

EcoCraft: Transforming Trash into Treasures

**A Thesis Submitted In Partial Fulfillment of the
Requirements for the Degree of Bachelor of
Design**

TABLE OF CONTENT

- About the project
- Design Process
- Research Paper
- Primary research
- Interview questions
- Interview insights
- Field research
- Exploration
- Logo Iterations
- Style guide
- Information Architecture
- Low fidelity Wireframe



https://nickfinder.com/newpost#google_vignette

ABOUT THE PROJECT

- **"Ecocraft: Crafting useful products from Waste" is a revolutionary app designed to revolutionize the way we perceive waste materials by transforming them into stunning products.**
- **With sustainability at its core, Ecocraft provides users with a platform to explore innovative ways to repurpose discarded items, into functional and aesthetically pleasing products.**



https://mysleepyhead.com/sofa-kiki-3-seater-sofa-green-color?gad_source=1&gclid=CjwKCAjw7NmzBhBLEiwAxrHQ-QZsogsp0ptGOSIJsGJosQbKO0XQy4FXuFXs2cmmorHBzV6XNjI0WhoCB0YQAvD_BwE

STEP-BY-STEP GUIDES

Detailed step-by-step guides and tutorials to assist users in the process of collecting, preparing, and crafting products from waste materials.

COMMUNITY HUB

A vibrant community forum where users can share ideas, ask questions, and collaborate on upcycling projects with fellow enthusiasts.

RESOURCE DIRECTORY

A curated directory of resources, including local recycling centers, upcycling workshops, and sustainable materials suppliers, to support users in their upcycling journey.

GANTT CHART

TASKS

Months

March

April

May

June

Market Research

Color Palette Selection

Typography Selection

Logo Design

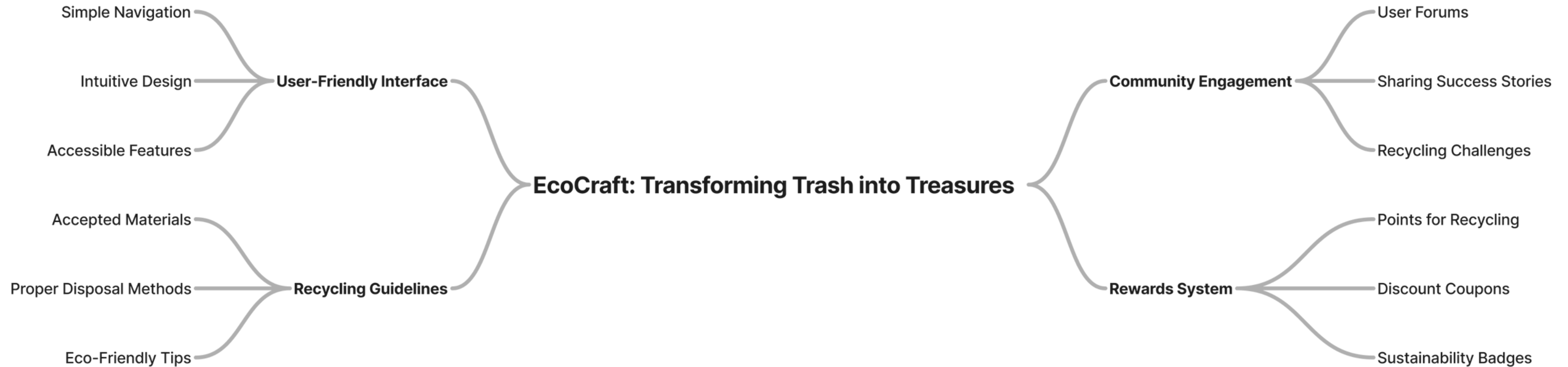
Low Fidelity

Final Design

Mockups Creation

Presentation Preparation

MIND MAPING



DESIGN PROCESS

1

EMPATHISE

Empathizing with the users and understanding their needs, challenges, and motivations.

2

DEFINE

Define the problem space and articulate a clear design direction and deep understanding of the users' needs and aspirations

3

IDEATE

Define the scope by outlining the features, functionalities, and user requirements that will address the identified needs effectively

4

PROTOTYPE

Translate concepts into tangible designs and interactive prototypes. Using prototyping tools and design software.

5

TESTING

Evaluate the prototypes with users to gather feedback and understand what works, what doesn't, and what needs improvement.

AIM

The aim of this project is to develop a comprehensive mobile application that educates users on the principles and techniques of upcycling, enabling them to transform waste materials into useful products.

OBJECTIVE

- Conduct research to understand user's needs and problems,
- Design an intuitive, user-friendly interface to ensure easy navigation and accessibility for users of all ages and technical abilities.
- Highlight the environmental benefits of upcycling and provide users with information on how their efforts contribute to waste reduction.

Research Paper

Recycling waste can generate crores in revenue in India

- India generates 70 million metrics of municipal solid wastes. Out of it, only 20% is recycled and the rest ends up in landfills and oceans affecting humans, and marine life, along with destroying the environment.
- It is estimated that waste management in India is potentially a \$15 billion industry.

<https://timesofindia.indiatimes.com/blogs/voices/recycling-waste-can-generate-crores-in-revenue-in-india/>



PRIMARY RESEARCH

(QUALITATIVE RESEARCH)

- In-depth exploration and understanding of users' behaviors, motivations, needs, and experiences related to upcycling and crafting furniture from waste materials.
- **Interviews:** Conducting one-on-one interviews with individuals who are passionate about upcycling and sustainability can provide deep insights into their experiences, challenges, and aspirations.

INTERVIEW QUESTIONS

1

Have you ever used any apps or digital tools to assist you with upcycling or crafting projects?

2

Can you tell us about your experience with upcycling or crafting products from waste materials?

3

What are some challenges you encounter during the upcycling process, and how do you overcome them?

4

What features would you like to see in an app like ecocraft that would help streamline your upcycling?

5

What do you think this app could help in improving the practice of upcycling and sustainable living?

6

Is there anything else you'd like to share about your experiences, aspirations, or suggestions for Ecocraft.

INTERVIEW INSIGHTS

POINT 1

A significant portion of users did not hear of apps or digital tools specifically designed for upcycling or crafting projects.

POINT 2

Despite the growing interest in sustainability and DIY culture, mostly people relied on traditional methods, such as browsing online tutorials or joining local crafting communities



POINT 3

Users emphasized the importance of features such as material, intuitive design tools, guidance, and a collaboration for ideas and inspiration

POINT 4

Most of the users expressed positive feedback regarding the need for an app like EcoCraft. They emphasized the value of having a dedicated platform to support upcycling and crafting projects from waste materials.

Benchmarking

Features	Quicker	olx	Zamroo	Cashify	CoutLoot	Sulekha	Facebook Marketplace
Dore step Pickup	✗	✗	✓	✗	✗	✗	✗
Buying and selling	✓	✓	✓	✓	✓	✓	✓
Community	✗	✗	✗	✗	✗	✗	✗
Free listing	✓	✓	✗	✓	✓	✓	✓
Mobile App	✓	✓	✓	✓	✓	✓	✓
Local search available	✓	✓	✗	✓	✓	✗	✗
Hand created Products	✗	✗	✗	✗	✗	✗	✗
Refurbished Products	✗	✗	✗	✓	✗	✗	✗

Sourcing Dry Waste

Identify Dry Waste Sources

1. Local Municipalities:

- Contact municipal corporations for waste management.

2. Scrap Dealers:

- Reach out to local scrap dealers for plastic, metal, and paper waste.

3. Offices and Schools:

- Arrange collections from large offices, schools, and colleges.

4. Factories and Industries:

- Approach factories and industries that generate dry waste.



Local Municipalities

<https://swachhindia.ndtv.com/waste-segregation-at-source-noida-authority-solid-waste-management-rules-21603/>



Scrap Dealers

<https://blog.scrapuncle.com/raddiwal-a-near-me-doorstep-services-by-scrap-uncle/>



Offices and Schools

<https://swachhindia.ndtv.com/waste-segregation-at-source-noida-authority-solid-waste-management-rules-21603/>



Factories and Industries

<https://blog.scrapuncle.com/raddiwal-a-near-me-doorstep-services-by-scrap-uncle/>

Determine Pricing

1. Direct Inquiry:

- Ask suppliers directly about their pricing.

2. Market Survey:

- Compare prices from multiple suppliers.

3. Online Research:

- Check online marketplaces and recycling websites for price trends.

4. Negotiation:

- Negotiate with suppliers for the best rates.



What's the
true cost
of waste?

<https://lyttonadvisory.com.au/2023/06/27/how-effective-is-full-cost-pricing-in-managing-waste/>

Waste Pricing
Market Survey



Negotiate
with suppliers



FIELD RESEARCH



SITE. 01

The dome and sitting area made from discarded tree branches



SITE. 02

The entrance was designed from waste pipes and lights.



SITE. 03

Decoration lights made from waste coconut ropes and iron sticks.

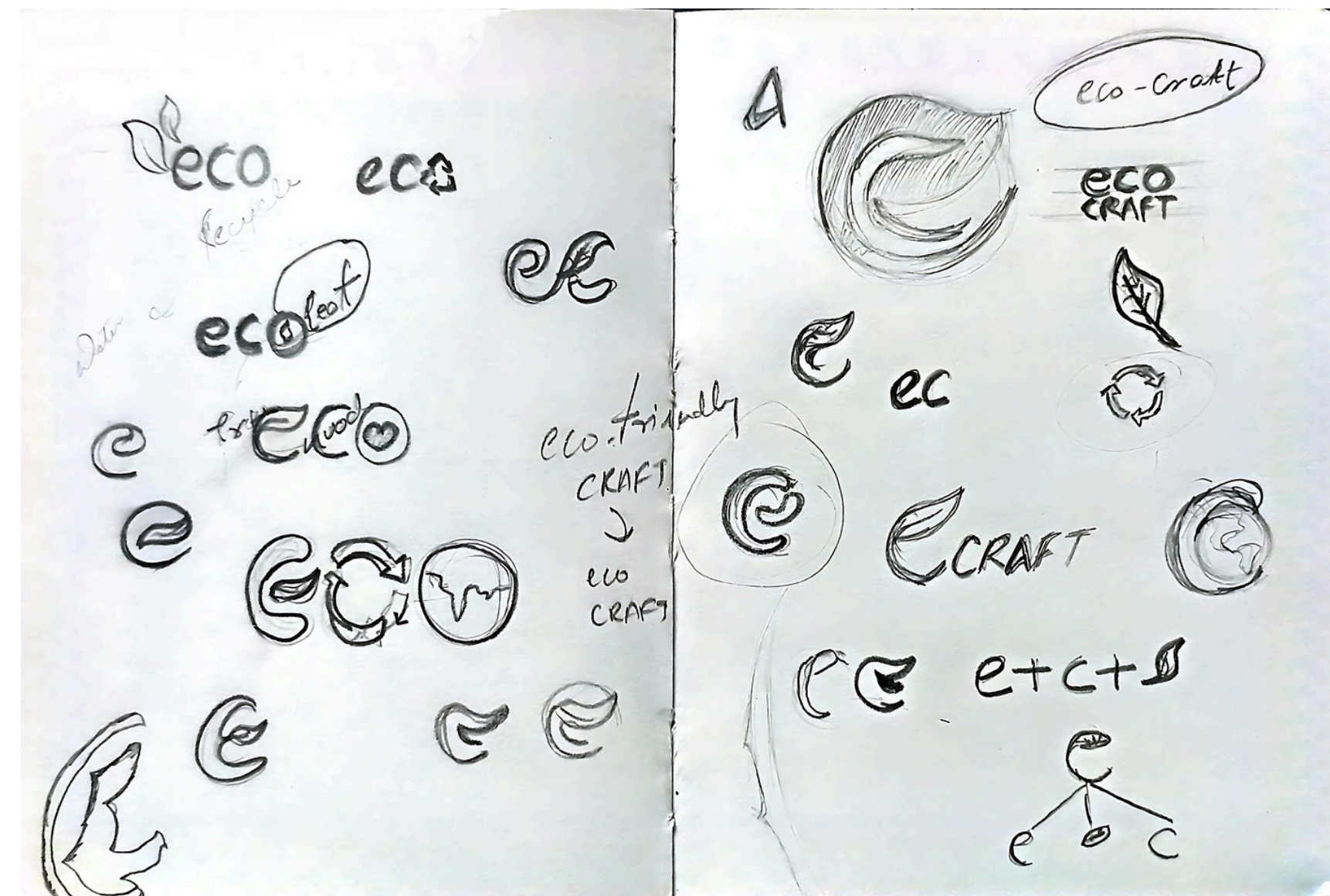


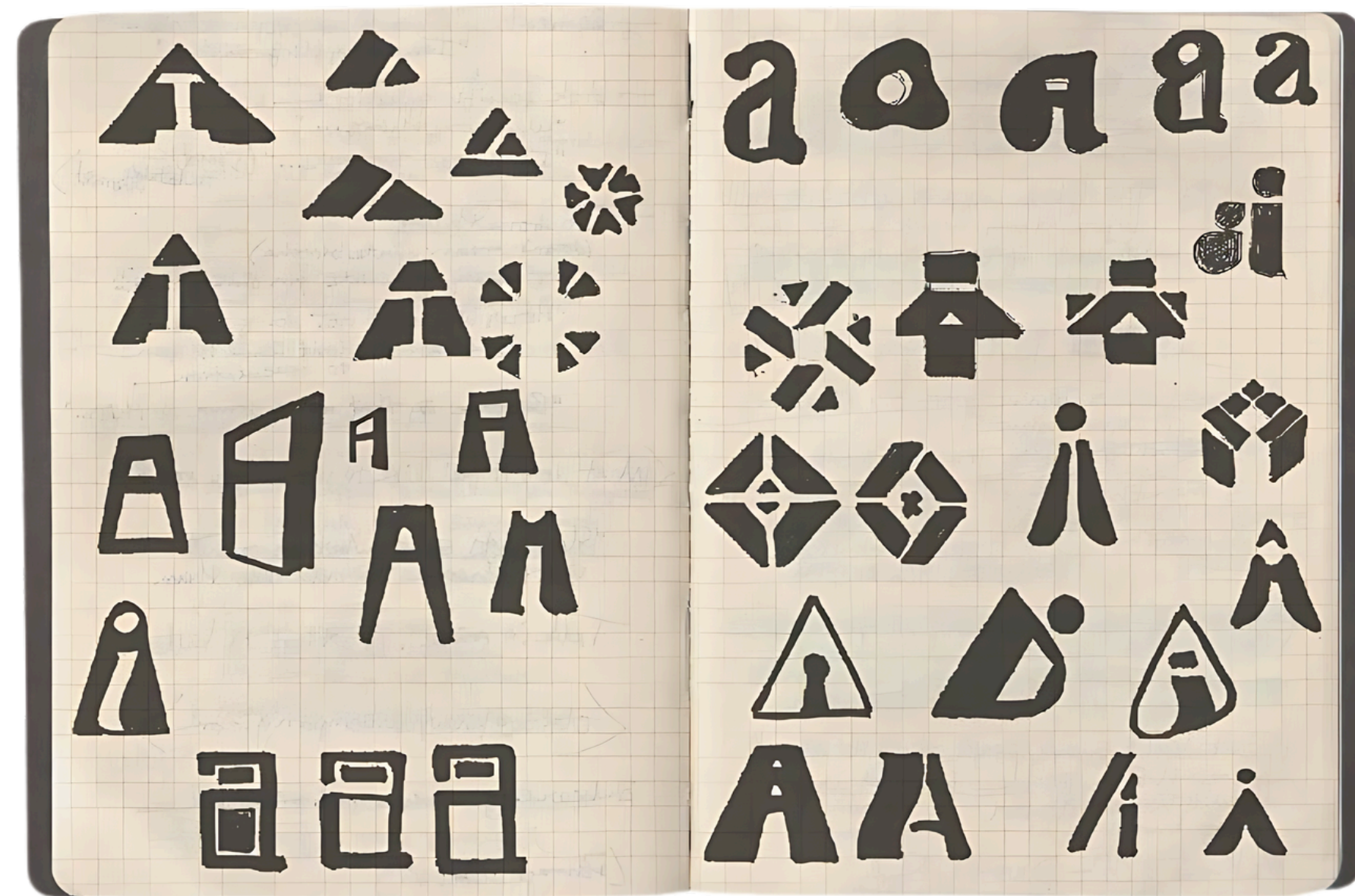
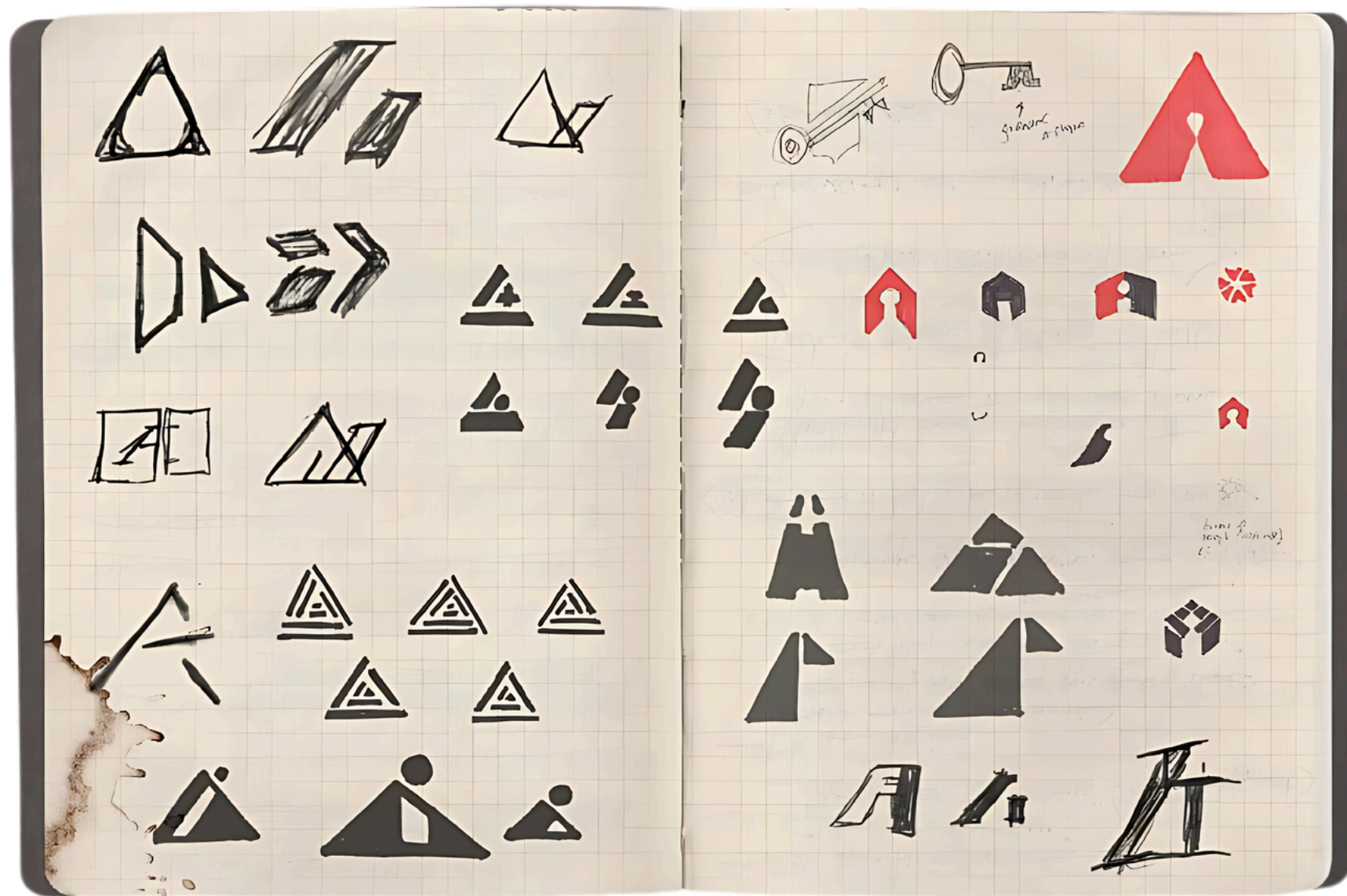
SITE. 04

Sitting chairs are made completely from waste tyres and plastics.

I T R A T I O N S

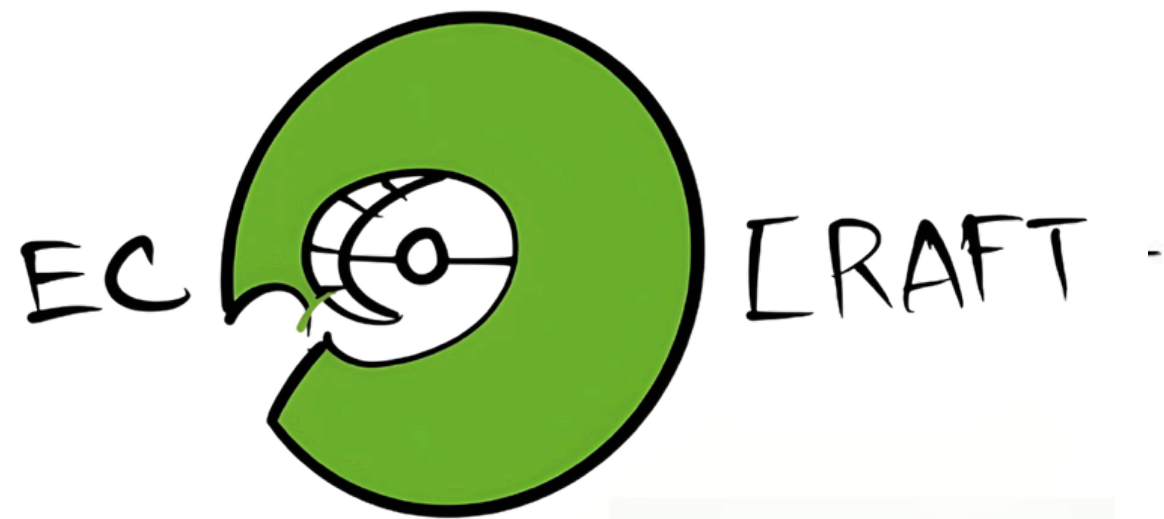
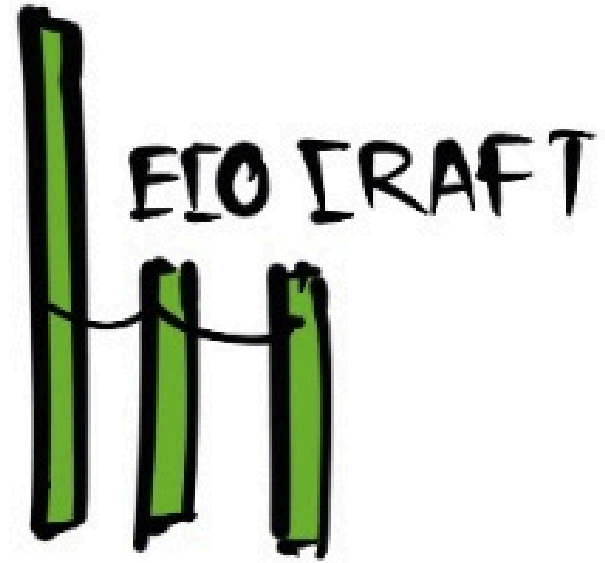








ECO CRAFT

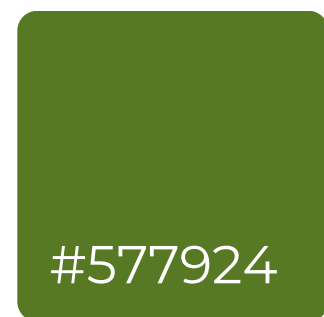


STYLE GUIDE

LOGO



COLOR PALLETE



TYPOGRAPHY

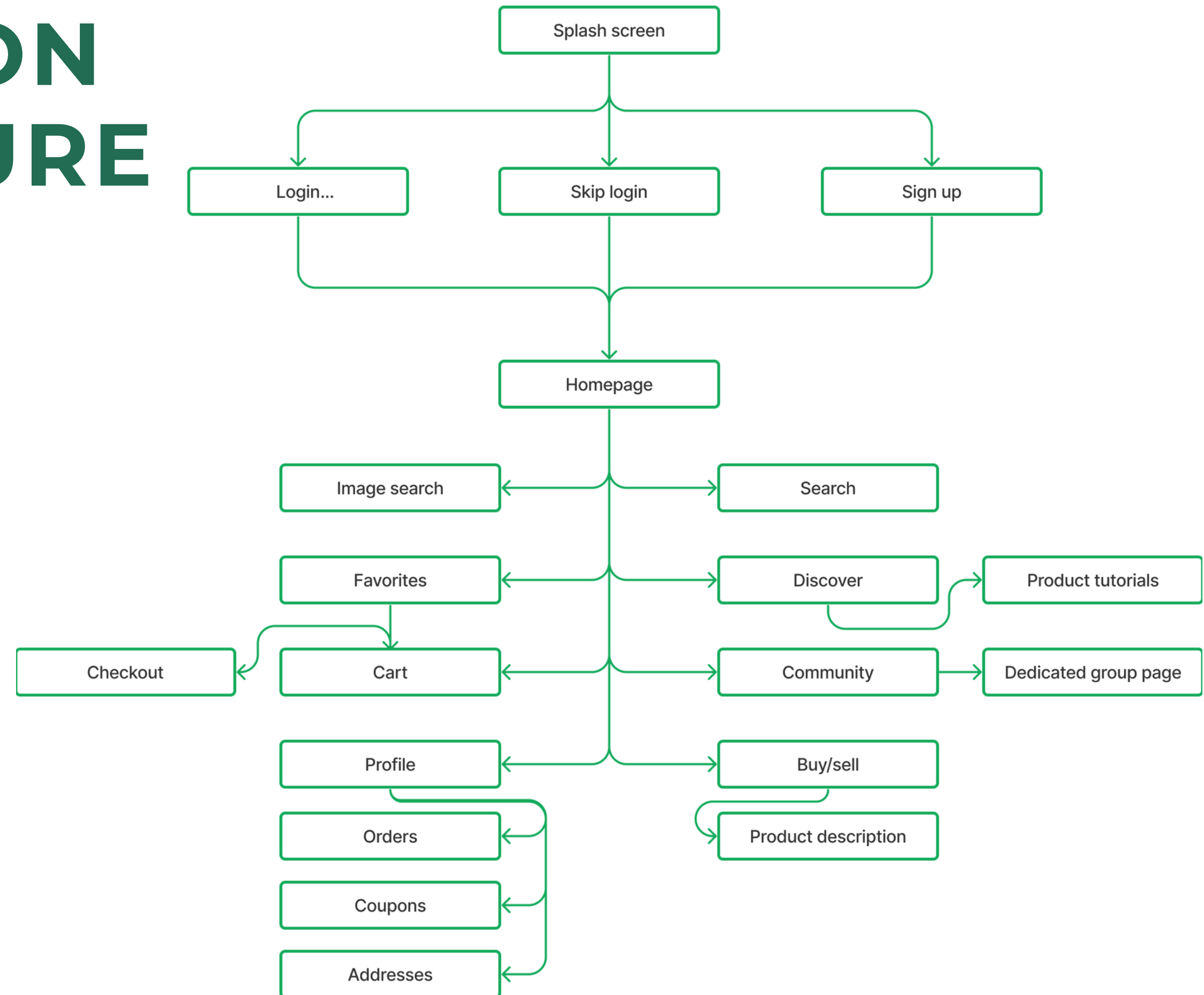
Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

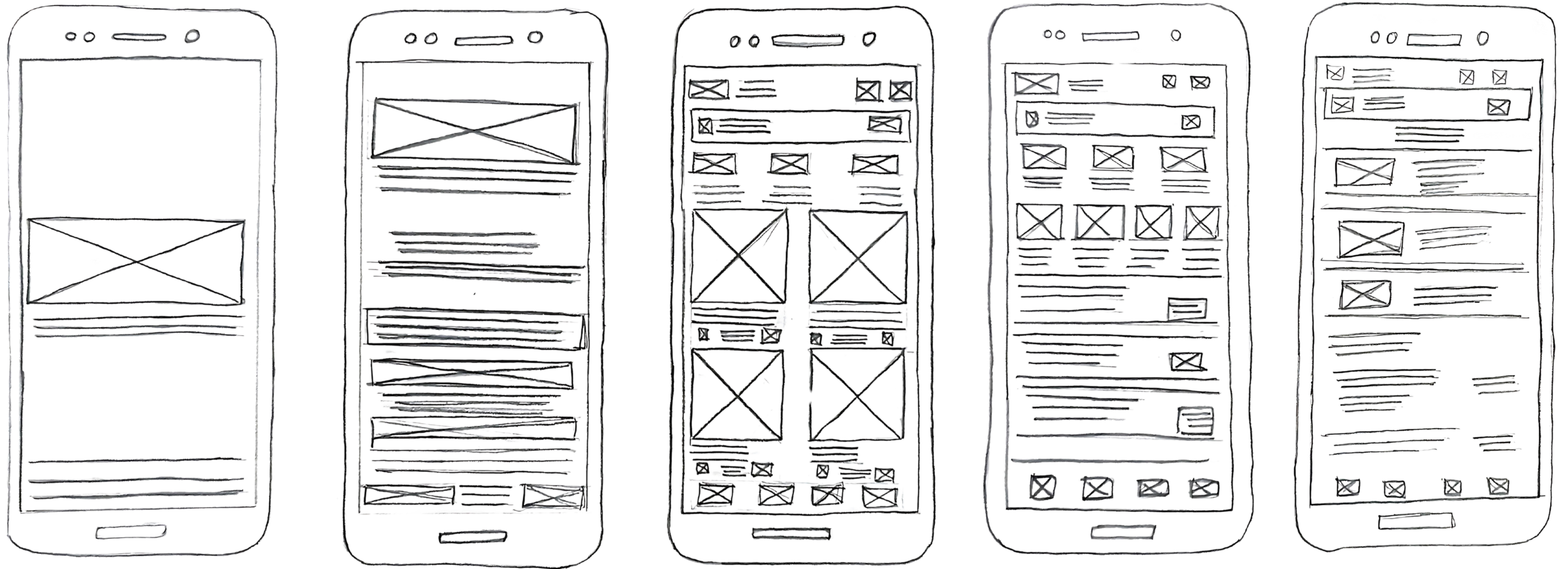
abcdefghijklmnopqrstuvwxyz

Aa

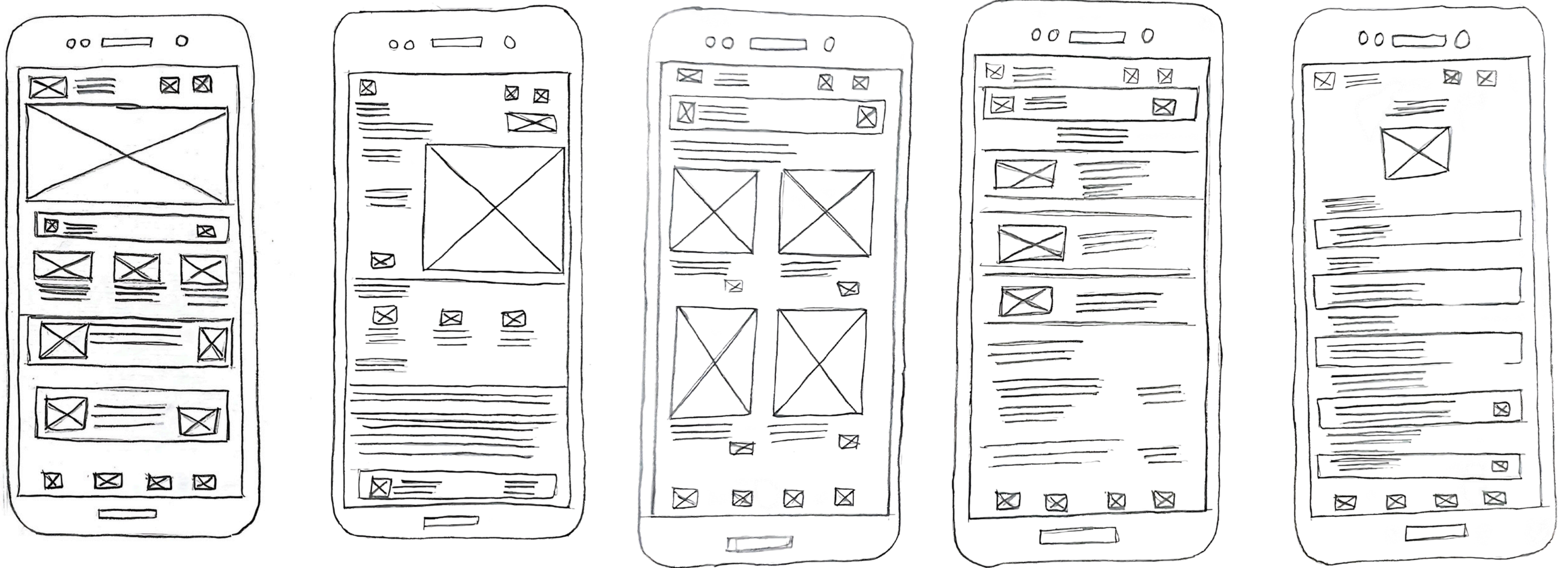
INFORMATION ARCHITECTURE



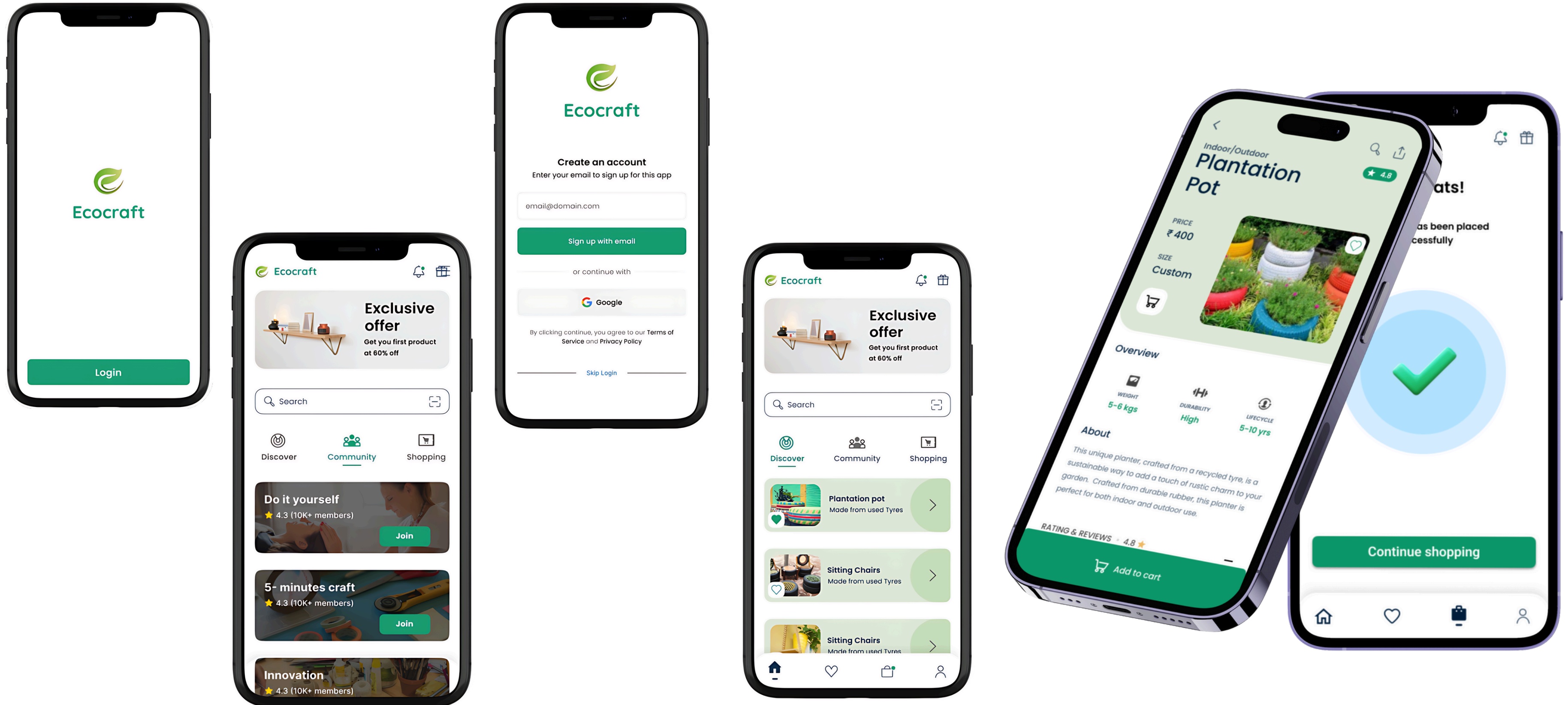
LOW FIDELITY WIREFRAME

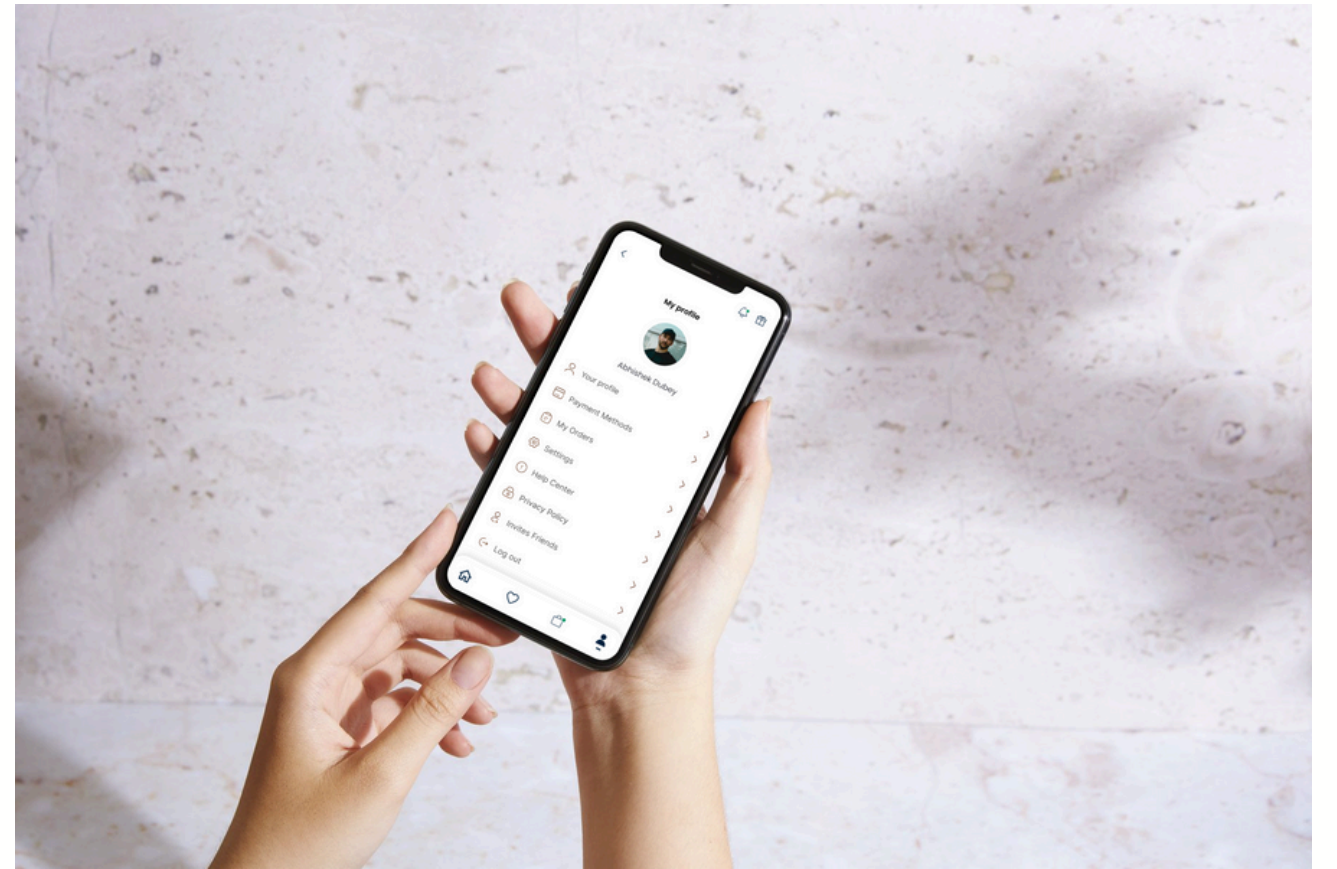
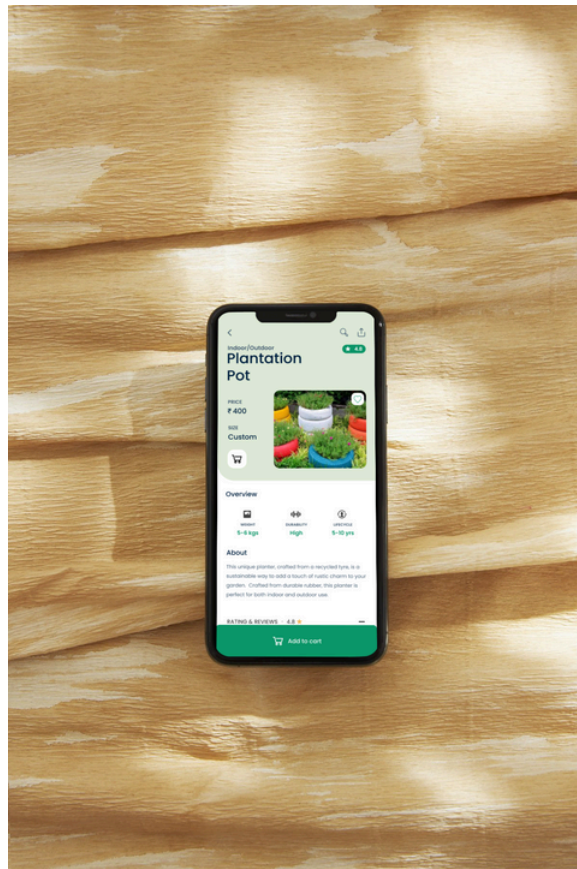
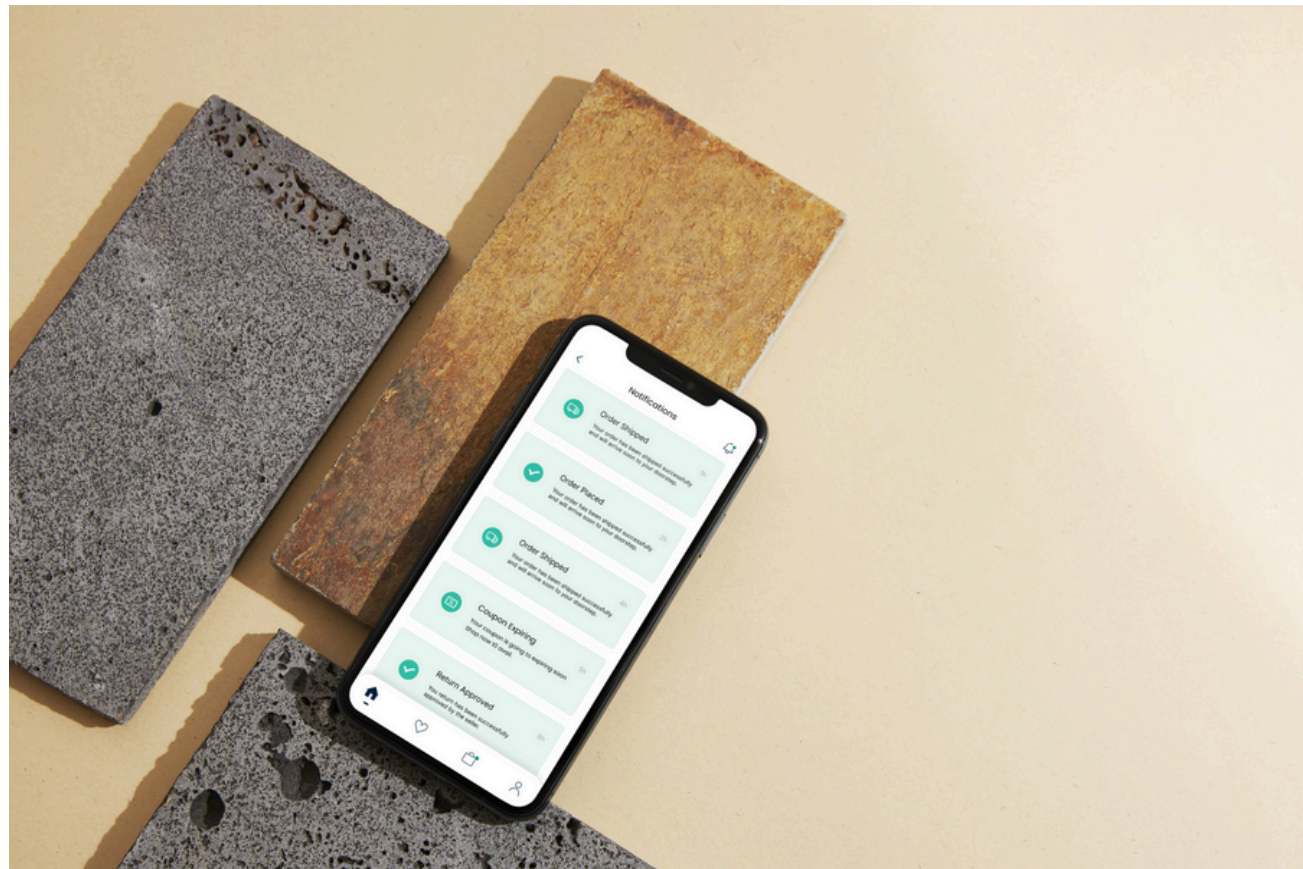
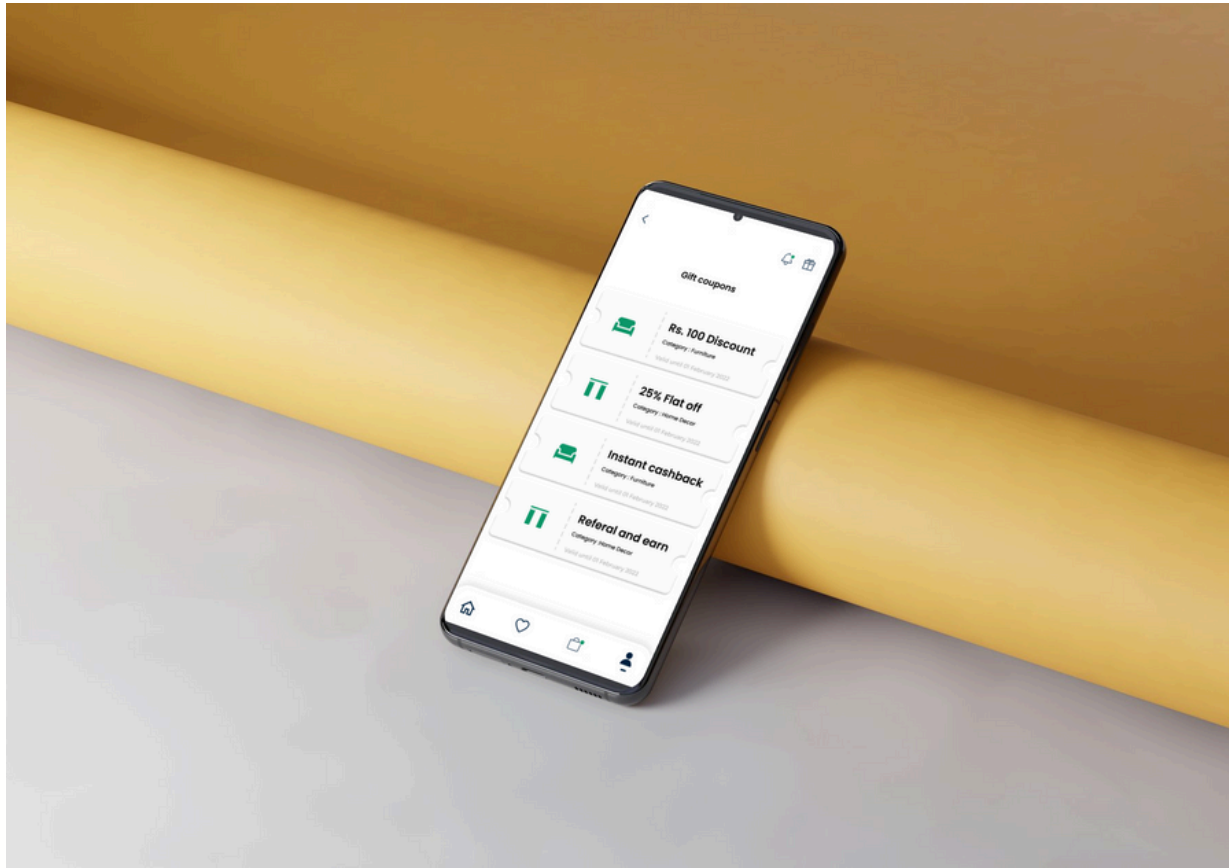
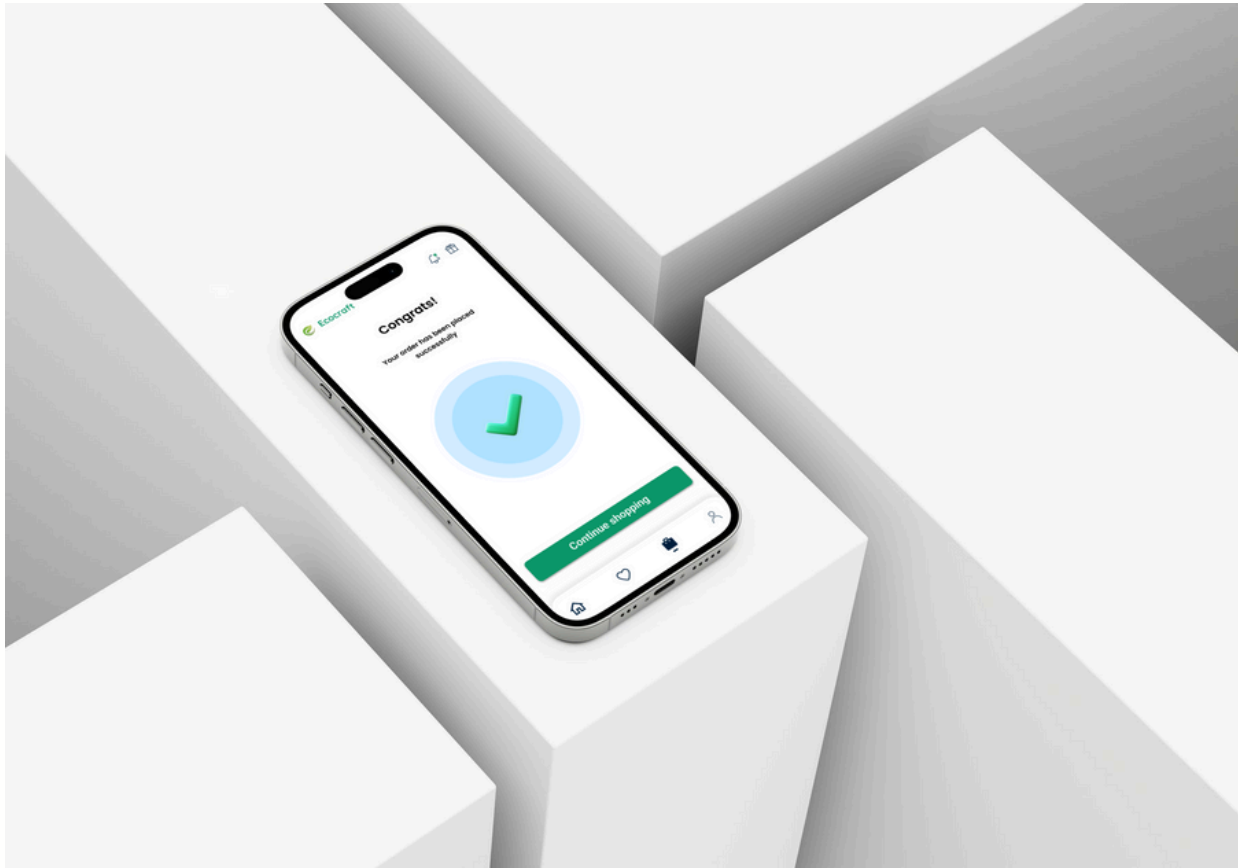


LOW FIDELITY WIREFRAME



MOCKUPS



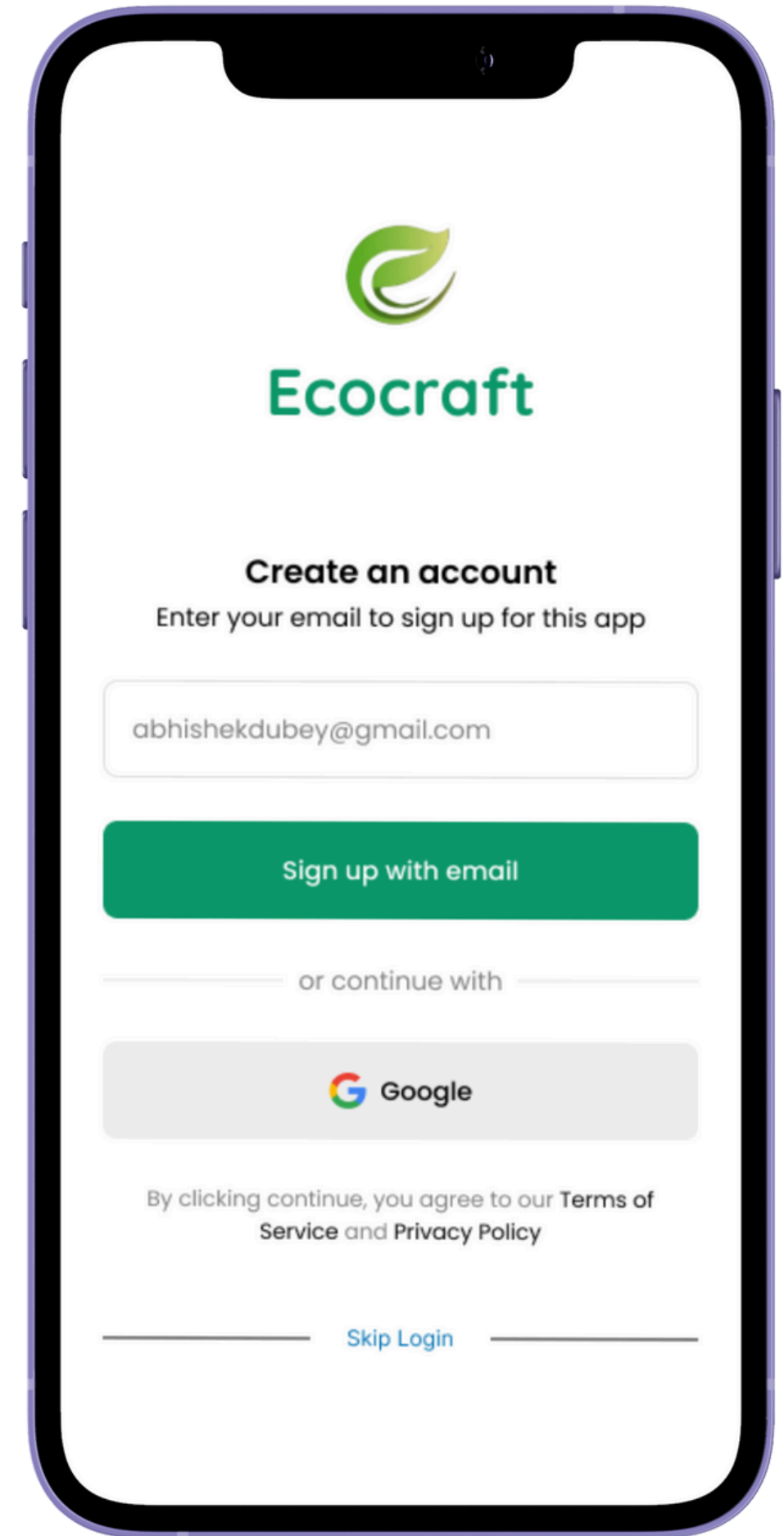
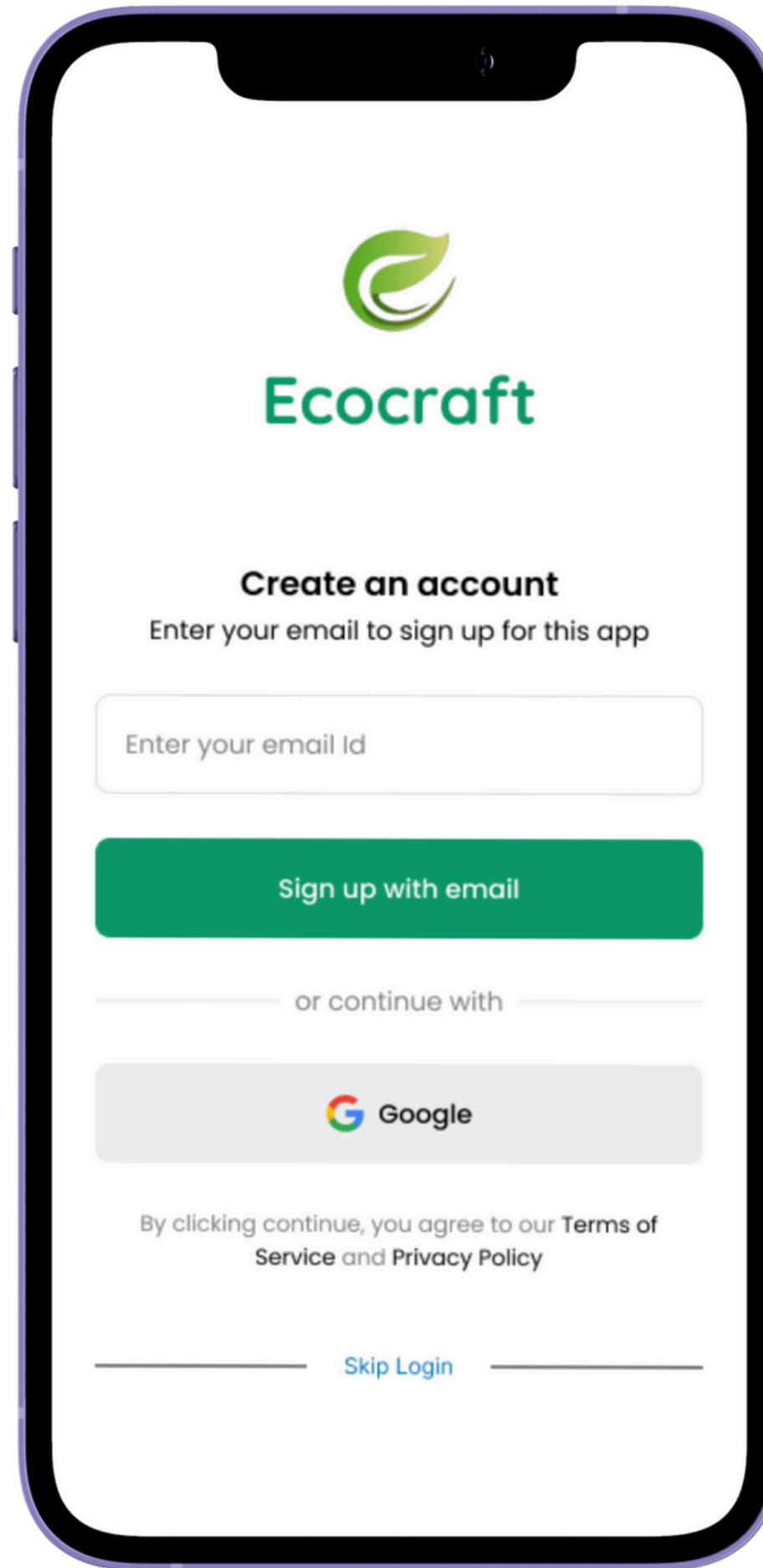
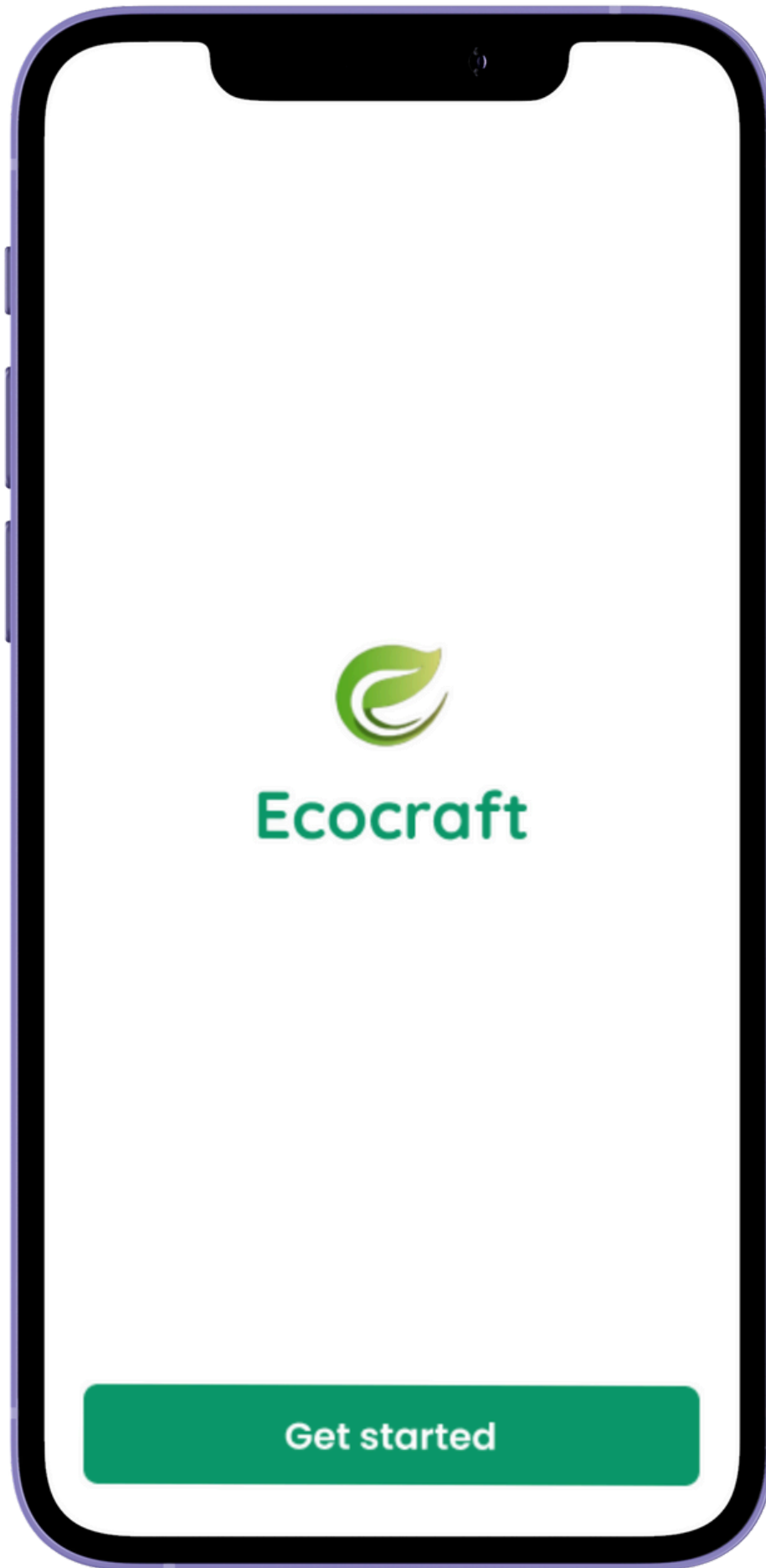


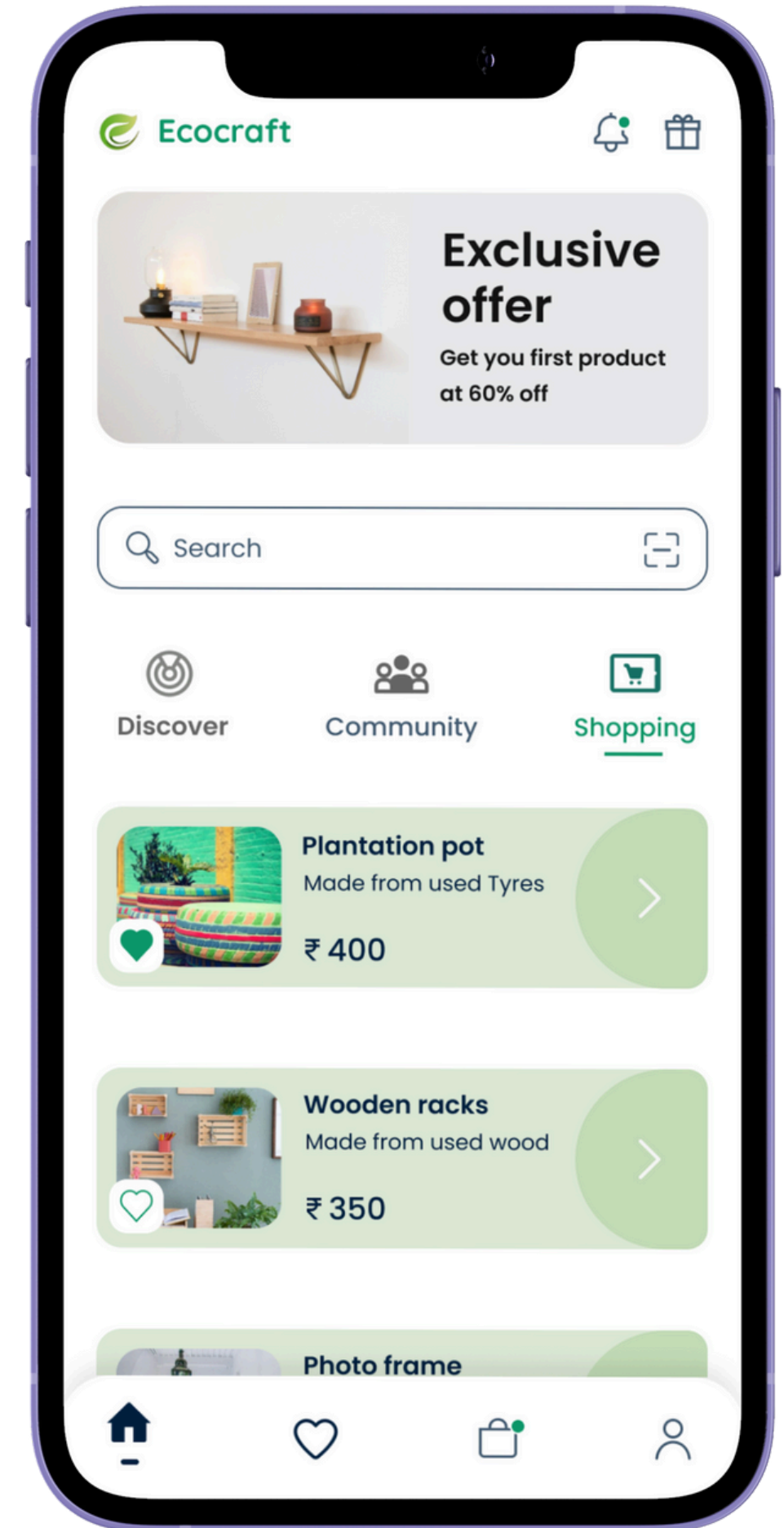
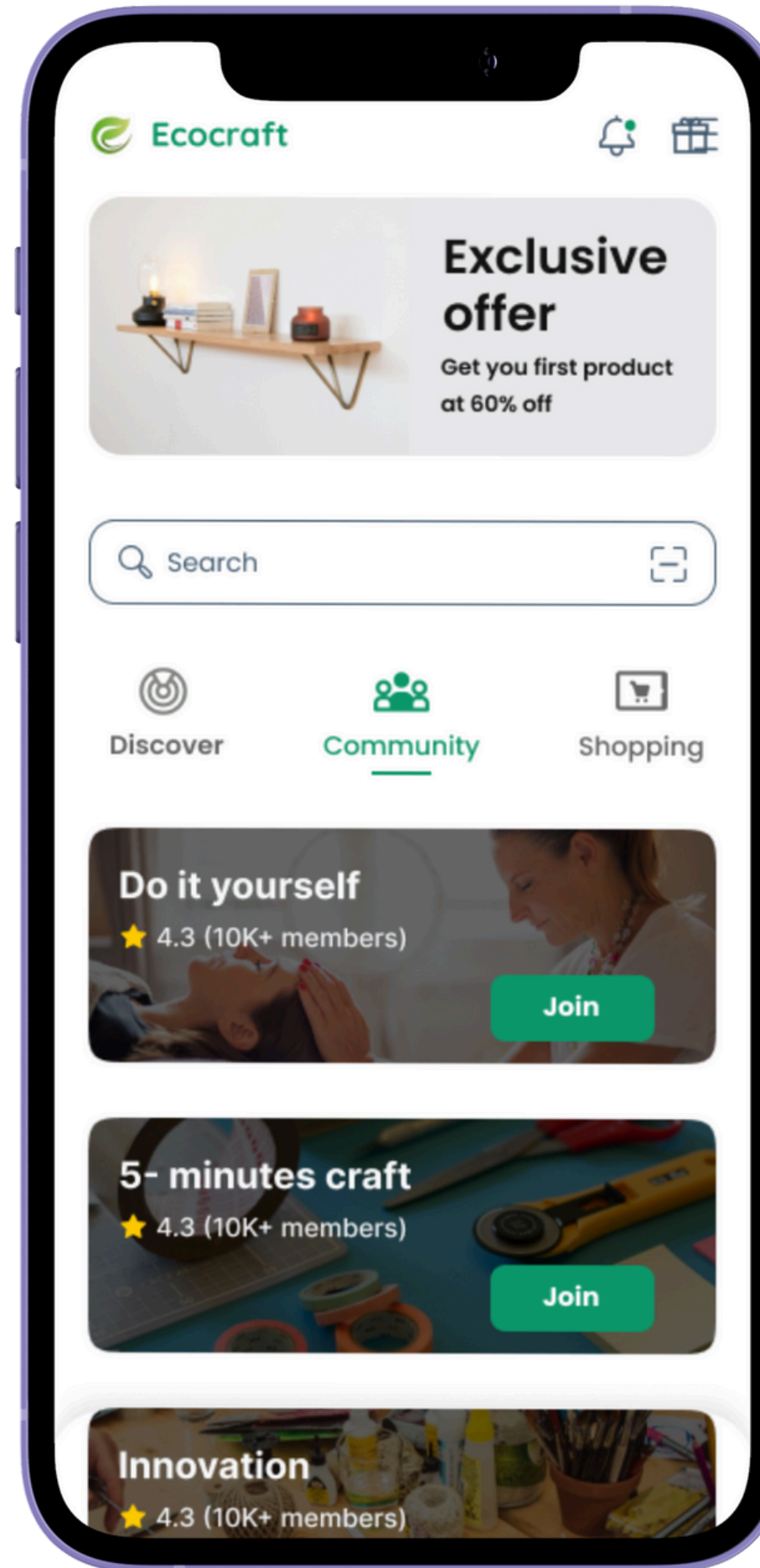
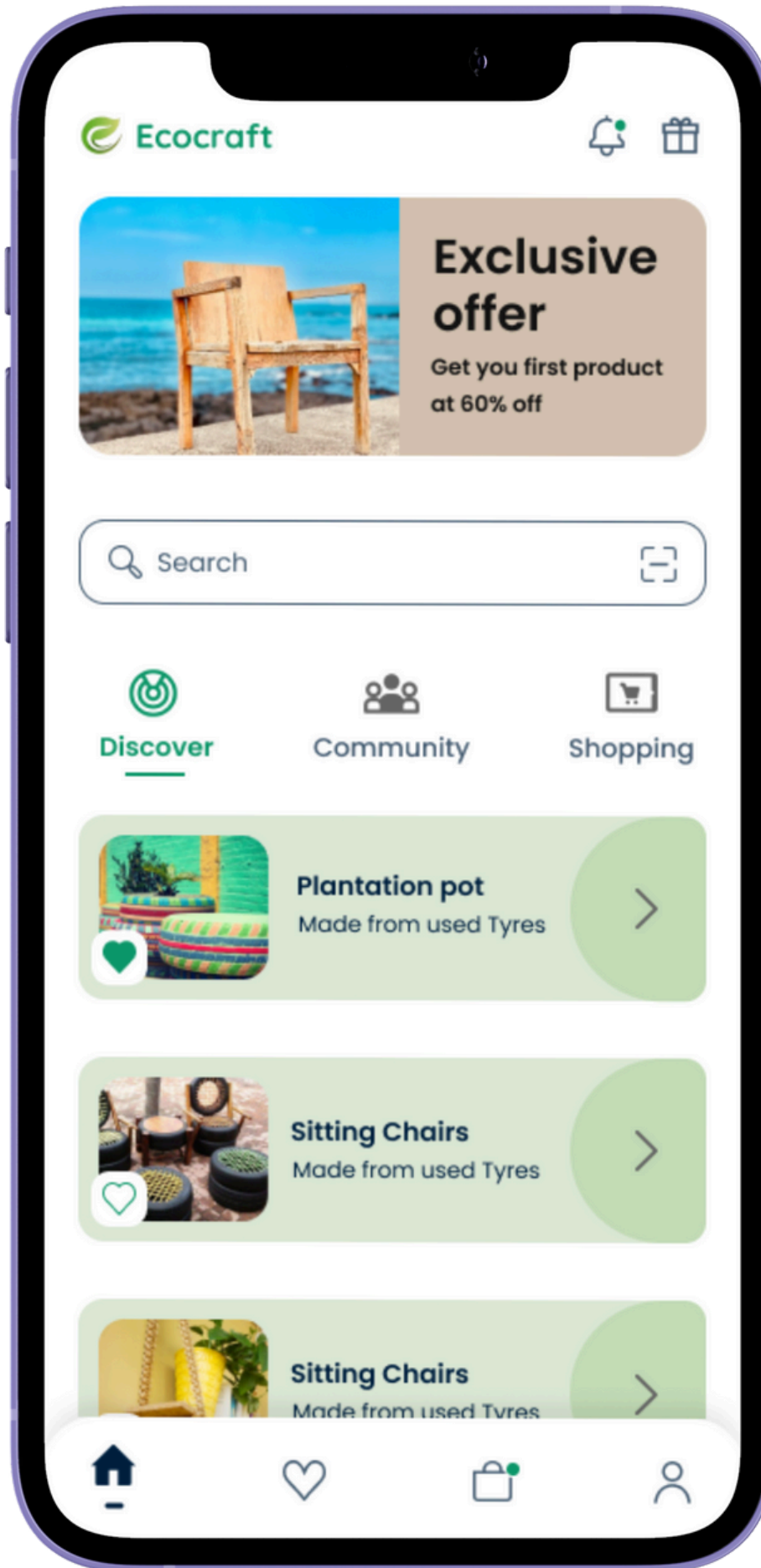
EXPLORATION

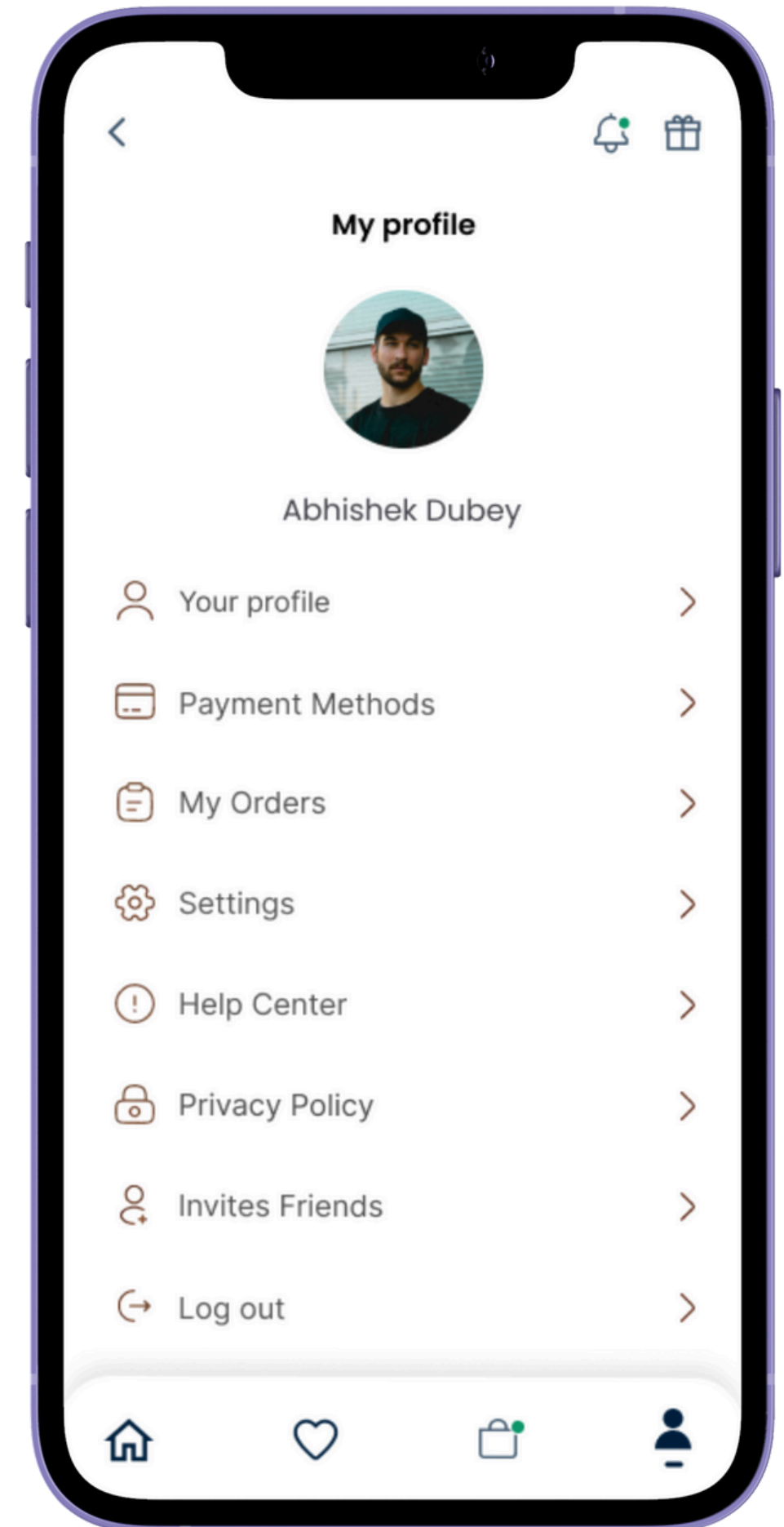
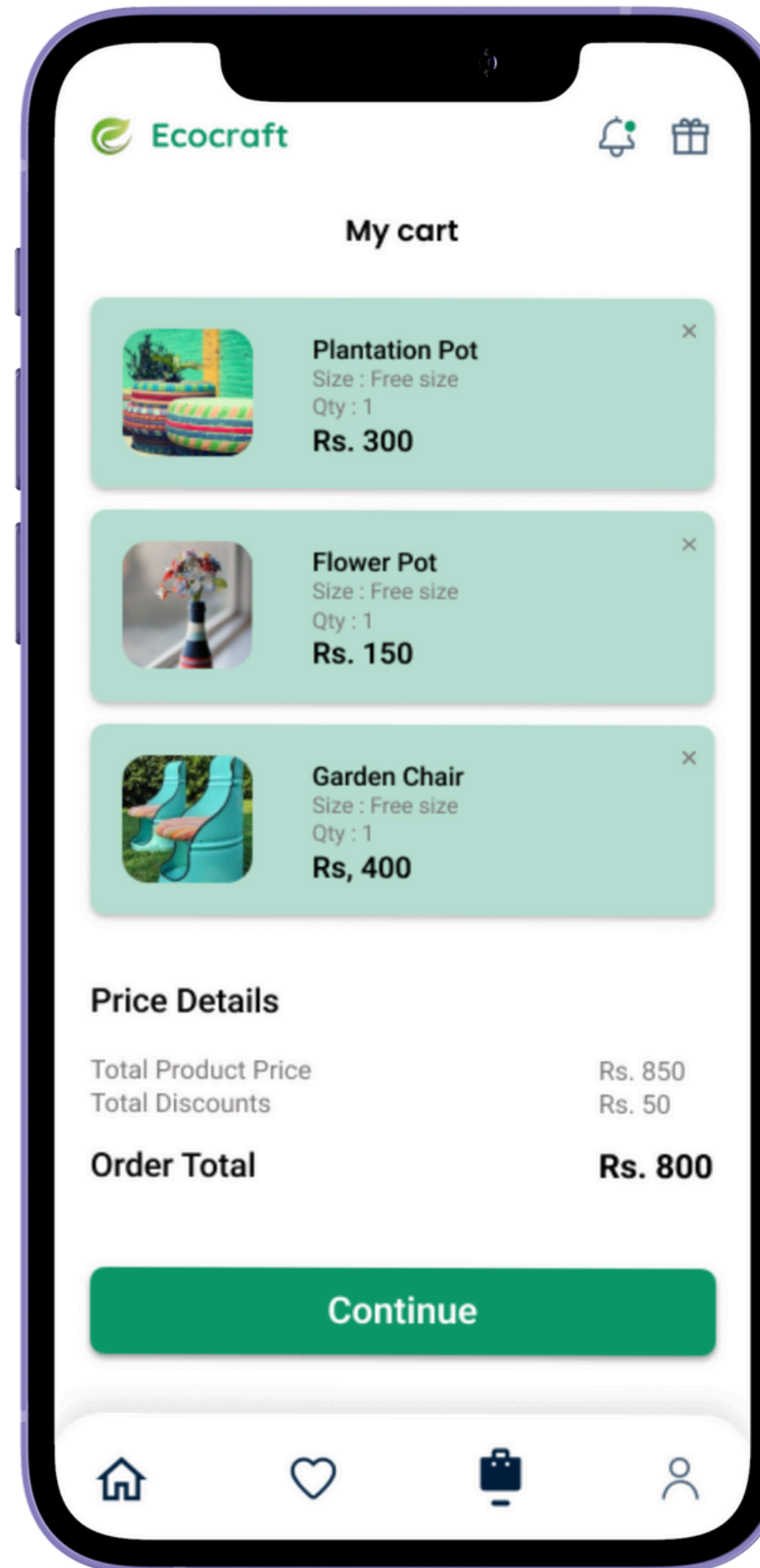
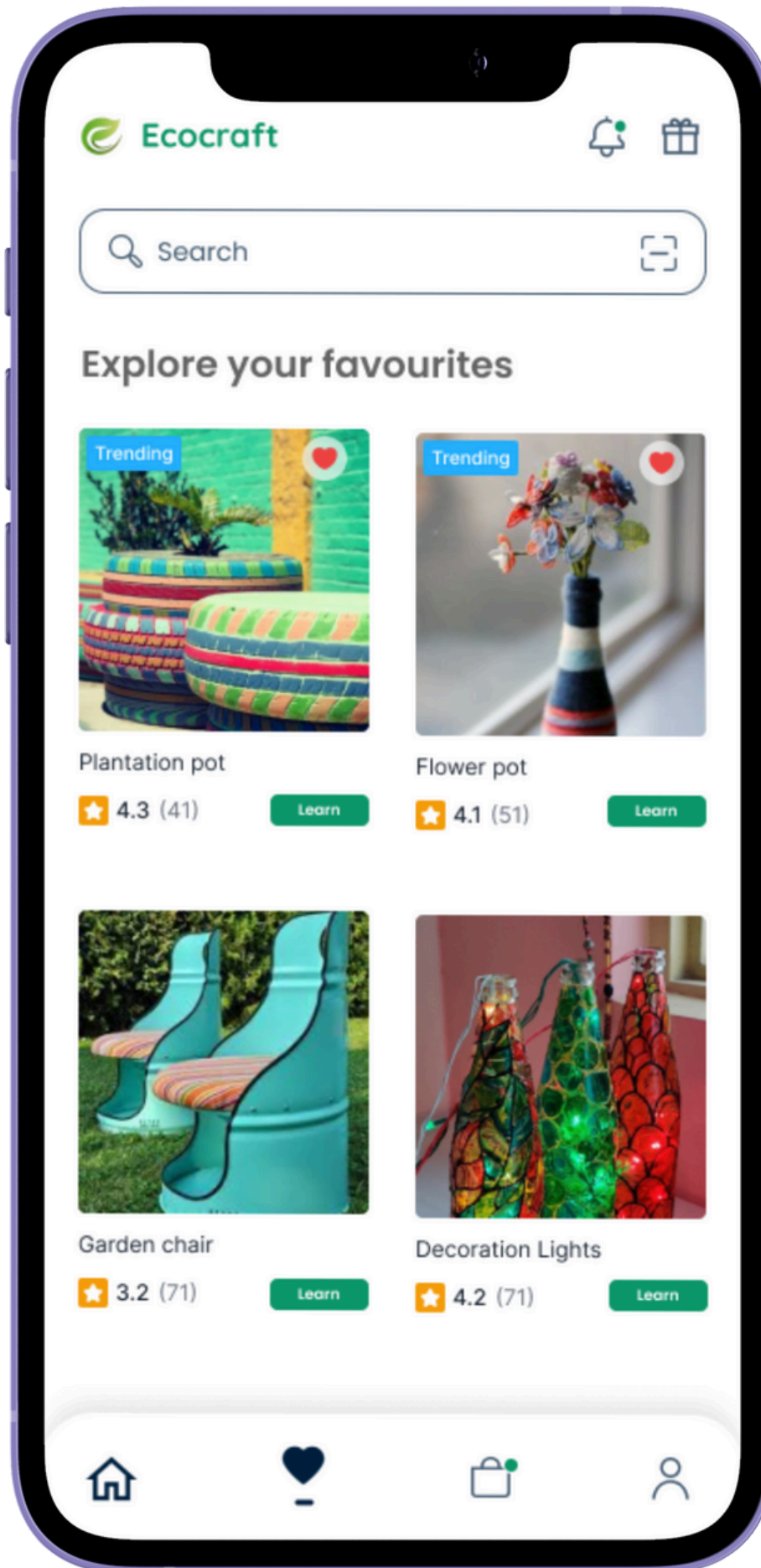


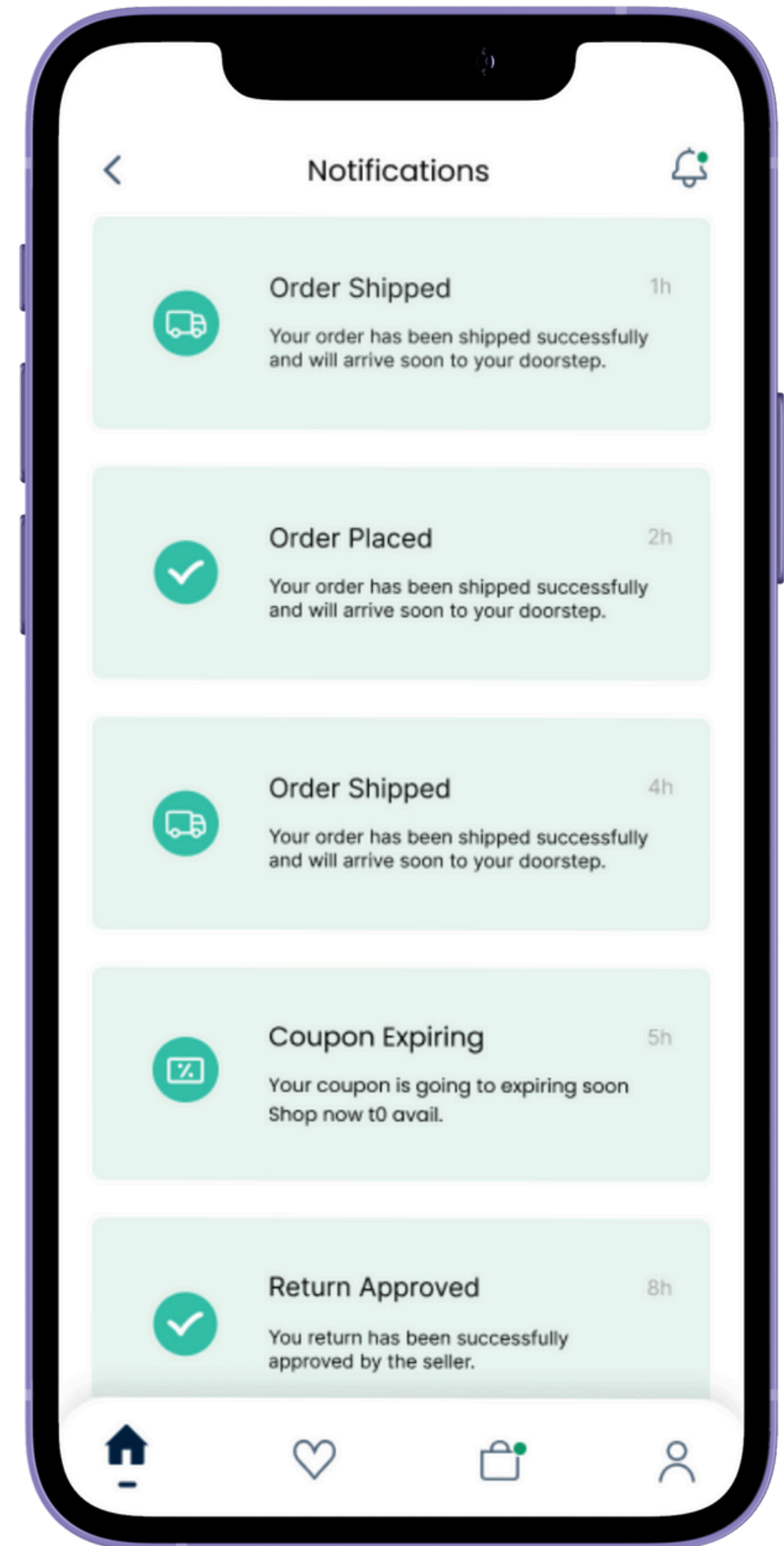
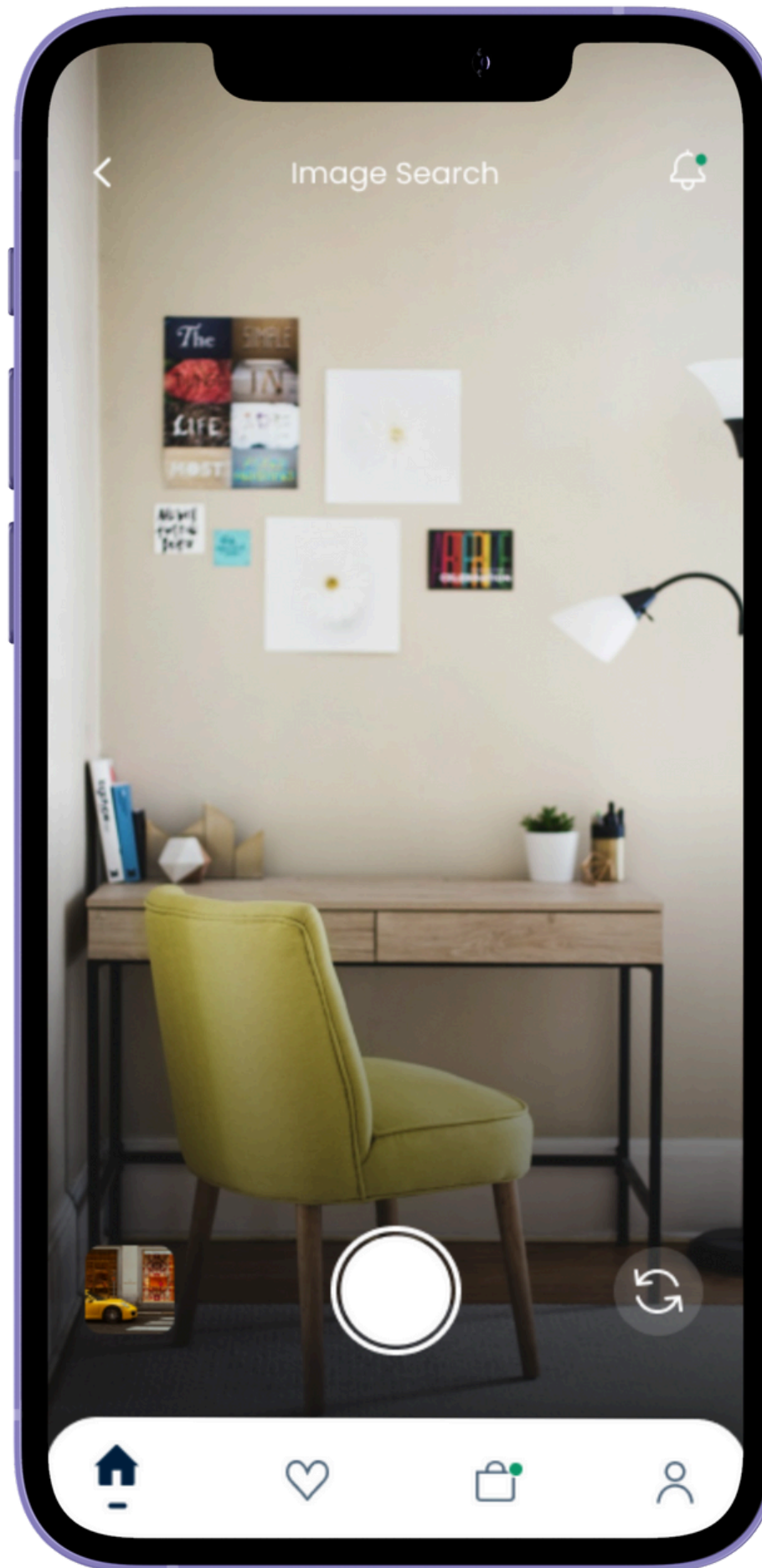
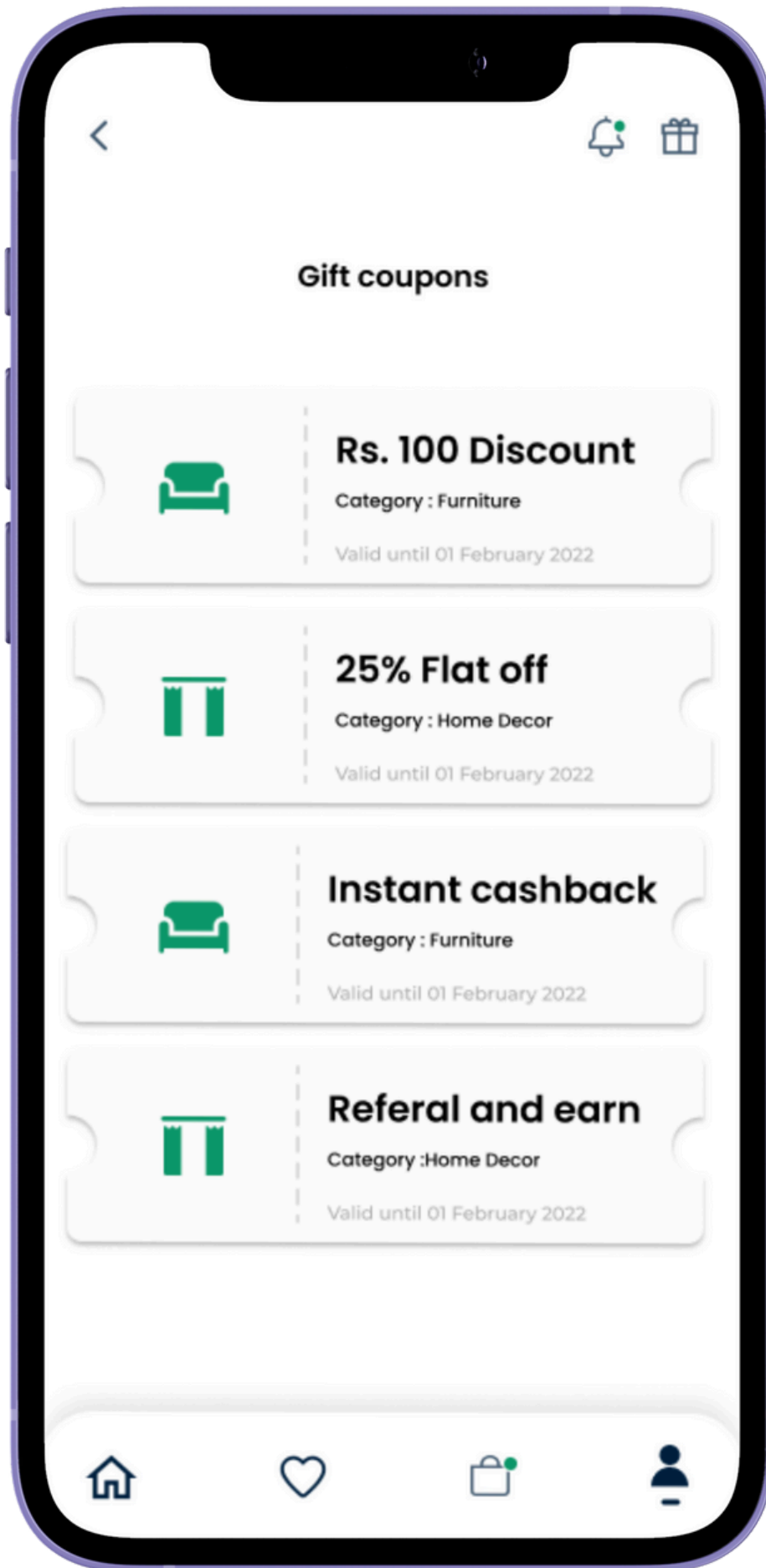
EXPLORATION

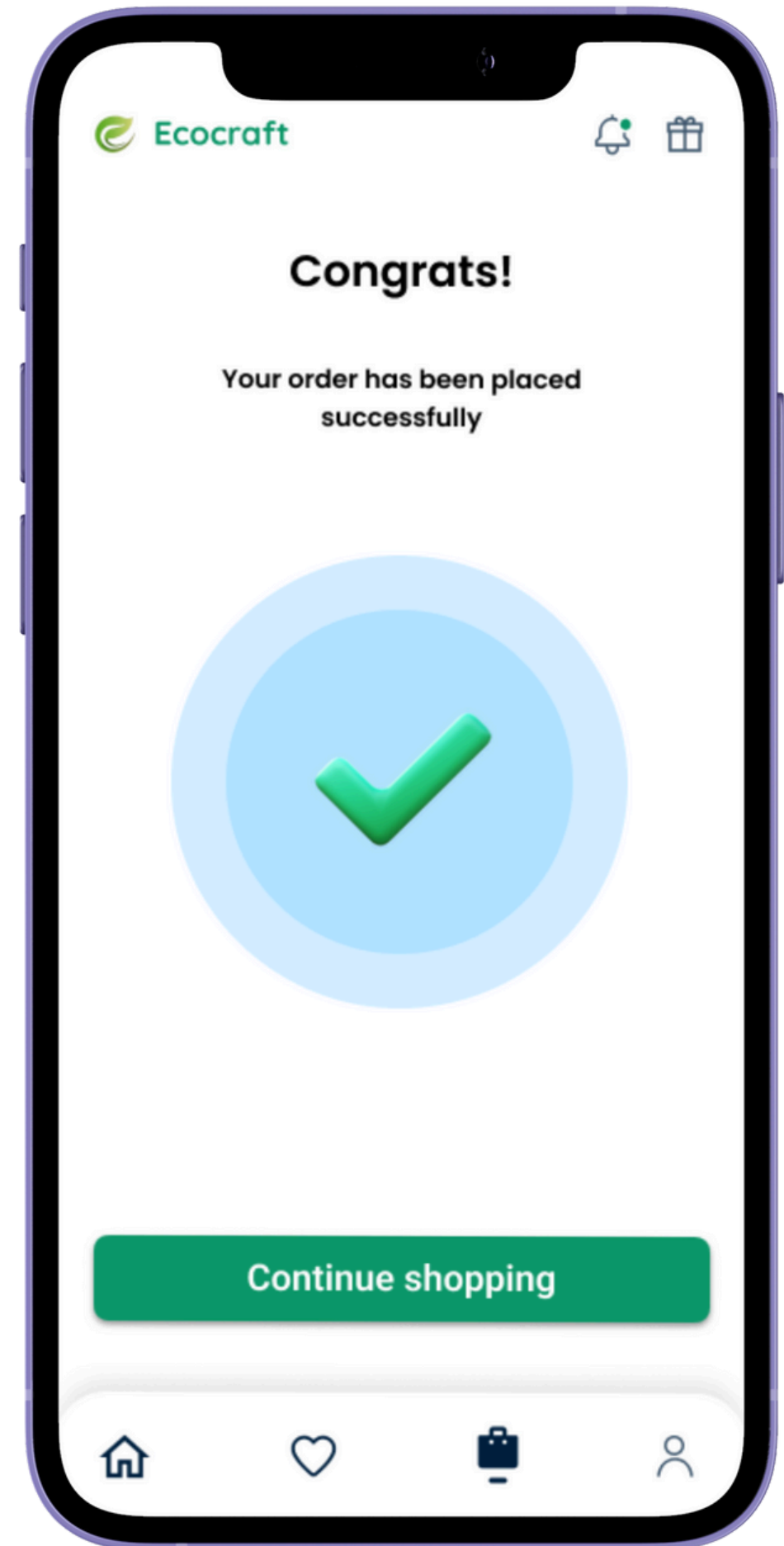
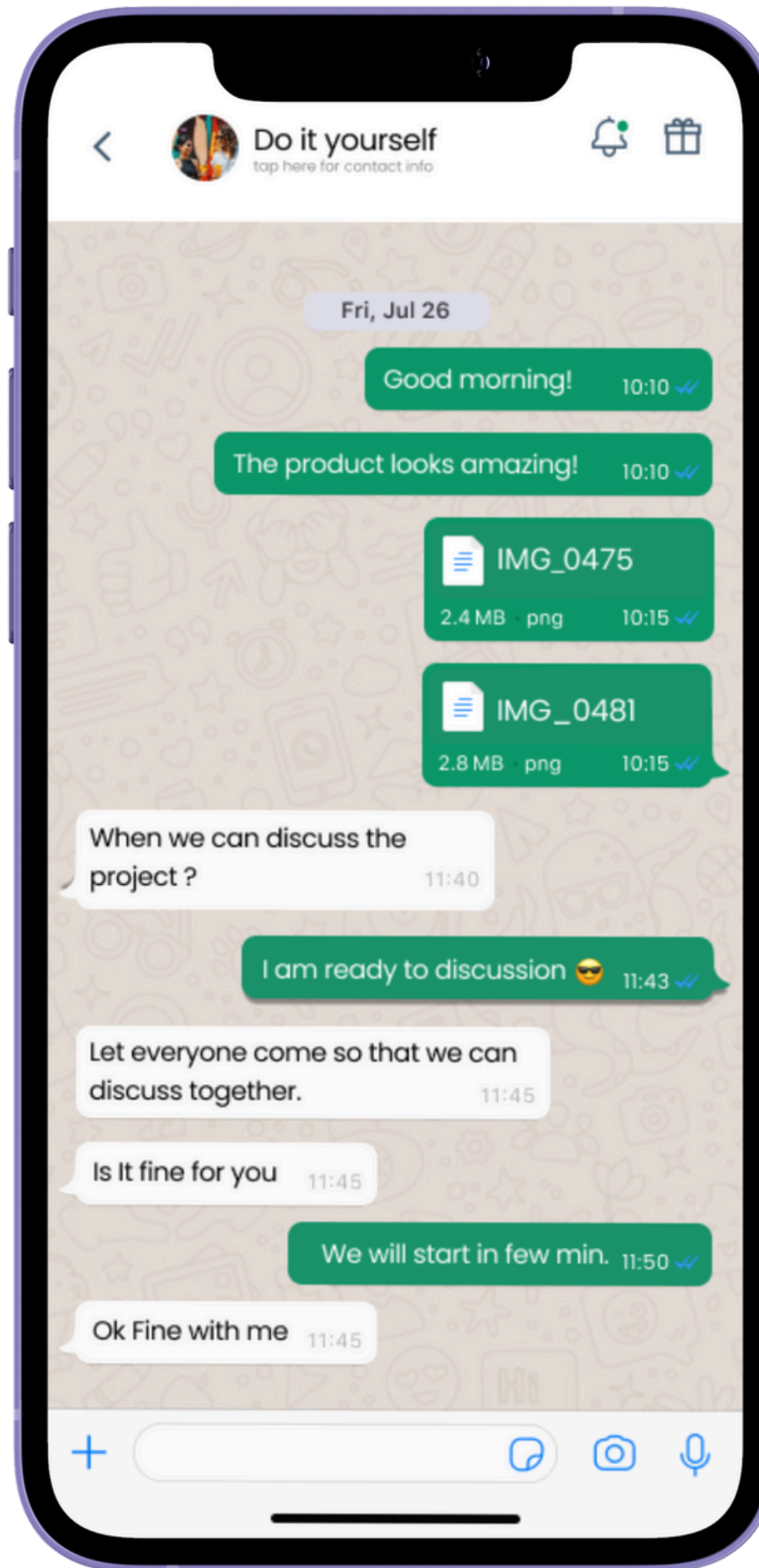
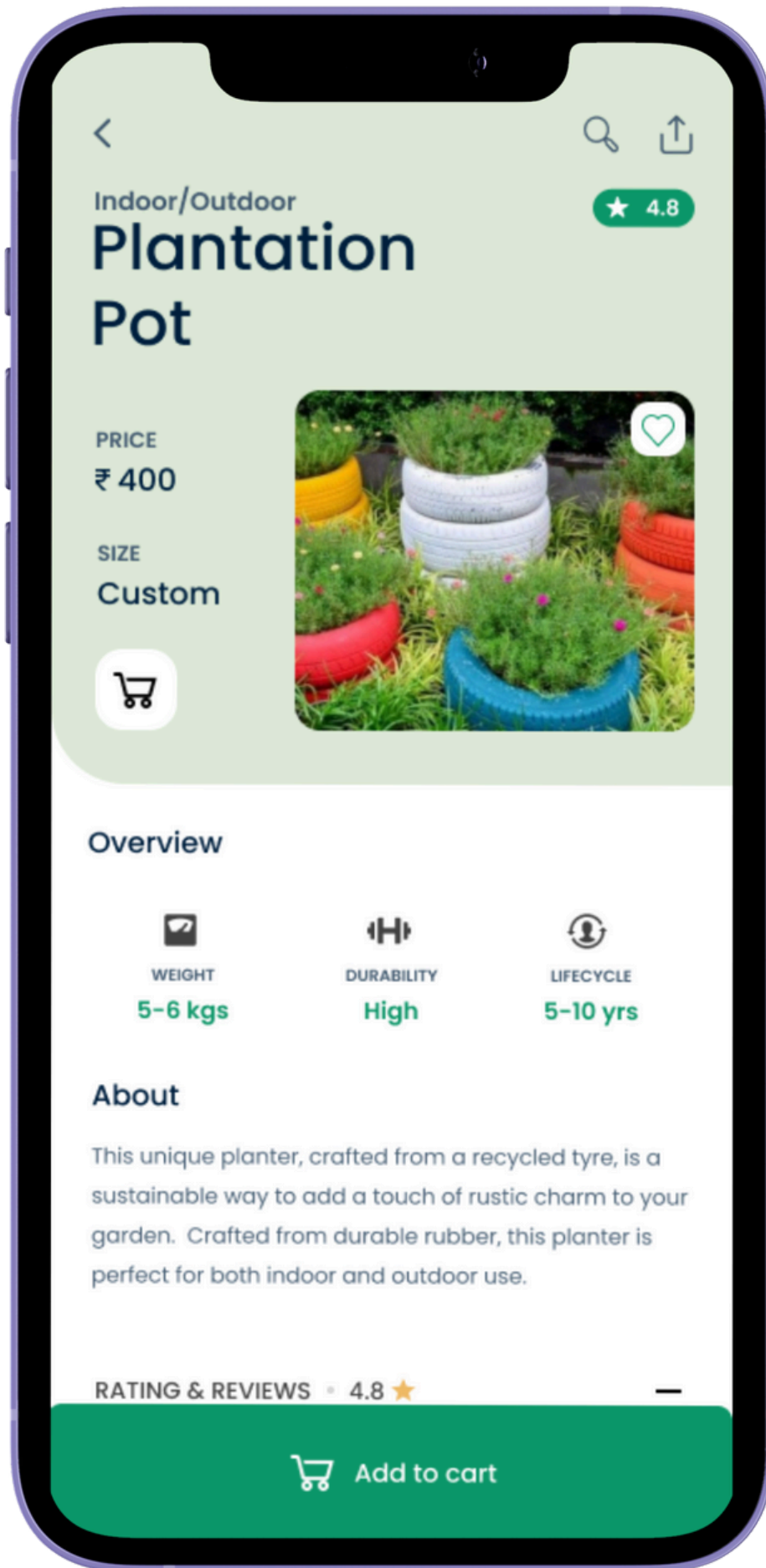












**THANK
YOU**