



Afterlife

Give your product a second life

SDES 704 - APPLIED THEORY IN DESIGN | FALL 2022 | PROFESSOR KWELA HERMANN'S

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MEET OUR TEAM



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Industrial Design



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Design Management



RUTUJA KANK

Design Management



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Design Management

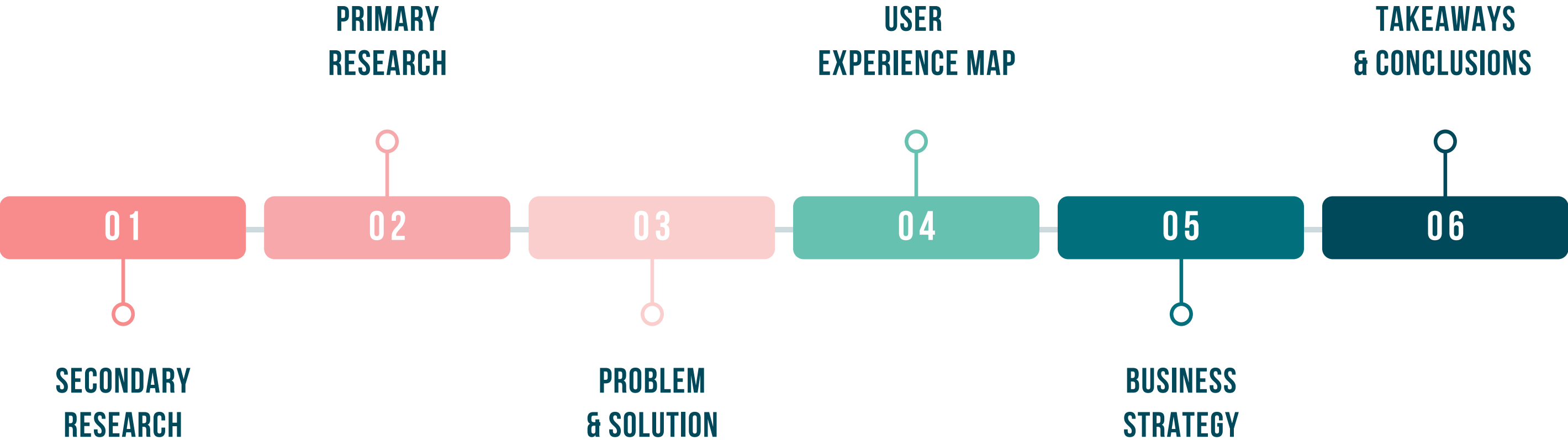
INTRODUCTION



In this class, **Applied Theory in Design 704**, we learned how to apply different design methods in our research. From learning different design methods, such as **primary and secondary research**, to creating different maps such as an **analogous map and value web map**, among others, we were able to use these research methods to both **figure and lay out** our project essentials, findings, and ideals. Today we will show you how this project not just **flourished in the class, but flourished in our minds**, showing our **dedication** to this project and this class.

SMART is a **technology** which uses big **data analysis, machine learning, and artificial intelligence** to provide **cognitive awareness** to the objects which were in the past considered as inanimate. **SMART** focuses on **user experience**, the feeling behind a product or service. That is what we are focusing on too. We are focusing on the **emotional value** that people place on their used and old products. The product in **SMART** helps consumers feel **relaxed and in control**. It allows them to let go of stress because they know that their product is **reliable**.

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SECONDARY RESEARCH



RED VS. BLUE OCEANS

We were able to see the different services and products available in the market by using this method to understand our competitors. We were able to see the different services and products available in the market by using this method to understand our competitors.

BLUE OCEAN

Gainsight
Jiffy Junk
NBC

Universal Parcel
FedEx
UPS
USPS
DHL

RED OCEAN

Afterlife Essentials

Ponderose
Shades of Green
2 Degrees East
Low Tides Op
Itemerie
Goodfit US

Join Ethically
Earth Hero

FedEx
UPS
USPS
DHL

OpenSea

Ebay
Shopify
Poshmark
ThreadUp
Decluttr
Facebook Market
Smiles
OfferUp

STRENGTHS

- Promotes green living
- Incorporates recycling
- Great way to get rid of trash
- Consumer can earn cash
- Track products with emotional values
- Creates jobs for community
- Rewards environmentally conscious consumers
- Attempts to solve a the waste problem in the world

WEAKNESSES

- Low consumer interest
- Relevance with public
- Lack of sells / donations
- Negative advertisement
- Financial constraints
- Unreliable supply chain
- Long life-cycles products
- No system setup

OPPORTUNITIES

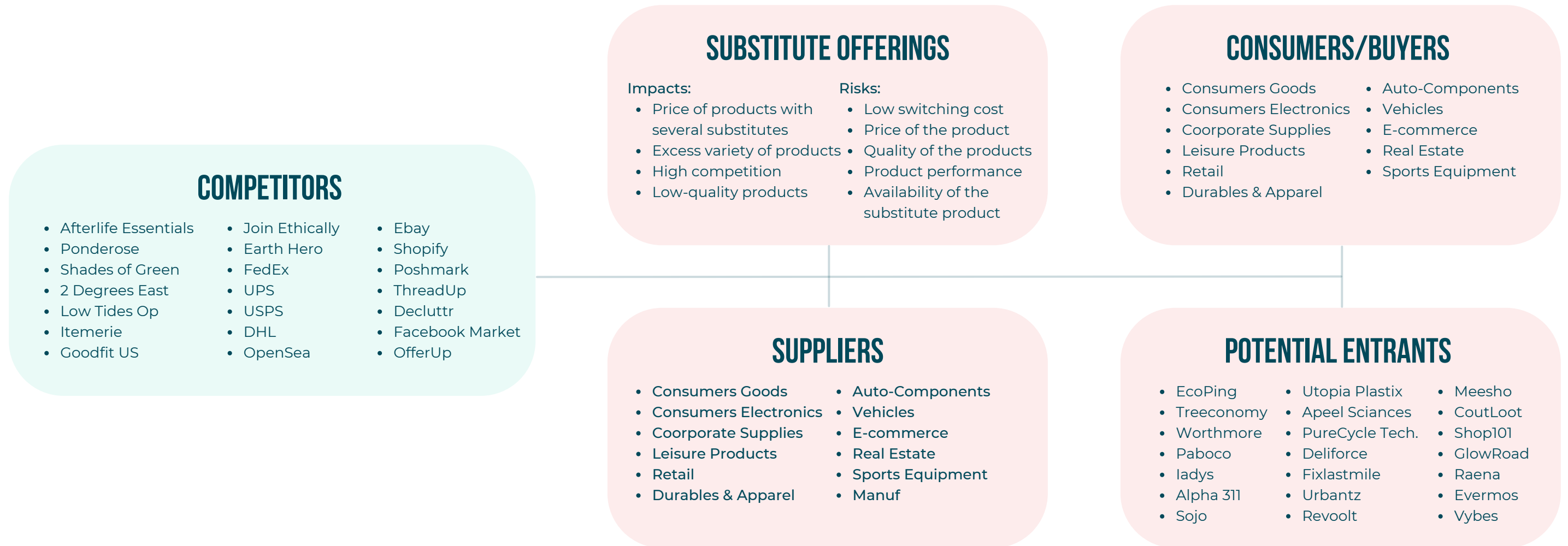
- Ground breaking system
- Applicable to large variety of products
- Rate consumers green contributions
- Partnerships with green corporations
- User monetization through contributions
- One holistic platform
- Platform for education and information

THREATS

- Competitors from many different fields
- Big corporations
- Underestimated by corporations
- Low resources
- Brands create their own tracking system.
- Fear of tracking

SWOT ANALYSIS

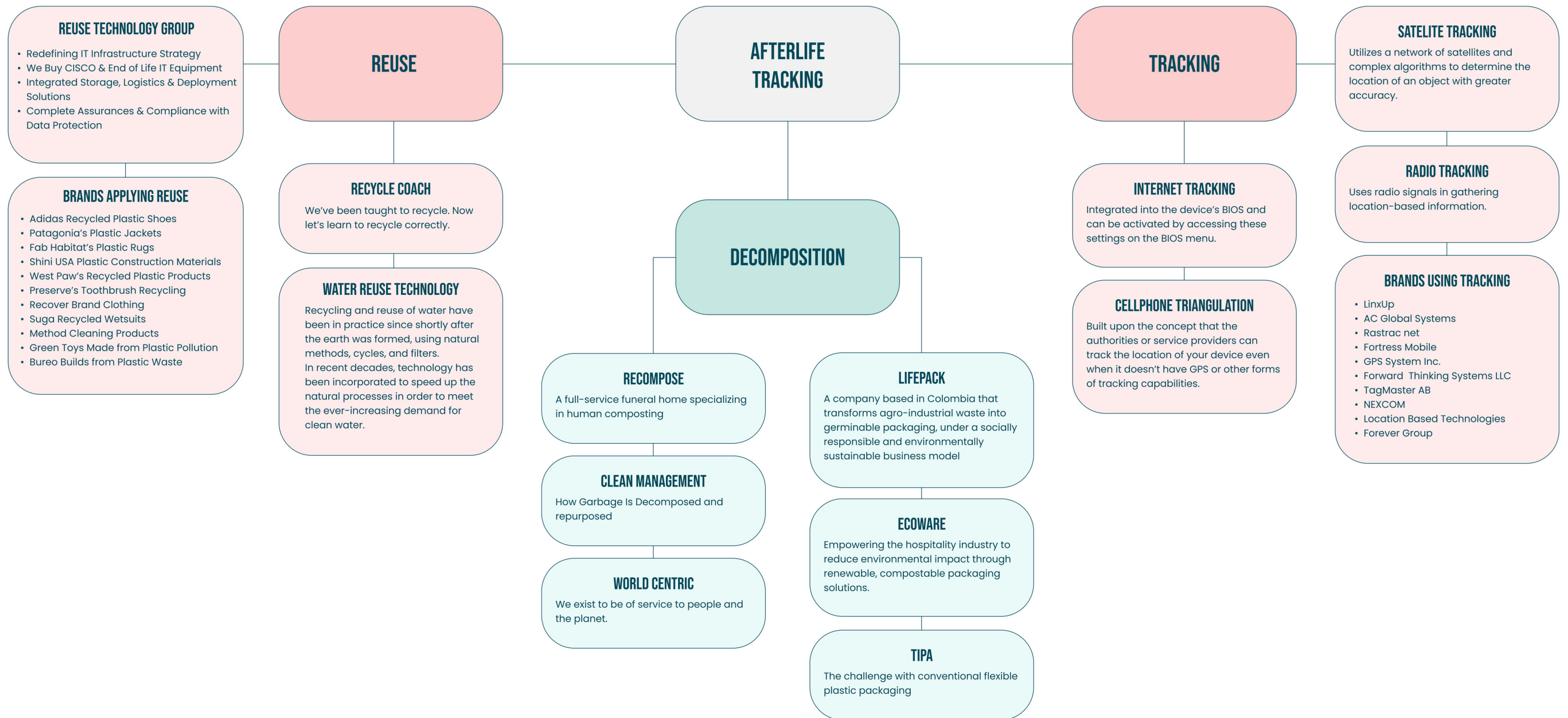
We were able to see where we stand in the industry and where we could innovate in the future. By analyzing our SWOT, we were able to identify areas of business where we can create opportunities. In addition, we are shown where we can go wrong.



INDUSTRY DIAGNOSTICS

It can be difficult to see the full diagnostics of a company that has all of our attributes in one. So we chose to look up many different companies and see their contributions to the **economy**.

We researched companies that track packages, those that promote environmental wellness, those that promote sustainability, and others. This helps us understand how each section of our project affects the economy.



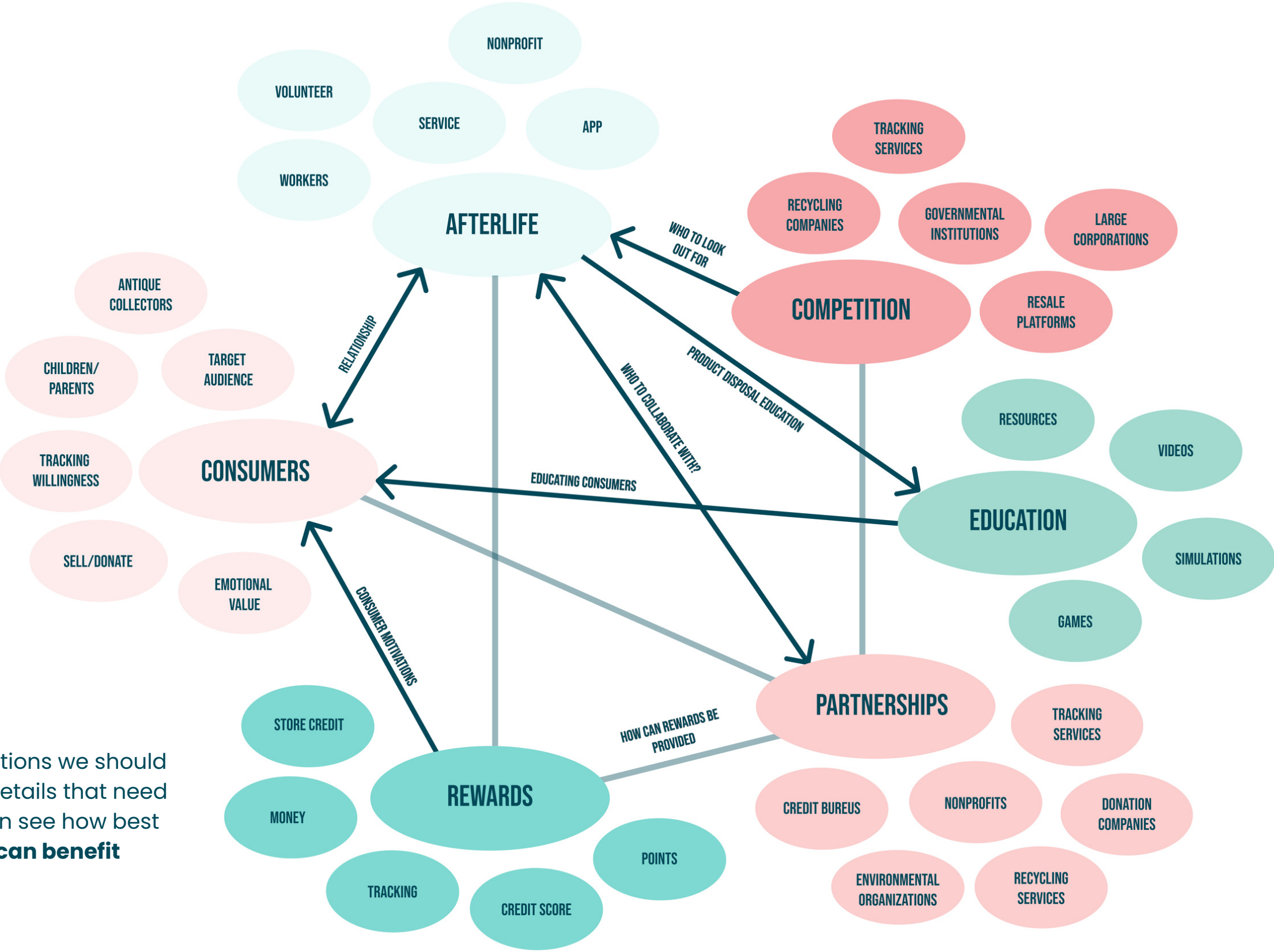
ANALOGOUS MODEL

Analogous Models are **behaviors, structures, or processes** present in other domains that bear some similarity to the context being examined. We chose our three main points in our project.

Which are **Reuse, Decomposition, and Tracking**, We then looked up sub-themes that both supported and explained our points in order to have full information about each section.

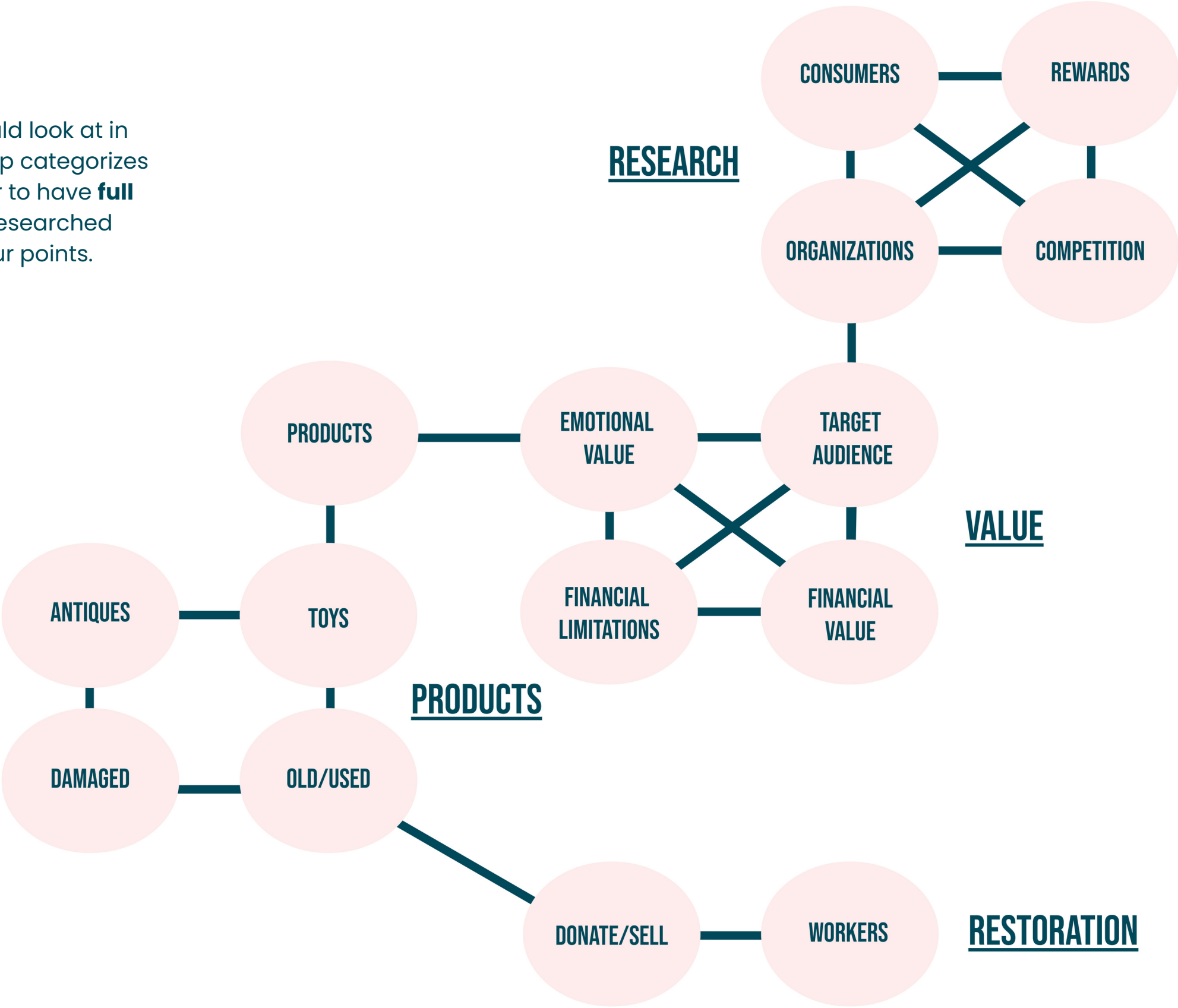
ERAF MAP

Eraf Maps help us **point down** which sections we should focus on on our project. It helps us see details that need to be considered in each section. We can see how best to connect to each aspect and how **we can benefit them and they benefit us.**



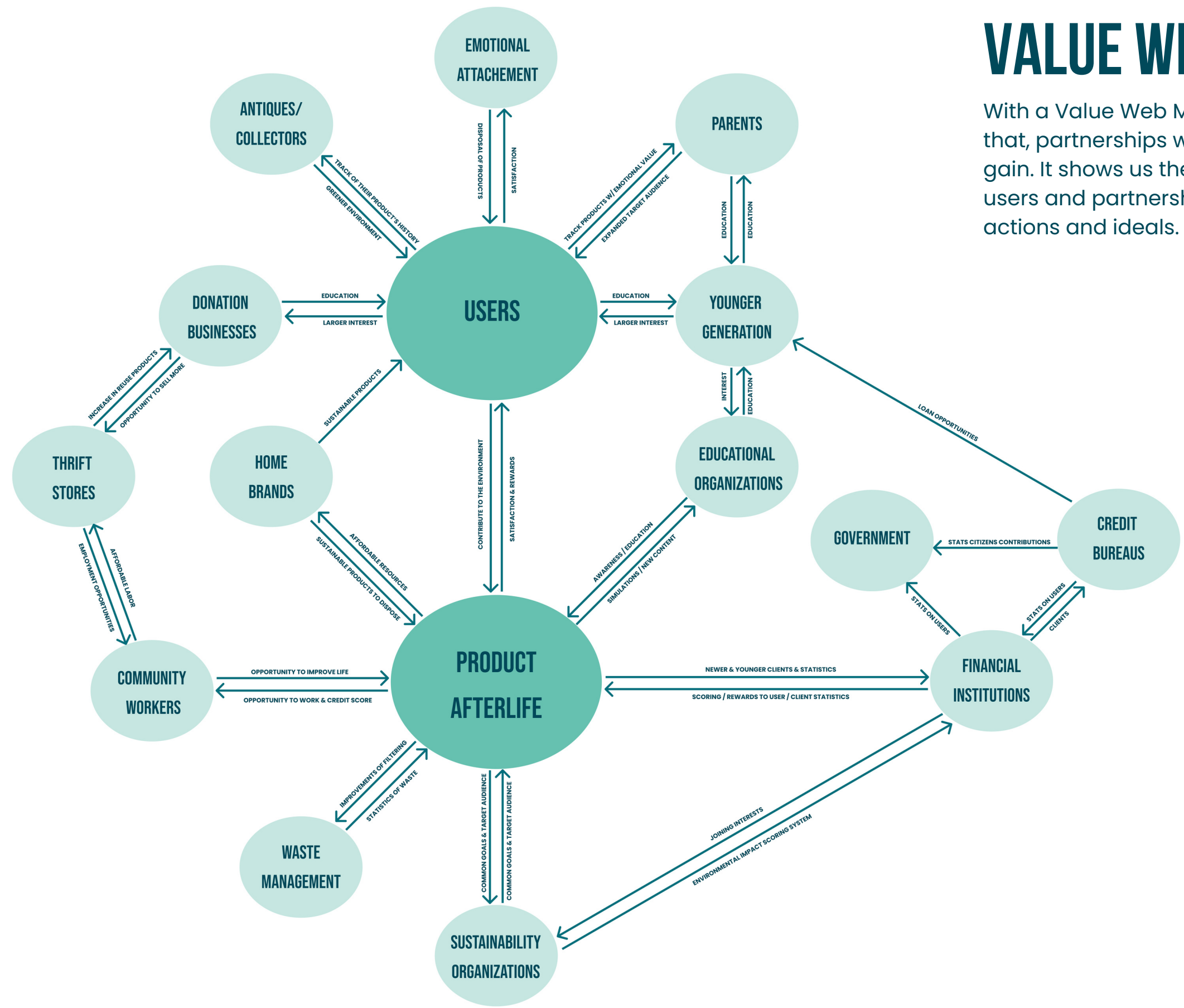
ACTIVITY NETWORK

We were able to see what possibilities we could look at in our **solution** with the help of this tool. This map categorizes it according to the themes we stated. In order to have **full information about each section**, we further researched sub-themes that supported and explained our points.



VALUE WEB MAP

With a Value Web Map, we can figure out the **value** that, partnerships with different organizations, we can gain. It shows us the effects this service can have on users and partnerships (organizations) caused by our actions and ideals.



PRIMARY RESEARCH



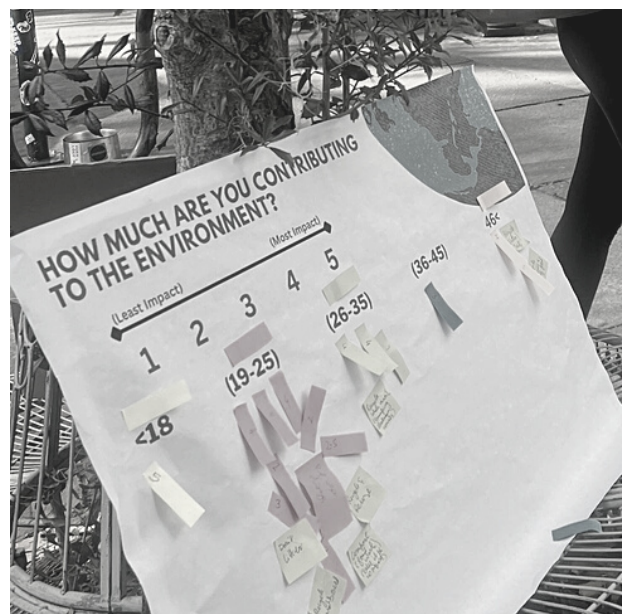
CULTURAL PROBE #1

Our first cultural probe took place in **Forsyth park** in Savannah. There are usually a variety of people in this park. The activity was completed by **15-20 people**. We gave people a bunch of products we use in our daily lives, and asked them to distribute in the given boxes **recycle, reuse, donate, and sell**. As a result of this activity, we were able to gain a better understanding of **how people use different products and whether they are aware of a right distribution method**. Additionally, we asked them about their perception of our project. This activity provided us with our data, which helped us figure out how to proceed.



CULTURAL PROBE #2

Having done the cultural probe near Arnold Hall, **most of our participants were SCAD students aged 19–25**. Even though their participation proved that either monetary or educational reward would encourage them to help the environment, **one age group stood out to us**. That age group was **46+**, which most mentioned that their preferred reward was not money or education. It was **knowing they were making the world better for their families**. It showed us the **dedication** that many people of the older generation can have to protect their families. Participants told us their age, their environmental contributions, and what would **encourage** them to improve them. We named several different rewards such as a credit score increase, money, and education and labeled each age group with different colors, **yellow being <18, pink being 19–25, green being 26–35, blue being 36–45, and orange being 46+**.





INTERVIEW DISCUSSION GUIDE

- What environmental issues do you care the most about?
- How does global warming affect your emotional self?
- Describe how you feel about your contributions to protecting the world that we live in?
- What could you do personally to reduce your carbon footprint in the future?
- Tell us about your feelings towards the amount of waste in the world?
- How might we solve for waste in the world?
- What could you do personally to reduce waste?
- Walk me through your emotions when you feel you have contributed to saving the planet?
- How can you be encouraged to properly dispose your used products in the future?
- Please describe how you form an emotional attachment to a product?
- Please explain the emotional attachment you have towards your favorite products?
- Would you be willing to dispose of your favorite products if they could help the environment?
- How would you feel if you could track your product after you have disposed of them?
- Describe how you would feel if you could be rewarded for your contributions to the environment?

ESTEBAN

Location: Medellin, Colombia

Occupation: Business Owner

Age: 30

- He is mostly concerned about pollution and mass flooding since these are two issues that he and those around him have been directly affected by.
- He believes he contributes significantly in every way he can but won't go out of his way to contribute further because he doesn't feel his contributions are capable of making a greater change.
- He feels he could do more to reduce his carbon footprint like walking to work and consuming less products that are not environmentally friendly.
- He doesn't believe that there will ever be a solution to waste in the world because he believes that the bigger problem is overpopulation. He thinks that American is probably one of the worst countries when it comes to waste.
- He forms attachments to his products because of the experience they provide to him. He believes that the chemicals used in some food products intentionally make you want more of it therefore it promotes consumptions.





ALEXA

Location: Savannah, GA

Occupation: Animation

Age:36

- She cares about global warming the the rising temperatures, and polar ice caps melting. She is worried that the oceans will rise too much and there will be more natural disasters.
- She wishes she could do more, but she is educating herself on what she should do to lower the negative effects of global warming. She is recycling and learning about the best environmental companies to trust.
- She feels stressed and overwhelmed in general because she feels it is not taken seriously enough. She does not know what to do about it though and sometimes feels powerless to the situation's stress.
- She wishes for more education and wants others to feel more encouraged to do the same and even more than what she is doing.
- She is not really attached to any products but can see why others can be attached, especially if it was a gift from a loved one.
- She believes that any gifts she gets are prone to get some emotional value.

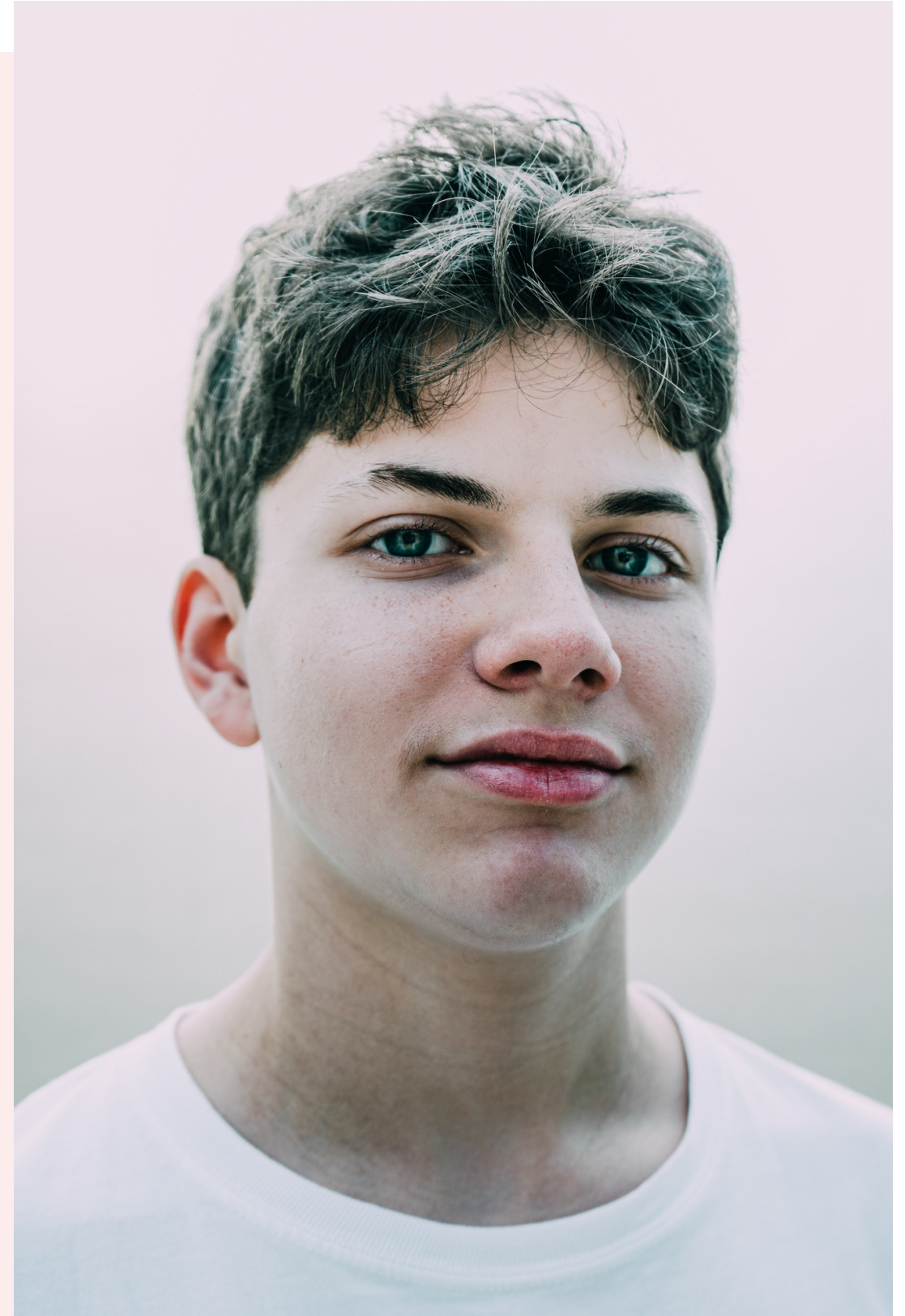
ANDREW

Location: Savannah, GA

Occupation: Recruiter

Age: 27

- He is deeply affect and concerned over global warming but feels frustrated that his efforts and contributions won't ever be enough unless all of humanity joins forces towards this cause.
- He contributes significantly towards the environment and tries to keep his environmental impact as low as possible.
- He believes that more education needs to happen towards this crucial subject and people's knowledge about it should become second nature.
- He believes that more than an emotional attachment to products he feels a dependency to his technology because it makes him feel safe and security when he has access to connection.
- He finds it very interesting to be able to track a product after he has disposed of it but he is more intrigued about the result that the actual process of tracking them himself.
- He doesn't believe in being rewarded for taking care of the planet we live in. This is something that need to be engrained in society and it should be everyone's civic duty to contribute to stop waste and global warming.





LUCAS

Location: Savannah, GA

Occupation: Student

Age: 24

- He feels overwhelmed with the problems of global warming and is afraid of what will happen next.
- He tries recycling and learning about the environment but feels like he is not doing enough.
- If everyone would take responsibility for their messes, the world would be much cleaner and would be better off. The environmental weather would be less harsh and there would be less global warming.
- Empowered, good, and satisfied is what he feels when he contributes to the betterment of the environment.
- More educational resources and more time, or at least something that would make it easier for him. to do his part.
- It would depend on what it was, but if it was something given to him by a loved one, he would be attached to it, but if it was a quickly disposable product he would not care for it.
- He would like to track the product because it helps him make sure that it is being disposed of properly or it is given to someone in need.



INTERVIEW INSIGHTS

They would like to have basic data/story that would make them know what happens to afterlife of products. They don't want to be hoarded with a lot of information about every single product.

They don't want to track every single product but only track the products that they care for or have an emotional attachment with.

They would much rather be notified where they ended up to learn where everything is going and to make sure they are contributing in the best way possible.

Most people would like to have education accessible and a platform at their fingertips where they can access education to sort out where to dispose of their products.

People feel they need to see results to be encouraged by knowing they have contributed properly.

Environmental contributions should be a civic duty and not be rewarded or monetized to regular civilians. Rewards should come in the form of honor and pride.

INTERVIEW QUOTES

"I would appreciate a more accessible platform that can help me understand this subject in greater depth."

"I wouldn't be interested in tracking, but I would love to know the end result so I can see where my products go and if I'm contributing positively."

"Contributing to reduce waste should never be rewarded; it needs to become second nature and part of your civic duty."



PROBLEM & SOLUTION





PROBLEM

Several problems come to mind when creating this service. Problems such as **participants' lack of awareness** towards **environmentally friendly actions** and **lack of resources** for these participants that contribute negatively to the climate crisis of the world. There is a lack of **educational** resources, as well as a lack of **donation and recycling resources**. There was also the question that if participants want to be **rewarded** for their contributions, us believing that participants need to be rewarded to be **encouraged** to contribute positively to the environment and make a change to the worldwide crisis.



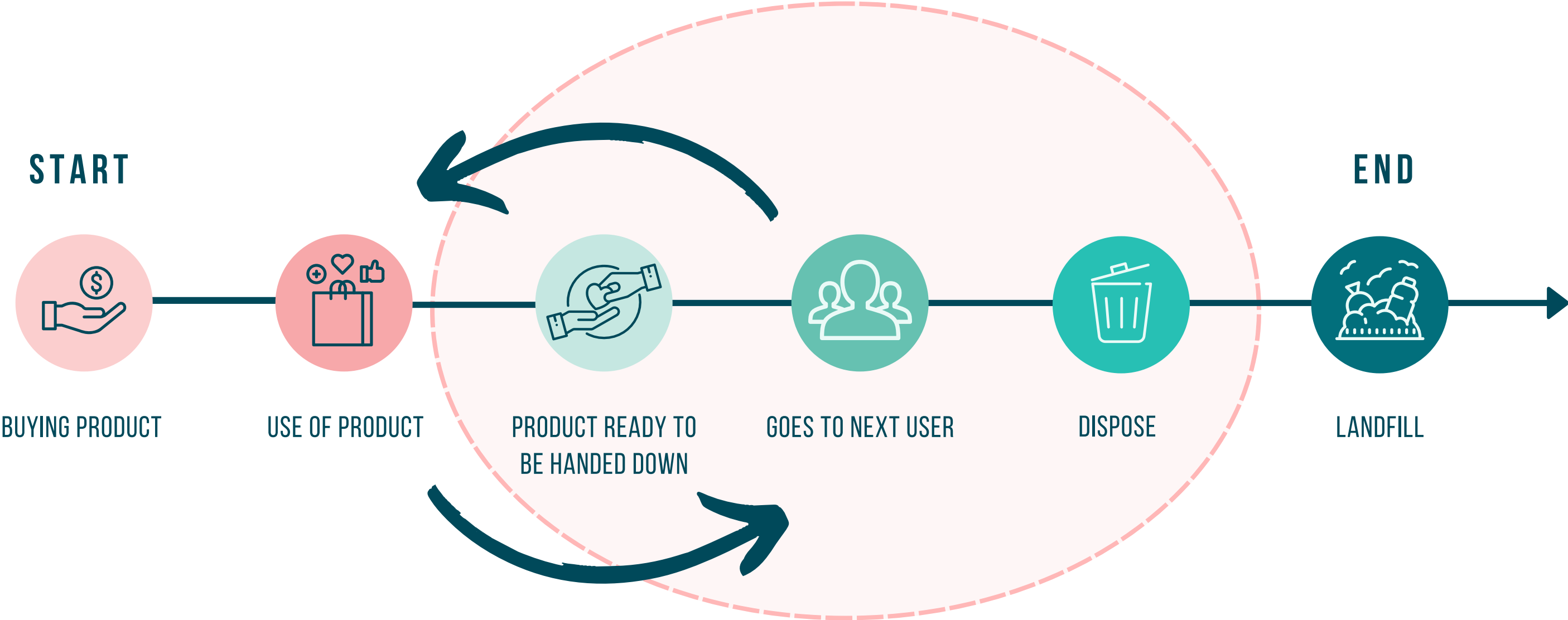
SOLUTION

Our findings suggest that people wish to be educated on all the ways they can contribute to the betterment of the environment. Surprisingly to us, they feel that they should **not be rewarded** for making these contributions, since they see making contributions as their **social responsibility** and not something to be rewarded in return. They feel like they should not be rewarded for doing their **basic responsibility**. We need to add **more resources for donation and recycling** for participants to feel like they are capable of contributing.



USER EXPERIENCE MAP

USER JOURNEY MAP



DOWNLOAD AFTERLIFE APP



**UPLOAD PICTURE OF YOUR
PRODUCT**





ENTER PRODUCT DETAILS

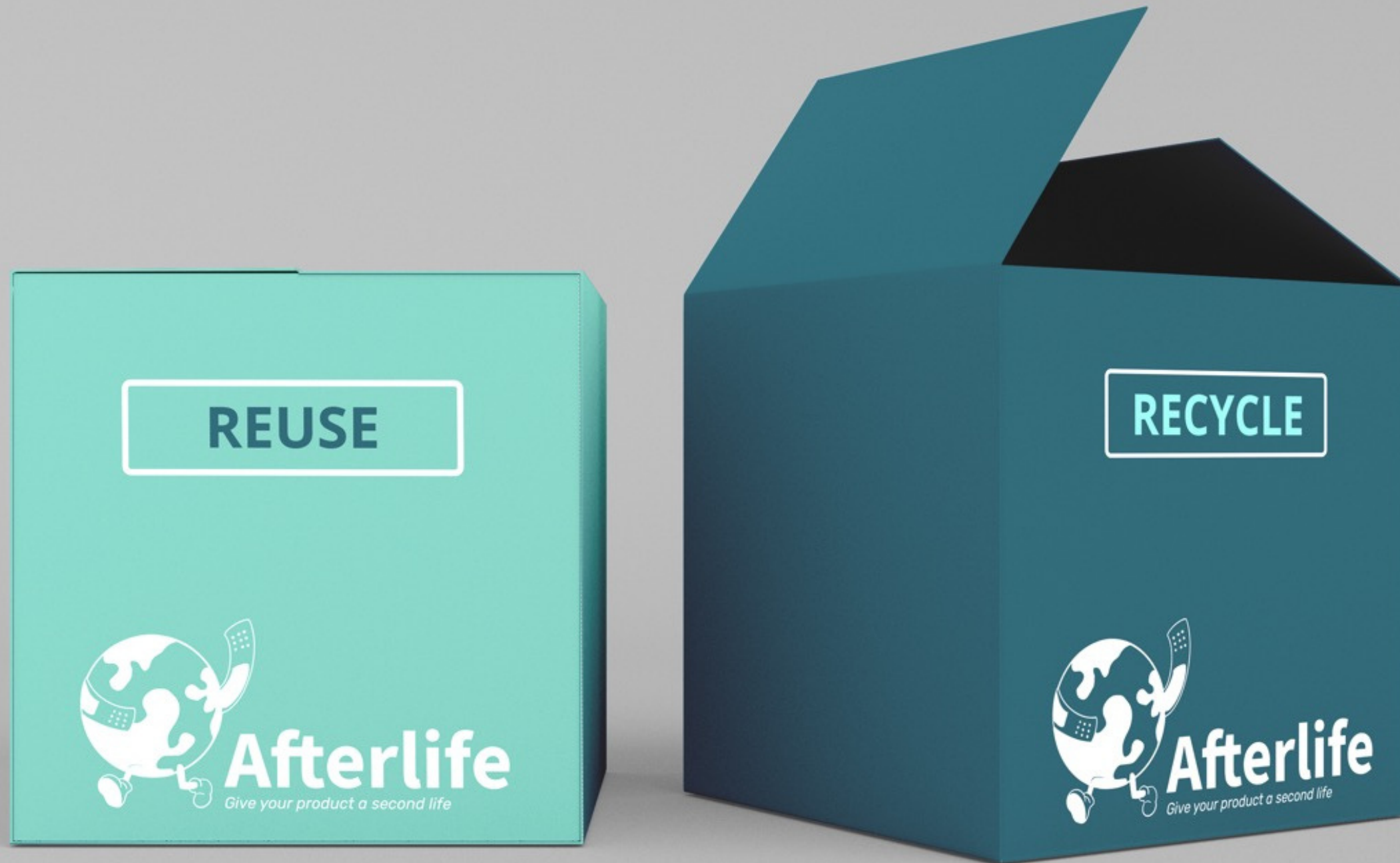
PREPARE YOUR BOX FOR PICK UP

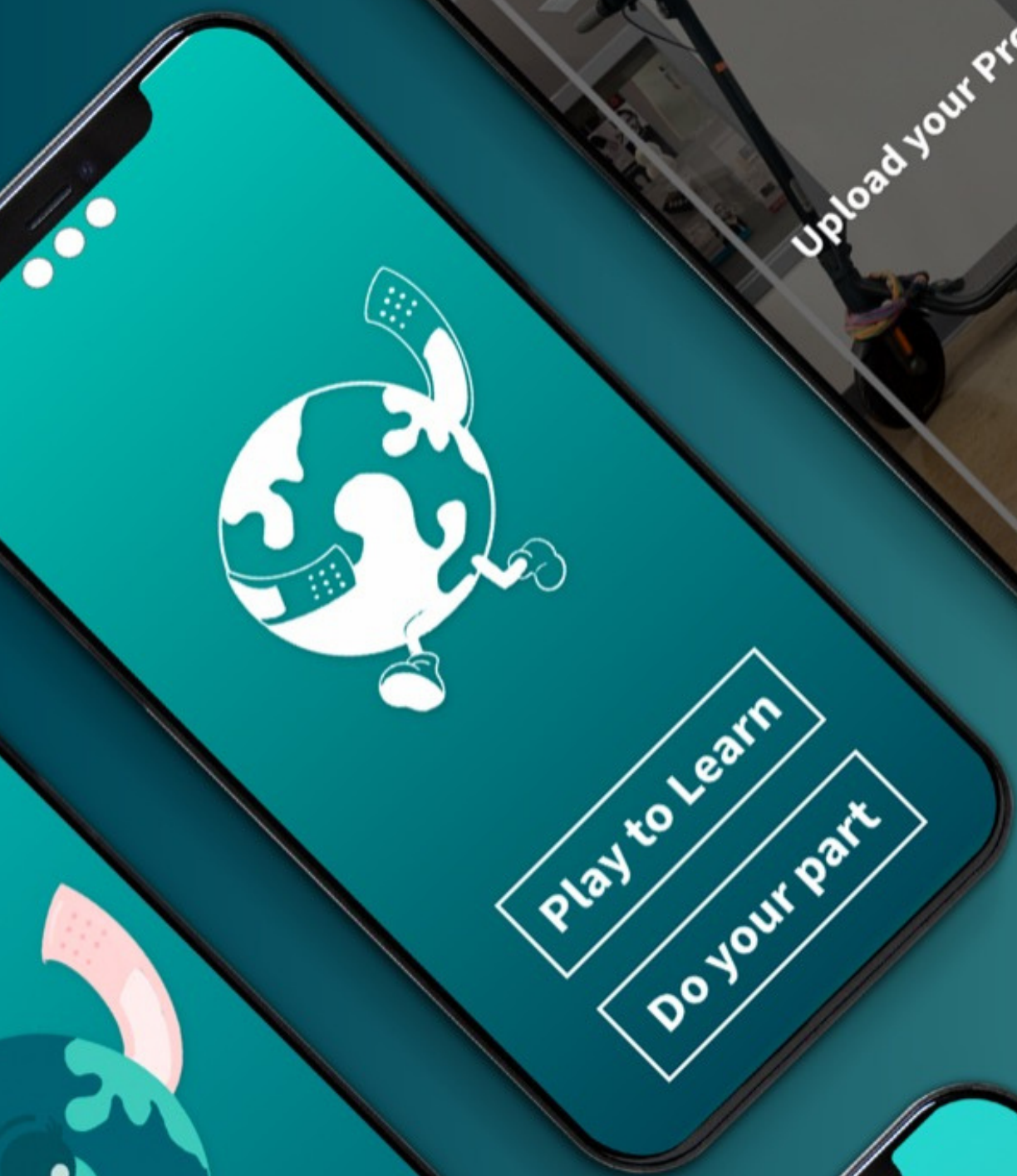




TRACK YOUR PRODUCT

AFTERLIFE DISPOSES OF YOUR PRODUCT

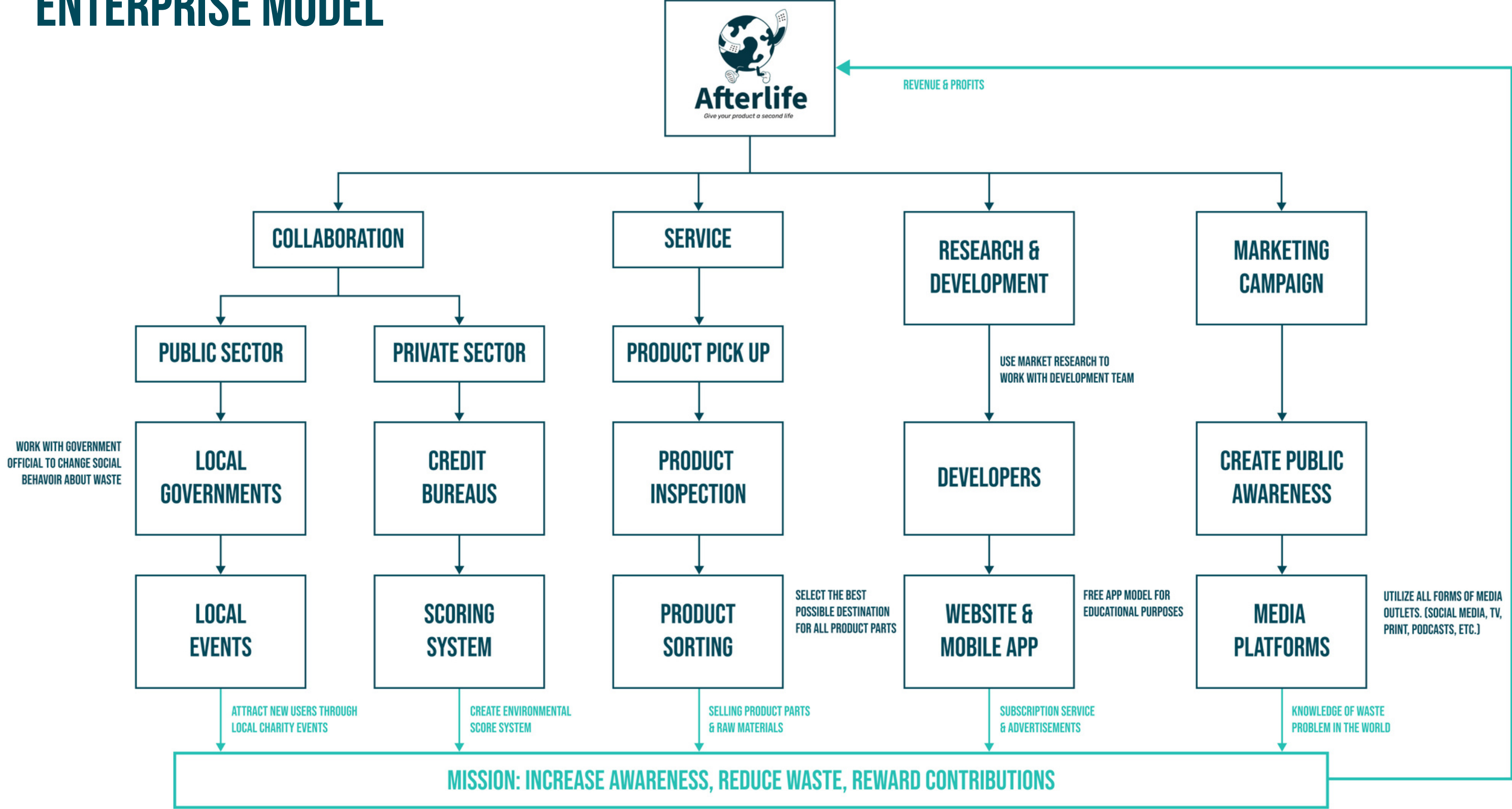




BUSINESS STRATEGY



ENTERPRISE MODEL



BUSINESS MODEL CANVAS

<div>KEY PARTNERS</div> <div><ul style="list-style-type: none">Jiffy JunkGeorgia RecyclersFishbowl InventoryFICO</div>	<div>KEY ACTIVITIES</div> <div><ul style="list-style-type: none">Distribution of material according to their lifespan.Tracking the used product.</div>	<div>VALUE PROPOSITION</div> <div>A positive experience that lets consumers know the story of their old and used products after selling/donating, letting them contribute to recycling.</div>	<div>CHANNELS</div> <div><ul style="list-style-type: none">AdvertisementsApp presenceSocial media</div>
	<div>KEY RESOURCES</div> <div><ul style="list-style-type: none">StaffMaterial distributorsSoftwaresTransportationStorage</div>		<div>CUSTOMER SEGMENT</div> <div><ul style="list-style-type: none">People who want to contribute to the environment</div>
<div>COST OF STRUCTURE</div> <div>Total Amount: \$163,567</div>		<div>REVENUE STREAMS</div> <div><ul style="list-style-type: none">App DownloadsGames</div>	



TAKEAWAYS AND CONCLUSION



TAKEAWAYS

We found that by creating **more accessible resources** for the general public increases the chances of them doing more to better the planet's well being and environment. Depending on the age group participating, they will either do so for their families, for money, or because it is expected of them. **Most believe that they need to do more to improve the environment's current state, but most don't know what to do. Providing educational resources** would help them know what to do, especially if made **fun**. Providing them with information about where to **locate their nearest recycling and donation centers** would also help participants contribute to bettering the planet.

We would work together with different organizations, such as **Jiffy Junk, Gainsight, The Georgias Recyclers, Fishbowl Inventory, and FICO**, in order to gain resources to provide our service to the public. These **partnerships** would help us provide easier access for participants to do their part in helping the planet in the **easiest** and **most time affordable** way possible.



CONCLUSION

Afterlife is a service that will help improve the environmental crisis happening in the world. It will help participants **contribute to the betterment of the environment** with **easier access to necessary educational and physical resources**. With the **app**, participants will be able to sell and donate their old and used products **from the comfort of their homes**, while **also getting rewarded** for doing so. The app will **track the progress of their contributions, track what has happened to their product after selling/donating, and track the amount of rewards** that they have. This service will also **provide much needed jobs** for the public, specializing in **hiring individuals in rehabilitation programs** in order to help them **build up their success** before they leave their programs. **This service is a SMART service, making it easier for the public to enjoy.**



Afterlife

Give your product a second life

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