

# Trends Analysis

## Shaping Things

In his design future manifesto *Shaping Things*, Bruce Sterling expresses the human relationship with discarded materials. With vivid imagery, Sterling makes the intentionally invisible world of waste management visible. He asks us to view our relationship with rubbish as purely semantic and alludes to the classification of trash as largely arbitrary. Sterling writes to heighten awareness concerning unsustainable consumption models. This awareness is the founding principle of EcoBin.

## Zero Waste Movement

Zero Waste is a philosophy that encourages the redesign of resource life cycles so that all products are reused. The Zero Waste Movement has evolved into an internationally recognized collection of policies and strategies that address every point of the waste management continuum. Considering its massive scope, Zero Waste is more of a goal or ideal rather than a hard target. As such, communities have the autonomy to decide how to enact Zero Waste policies. Locally, UCLA is committed to becoming a Zero Waste campus by 2020. The visible manifestations of this initiative are found campus wide in the form of signs and separated waste receptacles installed in an attempt to disrupt habitual waste patterns. And it's not just empty talk: The university's waste-reduction strategy saved 20,500 tons of waste from the landfill in its first year. The sense of urgency UCLA has placed on this initiative has informed our sense of legitimacy as well as validated the potential of EcoBin.

“The mythic moment of ‘getting rid of it,’ of throwing it ‘away,’ is supposed to be the sudden and total end of our mutual narrative as human and object. But that is by no means any end of any object. It’s just the moment when I, the human, unilaterally decided to ignore the object. The object is merely semantically reclassified as ‘rubbish’ and exported willy-nilly to the future.”

## Rise of Tracking Applications

The Quantified Self is a movement to incorporate technology into data acquisition on aspects of a person's daily life in terms of inputs, states, and performance. The most visible manifestation of the Quantified Self movement is in the form of wearables that track wellness measures. The widespread adoption of wearables and the communities that have sprung up as a result have inspired the capabilities of EcoBin in two key ways. First, wearables with automatic sensing/tracking capabilities offer a level of convenience that consumers seek out in data collecting technologies. Consumers want data to inform health and wellness decisions, but do not want to interrupt their day to manually input the data. Following this trend of convenience that lessens attention costs and cognitive loads; EcoBin has the ability to sense discarding measures without any manual input. Another way tracking applications have informed our product is through their inclusion of community interaction features. This inclusion highlights the trend of sharing successes and failures throughout the user's' data informed journey being a catalyst for personal growth. Modeled after this popular trend, EcoBin's community offers a source of connection concerning discarding habits.