

G-eco Final Presentation

Process

Interviews

Final
Prototype

Conclusion

Yajju Pradhan, Yesun Kim, Lauren Choi, Jaeyeon Park

Design Thinking Steps

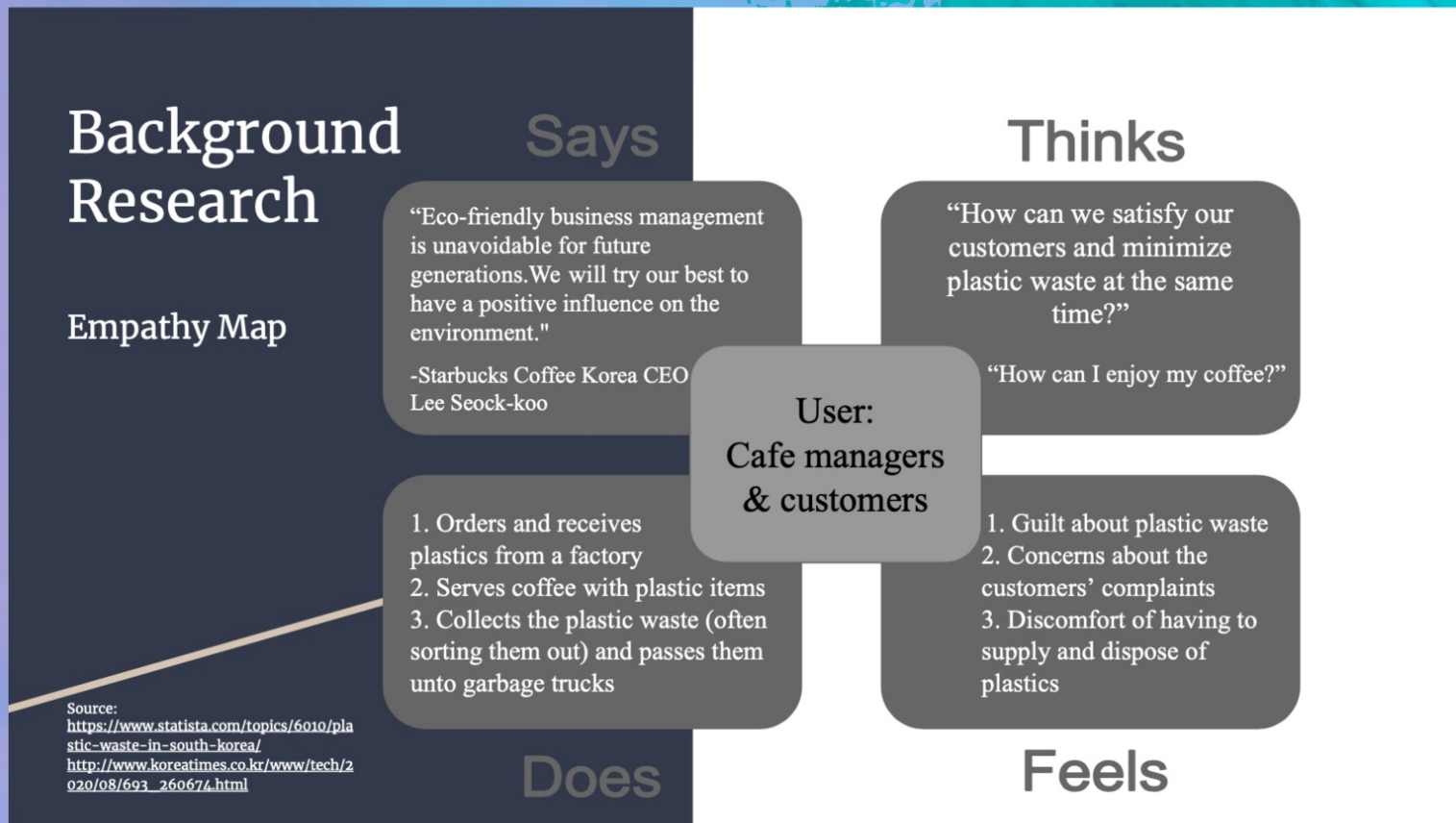
Empathize

Define

Ideate

Solution
Statement
&
Prototype

Empathy map



Problem statement

Cafes in Seoul need to reduce their plastic usage and choose greener alternatives because not only will it help reduce financial expenditure but also benefit the environment.

How Might We reduce the number of locusts to keep them from overcrowding and damaging crops? Do we use pesticides (but they are harmful to the environment)?

How Might We decrease food waste in local communities?

How Might We reuse plastic products sustainably?

How Might We protect our crops from locusts? too broad?

How might we promote the usage of public transportation over private vehicles? Also would it be possible to make public transportation run via bio-friendly energy source?

How Might We decrease the usage of plastic straw/ disposable containers?

How might we clean the pacific ocean from plastic garbage?

How might we replace plastic bags with something more biodegradable?

How Might We make buildings more accessible to mothers with children/ citizen with physical or psychological disabilities?

How Might We reuse disposable masks and gloves? Would there be a way to incorporate kitchen masks (plastic)?

How Might We effectively keep out the wildfires? Which fire retardant should we be using, to keep things environmentally sustainable?

Brainstorming

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5-20 minutes

How Might We discourage the use of plastics and encourage biodegradable products in cafes in Seoul?

2 Brainstorm

Write down any ideas that come to mind that address your problem statement. Remember, the key rules of brainstorming are:

- No judgment
- Go for volume
- Build on the ideas of others
- Stay on topic
- Encourage wild ideas
- Be visual

10-20 minutes

1. Make a proposal to the government to sponsor cafes that use biodegradable materials by giving them awards/certificates

2. Encourage the use of bamboo by offering a new award or giving them a reward with discounts

3. Give a proposal to the government to sponsor cafes that use biodegradable materials by giving them awards/certificates

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15. Encourage the use of bamboo by offering a new award or giving them a reward with discounts

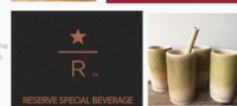
16. Encourage the use of bamboo by offering a new award or giving them a reward with discounts

17. Encourage the use of bamboo by offering a new award or giving them a reward with discounts

18. Encourage the use of bamboo by offering a new award or giving them a reward with discounts

19. Encourage the use of bamboo by offering a new award or giving them a reward with discounts

20. Encourage the use of bamboo by offering a new award or giving them a reward with discounts



Group Ideas

3 Group Ideas

Use this space to group similar ideas from the brainstorm. Each group should have a title that describes what the ideas have in common. If a group is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

5-20 minutes

** You can change the color of multiple sticky notes at once.

Group 1: Public Image for the Business

Minister's Office
Challenge and the
government of
Gyeonggi-do and
Seoul City
Government

Group 2: Recycling/Reusing Plastic

Recycling plastic
waste for
plastic design
products
Recycling plastic
waste for
plastic design
products

Group 3: Raising Awareness

Encourage
customers to
bring their own
cups or use
biodegradable
cups

Group 4: Sales

Encourage the use
of bamboo by
offering a new
award or giving
them a reward
with discounts

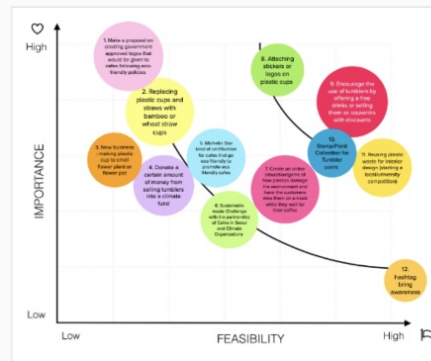
Group 5: Government Policies/Budget

Give a proposal to
the government to
sponsor cafes that
use biodegradable
materials by giving
them
awards/certificates

4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

10-20 minutes



SDGs

Outline of SDG Targets



Target 12.4 By 2020, **achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment**



Target 13.1 **Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters** in all countries



Target 14.1 By 2025, **prevent and significantly reduce marine pollution of all kinds**, in particular from land-based activities, including marine debris and nutrient pollution



Target 15.9 By 2020, **integrate ecosystem and biodiversity values into national and local planning**, development processes, poverty reduction strategies and accounts

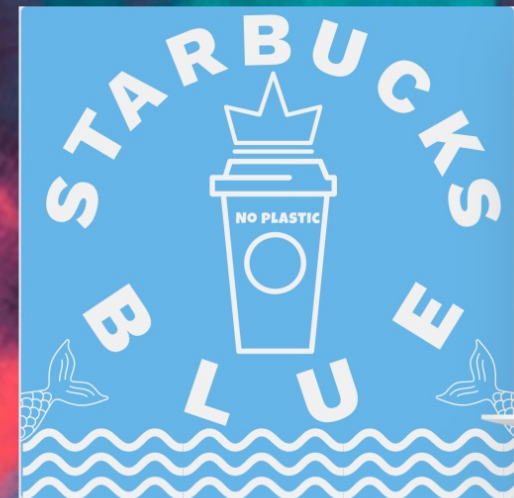


Target 2.2 By 2030, **end all forms of malnutrition**, including achieving, by 2025, the internationally agreed targets on stunting and wasting in children under 5 years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women and older persons

"Our solution is to launch a systematic campaign called "Independence From Plastics(Starbucks Blue)" which includes various efforts such as the anti-plastic stickers, plastic design competitions, and prize system to reduce the plastic usage in cafes."



Prototype 1

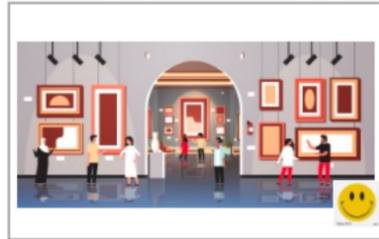


Prototype 1

- Initially organized as a step by step process



Step 1: Partnership between Yonsei University and Starbucks (백양로점 on campus) for the campaign "Independence From Plastics".



Step 2: Plastic Interior Design Competition- Encouraging participants to come up with creative designs using plastic as primary material. The artworks can be screened and selected by the professors of the art department. The winner's artwork will be displayed at the cafe as a reward.



Step 3: Submit to the cafe a draft which outlines all our ideas about the stamp system for the tumbler use (using an app program), as well as the design for the anti-plastic stickers/logos.



Step 4: Let people post the pictures of their tumblers or any part of our campaign with the hashtag #IndependenceFromPlastics raise further awareness. Those who post on social media can also collect more stamps.



Step 5: Check how satisfied the customers or the managers are through a survey, and based on the results, organize more events on a monthly or annual basis.



Step 6: All the plastic cups are removed! :) The cafe now moves onto focus on replacing other plastic products (forks, wrappings, etc.) with more biodegradable/eco-friendly materials.

Feed
back

Attention !!!

Feedback I

We can also include eco-friendly Starbucks goods (T-shirts, bags, etc.) as the prize for using tumblers

Feedback II

"Independence From Plastics" might be too long and hard for Koreans to pronounce

Feedback III

Need to make sure not to burden the Starbucks workers with these tasks

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Interview

Chiwon
Lee

Summary

Representative of
Yonsei Enterprise
Support Foundation

Sereimony

Details

Student attending
Yonsei University

Juyeon
Choi

Feedback

UNOSD Teaching
Assistant
(DFK Yonsei)

Questions

1. What is your general impression of this prototype? Do you think it's feasible or infeasible and why?
2. As a student/customer, do you think you'll feel comfortable to use plastic cups that have these anti-plastic stickers? If not, do you think these anti-plastic stickers will make the customers feel guilty and even discourage them from using the cafe?
3. With this stamp system, do you think you'll prefer to bring tumblers? If not, do you think it'll be inconvenient?
4. If you were to apply for this plastic interior design competition, do you think you'll benefit from it personally? (what would be your motivation?)
5. Do you think the competition will be successful in raising awareness and discouraging people from unnecessary plastic usage?

Question 1

I like the idea of the campaign and I think the competition and stamps will work really well.

Question 4

I think it will help me think not only about designing the store but many more things in the future such as my future house or which cafe to support.

Question 2

I think the sticker will just add to the waste. I would feel a bit guilty at first but I think I'll get used to it as they go. (Maybe just as there is the sign on a cigarette)

Question 3

Yes, I will prefer using tumblers if there is a stamp like this.

Question 5

I think so!

Sticker Designs



- Prefer 1st design because 2nd one is a bit ghory.
- The 2nd one will make customers feel more guilty.

Competition

Yes. I would be able to think more about the environment in the process of designing.

The motivation would be that it's something that's good for the environment, and that it would be good for my design portfolio if implemented.

Merchandise

- Attatching stickers with strong messages can provide negative connotation on the brand. Maybe using cupholder will be better.
- Want more durable and lighter tumbler to use it more casually.
- Using eco star system with the goods seem feasible.

Competition

- Design competiton seems like too much work. Participating via photos might be possible but three dimensional artworks sounds burdensome.

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Prototype 2

- Revised into a storytelling format with cartoon drawings
- Mural link: <https://app.mural.co/t/unsummercamp8042/m/unsummercamp8042/1597202192157/f4d5d0c759317c975d277dc4a26943250ce66ac4>



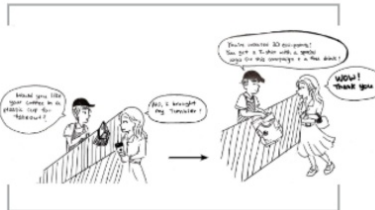
Step 1: Problem) plastic cups piled on a trash bin & the user (holding the plastic cup herself—can be a Yonsei student) feeling guilty seeing that on the street



Step 2: Beginning of the solution) the user sees a flyer "Independence From Plastics" that has all these things (3 bullet points/checklist: competition, anti-plastic stickers, prize system(T-shirts, bags, goods, etc.)



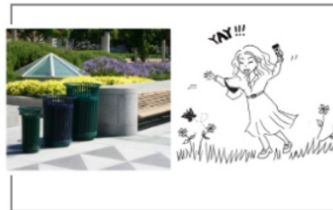
Step 3: Solution 1) She visits Starbucks at Yonsei and sees the anti-plastic stickers on plastic cups. She also sees how they replaced plastic forks/straws with edible, biodegradable cutlery for take-outs.



Step 4: Solution 2) She starts using the tumbler for take-out drinks and becomes aware of the prize system (she gets some eco-friendly goods)



Step 5: Solution 3) She also checks out on the competition exhibit and rates the artworks. She also posts some pictures on her Instagram under #IndependenceFromPlastics.



Step 6: Resolved) Now she sees that same trash bin without plastics on top, and she doesn't feel guilty anymore! :)

Six Steps

Six Steps

Step 1

Step 3

Step 5

Step 2

Step 4

Step 6

1



Step 1: Faces A Problem

2



Step 2: Encounters Our Campaign

Anti-Plastic
Stickers

Edible
Cutlery

3 Step 3: Campaign Part 1 - Changes in the store



These stickers will be stuck on plastic cups to make people aware of the impact plastic has on the environment every time they buy it.



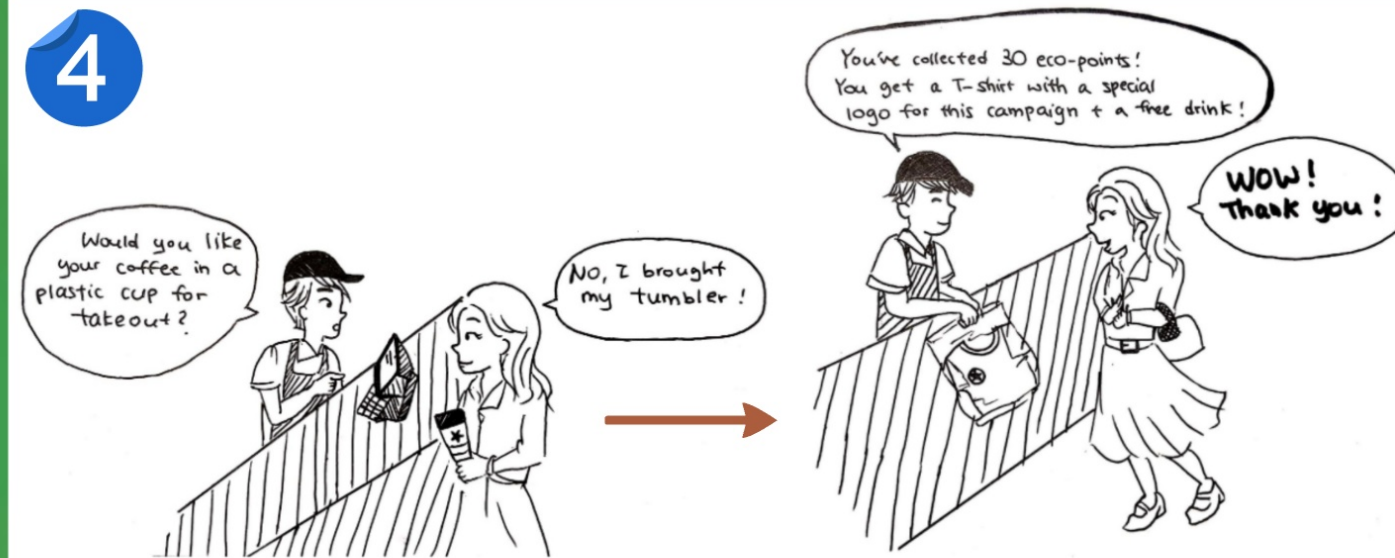


- Biodegradable, long storage life for take-outs to replace plastic cutlery.
- Can also be packed with vitamin A, iron to tackle malnutrition problems in developing countries (SDG target-2.2)



Step 4: Campaign Part 2_Prize System

4



Prize
System

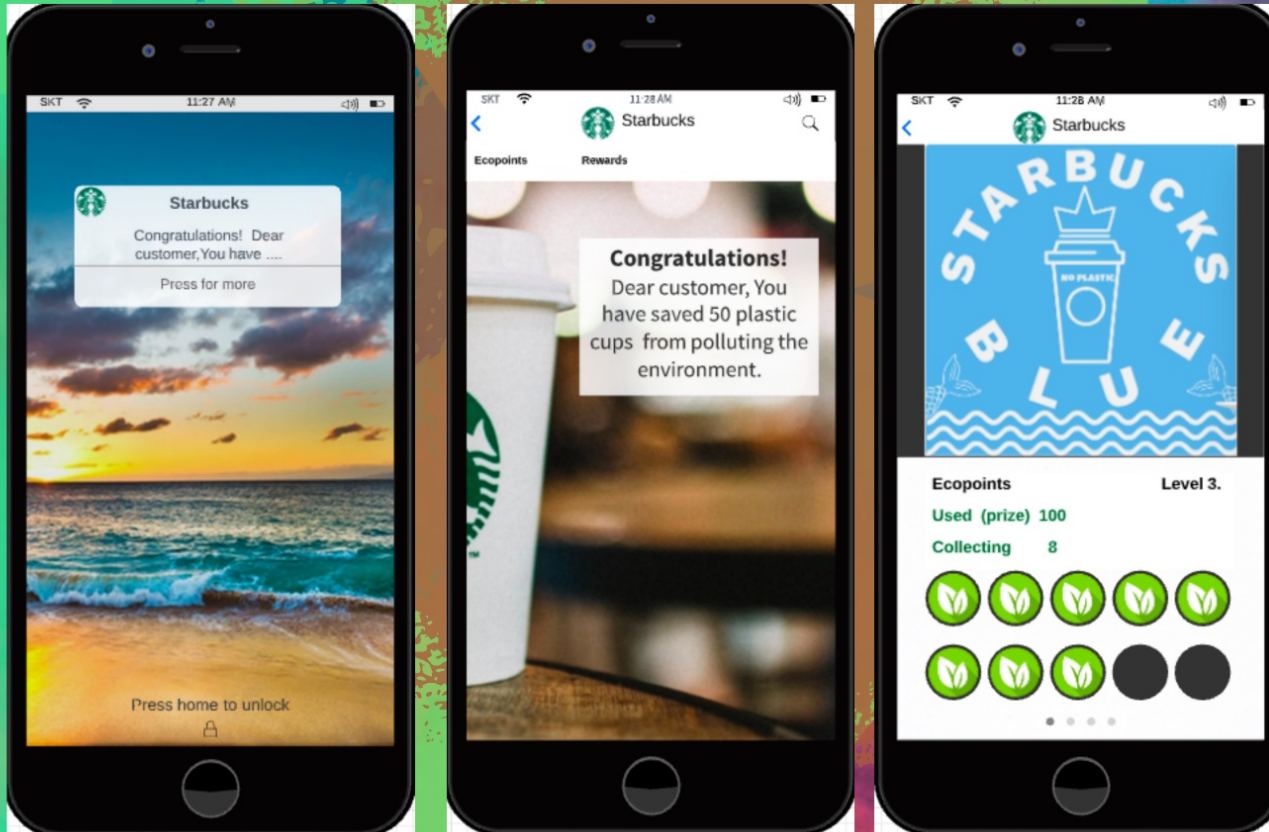


Rules

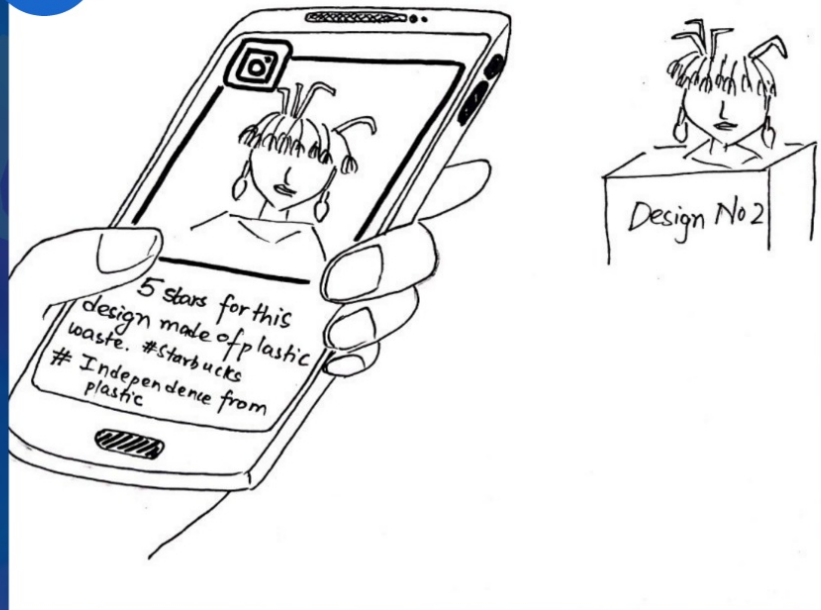
- 1 drink in tumbler → 1 ecopoint
- 12 ecopoints → free drink
OR
20 ecopoints → free drink + T-shirt

App Design

How It Will Look Like...



5



Step 5: Campaign Part 3 - Design Competition

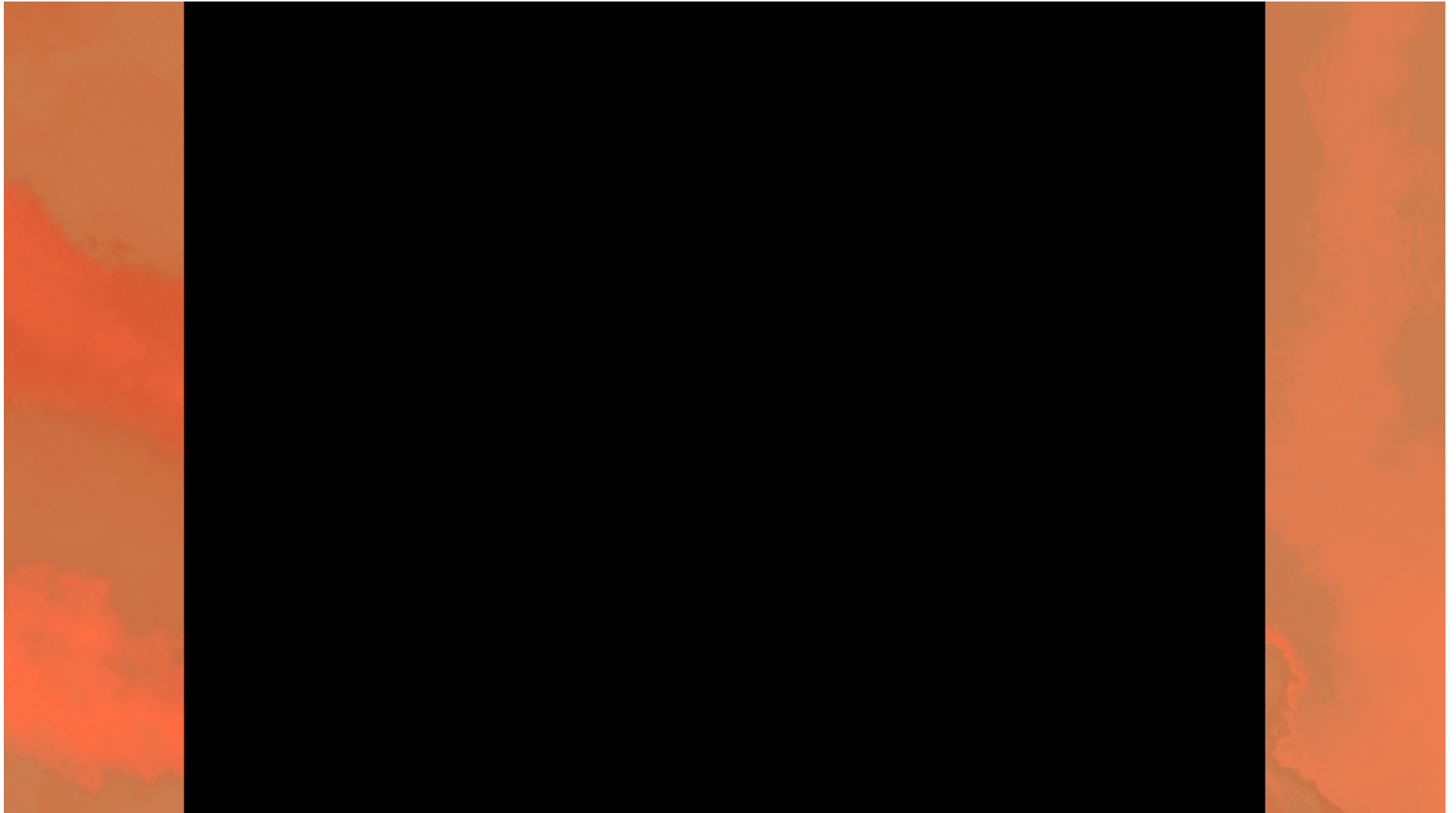
Poster

Virtual
Exhibit
(Sample)



Design competition exhibition





<https://youtu.be/G0wLlbr1hXY>

6



Step 6: Resolution: Plastic-Free!

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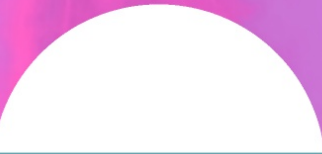
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**Survey
Results**

Feasibility

Jiyoung
Kim



Summary

**Starbucks
Manager**

**Possible
Modifications**

Survey Results 1

7 people took our google survey, totaling up to 5 questions

Chart 1. General Feasibility of our Prototype

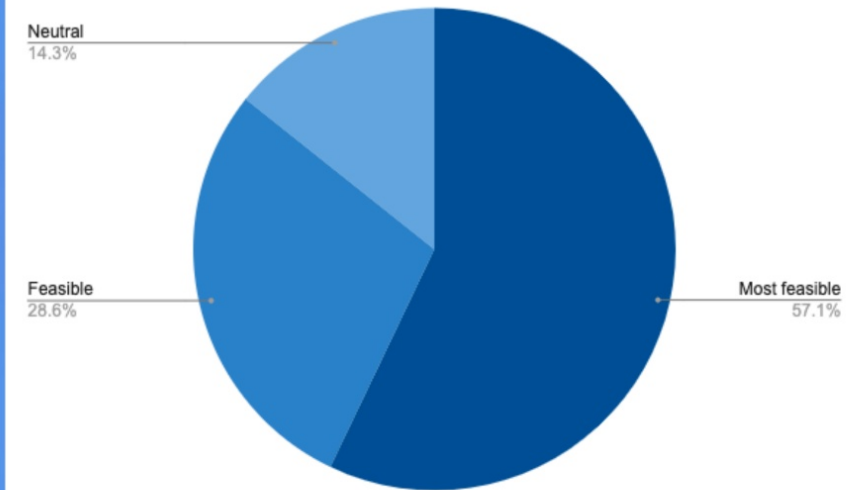
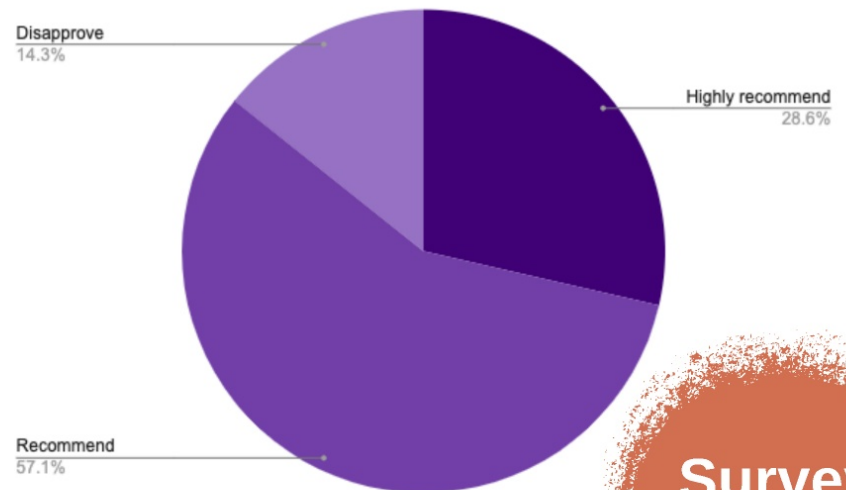


Chart 2. Degree of Approval for Anti-Plastic Stickers



Survey Results 2

Survey Results 2

Chart 3. Likelihood to Use Tumblers Instead

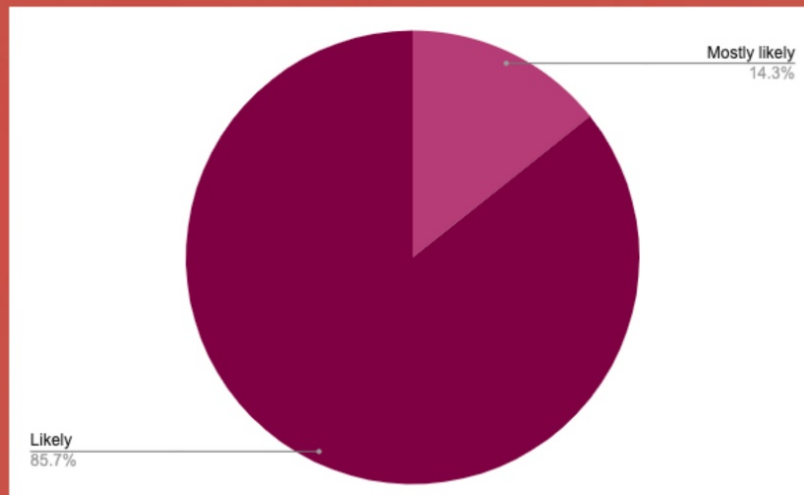


Chart 4. Willingness to Participate in the Design Competition

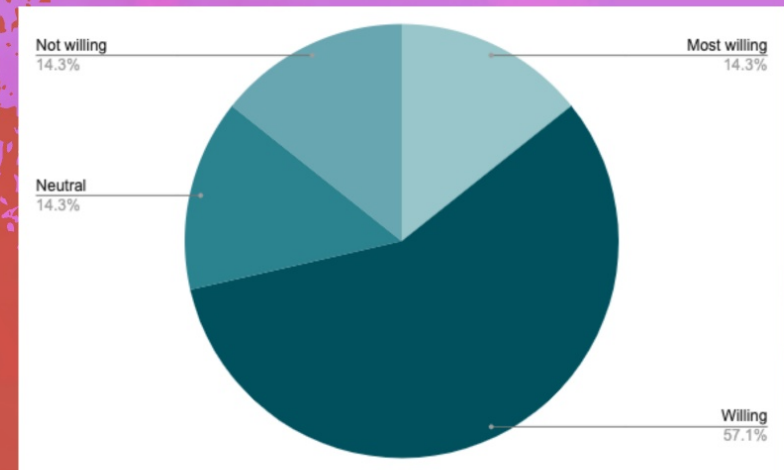
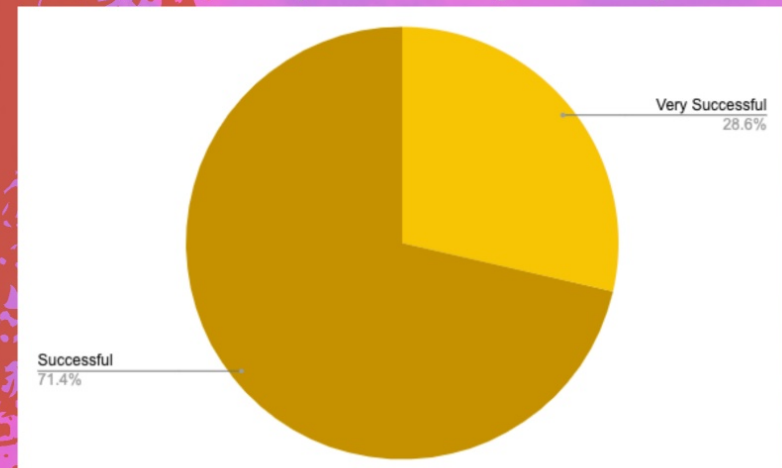


Chart 5. Degree of Success of the Competition in Raising Awareness (predictions)



FAQ

?

1

Q. How feasible do you think it'll be for us to carry out our campaign?

A. It is not possible to start a campaign in just one of the Starbucks stores; if anything, it should be applied to the whole Starbucks chain as a whole.

?

3

Q. Do you have any concerns as a manager, if the anti-plastic stickers were to be pasted on the plastic cups?

A. It is actually against our company's rules to paste a separate sticker on the Starbucks cups, so it may not work.

?

2

Q. Do you think our prize system will be effective and even helpful for the Starbucks company as well?

A. We already have an eco-bonus star system where you get a discount of 300 won for using your tumbler, so currently we don't plan to give out additional rewards.



Feasibility



- 1. COVID-19 (42 new infectees at Starbucks Paju)
- 2. Regulations at Starbucks
 - ALL or NONE
 - No Stickers
 - Cannot add prizes to existing reward system



Wrap-Up

- Future goals: We plan to apply our ideas to smaller, privately-owned cafes instead. We are also thinking of a tumbler rental system where customers can borrow and reuse tumblers.
- Possible Candidates
 - Cafe Gongmyeung
 - Bottle Factory

THANK YOU! :)

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