Mobile media

MOBILE APP + APPLE TV

Misung Kim
Nan Huang

LITTERATI

A LITTER FREE WORLD

TED TALK_JEFF KIRSCHNER

GOAL & VISION

A litter-free world!

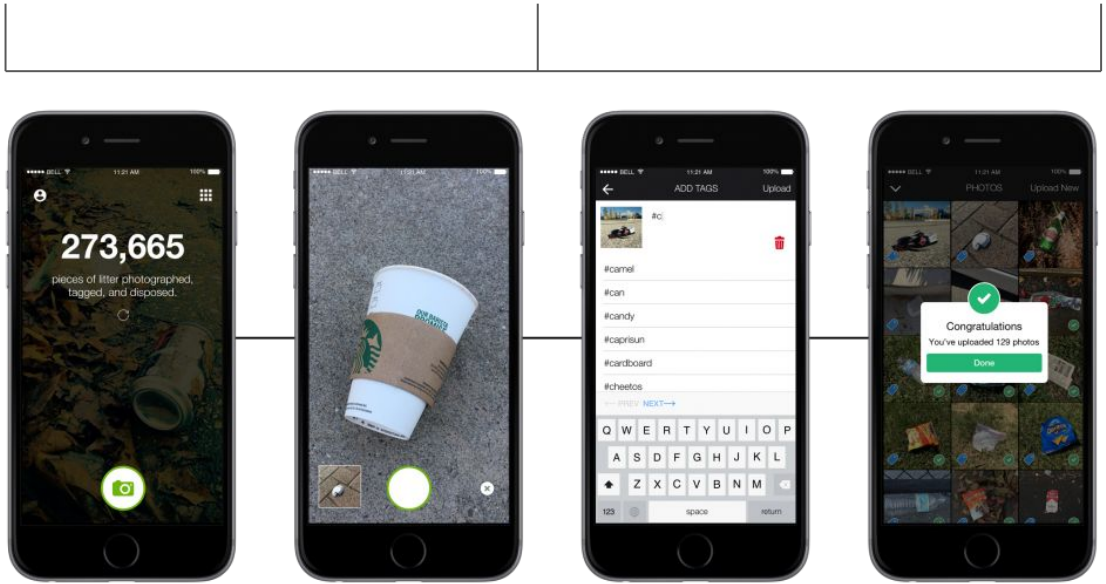
1. Find a piece of litter

2. Take a photo of each piece of litter that you collect and dispose

3. Add tags on each photo

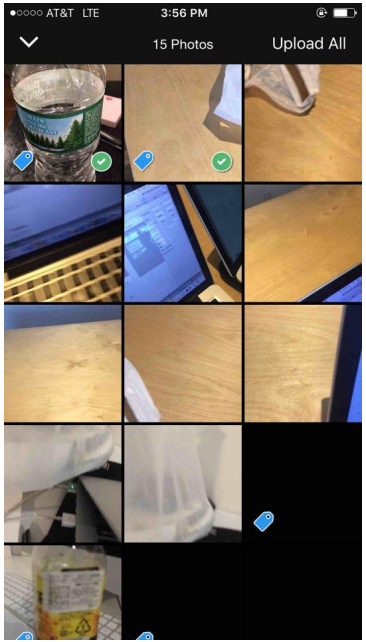
4. Upload each photo so the data can be tracked in the Digital Landfill database

5. Throw away or recycle the litter

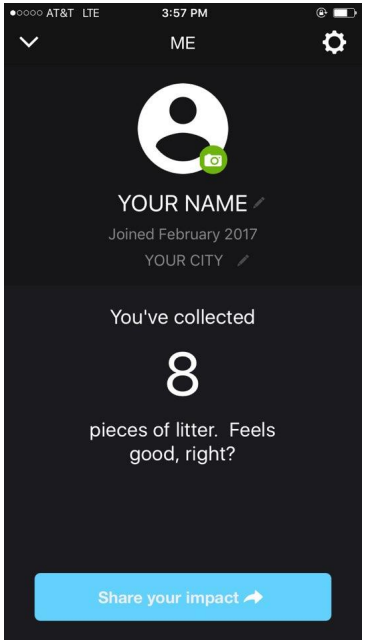


USED LITTERATI APP WHILE TRAWLING

PAIN POINTS



1. Users only can upload one image at a time



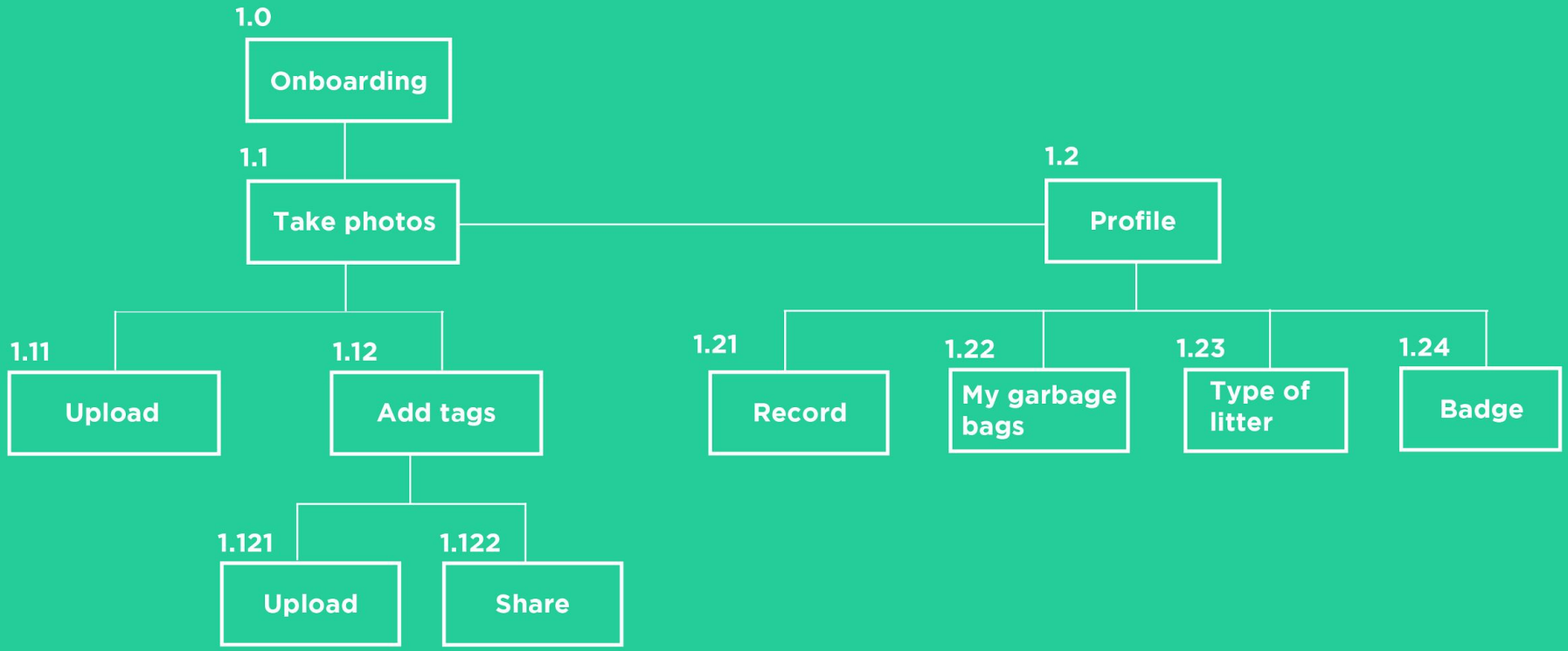
1. Users are not able to get a full analysis of their contributions and the feedback after uploading images
2. Users only can share the results only on Twitter

Letting users know how much and what kind of contribution they made to save the environment based on time and category of litter they collected.

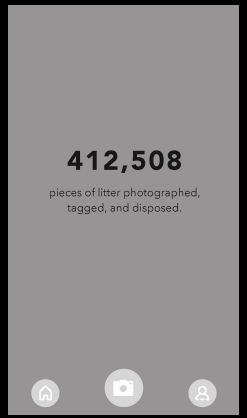
Sharing results with their friends through posting on social media might be beneficial to tell others about users' contribution and the viral marketing as well.

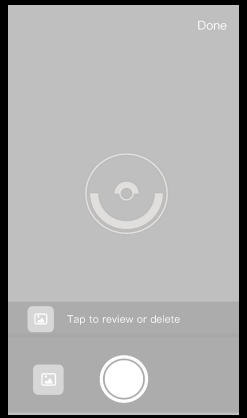
Journey from taking photos, tagging, to uploading should be intuitive with the right feedback and not encumber the use.

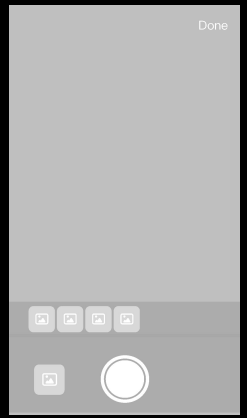
UPDATED APPMAP



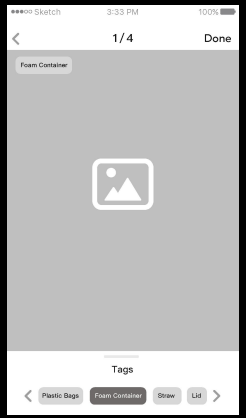
WIREFRAMES



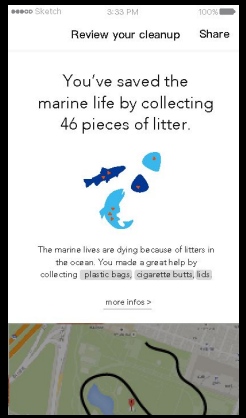




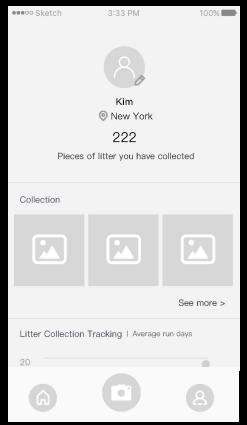
1.1 TAKES PHOTOS

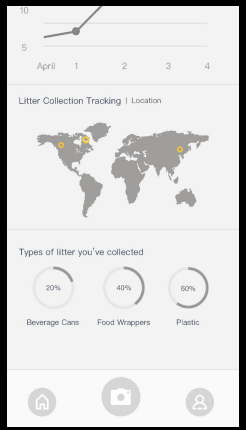


1.2 ADD TAGS



1.121 UPLOAD & REVIEW





1.2 PROFILE (My garbage bag, location, type of litter)

NEW FEATURES

+

Onboarding
:About, how to use

+

Reward system: grant a badge considering how to strengthen the engagement

+

Let users upload multiple images at a time

+

Analyzing data of collected litter based on locations, types on a daily basis

DEMO!

https://marvelapp.com/382fhjh

ADD ON

LITTERATI

TV OS

WHY APPLE TV?

Camera-based app → Focusing on the videos for people to raise awareness of environment and pollutants.

Based on the category of litter, users are able to access various video contents.

The process is simple & easy!

About

Video

Impact

Demo showtime!

https://marvelapp.com/45h0593

Thanks!

Any comments?