

IMPLEMENTATION STAGE

Testing the Prototype (Report)



Date: 14 May 2019

Time: 1:30 PM - 2:00 PM (Had to transfer indoor because of rain)

Location: QUT, Gardens Point Campus, In front of The A.M. Fraser Library

Traffic: Medium-Heavy, walking

Observations

- Group of users (all male) stopped and looked at the 'new' signs, read sign carefully while chatting but still followed, one user followed the Coffee Cup bin beside it
 - User 02 (male) carelessly disposed of soiled paper in Recycle Bin
- User 03 and 04 (female) said that the illustrations were helpful but felt the signs should be a lot bigger (same size as the original), User 04 still questioned if the dirty pizza boxes should go into the red bin since she was informed that they could still go into the yellow (See The Pizza Box Mystery and the article at <https://www.couriermail.com.au/news/queensland/brisbane-city-council-says-used-pizza-boxes-can-go-in-recycling-bin/news-story/d2a1c5bf62d876965c7cd261a12977e4>)
- User 04 (female) read signs and promptly followed



Date: 14 May 2019

Time: 2:00 PM – 3:14 PM

Location: QUT, Gardens Point Campus, Inside A.M. Fraser Library, Level 4 and 5

Traffic: Heavy, mostly seated

Observations

- User 01 (male) looked too preoccupied to read the signs when he threw his rubbish into the bin
- User 02 (female) didn't care to look and read the signs, put the chip bag in General Waste
- I asked potential User 03 (female) what she thought of the design, she said it looked like the other signs that were already up but said they looked fine
- User 04 and 05 (females) both threw something small into the General Waste bin, I couldn't identify it though but they looked like pieces of paper
- User 06 (male) threw rubbish from the opposite side where the sign was not visible
- User 07 (female) stop and looked at the signs but still threw her soda can into General Waste
- I think some students seated in the area saw me putting up the sign so they might have avoided the bins altogether because they assumed they would be observed
- A group of male users looked curiously at the signs/inspected them but did not put any rubbish into the bin
- I spoke to the cleaning lady and asked to have a look at the bin contents, the bins had a fair amount of the "correct" type of waste, there seemed to be a confusion with where to dispose of the plastic cups (should go into the yellow bin but should be cleaned)
- I spoke to my seatmate at the library, a stranger, to ask what she thought of the posted signs and she found them too small. She did commend the graphics and simple text though.

Overall Observations:

- Design only ideal for upright, front facing bins
- Not ideal for low-lying bins
- Sign needs to be a lot bigger
- Fix some contrast issues
- Matte finish on the print would be better to avoid glare