PROGRESS SESSION 2

Early Findings & Prototypes

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Progress Session 2

Reminder

♣ REMINDER

Increase Accessibility

Only 50% of Zurich residents have access to biowaste disposal.



Progress Session 2

Reminder

⊴ START

Checking User Needs

What kind of solution is needed?



🖀 PROTOTYPE I

ZH Flyer Survey



I EVALUATION

ZH Flyer Survey

GOALS

- ☐ Get contacts of interested people
- ☐ Check willingness to compost
- ☐ Sensitivity to the topic
- ☐ Check effort levels
- ☐ Check pay levels

₩ EVALUATION

ZH Flyer Survey

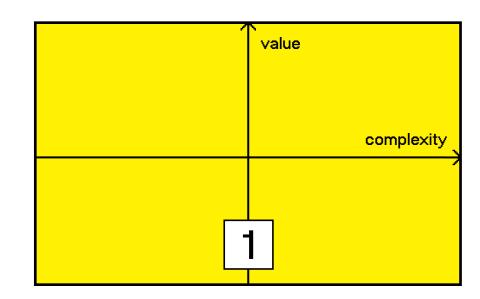
GOALS

- ☑ Get contacts of interested people 0/24
- ☑ Check willingness to compost 2/24
- Sensitivity to the topic
- ☑ Check effort levels
- ☑ Check pay levels

- LOW 🔲
- max. 10 CHF

I EVALUATION

ZH Flyer Survey



GOALS

☑ Get contacts of interested people 0/24

☑ Check willingness to compost 2/24

Sensitivity to the topic

☑ Check effort levels

☑ Check pay levels

LOW 🗆

max. 10 CHF

ZH Flyer Survey

GOALS

☑ Get contacts of interested people 0/24

☑ Check willingness to compost 2/24

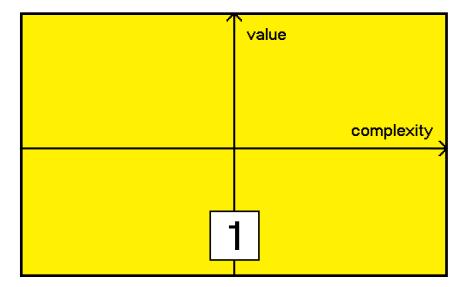
Sensitivity to the topic

☑ Check effort levels

☑ Check pay levels

LOW 🔲

max. 10 CHF



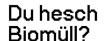
KEY LEARNINGS

□ Focus on a low-effort solution

→ Reach out for people differently

AS PROTOTYPE II

Instagram Survey





Und hetsch au gern so



Nur 50% vo allne Zürcher:inne chönd nämli ihre Biomüll richtig entsorge...



Mini Umfrag usfülle und villicht hesch ja denn au bald Zuegang zumne Grüencontainer:)



Würsch mer en dicke Gfalle mache für mini Bachelorarbeit:*



Also wenn dich bis da here klickt hesch wirsch wohl 2 Minute Ziit ha?;)



I EVALUATION

Instagram Survey

GOALS

- ☐ Get contacts of interested people
- ☐ Check willingness to compost
- ☐ Sensitivity to the topic
- ☐ Check effort levels
- ☐ Check pay levels

₩ EVALUATION

Instagram Survey

GOALS

☑ Get contacts of interested people 10/67

☑ Check willingness to compost 61/67

☑ Sensitivity to the topic

HIGH 🔳

☑ Check effort levels

LOW 🔲

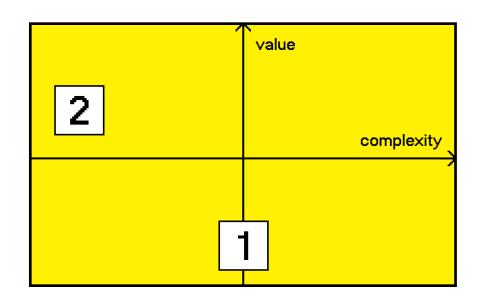
☑ Check pay levels

max. 10 CHF

per Month

₩ EVALUATION

Instagram Survey



GOALS

☑ Get contacts of interested people 10/67

☑ Check willingness to compost 61/67

☑ Sensitivity to the topic

HIGH 🔳

☑ Check effort levels

LOW 🗆

per Month

☑ Check pay levels

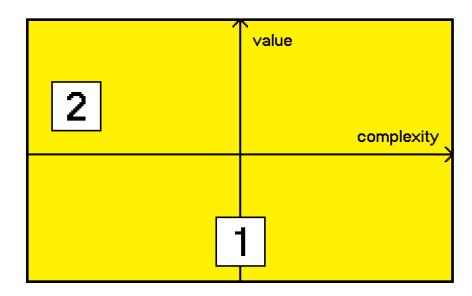
max. 10 CHF

I EVALUATION

Instagram Survey

GOALS

☑ Get contacts of interested people 10/67
 ☑ Check willingness to compost 61/67
 ☑ Sensitivity to the topic HIGH ■
 ☑ Check effort levels LOW □
 ☑ Check pay levels max. 10 CHF



KEY LEARNINGS

- → Supported assumptions
- □ Biased Instagram community
 □
- ∠ More contacts

♠ CONCEPT

Use existing Structures

Low-effort & low-price



△ CONCEPT

Access to Bio-Container



Leverage Points



Leverage Points

1













Leverage Points

1

2



3









₩ PROTOTYPE III

Biowaste Petition



AS PROTOTYPE III

Biowaste Petition

GOALS

- ☐ Can you pressure property owners
- $\hfill\square$ Test neighbour cooperation

I EVALUATION

Biowaste Petition

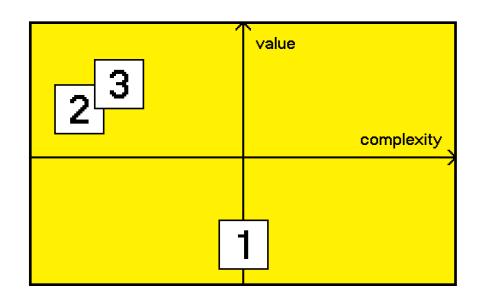
GOALS

□ Can you pressure property owners

☑ Test neighbour cooperation



Biowaste Petition



GOALS

□ Can you pressure property owners

☑ Test neighbour cooperation

MED **■**

■ EVALUATION

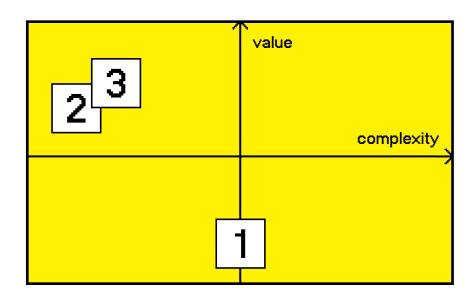
Biowaste Petition

GOALS

□ Can you pressure property owners

☑ Test neighbour cooperation





KEY LEARNINGS

- → Neighbour cooperation high
- Need to make it evaluable for other locations

Leverage Points

1

2



3



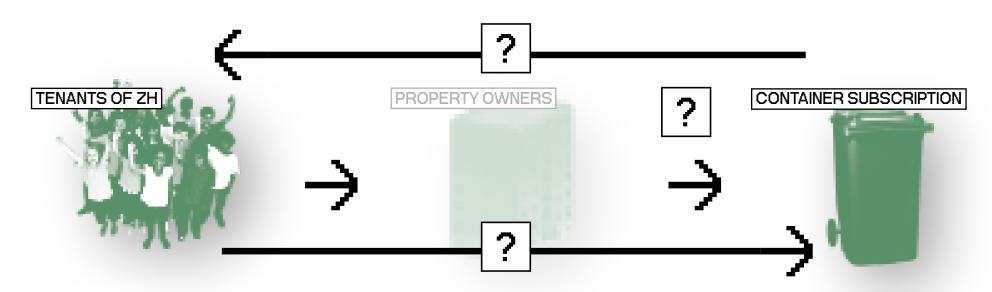






△ CONCEPT

Next Steps



■ TEAM UP

Stadt ZH & Trashare



■ TEAM UP

Stadt ZH & Trashare

TRASHARE

Bottom-Up Solutions



STADT ZH

Systemic Solutions



Ⅲ TEAM UP

Stadt ZH & Trashare

→ How to activate people?

□ Give them access

→ Minimise foreign matter inputs

TRASHARE

Bottom-Up Solutions



STADT ZH

Systemic Solutions



盟 That's it

Thanks:)

SUPPORT ME?

□ Connections to affected people

→ Hang up a biowaste petition