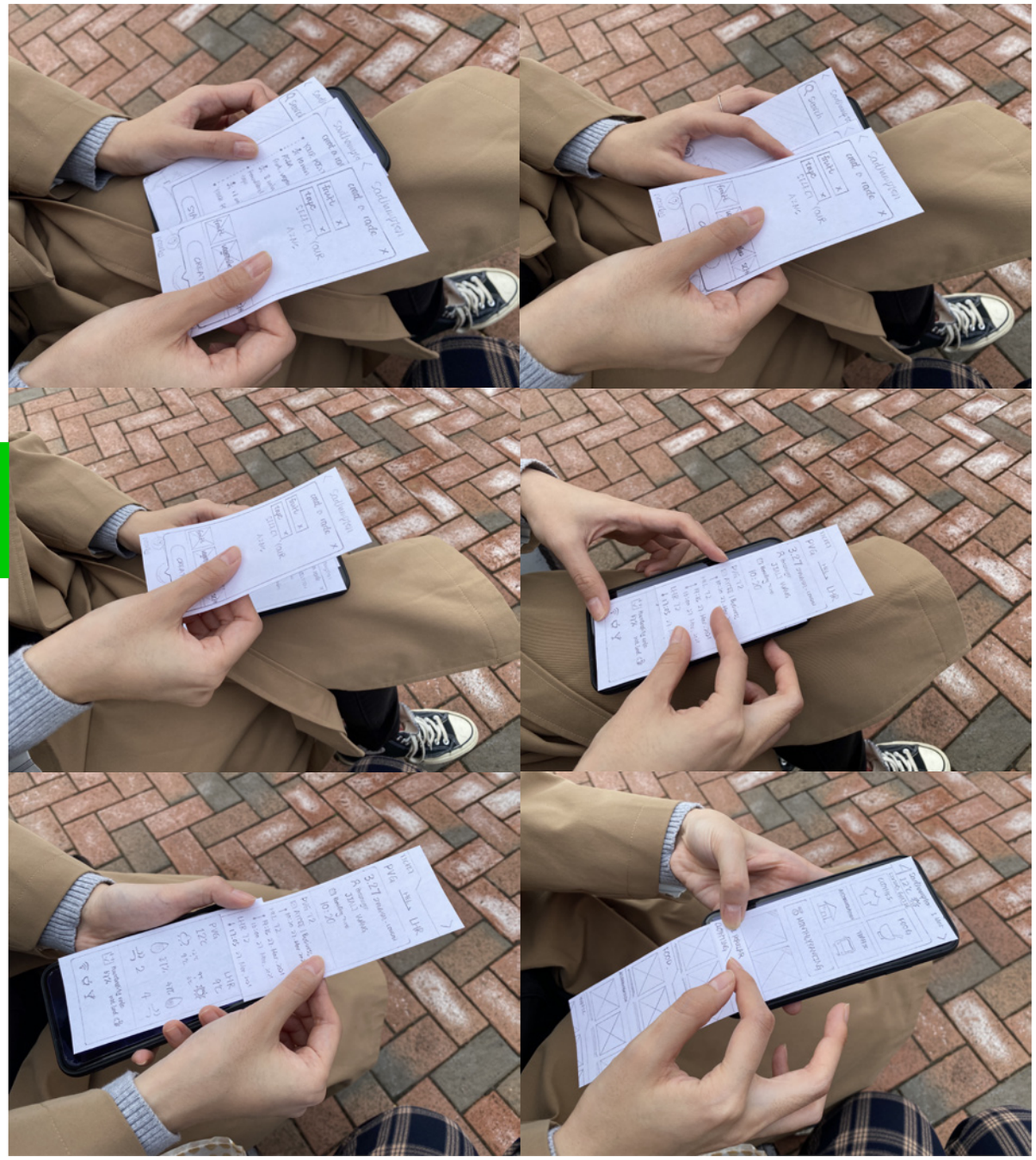
PREFERRED MEDIA

FLOWCHART


Introduction
Personal data
Choose life status
Coming soon
Relevant introduction to the destination
News
Temperature
Enter lifestyle habits
Feedback from last users
Tips for precautions during the journey
Journey guide
Transfer
Has arrived
Check in todo list
Check in tips
Daily necessities ranking & shopping guide
Including discussion board
Ranking of local thing
Guide map
map
Catageries
Explore mode
Simple weather reminder

ROUGHLY-ROUGH





TESTING

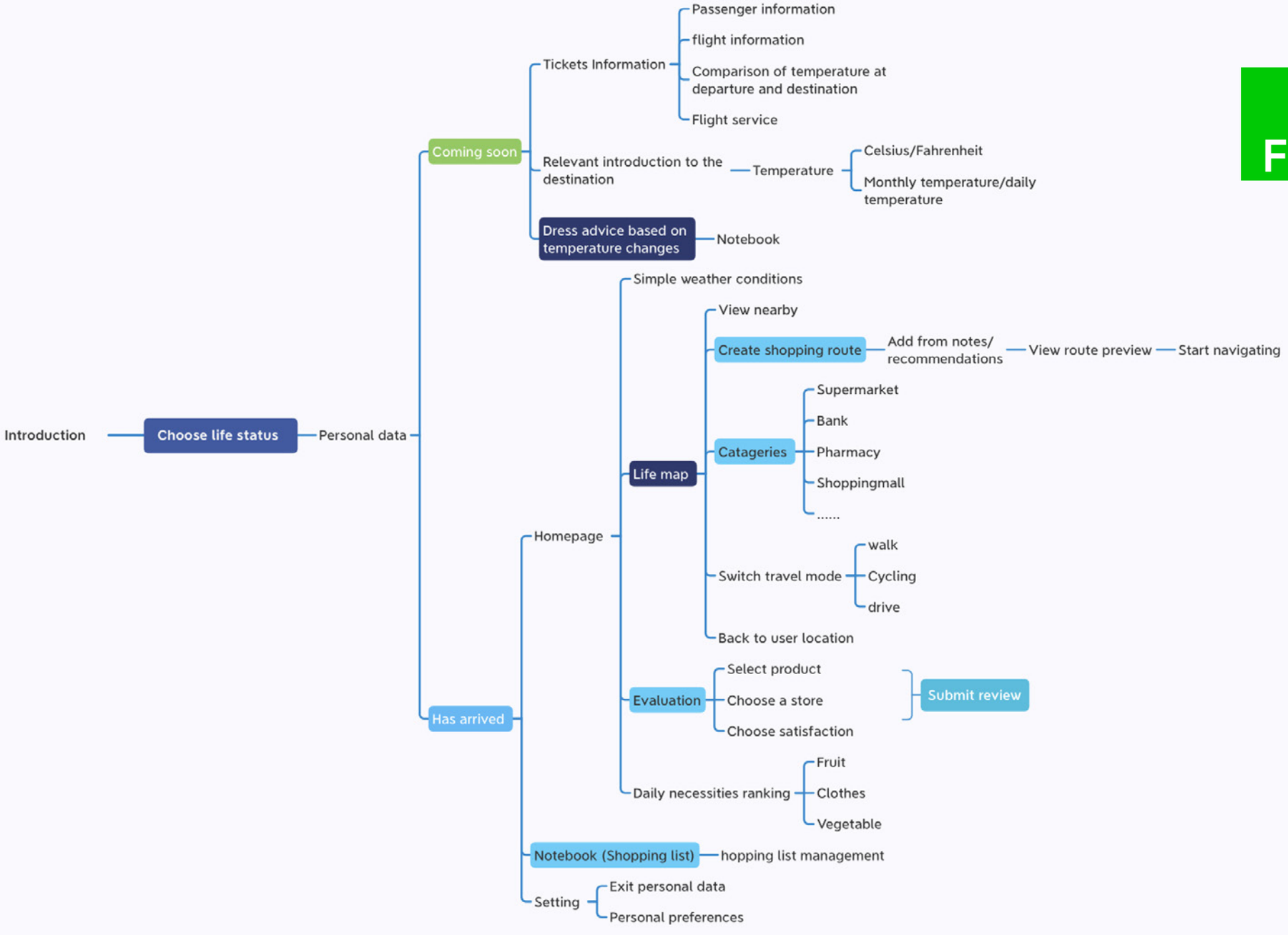
FEEDBACK

1 - The functions before and after the trip seem to be a bit repeated. Before reaching the destination, the food and public transport information is difficult to understand. Lack of awareness of the environment.

2 - When creating a map, you can choose according to your own notes and rankings. Users can have more choices.

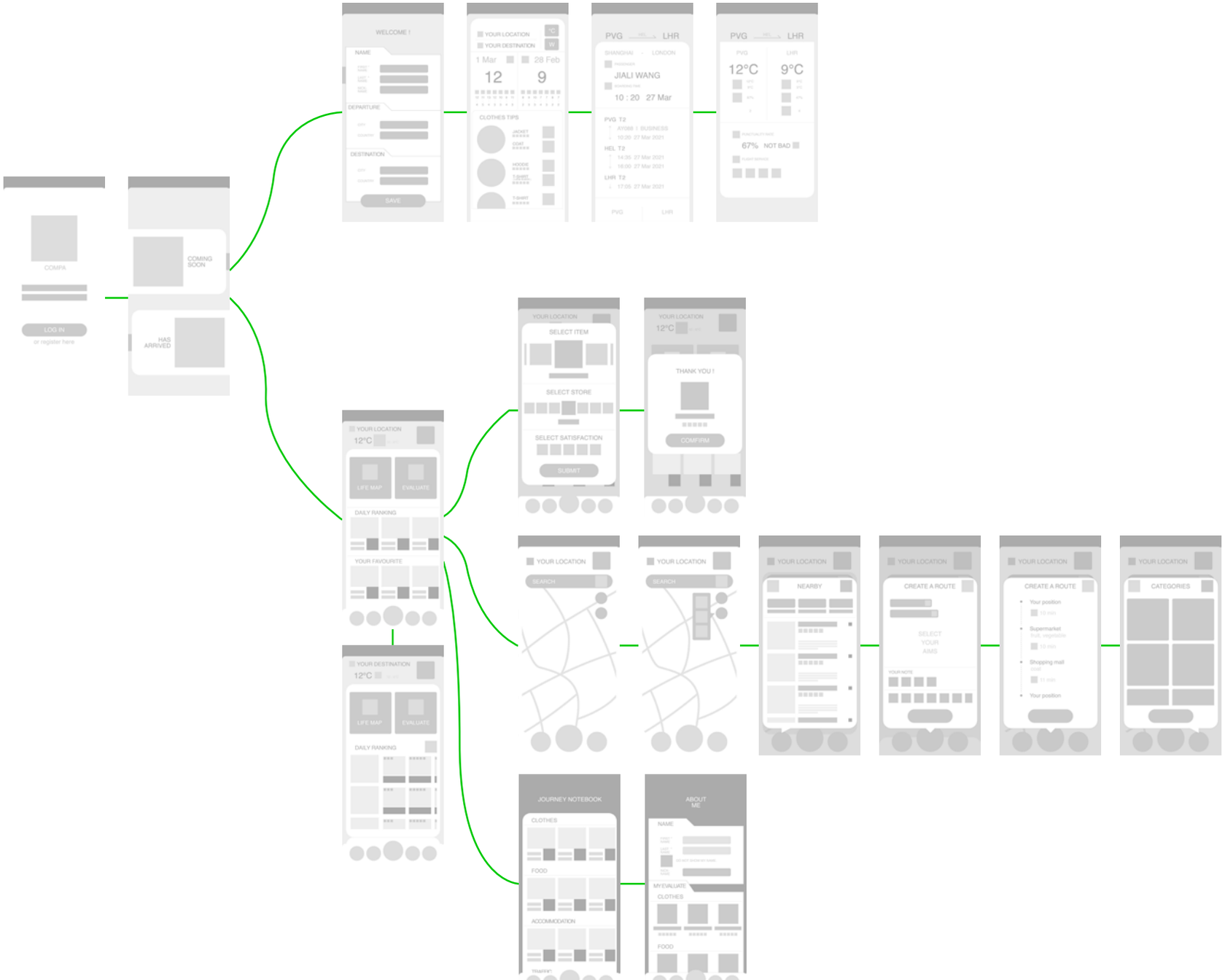
3 - Perhaps can add a one-click addition to the note function in the product rating ranking, so that it feels more convenient to create notes.

NEW FLOWCHART



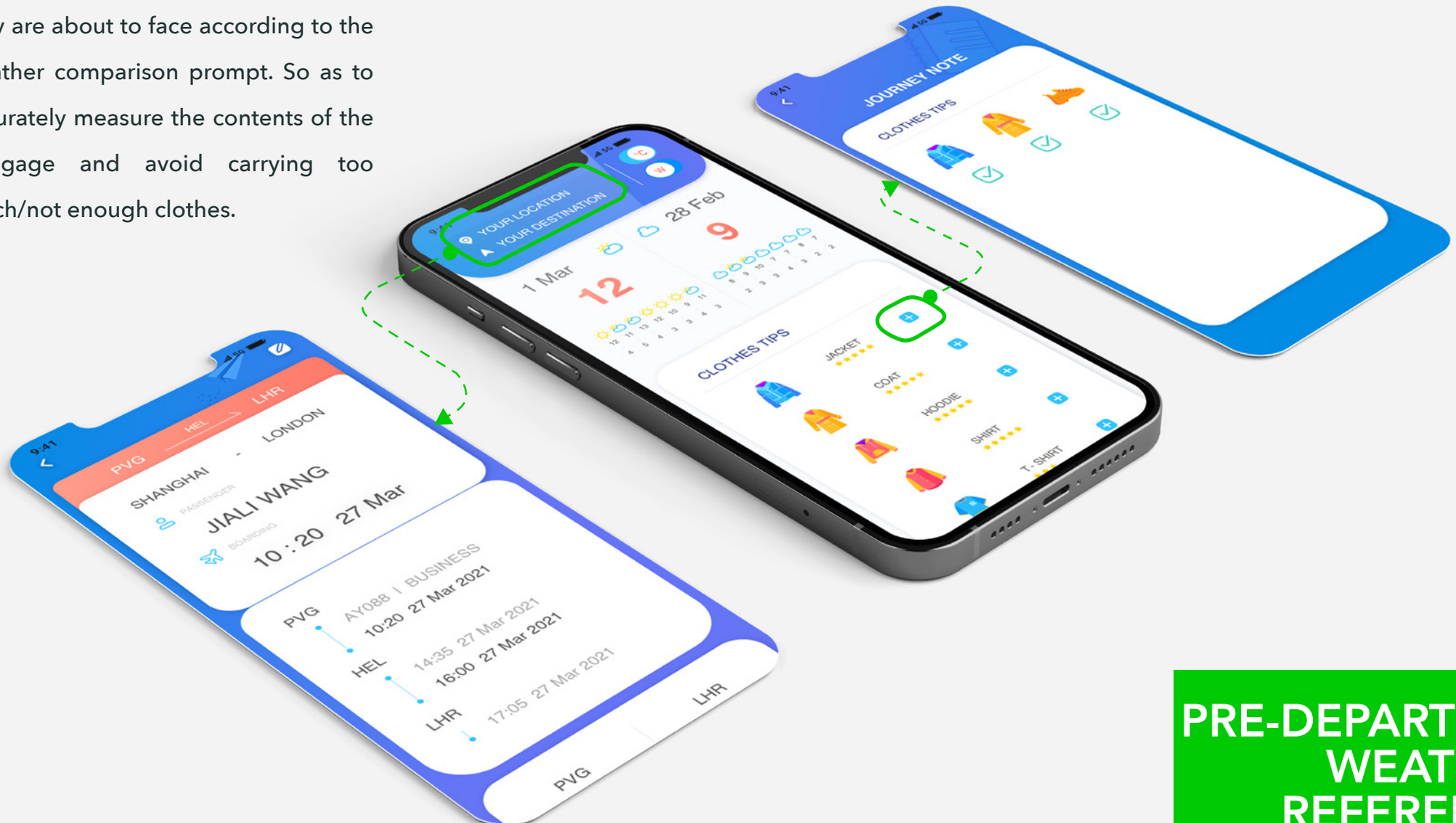
LOFI - PROTOTYPE

WIREFRAME


COMPA
LOG IN
or register here
COMING SOON
HAS ARRIVED
WELCOME !
NAME
DEPARTURE
DESTINATION
SAVE
YOUR LOCATION
YOUR DESTINATION
1 Mar
28 Feb
12
9
CLOTHES TIPS
PVG
LHR
SHANGHAI
LONDON
JIALI WANG
10 : 20 27 Mar
PVG T2
HEL T2
LHR T2
12°C
9°C
67% NOT BAD
LIFE MAP
EVALUATE
DAILY RANKING
YOUR FAVOURITE
SELECT ITEM
SELECT STORE
SELECT SATISFACTION
SUBMIT
THANK YOU !
COMFIRM
SEARCH
NEARBY
CREATE A ROUTE
SELECT YOUR AIMS
YOUR NOTE
CATEGORIES
JOURNEY NOTEBOOK
CLOTHES
FOOD
ACCOMMODATION
ABOUT ME
MY EVALUATE

HIFI - PROTOTYPE
LIFE MAP
EVALUATE
DAILY RANKING
10 min
Shopping mall
strawberry
11 min
Your position
START
SHIRT
T- SHIRT
1 Mar
28 Feb
12
9
CLOTHES TIPS
COAT
HOODIE
SHIRT
T- SHIRT
21:45
YOUR LOCATION
SELECT ITEM
Lettuce
SELECT STORE
Tesco
SELECT SATICFACTION
SUBMIT
SEARCH
NEARBY
SUPERMARKET
SHOPPINGMALL
GYM
Asda Southampton Supers...
Marks and Spencer
Tesco
COMPA
LOG IN
DEPARTURE
DESTINATION
CITY
COUNTRY
PVG
HEL
LHR
SHANGHAI - LONDON
PASSENGER
JIALI WANG
BOARDING
10 : 20 27 Mar
AY088 I BUSINESS
10:20 27 Mar 2021
14:35 27 Mar 2021
16:00 27 Mar 2021
17:05 27 Mar 2021
BANK
SUPERMARKET
JOURNEY NOTE
CLOTHES TIPS
CREATE A ROUTE
AVOCADO
STRAWBERRY
YOUR NOTE
CONTINUE
12°C
Take or
an environn
HAS
ARRIVED

Before departure, users can perceive the difference in the living environment they are about to face according to the weather comparison prompt. So as to accurately measure the contents of the baggage and avoid carrying too much/not enough clothes.

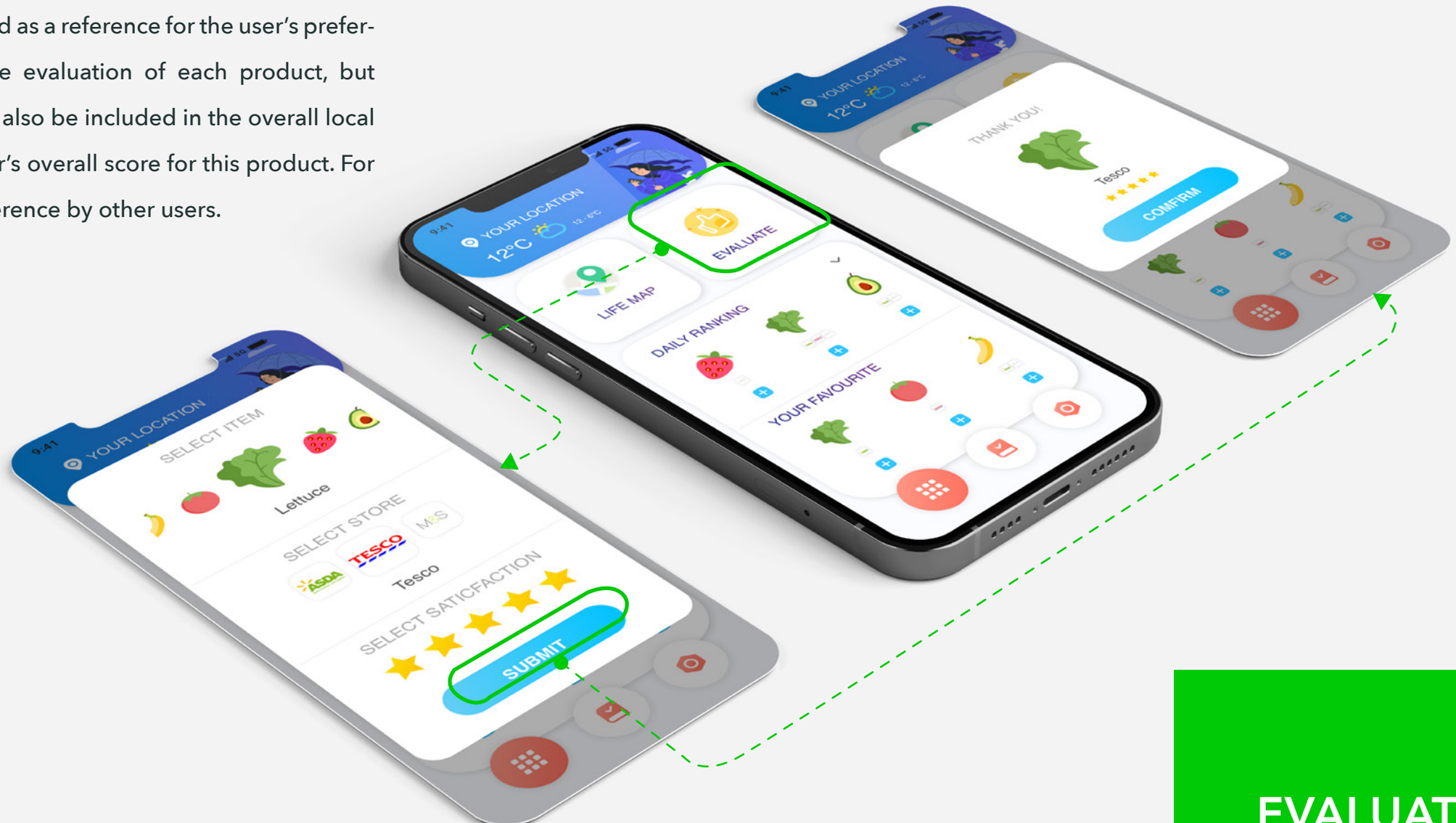


PRE-DEPARTURE WEATHER REFERENCE

Users can create shopping routes based on their own shopping list or system recommendations. The system will select the most suitable shopping route for the user. Ensure that users can buy all their needs and avoid unnecessary shopping caused by loitering behavior.

CREATE SHOPPING ROUTE

Rate the products that users bought by themselves. This score will not only be used as a reference for the user's preference evaluation of each product, but will also be included in the overall local user's overall score for this product. For reference by other users.



EVALUATION

WELCOME !
NAME
DEPARTURE
DESTINATION
SAVE
YOUR LOCATION
YOUR DESTINATION
1 Mar
28 Feb
CLOTHES TIPS
JACKET
COAT
HOODIE
SHIRT
T-SHIRT
TRACES OF LIFE
YOUR LOCATION
12°C
EVALUATE
LIFE MAP
DAILY RANKING
YOUR FAVOURITE
PVG
HEL
LHR
SHANGHAI
LONDON
JIALI WANG
10 : 20 27 Mar
AY088 | BUSINESS
10:20 27 Mar 2021
14:35 27 Mar 2021
16:00 27 Mar 2021
17:05 27 Mar 2021
SEARCH