SANDRA ILIE & MAX BANKHAMER \ CITYDESIGN 2021

CORE

Content

The problem	page 3
The service	page 4
The financial concept	page 5
Branding	page 6-7
The app	page 8
Basic user flow	page 9
Onboarding process	page 10
App screens	page 11
Delivery packaging	page 12
Systemmodel	page 13
Sustainable Report	page 14
Delivery Packaging	page 15-16
The campaign	page 17-22
How-to video	page 23

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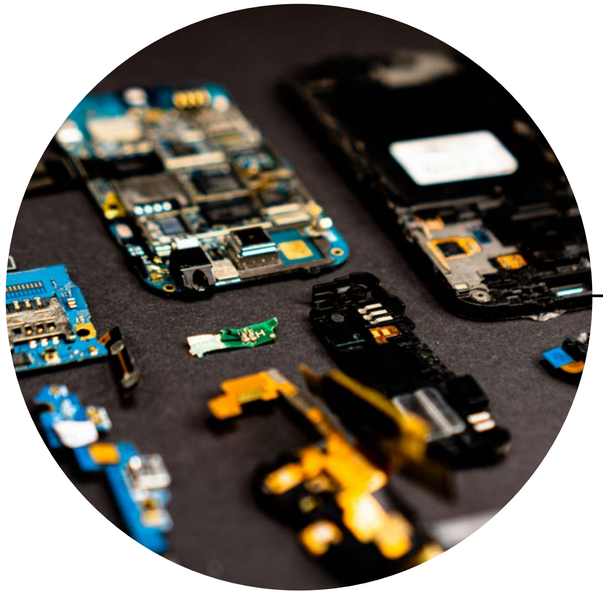
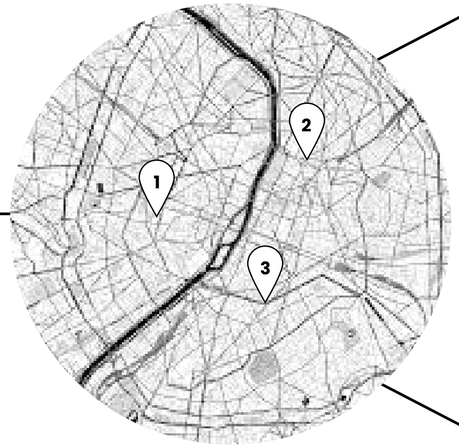
CORE

The Problem

Due to missing information and infrastructure, disposal of electronics is a serious problem in our modern world. Hoarding devices makes **valuable resources unavailable** for the industry, while wrong disposal often causes **economic harm** in the recycling industry.

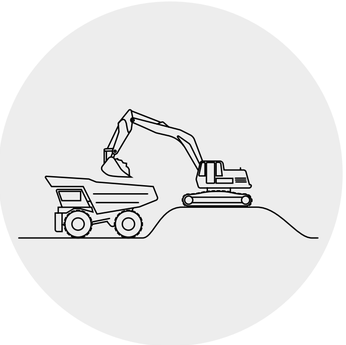


old and/or broken electronics



barely any infrastructure
for easy disposal/recycling

hoarding old and/or
broken electronics



expensive new metals have to be
mined for new resources

wrong disposal

risk of fires in garbage trucks and
recycling facilities

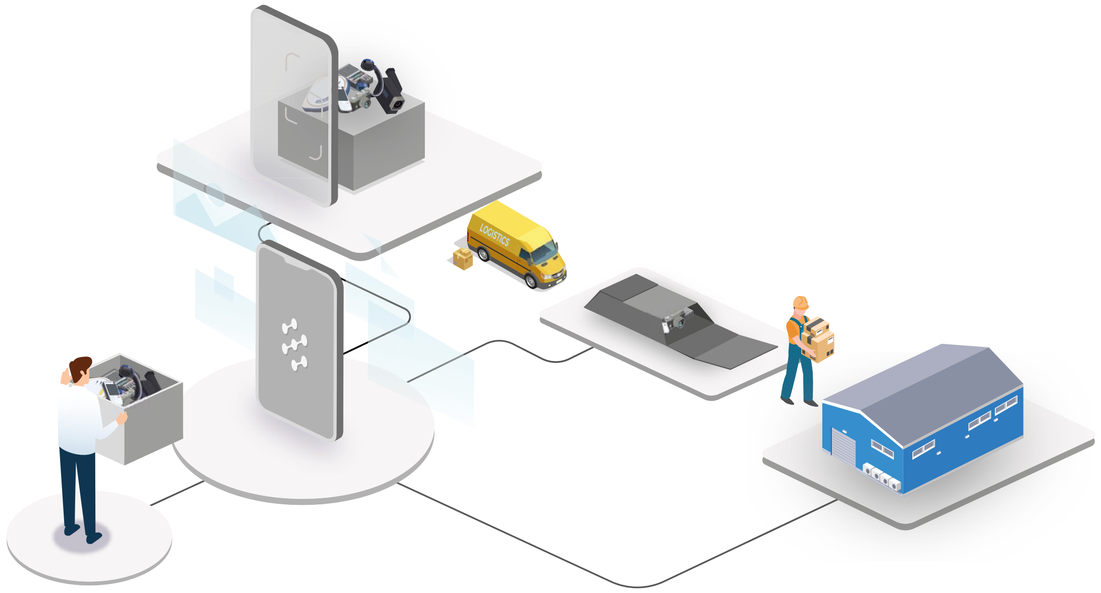
CORE

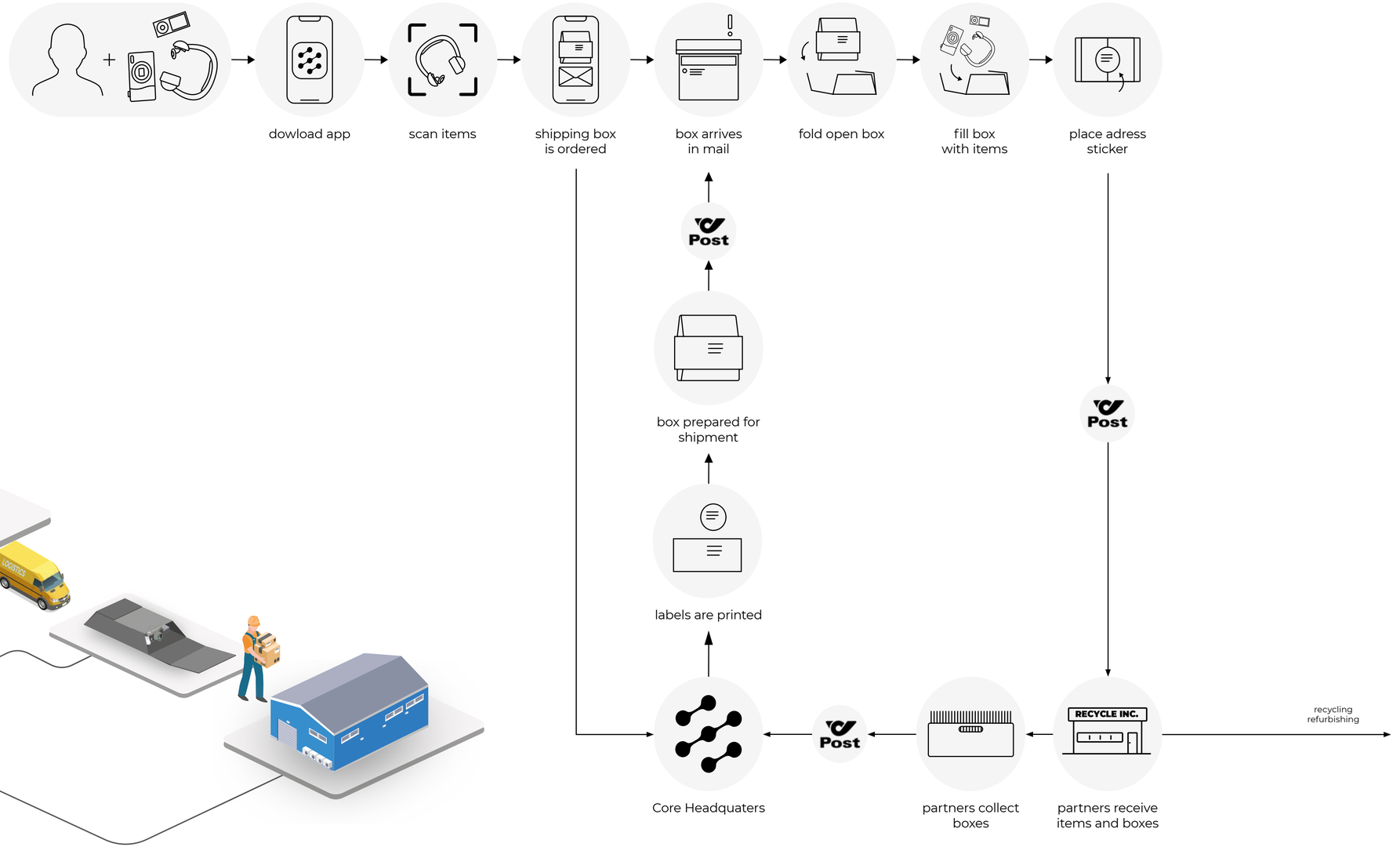
The Service

The goal of this project was to create an **easy and convenient** way for people to get rid of their old and / or broken electronics. Additionally the user should have **benefits** in the form of (emotional) value.

At the same time, **sustainability and efficiency** played a big role in the development.

The user can simply scan items with the mobile app. A packaging is **shipped to the user´s home**. After packing all the items in the box and putting the return sticker on it, the box the goes to a **partner company** for recycling or refurbishment. Afterwards, the boxes go back into the shipping cycle.

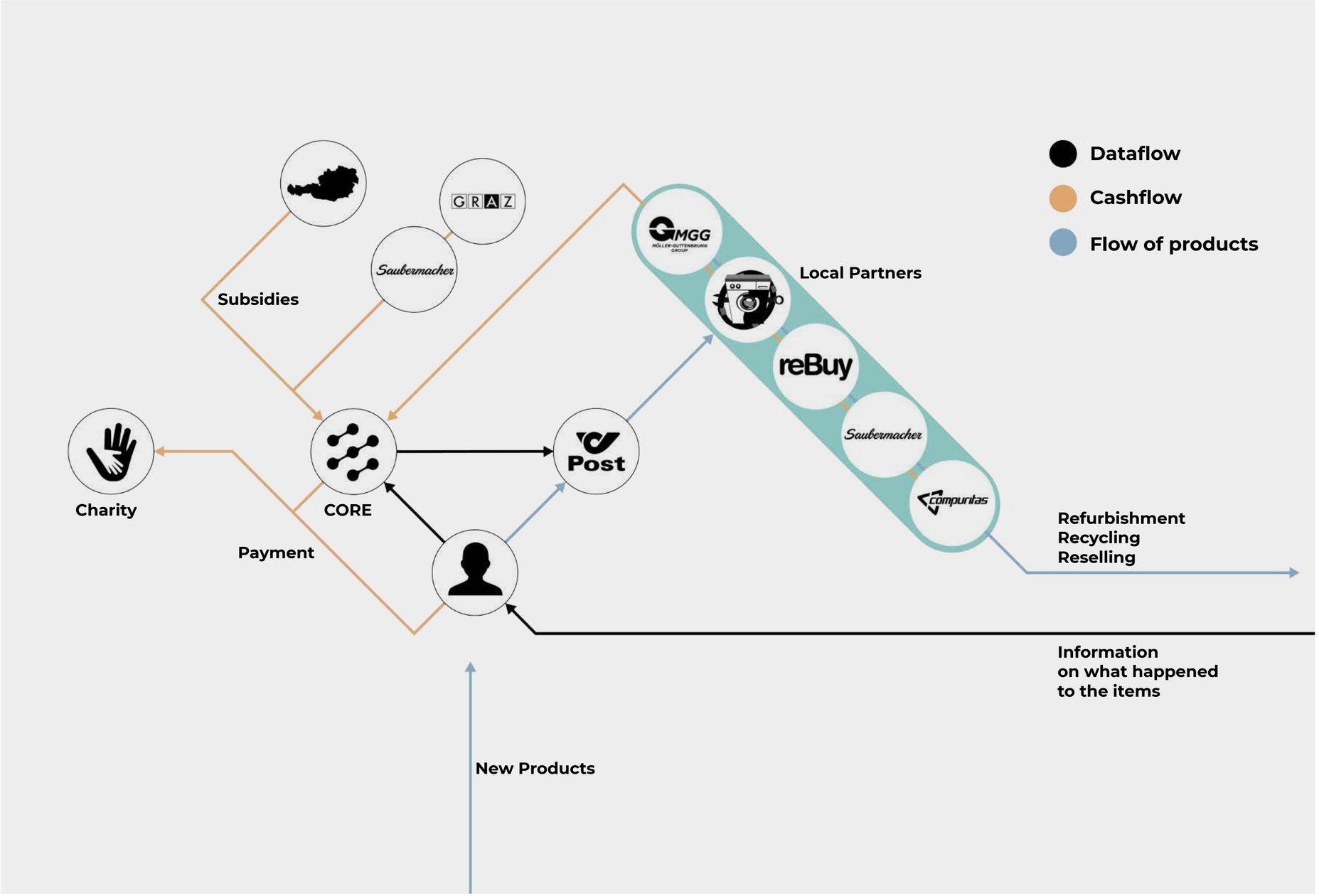




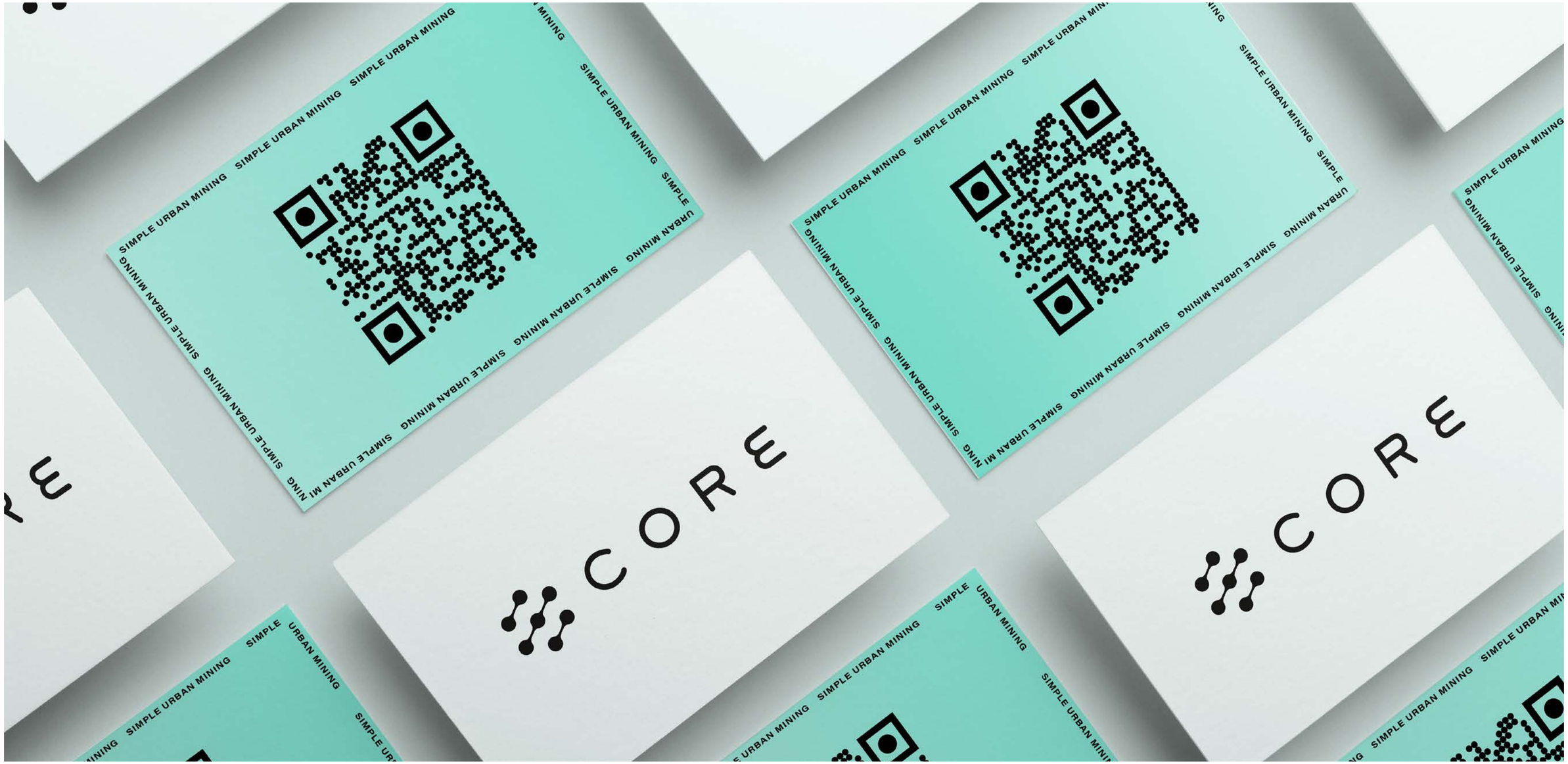
The Financial Concept

Partner companies of the CORE service can choose their preferred amount and type of electronic devices offered by the CORE community. The revenue either goes straight back to the user or can be donated to charity.

The service itself is financed by the fees companies pay for their custom supply of electronic waste devices. Additionally, subsidies from the federation as well as cities benefitting from a better waste situation are a source of income.

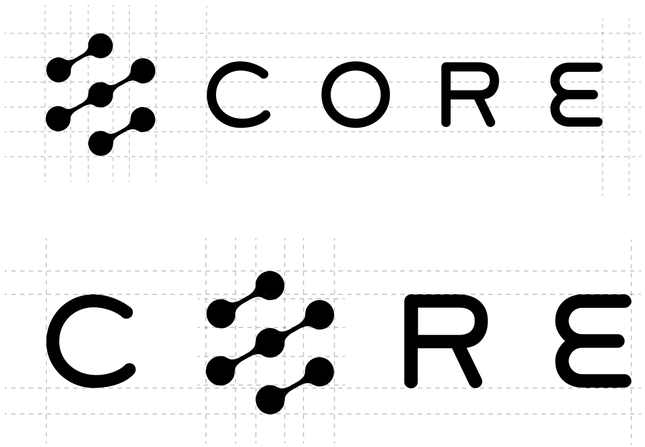


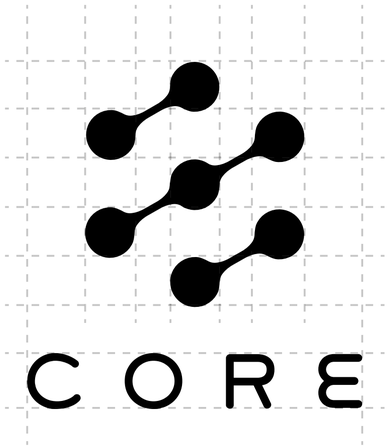
Brand Development



Developing a brand

The name of the brand is a combination of the word city, a place with enormous amounts of hidden resources, and the word ore, the resource of which metals are won the typical way. The logo of CORE indicates the technological aspects of the platform and is reminiscent of the typical patterns found on circuit boards.





FONT	MESSAGE
MONTSERRAT BOLD	**SIMPLE URBAN MINING**
MONTSERRAT MEDIUM	To make the return of the valuable raw materials in electronic equipment as simple, logical and fast as possible for the customer, and thus to create a basis for sustainable management with electronic products.

#8bb2d0R #bae8fc #91d8d2 #ffc97d #efb372

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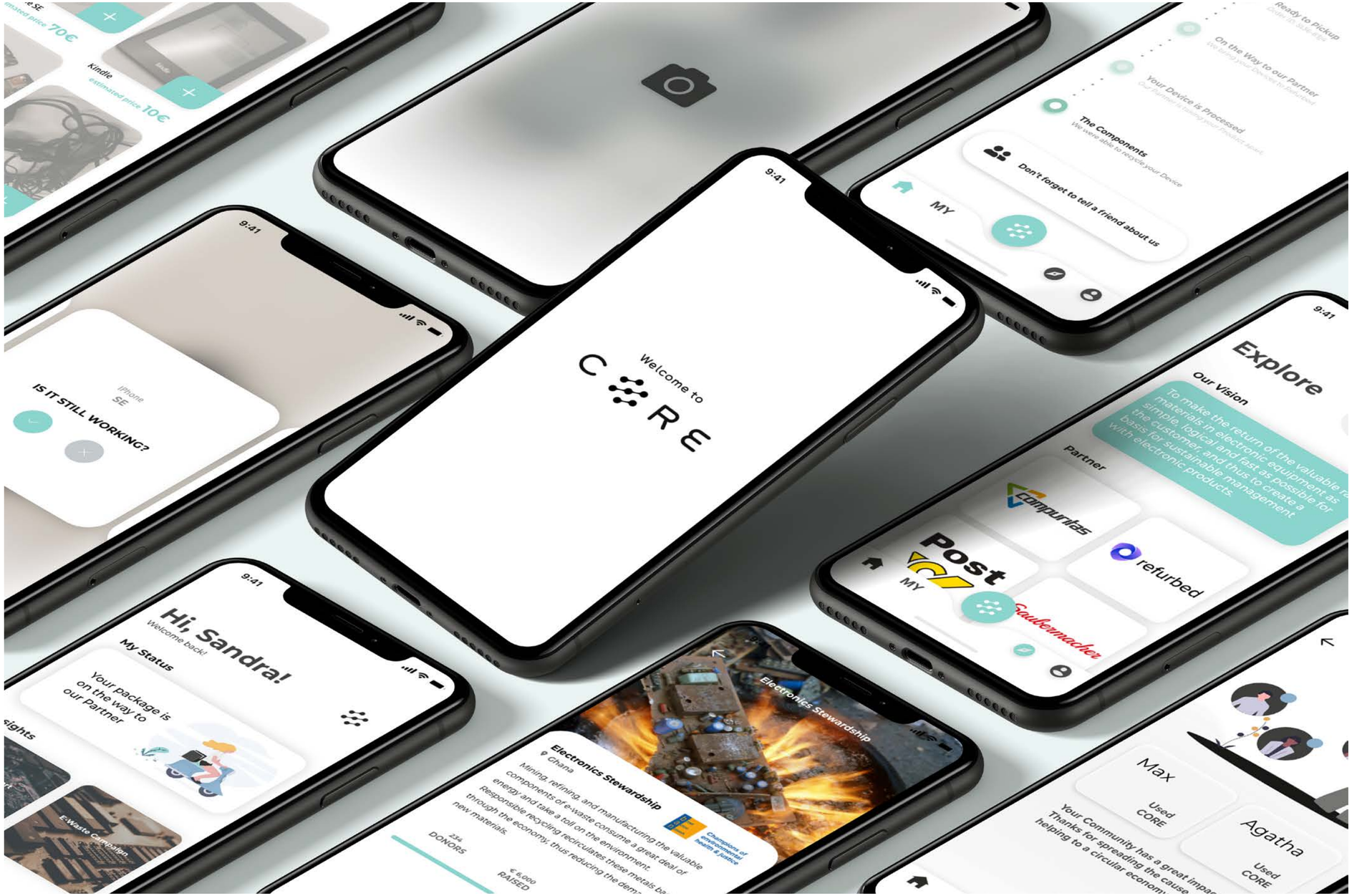
Link between Customer and CORE

The main feature of the app is the scan process. Additionally, the software provides the user with topic-related information.



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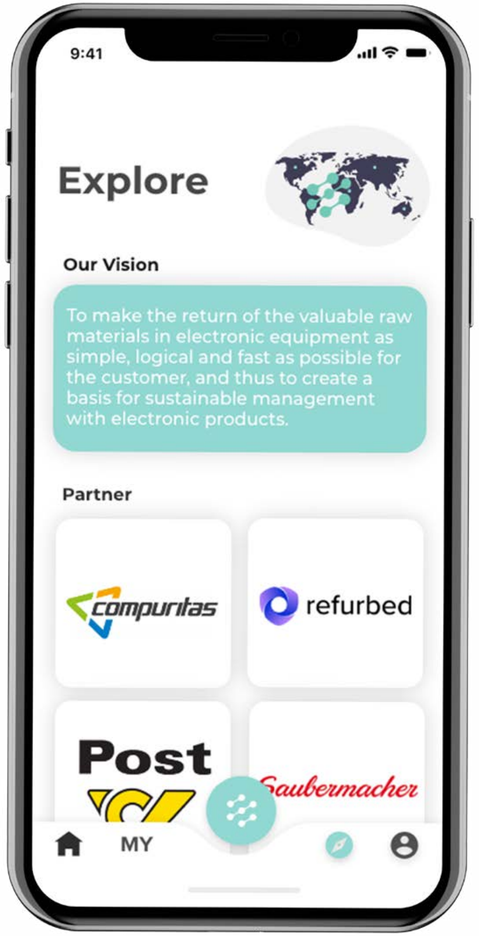
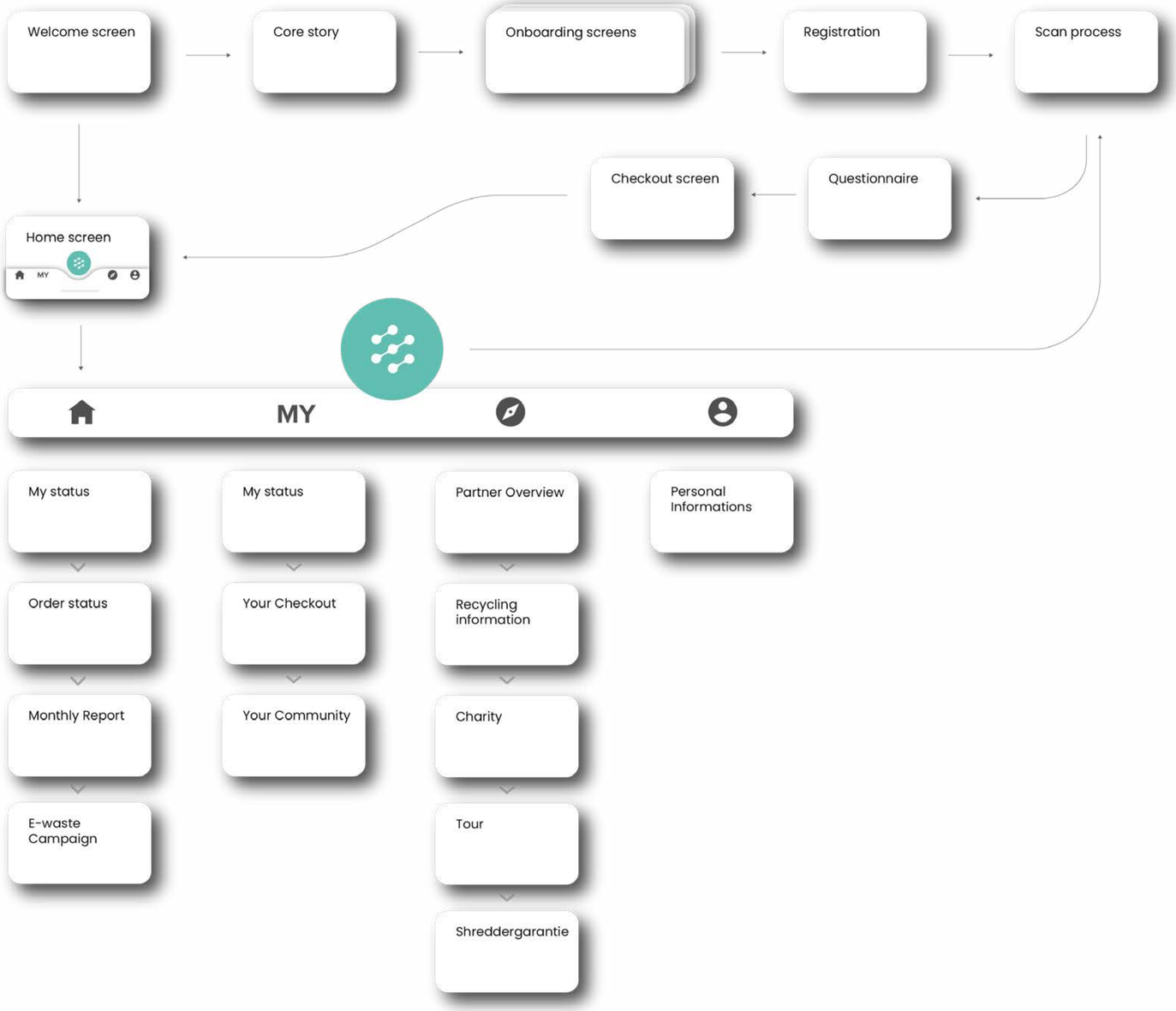
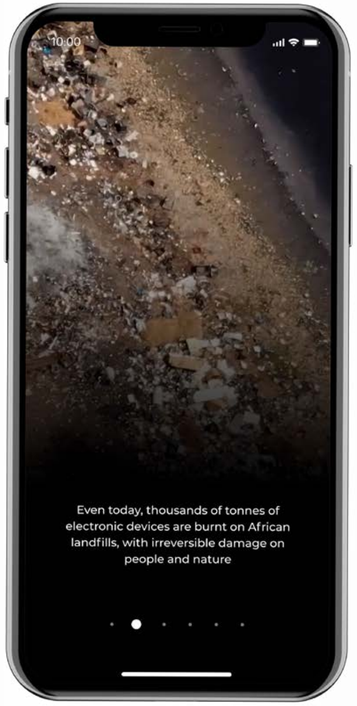
Basic User Flow





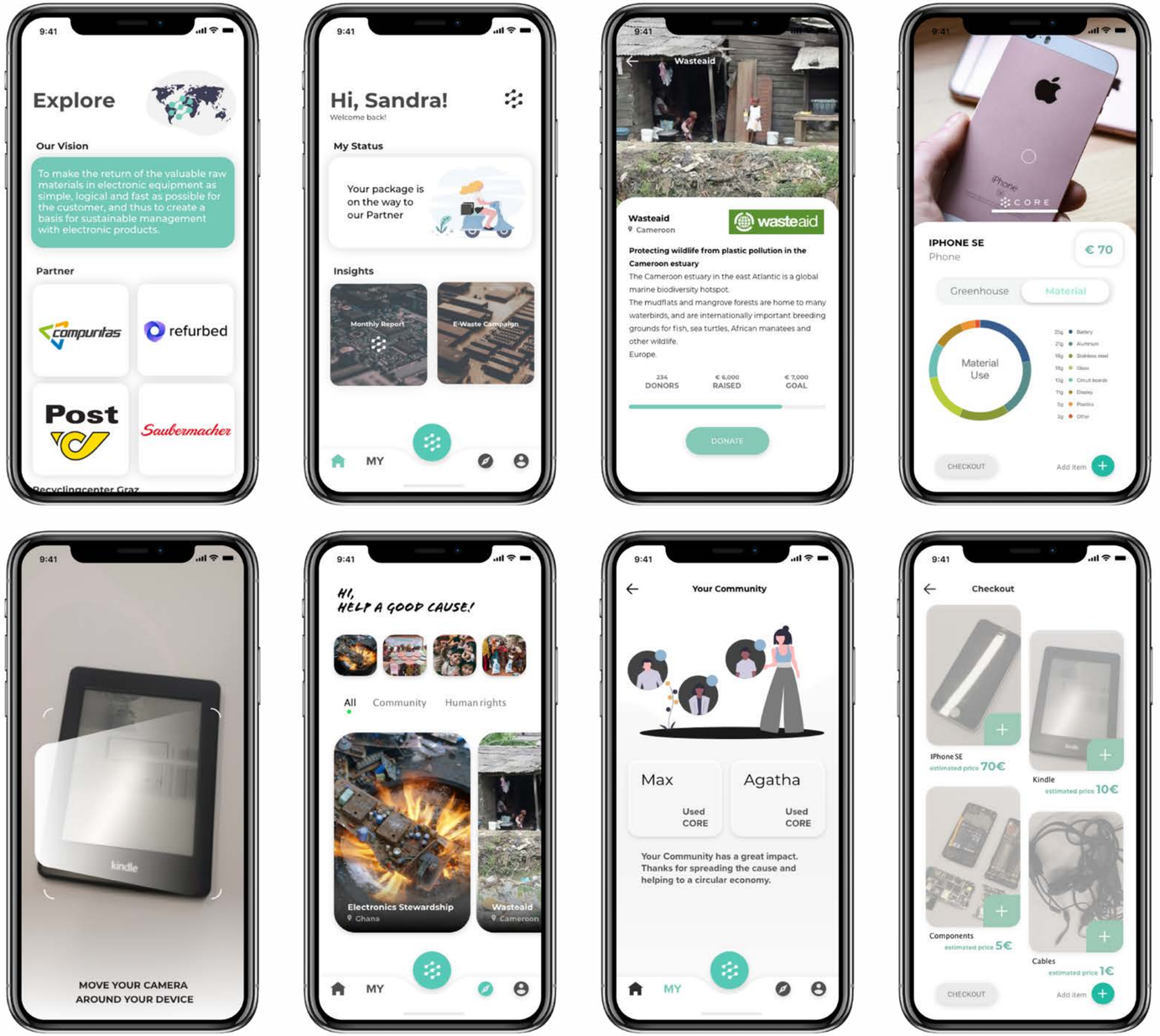
Onboarding process

During the onboarding process the overall issue of electronic waste is delivered via video snippets and explanatory text.



App screens

Revenue created trough CORE can be directly donated by the user to various charity organisations. While some uncover **illegal trading** of e-waste, others fight against the working conditions on **african landfills**.



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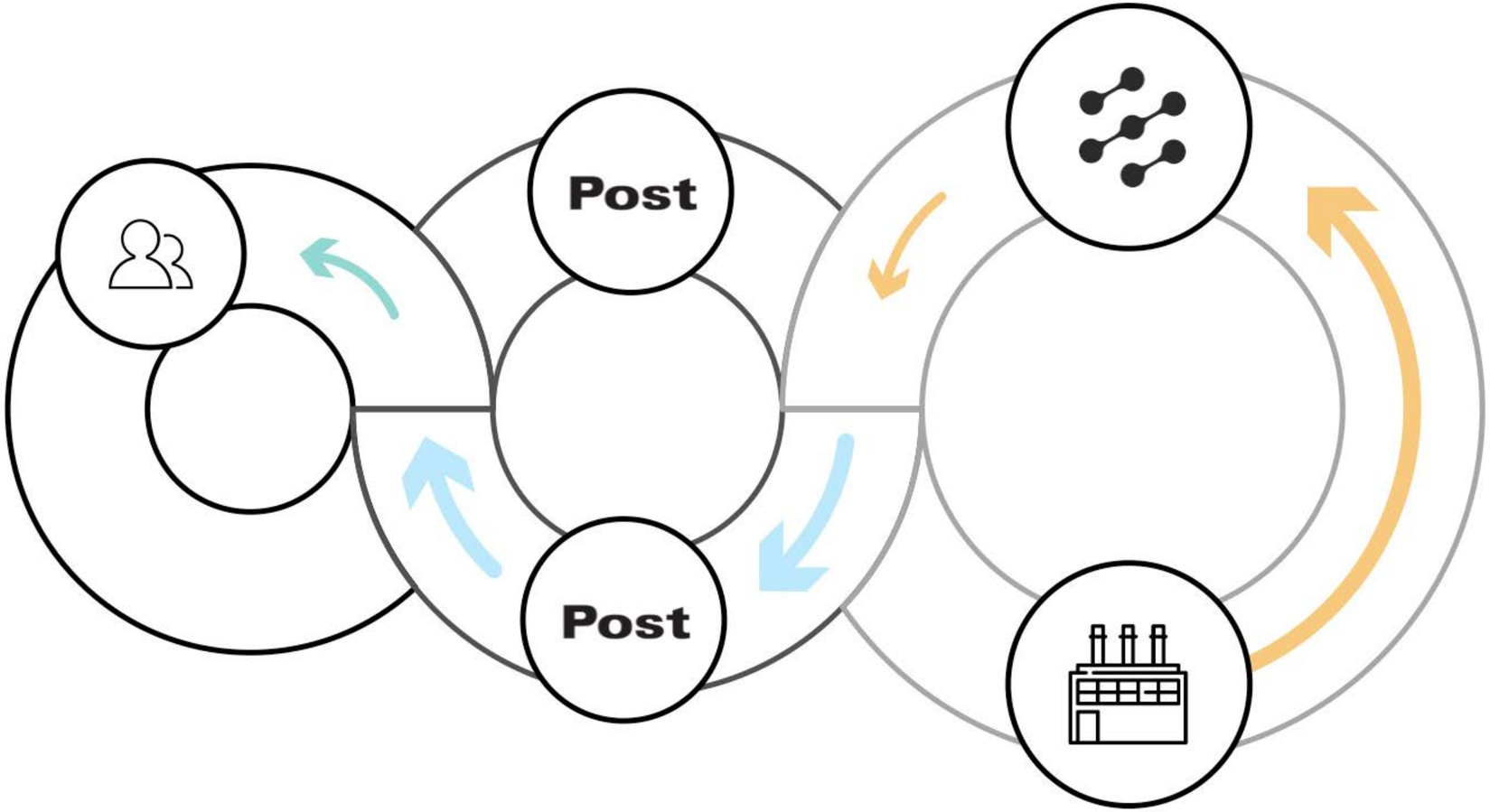
Delivery Packaging

CORE

Systemmodel



1 We do not send “air”

It harms the environment, impedes shipping and generates large storage costs

2 Flat fit into the postbox

Our package is supposed to reach you even when you're not home.

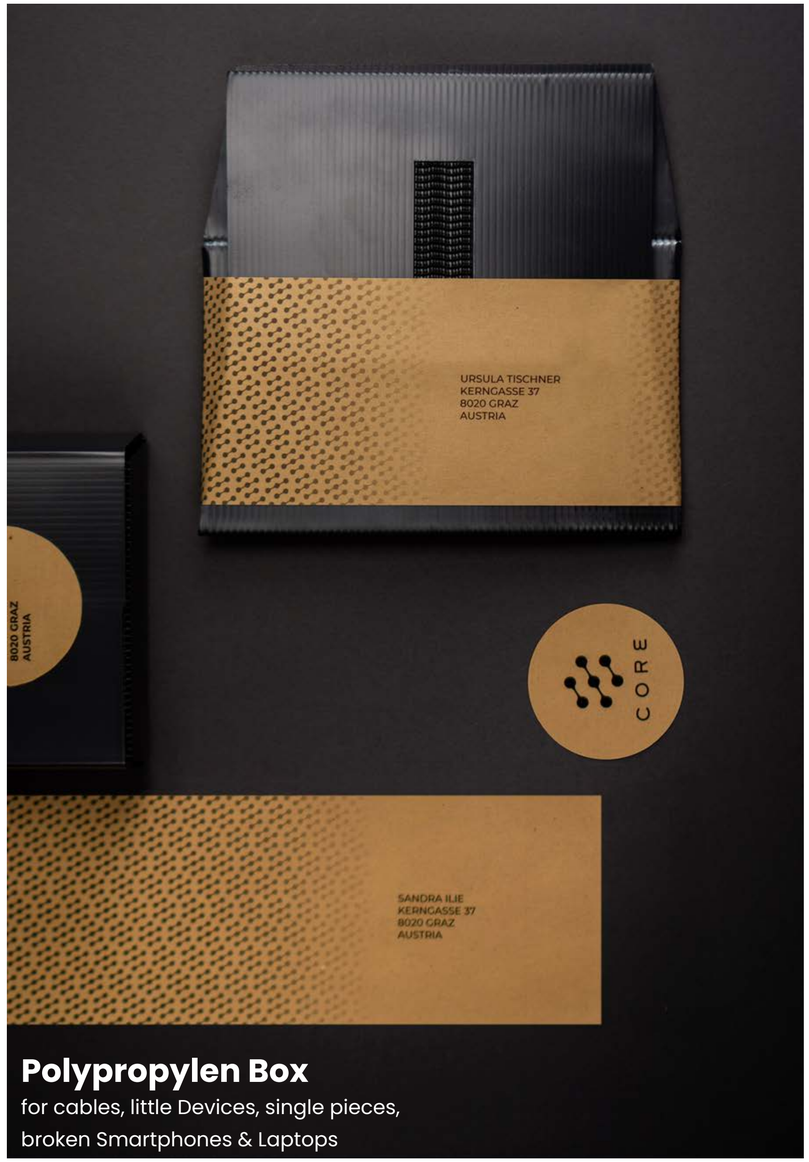
3 Sustainable

The simpler the design and materiality, the easier it is to use

Sustainable Report

Ecological Report

	Cardboard folding box	PP folding box
Impacts functional uni **mPts/func uni**	**0.26**	**0.053**
CO2 eq. kg/ functional uni	**0.39**	**0.77**
Performance improvementt from referenc **mPts**		**+0.21**
Units of svc delivered **Svc. Units**		**+80%**



Polypropylen Box
for cables, little Devices, single pieces, broken Smartphones & Laptops

Paperfoam Box
for working Smartphones, Tablets and Laptops

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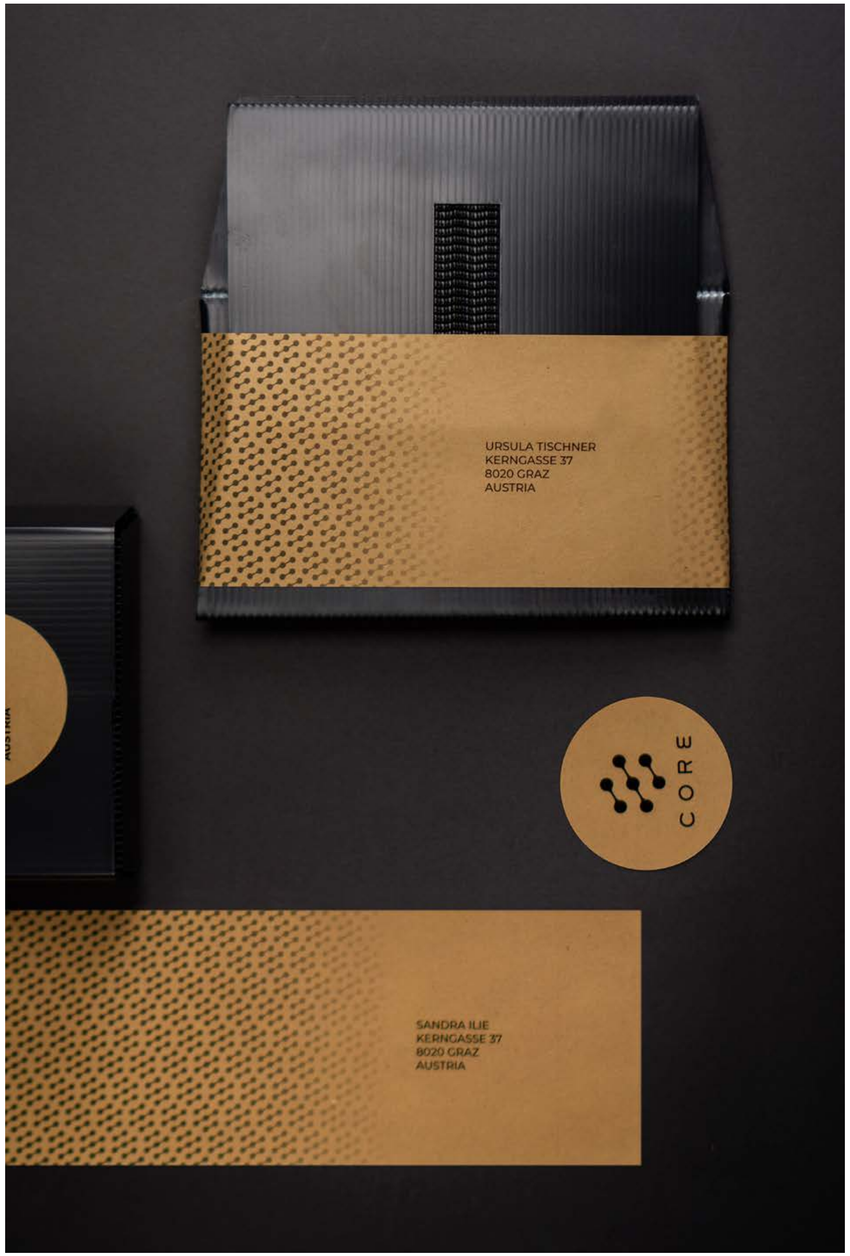
Delivery Packaging

The *CORE Folding Box* is intended to be reused for up to 10 shipments. For a **quick and easy delivery**, it fits into any standard mailbox.

In a circulating system the **use of polypropylen** as the main material for the boxes proofed to be more sustainable than cardboard.



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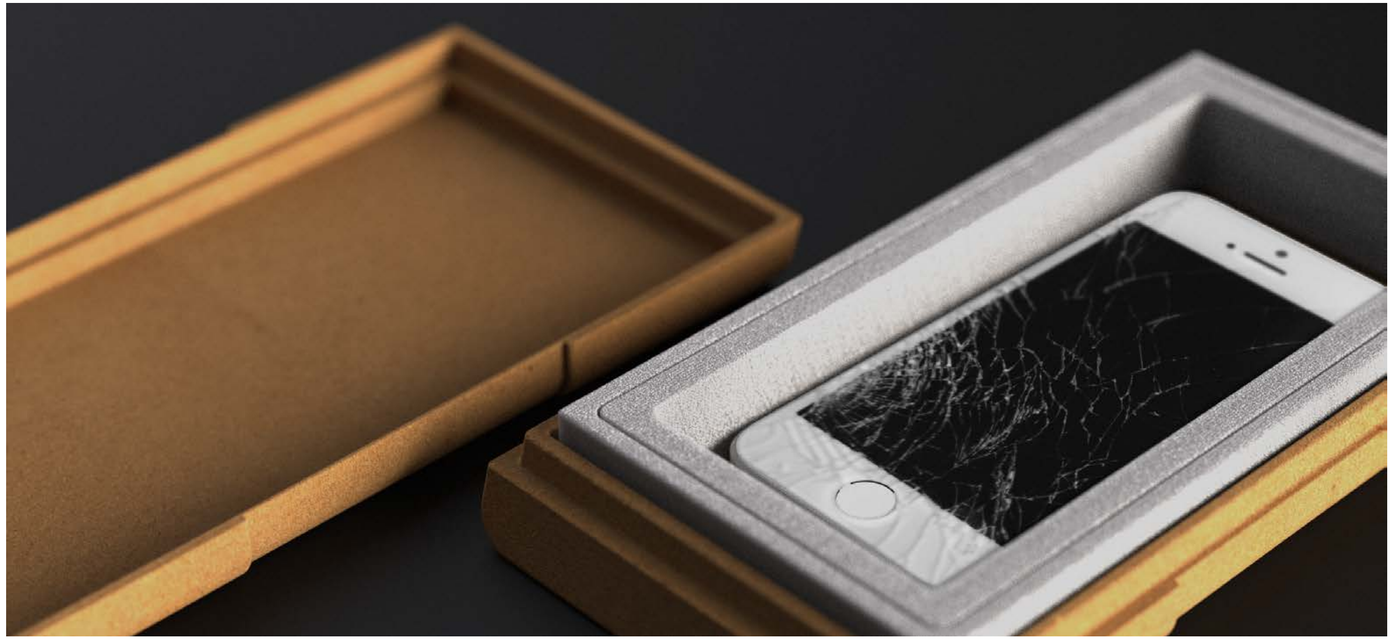
Delivery Packaging

For essential protection of smartphones and tablets, an **injection molded** paperfoam box is used for shipment.



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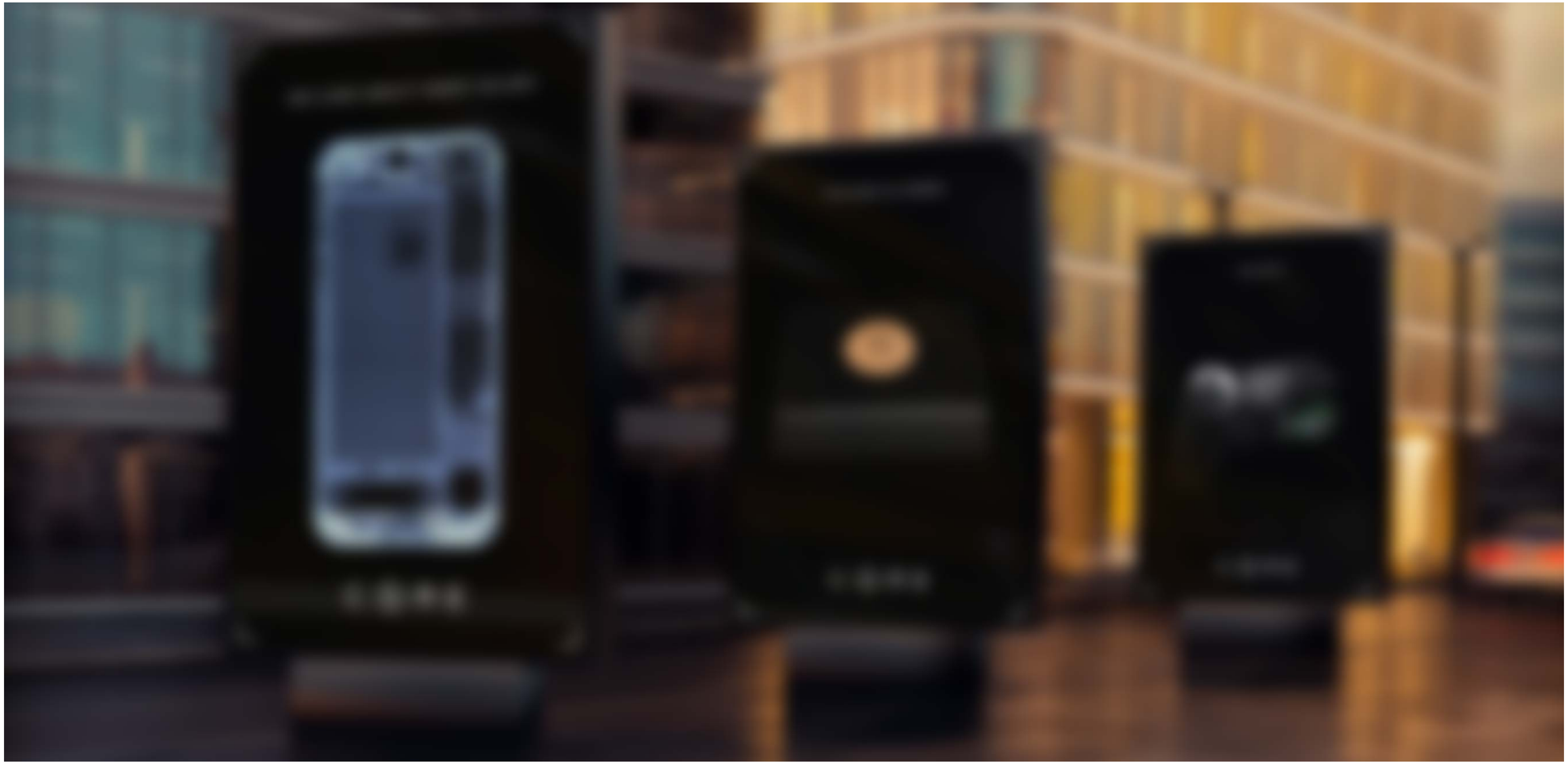
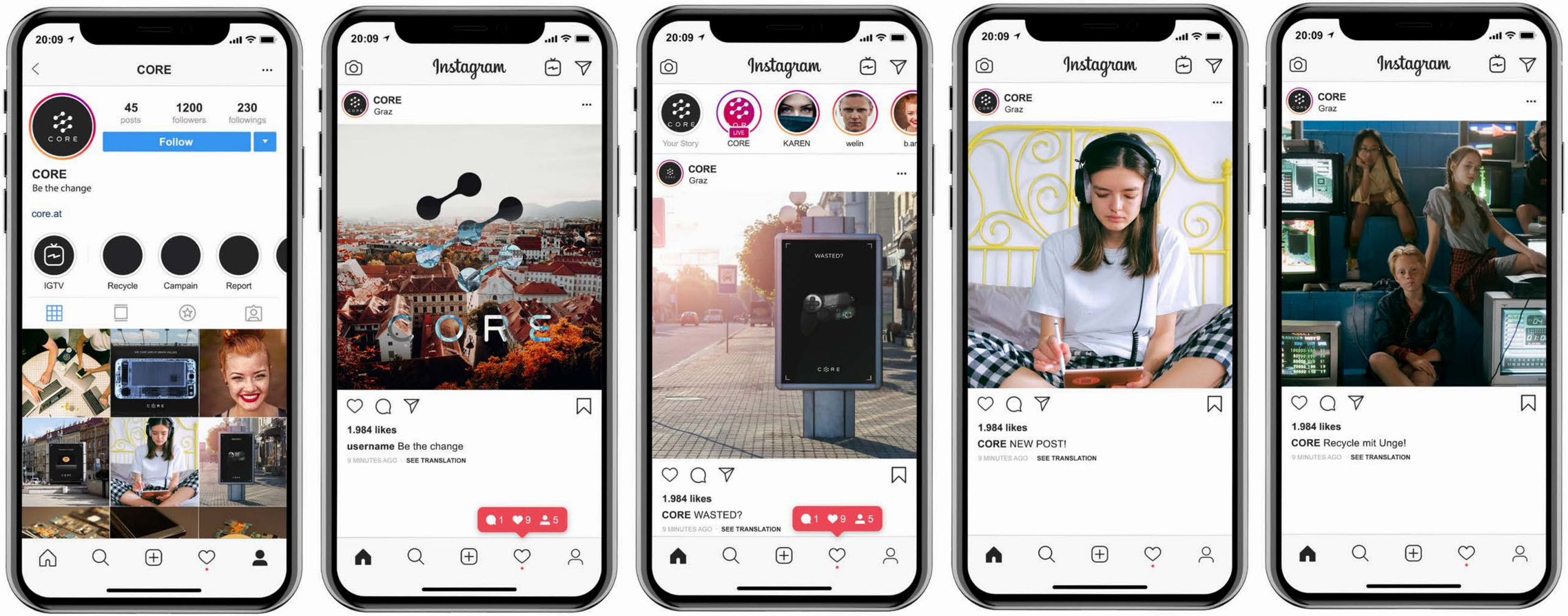
Campaign



Influencer Marketing

To adress a young audience a social media presence in collaboration with widely known influencers is considered.



Campaign

CORE

Campaign

CORE

Campaign

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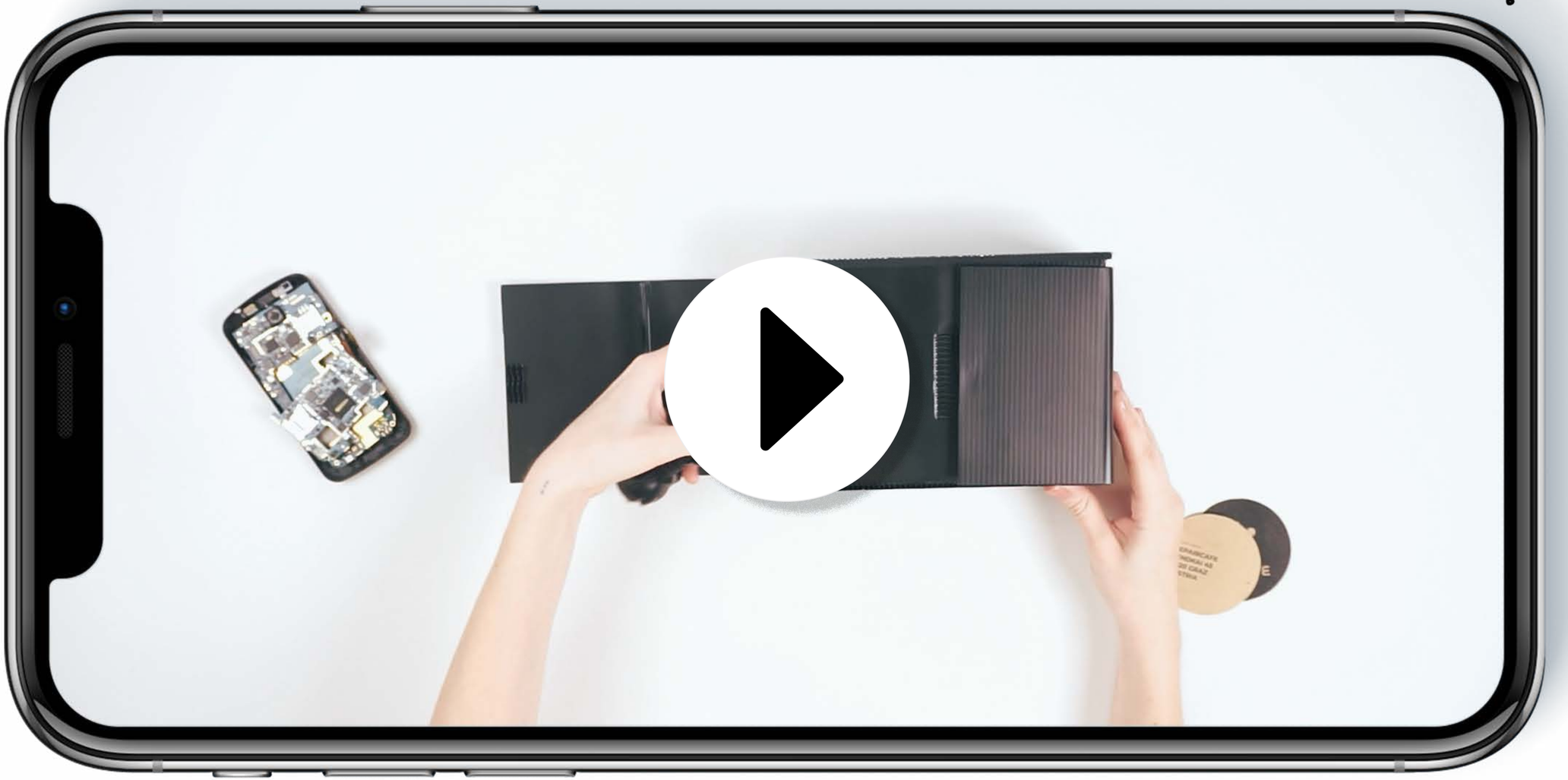
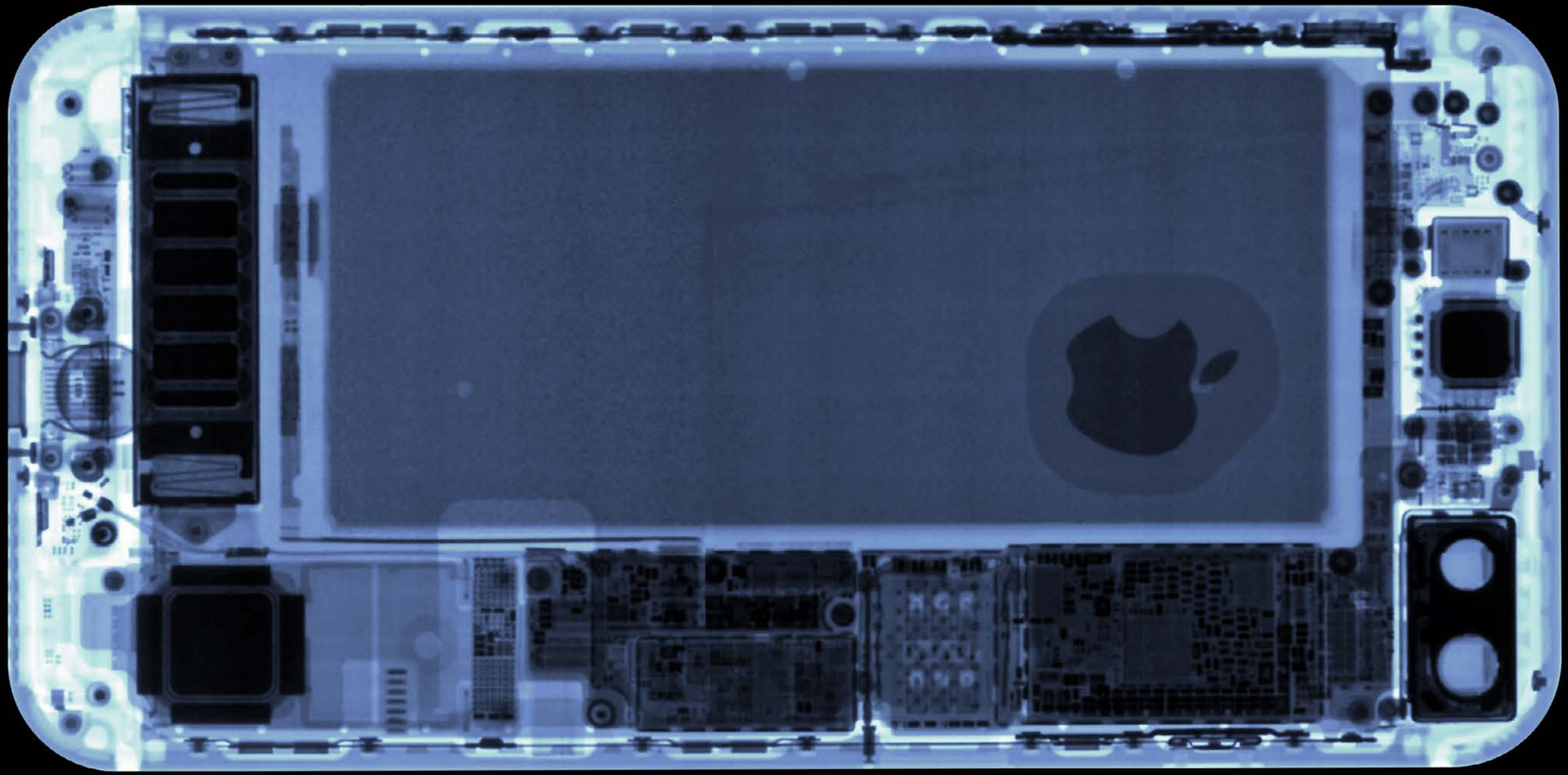
Campaign

How-to Video



WE CARE ABOUT INNER VALUES



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