

# 08

## APPENDICES

### APPENDIX A PILOT QUESTIONNAIRE

It's important to test the questionnaire using a pilot test to see whether all the questions are comprehensible if there are any ambiguities, and if there are any technical and logic problems of the online platform. The chosen platform is 'typeform'. It's an online platform which has many great features. It also provides a visual way of analyzing the gathered information.

Questionnaire version one:

Four participants participated in the pilot test. They are one Dfl student, one former IDE student, one former IDE student and a UX designer.

Some key feedbacks are:

1. The order of some questions should be adjusted a bit so the participant will be more into the context after answering some previous questions.
2. Giving a metaphor should not be obligatory, could be optional.
3. People have different ways of dealing different devices; thus, that question (question number) ought to be multi-answers.
4. Some questions type should change from 'short text' to 'long text' to enable a new paragraph.

5. The difference between 'end-of-life' and 'EOU' is not that distinguishing. Should make it clearer.

6. some logic problems of questions

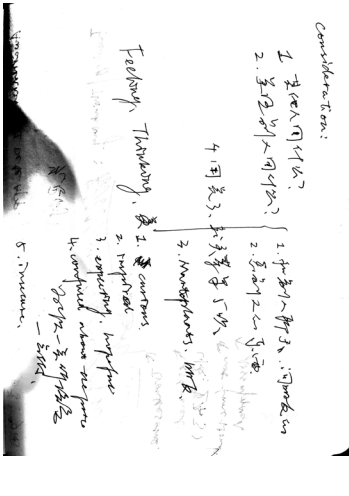
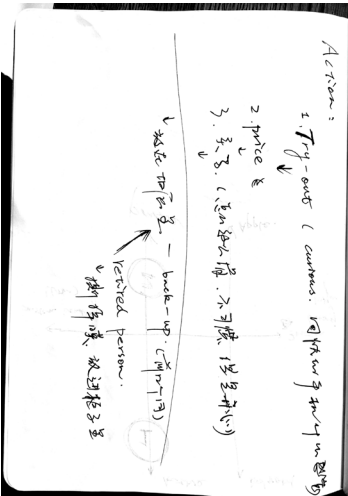
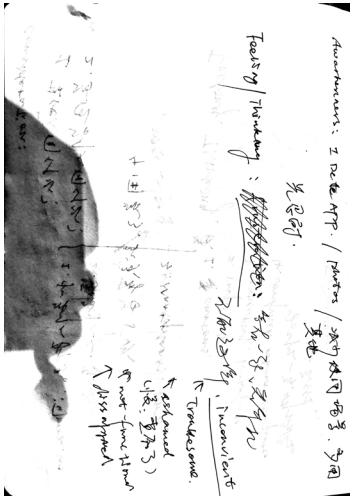
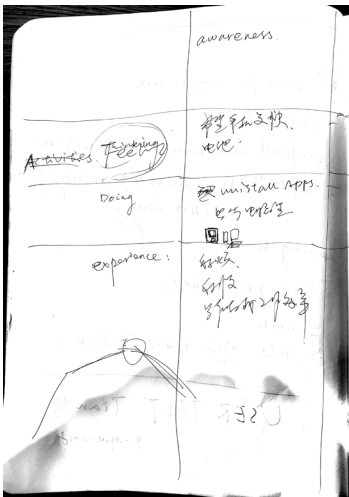
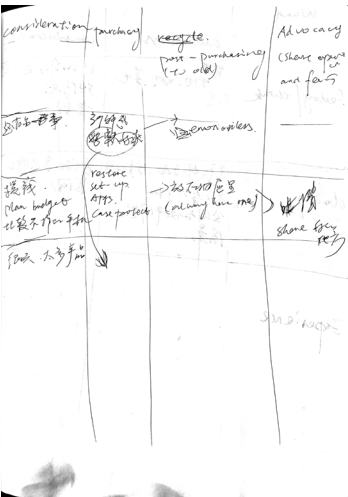
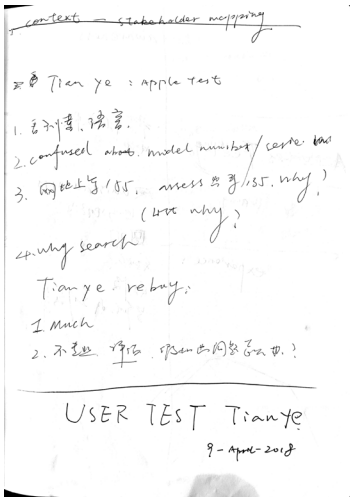
7. ask about the experiences of other recycling services

Based on these feedbacks, a second questionnaire was made.

Questionnaire version 1: <https://renjingwei.typeform.com/to/LyFtZa>

Questionnaire final version: <https://renjingwei.typeform.com/to/BGRvO5>

APPENDIX B INTERVIEW NOTES



APPENDIX C CO-CREATION SCHEDULE

Time: 19:45-21:45. Location: home

Participants: Ferhat, from Postphoned. Alvin, from Postphoned. Natalie. IPD graduate. Rosanne, Dfl graduate. Bob, Dfl graduate. Andreas, Dfl graduate. Jingwei, graduation student.

Materials: stickers, pens, fruit, drinks, snacks, coffee, tea, soda, legos.

Try not to think about utility, importance, feasibility and the like, and do not make critical remarks, this rule should lead to many and unexpected associations. You can express any ideas you think of, the wilder, the better.

1+1=3 come up with better ideas by building upon the ideas of others

6-5-3 method: 6 participants take 5 minutes to generate 3 ideas and pass them around.

6\*3\*5=90 ideas in 25 mins

Withhold judgement, encourage “wild” ideas, quantity not quality and build on other ideas. During the session, different

0. Ice breaker. Self-introduction and an energizer game. 5mins

1. Understand the background information, initial statement is ‘used phones mostly stay in the drawer but not in recycle loop’.

-What are the first reason that you can think of? 7mins

-Cluster the stickers on the wall 5 mins

-Vote on top 5 reasons 5 mins

2. Introduce other background information 10 mins

Personas, service safaris, customer journey and conclusions.

3. How-to questions:

3.1 How to create the awareness of recycling(trade-in) in general?

5 mins

5 mins criminal intent

5 mins

4 mins

# APPENDIX D INTERMEDIATE EVALUATION

Scanned evaluation form

3.2 How to make the recycling(trade-in) effortless?

4 mins

4 mins criminal intent

4 mins

4 mins

3.3 How to build up the trust in a recycle(trade-in) service?

4 mins

4 mins criminal intent

4 mins

4 mins

3.4 Recycle(trade-in) mobile phone is a low-frequency activity, how to make this service more frequently used by people?

5 mins

5 mins

5 mins

5 mins

3.5 Old phones have little value for refurbishment, how to

attract these phone users to user the service?

4 mins

4 mins criminal intent

4 mins

4 mins

3.6 How to make people recycle(trade-in) their mobile phones earlier?

4 mins

4 mins criminal intent

4 mins

4 mins

Trade-in service

Please give a score to each of the questions.

|  | totally disagree | 1 | 2 | 3 | 4 | 5 | 6 | 7 | totally agree |
|--|------------------|---|---|---|---|---|---|---|---------------|
| 1. Service features are clear to you.          |                  |   |   |   |   |   |   |   |               |
| 2. The entire trade-in process is seamless.    |                  |   |   |   |   |   |   |   |               |
| 3. Do you feel supportive from Apple?          |                  |   |   |   |   |   |   |   |               |
| 4. Is it easy of use?                          |                  |   |   |   |   |   |   |   |               |
| 5. Is the whole process effortless for you?    |                  |   |   |   |   |   |   |   |               |
| 6. Do you feel confident in using the service? |                  |   |   |   |   |   |   |   |               |

What do you like of the digital and physical design?

What do you dislike of the digital and physical design?

What other features do you think can be improved or added?

Trade-in service

Please give a score to each of the questions.

|  | totally disagree | 1 | 2 | 3 | 4 | 5 | 6 | 7 | totally agree |
|--|------------------|---|---|---|---|---|---|---|---------------|
| 1. Service features are clear to you.          |                  |   |   |   |   |   |   |   |               |
| 2. The entire trade-in process is seamless.    |                  |   |   |   |   |   |   |   |               |
| 3. Do you feel supportive from Apple?          |                  |   |   |   |   |   |   |   |               |
| 4. Is it easy of use?                          |                  |   |   |   |   |   |   |   |               |
| 5. Is the whole process effortless for you?    |                  |   |   |   |   |   |   |   |               |
| 6. Do you feel confident in using the service? |                  |   |   |   |   |   |   |   |               |

What do you like of the digital and physical design?

What do you dislike of the digital and physical design?

What other features do you think can be improved or added?