LITTER LOOT

A Gamified Solution to trash pickup.

Client:

The City of Pittsburgh

Business Goals:

To reduce the amount of waste on and around the streets of Pittsburgh through public efforts.

Solution:

An app that challenges users to collect and log trash during walks and hikes around the city.

GAMIFICATION STRATEGIES

Behavior Change:

Users will complete challenges by picking up and logging trash and therefore will be helping to keep the city of Pittsburgh clean.

Intrinsic Motivation:

Litter loot relies almost entirely on intrinsic motivation, with an emphasis on Mastery/ Completion specifically.

Flavor:

To create a fun, but competitive flavor heavily associated with green solutions, I comprised the color pallet to contain mostly greens, used a raccoon for the logo, other animals for the ranks, and clean vector icons to modernize it.

Ranks:

#3 Garbage Squirrel

The lowest rank. All users start out as a Garbage Squirrel.

#2 Junk Pigeon

The middle rank. When users complete 5 challenges, they level up.

#1 Rubble Bear

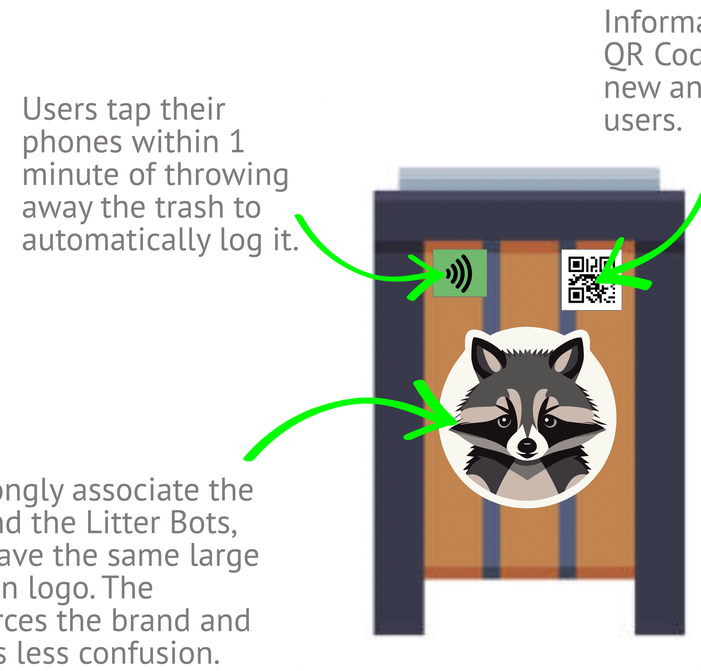
The highest rank. When users complete 15 challenges, they level up.

Components:

Litter Loot is comprised of an app and a series of public trashcans called Litter Bots. Litter Bots will be placed in foot-traffic heavy locations in the city and allow users to automatically log their trash. Litter Bots weigh the trash and then upload that weight to the app, allowing for a seamless interaction with minimal pain points.

App:

Litter Bot Concept:



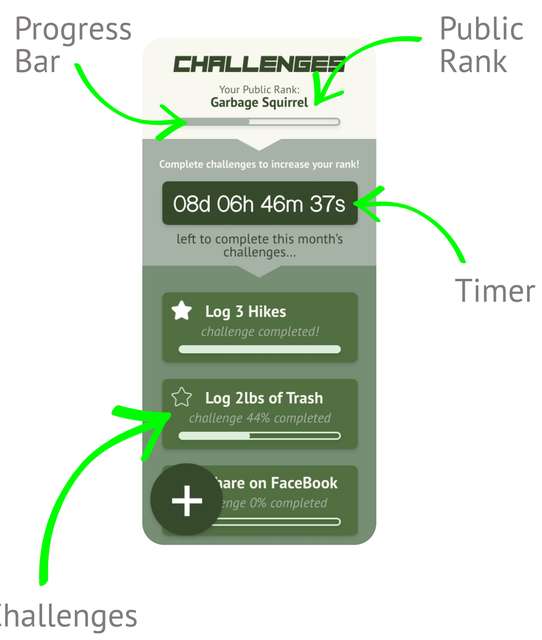
More possible Litter Bot Looks.

Game Mechanics:

Litter Loot's game mechanics are designed to encourage a competitive dynamic, whether it be with the user themselves or other users.

Monthly Challenges

Every month, Litter Loot makes three challenges available to users. They can be individual challenges, community challenges, or a mix of both. Users have the entire month to complete the challenges. They are not penalized if they do not complete challenges, but they can easily increase their rank by completing them. This lends itself well to Mastery/Completion.



Public Rank

All Litter Loot users have a rank that is visible to other users, inspiring a sense of competition. Users can increase their rank by completing the monthly challenges. This is intended to pressure the users into completing more challenges, which helps Litter Loot achieve their business goals of tidying up the city.

Nudges

Litter Loot employs a handful of nudges to inspire users to continue hiking and logging trash. These include visible statistics, progress bars, and countdowns. Visible statistics, such as pounds of trash picked up and miles walked, encourages competition with the self. Progress bars cause users to behave similarly. The live countdown on the Challenges page amplifies the pressure of the limited time available to complete the challenges, which also encourages competition.

Emilie Whitewolf

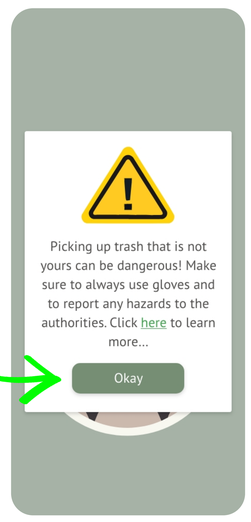
LITTER LOOT - Final Design

A Gamified Solution to trash pickup.

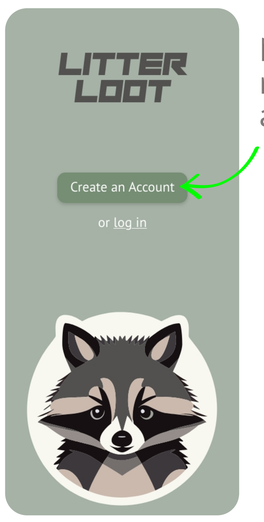
Cute “trash panda” logo

Splash Screen:

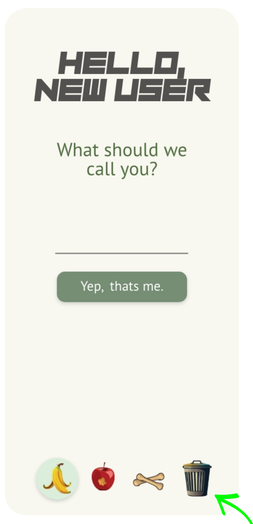
Users are required to read and acknowledge the Safety warning before proceeding into the app.

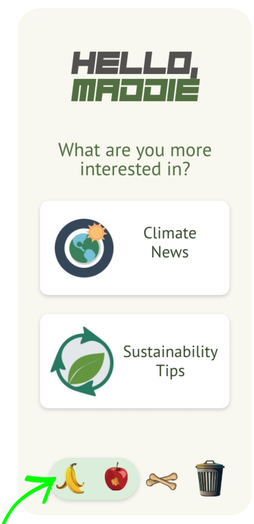


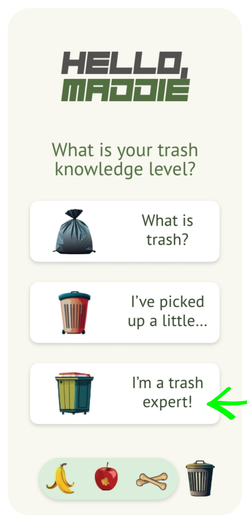
Sample Onboarding:



New users must create an account.



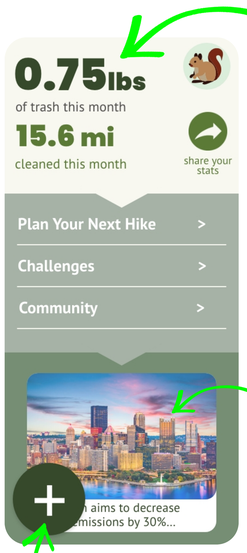




Depending on the user's knowledge level, Litter Loot will ask them to complete a very short training quiz to ensure their safety. This feature has not been designed yet.

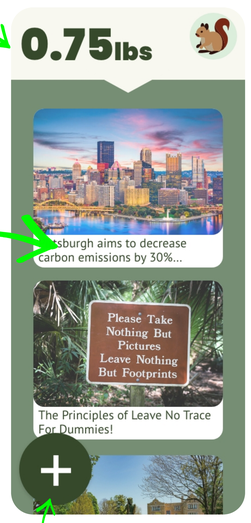
Flavorful Progress bar.

Home Screen:



Visible Monthly Statistics including pounds of trash logged and miles walked.

Pounds of trash logged still visible when users scroll below the fold.

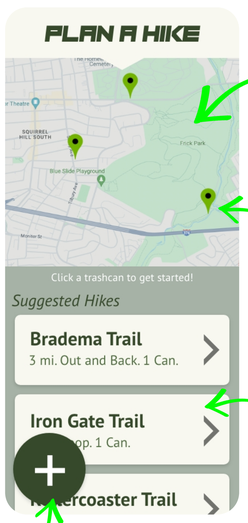


Content/articles about local sustainability efforts and other sustainability tips.

When users wish to log a hike, they press this button to start it.

Log Button Still Visible

Miscellaneous:



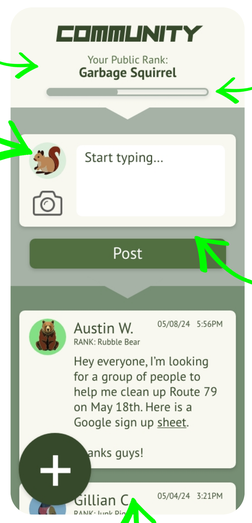
Map of user's current Area

Each pin shows the location of a Litter Bot, when clicked, users can plan their own route. This feature is not designed yet.

Suggested Nearby Hikes

Reminder of the User's Public Rank

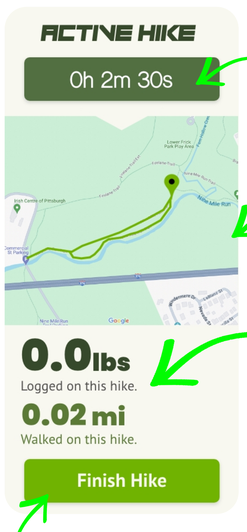
Progress bar indicates how close the user is to leveling up.



Users can post pictures and announcements to the community board.

Users can only see posts made in their current area.

Challenges:

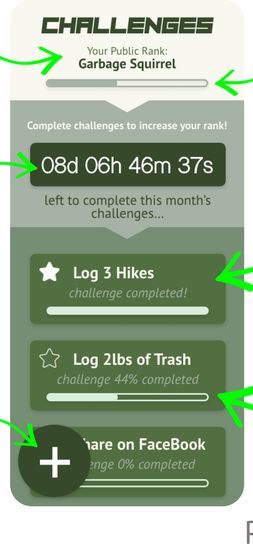


Time of active hike.

Map that shows route and Litter Bot.

Visible Statistics for the active hike including pounds of trash logged and miles walked.

Users click this button when they are finished with their hike.



Reminder of the User's Public Rank

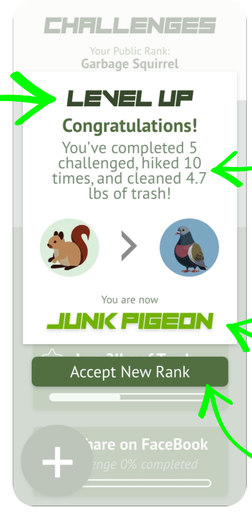
Progress bar indicates how close the user is to leveling up.

Time remaining to complete this month's challenges.

Challenges

Log Button still visible

Progress bar indicates how close the user is to completing the respective challenge.



Statistics to emphasize competition.

Pop-up appears when the user levels up and increases in rank by completing the monthly challenges.

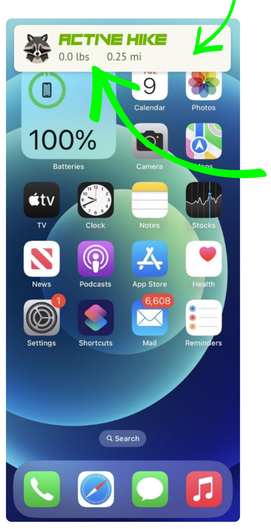
New rank

Users must acknowledge their new rank before returning to the app.

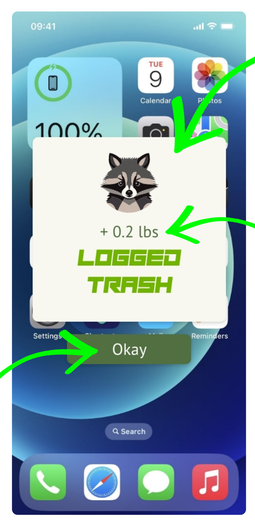
Notifications:

Notification nudges users when new challenges are available. Promotes continued use.

Appears when the user has an Active Hike.



Visible Statistics including pounds of trash logged and miles walked to continue motivating the user.



Pop-up Appears when the user logs trash.

Amount of trash logged in pounds. This will be added to the user's monthly “pounds of trash logged” automatically.

User must verify that they logged the trash.

Sources:

ChatGPT for help with naming ranks and labeling.
Adobe Illustrator AI for most icons.

Emilie Whitewolf