



SAN FRANCISCO CHINATOWN ASSOCIATION

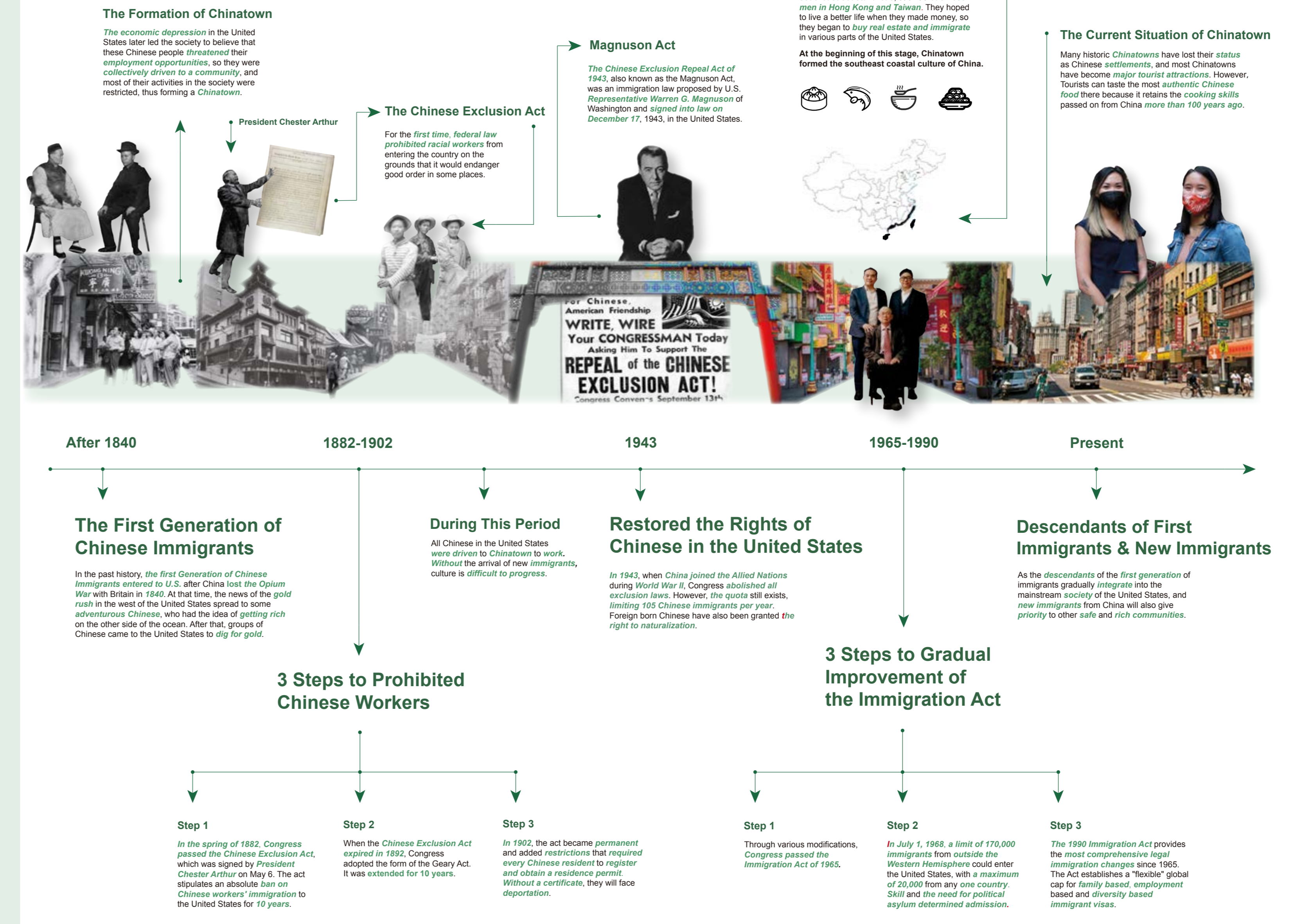
Service Design | UX Design | Visual Communication

Through *observation and analysis* of its *current CCDC's management* organization for *the Chinatown in San Francisco*, the service system for *environmental protection and waste classification* that *needs to be improved* is concluded and targeted toward *three groups of people* who carry out daily activities in Chinatown: *workers, residents and tourists*. According to their *different pain points*, these groups will be warned, educated, volunteered and invested in projects to *improve the environment* of Chinatown. My *core purpose* is to improve the *health environment* of the community and the *quality of life of the residents* through an *efficient community service system*, and to *create a tourist area and promote the economy* of Chinatown to develop other aspects, thus *forming a virtuous circle*. My service design output mainly includes *visual recognition* and *website and applications*.



BACKGROUND INFO

History of Chinatown in US



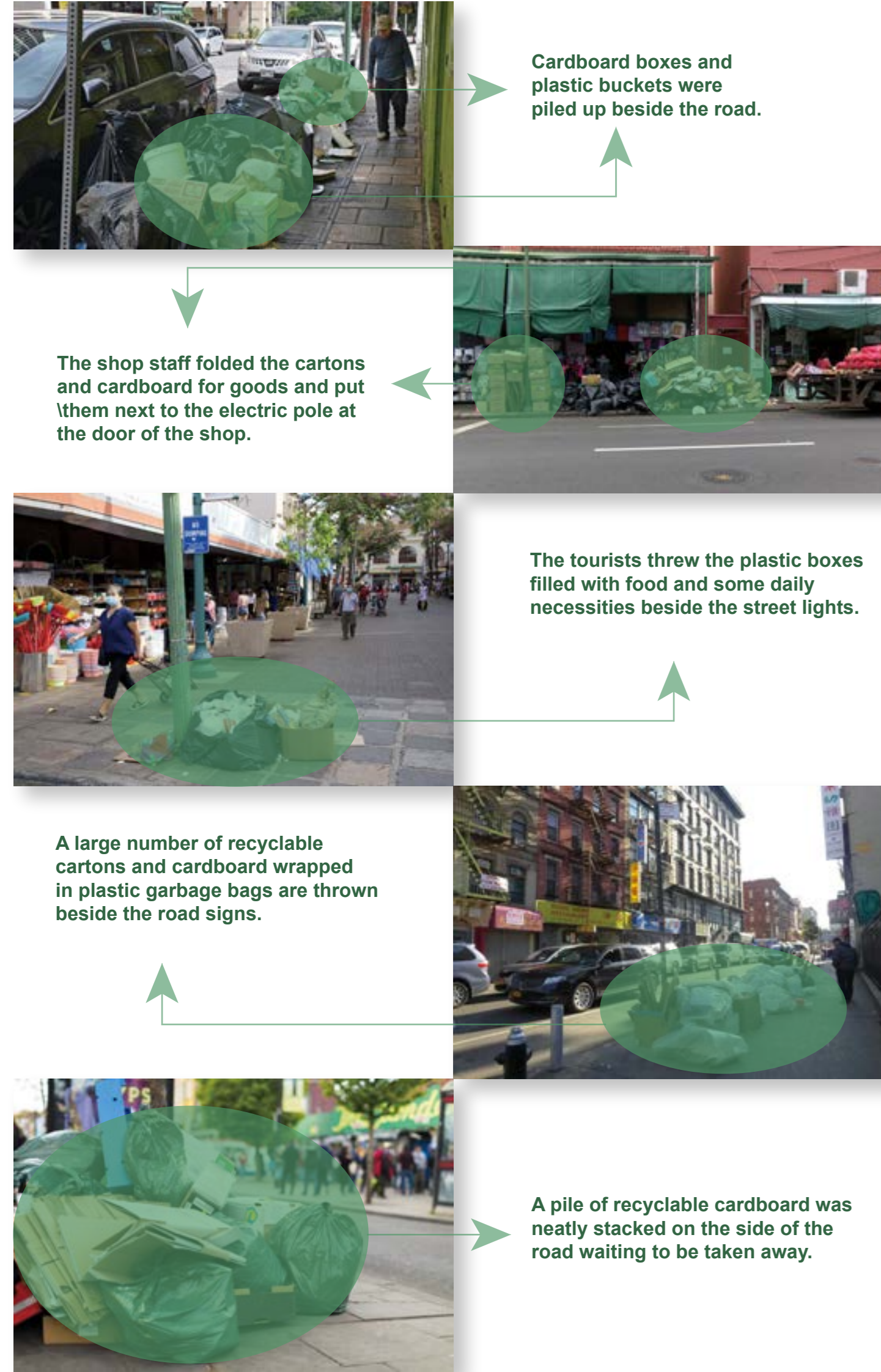
SPECIFIC COMPOSITION STATISTICS OF CHINATOWN



Conclusion

Through research, the race of Chinatown is mainly Asian, their overall education, and their income is not particularly high. Most of the people who still live in Chinatown are old immigrants (1968-1990). There were few opportunities to contact the mainstream society of the United States when immigrating in the past, and there were also few opportunities to contact the follow-up new Chinese immigrants now. Therefore, their thought, behavior and culture stay in China before the economic development.

STREET GARBAGE IN CHINATOWN



Cardboard boxes and plastic buckets were piled up beside the road.

The shop staff folded the cartons and cardboard for goods and put them next to the electric pole at the door of the shop.

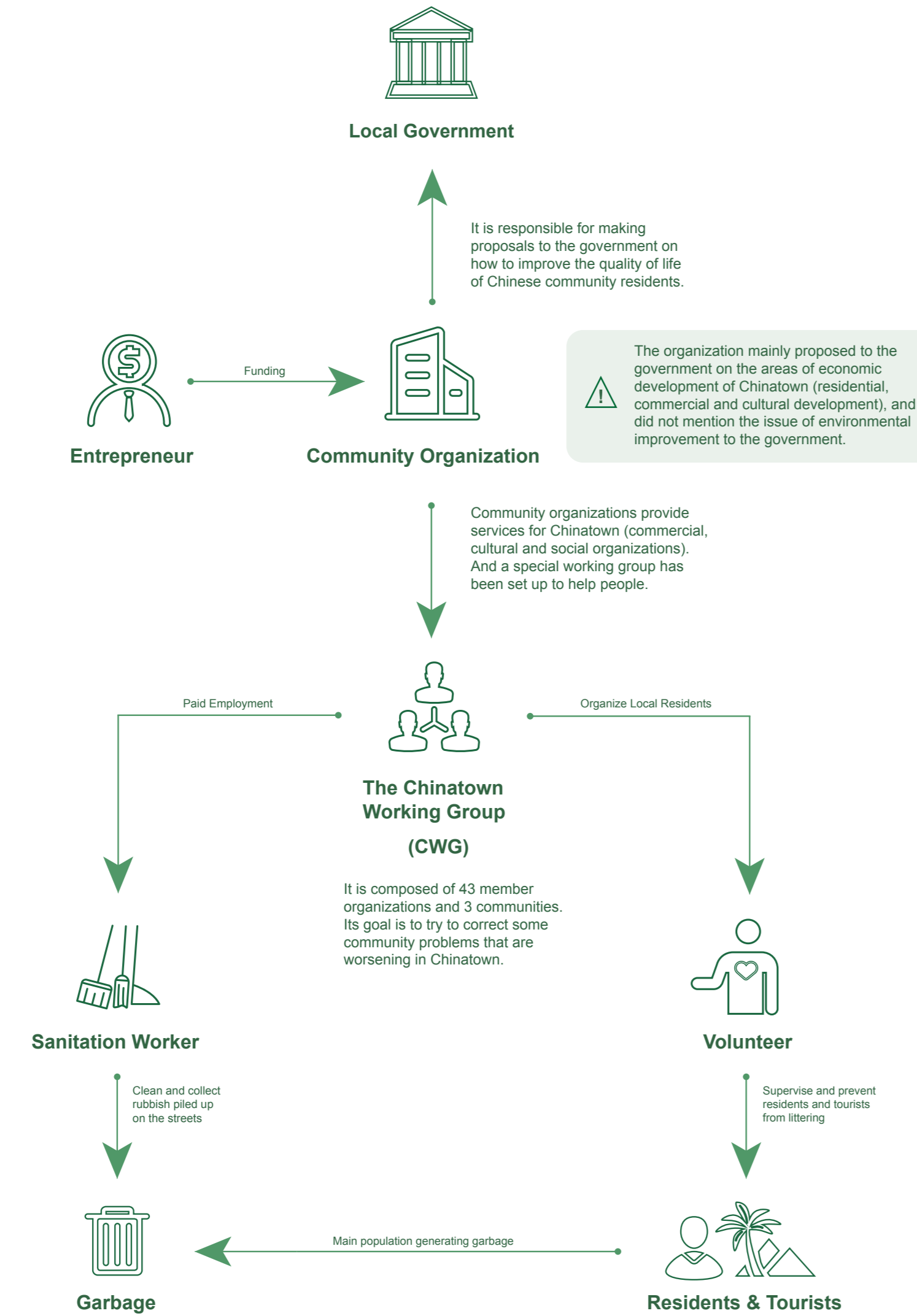
The tourists threw the plastic boxes filled with food and some daily necessities beside the street lights.

A large number of recyclable cartons and cardboard wrapped in plastic garbage bags are thrown beside the road signs.

A pile of recyclable cardboard was neatly stacked on the side of the road waiting to be taken away.

These pictures show that most of the garbage in Chinatown in the United States is used to pack goods in cartons, cardboard and some recyclable plastics. These garbage are piled up in front of shops or on the street. Moreover, no garbage cans were observed around these stacked garbage.

GARBAGE DISPOSAL MANAGEMENT SYSTEM



Assessment and Summary

1. The system responsible for waste cleaning management is a private organization.
2. This organization lacks fixed capital investment due to lack of government management.
3. After investigation, although the working group hired cleaners and organized volunteers to supervise the crowd, it did not propose to the government or increase garbage cans in the streets.

INTERVIEW

Residents in the Chinese Community

Personal Information of Interviewee



Ms. Wengyan

- Age: 45 years old
- Education level: Bachelor Degree
- Career: Chinese Art Teacher
- Identity: Permanent Resident in U.S.
- Time of lived in U.S.: 5 years
- Location: San Francisco

Questions & Answers

1. Do you consider there is a lot of garbage in the Chinatown of your city?
Chinatown doesn't have a lot of garbage, but there will be a lot of garbage in specific places (such as the entrance of the supermarket), and it will make people feel a little dirty when passing by.
2. Is garbage generally thrown casually or stacked in a centralized manner?
It was stacked in a centralized way.
3. According to your personal life experience, are there enough garbage cans in Chinatown?
They all think that there is not enough garbage in Chinatown, and they say that more garbage is needed to reduce littering.
4. What is the distribution of garbage cans?
Generally, there is only one conventional trash can in a street.

Conclusion

This interview mainly highlights the garbage situation in Chinatown again.

According to the interview with Ms. Wengyan, who has lived here for 5 years, we can know that the sanitary environment in Chinatown is acceptable but needs to be improved, mainly because the garbage cans are not enough and the distribution is not reasonable, which leads to the stacking of garbage in specific places.

PERSONA

Shopkeepers

Age: 40 ~ 70 years old
Career: Restaurant or Shop Employer
Time of lived in Chinatown: 20 ~ 40 years
Education level: Bachelor Degree or above
Income: 100,000 ~ 300,000 \$ per year

Bio
Most of them are the first generation immigrants. They immigrated from the southeast coast of China and settled in the United States in the 1970s and 1980s. Most of them have university degrees and relatively high assets.

Proportion of Waste Generated

CARTON	4 icons
PLASTIC	3 icons
FOOD	3 icons

Frustrations
They mainly dispose of and throw away unwanted goods and food in their own stores or restaurants. The garbage will be sorted out and stacked in a conspicuous place.

Workers

Age: 18 ~ 50 years old
Career: Restaurant or Shop Employee
Time of lived in Chinatown: 5 ~ 10 years
Education level: High School or above
Income: 40,000 ~ 60,000 \$ per year

Bio
There are mainly two kinds of young workers here. One is young residents who grew up in Chinatown but do not have a high degree. The second kind of people come from China or other Asian regions to work here in order to earn a higher salary than their own country.

Proportion of Waste Generated

CARTON	4 icons
PLASTIC	3 icons
FOOD	1 icon

Frustrations
The garbage generated by such people is mainly a large number of cartons and a small amount of plastic, because they often have to help their boss handle the goods. There will be a lot of empty cartons left after handling the goods. After that, they will fold them and put them at the door of the store.

Tourists

Age: 18 ~ 60 years old
Career: Unlimited
Time of lived in Chinatown: 0 year
Education level: Unlimited
Income: 50000 \$ per year or above

Bio
Most of these tourists are Asians and a small number of other ethnic groups because most of the Chinatown are very traditional restaurants and shops, and most of Asian tourists like to come here to buy and eat.

Proportion of Waste Generated

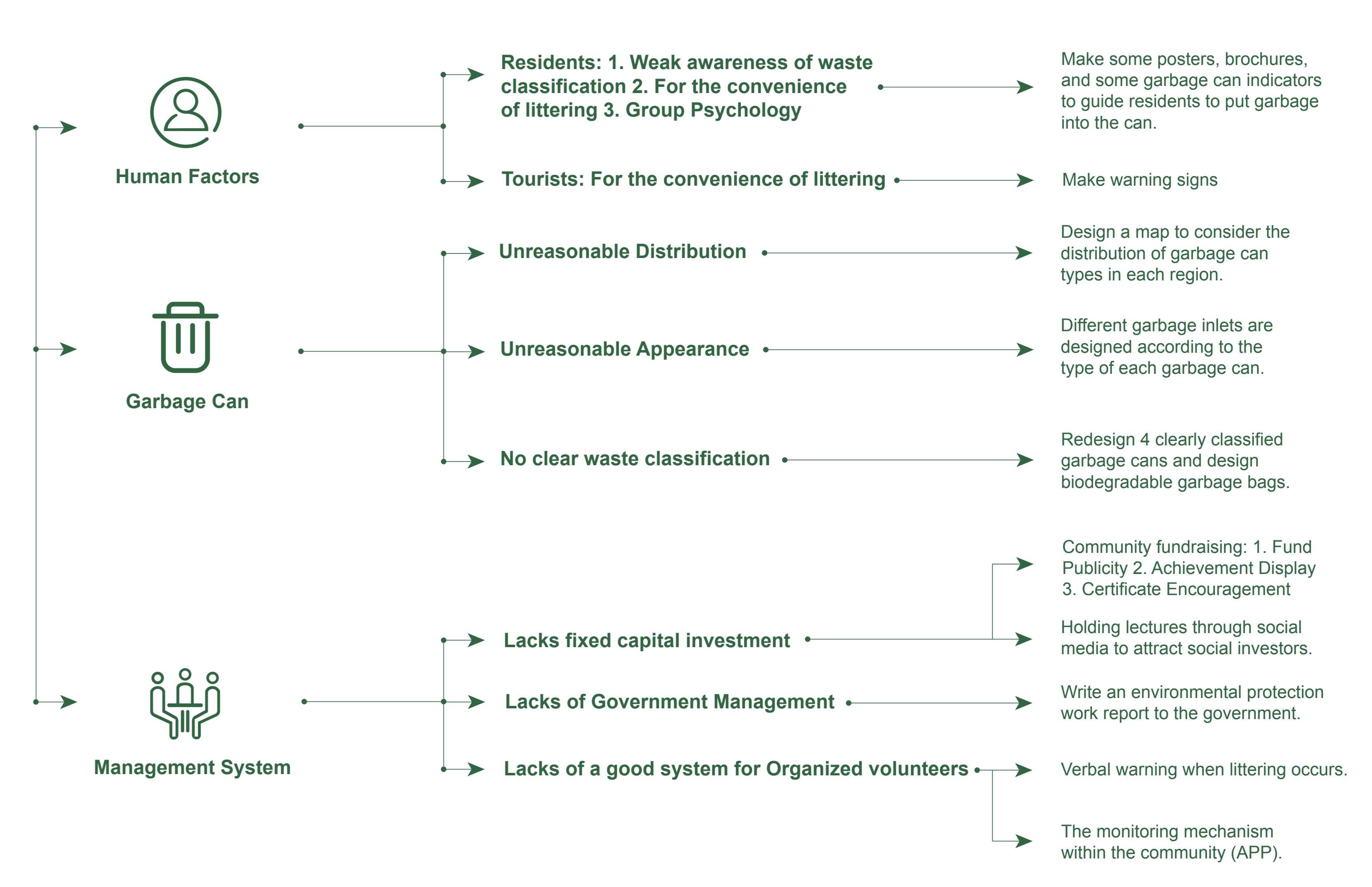
CARTON	1 icon
PLASTIC	4 icons
FOOD	4 icons

Frustrations
These people usually buy some food to eat on the road. If there is no garbage can after dinner, they will directly throw the garbage on the street. In addition, they also throw away plastic bags for newly bought goods or plastic boxes for food.

Persona Waste Type Analysis

Shopkeeper includes stores, warehouses and restaurants, so they account for more in the classification of carton, plastic and food. The waste produced by workers is a lot of cartons and some plastics because their job is to handle goods. The garbage generated by tourism is mainly food because they mainly come to Chinatown to taste delicious food.

INSIGHTS - IDEATION



Summary of Visual Identities

- Indicator**: Convenient to Find Garbage Cans
- Poster**: Warn People Not to Litter
- Brochure**: Specify the Type and Classification of Garbage
- Garbage Bag**: APP Redeem Points for Biodegradable Garbage Bags
- Garbage Can**: Redesign and Clear Classification of Trash Cans

Mobile APP Features

- Monitor**: Observe the Littering Beside the Trash Can
- Record**: Household Waste Record Query form
- Communication**: Social, Discussions, Proposals, and Elections
- Rewards**: Redeem Points for Prizes and Voting Rights

- Residents: 1. Weak awareness of waste classification 2. For the convenience of littering 3. Group Psychology** → Make some posters, brochures, and some garbage can indicators to guide residents to put garbage into the can.
- Tourists: For the convenience of littering** → Make warning signs
- Unreasonable Distribution** → Design a map to consider the distribution of garbage can types in each region.
- Unreasonable Appearance** → Different garbage inlets are designed according to the type of each garbage can.
- No clear waste classification** → Redesign 4 clearly classified garbage cans and design biodegradable garbage bags.
- Lacks fixed capital investment** → Community fundraising: 1. Fund Publicity 2. Achievement Display 3. Certificate Encouragement
- Lacks of Government Management** → Holding lectures through social media to attract social investors. Write an environmental protection work report to the government.
- Lacks of a good system for Organized volunteers** → Verbal warning when littering occurs. The monitoring mechanism within the community (APP).

DESIGN TOOL KITS

Logo Patterns of Touch Point



Fonts Used

SF Pro

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
Medium abcdefghijklmnopqrstuvwxyz
Regular 123456789
Light !@#\$%^&*()

IBM Plex Sans Thai

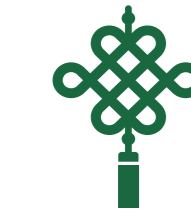
Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
Medium abcdefghijklmnopqrstuvwxyz
Regular 123456789
Light !@#\$%^&*())

Website Components Icons

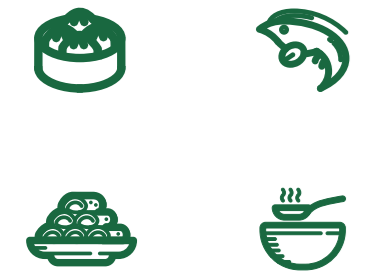
Related social Media



Chinese Knot



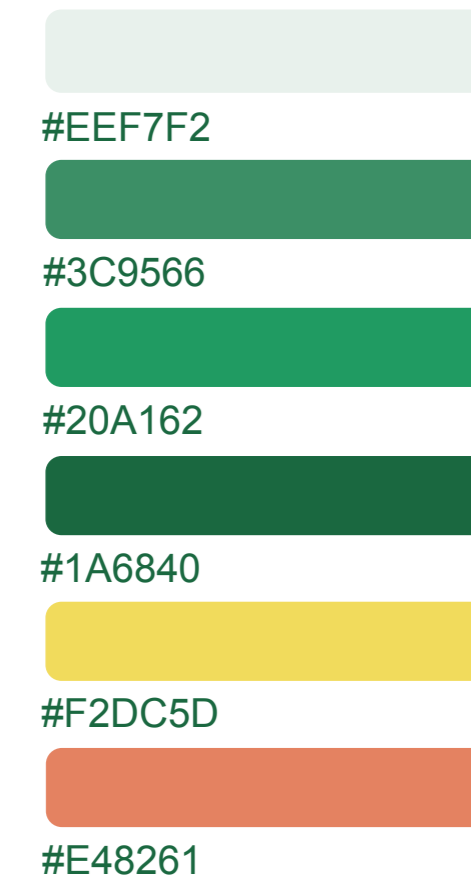
Food Cultrue



Fuction Icons

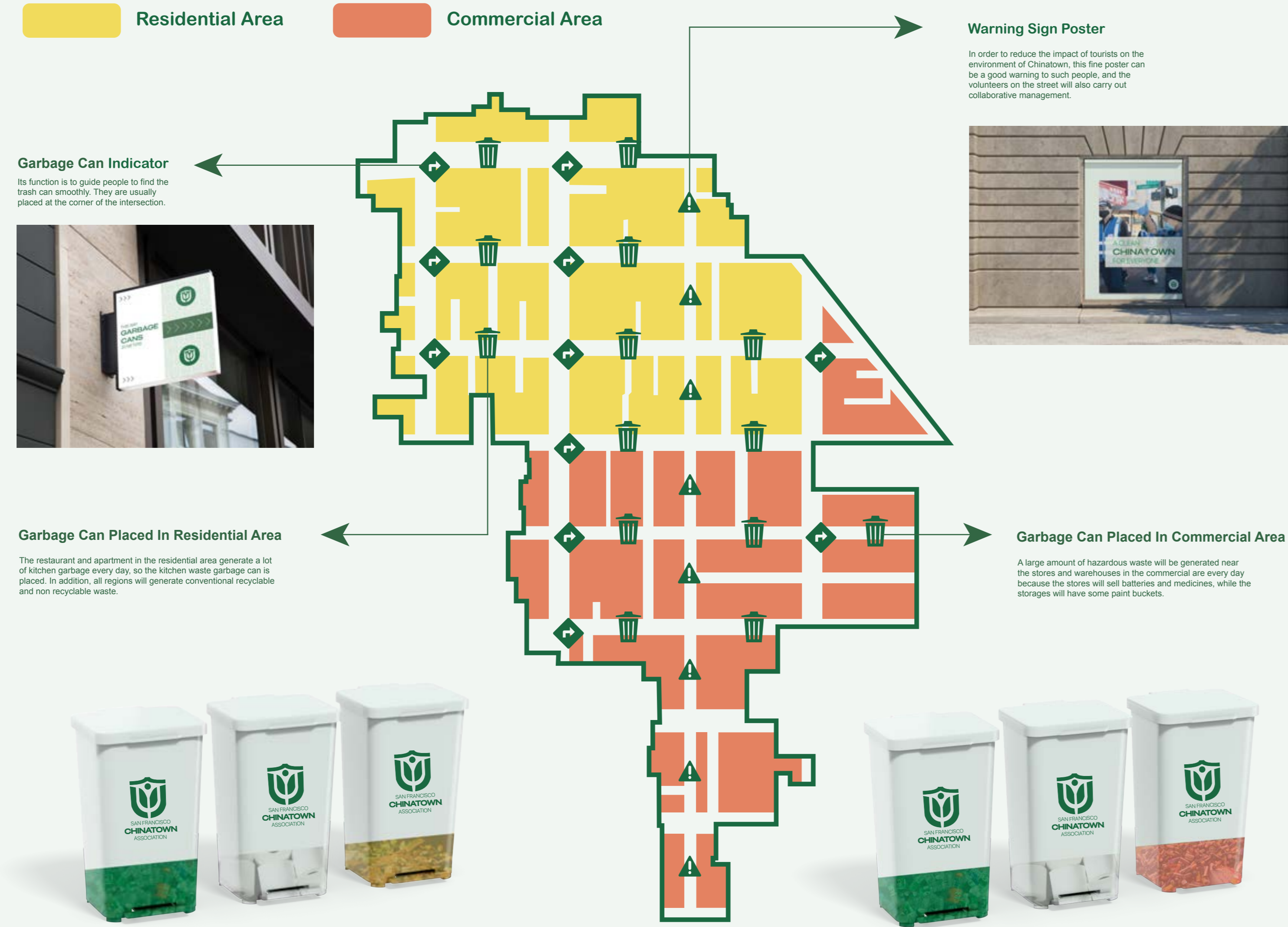


Colors (RGB)



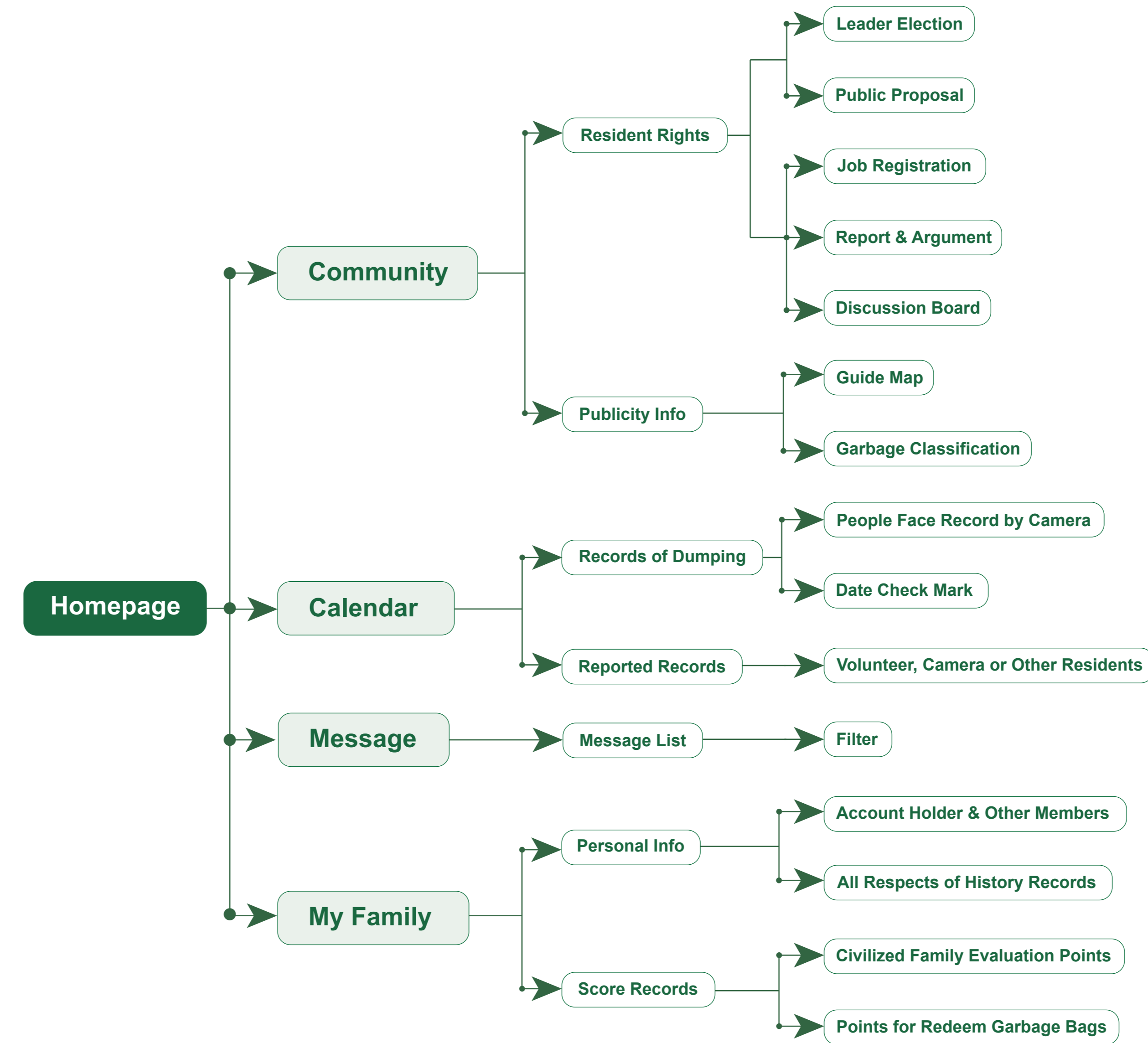
VISUAL IDENTITY SYSTEM DESIGN IN CHINATOWN OF SAN FRANCISO

The Chinatown area covered by this Plan area includes 30 blocks in whole or in part on the eastern slopes of Nob Hill as well as portions of Russian Hill. The residential area is located in the north of the center. The financial district and the Union Square retail area lies to the southeast of Chinatown. Grant Avenue, Stockton Street and the hill side blocks that intersect them comprise the core of Chinatown. The district is one to three blocks in width and about ten blocks in length.

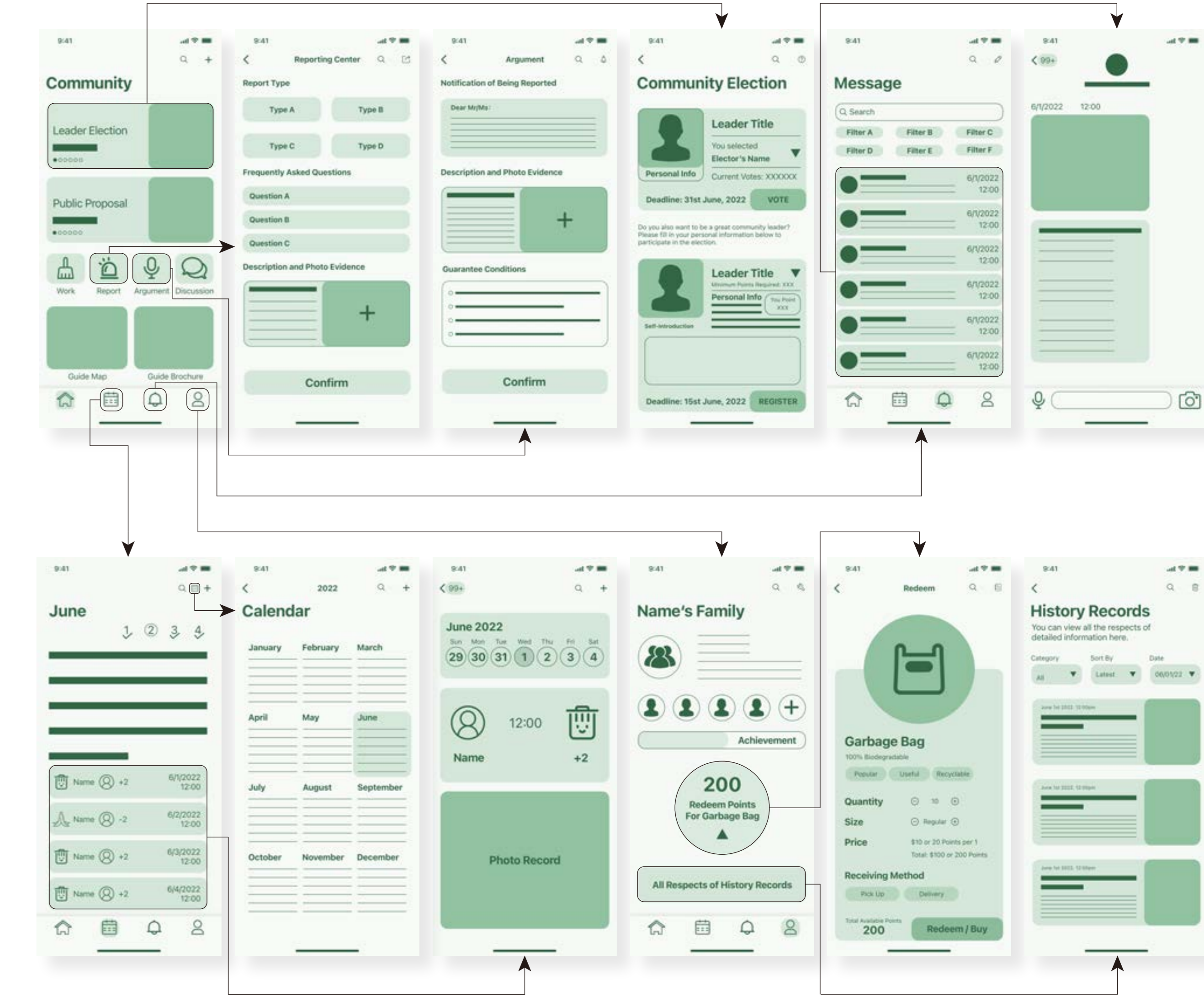


APP DESIGN

User Flow Map



LOW FIDELITY WIREFRAME



FINAL APPLICATION

App Logo



SAN FRANCISCO
CHINATOWN
ASSOCIATION

Design Process

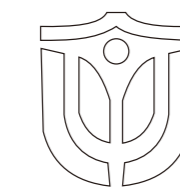
The overall Logo is shaped like a shield, implying that this is an organization that protects the community. Inside is a humanoid icon that represents all the residents of Chinatown. And there is a roof like shape above the head, representing that Chinatown is a common home for all people, and needs to work together to maintain and develop.



Color Matching



Filling



Sketching

Font Used

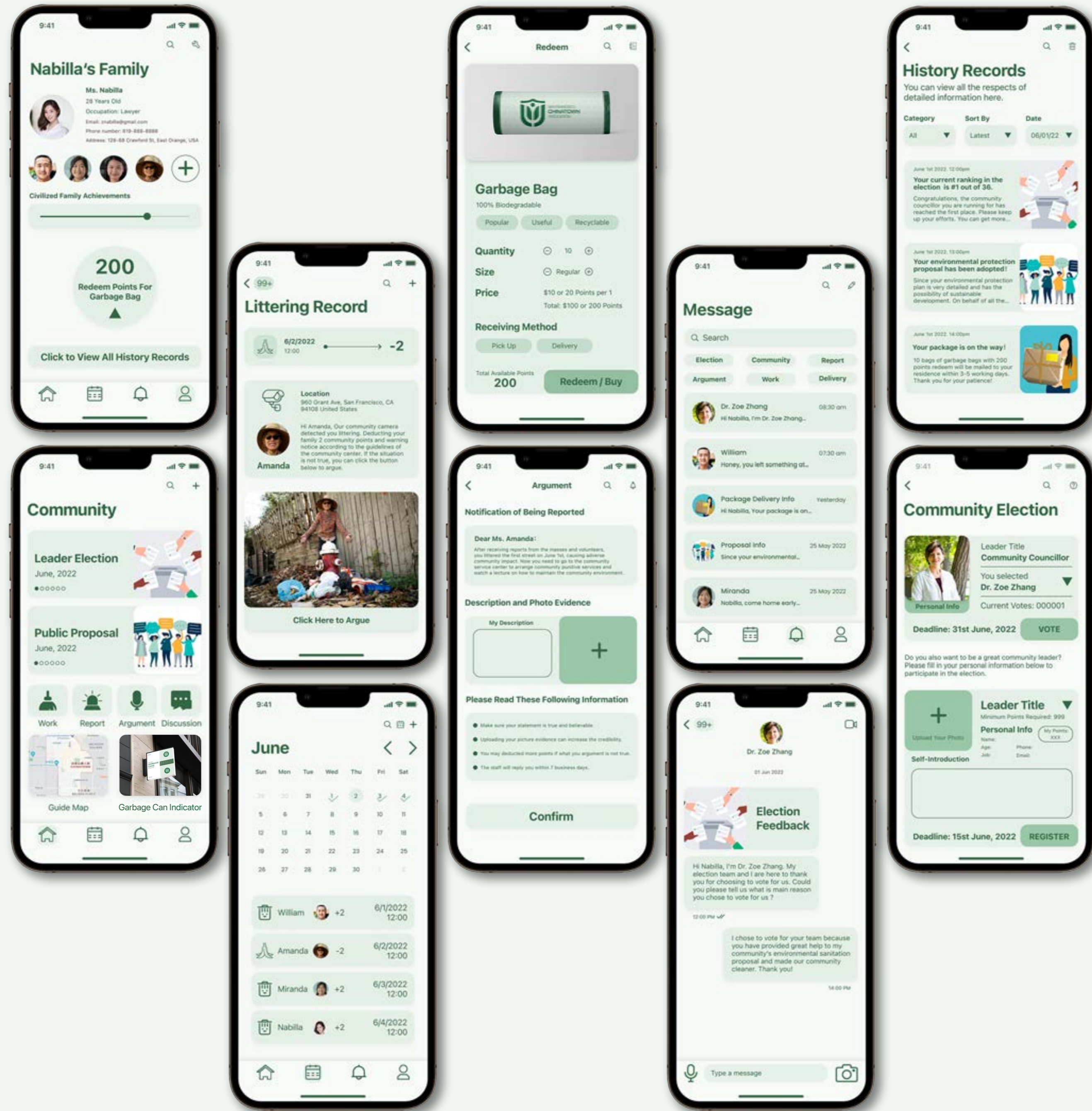
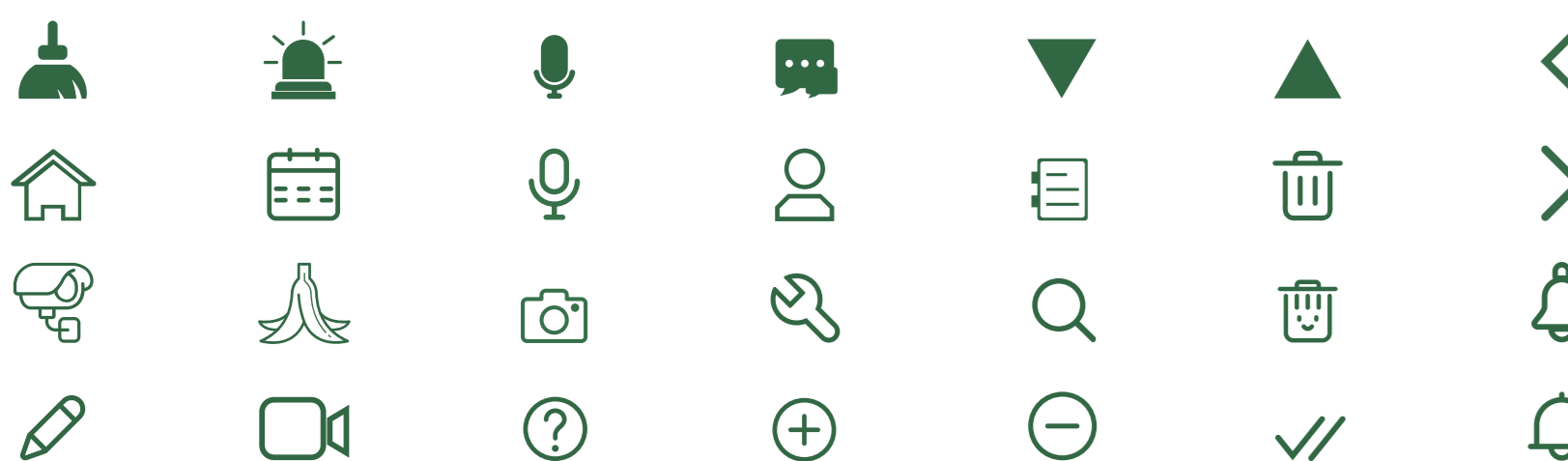
SF Pro
Bold 34pt 28pt 24pt 20pt
Regular 17pt 14pt 12pt 10pt

ABCDEFGHIJKLMNPOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&*()

Colors (RGB)



Components



FINAL SCENE GRAPHS

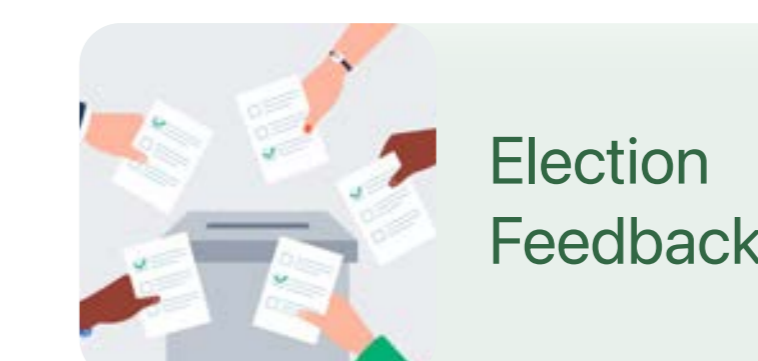
Community Election System

In the mobile app, leadership elections for different positions in the community are held every year, and residents can choose to vote. If you earn a lot of points by volunteering or actively sorting garbage, you can also be qualified to participate in the election.

Election Candidate



Election Feedback



Hi Nabilla, I'm Dr. Zoe Zhang. My election team and I are here to thank you for choosing to vote for us. Could you please tell us what is main reason you chose to vote for us?

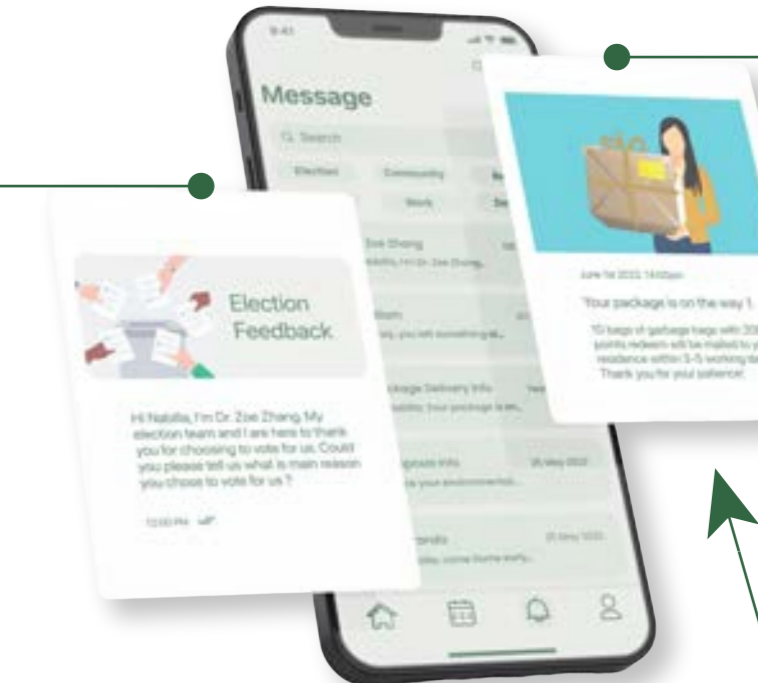
12:00 PM

I chose to vote for your team because you have provided great help to my community's environmental sanitation proposal and made our community cleaner. Thank you!

14:00 PM

Message

The function of this module can receive all information from the community, including the election information of community leaders, the progress of express delivery, and the daily communication between community members.



Provide Home Delivery Service



Monitoring Mechanism

The camera detects that the resident classifies garbage correctly, so the resident can receive points reward.



Location
960 Grant Ave, San Francisco, CA
94108 United States

Hi William, according to the record of our camera, you have carried out the correct garbage classification today, for which two points are added.

William



Redeem Points for Garbage Bags

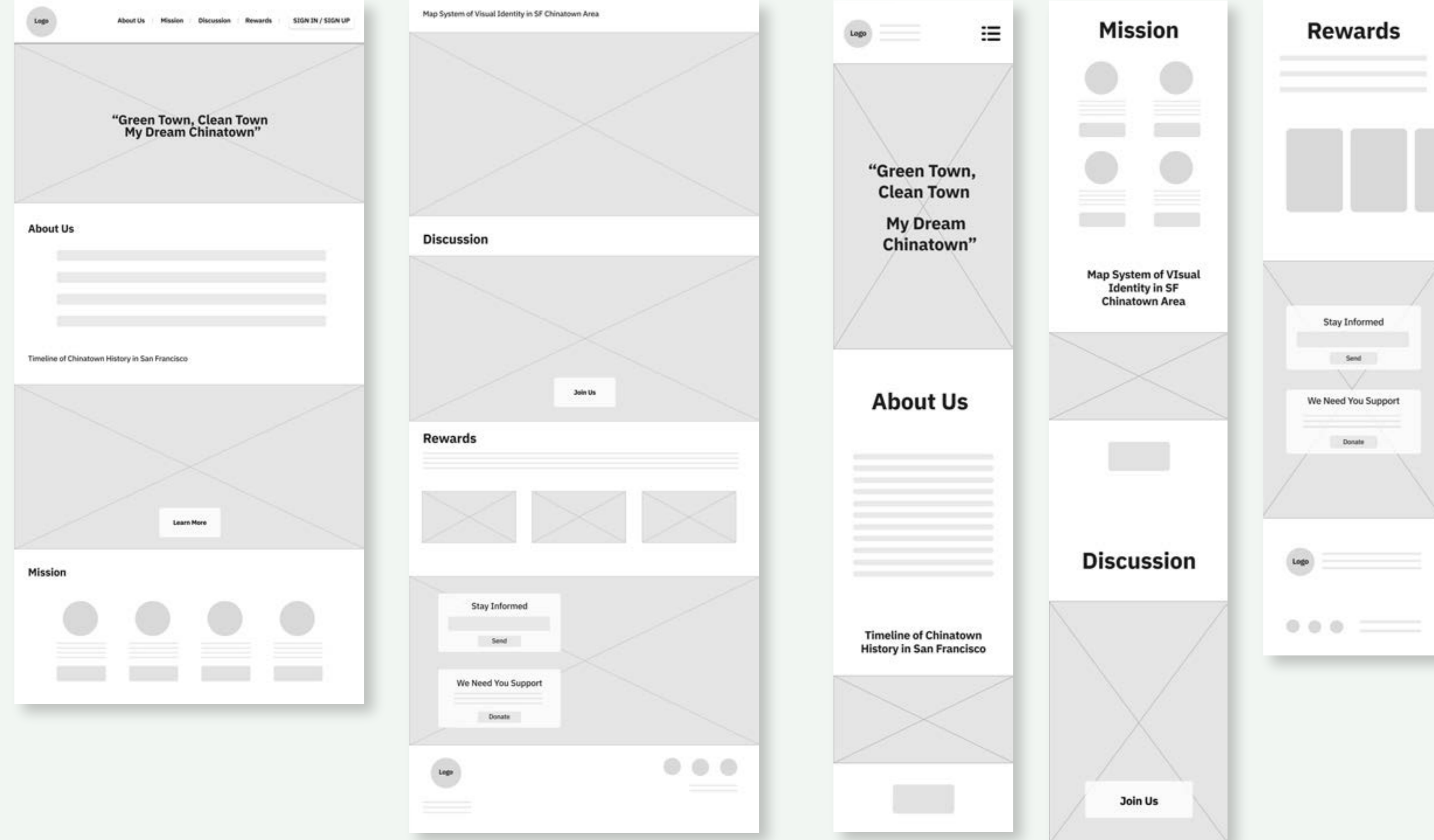
Garbage bags are 100% biodegradable environmental protection products. It can be exchanged with community points or purchased with money in APP.

Responsibilities of Volunteers

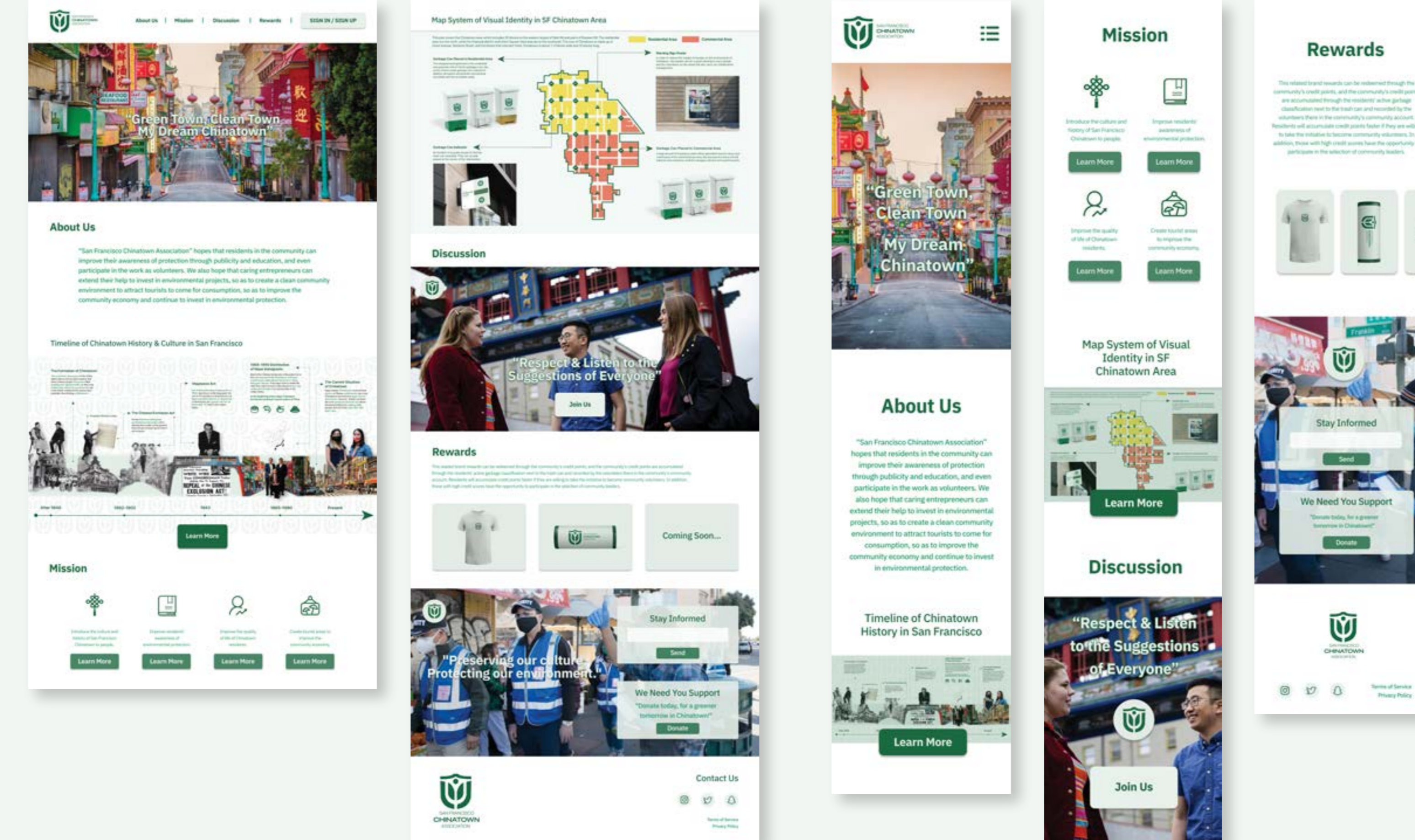
Volunteers are responsible for monitoring whether people litter on the streets of Chinatown community, and will record it and report it to the community center.



WEBSITE LOW-FIDELITY WIREFRAMES



WEBSITE HIGH-FIDELITY WIREFRAMES



FINAL WEBSITE - MOBILE PHONE VERSION

