

- **Your Name:** Gao Li

- **Supervisor:** Andy Lapham

- **Working title (not essential atm):** ReBox

- **A/B Manifesto influencers:** - chose four, one from each section (see slide elsewhere)

- Problem solving--Problem finding
- Research for design--Research through Design
- In the service of industry--In the service of society
- User--Person

- **Design goal (max 100 words):**

I want to design a carton recycling system called ReBox (including smart recycling machines, apps, and peripherals), which transforms the act of discarding cartons into a daily ritual with a sense of achievement, and combines with APP medal rewards and community leaderboards to make users as happy to deliver as they are to “unpack”. At the same time, it links up with recyclers to provide door-to-door service by appointment. The awareness of “waste cartons = renewable resources” is deeply rooted in people's minds, which improves the community recycling rate and promotes a sustainable closed loop.

- **Theme(s) make a list from your research: - choose one**

Community Cardboard RecyclingAPP Design

- **Insight(s) List up to 3 (max 150 words):**

- Urban residents know that cardboard boxes can be recycled, but choose to discard them because of the space they take up and the lack of immediate feedback . People living in the countryside, on the other hand, are motivated to continue recycling by the money and visible recipients they receive directly from “elling their waste”.
- In cities, Recyclers take on a large part of the initial sorting and transportation of used cartons, acting as real drivers of resource recycling. However, as freelancers in the urban environment, they often have very limited opportunities.
- Cardboard boxes, which are originally high-quality recycled materials, are mixed and discarded as ordinary rubbish and eventually incinerated in landfills. Residents only see them as “packaging to be dismantled and discarded” rather than “a starting point for renewable resources”.

- **POV(s) according to insights (one sentence each):**

- Youth need recycling to feel like a rewarding game with small cash benefits, because fun + profit beats preaching.
- Recyclers can access to more collection orders or job opportunities

through online platforms.

- Seeing rewards made from recycled cardboard helps residents recognize it as a valuable, renewable resource rather than mere waste.

- HMW(s) (1 main plus a secondary HMW if you want):

How might we make recycling cardboard as exciting as unboxing a package?