

# **THRIFTSTER | Project 2**

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Advanced Web & Interactive Design

Fall 2013

# Problems & Solutions Sustainability at RIT

## **Overflowing trash of usable goods**

thrift shop

pick up for “throw away” stuff at the end of the academic year

## **Use of styrofoam or plastic cups**

“for here” mugs, have to ask to go

more significant amount off if you bring your own

## **Overuse of power & awareness of electricity usage**

make students pay their own electric bill

motion sensor/timer for lounges/halls

## **Confusing wording/information**

one website with consistent information, unified information

bathroom posters

## **People don't know about sustainability**

1st year class, wellness class

# Our Solution: Thriftster

## Problem

excessive waste of usable goods thrown out on campus

## Solution

creating convenient donation locations on campus and an online inventory of these goods for others to purchase

## Description

Thriftster is an online database of items - anything from clothing to furniture to posters - that have been donated by RIT students at the end of the academic year for resale. The “store” is supposed to help reduce the amount of wasted usable goods that RIT students throw out (mainly when they are moving out) by providing them an easy option for donation instead. Thriftster provides drop off stations across campus so students have easy access to donate their items. Once Thriftster collects the goods, volunteers upload images, descriptions, and prices to the website for customers to browse and call dibs on, which they can then pick up and pay for at the beginning of the next school from the Thriftster storage units.

# Creative Brief

## Background

RIT students generate a lot of waste each year, mainly around move-out times. Too often there are usable goods that are thrown out because students are too lazy to figure out what to do with them, don't want to have to worry about storing them for the summer when they move back home, or don't want to have the hassle of moving things back home. RIT has put forth a large effort to make the campus more sustainable. This large amount of move-out waste contradicts the campus' sustainability effort.

## Objective

To get RIT students to donate usable items instead of throwing them away, so other students can purchase them, diverting a large volume of waste from the landfill.

## Target Audience

RIT students, mainly those living in the dorms and places on campus that don't provide furnished apartments (dorms, Colony, Riverknoll, etc).

# Creative Brief

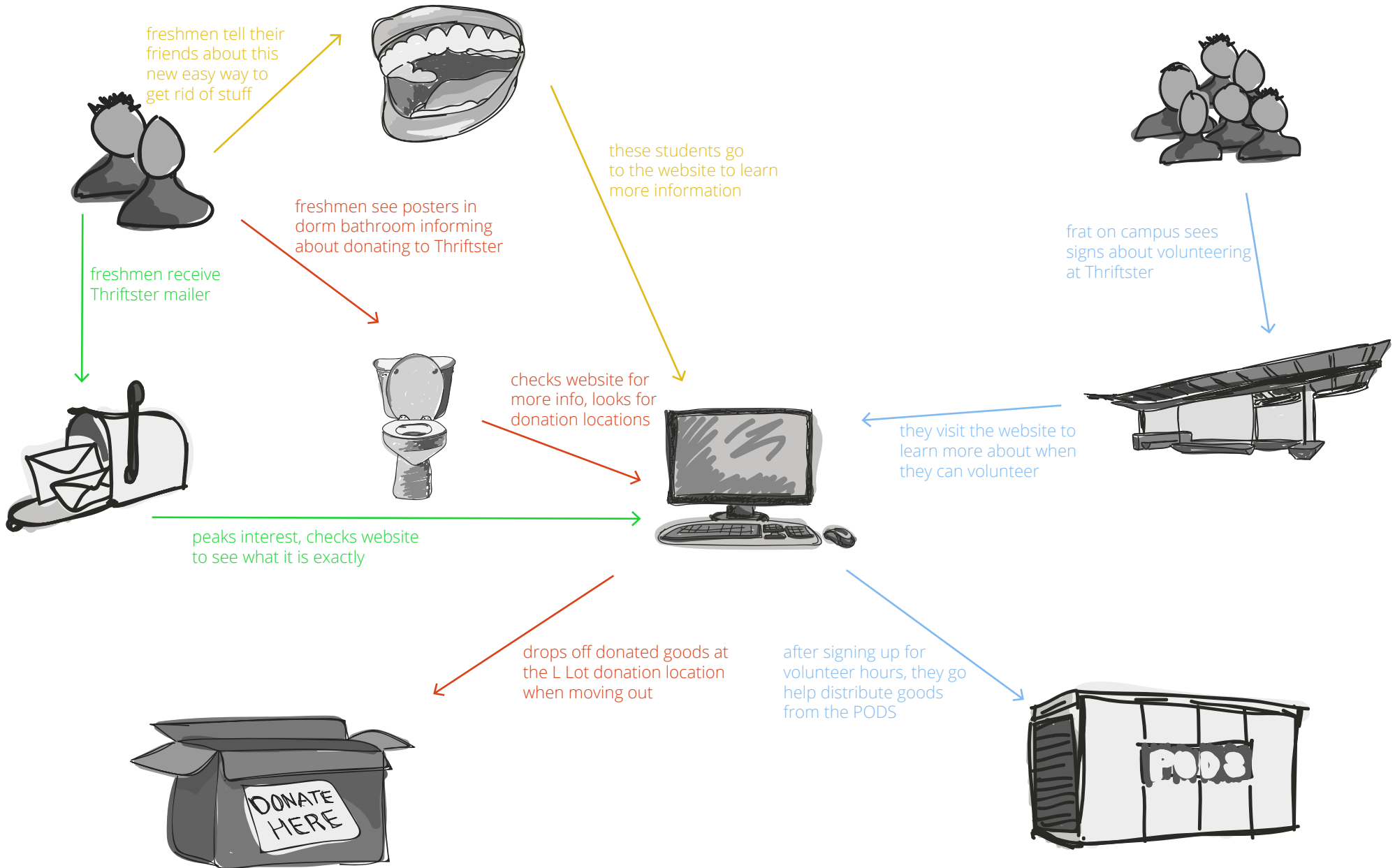
## **Promise**

A convenient, more sustainable option to help reduce usable waste thrown out at the end of the academic year on RIT campus.

## **Support the Promise**

Thriftster will be focused at the end of the school year, through the summer, and into the fall when students arrive back on campus. Thriftster will give students an easy option for donating their usable goods instead of throwing them out by providing drop-off stations across campus. Once Thriftster collects the goods, volunteers upload images, descriptions, and prices to the website for customers to browse and call dibs on. Ads on campus at the end of the year will prompt students to donate as well as volunteer to help collect items, while also informing them about the online inventory site. Before they return to campus in the fall, the inventory site will be live and once school starts again, there will be an ad campaign to remind students about Thriftster and to inform when they can go pick up the items they call dibs on (this will also be the time that customers will pay for their items), as well as prompting them again to volunteer to help distribute items.

# Service Ecology Map



# Initial Campus Interviews

## Who did we interview?

RIT Alumni, RIT Interpreter, CAST Assistant Dean, Faculty in CAST Dean's office, Former Adjunct Professor, 4th year ID students, 4th year Environmental student, 4th year Business student

## What did they say?

- Sustainability is mentioned & talked about, but people aren't really aware of the issues
- lack of knowledge or time or care about sustainability
- no education on the topic offered
- lot of waste on campus, needs more emphasis on reuse - promote shared materials and donation of resources
- no idea of what "we" (students, faculty, staff) can contribute/help
- not good public transport offered (meaning a lot of commuters)
- changes needed to be more sustainable may require cultural adjustments
- convenience is a big factor in becoming involved

# Persona 1



## **Sarah Chan**

3rd year Advertising &  
Public Relations major  
From Portland, OR

Sarah has been living in Rochester for the last few year while at RIT, with two roommates. Coming from Portland, she is very involved in sustainable efforts. She composts at her apartment and prefers to ride her bike to campus rather than driving.

She is actively involved in the Asian Culture Society on campus where she is in charge of finding activities for the group to take part in. She prefers to volunteer her time to causes that can help both the community and the environment.

### **Wants:**

Sarah believes every institution should be making steps to improve their efforts in decreasing their impact on the environment, increasing the good of the community, and making their students aware of this process. She hopes that by increasing awareness, more people will become involved both on campus as well as throughout the community.

# Persona 2



## **Brian Nash**

3rd year Packaging  
Science major  
Lives off campus  
From Montana

Brian is from Columbia Falls, Montana and is in his 3rd year in Packaging Science. He enjoys the outdoors - he loves kayaking, hiking with his dog when he's home, and playing hockey in the winter. He spends a lot of his time outside when he's home, so he cares about the environment.

Brian has been living in an off-campus apartment with 3 roommates for the last 2 years. He has bought used furniture for his apartment from other students to keep down personal costs. He is a member of TKE and is looking for some volunteer hours for his frat at the beginning of the school year.

### **Wants:**

Brian likes that RIT is pushing sustainability on campus and wants to get involved in more on campus that has to do with sustainability. He also want something that will help him convince his frat brothers that sustainability is an issue they should be concerned about.

# Persona 3



## **Jessica Kramer**

4th year Business Major

22 years old

\$6000/year

As a business student at RIT, Jessica has a lot of classes that mesh with the idea of sustainability. As a result of this, Jessica has a decent grasp on some of the sustainable aspects happening at RIT, and has been able to pin point some of the problems that currently exist. She knows that RIT has done a lot with recycling on campus, and it has been successful, but realizes that other areas, such as electronic waste need to improve. She knows that there are e-waste bins placed on campus, but most people are not even aware that they exist. She points out that due to the busyness and laziness of students, a lot of energy is being wasted, which is driving up the energy bill each year.

### **Wants:**

What she would like to see is an increase in awareness of the sustainable efforts on campus, targeting the freshman. She would also like to see some ways that sustainability efforts could be incorporated into student's everyday routines.

# Persona 4



## Owen Flass

2nd year 3DDG major  
18 years old

Owen is from Rush, NY but living off-campus in Henrietta near RIT. He is a sophomore in the 3DDG program. He wants to eventually create VFX for feature films. He currently works for a pizzeria delivering pizzas. He loves listening to music and metalworking.

He knows that there is definitely a lot of attention towards programs developed around the whole idea of sustainability. He thinks there could be a little more direct student involvement. Right now a lot of it seems like it's just the facilities themselves, rather than programs or activities. He believes the problem is that it is tough to motivate students to participate in sustainability endeavors. Aside from people who are actually majoring in sustainability, he doesn't know how involved people are on their own. He says it's obviously a lot easier to participate if RIT sets everything up, but as far as people going out of their way to be sustainable, he thinks it's a far lower number.

### **Wants:**

Owen would like to see more programs offered for students about sustainability. He also would like to see one site for sustainability information at RIT that he could access, instead of multiple sites with different information.

# Inspiration



Roger Flanagan / Front End Developer at [Minbox Studios](#) / Co-Founder of [Friendly Gents](#) / Follow me on [Twitter](#)



Handcrafted in Cincinnati, OH

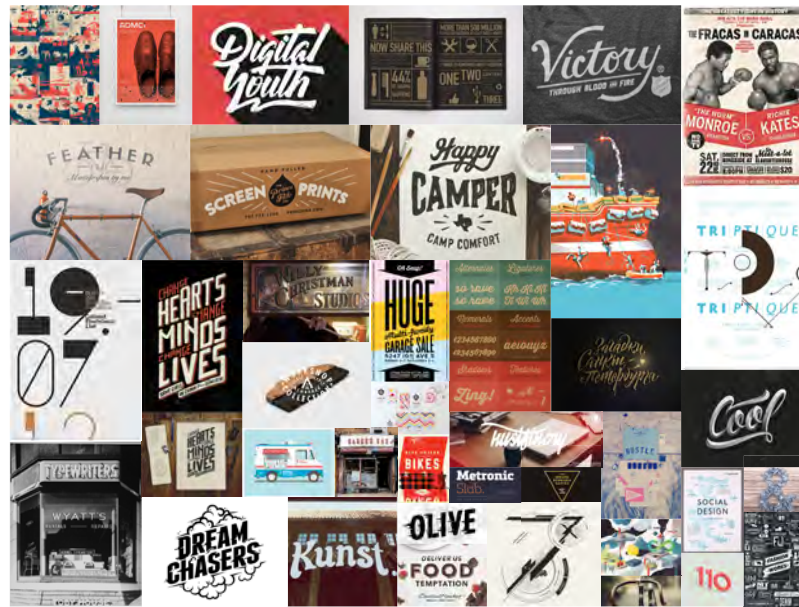
The Guide to **SOCIAL MEDIA**  
WE MAKE A SIMPLE PRESENTATION WE SHOULD USE TO OUR ADVANTAGE

I'd like that

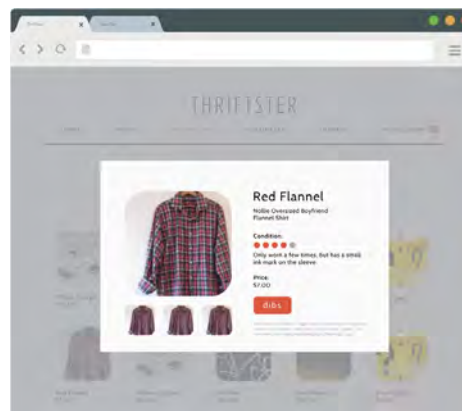
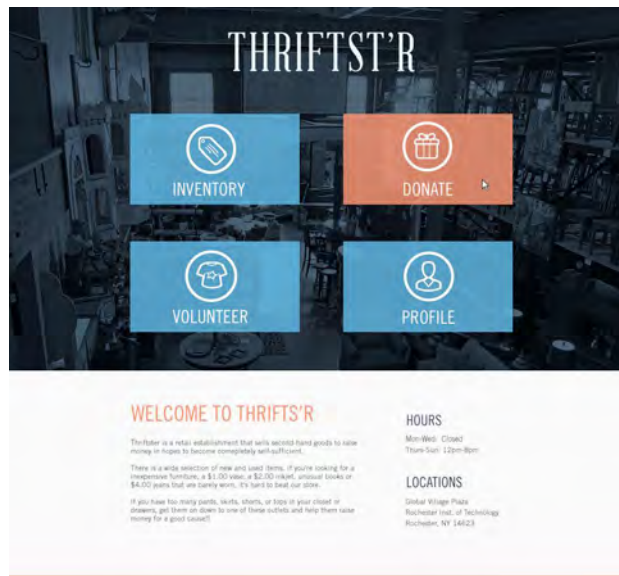
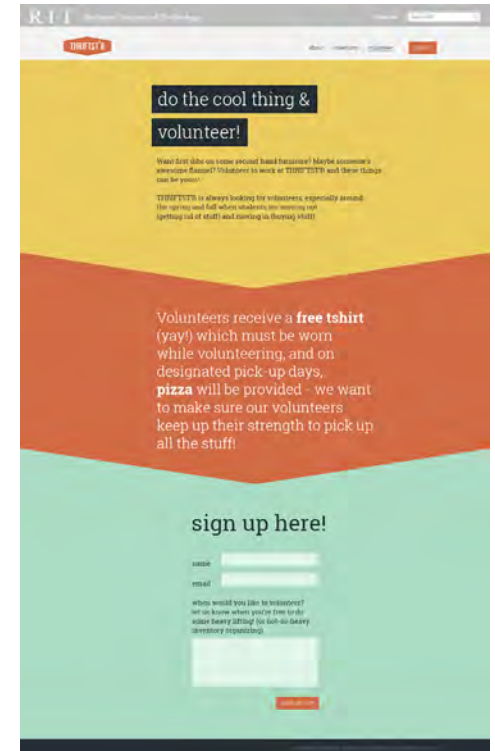
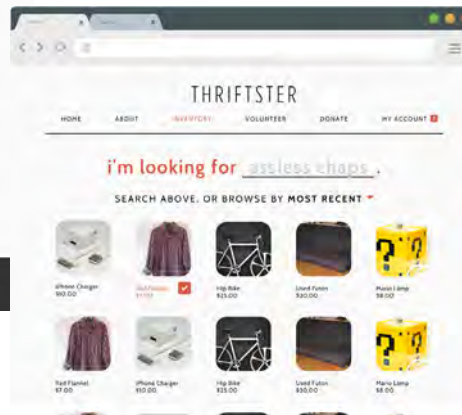
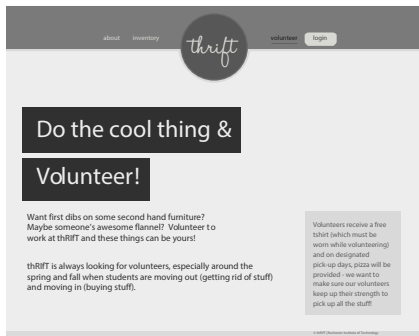
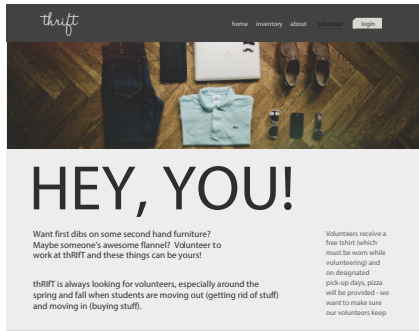
86% of consumers think  
**ADVERTISING IS SPAM**

social media // 10/13/13

Social media includes web-based and mobile technologies used to turn communication into interactive dialogue and allow for the creation and exchange of user-generated content.



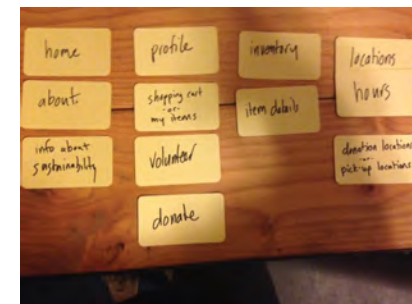
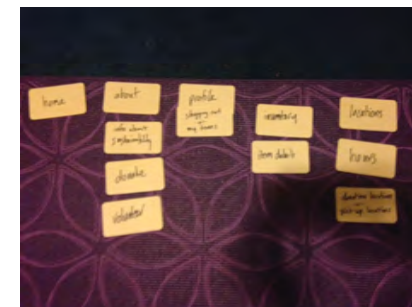
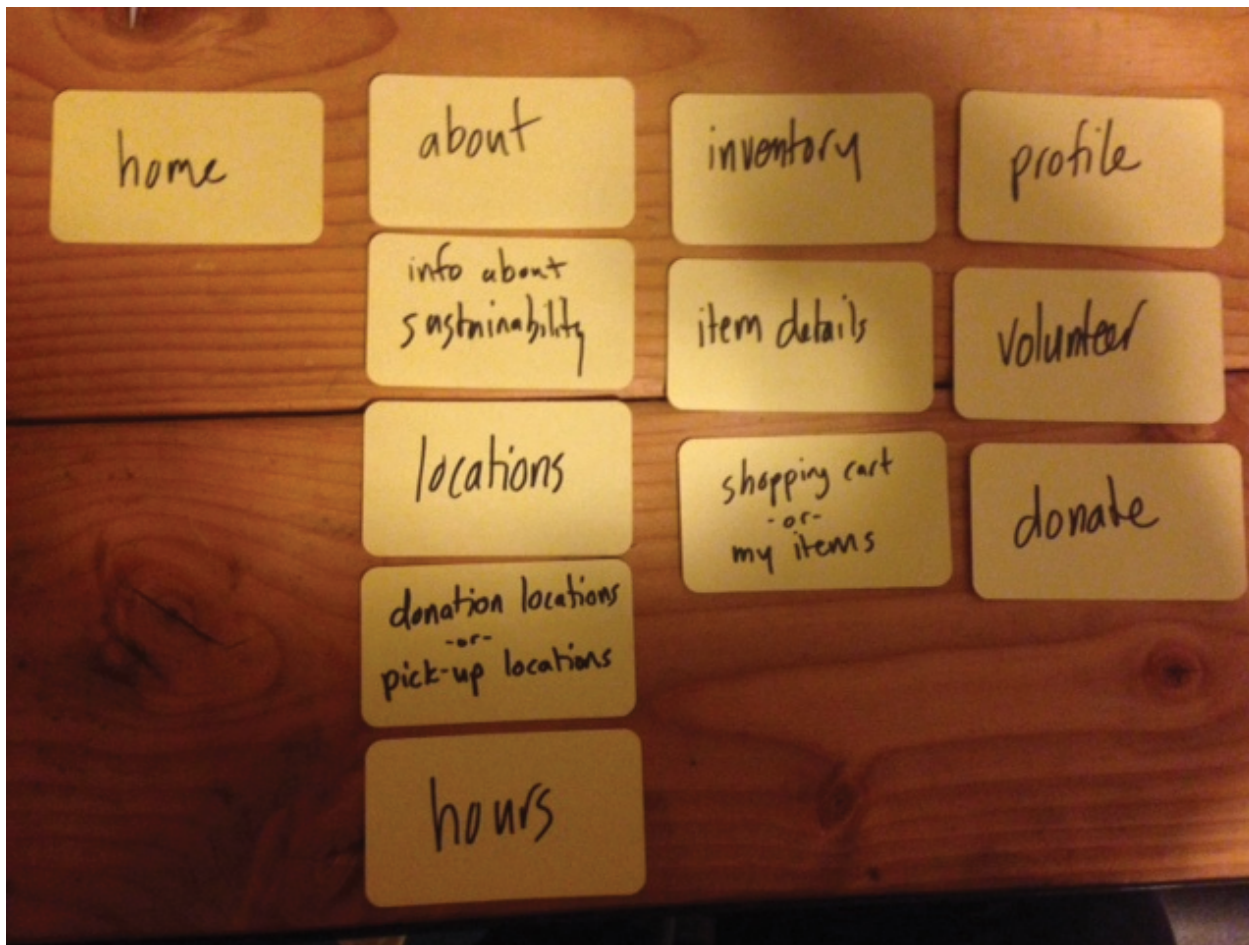
# Initial Ideas/Comps



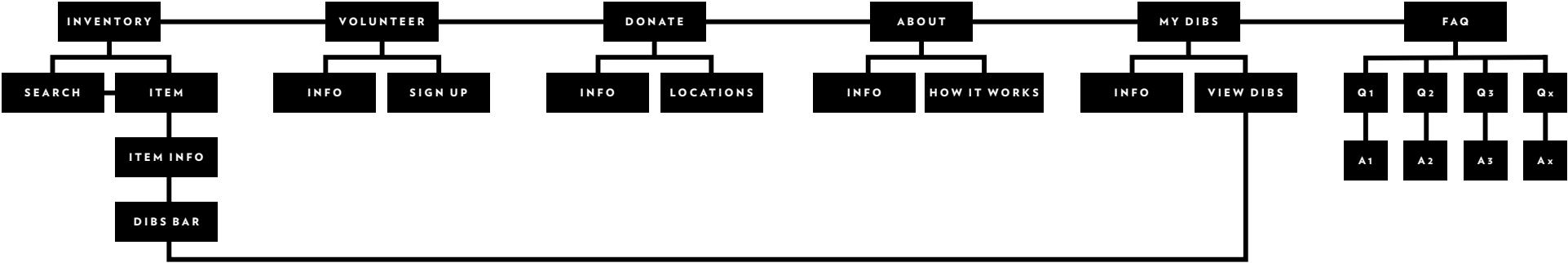
# Card Sorting

Card Sorting gave us some new insights on how people would expect our site to be organized. We had originally planned on having the “About” information on the homepage, but our users thought they would want the inventory to always be the first thing they saw. We also noticed there was some confusion about what would be

on the volunteer/donate page, so we focused on where those pages would be and how to word the necessary information to make sense. Overall, this exercise made our site quicker to use and easier to navigate than if we had kept our initial layouts.



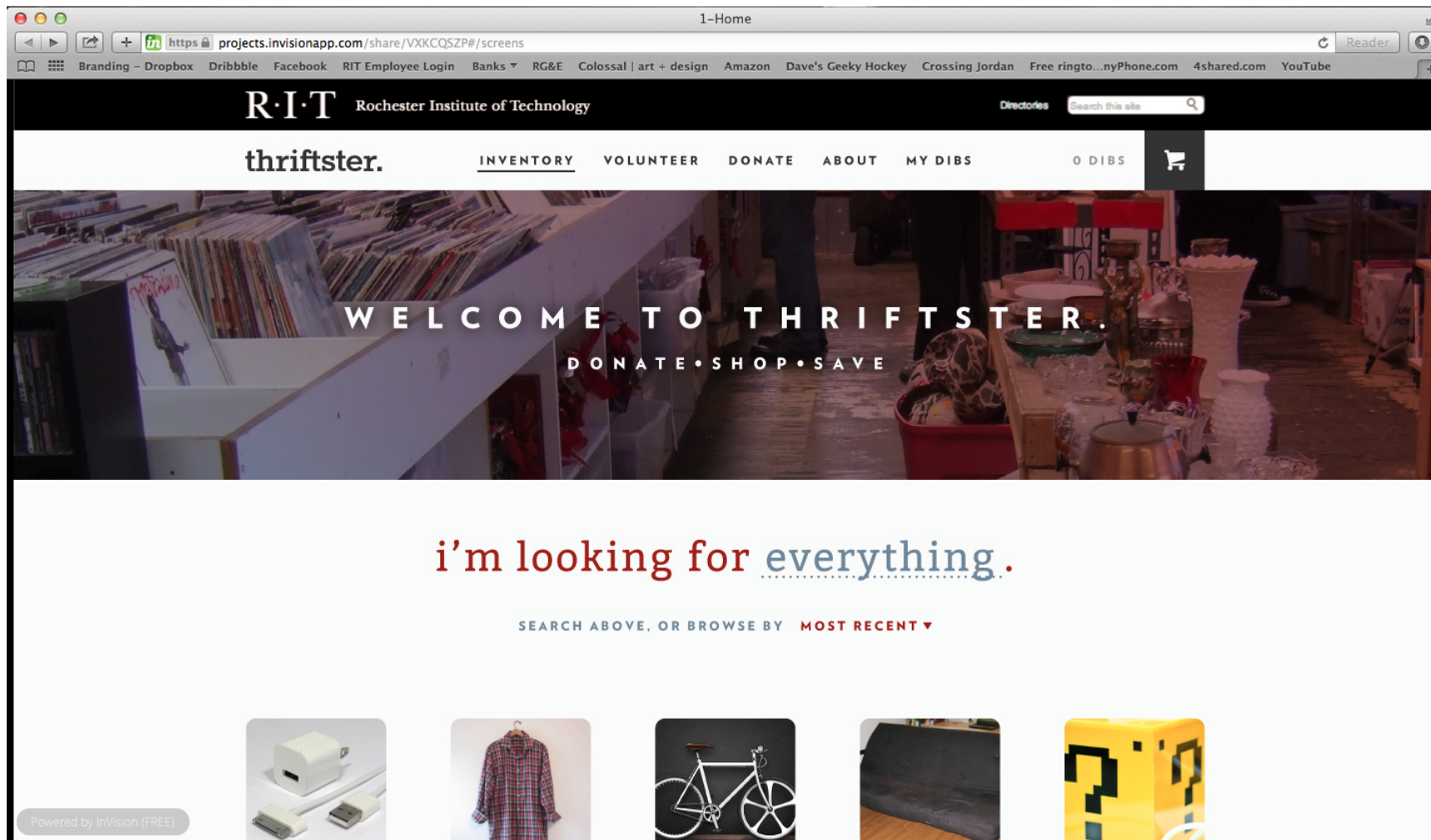
# Site Map



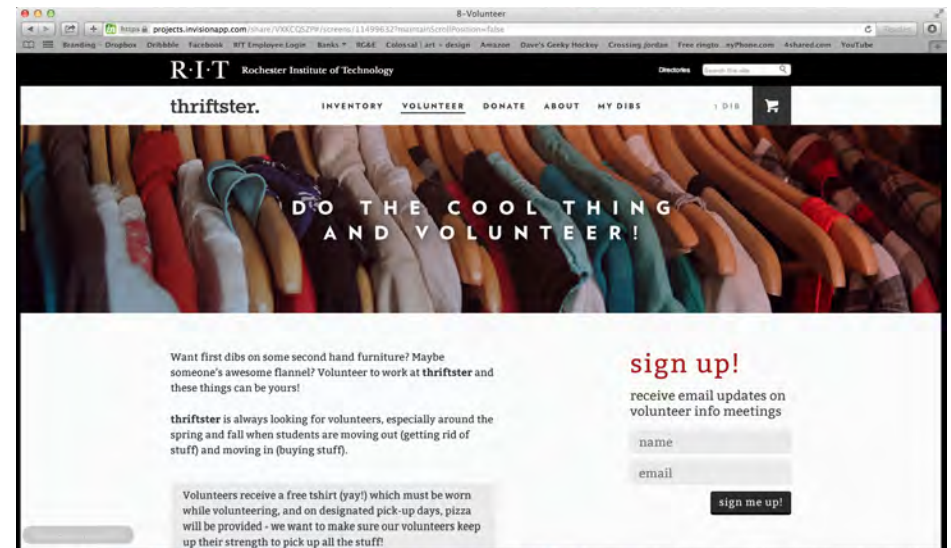
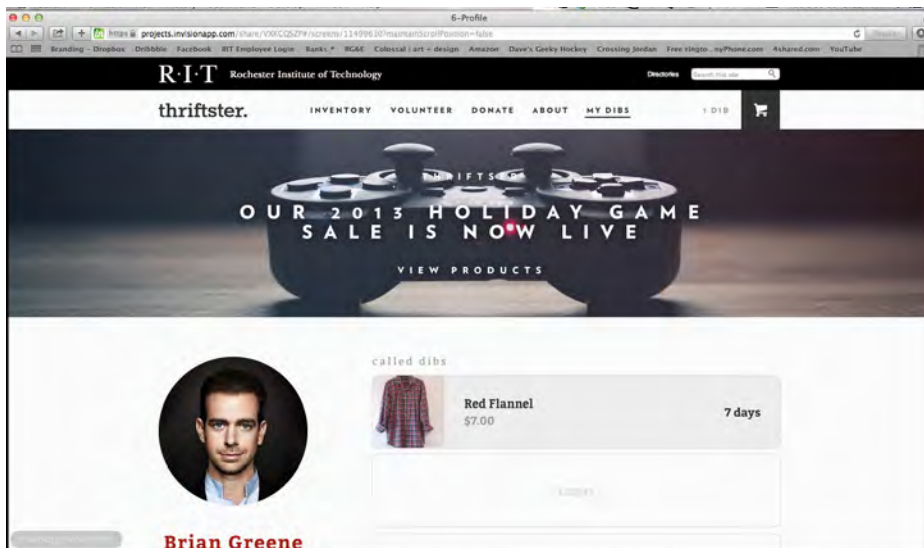
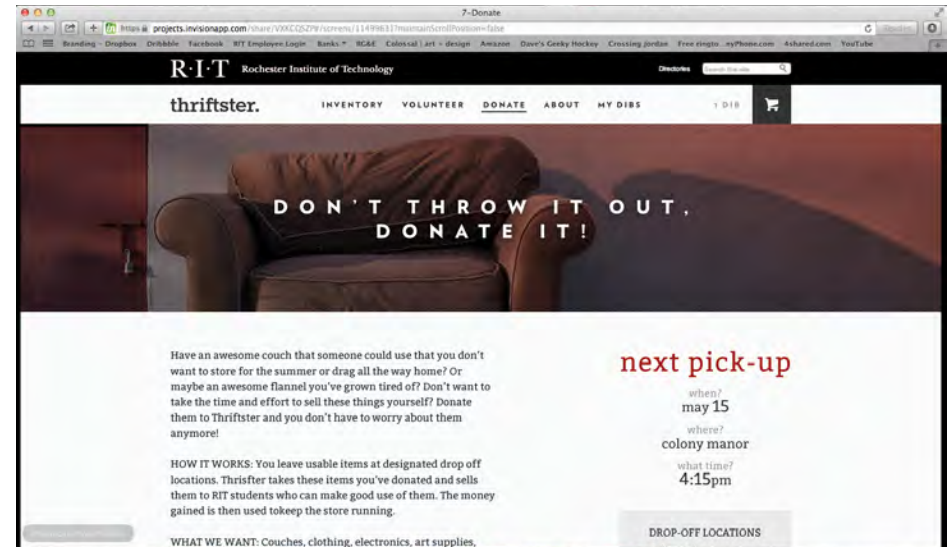
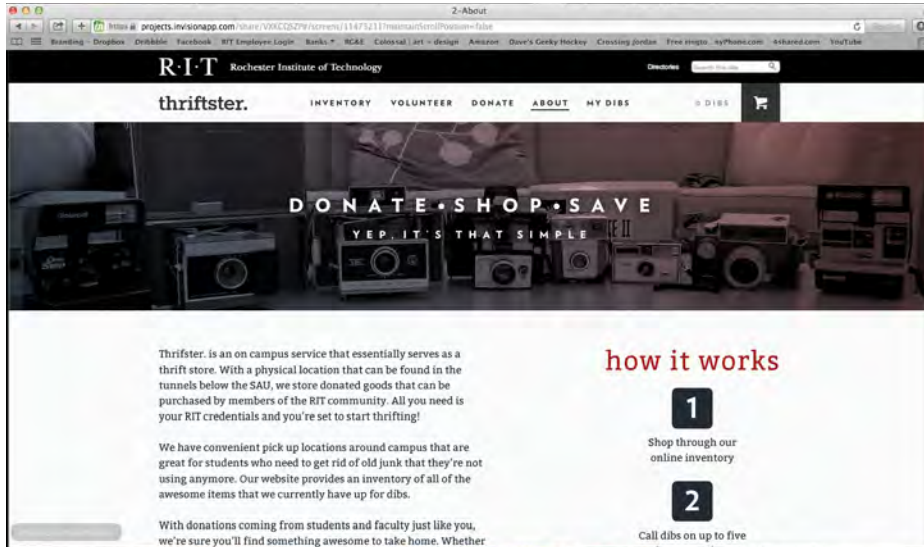
# Unified Visual Approach Pre-Usability Testing

Aiden's visual direction was the main inspiration for our unified visual approach to Thriftster. We liked having this de-saturated, vintage-looking photo banner paired with the clean black and white design. Lucy was the main copywriter and was responsible for the language used

on the site. Amanda is responsible for the layout of the inventory and the concept of the pop up window for inventory items. The photo overlay and the message on top was inspired by Kelly's ideas.



# Unified Visual Approach Pre-Usability Testing



# Usability Testing Plan

## Target Plan

Our plan was to target the core audience of Thriftster: RIT students, especially freshmen. We would ask them to view our prototype in their rooms or apartments - environments where they would search the Thriftster database.

## Questions to Ask Before

- Would you go to a thrift store if it were located on campus?
- Would you donate things knowing that you wouldn't get any compensation?
- Would you purchase items from an on campus donation center before coming to school each year?
- Do you throw out things at the end of the school year that could really be reused and/or are still in good condition? How do you feel if/when you do this?
- Do you pay attention to any emails or posts from RIT social media over the summer? Why or why not?
- Do you shop at thrift stores around the area?
- Have you ever donated to a thrift store? or to a clothing/item drop-off point?
- Would you use an online site to browse items?

# Usability Testing Plan

## Questions to Ask During

- Does the site seem friendly? Does the look and feel fit the product?
- Do you understand the purpose of this website?
- Is this something you seem interested in?
- What is your initial feeling when you first look at the Thriftster site?
- Let's say you're interested in volunteering. How would you go about that?
- What do you do if you want to donate?

## Questions to Ask After

- How often would you go onto this website?
- How does this help sustainability at RIT?
- Is there anything that could be improved?
- Is there anything you would change about the site?
- Would you check back regularly to see when donation points are available?
- What did you like least about the site?
- What other information would you like to see on the site?

# Usability Testing Results & Analysis

## Before

- Users would donate to and use an on-campus thrift store
- Would use for furniture for apartments
- Users currently throw away items that could be donated and feel guilty
- Would donate only if it's as easy as throwing it out
- Doesn't pay attention to RIT social media during the summer

## During

- Site was friendly, clear, easy to navigate
- Maybe a little confusing what it was about initially
- Liked the idea of this service being online
- Idea of "calling dibs" was cool
- Confused about "pick up" vs. "drop-off" (solution: "donation locations")
- Liked the idea of being available without having to go to the store

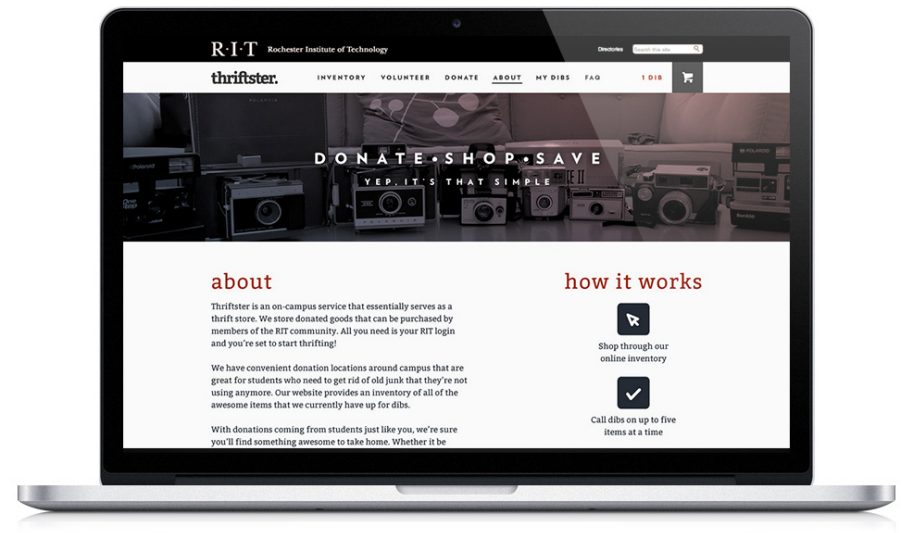
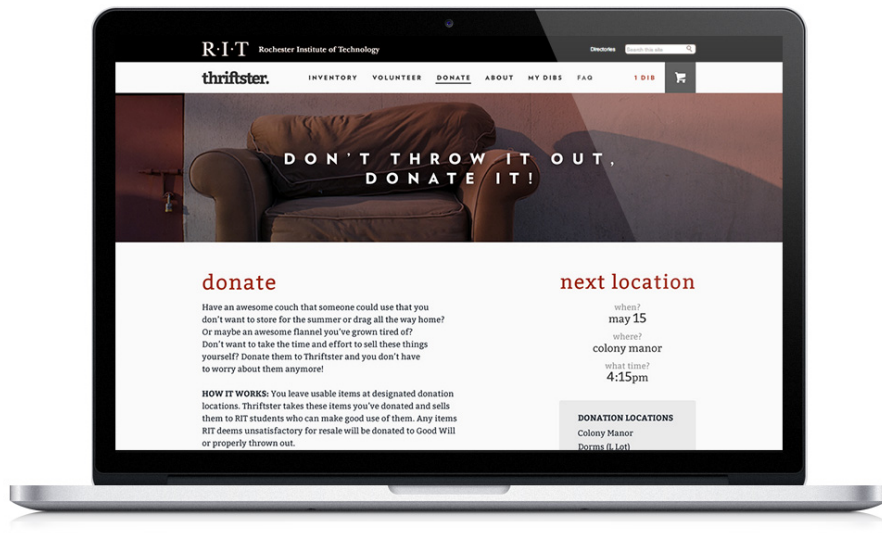
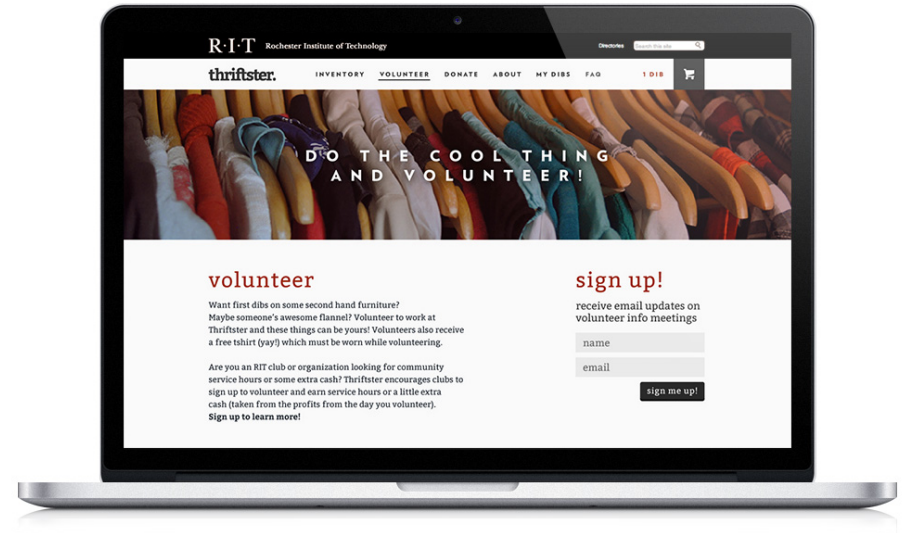
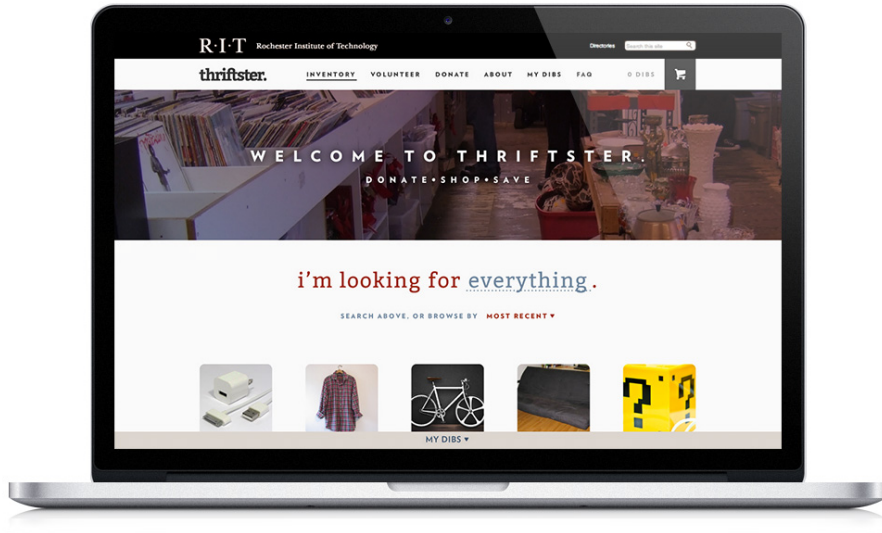
## After

- Frequency of use varied (weekly, as needed)
- College students need things that are easy and cheap to get to
- Need a "help" or "question" section
- Didn't like that the inventory was the home page
- Type hierarchy problems
- Would have liked to see photos with college students
- Maybe incorporating a wait list for items
- Make sure users know where the money is going
- Suggested targeting clubs for volunteering (maybe part of profit that day could go to the club that volunteers)
- Wanted to know that customers aren't forced to buy something if they're not satisfied with an object

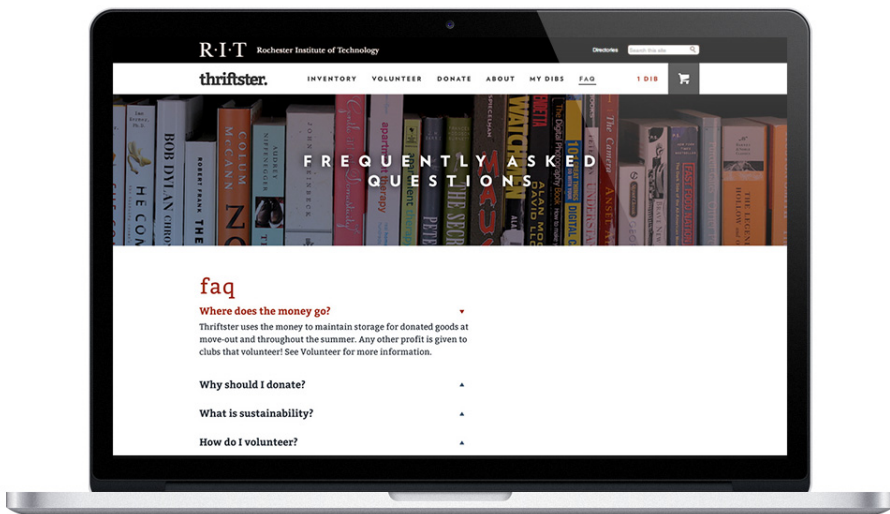
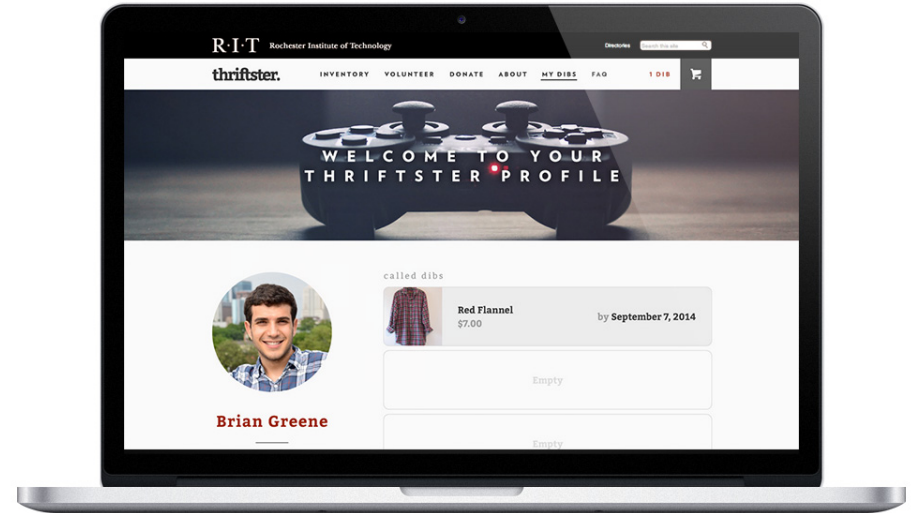
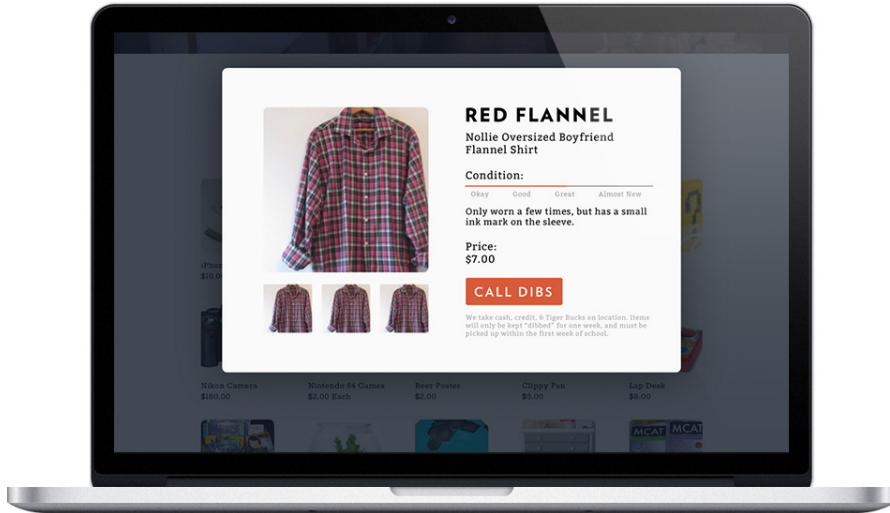
# Prototype Link & Video

**<http://ajg3933.cias.rit.edu/thriftster/>**

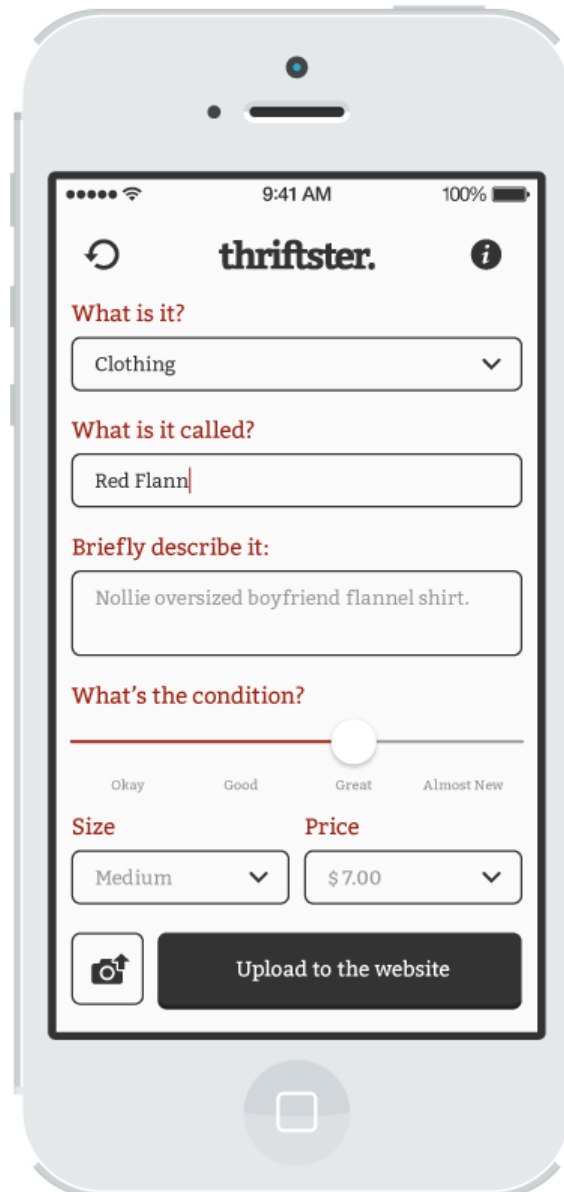
# Final Design



# Final Design



# Final Design Volunteer App



# Additional Materials Posters 8.5 x 11

We developed a series of posters that would be placed in bathroom stalls around campus, but focused in the dorms. These posters have information about shopping and donating at Thriftster as well as the benefit of participating in Thriftster's campaign and how it is

related to sustainability at RIT. The information is a bit heavier in this series to accommodate for the time one may be spending in the bathroom (long time in the bathroom = a long time to read information).



D O N A T E • S H O P • S A V E



Shop through our online inventory.



Call dibs on up to five items at a time.

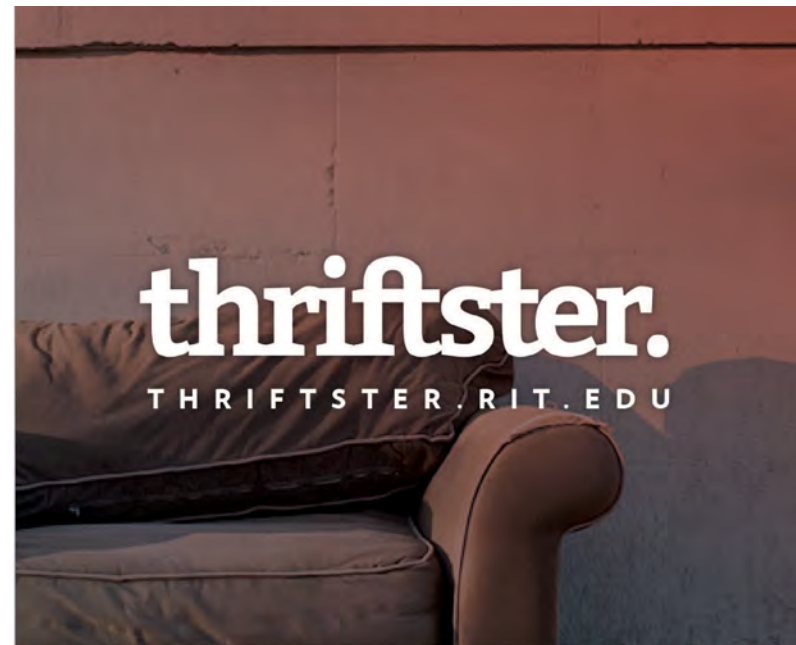


Purchase your items at our shop.

RIT

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THRIFTSTER@RIT.EDU



D O N A T E • S H O P • S A V E

Thriftster is an on campus service that essentially serves as a thrift store with an online inventory. We store donated goods throughout the year that can be purchased by

members of the RIT community. All you need is your RIT credentials and you're set to start thrifting! We have convenient pick up locations around campus that are great for

students who need to get rid of old junk that they're not using anymore. Our website provides an inventory of all of the awesome items that we currently have up for dibs.

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# Additional Materials Posters 8.5 x 11



## DONATE · SHOP · SAVE

Have an awesome couch that someone could use that you don't want to store for the summer or drag all the way home? Or maybe an awesome flannel you've grown tired of? Don't want to take the time and effort to sell these things yourself? Donate them to Thriftster and you don't have to worry about them anymore!

### HOW IT WORKS

You leave usable items at designated donation locations. Thriftster takes these items you've donated and sells them to RIT students who can make good use of them.

### WHAT WE WANT

Couches, clothing, electronics, art supplies, jewelry, school supplies - basically items in good enough shape that other college students would want.

### WHAT WE DON'T WANT

Old banana peels, leftover groceries, canned food, products at all, broken/usable items, that shirt you ripped at that party last weekend - basically items that are not in good shape that other college students would not want.

## DONATE · SHOP · SAVE

Thriftster is an on campus service that essentially serves as a thrift store with a completely online inventory. We store donated goods throughout the year that can be purchased by members of the RIT community. All you need is your RIT credentials and you're set to start thrifting!

### HERE'S HOW IT WORKS:



Shop through our online inventory.



Call dibs on up to five items at a time.



Purchase your items at our on campus locations.

## DONATE · SHOP · SAVE

The main purpose of Thriftster is to prevent the excess amount of usable waste that RIT produces, especially when students are moving out of the dorms or on-campus apartments. Thriftster's goal is to acquire all these usable goods, store them over the summer, and then resell them to incoming students the next school year.

### WHAT YOU GET

You get the satisfaction of reducing landfill waste when you donate your items, and you also get awesome cheap items when you shop through our online inventory.

### WHAT WE GET

All proceeds from Thriftster go towards making it completely self-sustaining. We also get the satisfaction of saving the world.

### WHAT THE WORLD GETS

Last year, students produced roughly 3.6 million tons of waste. With programs such as Thriftster here at RIT, we're hoping to drastically reduce this number.

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# Additional Materials Posters 8.5 x 11



# Additional Materials Posters 11 x 17

We developed a series of posters that would be placed around campus - on buildings, inside academic buildings, SAU, etc. - promoting the volunteer aspect

of Thriftster. These are focused towards clubs and organizations on campus to try and get a good response for volunteers.



**sept 5 | sept 10 | sept 12**  
**1pm-5pm**  
**K lot (behind the dorms)**

**earn money for your club by volunteering!**  
**sign up at [thriftster.rit.edu](http://thriftster.rit.edu)**

Thriftster is an on campus service that essentially serves as a thrift store. We collect and store donated goods students want to get rid of at move-out and resell them to other students at the beginning of the next term.



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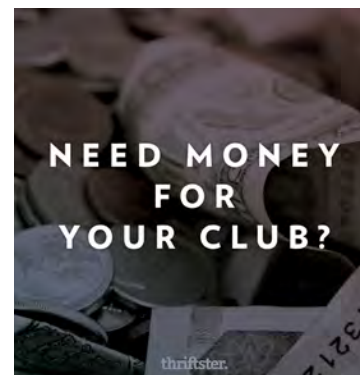
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**volunteer to help at thriftster and your club or organization will earn 60% of the profit that day!**  
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**september 5, 2014**  
**1pm-5pm**  
**K lot (behind the dorms)**

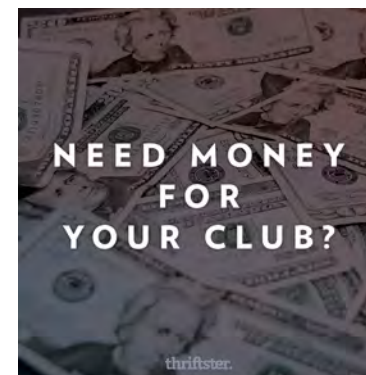
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# Additional Materials Posters 11 x 17



A poster with a background image of several hands raised in the air. The text is centered and reads: "THRIFTSTER NEEDS VOLUNTEERS!" in large, bold, white capital letters. Below this, in smaller white text, it says "volunteer to help at one of thriftster's sale days". At the bottom left of the image area is the "thriftster." logo. The bottom half of the poster is white and contains the following text: "sept 5 | sept 10 | sept 12", "1pm-5pm", "K lot (behind the dorms)", "earn money for your club by volunteering!", "sign up at [thriftster.rit.edu](http://thriftster.rit.edu)", and a small paragraph: "Thriftster is an on campus service that essentially serves as a thrift store. We collect and store donated goods students want to get rid of at move-out and resell them to other students at the beginning of the next term."

**THRIFTSTER  
NEEDS  
VOLUNTEERS!**

volunteer to help at one of thriftster's sale days

thriftster.

**sept 5 | sept 10 | sept 12**  
**1pm-5pm**  
**K lot (behind the dorms)**

earn money for your club by volunteering!  
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A poster with a background image of various coins and banknotes. The text is centered and reads: "NEED MONEY FOR YOUR CLUB?" in large, bold, white capital letters. Below this, in smaller white text, it says "volunteer to help at thriftster and your club or organization will earn 60% of the profit that day!". At the bottom left of the image area is the "thriftster." logo. The bottom half of the poster is white and contains the following text: "volunteer to help at thriftster and your club or organization will earn 60% of the profit that day!", "sign up at [thriftster.rit.edu](http://thriftster.rit.edu)", "september 5, 2014", "1pm-5pm", "K lot (behind the dorms)", and a small paragraph: "Thriftster is an on campus service that essentially serves as a thrift store. We collect and store donated goods students want to get rid of at move-out and resell them to other students at the beginning of the next term."

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**1pm-5pm**  
**K lot (behind the dorms)**

Thriftster is an on campus service that essentially serves as a thrift store. We collect and store donated goods students want to get rid of at move-out and resell them to other students at the beginning of the next term.

# Additional Materials

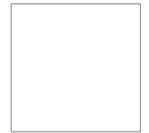
Mailer Card 7 x 5

We developed an informational mailer for RIT students that would be put in all mailboxes on campus as well as sent out to apartments and houses in the surrounding area.



## WHAT IS THRIFTSTER?

Thriftster. is an on campus service that essentially serves as a thrift store. With a physical location that can be found in the tunnels below the SAU, we store donated goods that can be purchased by members of the RIT community. All you need is your RIT credentials and you're set to start thrifting!



Shop through our online inventory.



Call dibs on up to five items at a time.



Purchase your items at our shop.

JASON B. GREEN  
1111 WEST AVE.  
SOME TOWN, NY 14444

**THRIFTSTER.RIT.EDU**

# Additional Materials

Volunteer T-Shirts



**Thank You**