

Expected Context of Use



Going Green

The EPA defines green building as, “the practice of creating structures and using processes that are environmentally responsible and resource-efficient throughout a building’s life-cycle from siting to design, construction, operation, maintenance, renovation and deconstruction.” EcoBin can help you achieve “green building” goals by encouraging recycling, and in turn, produce a smaller carbon footprint.



Save Money

Many states offer breaks for businesses that recycle, purchase recycling equipment, or use recycled materials. There are many incentives, rebates and programs available for green home improvements such as: biomass stoves, efficient heating and cooling, and insulation. So why not trash? With EcoBin, we hope to engage companies and the federal government in offering incentives for all EcoBin users.



Positive Reinforcement

EcoBin aims to acknowledge waste and continues the narrative of human and object. Instead of ignoring object waste once it is dispersed into EcoBin, EcoBin offers praise, friendly admonition, and encouragement. The connected app offers pro-tips, goal setting, and positive reinforcement. Pro-tips and suggestions provide easy ways to minimize waste. For example, “To reduce plastic waste, try a reusable water bottle and say no to straws.” Setting goals keeps users on track to minimize object waste and encourage recycling. EcoBin check-ins allow users to see if their actions line up with the goals they set. Positive reinforcement focuses on what the user is doing right and increases the likelihood that the behavior will be repeated.



Social Context

The social connection feature found in the EcoBin application is designed to link users together. The presence of the social connection feature is based on research showing the effect mass communications has on changing public behavior. EcoBin app users are able to peer into a spectrum of user habits that align with their own or challenge their own behavior. EcoBin users may search for other users and add “friends.” The action of adding friends serves to promote the friends’ profile/habits above algorithmic matches, although both are accessible. Social plugins linked to Facebook and Twitter via an API are offered. This will hopefully lend to a larger conversation about discarding habits and will push the largely unsexy topic into the forefront of our consciousness.