

Ditch the Dumpster: Usage Story

Exposition:

Sara is work study college student at Arizona State University, currently working in the Zero Waste department. She has just about completed her freshman year and will be moving out of the Barrett Honors College Dormitory at the end of the semester. She's excited because she is moving in with some friends in downtown Phoenix.

Incident/Problem:

While planning to move out, she realized that she had accumulated way too many items during the school year. She found that there are items that she doesn't want anymore; such as old clothings, shoes, and textbooks. Initially, she thought about taking the clothes and shoes with her on the drive to her new apartment, but all the clothes and shoes would take up too much space in her car.

Rising Action:

At first she decides the best option would be to throw all the unwanted items away. However, she quickly realizes that she can't bring herself to be wasteful and just throw away all her old but still useful things; so she came up with a better idea! She decides her best course of action is to be sustainable and donate her old clothing, shoes, and textbooks. While working for the Zero Waste department she was exposed to the "Ditch the Dumpster" program. Sara understood the concept behind "ditch the Dumpster" and had checked out the site a few times; even helped other students become aware of the site and some of its benefits. Sara decides to go online and check out the "Ditch the Dumpster" website.

Crisis:

Upon accessing the website, Sara needed to find the allowance for donation items, times, and locations. Sara thought to herself that it was strange that there was no immediate navigation on the site. She clicked through some of the upper tabs realizing that they just lead to other ASU services, then returned to the main "Ditch the Dumpster" page.

Climax:

Sara decided to explore more of the lower part of the site and found some tab navigation labeled "move-out tips", "where to donate", and "what to donate". She finally found the information that she needed. Sara then scanned the tabs that indicated under "move out tips" she should make a three bin system; one for the land fill, one to donate, and one to recycle. Under the "what to donate" tab she found that most of her items could be donated to Big Brothers/ Big Sisters and when she accessed the where to donate tab she was pleased to see there was a drop-off location in her dorm!

As Sara made her way through the rest of the site, she saw that the "Ditch the Dumpster" campaign will be running from April 23rd through May 7th. Luckily, her last semester was not

yet over and Sara had some time to prepare for this event and her move. She was glad that the date for the event was shown in bold, as she would not have seen it.

Knowing the donation locations, and having more information about how to move out with sustainability in mind, Sara was ready to start planning out when she should donate her stuff.

Falling Action:

After careful planning and enlisting the help of her friends, Sara was able to make it to the ditch the dumpster campaign on April 23rd. The “Ditch the Dumpster” team was helpful in directing her where to put her donation items and made the process easy.

Ending

Having plenty of space in her car and feeling good about her decision to take a more sustainable route in donating her stuff, Sara successfully moved into her new apartment with her friends in downtown Phoenix.

Ditch The Dumpster (DTD) Usage Story Sketch

