



**POLITECNICO
DI MILANO**

**Facolta di Disegno Industriale
Corso di Laurea in Product Service System Design**

**Study on the reuse
idle-Stuff platform design in the
campus**

Relatore: Davide Fassi

Student: Lu Liu

Matricole: 752758

Nov 2011

Index

Introduction English

Introduction Italian

Chapter 1: Introduction

1.1 Background research

1.2 research content

1.3 theoretical and practical value

1.4 Research Process

Chapter 2

2.1 Idle stuff

2.1.1 The characteristics of idle stuff

2.1.2 The difficulties of deal with idle stuff

2.1.3 The value of unused items

2.2 Analysis present situation about idle stuff of in campus

2.2.1 Present situation in campus

2.2.2 The reasons about over consumption stuff in campus

2.2.3 Classification of idle stuff

2.2.4 Analysis needs for idle stuff in campus

2.3 The different way to solve this problem

Chapter 3 The method research about current solve ways

3.1 Case study: freecycle service design

3.2 The designer involved in

3.2.1 Eco design

3.2.2 Low cose design

3.2.3 Minimalist design

3.2.4 Summary

3.3 Stuff

3.3.1 Extraction

3.3.2 Production

3.3.3 Distribution

3.3.4 Consumption

3.3.5 Disposal

3.3.6 Summary

3.4 The relationship between Collaborative consumption and idle stuff

3.4.1 The necessity of co-consumption

3.4.2 The form of Collaborative consumption

3.4.3 The relationship between collaborative consumption and idle stuff

3.4.4 Summary

Chapter 4 Strategy analysis about reuse idle stuff based on in china

4.1 Overview of domestic and foreign exchange website

4.2 Case study: "ganji" website

Chapter 5 practice

5.1 System design

5.1.1 Service plan

5.1.2 Mockup about website

5.2 Main features design in website

5.2.1 Personal Information Management part

5.2.2 Search part

5.2.3 Transaction part

5.2.4 Donate part

5.3 Main Interface Design

5.4 Summary

Chapter 6 Conclusion and Outlook

6.1 Conclusion

6.2 Outlook

Acknowledgement

References

Appendix A: Survey report

Appendix B :Notes

Introduction

Modern material circulation system have two complex integrated system:one is a linear system: "extraction - production - disposal"; the other one is the sustainable system. The former is becoming the majority system in the society, while excessive waste stuff become a social problem,so how to keep economy, social and environment sustainable is becoming more important to the whole world. Through the social research,more people willing to "rent", "exchange" or"sharing" stuff,which leads to collaborative consumption theory.Under the rapid development in internet world, social networking and instant message can help to distribute stuff more convenient, make sure people more rationalbe to use available resources.

University as a special place, the students have a large number of idle stuffs and unused objects.And the stuff have high recyclable characteristics. So building re-use stuff platform in university become very important.The paper is based on collaborative consumption theory and also analysis typical cases about how to deal with the waste stuff.Think about the existing method and try to explore the new system design to deal with the idle stuff in university.

Introduzione

Moderno sistema di movimentazione dei materiali hanno due complesso sistema integrato: uno è un sistema lineare: "estrazione - produzione - smaltimento", l'altra è il sistema sostenibile. Il primo sta diventando il sistema maggioritario nella società, mentre roba rifiuti eccessivo diventato un problema sociale, così come mantenere l'economia, sociale e sostenibilità ambientale sta diventando sempre più importante per il mondo intero. Attraverso la ricerca sociale, più persone disposte a "affitto", "scambio" o roba "condivisione", che porta a theory.Under consumo collaborativo il rapido sviluppo nel mondo di internet, social network e messaggistica istantanea può aiutare a distribuire materiale più conveniente, assicurarsi che le persone più rationalbe di utilizzare le risorse disponibili.

Università come un luogo speciale, gli studenti hanno un gran numero di inattivi stoffe e objects.And inutilizzate le cose hanno elevate caratteristiche riciclabili. Così edificio riutilizzo piattaforma roba in università diventano carta molto important.The si basa sulla teoria del consumo di collaborazione e anche casi di analisi tipici su come affrontare il stuff.Think rifiuti sul metodo esistenti e cercare di scoprire il nuovo design del sistema per affrontare con la roba al minimo in università.

Chapter 1: Introduction

1.1 Background research

Oceanographer Charles Moore sailed across the North Pacific in 1997. He found the garbage island between California and Hawaii. This huge garbage island which has six times the area of the UK. It almost weighs 3.5 million tons, 90% of the garbage is from land waste. It contains: countless shampoo bottles, soap bottles, toothbrushes, cans, plastic bags and fishing floats.



Image 1.1 Garbage island in America

More than that, a large number of data indicate that development of human society to the present: population expansion, water waste, paper consumption, the proliferation of fishing. People have too many "wants" in human society, the consequences are showing more climate disasters, animals and plants disappearing, and no security of human society.

Since ancient times, the only way about our ancestors to solve the problem of existence is: material resources consumption. Carol Bowman said: "If you feel depressed, then eat." This is not a joke, but in the world, especially in developed countries, if people feel boring, then they will choose: buy something or any other ways to consumption of more material resources. If we pay attention to, you will find human food, shelter and other material resources there are all have a moderate range, if people feel they don't reach this range,

the instinct will drive their efforts to fight, but there isn't have an instinctive to drive them back to "moderate range ".On the other hand, businessmen trying to influence people with" consumption "instead of" life ", so we will found television, advertising and the desire for material ultimately lead to a lot of things stuffed into people's life,Even if they don't need .



Image 1.2 Supermarket in America

In modern society, human beings ask to Earth in endless, but the modern industrial system is a linear system: "mining - processing - discarded",It is not sustainable, The consequence is excessive consumption of raw materials and too much garbage.Environmental organizers to practice with the ideal of individualism, the effect is microscopic. High-rise buildings going up around us every day, the rate of replacement of electronic products market is also growing fast, people are worried about falling behind other people then they decide to pulled out a pocket. In such an environment, people always busy, making more money, then spend, especially like China, a rapid developing country,people are willing to pay more money to spend. Even if a lot of newspaper reports about bad environment in people's diary life,I still think

people is difficult to have a deep understanding when they receive these information. It's a disaster about people willing to pay more money because of these stuff have more attractive package or more high speed of the CPU operation. China carried out the plastic limit is effective ways for some times, but if it can go far, this is still a problem.

The human always feel powerless when they face natural disaster, the film named "2012", I think people willing to believe it is just a film. More willing to believe the positive side in one things, in every decision made. Because of faster development of our economy, we found most urgent thing is all about deal with economic problems, Then remedy the rest of other things. Ever if it was late.

1.2 research content

Campus as a special place, students have a large number of unused Stuff. These stuff have reusable and recyclable features. How to build a Platform to let student and teacher feel it is more convenient and more effective to exchange unused stuff in the campus. Also consider service design in the campus to support the platform. This paper based on "Collaborative Consumption" theory, through analysis typical cases, like domestic or outside the existing ways to solve this same problem, Also combined with relevant networking research and make a summary. At last proposed a new point of personal view and final results is about exchange website to presented.

1.3 theoretical and practical value

The paper based on "Collaborative Consumption" theory, and also discuss some successful example in other country, then consider the china special environment to plan and design the suitable ways to solve this problem.

Although the country has a similar service platform to solve the problem about

unused stuff, but the authors found there are still some shortcomings of the user experience, like no security to protect this exchange behavior or how to trust the stranger information is valid. So consider these situations, based on university to build a swap site platform for resolving the flow of unused items in the campus, to reduce the consumption of material resources. Students also can learn to save unnecessary costs while maximizing and prolonging the life cycle, and then extended to other places. Eventually, I hope to be effective in the whole society,

Chapter 2

2.1 Idle stuff

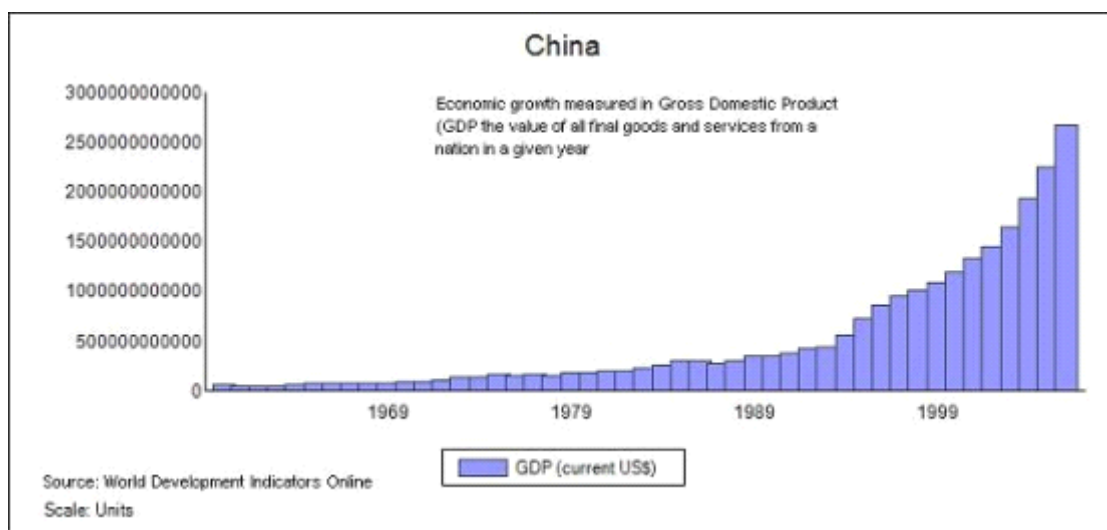
In 1955, the United States "Life Magazine" published an article called "disposable lifestyle." In this pictures,you will see a small family, father, mother and children,The picture generally means the plastic product is a great material.It can save time,Mother no longer needs cleaning dishes, she freed from household chores to do meaningful things, she have more time with their children and husband. This article encourage people use one-time products .This is the article as counterfeit, false advertising content, makes plastic and other disposable stuff becoming a basic living stuff,we can not totally deny the good aspect of plastic,but the disadvantage is obviously. Resulting in a period of time, plastic is widely used. For the outer layer of PVC plastic diapers; polyester clothes, make foam hamburger boxes, plastic cups are widely considered cheap and can be freely discarded. This news caused a lot of controversy at the time, most people discussed if the consumption can make life becoming better ?



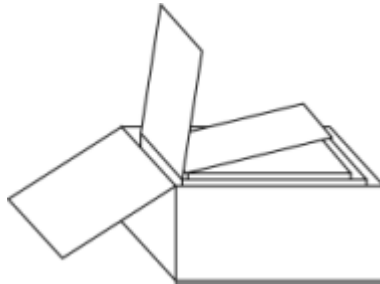
Image 2.1 The discard lifestyle

According to statistics, China's consumption in 2010 showing a steady and fast growth, hotspot merchandise sales quickly. Annual retail sales amounted to 15.4554 trillion yuan, up 18.4% over the previous year. These growing economy challenges the natural resources. Developing countries have 2% -3% economy growing rate each year. China and India are based on 5% -10% growth rate. To maintain the growth ,we found a lot of resources to be exploitation, Use economic theory to explain the excess is the edge of two faces: one side is to promote the economic development ,the other side is destroy resources and human beings.

We admit China's economic and people's living standards are on the rise stage, the speed of new stuff instead of old stuff becoming faster, businessmen trying to influence people with "consumption" instead of "life", television, advertising, the desire for material actually lead to many stuff into our lives, The problem is inevitable emergence of a large number of unused stuffs. Someone According to Beijing's 5.6 million families have \$ 500 idle stuff each family. The cost reached 2.8 billion in beijing every year. Today, when people see the natural environment becomes worse,they began to realize the importance of low-carbon lifestyle. As one of the three elements of low-carbon life, people seem to accept energy-saving,water saving.But the problem about recovery stuff has been relatively neglect in china, few people can give directly answer.



2.1.1 The characteristics of idle stuff



1) Short Frequency. In particular stuff like tools, people only use one or two times each month. Some statistics calculate tools like drill will be used 12-13 minutes in people's whole life.

2) Space. Some people like preserved un-used stuff at home, They have same view about some day I will use. But even 1 or 2 year passed, you will find these stuff still in the same place. A lot of idle stuff accumulated in the family, many families have special storage to hold these stuffs.



Image 2.2 Personal storage room

3) we will find a large number of unused stuff are new. Particular some gift from other friends. Even you will notice one father never drink wine, but you will find some wine in his home. Chinese people have traditional habit of giving gifts to friend or family. Even if it is totally unuseful. This phenomenon can explain more family have more idle stuff. And 60-70% of them are new, these re-use stuff can save a lot of resources.

2.1.2 The difficulties of deal with idle stuff

1) channel

What a pity to throw away unused stuffs, but how to deal with them? and where they go? It is still a problem. Each family has more or less idle things, how to deal with these unused items? Whether young and old can find a suitable way to deal with them? Now the rise of network switching platform can meet the different age groups in exchange for demand? These problems are also need a service system to support.

2) Health

Depreciation of idle objects to be placed into waste, it is better to sell at low prices to people in need, It is beneficial to all. So most people choose transactions through the Internet platform or directly go to the second-hand market. But people in china think these stuff under the long-term storage, health and safety problem can not be guaranteed. For example, like valuable version books, clothing and other supplies. Because there is no protection of good health, leading to damp moldy, it is difficult to sell a good price.

3) Distance

The difficulties about Idle stuff trade is also reflected in distance. I want to buy something, but the seller doesn't live in the same city, it is difficult to meet each to exchange. Some old people buy idle stuff because of they want to save money, if you find you need pay high travel expenses and transportation costs, May be you will tend to give up in advance.

4) transaction security

Now a large number of network transactions have two forms: online or offline

transaction. Online payment is you need to pay money online ,then seller ship the stuff to you; Offline transaction is you can discuss a time to seller,then you meet together Each sides have their advantage or disadvantage.about the time and place to conduct on-site transactions. But they all have security problem including personal information, contact numbers and stuff quality, For example the transaction information does not match with the contact situation. Articles published accuracy of the information is not guaranteed on the swap network, often appear on the item description distortion and so on.

2.1.3The value of unused items

Household consumption is usually used only once and then become waste products. Such as baby strollers, baby clothes, toys, etc., Because children grow fast, produce a lot of stuff on idle. However, almost stuff can still continue to use. If handled properly, you may find “your waste is another person's treasure.”

Some communities always organize an event to exchange unused stuff .The neighbors like this event not only because residents can use the "change" to get"what they need", but also neighbors can through communication each other to become good friends.

Japanese have a view about they believe when a stuff have a soul because they have been used. For inanimate objects, we live with them, we can feel a sense of familiar .It reminds me of the artist Song Dong from china,his mother have a habit about she never throw any stuff at home,Even if she have a new one,she will not throw the old ones. So the artist accumulated everyday objects from his mother and hold an exhibition to show these stuff in 2009 in The Museum of Modern Art (MOMA) .These work have a concept about"saving",rather than "consumption",because he believe in his mother eyes,these “used”or “un-used stuff “have his mother personal emotions and memories . The artist Song Dong cooperation with his mother to show this exhibition,approach the ultimate "best use", He brings his mother's collection life into Art.



Image 2.3 Artist:Dongsong exhibition in MOMA,2009

2.2 Analysis present situation about idle stuff of in campus

2.2.1 Present situation in campus

With the improvement of living standards in society, it is waste to throw away, it is unusul to keep at home, Especially college students, they have problem about limited storage space and inconvenient transportation. Universities enrolled a large number of students each year ,And also graduated a lot of student each year, More student find too many things can not be taken away because of all kinds of problem. Like a larger bike, small desk, fan and other items, They are not easy to bring, especially to some student's home are in the other cities. Small lamps, brooms, mops, seemingly worthless, ,but these stuffs always have been thrown away in china,

I collected over 120 piece questionnaires (see Appendix: Survey report), 95.7% of university students at the school said they have unused stuffs.

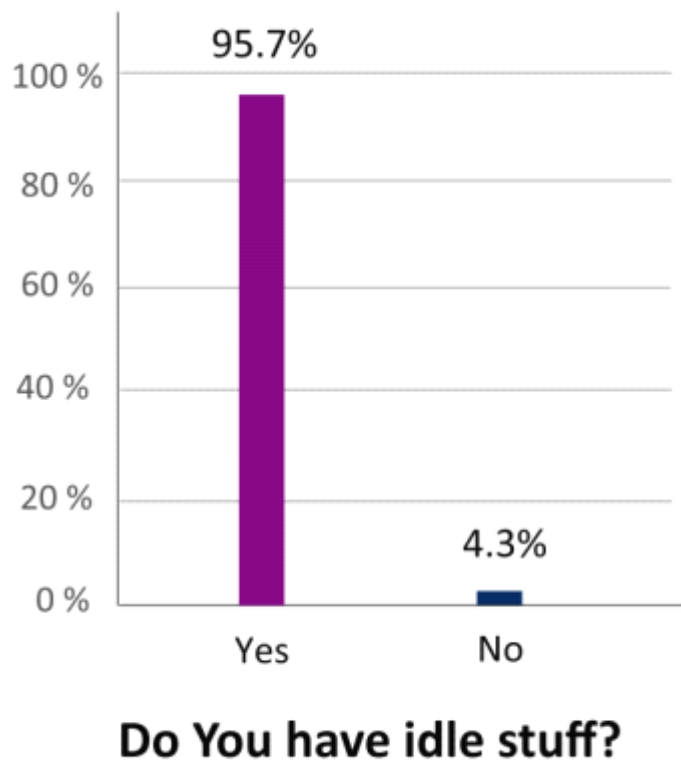


Image 2.4 Research about idle-stuff in university

2.2.2 The reasons about over consumption stuff in campus

Modern material circulation system have two complex integrated system:one is a linear system: "extraction - production - disposal"; the other one is the sustainable system. The former is becoming the majority system in the society, while excessive waste stuff become a social problem,

So the university as a special social place, students have a large number of unused items, the reason is three aspects:

1) replacement

This is totally a new generation of college students .They Pursue something new or spacial.They want to have their personal character and taste.Each of them concerned about the social dynamic, fashion, fresh and unique. What is happening to the new general market, some of students will not wait to have a new one.However, due to product replace quickly, especially electronic products, When iphone 4 released,You will find college student can not wait to buy a new one,Even if their iphone 3 still in their drawers.

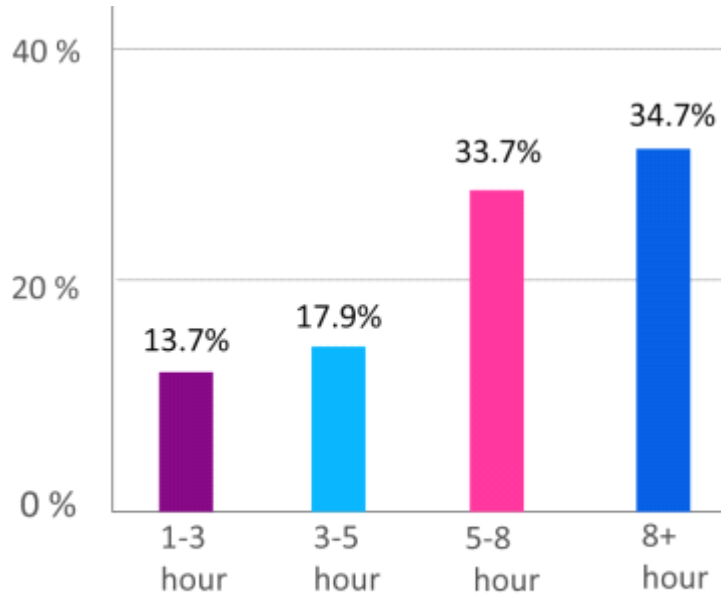


Image 2.5 Update from Electronic market

2) Students online shopping phenomenon

According to author of the survey (see Appendix: Survey report), This report show a phenomenon about college students are spending more time in Internet. 68% Students spent more than five hours in Internet one day. They willing to make shopping online when they find nothing to do in the dormitories . Some swap site like *Taobao*, *Dangdang* in China, It is widely used by people because they have millions of stuffs and each products have low price, These features meet the needs of students .so the inevitable consequence is over-comsumption.

Another phenomenon is like chinese online shopping website Taobao's, The product in the website always show a great product pictures,But if you buy it,when you open the box,you will find the clothes it's totally different compare to pictures in website. The size is not fit yourself or the color have difference. And now you are lazy Procedures for return.The consequence is a large number of un-used stuff thrown in the closet.



College Students
Spend More Time in Internet One Day

Image 2.6 Research about student spend how many time in internet one day

3) short-term

You need to study four year to finish your undergraduation .Four year to a student it's very short period of time .If you are first time to leave home to university,you will buy all the daily stuff if you need.And after four years,It is really passing fast.You may leave from shool to work in another city.But if you want to bring some stuff to there,you may pay more cost to transition.If you throw them away,it really waste a lot indeed.Need to attend four-year college students into the school, students leave school, a cycle every four years, a. From freshman to senior year just four years, students continue to purchase items to the hostel. To graduation, a room full of backlog items. Due to high freight rates, students can not all goods are moved back home, they found to cause unnecessary waste.

4



Image 2.7 All the unused stuff occupied whole the space

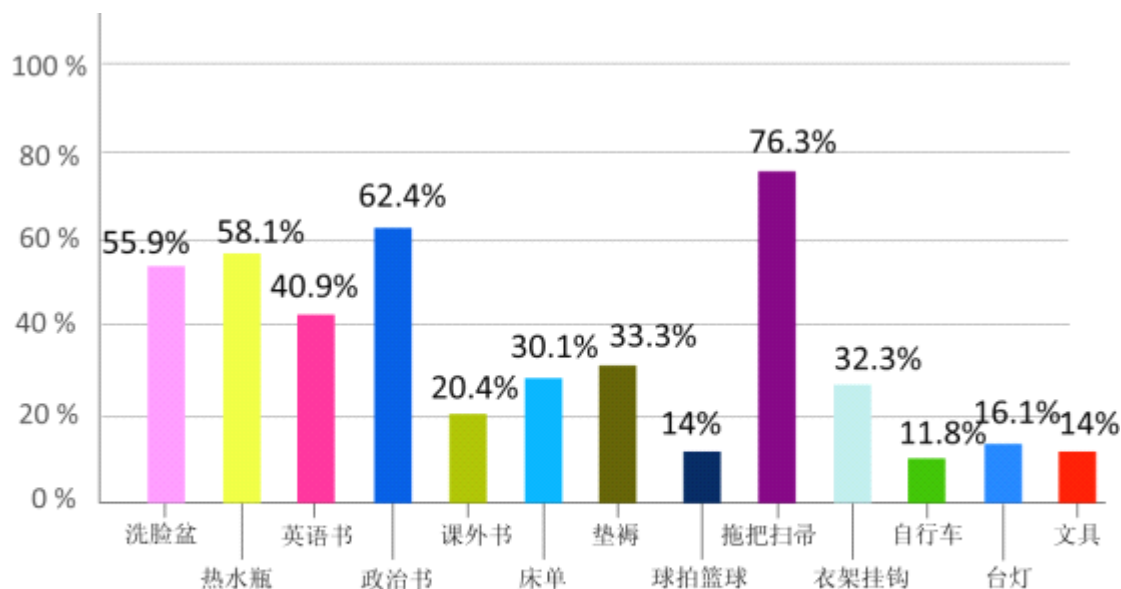
2.2.3 Classification of idle stuff

Unused items can be divided into two categories: consumables and service products. Consumables are usually only refers to the use and consumption of time and then it becomes waste. Service products is consumer durables, the current market liquidity in the old material, the most popular major durable goods.

University of unused items and school supplies are mainly concentrated in two major categories of household items, school supplies including books, curricular and extra-curricular books, stationery; daily necessities including

bicycles, small desk, desk fans, table lamps, basketball, mops, brooms, hangers.

Nearly half the students choose the transaction items are books, in particular, supplementary teaching materials class; 75% of the options related to durable consumer goods. Students in the secondary market shows the main flow of books and related products focused on studying and living supplies.



College Students willing to throw away kinds of stuff

Image 2.8 Which stuff you want to throw away when you leave school?

2.2.4 Analysis needs for idle stuff in campus

1) The spending power of college students:

As college students, not their income, their tuition and living expenses mainly from home. Therefore, their spending power by the restrictions of objective reasons, the consumption level and students who work there are obvious differences, prone to spending more selective. They have more than the other groups the opportunity to intentional or unintentional exposure to second-hand market, understand the secondary market, creating a unique concept of consumption, according to my survey (see Appendix graduation quarter survey unused items), about 80% of the college students are willing to accept

second-hand goods. Especially the freshmen entered the school, because for the first time away from home to study, daily demand products are numerous and trivial, but one of these items is difficult to bring along from home, plus a lot of items that students only use about four years, need not be very durable. Therefore, the students purchase these items when this feature is not too focused on durability, but will buy some of the practical and relatively cheap goods to the pursuit of short-term value, then the low-priced items appear idle, often to meet Students of this demand.

2) The educational model of autonomy:

The materials, for example, as the author during the undergraduate schools, entered the school when the schools require students to purchase the specified uniform materials, but some, like "sports", "Conduct" of such materials, only used 1-2 times a semester , utilization is very low, many students a semester the book is new. Because students are unaware of each book purchase, waste paper and waste of money. University autonomy, unlike the fixed pattern of secondary education, compared to buying new books, more and more students are willing to buy second-hand through various channels to choose teaching materials in order to save costs.

3) the concept of popular low-carbon:

Because college students received higher education, environmental awareness is strong, so they do not exclude the second-hand goods. According to domestic and international environmental groups in recent years, "Creating sustainable community," the goal, along with the concept of sustainable development in the world of active, idle materials recycling program has been recognized more and more to the students. If an item can be reused in the hands of more people, and effective extension of the life cycle of large, so "best use", then all reduce the burden on the earth.

第7题： 你以前接触过二手交易吗？ [单选题]

选项	小计	比例
有	69	74.2%
没有	16	17.2%
听说过	8	8.6%
本题有效填写人次	93	

第9题： 你会尝试在物物交换这一活动吗？ [单选题]

选项	小计	比例
会	81	85.3%
不会	14	14.7%
本题有效填写人次	95	

Image 2.9 Attitude from student to second-hand stuff

Demand determine the value, "for living things," the reason people are increasingly respected, and everyone's needs are inextricably linked.

2.3 The different way to solve this problem

As the school complex procedures, time-critical and other factors, students do not have much time to deal with their unwanted items. Based on the author summarizes the research universities within the six kinds of articles dealing with the idle mode, the following will analyze:

1) Discard:

School students in general are more anxious quarter time, there are many complicated procedures need to apply for, put my luggage in time, and time is very short notice, especially those who are ready to leave the city to another city to work students and their baggage packaging is very simple, basically just to bring more valuable things. Such as books, daily necessities and other debris, most can not be timely, so I have to stay in the dormitory, as waste.

Although theoretically, the trash into the garbage station, will be classified, some waste can be recycled. But we tend to overlook the phenomenon in the recovery process, but also the indirect consumption of energy resources in a process. For example on recycling books to go through this process: pulper -

Filter - Cleaner - Washing - semen - wax - bleach and many other procedures. Just look on the bleaching process, not only to use hydrogen peroxide, ozone, chlorine dioxide, sodium dithionite, and many other chemical elements. We see is a book recycling into paper pulp used to make into another book. In fact, the middle of the production process to the environment pollution, we did not put in which he calculated. Data show that the paper industry pollution caused by organic emissions from the country's industrial emissions account for about 40%. Published a textbook and more, means that both the paper, printing or other transportation will increase for all aspects of resource consumption and pollution round. Understand these, the most use of the environment is tantamount to extend its life cycle, was longer use. Each time students enter the school's students will be issued with a guide like this kind of disposable materials, the best approach is to be collected can then be used to the next student, especially in primary and secondary schools across the country have carried out activities like this, very useful. But it is widely held concerns about the health, if effective measures in this regard can, people need not worry too much.

2) low price sell second-hand bookshop:

Most second-hand shops are for profit. They will buy books at each end of the semester, in sale of used books next semester, but the acquisition price of waste paper price to book three to half of the amount sold to students in order to reap huge profits.

Advantages: The main shops are located around the campus, the students easy to buy. Together with supplementary materials more complete, mostly because of acquisitions of the school students have used the curriculum with books, so students are willing to buy the textbooks have been teaching notes.

Disadvantages: second-hand bookstores are generally relatively small space, accumulation of dense books on the floor, and there is no record of inventory

on the books, so students need is difficult to find a timely book, the majority can only be a matter of luck.



Image 2.10 Second-hand bookstore around university

3) stall:

General graduation season, the campus will focus on 1-2 days to see some of the students set up their own booths to sell some unused items low. Place mainly in the downstairs quarters, canteens and other students often out of place. Students can more timely, intuitive selection of what they need, these things mostly books, stationery in class.

Advantages: The flea market is similar to the more common abroad, simple transactions, we can see in-kind, easy selection of products between the students can quickly deal with shopping. The difference is, foreign flea market stalls are generally put on a fixed time, so people will not miss the General Assembly.

Disadvantages:

- Time limit: one year only to wait until graduate school, when the phenomenon will have this stall, the other time periods are relatively rare. Coupled with the shorter stall because, generally only the noon and evening meal time, students can easily miss other reasons such as school.
- Site limitations: Where the normal school is not mandatory for this event can not be done, but they are not affect normal campus life and the traffic order as a precondition.



Image 2.11 Open-air market in university

4) BBS Forum:

The rapid development of the network for idle goods trade to provide a convenient channel. Now every college has its own BBS, rich in content, covering the daily needs of students in all aspects of information.

Advantages: easy to student queries unused items of information, exchange of friends, a rich class of students live.

Disadvantages: As the network characteristics of freedom, quite a mixed bag, the information provided is not accurate.

Tongji University BBS replacement information only site, for example, we will find the daily release amount per day is not much concern about students is not high. I try to search the site in exchange of information written in English, but did not get a match information.

搜索英语书

1. 

2. 

却没有匹配的结果

Image 2.12 Weak of search in Tongji BBS

5) Love supermarket:

I visited the campus of Tongji University Siping Road supermarket of love, caring staff that supermarkets are the main source of items the students

donated books, clothing, household items, etc., used to relieve the difficulties of poor students in school. The university, community, urban primary resources donated to needy students, reflects the sense of responsibility for the entire social groups.

Source of specific items:

- clothing, books - college fund-raising
- school supplies, books - primary fund-raising, corporate sponsorship, government funding combined
- Commodity - corporate sponsors



Image2.13 Dedication of love room

Through the love supermarket staff research, we also found some problems, such as:

- 1 clothing hoarding, has not been effectively addressed.
- 2 items were sent to the welfare department, the transit times, material can not be promptly sent to the needy person's hands.

6) attached to small ad:

Radiation space, types of goods are small, illiquid, students can not easily be satisfied with the right price to buy the items. On the other hand affect the city environment.



Image 2.14 Advertisement in campus

Chapter 3

The method research about current slove ways

The movie "An Inconvenient Truth," which tells us: a lot of different ideas wants to dominate the world, but winner is only one: "consumerism." More than 3,000 advertisements one day bombing us .They want us to believe "I will be more attractive and happier if i have beautiful skin or fashionable clothes." as long as we are willing to buy their product. They created a bunch of incentives and desires to consumption.

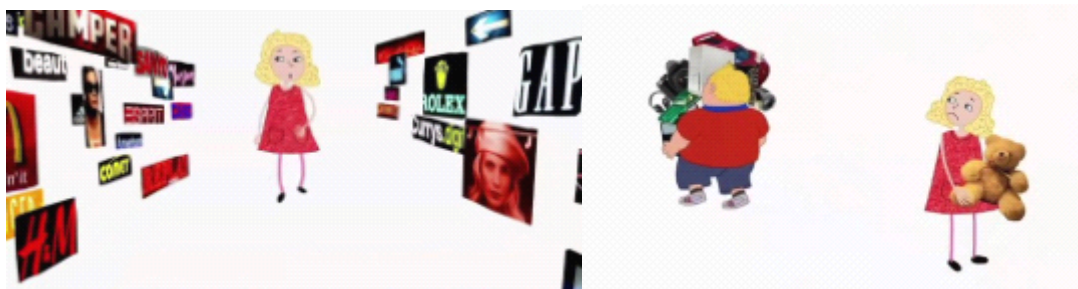


Image 3.1 The influence from advertisement

Americans "struggle" for a long time , The statistics show one American people resource consumption equal to two Europeans, nine Chinese, 15 Indians, 50 Kenyans. If 6.5 billion people in the world like Europeans or Japanese , we need two planets .if consumption like Americans or Australians , we need four planet. When come to2040, we need to add two one more.

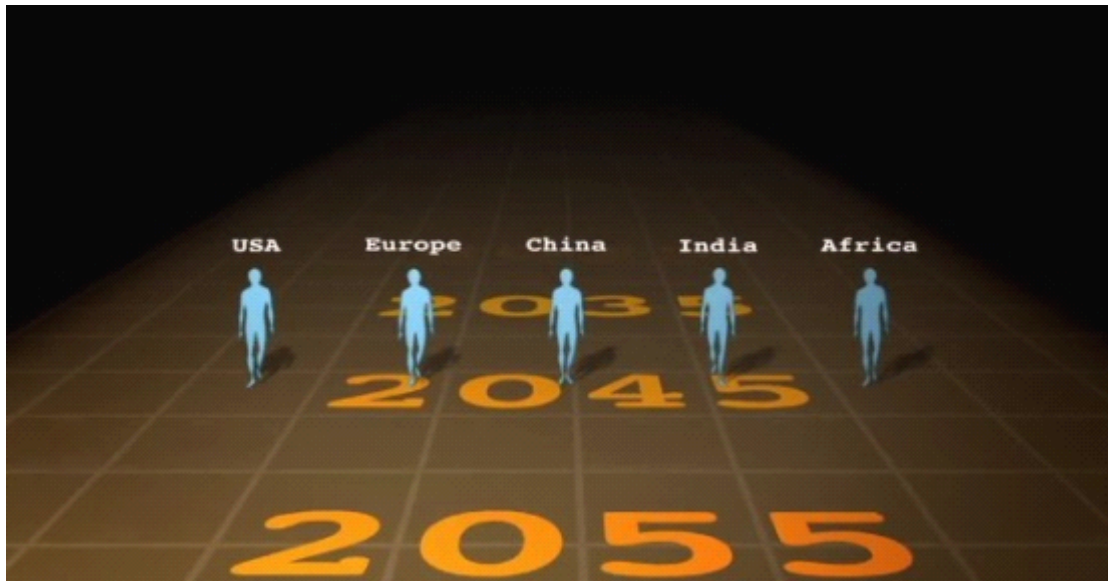


Image 3.2 Each country need to Save resource consumption

3.1Case study:freecycle service design

In the United States, New York, The amount of garbage reach 1.2 million tons every day, which only 50% of waste has been recycled. To solve this problem, U.S. environmentalists LUX Long • Bill 2003 in the United States, Arizona created a trading platform called "Freecycle" , This group encourage people post items they no longer need and others find something they could really use. Now, it already has 4342 groups and 4,921,000 members around the world.Over 400,000 members in just one year.

The Freecycle Network hopes to encourage a "worldwide gift economy", aiming to divert reusable goods from landfills.The Freecycle philosophy draws from other lifestyle movements such as voluntary simplicity, anti-consumerism, and self-sustaining communities.

Freecycle members of this trading platform will be via e-mail items they no longer need information to the local group's mailing list. If other members interested in this item, you can restore the information to the publishers, and publishers tell each other what time and what locations can get the item; if more than one person interested in the items, then the publisher will all interested members of the election of a person, then pick up the two sides to discuss the time and place.

The members of Freecycle will send email to the local group's ,then the system will add your stuff in the group list. If other members interested in this stuff, they can reply to publishers, when publishers get the replay,he/she will inform you the place and time you can take away this stuff. If more than one person interested in the stuff you post, the publisher will select one person, then discuss the time and place later.Many local charities have joined the Freecycle group, and they have priority to get stuffs they want to.

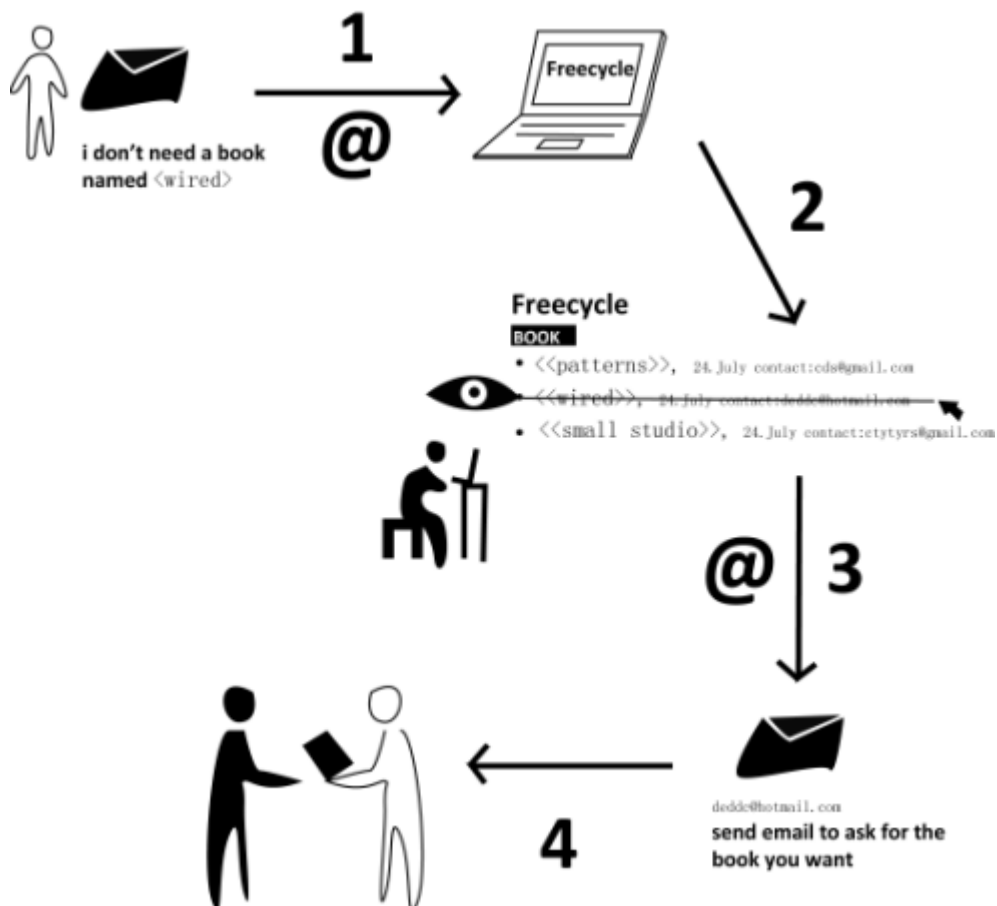


Image 3.3 Service about “Freecycle”

The Freecycle's success to promote the concept of barter become popular again, this phenomenon is fueled by the "financial crisis", while becoming increasingly apparently. Freecycle new members increased 50% a day than numbers before financial crisis .In 2009, the growth rate is up to 80%. Currently, Freecycle has been established 4801 community in the world which attracted 6.57 million members. In freecycle, Stuff list contains every aspect of lives. From covering vouchers, school uniforms, bicycles, dishwasher to television, mobile, anything you can imagine. people exchange stuff nearly 20 000 everyday.

Experience

"Long Tail" author named Chris Anderson believe the next century is "free economy" . From "Freecycle" to "Wikipedia", we find that money is not the only motivation of existence. Internet has created a platform for people to live. Even individual behavior will influence the global change. Freecycle has been developing from 2003 until now, It have a strong influence with "gift economy" concept in the world, Also relying on the charity of its nature, growing volunteer would like to deal with daily business.

GlobalGiving connects donors with community-based projects that need support.

[Find a project](#) | [How it Works](#)

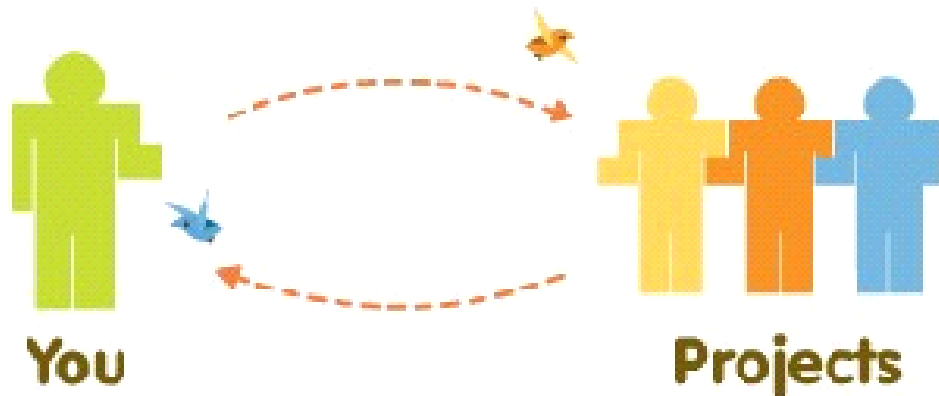


Image 3.4 Gift economy

3.2 The designer involved in

Designers has always been an active community group in society. They design all kinds of stuff everyday. From buildings house to spoony dishes. Each object influence people's lives. But face to the phenomenon of over-consumption, i think they need to consider how to build social sustainability as an designer. It is worth every designer for thinking about. In particular, the product designer for the rapid development of modern society, how to do improving the design like "re_design". Perhaps in the near future more and more designers will agree that based on the original design to "re-design" is more meaningful. China now faces the same problem is that most of designers are not aware of their design is belong to "over-design". The result is same like over-consumption. So i think "nature concept" for the designer is particularly important. I collect some example and analyze a number of foreign designers for product design. The example both reflect their sustainable attitude to the whole world.

3.2.1 Eco design

For me,Eco-design means use the least resources to do most.



Image 3.5 “Freitag” from Zurich

Since 1993 FREITAG has been manufacturing bags inspired by messengers riding on wheels. They use canvas from truck roof and used seat belts. Besides each truck canvas have different colors because of different cutting from canvas,so each bag is unique .Young person like the beauty from the time goes.So it's really cool and eco friendly., This is why Freitag brands popular among young people in Europe and other country.

The canvas with a raw material used makes a production out of each package comes with a sense of time deposits, accumulated over time, you use it long-term process, and gradually the presentation of the beauty, believe that every person must have owned it have the answer, and are different. In addition, it also won the hearts of environmental awareness, which is Freitag brands popular among young people in Europe and the reasons

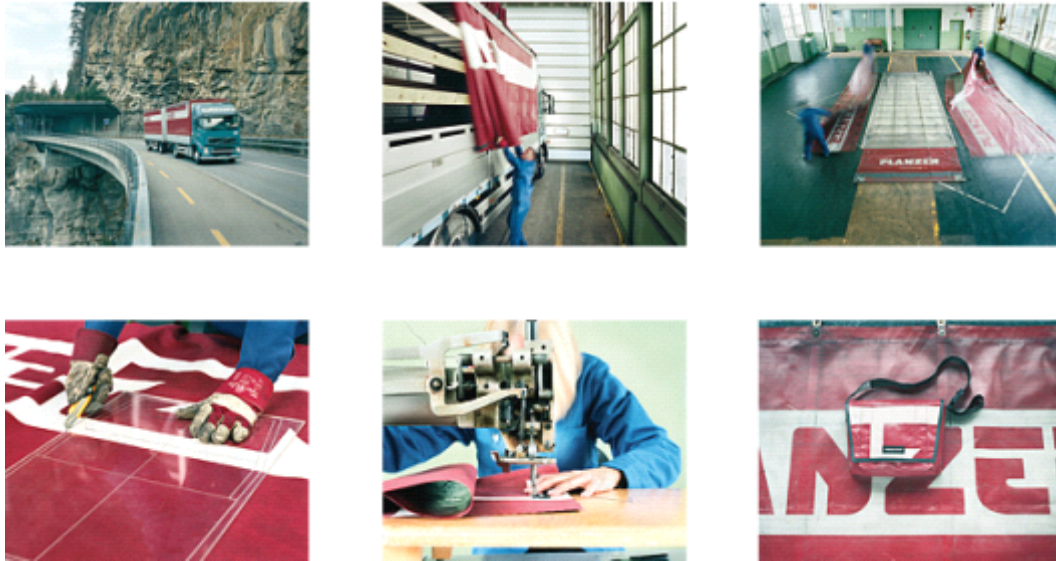


Image 3.6 The Production process of Freitag

3.2.2 Low cost design

The essence of design is to solve problems in life. Low-cost design emphasizes on the value conversion between two things. For example "drink water", we use of disposable cups to drink or we can choose glass, two different way is meet the requirements about thirst. But the second way will avoid excessive consumption of resources. And the next figure is also a good example, people used a bottle's weight instead of a broken rod to reach the balance effect. It's a good example of re-use design in daily life . We use an object to replace the functionality of another object. A cap can also become the artist's tool. I believe we can understand the design deeply by more train to our brain. Sometimes, design is not produced nearby the desktop. The wisdom from ordinary people in our daily lives .It requires us to think about the concept of design. As human beings, Eco is not a slogan, we should have good attitude towards life.



Image 3.7 People use a bottle of water instead of pumping rod



Image 3.8 Use of caps

3.2.4 Summary

Whether it is re-design, low-cost design or simplicity design, designers play a crucial role in it. Their design determines the final shape of an object, which direction you want to develop. Designers should be the most natural to design, while influence consumers. We need to believe the simple life can bring a better lives to humanbeings.

3.3 Stuff

If we analysis the process of produce. we found each part of the people should make the effort. From raw materials extraction - to manufacturing - to allocate marketing - to the consumer to use - to the final disposal, these five stages contains how product from creation to decomposition. The logical response is to design or redesign of production systems, suggest them not to produce dangerous, useless waste. The following items are described in all aspects.

3.3.1 Extraction

Economic growth means that the world needs more from natural resources, then make them into products, at last transfer to waste.

So in the design phase, we must re-design products, systems, at least in the beginning stages, we should reducing the need for decomposition of resources, From now on, "use less waste less". German organization pointed out that the technology will be feasible and more efficient to use of resources in the next 15 years to 50 years. beginning. Make sure select sustainabe raw materials in product design and manufacturing process.

3.3.2 Production

The mid-1930s, the U.S. GE Company and the designer Earl create a new model of car design, They called "Planned Obsolescence". According to their

claim, as a designer you must consider the replacement in a few years later when you design a new car in the beginning. This is a design pattern caused by changing the consumer psychology of the aging process, which aims to encourage consumers to pursue a new style trend, and give up the old style, This view has created a huge market, the consumer society is an important cornerstone of the design. At that time, many companies donot mentioned the factor of the durability in design principles. Because of this system, consumers give up original habits instead of new consumption habits to pursuit of new models, They impact on the rest of the world, until now, we didn't have create a new system.

- products to durable: Durable products can not easily be discarded in a short time, delaying the rate of resource consumption, and their ultimate use and handling will not harm future generations.

- products easier to repair: Repair price is more enough than buy a new one ,so more people is willing to discard the broken stuff. If the company willing to change the concept of "mass production" , and consumers willing to accept the concept of "maintenance".It would be save a lot of resources. Like India, almost all electronic products or machinery can find cheap and efficient maintenance workers, this way can also increase the employment rate.

But the current situation is: in the film "The Age of Stupid," we find these children willing to throw away their shoes until it split in half . but Americans throw them away when a little trouble in the shoes. So a lot of shoes to be sent here, then they simply repair it, it will distributed to the villagers continue to wear.



Image 3.10 Ueded shoes from Rich

- products easier to recycle: According to the criteria for recycled products, company should select the material can be broken down quickly, also can be broken down in many times.
- the old between new products should have high compatibility: this can completely change the bad habits of consumers, and also reduce the number of replacement parts.

3.3.3 Distribution

With local and regional products instead of products nationally and internationally, can effectively save extra energy and health costs . Wendell Bailey, in his paper "savings is a good thing," condemned waste and market system, he advocated " looking for shortest, easiest route between hands and mouth "

3.3.4 Consumption

Ines, 17 years old, April 25, 2010, the Cable Factory in Finland cheap goods store in an interview said: "I like second hand jacket, Vagabond shoes id bought from supermarket, I like old, worn clothes. My favorite shop is called "Take-for-Free" ..



Image 3.11 Vintage store

In other countries, young people like shopping in the second-hand stores or discount stores . it has become a trend now. They create their own fashion, and not blindly follow fashion quarterly wind. Second-hand clothing market in China has only just begun, not all the people accept this shopping ways, It still require a fundamental change in mind.

The essence of second-hand clothing is an environmentally friendly attitude and economical manners. People used to take the current season or unfashionable clothing to the recycling center, sub-sterile after classification, then sold abroad, it would be a worldwide resource sharing.

Meanwhile, the world's fashion vanguard has launched a transformation of the activities of clothes with old clothes to make a beautiful scarf, not only that "i-ella.com" also allows users online to share, exchange and lease designer fashion. As consumers, we need to using low-temperature, environmentally friendly detergent when we wash or clean, if possible, avoid drying clothes to make life more sustainable.

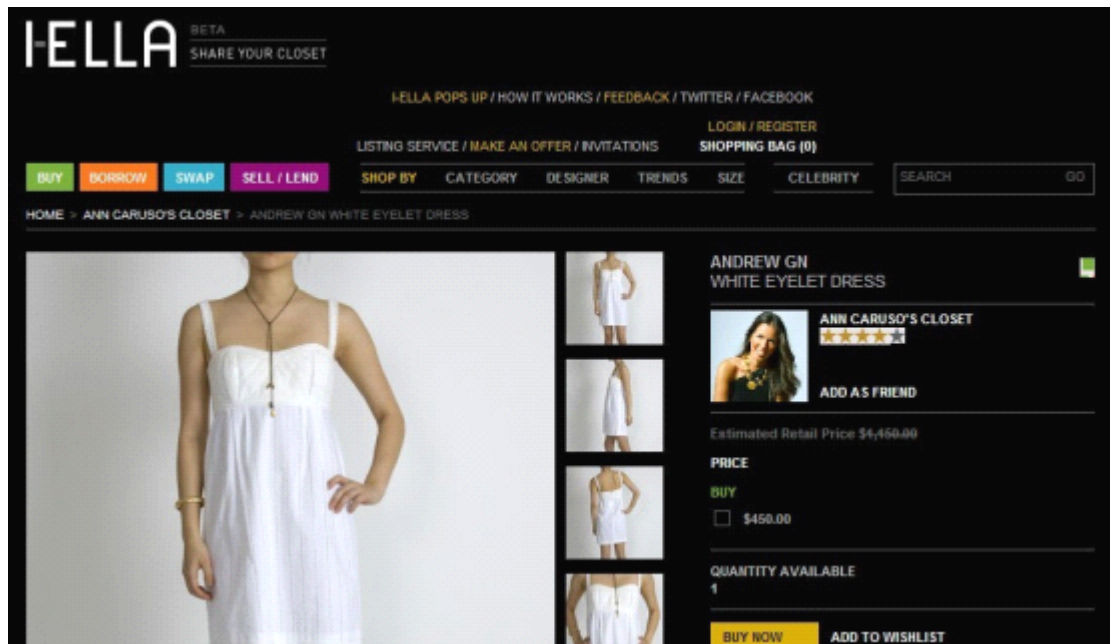


Image 3.12 Users can rent and share clothes from designer in “i-ella.com”

3.3.5 Disposal

The city-wide recycling project In Toronto, people found recycling paper, glass, metal, plastic and kitchen waste, one of them and only 40% of the parts can be recycled. The rest of the plastic will be sent to landfill, food waste and newspapers piled up together, Waste recycling sector in the recovery process can not be expected that they will receive what type of plastic waste, polyester plastic bottle with a plastic bottle and sometimes there may be an aluminum cap, there may be a hoop, they may be from 6 different types of plastic mixed with various metal substances. Manual labor in sorting and repeat the process, the city recycling sector can not afford to keep up with new design of plastic products.



Image 3.13 Rate of kinds of plastic recovery

Denmark is the country which have highest recovery of plastic in the world, the overall recovery rate rise in 80%. Danish people keep the empty bottles down the recovery is very natural thing. No matter when, it is difficult to see the litter of plastic waste on the street. Government has also taken positive incentives to encourage local person to recycle stuff. Residents willing to put plastic bottles to self-recycling machine to get the supermarket coupons. It is save money for government ,also residents can get the benefits and make contribute to environment.

Most of these plastic bottles are recycled to the Recycle Bin, as well as part of the original will be returned after picking re-use. For example, Coca-Cola, their way is through the advanced technology to clean the bottles, then these cleaned Coke bottle can be reused up to 20 times, although this system appears to be very effective, but only for specific bottles. Danish people also like sent these plastic waste to local craftsmen's hands, they have ways to make flower pots and other useful products.

However, now they have to admit more and more disposable products into the

market, which non-recyclable plastic decomposition is just stacked in there, mostly waiting for burial.



Image 3.14 Recycle bottle of Coca-Cola in Denmark

3.3.6 Summary

Most enterprises believe that Abraham Maslow's "hierarchy of needs theory" concerned about the environment is a "higher level" needs, environment will be considered unless rising wealth in the company. As long as the environment does not deviate from the growth or limit business growth, environmental problems can still be considered. This logic assumes that human beings and environmental health can be separately for consideration. In fact, ownership of cars and TV, somethings people believe it's "good life" connect with the clean air, water and our whole resources.



Image 3.15 concerned about the environment is belong to a "higher level" needs

Production of goods in each process will leave footprints in nature. people should not too rash to dispose of unused items at the same time, Because every activity from people are link in a relationship with the world. All the flights of Norway need to pay for the carbon tax levy, the European Commission is also prepared to establish a Europe-wide environmental fee collection system .

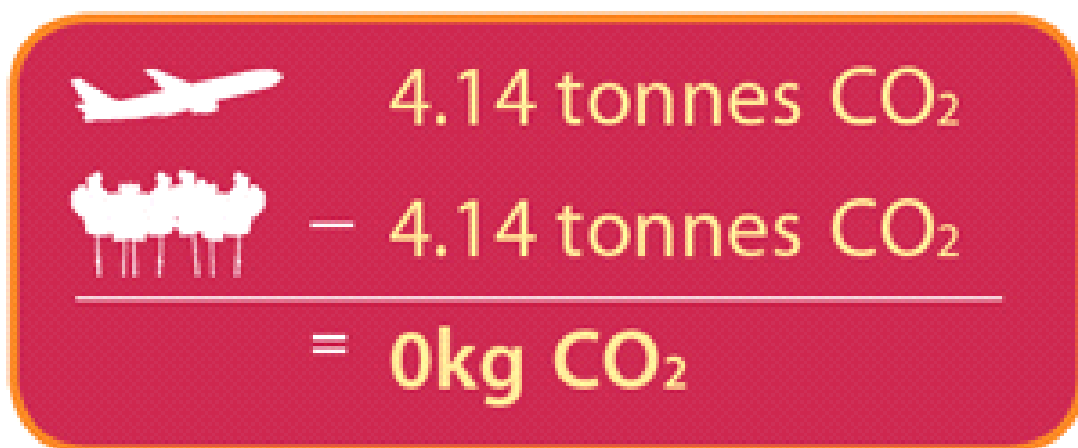


Image 3.16 carbon tax

Foreign scholars have pointed out low prices is one reason to stimulate the

consumer, the market did not show the “real cost”,like some pollution cost generated in the production process,some "hidden" or "additional" costs.So some environmental groups suggest government to increase green taxes. The main function of the green tax is not for the government to increase revenue, but for accurate market information to be provided .The real purpose is to eliminate the uncontrolled pursuit of lower prices caused by the distortion to reveal the true cost of the buyer.

When we consume non-recycle resources, the points will be deducted, and this is called green taxes. The relevant departments have developed a variety of programs, such as climate change and donated to the International Foundation. Another form is to buy "carbon credits" for offset their carbon dioxide emissions. For example, you consume 1kg of carbon dioxide when you fly, they you need to donate corresponding “money” to plant trees or donate to “sustainable energy project”.



Image 3.17 Levy green tax

Some interesting website like "Projectlabel.org". They listed kinds of "nutritious"brands in society,we called"nutrition" refers to corporate social and environmental impact. "Goodguide" website is allows consumers to check the health, environmental protection and reputation in the ratings of the product,

People can have a more comprehensive understanding before buying the goods. Then they can make a choice to select a better product which they have a better reputation of the brand, it will be more conducive to protect our common environment. The rating of products are not limited contains other toxic materials, such as mercury, PVC and other heavy metals. They also evaluate environment factors including product materials, energy efficiency, recyclability, manufacturer of the supply chain, materials, manufacturer's social responsibility performance.

With all of the proposed measures are all hope that we need to respect our resources from nature.

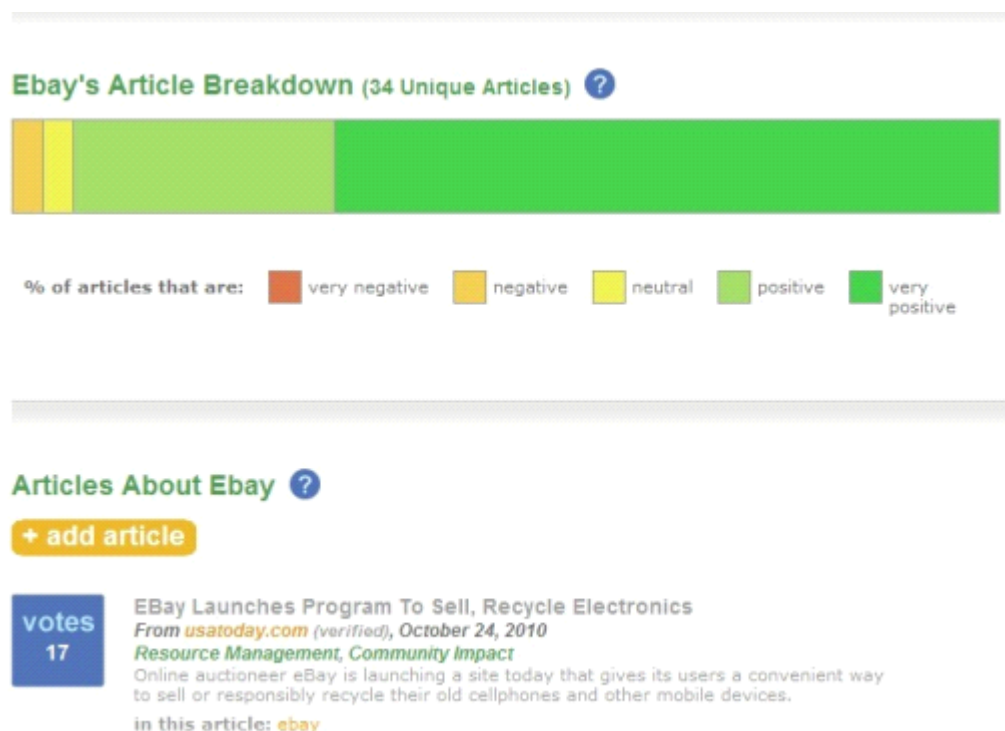


Image 3.18 "Projectlabel.org" evaluate "Ebay"s influence to environment

Hand Soap

Save to a List Share Like Be the first of your friends to like this.



#125 out of 157 hand dishwashings

3.8 **GoodGuide's Rating**
About Our Ratings - Add Product Info

0	Health This product contains one or more ingredients that raise a high level of health concern
5.4	Environment The company that makes this product has an above average score in climate change.
5.9	Society The company that makes this product has an above average score in ethical policies and performance.

Tell us what you think

Recommend (8) Avoid (28)

Top Alternatives

Buy This Product

Mies Dis... thefind Check prices online

Image 3.19 “Goodguide”evaluate one product from health,environment and society

3.4 The relationship between Collaborative consumption and idle stuff

3.4.1The necessity of co-consumption

Because of global competition,consumer market and environment changed,Researcher extending a new concept of "collaborative consumption." The concept has since been championed by Rachel Botsman and Roo Rogers, co-authors of "What's Mine Is Yours: The Rise of Collaborative Consumption".The term collaborative consumption is used to describe an economic model based on sharing, swapping, bartering, trading or renting access to products as opposed to ownership.From enormous marketplaces such as "eBay","Alibaba",they believe "cooperation can create value".As consumers, more and more people are aware of the co-consumption instead of over-consumption .It's really become more meaningful.

1)collaborative consumption as a social revolution that allows people to “create value out of shared and open resources in ways that balance personal self-interest with the good of the larger community”.

2) social networks and instant message make space and time barriers disappeared, People have increasing options.

3) Modern industrial system is a linear system - "mining - processing - discarded", is not sustainable. Reuse of them and redesign of them is responsibility of person, not only related to designers.

4) Financial crisis bring global economy in shadow. The unemployment rate rising in Western countries, and you need to pay more buy the same stuff.

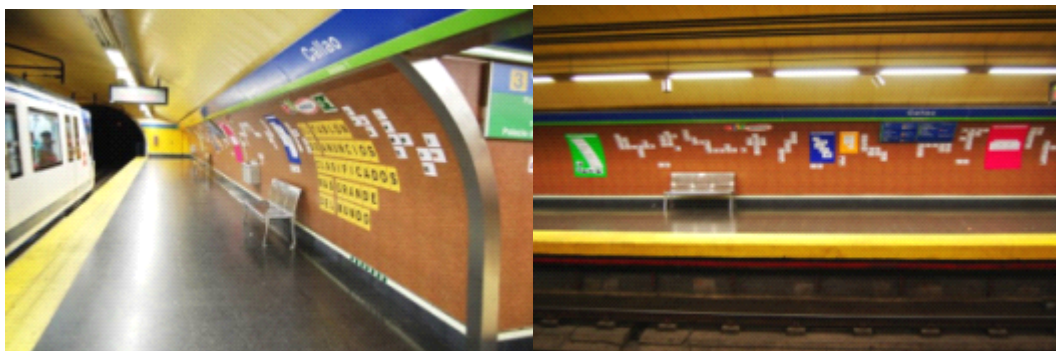
3.4.2 The form of Collaborative consumption

Form of collaborative consumption can be summarized into three categories:

The first one is the "secondary market" ,we also called "Redistribution Markets".

In the secondary market, money and exchange are feasible.

For example, Ebay's posted lots of product information on the subway in Milan in 2010. Each card has the contact of the seller and description of the goods. I noticed some stuff is Free, you can contact seller directly if you want to have. People can use this "waiting time" to check if they have some interesting stuff. It is a great place and using appropriate time to spread the information.



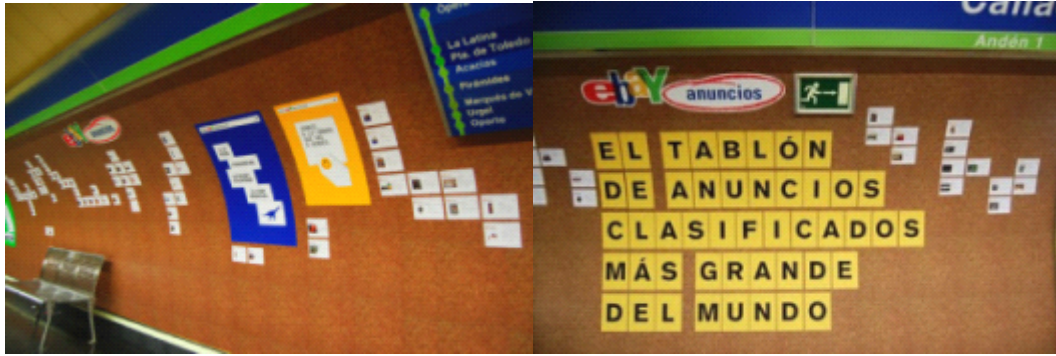


Image 3.20 Ebay company post staff information in metro in milan In 2011

The second category is "Collaborative Lifestyles". People aware of "Common rent" and "car" is a typical example. It is worth mentioning that "sharing the office space" is accepted by growing young people. Shanghai's "Xin danwei", London's "The Hub", San Francisco's "Citizen Space", they are very interesting case.

It is a new way of working Xindanwei, which means "New Work Unit", is a co-working community which promotes and facilitates creativity, sharing, and the great scale of collaboration. Xindanwei workspace runs on timely basis and locations in Shanghai. There are four types of services to choose from based on how long, when and how you need to use the space, which rent by month or day. And accepted by a lot of free-lancer and artists.

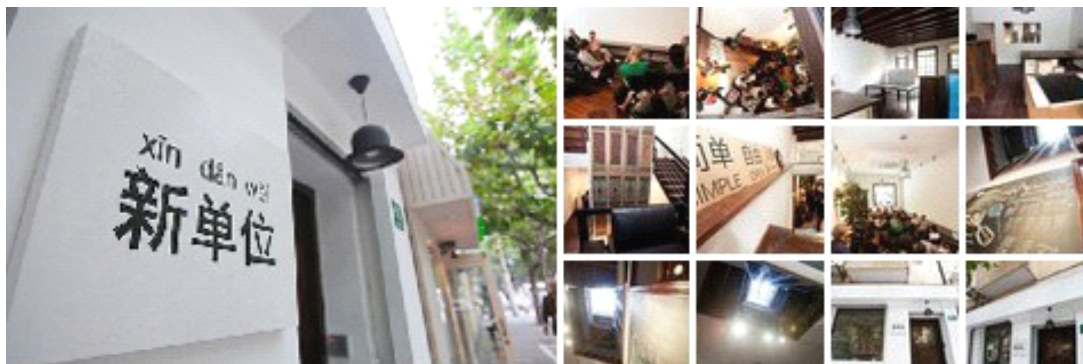


Image 3.21 "xindawei" environment

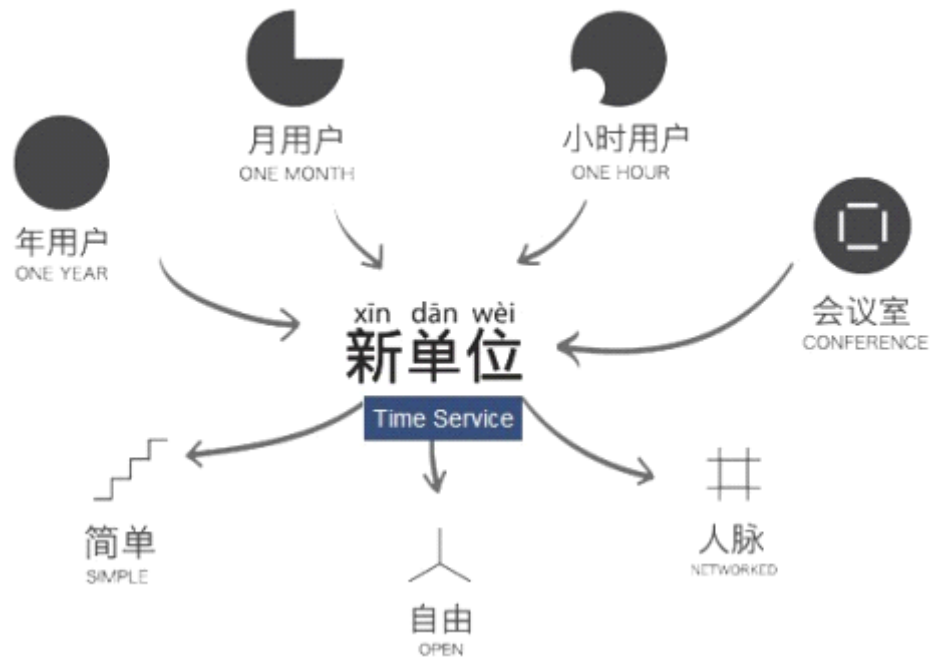


Image 3.22 “xindanwei” time service

The third category is the "product service system". Some stuffs will not always be used, also need place to storage. Such as wedding dress, luxury handbag and jewelry. They are too noble and less occasion to wear. For such demand, smart dealers development of the "rental market" to provide customers kind of products. The rental business from "car" to "furniture", even some place have "boyfriend rental" which aim at some single women deal with her parents.

The CEO of WRAP (Waste & Resources Action Programme) Liz Goodwin said: "We should have confidence in our lives, we can get them when we needed, but we do not need them around us everyday."



Image 3.24 "rent service" is increasingly popular

Therefore, "rent" is becoming a new way of life and business models. A couple rent their "idle stroller" 150 euros one week to a TV programme. In U.S., "luxury rental" is increasingly popular. If a person buying a convertible car, he can only use it when the weather is fine. So why not choose to rent a car. You can always change models of cars. Erento is America's largest online rental company, currently features over 1.5 million rental products such as laptops, carpet steamers, digital cameras, sports cars, etc. Short-term rental of all sorts of products already represents an estimated €108 billion (\$160 billion) annual market in Europe.



Image 3.25 Rent service on line

3.4.3 The relationship between collaborative consumption and idle stuff

The "six degrees of separation" concept originates from Milgram's "small world

experiment" in 1967. Six degrees of separation refers to the idea that everyone is on average approximately six steps away, by way of introduction, from any other person on Earth, so that a chain of, "a friend of a friend" statements can be made, on average, to connect any two people in six steps or fewer. I found that many company apply "six degrees of separation" structure to their network, such as Facebook, Twitter any other social network always remommend someone you may be known.

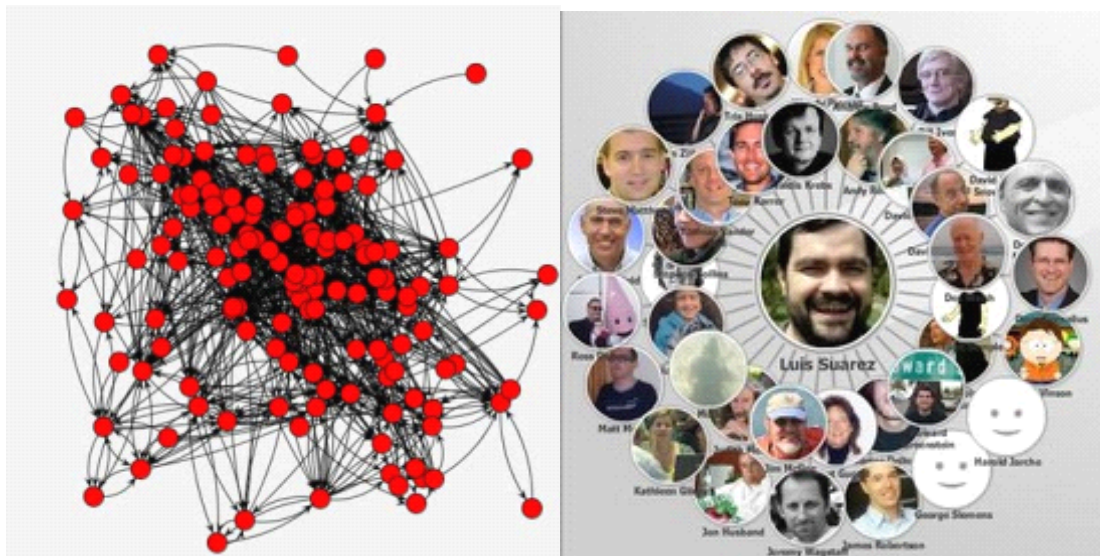


Image 3.26 "Six degrees of separation "theory

In the network, growing people willing to choose Collaboration consumption, also known as "group buying".offers products and services at significantly reduced prices on the condition that a minimum number of buyers would like to purchase.

2010-2011年中国团购市场规模预测（销售金额）

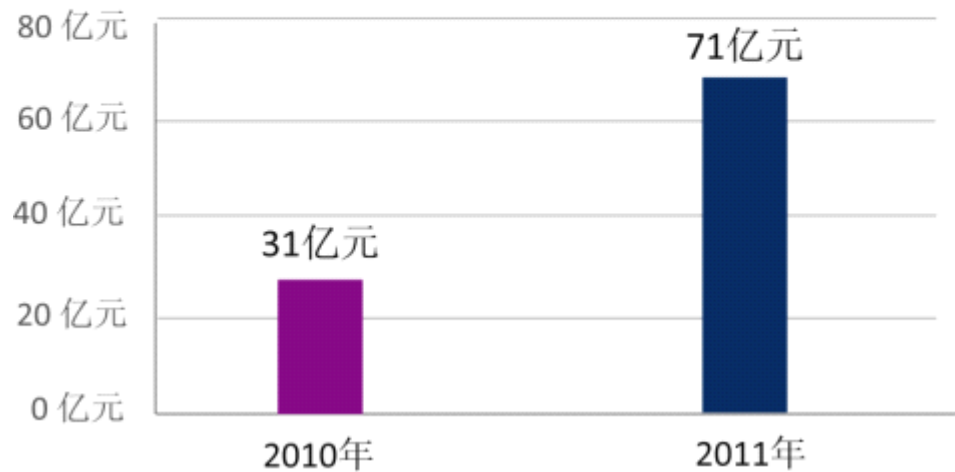


Image 3.27 “group purchase” is popular in China

Collaborative aims at reduce the consumption of social resources, while internet brings the virtual space to improve the interaction between each other. It can complement each other. Collaboration with the Internet, Consumer can easily establish a "relationship" of the platform to solve the problem of idle objects.

1) On the one hand, through the transactions between people can contribute to the establishment of a contact, which help people learn to share, thus making their consumption less than the supply of resources from nature.

2) On the other hand, unused stuff will be resolved through this platform. Internet has a features of "Inclusive", it can improve services, convenience and reproducibility for more ordinary people to use. According to the survey, China's increasing number of person like online shopping. Although there is a lack of great experience or quality assurance, but still become an inevitable trend in future.



Image 3.28 “collaborative consumption” Rachel Botsman,

3.4.4 Summary

3.4.4 Summary

The theory of "Collaborative consumption" need us learn to share first. Within this category, practice a typical case in society and consolidate the sustainable direction of change.

Everyone can participate in each part of sharing process, End users, Local organizations, Service providers and the Corresponding product manufacturers are actively involved, these "collaborative design" process to guide new sustainable economic model, while the new economy model can promote innovative "collaborative design" process.

Chapter 4

Strategy analysis about reuse idle stuff based on in china

4.1 Overview of domestic and foreign exchange website

In ancient society, people take some unused things to exchange other things

what they want. It just through stuff exchange instead of use money. Your garbage is others treasure. This is a rational activity about redistribution of resources, but also make a contribution to environmental protection



Image 4.1 One bottle of wine can change one kilogram rice in ancient china

People's consumption concept is changing everyday in modern society, the Internet has changed people's long-standing tradition of consumer attitudes and a variety of forms, which greatly improves the logistics, capital flow and information flow, and better meet the diverse needs from people.

Exchange stuff began in the 1950s, it developed better in the United States, Canada, Australia and other countries. Most of these companies choose Internet platform to develop trading, it is really a great way to break the time and space constraints and make the company becoming more strong, According to the

Statistics from U.S Department, It is nearly \$ 700 billion annually from exchange transactions in United States, In fact, 65% company in the New York such as 3M, Mitsubishi Motors, Coca-Cola, Pepsi, IBM and Rank Xerox Corporation, have been make exchange trading. In Malaysia, an online barter company MOLBarter.Com, the business has just started business within six months, but they already have earn nearly S \$ 1.43 million .

Under the Financial crisis,we find barter sites in the Internet industry has naturally become a new growth point.

The famous company named "Ebay" in Us, millions of unused furniture, collectibles, computers, vehicles to be published and sold. Japan "Livis" site combine Twitter to make more people notice . Barter is become more popular in Japan because japan have small area, so they are focusing on the reuse of limit resources."Livis " website can change the present situation .

Swap site in China like "people", "Ganji" is becoming more popular. On the one hand the starting point of these sites have the same ideas by coincidence with the whole social values.The other side, the site also provided with a better user experience and service to attract more people involved in reuse activities

For many users, "need determine value" .From this perspective, for customers not only experience the fun, but also because it is a new concept of consumption. Even a new way of life.Users do not know each other ,but they can gather to form a virtual tribe, to explore consumer, to explore life and learn to better care about themselves and others.

4.2 Case study:"ganji"website



Image 4.2 Logo of “Ganji”website

“Ganji”website mainly for individual user, people can through Internet to publish personal stuff and information they want to sell,Then company provided services and platform. Users can engage in a timely and effective dissemination of personal classified ads, services and assistance."ganji"Network as a classify information company, constantly optimize the user experience. On March 2011, The statistics show "Ganji" network have nearly 80 million people post stuff information one day, more than 14 million visitors and page views more than 153.34 million.

when we discuss "To rent a house", we find the traditional way is to search in Internet and get rent information,telephone number ,then we bring the paper and take the subway or bus to find one by one. Compare to this situation,User only sign in "Ganji"website in mobile phone to check updated information from Internet simultaneously, then you can save to favorites in local or call the information provided in directly . If you didn't find suitable house ,you can check the the other housing within a radius of 500 meters by mobile phone.

The ultimate features about Mobile Internet is "Instant information"which combine location-related services .Thanks to the competition between each company,User can spend less money to enjoy more service.More advanced instant messaging software clients also allow enhanced modes of communication, such as live voice or video calling .

On March 2011, "Ganji" launch brandnew services named"rush Group", a new project contained every aspect of living life:from food to clothing, from food to fashion, from the Maternal and child supplies to furniture.

Overall,"Ganji"website still in the growth stage.Even if the whole structure is complete and user experience is still relatively smooth,but there are still some problems, I will analysis detail in the next section.

First, No matter you are seller or buyer, you need to register a new account .Upload your personal information and enter password.

If you are a seller, click on the "release information button" and complete the stuff information you post on the site, When users search anything they want,they will contact you immediately.

If you are a buyer, enter the homepage and choose your region, then browse by category or you can search by keyword to find the classified information, if you find something you are interested, you can call the seller directly to ask for more details.

I will analysis "Ganji" website from 4 part.

1,function

2,visual interface,

3,interactive fluency

4.security

Function:



Users retrieve information quickly through categories provided by "Ganji" website ,then make a transaction off-line.

But there is a problem, when you selected titles into categories, you will find all the information is classified by date.That means you have possible to missing some information from the early time.

Let's for example, the figure 4.8 below, The website shows the current time is 21th May, if I want to see the information on 10th May ,i need to flip the page constantly . And i also find that the release of information online is only stay around 10 days.There is no way to be found if you want to see the release information on 5th May .The system didn't save the previous information.

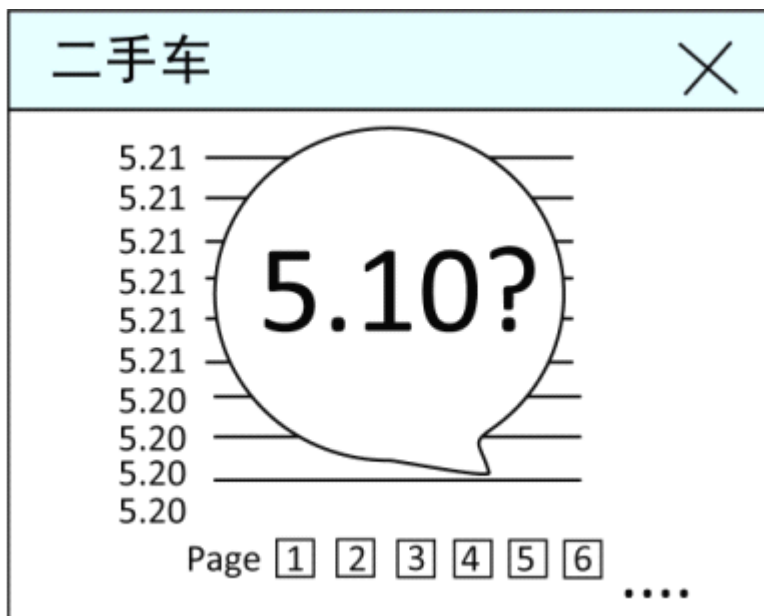


Image 4.3 "Ganji" update by time

5月21日 私人低特别克赛欧两厢SRV一辆! 下关 - 2.75万 

5月21日 转让自用帕萨特 秦淮 - 9.6万

5月21日 低价转让04年桑塔纳3000 鼓楼 - 5.2万 [商家]

5月21日 低价转让04年别克凯越 鼓楼 - 5万 [商家]

5月21日 转让凌志ES350 江宁 - 30.5万

5月21日 售-06途锐V8 4.2 带脚踏 特价 玄武 - 20.5万 [商家] 

5月21日 转让全新奥迪Q5现车订单这个月就提车 白下 - 49万 

5月21日 转07年海马323 玄武 - 5.2万 [商家]

5月21日 04一手车西耶那转让2.9 秦淮 - 2.9万 [商家] 

5月21日 低价转让09年8月份悦翔 江宁 - 4.9万

5月21日 很好的三厢福克斯低价转 雨花台 - 6.4万

5月21日 转让37座旅游车 下关 - 11.5万 

5月21日 急转06年旗云 绿标 全险到明年 浦口 - 2.6万

5月21日 雷铁龙爱丽舍 南京周边 - 5.5万

5月21日 低转07年小型蓝牌金杯中顺大面包 江宁 - 3.8万 [商家]

5月21日 转让06年桑塔纳 白下 - 3.5万

5月21日 08年10月丰田雅力士一手私家车转让 下关 - 6.8万 [商家]

5月21日 转让03年8月的别克赛欧 建邺 - 2.55万

1 2 3 4 5 6 7 8 9 10 下一页

Image4.4 Check the car by date

6月13日 卖进口雪佛兰,可看车 面议

6月13日 个人02年奥拓普通型(带气囊)13000转让 面议

6月13日 转让04年个人一手福特嘉年华,自动豪华,类似新车. - 3.6万

6月13日 急售04年桑塔纳顶配自家用车 面议

6月13日 铃木奥拓 2006款 0.8L 大王子 面议

6月13日 带牌卖 04年羚羊 - 3万

6月13日 带牌照出售不用过户 面议

赞助商链接

想卖车? 找二手车帮卖 www.carsing.com.cn 开新, 二手车帮卖开创者, 帮您卖得值 二手车帮您卖得值! 热线: 4006606018

处理法院拍卖二手小车 www.ki889.tk/ 大众 丰田 本田 奥迪 宝马等 手续齐全 包过户 包上牌 车到付款

上海欣畅二手车收购网 www.hxcars.net 知名二手车经纪公司高价收购各类二手车 旧车置换评估! 免费热线400-627-2680

上一页 16 17 18 19 20

20页为最后一页, 物品信息只显示到6月13号

Image 4.5 The "post" will be stay only 10 days in website

The second problem is for example: Mr. Bu post a advertisement that he wants to transfer a car. I see the transfer information, but I want to check the other information posted by Mr. Bu. The system didn't show because of "Ganji" website is update by date. If you find a fancy car, but you want to buy it in a few days. But in a few days, you cannot remember the information in which day. It really affect the site transactions.

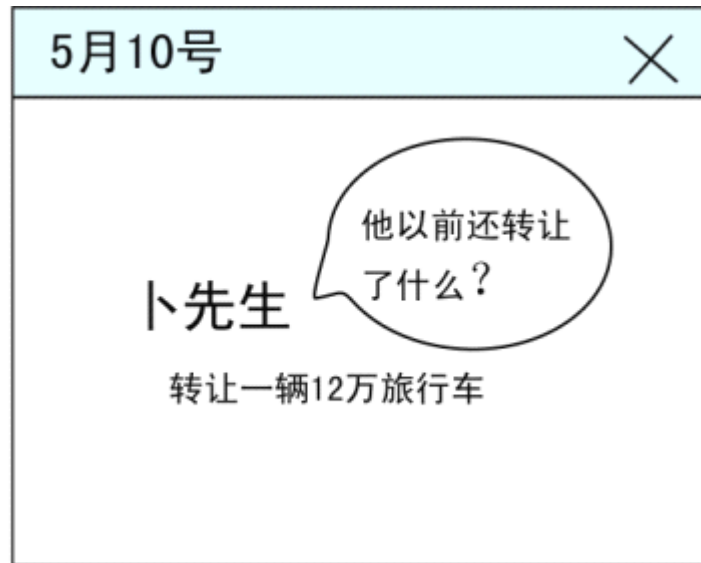


Image 4.6 The problem of check history

转让37座旅游车 - 12万

发布时间: 05-17 19:10 信息编号: 32010011001251691

价格: 12万

所在地: 下关

品牌/车系: 厦门大金龙

排气量: 4升; 车龄: 5年; 行驶里程: 29万公里; 变速箱: 手动; 车辆颜色: 蓝色;

06年9月上牌, 车况特好, 手续齐全, 冷暖空调, 无线话筒, 可用做厂班车, 外出旅游, 本人很爱惜车子, 想买者价格面议

联系人: 卜先生 [该用户发帖记录](#)

电话: 138-51636233

联系我时请说是赶集网看到的。

发布人IP: 222.66.143.* (上海市) 赶集网提醒您: 让您提前汇款或者不见面交易的都是骗子!

立即举报: 此人是商家 | 内容不真实

Image 4.7 You can not check the seller other shares in here

Regarding the problem of two aspects, a Japanese website called Livis has a better user experience. It is a second-hand exchange website based on Twitter. You only need to log in to a Twitter account and list some stuff you don't want to have. Then wait for the other Livis users to choose or contact you. Also, you can follow the user who you are interested in. It's an easy way to check her/his other collection.

User can use a Twitter account to login in "Livis" website, they can choose another way like releasing information in "Twitter" and sync it to "Livis" website. The content contains: stuff description, user information and contact information. When a user finds some stuff they like, they can click "like" button, it is easy to check in next login.

So I think compared to this website, "Ganji" website neglects an important function is to build the relationship between users, the relationship over when a transaction ends. Refer to the other B2C company like "Taobao" in China. Seller can establish a "Virtualshop" online, buyers can always be concerned for their favorite seller. The advantage is to prevent missing some stuff what they want.



Image 4.8 “Livlis”interface

Interactive fluency:



User need to complete the personal information When enter the site's to post advertisement . In my opinion,we always have a feeling to give up fill with all the complex form.We don't want to user lose patient,So,we found a lot of website simplify the sign in process.And you can simply fill out the necessary information only,and ignored the non-essential information.

Ask user to fill out the un-necessary information may bring three consequences:

- 1) Once users find too much personal information need to fill out, they will not hesitate to fill out false information or even give up scanning website.
- 2) The site requires user to write less form, the submission and visit quantity will be more. People suffering in the internet often in a hurry, if the form is complex, many people will not spend time to fill out the form.

3) The image of the website will be bad, if user can choose to write data, It will become more humanization.

Generally speaking, the more pre-planning .the more great feedback from users.



The image shows a web form for creating a post in the 'Vehicle Sales and Services' category, specifically for bicycles. The form includes the following fields and options:

- 子类别 (Sub-category):** 车辆买卖与服务 > 自行车 (Personal daily can post 1 message, merchant can post 10 messages)
- 标题 (Title):** Text input field
- 地点 (Location):** 请选择 (Please select) and 不限 (Unlimited)
- 供需 (Supply/Demand):** 转让 (Transfer) 求购 (Purchase)
- 来源 (Source):** 个人 (Individual) 商家 (Merchant)
- 标签 (Tags):** 山地自行车 (Mountain bike) 公路自行车 (Road bike) 折叠自行车 (Folding bike) 美利达自行车 (Merida bike)
 飞鸽自行车 (Feige bike) 永久自行车 (Forever bike) 捷安特自行车 (Giant bike)
- 价格 (Price):** Text input field followed by '元' (Yuan)
- 描述 (Description):** Text area with a warning: '不要在描述中填写电话或特殊符号，否则帖子会被删除' (Do not enter phone numbers or special symbols in the description, or the post will be deleted)
- 上传照片 (Upload Photos):** 上传图片 (Upload image) button. Note: 如果无法上传，请使用(普通上传模式) (If unable to upload, please use (Normal upload mode)). Below: 上传图片可将效果提高3倍；最多上传8张。 (Uploading images can improve the effect 3 times; maximum 8 images.)
- 联系电话 (Contact Phone):** Text input field
- QQ:** Text input field
- 联系人 (Contact Name):** Text input field
- 设置管理密码 (Set Management Password):** Text input field with a note: 用于以后修改删除帖子，请记牢 (Used for modifying/deleting posts later, please remember it)
- 置顶服务 (Pin Service):** 10元/3天把信息置顶，浏览量可提高5倍；置顶帮助 (10 Yuan/3 days to pin information, views can be increased 5 times; Pin help)
- 立即发布 >>** (Post immediately >>)

Image 4.9 Fill with personal information when you post

Visual Interface



"Ganji" website pursuit of simple visual style, they don't have more graphic .

I have try to list three aspects of visual problem :

- information design

Information design means how to Classify information, the user can easily find the information they want. Each Internet company focus on "Convenient, fast, high-efficiency" , So according to this principle, I believe how to transform the large number of information into appropriate visual is becoming crucial important.

Most domestic website like "Sina", "Sohu", "Tencent", In particular like some e-commerce website like "Ganji", "Baixing" in china, they all have a common characteristics: large of information. For example, The layout of "Baixing" is to expand Categories in homepage, takes up about 1 / 2 space in the whole page . Like "Ganji" network, classified information to fill the almost full-screen. The homepage is real disaster for user . The classification of a full page hyperlinks. The main title and subtitle is difficult to recognize , because of the same color and same font, It make user confused.

Secondly, too much information is displayed in homepage. The content of all the information is not classified and integrated.



Image 4.10 The homepage about "Ganji" website

In comparison, The U.S company "Ebay" home page have a appropriate information in homepage,then add some simple and clear icon ,makes user understand the site's main features easily. After a lot of similar information combined, the impression of the homepage is high-efficiency.

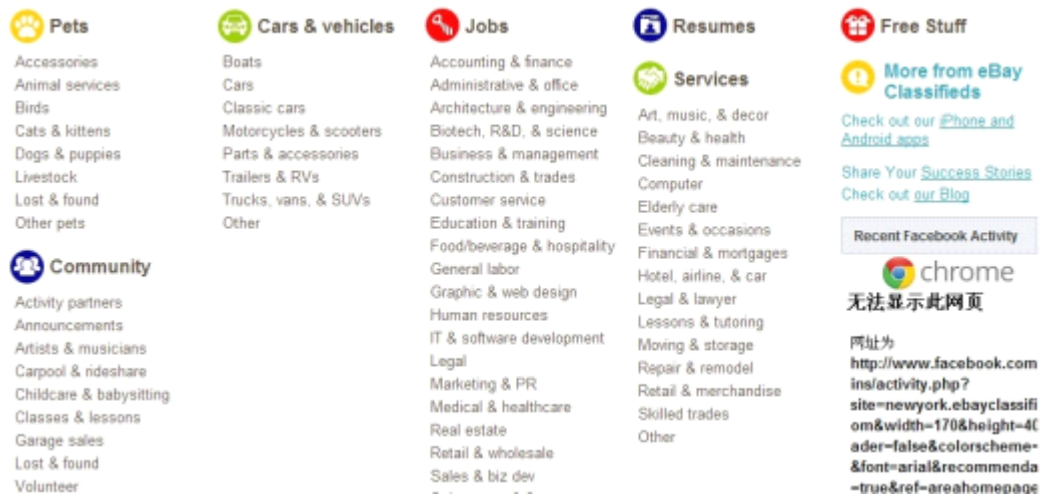


Image 4.11 The homepage about "Ebay" website

Good experience is to allow users to click least step to achieve their goals. U.S. company "Amazon" site, select the drop-down menu to handle the classified information, which can accommodate more content, while saving space. when we scan the website,we are used to scan from left to right area. Ebay put the category in left corner is comply better with the eye track.



Image 4.12 The catalogue about "Amazon"

Italy, The second-hand website named "Kijiji".It combined of pictures with information to display, The advantage is that when users see the price or location ,It is clear at a glance .User can decided if he want to see more.It's real improve efficiency and save time.Compare to "Ganji" website ,the page just list the name and date.

208.808 Risultati Trovati a Milano		Prezzo	Luogo	Data ▼
	Quadro Vendo stampa raffigurante il mondo, alla maniera medioevale. Misure cm.140 x 103. Pagato il doppio.	contatta l'utente	Melegnano	Oggi 08:12
	Armadio anni 50/60 Vendo bellissimo armadio anni 50/60,tenuto bene,come si puo' notare dalle foto.il prezzo e' di 800euro trat...	800 €	Milano	Oggi 08:10
	Autoradio 6,5 pollici - 2 din standard Vendo autoradio causa doppio regalo del valore di 650,00 euro nuovo acceso solo per testarne il funzionamento Caratt...	300 €	Milano	Oggi 08:10
	I suoi occhi parlano e spiegano Tango I suoi occhi parlano e spiegano perfettamente la sua indole buona nonostante ...	In regalo	Milano	Oggi 08:08
	Abito da cerimonia cinese su misura Ciao siamo una fabbrica cinese e stiamo in cina,facciamo la vendita on line....	110 €	Milano	Oggi 08:08

Image 4.13 “Kijiji”website in italy

Compared with the "Zoomii" website provides users with a real online bookstore experience, users can find their favorite shelves. Then, according to the book title to find what they want, It is unlike other sites make list or just give user a "search box".

Many users feel that when you as browse "Zoomii" , like enter in a real bookstores, The user experience is extremely interesting. Web site has the real bookshelf interface . You can move the bookshelf by dragging the mouse or search directly by keyword. When you click the books on the shelves, you can view the cover of the book, including the price and the main description. Add to your favorite for check in next time.



Image 4.14 The interface about “Zoomii”

- Label design

Research shown that when user browsing the page ,they are used to

jumping scan . Users do not like make choices ,they like go to find the information directly.Don't make them think. So clear label design has become more important, it can help users in the shortest time to achieve their goals.

But the problem of"Ganji" is: we can find"post"button is easily .Because of Striking orange color is obviously.But when user interested in clothes and enter in the next page,they will find"post"button is "hidden away",can not find easily.I think this website aims at increase the user's transactions,so the" free post"button should run through each page and highlight will be better.



Image 4.15 The “post”button is not clear to find in second page



Image 4.16 Clear and obvious button

- Navigation design

No matter what's the design, the most important thing is not bring trouble to the user. The content of website need to ensure consistency and continuity .Do not let users re-establish the understanding of information page.So navigation is very important to the design. But the existing navigation design in "ganji" is not perfect, when the user enters into the second page, There are only two ways to back to homepage:

- 1) Click on logo of "Ganji" to back.
- 2) "Ganji"website put the navigation menu in the right corner under the page. But in fact it is an important tool bar.It was placed in the lower right corner is not easy to pay attention.It does not meet the user's habits.It looks like the irrelevant ads. Good navigation design should help user "catch"information, rather than allowing users to find all over the page. So the most common way is the putnavigation bar on the top of the page .



Image 4.17 The guide bar is put the wrong place

•Security



One of the biggest features about "Ganji" is: the "post" process is very simple. click on " register" button and fill with passwords and other information. The whole register process without verify the phone number and real identity. You could take one minute to complete registration. Then you can post on the website before you fill in a contact number and describe your product. If you want to delete the information you posted, you need to send an email to service center or through your phone number to delete. But the problem is if your phone number is be fraudulent, you will be in trouble.

So "Ganji" made a number of remedial measures to solve the problem, such as the home page has 24 hours "service hotlines" to solve the problem of cheating and information theft.

Summary

Analysis 4 aspects of "Ganji" website: function, visual interfaces, interactive and the security. I summarize the following points:

1) "Search" modular and "online purchase" modular should be the core part in the whole business website, These two modules determine user experience

is good or bad."Ganji"website is based on time to update product information , They lack of interaction between each people.In the subsequent practice, i will think about how to combine more aspect to bulid the information architecture.

2) Secondly, If possible, website will provide personalized services to each user. It depends on tiny insight with user behavior and deep understand the needs from users.

3) personalized experience is also base on an excellent visual expression and smooth interactive design .All the visual design need to aim at "adequate"instead of only beauty.

I sum up a few methods about visual design interface :

- .Interface layout should be clear and neat, to prevent too tight or too loose, there should have obvious "block sense" to show and represent each part functional. Such as the title area, work area and the help zones, It should not make users confused.
- .The most important part should be placed in the obvious position. Each interface should be designed to ensure visual consistency.Don't make users think.
- we also need to consider the style with right color and font.Visual design is convey information accurately and quickly, not to show off skills.

Chapter 5 practice

5.1 System design

In this chapter, i will analysis the present situation in university based on research in Chapter 2 . Also combined with advantage and disadvantage about existing swap website in Chapter 4. At last, i will go on explore the appropriate ways to consider the whole structure of the website in university. The final paper will focus on service planning, web interface design to show paper results.

By the research in campus, the site should aim at provided students a good experience about exchange stuff. "instant" and "safe" is keywords to different from the other website in society. Because the special space and users lead to this direction. Among students on campus to exchange stuff while they can also make friends . From long-term consideration, this behavior can help students consume fewer resources, while improve students life.

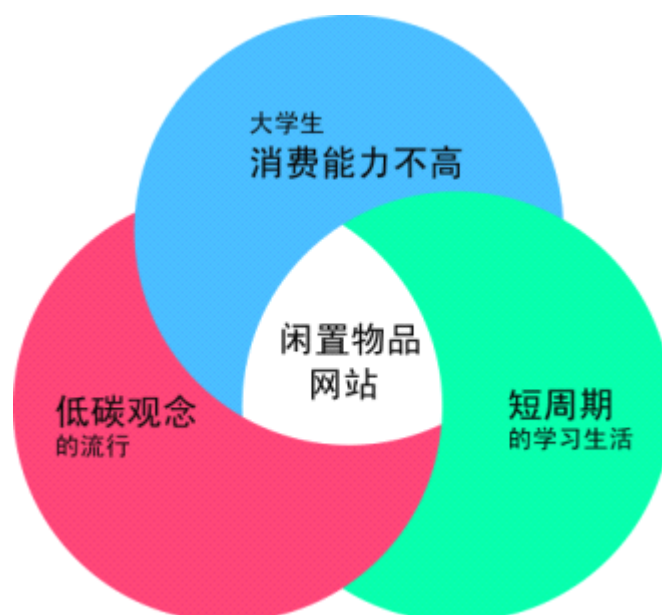


Image 5.1 Demand analysis about exrange website in campus

Jesse James Garrett, the author of the book "Elements of user experience," said when you start build a website ,you need consider the constructure about five levels: strategic level, the scope of layer, structure layer, frame layer and the final presentation layer. These five later is a complete process model needs to be considered. Designer The pre-planning more detailed, the website will be more successful , while users can get a better experience.

But deigner need to remember user-centered design,not means what user want,then we give.The core is still "design", Through a series of methods and experience to understand user's need, Think about the"intention"behind the behavior. This is the design value.

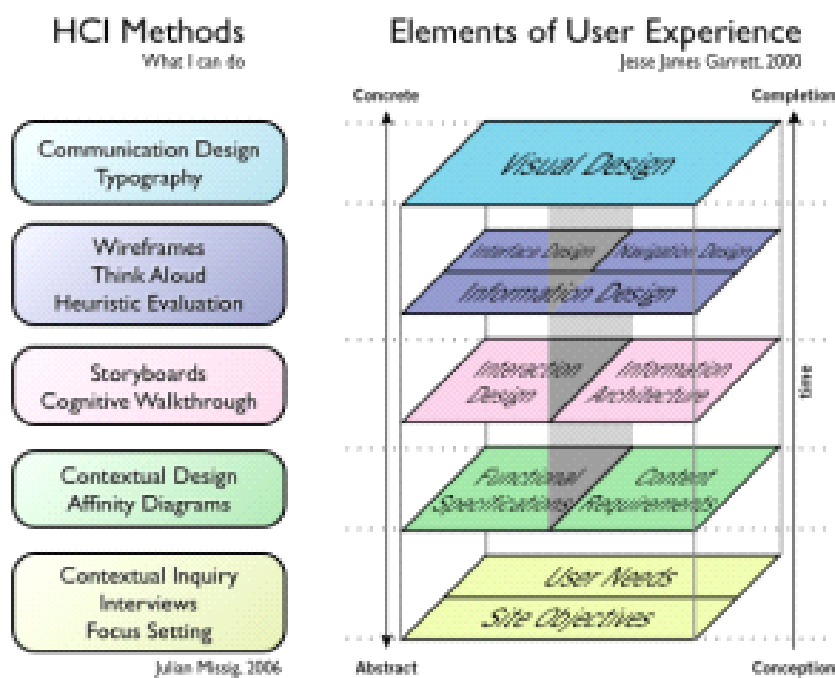


Image 5.2 The framework about website build

5.1.1Service plan

The overall system planning are: Between each students can establish a link through exchange platform; Also create a link between students and schools. Through the link between each other to promote "best use."

1) Student through exchange unused stuff to make more friends; While make more friends can generate more exchange behavior.

2) Students can donate books to library or give to other student by using this website.

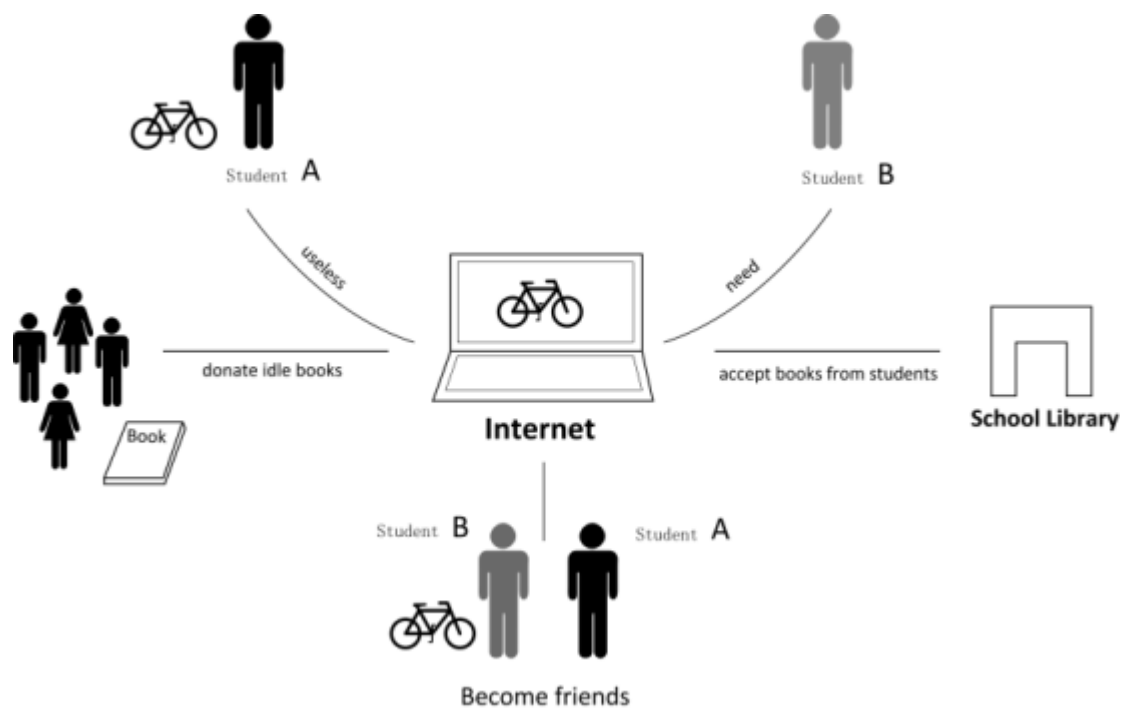


Image 5.3 The system map

5.1.2 Mockup about website

5.2 Main features deisgn in website

When i planing what should do ,i make a summary analysis of existing swapsite,consider their aspect of advantage and disadvantage , Then planing

the entire network infrastructure, in practice, to make improvements on the university website, and according to student demand, I hope to establish a more rational modular design.

5.2.1 Personal Information Management modular

According to the survey in China: 2.3% of people didn't want to be involved in after they participated in "Group purchase". Because the company can not guarantee the rights of consumers (51.5%), product quality is the second factor influence the consumer attitude (43.1%), service (38.9%) and trust (34.7%) is also still the problem.

Industry and Information Department said, They will make relevant laws and regulations to protect "information security" and "Internet management" as soon as possible.



Image 5.4 Security about the website

when I consider this application is used in campus, so we can create a "Campus Network service" based on campus platform. Students can create a personal account, then use the Student ID number to visit the website. To

prevent unsafe factors like online and offline transaction. Security of students will be greatly protected.

For example, I register a name called "Milkway" in some exchange website. Even all the website didn't ask for real name and passport number to prove my legal information. I become a member in website easily. That means when I make a trade, the other only know that my nick name in website, they do not know my true identity. Secondly, because of the register process is easily, so nobody can guarantee the number is valid.

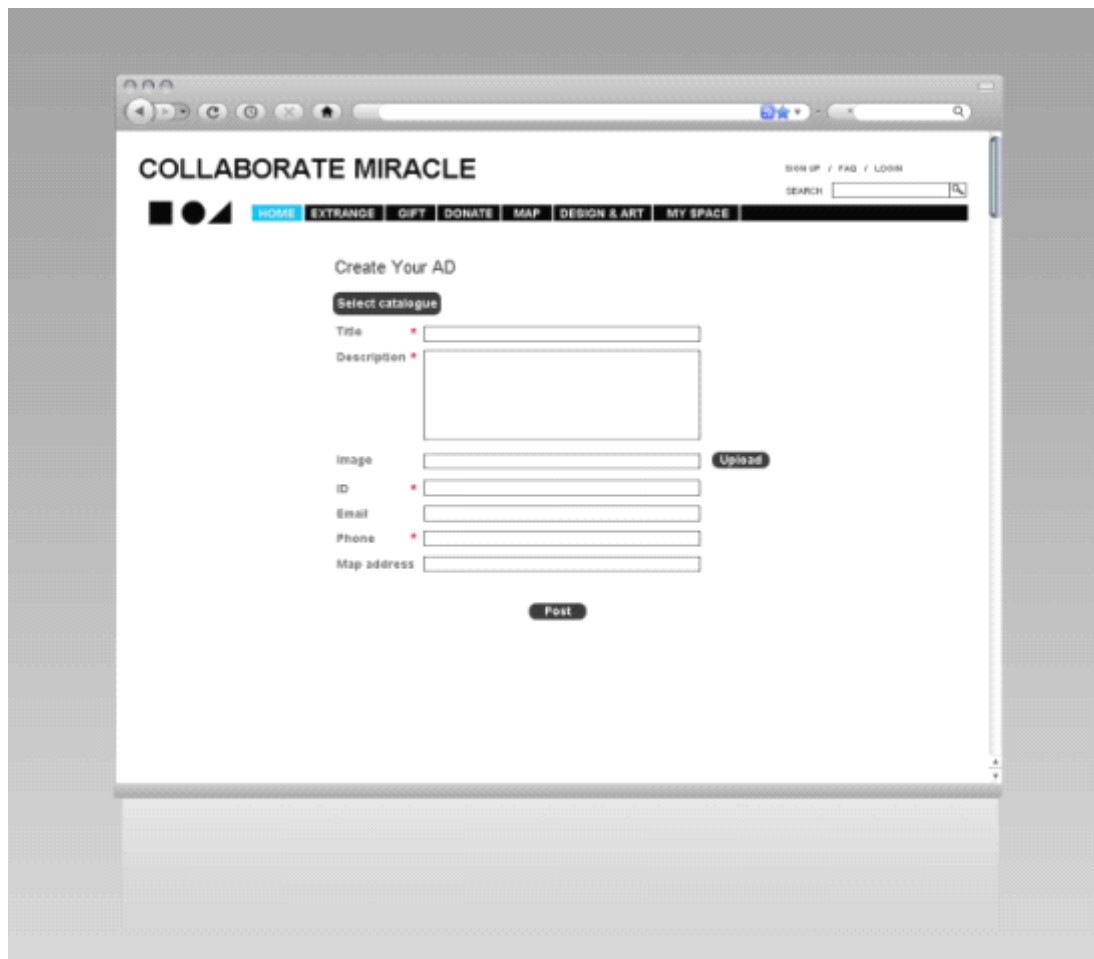


Image 5.5 Sign in by student ID card number

5.2.2 Search modular

"EBay" company use of "Skype" to help user make transactions more

convenient. Not only promote communication between buyers and sellers, but also stimulate the sales. So we found the most basic role of social networking is the "links" between each person.

Inspired by this, I believe development of social networks will bring more possibilities and influence a greater range of activities to people's life. Therefore, why not build a platform to exchange unused stuff while making friends? The friend with the same value to reduce consumption of resources and develop this project.

I think it is the same like "Twitter", if someone likes your share, they will follow you and get your updates in the future. It is unlike "Ganji" website, because it is difficult to check a previous release of information, I analyze more detail in Section 4.

Secondly, I think when you enter into the "personal space" part, you can view the people you followed. It is like a social relationship network based on shopping experience. For example, I see that a student has a professional book I want to have, but this book is already sold. So I can view his friend's list to check if they have it. Because maybe they are classmates with the same hobbies, same major. It is better than aimlessly searching in the social network.

Based on the social shopping experience, it can promote the transactions about idle stuff.

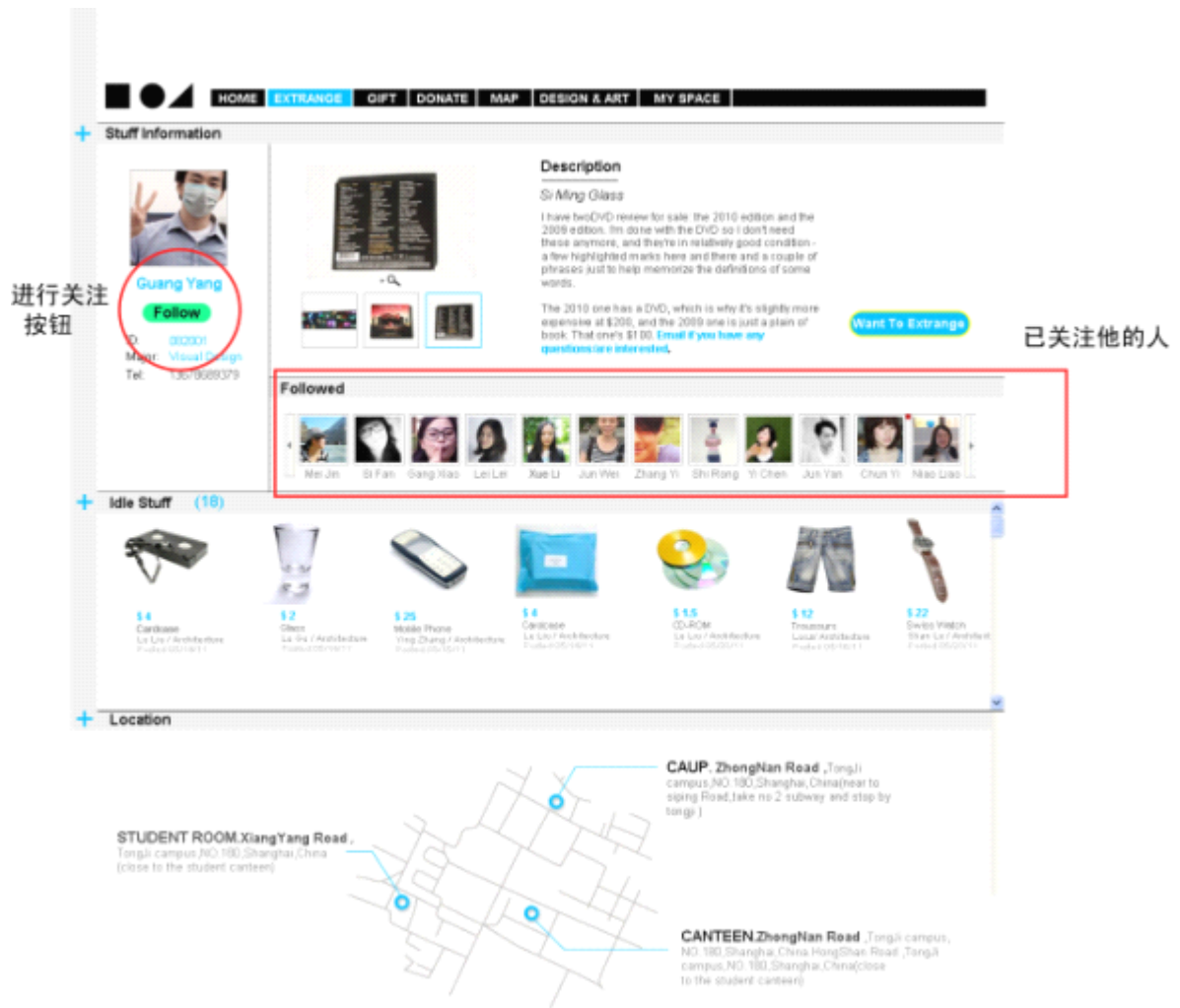


Image 5.6 "SNS" combine with network

In the "personal space" part, it is divided into three functions. First, users can view the latest releases from followed people. Secondly, users can view their "favorites" to make a decision whether to purchase or exchange. Third, there is a function for deleting or modifying published information.

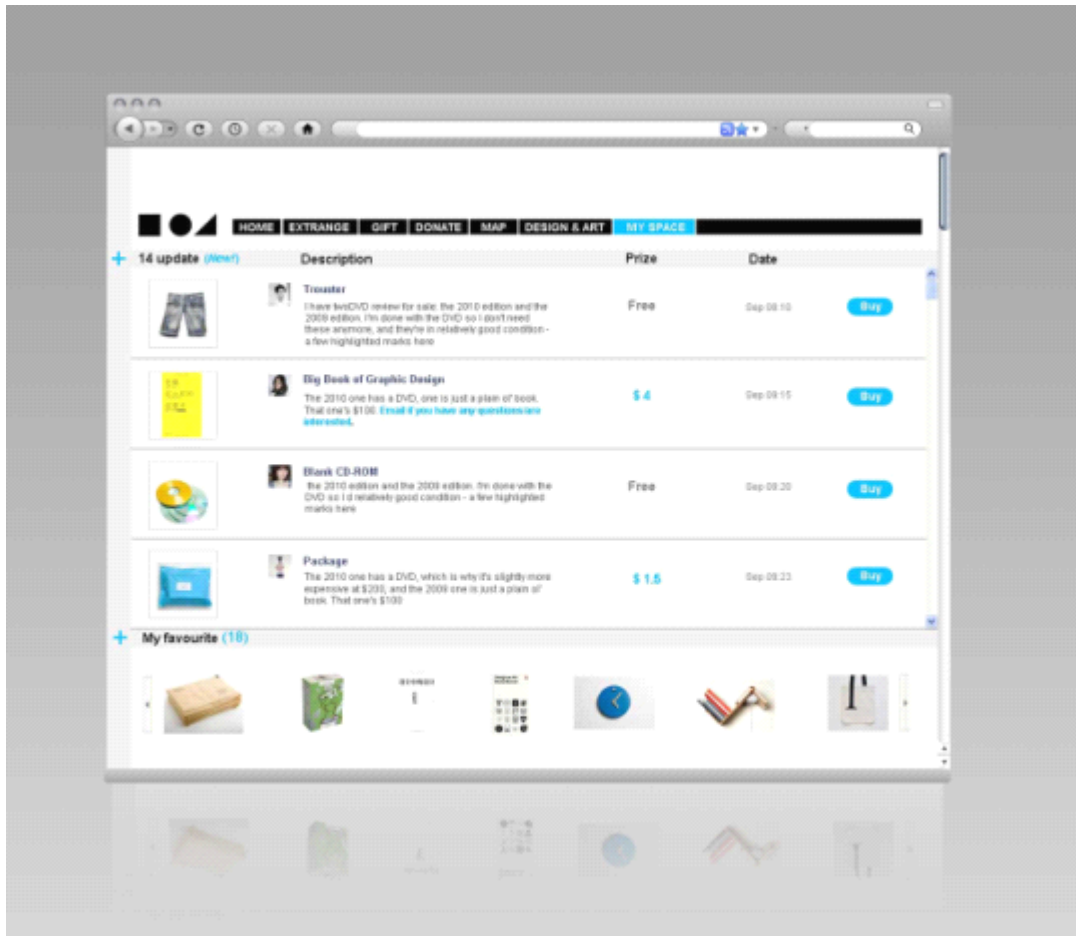


Image 5.7 Personal space

5.2.3 Transaction modular

Transaction in society is always set a regional trade as a unit, consider social networking is different from university platform , we need to rethink the conditions about campus environment and the number of students.Each setting need to based on the special feasures.For example,we can give user more palce to choose,like the seller activities in campus.Student B always stay in the library and bulinding B ,Ok,student B can know this informtion in advance.The system can collect all the informtion about the seller instead of students discussed by phone.

+ Location



Image 5.8 Check the exrange address

5.2.4 Donate part

It is worth to mention that the University of Helsinki in Finland,we find the campus always hold a specifically activity to sell unused furniture or tools . Students and faculty really like this activity because they are fun and the price is very low .It"s truly "the best use."



Image 5.9 Old furniture sale in Helsinki university

So i think if we can hold a "campus market" like i study in milan to make some stuff and sell them? Tongji University have a lot of student to study design.

They can put their design work on the website and sell them or exchange for another student's work. Each student can be initiative to study through the exchange their work. And the feedback will encourage students to constantly practice and creativity.

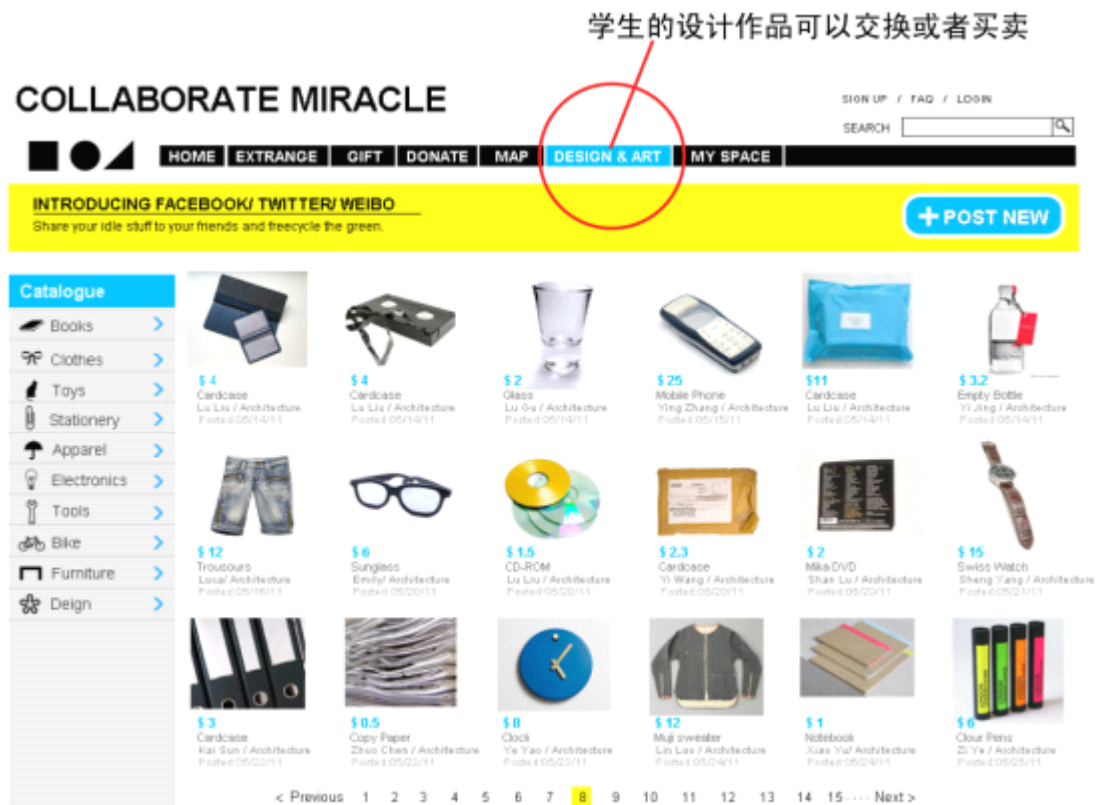


Image 5.10 Student's work can sell or exchange

5.3 Interface Design

According to my research, i found that college students always concerned about 2 aspects. One is security, and the other is simple operation. So no matter interface design or interaction design, it all need to pursue of convenient and "easy to use".

So consider these factors, student in campus mostly ranging from 18-25 years old. They pursuit of fun and easy to accept new things. So the style of the website should be more vivid and clear.

Additionally, though it may be super awesome to come up with a new concept or interface design pattern for your website, make sure that the design is still accessible and intuitive to your users.

The color of Homepage design should be user-friendly. Because when the viewer open the site, his first impression is the perception of color. Therefore, we must consider the color of bright and dark, light and heavy. I choose a relatively bright yellow , blue and dark black as main color. It looks like relax and lively.

Secondly, i do not want to show all the stuff on the home page. Because it will lead to the long length which cause viewer feel a sense of inconvenience.

So I decided to use picture with text to display these classified information, which make users clear.I design drop-down menu to show categories.Each category has a lively icon to give tips for user.

I try me best to design the layout for quickly understanding when you glance on the site. The ultimate goal is allowed users to identify and faster access to information.



Image 5.11 Mockup about homepage design

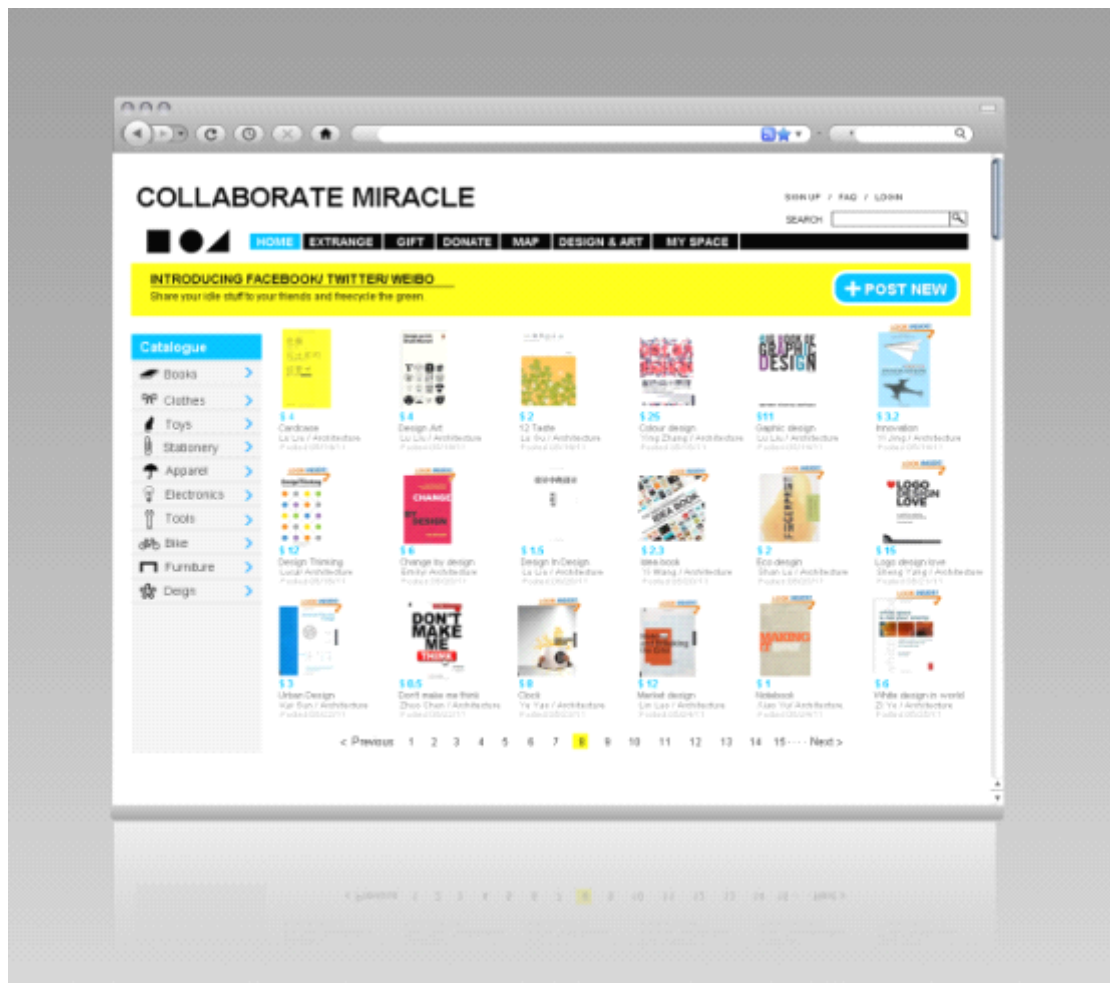


Image 5.12 The catalogue about book

Another part is sub-page design. The most essential site feature is the website's navigation — without it, users are stuck whatever page they happen to land on. Placement, style, technology, usability, and web accessibility are just some of the things you need to consider when creating the navigation design

In addition, it should be easy to reach top-level pages (such as the site's front page) from any webpage.

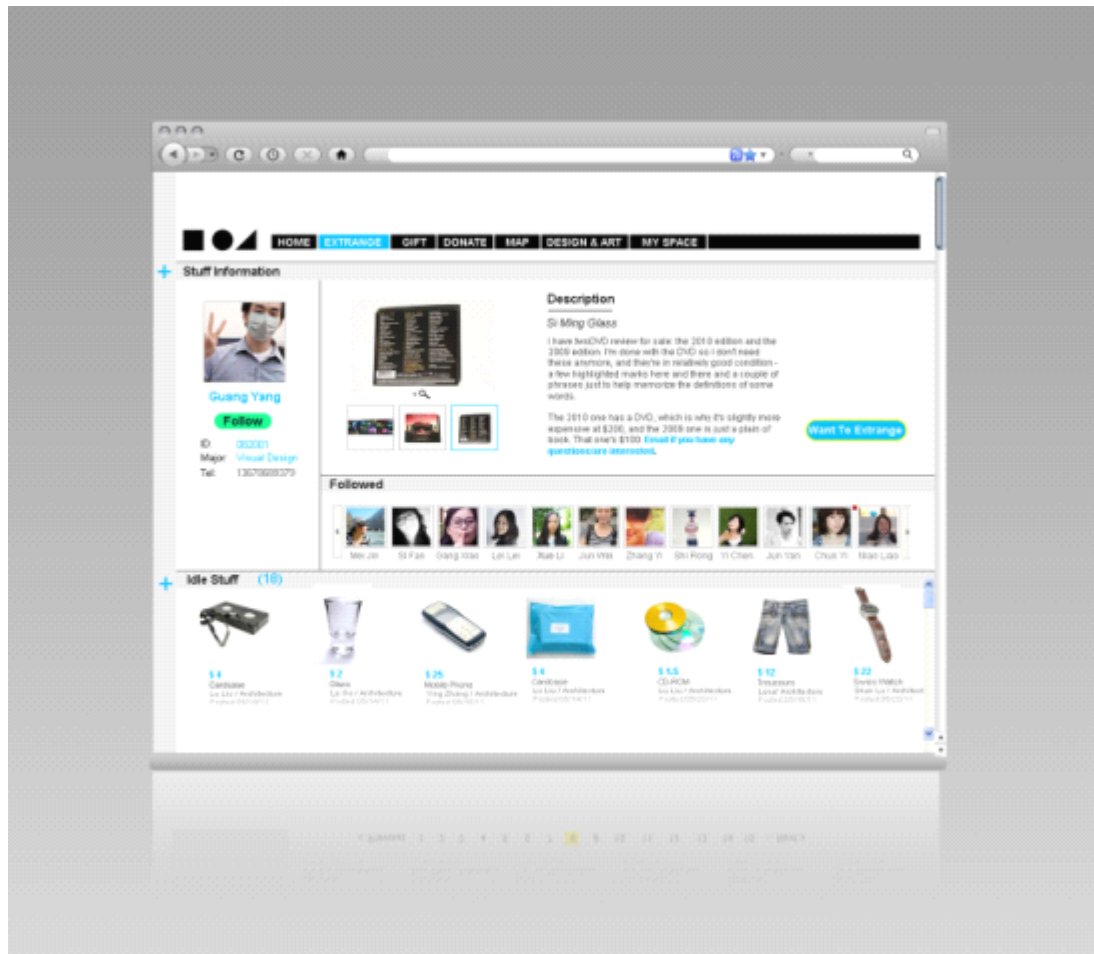


Image 5.13 Mock up about “seller”s space

5.4 Summary

The most creativity in this paper is based on that the theory of collaborative consumption, then reconsider the whole exchange stuff system in campus, then expand in society in future. It may be the future of “The Internet of things”. Internet Combine with SNS to accelerate the flow of information.

Secondly, the safety and convenience is the most important consideration for network platform. The solution of security is to use real names, student ID to sign in system. Guarantee data authenticity and transaction security.

Finally, the issue of Convenience. I believe that designers should be pre-understanding the needs of people. Why they want to use this site, what they want, what is different between similar website. So I try to standing on a

user's perspective to think about the whole structure of website. Such as, we provided interface which people can check activities area in campus , help user to select more valuable information to reduce the contact trouble between students.



Chapter 6 Conclusion and Outlook

6.1 Conclusion

Students are undoubtedly the most receptive to new things, A lot of problem like over-consumption and bad environment in colleges, students generally agree that network platform will be the quickest and most convenient solution. I try to build a university network to re-delivery of unused items. Students can exchange items, "what they need," also through the network platform to donate their unused books to the library and other needed places. Through this positive activity to make more friends involved in .

In summary, I believe that both in the community or in universities, the collaborative design and network integration can reduce the waste of resources to make a significant contribution to this phenomenon, which is I want to study this subject.

6.2 Outlook

I recall Will Smith said the sentence: "We spend money that we do not have, on things we do not need, to impress people who do not care." In fact, we all "need" less "want."

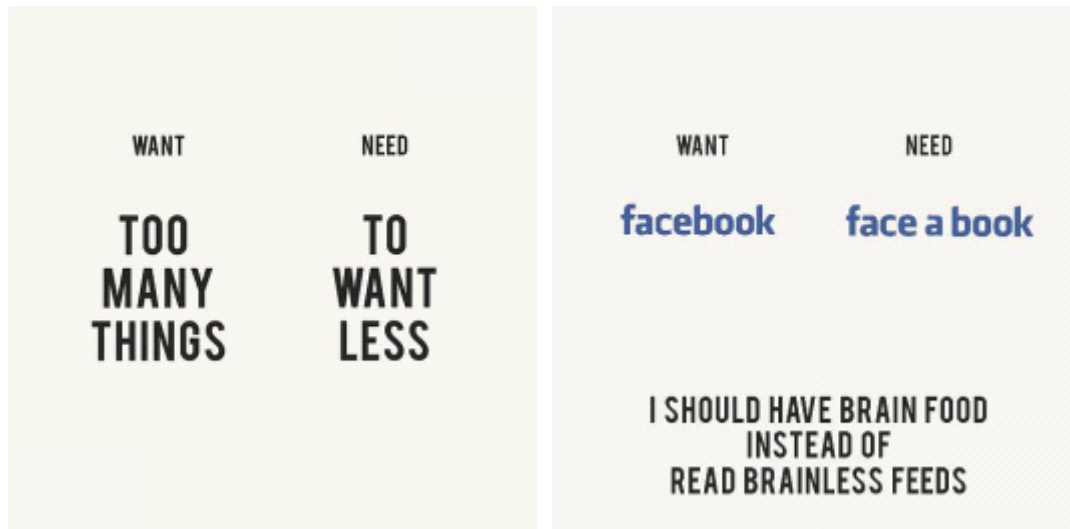


Image 6.1 We" want" to "less"

Happiness is not whether you have the most advanced gadgets, like the brand new toothbrush or with high technology mobile phones, they are not the core of life.

Life should be simple, It is difficult to get rid of all this bad habit, but we have to. When we see the contradictions between progress of human civilization and the earth's ecosystem, we should believe that we have the ability to change, including the things we buy, use electricity, driving car, we should minimize consumption. I hope through this paper, people can rethink the status of human being in society and make self-regulation to solve existent problems. By the "heart" internalized by the action to shoulder a responsibility to the Earth. Through our actions, we can create a "sustainable future", it may become a reality in the future. When people have a more wise and Sincere opinion, The society will become more lovely, the whole community, rich or poor will all benefit.

On the other hand, as designers, we also need to think: "how to make appropriate design and arrange the reasonable distribution ", The professional designers should have "Faith", also should have responsibility beliefs.

There are many sides of life, I hope people can understand "happiness" is not derived from consumption, happiness comes from the heart. When we have a clean environment, life becomes simple, make steps slowly, we can slowly

enjoy the everything from earth.

We can see from the picture,one is Dominican Republic and other is Haiti, two countries take two different attitudes toward nature, natural give two countries totally different feedback.

Yes, like Gandhi said: "You can make a difference, to make the world like you want."



Image 6.2 Two different solution bring two results

Acknowledgement

References

- [1] Rachel Botsman & Roo Rogers. What's mine is yours, Happer Business, 2010
- [2] Annie Leonard. The story of stuff, Free Press, 2010
- [3] Lisa Gansky. The mesh, Portfolio Penguin Press, 2010
- [4] Emiliano Gandolfi. Low-cost design, vol. 1, Silvana Editoriale, 2010
- [5] Naoto Fukasawa / Jasper Morrison. Super Normal, Lars Müller Publishers, 2007
- [6] Hong Wu. Make the best use of everything. Shanghai People's Publishing House, 2011
- [7] Yefu Zheng. The secret of consumption. Shanghai People's Publishing House, 2007
- [8] Yefu Zheng. Post materialistic Era. Shanghai People's Publishing House, 2007
- [9] Shouzhi Wang. Century history of modern design: China Youth Press, 2006
- [10] Yifen Lin. Design life from 12 aspect. Culture and art press, 2010
- [11] Herbert Marcuse. One-Dimensional Man. Studies in the Ideology of Advanced Industrial Society: Shanghai century press, 2008
- [12] Clay Shirky. Here comes everybody (The power of organizing without organizations. China RenMin university press, 2009
- [13] Chris Anderson. Free.: China citic press, 2009
- [14] Jeff Howe. Crowd Sourcing China citic press, 2009
- [15] Kenyahara. Design in design. Shandong People's Publishing House, 2007
- [16] Shiguo Li. Experience and challenges - product interaction design. Jiangsu Art press, 2008
- [17] Yankang Yang. Folk, Folk, Guangxi Normal University press, 2004
- [18] Juliet B. Schor. The overspent american. Chongqing university press, 2010
- [19] Carlo Petrini. Yifen Lin. The world of slow food: SHANG-ZHOU publishing house, 2009
- [20] Pual Hawken. The ecology of Commerce. Shanghai press, 2007
- [21] Pual Hawken. Blessed unrest. YE-REN publishing house, 2008
- [22] Steve Krug. Don't make me think. China Machine Press, 2011
- [23] Jesse James Garrett. The elements of user experience. China Machine Press, 2007
- [24] Robert Hoekman, Jr. Designing the moment: webinterface design concepts in action. People's post, 2009
- [25] Film. An inconvenient Truth, 2006
- [26] The Age of Stupid, 2009
- [27] Addicted To Plastic, 2009
- [28] <http://www.freecycle.org/>
- [29] <http://www.recyclethis.co.uk/>
- [30] Ebays Clever Promotion on metro Milan.

http://www.youtube.com/watch?v=J4Vg_BuDMIM

[31] Ezio Manzini: Design for social innovation and sustainability:Hypothesis on a viable leapfrog strategy in China

[32] <http://www.wasteonline.org.uk/>

[33] <http://www.sustainable-everyday.net/SEPhome/home.html>

Appendix A:

Survey report

About un-used stuff when you leave school

1. choice your status?

Fresh man Sophomore Junior Senior Postgraduate Doctor

2. How many time will you spend in internet?

1-3hours 3-5hours 5-8hours more than 8hours

3. Do you have un-used stuff?

Yes, I have No, I haven't

4. If you have idle stuff, what do you do?

Store it Sell it Give other friends Others

5. Which one you will throw away when you leave school ?

Thermos washbasin lamp
 political books written in English
 extracurricular books (hard to buy for non-school)
 bedmattress racket, basketball and other sports equipment
 mops, brooms hangers, hooks bicycle lamp

6. What is the reason for you to keep this idle stuff?

Have meaning or memory to remember
 It's a long time to accomplish yourself
 Expensive
 Useful
 Convenience

7. Do you know second-hand market?

Yes No

8. Which way you choice to exchange stuff?

Internet Market Forum I do not care

9. Will you go to exchange idle- stuff?

Yes No I don't know

10. Do you think exchange website can give you life convenience?

Yes No I don't know

11. Do you think it is necessary to build a website platform in campus to solve the problem about un-used stuff?

It is very necessary It's not necessary

12. Do you have experience about exchange stuff?

No 1time 2-3time more than 3 times

13. Will you go to post exchange info when you know an exchange website in campus?

Yes, I will No

14. About exchange website, which one is most important?

- Information updated in time
- Exchange simple, easy to operate
- No intermediary costs
- Transactions convenience
- The reliability and authenticity of information.

Appendix B :

Notes

NO.	Name	From
Image 1.1	Garbage island in America	http://baike.baidu.com/view/3335447.htm
Image 1.2	Supermarket in America	Google image
Image 2.1	The discard lifestyle	Screenshot from Addicted To Plastic
Image 2.2	Personal storage room	Baidu image
Image 2.3	Artist:Dongsong exhibition in MOMA,2009	http://news.artxun.com/songdong-1483-7414203.shtml
Image 2.4	Reaseach about idle-stuff in university	Data from author research, draw by author
Image 2.5	Update from Electronic market	Baidu image
Image 2.6	Reseach about student spend how many time in internet one day	Data from author research, draw by author
Image 2.7	All the unused stuff occupied whole the space	www.douban.com
Image 2.8	Which stuff you want to throw away when you leave school?	Data from author research, draw by author
Image 2.9	Attitude from student to second-hand stuff	Data from author research, draw by author
Image 2.10	Second-hand bookstore around university	Baidu image
Image 2.11	Open-air market in university	Baidu image
Image 2.12	Weak of search inTongji BBS	http://bbs.tongji.net/forum-134-1.html
Image 2.13	Dedication of love room	Shoot by author
Image 2.14	Advertisement in campus	Baidu image
Image 3.1	The influence from advertisement	Screenshot from film" An inconvenient Truth"
Image	Each country need to Save resource	Screenshot from film" An

3.2	consumption	inconvenient Truth”
Image 3.3	Service about “Freecycle”	Draw by author
Image 3.4	Gift economy	http://freecycle.org/
Image 3.5	“Freitag” from Zurich	www.freitag.ch/
Image 3.6	The Production process of Freitag	www.freitag.ch/
Image 3.7	People use a bottle of water instead of pumping rod	Emiliano Gandolfi 《Low-cost design,vol.1 》
Image 3.8	Use of caps	Emiliano Gandolfi 《Low-cost design,vol.1 》
Image 3.9	Mu ji design	www.muji.com.cn/
Image 3.10	Ueded shoes from Rich	Screenshot from film” The Age of Stupid”
Image 3.11	Vintage store	Baidu image
Image 3.12	Users can rent and share clothes from designer in “i-ella.com”	http://www.i-ella.com/
Image 3.13	Rate of kinds of plastic recovery	Screenshot from film “Addicted To Plastic”
Image 3.14	Recycle bottle of Coca-Cola in Denmark	Screenshot from film ”Addicted To Plastic”
Image 3.15	concerned about the environment is belong to a "higher level" needs	Draw by author
Image 3.16	carbon tax	http://www.54traveler.net/about-us-carbon-neutral
Image 3.17	Levy green tax	Screenshot from film” An inconvenient Truth”
Image 3.18	“Projectlabel.org” evaluate”Ebay”’s influence to environment	http://projectlabel.org/
Image 3.19	“Goodguide” evaluate one product from health,environment and society	www.goodguide.com/
Image 3.20	Ebay company post stuff information in metro in milan In 2011	http://www.youtube.com/watch?v=J4Vg_BuDMIM
Image 3.21	“xindawei” environment	http://site.douban.com/s3/room/469167/
Image 3.22	“xindanwei” time service	http://xindanwei.com/
Image 3.23	Product service deisgn	Draw by author

Image 3.24	"rent service" is increasingly popular	SlideShare:giles-andrews-z opa-110303043022-phpapp 02.ppt
Image 3.25	Rent service on line	http://www.arento.com/
Image 3.26	"Six degrees of separation "theory	http://baike.baidu.com/view/486066.htm
Image 3.27	"group purchase" is popular in China	Data from internet, draw by author
Image 3.28	"collaborative consumption"	http://collaborativeconsumption.com/
Image 4.1	One bottle of wine can change one kilogram rice in ancient china	http://baike.baidu.com/view/505997.htm
Image 4.2	Logo of "Ganji" website	http://nj.ganji.com/
Image 4.3	"Ganji" update by time	Draw by author
Image 4.4	Check the car by date	http://nj.ganji.com/ershouch e/f950/
Image 4.5	The "post" will be stay only 10 days in website	http://bj.ganji.com/ershouch e/f950/
Image 4.6	The problem of check history	Draw by author
Image 4.7	You can not check the seller other shares in here	http://nj.ganji.com/ershouch e/11060513_263168.htm
Image 4.8	"Livlis" interface	http://www.livlis.com/
Image 4.9	Fill with personal information when you post	http://bj.ganji.com/common/pub.php?category=second market&type=2
Image 4.10	The homepage about "Ganji" website	http://nj.ganji.com/
Image 4.11	The homepage about "Ebay" website	http://newyork.ebayclassifieds.com/
Image 4.12	The catalogue about "Amazon"	http://www.amazon.com/
Image 4.13	"Kijiji" website in italy	http://www.kijiji.it/
Image 4.14	The interface about "Zoomii"	http://www.poluoluo.com/xinshang/HTML/72045.html
Image 4.15	The "post" button is not clear to find in second page	http://nj.ganji.com/ http://nj.ganji.com/ershouch e/

Image 4.16	Clear and obvious button	http://betterblogger.net/
Image 4.17	The guide bar is put the wrong place	http://nj.ganji.com/ershouch e/
Image 5.1	Demand analysis about exrange website in campus	Draw by author
Image 5.2	The framework about website build	The content from Jesse James Garrett 's book , author redrawing
Image 5.3	The system map	Draw by author
Image 5.4	Security about the website	Baidu image
Image 5.5	Sign in by student ID card number	Draw by author
Image 5.6	"SNS"combine with network	Draw by author
Image 5.7	Personal space	Draw by author
Image 5.8	Check the exrange address	Draw by author
Image 5.9	Old furniture sale in Helsinki university	http://www.douban.com/photos/photo/1038823700/
Image 5.10	Student's work can sell or exrange	Draw by author
Image 5.11	Mockup about homepage design	Draw by author
Image 5.12	The catalogue about book	Draw by author
Image 5.13	Mock up about "seller"s space	Draw by author
Image 6.1	We" want" to "less"	http://ffffound.com/
Image 6.2	Two different solution bring two results	Screenshot from film" An inconvenient Truth"