



Personas

Personas Created:

To guide our design and development process toward creating a user-centric solution for waste management, we have crafted three detailed personas. These personas embody the diverse range of users who interact with our system, ensuring our project meets the varied needs and expectations of our target audience. Each persona has been developed based on thorough research and analysis, capturing the essence of their respective user groups.

1. Building Manager (Owner's Corporation / Companies) Persona:

- Represents property managers or building owners responsible for overseeing waste management within commercial or residential buildings. This persona focuses on the needs and challenges associated with **managing waste disposal systems**, ensuring compliance with regulations, and facilitating efficient waste management practices.

2. Council Persona:

- Embody local government officials or employees tasked with managing public waste management services. This persona highlights the complexities of coordinating waste collection **across multiple zones**, engaging with the community, and implementing sustainable waste management policies.

3. Resident Persona:

- Reflects the diverse demographic of individuals living within the system's operational area, including homeowners, tenants, and students. This persona captures the user's perspective on **accessing waste management information**, understanding local waste disposal guidelines, and participating in recycling and waste reduction initiatives.

Building Manager (Owner's Corporation / Companies) Persona

Version - Date	Member	Changes
v2 - 14 Mar 2024	@Leoni Angela	Adjusted software interaction and biography, add more context and feature outcomes in the system
v1 - 13 Mar 2024	@Leoni Angela	Created Ritika Sonam as a Building Corporation Persona



Building Company Persona

USER PROFILE

RITIKA SONAM

"I want my tenants to know where, when, and how to dispose of their waste in just one simple screen"



Gender : Female
Age : 42
Education : Bachelor's degree (Environmental Science)
Occupation: Building Manager
Address : Melbourne, Australia

BIOGRAPHY

Ritika Sonam, 42, stands at the forefront of sustainable building management in Melbourne, Australia. With a background in Environmental Science and a career spanning 15 years, her journey began with a quest to integrate sustainability into urban living spaces. This mission led her to GreenQueen's waste management software, seeing it as a pivotal tool in revolutionizing how buildings handle waste and recycling. Indian-Australian heritage and a commitment to her community have fueled Ritika's passion for making a tangible environmental impact. Now, as a tech-savvy building manager and a mother of two, she uses GreenQueen to streamline waste management processes, enhance tenant communication, and foster a culture of sustainability within her buildings.

MOTIVATIONS

Ritika is driven by her commitment to environmental sustainability and the desire to create a positive impact within her community. She aims to leverage her role to implement effective waste management practices, reduce the environmental footprint of her buildings, and educate tenants on the importance of sustainability.

GOALS

Primary Goal: To streamline communication with tenants regarding waste management practices, collection schedules, and any updates or changes to these schedules.

Secondary Goal: To efficiently manage waste and recycling processes in her building, ensuring compliance with local regulations and promoting sustainability among tenants.

FRUSTRATIONS

The lack of specialized, user-friendly solutions tailored to the specific needs of building-specific waste management.

The logistical challenge of managing varying waste collection schedules on buildings and ensuring tenants adhere to these schedules.

Overcoming communication barriers with a diverse tenant base to reduce waste contamination and increase recycling rates.

SOFTWARE INTERACTION SCENARIOS

Scenario 1: At the beginning of each month, Ritika uses the GreenQueen CMS to update and communicate bin collection dates, making sure all tenants have the necessary information.

Scenario 2: Ritika crafts customized notifications for her tenants, providing information and guidelines on waste disposal practices for her building.

Scenario 3: Ritika efficiently updates her building's bin contents using a master list, streamlining the process of modifying allowable items in each bin type as regulations evolve.

ACCESSIBILITY AND INCLUSIVITY NEEDS:

User-Friendliness: The CMS should feature an intuitive interface that caters to users with a broad range of technological skills, ensuring easy navigation and minimal learning curve for all building managers, including those who may not be tech-savvy.

Multilingual Support: To address the diverse backgrounds of tenants, multilingual support is critical for effective communication.

TECHNOLOGY**Software****Social Media****Mobile App**

Council Persona

Version - Date	Member	Changes
v2 - 16 Mar 2024	@Leoni Angela	Added software interaction, biography, and quote
v1 - 13 Mar 2024	@Leoni Angela	Created David Robertson as a Council Persona

 Council Persona

USER PROFILE

DAVID ROBERTSON

"Managing waste for one is doable, but coordinating it across multiple zones? That's a complex task we're tackling head-on!"



Gender : Male
Age : 58
Education : Bachelor's degree
Occupation: Waste Management Coordinator
Address : Adelaide, South Australia

BIOGRAPHY

David Robertson, 58, is a dedicated Waste Management Coordinator for a specific council in Adelaide, South Australia, recognized for its complex zoning structure. With over 30 years of service in public administration and a focus on environmental sustainability, David navigates the challenges of managing waste across multiple zones with a commitment to clarity and simplicity. Despite his moderate proficiency with technology, he is adept at ensuring that waste management practices are efficiently coordinated and communicated within each unique zone of his council. David's work illustrates a balanced approach to incorporating technology, aiming to make sustainable waste practices a shared priority among all community members, while emphasizing the importance of accessibility and understanding in environmental stewardship.

MOTIVATIONS

David Robertson is driven by the goal of optimizing waste management within the unique zoning system of his Adelaide council. He is motivated by the challenge of customizing waste collection and bin management to meet the distinct needs of each zone, aiming to enhance environmental sustainability and community engagement across diverse urban areas.

GOALS

Primary Goal: To simplify the management of waste collection across the varied zones of his council, ensuring each area receives appropriate and efficient service.

Secondary Goal: To improve the way waste management information is communicated to residents, making it easy for them to understand their role in the community's sustainability efforts.

FRUSTRATIONS

The complexity and time required to manage different waste collection schedules for numerous zones, often leading to miscommunication and inefficiency.

A lack of user-friendly technology that aligns with his level of digital comfort, hindering his ability to quickly adapt to and implement new systems.

The difficulty of ensuring that all residents, regardless of age or tech-savviness, receive and understand important information about waste management.

SOFTWARE INTERACTION SCENARIOS

Scenario 1: David utilizes the GreenQueen CMS to adjust bin collection schedules across the various zones of his council area. By selecting from a dropdown menu of zones, he accesses each zone's unique calendar where he can update, add, or remove collection dates. This functionality allows him to tailor the waste collection service to meet the specific needs and regulations of each zone, ensuring that residents receive timely and appropriate service.

Scenario 2: Within the same CMS, David manages the types of bins available in different zones, reflecting the diverse recycling and waste management requirements of each area. By clicking on a specific zone, he can edit the bin types (e.g., recycling, organic, general waste) and the items that can be disposed of in each. This level of customization enables David to address the unique environmental strategies and challenges of each zone, promoting more effective waste sorting and recycling practices among residents.

ACCESSIBILITY AND INCLUSIVITY NEEDS:

User-Friendliness: The CMS and Binfluence should feature an intuitive interface that caters to users with a broad range of technological skills, ensuring easy navigation and minimal learning curve for all property managers, including those who may not be tech-savvy.

TECHNOLOGY

Software	<div style="width: 80%;"><div style="background-color: #002B36; width: 100%; height: 10px;"></div></div>
Social Media	<div style="width: 85%;"><div style="background-color: #002B36; width: 100%; height: 10px;"></div></div>
Mobile App	<div style="width: 88%;"><div style="background-color: #002B36; width: 100%; height: 10px;"></div></div>

Resident Persona

Version - Date	Member	Changes
v1 - 17 Mar 2024	@Leoni Angela	Added Jamal Edwards as a Resident Persona

 Resident Persona

USER PROFILE

JAMAL EDWARDS

"Figuring out how to sort my trash shouldn't be harder than my exams. I need a tool that gets straight to the point."



Gender : Male
Age : 22
Education : Bachelor's degree (Currently)
Occupation: University Student
Address : Brisbane, Queensland

BIOGRAPHY

Jamal Edwards, 22, is an international university student from the Caribbean studying in Brisbane, Queensland. As he navigates academic life and explores his new surroundings, Jamal embodies the spirit of a young, tech-savvy generation seeking to live sustainably in an unfamiliar environment. With no prior knowledge of Australia's waste management practices, he relies heavily on digital solutions to bridge the knowledge gap, especially those accessible on the go. Jamal's journey from the Caribbean to Brisbane has made him adept at using technology not just for study, but as a critical tool for everyday living, including understanding and participating in local sustainability efforts.

MOTIVATIONS

Driven by a keen desire to make environmentally responsible choices, Jamal is on the lookout for a mobile-accessible platform that simplifies waste management information. His goal is to seamlessly integrate sustainable waste disposal into his busy student life without the hassle of navigating complex systems.

GOALS

Primary Goal: To quickly and easily understand the local waste management schedules and regulations specific to his council zone and/or apartment building through a mobile-friendly platform.

Secondary Goal: To contribute to his new community's sustainability efforts by correctly sorting waste and participating in recycling programs.

FRUSTRATIONS

The complexity of local waste management rules compared to what he's accustomed to, resulting in confusion and potential non-compliance.

Finding a single, reliable source of information that clearly explains the waste disposal system in his specific living area.

SOFTWARE INTERACTION SCENARIOS

Scenario 1: While on a break between classes, Jamal quickly checks the binfluence site on his smartphone for the next recycling pickup in his zone, ensuring he doesn't miss the schedule.

Scenario 2: While checking the binfluence site on his smartphone during his commute home, Jamal notices an updated notification about a change in the bin collection schedule due to an upcoming public holiday. This timely information allows him to adjust his waste disposal plans accordingly.

Scenario 3: Jamal frequently uses the app to navigate the dos and don'ts of waste sorting in his area, relying on visual aids like bin colors and item lists to ensure he's recycling correctly. The app also proves invaluable during a road trip, as he can easily access waste management regulations for other locations he visits, keeping his environmental impact minimal wherever he goes.

ACCESSIBILITY AND INCLUSIVITY NEEDS:

Mobile-Friendly: The platform needs to be fully optimized for mobile use, guaranteeing easy access to information on smartphones for users constantly on the move.

TECHNOLOGY

Software	<div style="width: 100%; background-color: #333; height: 10px; border-radius: 5px;"></div>	80%
Social Media	<div style="width: 100%; background-color: #333; height: 10px; border-radius: 5px;"></div>	95%
Mobile App	<div style="width: 100%; background-color: #333; height: 10px; border-radius: 5px;"></div>	98%

F The prompt below (taken and edited from cis-projects.github.io) is used to generate the persona for Building Manager (Owner's Corporation / Companies) Persona. This is mainly used to generate a diverse persona and their biographies. More specific details such as goals and software interaction scenarios are made WITHOUT AI.

AI Prompt for Generating Personas (ChatGPT):

Generate a comprehensive and diverse persona for building corporations (management) end-user of a software project by GreenQueen aimed at centralizing information regarding waste management in Australia. There are 2 main websites, one CMS for building corporations and the other is the front-end for general users. In the perspective of building corporation management it entails allowing building owners to input information regarding waste management in their site. This includes registering available bins in their apartment buildings (bin type: recycling, food waste etc, bin color: yellow, green etc) and managing the kinds of waste that are allowed in those bin types (items that can and cannot be in those certain bins). Aside from that they could also set notifications in the GreenQueen website determine what date it will be shown and what information they want to highlight to the tenants (in the front-end). There are 2 types of notification the management could have. 1) is the manual notification set with date and the content. 2) is the automatic notification generated 24 hours before a bin collection date (and will disappear afterwards). The feature of bin collection is another feature management has access to. This feature allows management to add and inform which bins are going to be collected in which dates shown in a form of a calendar. It is just a simple, select which bin, frequency, and the date. The front-end would see the same calendar with the bin icons showcased as inputted by the building corp.

Ensure the persona reflects inclusivity and diversity in terms of [choose from: age, gender, ethnicity, socio-economic status, education level, geographical location, accessibility needs, etc.], relevant to the software's target audience. The persona should include:

1. Name and Background:

- A name that reflects the persona's cultural or geographical background.
- A brief background including profession, age, and any other demographic details chosen to reflect diversity.

2. Profile:

- A detailed profile encompassing the persona's technical proficiency, lifestyle, and how they interact with technology on a daily basis.

3. Goals:

- Primary and secondary goals when using the software. What are they trying to achieve?

4. Frustrations and Pain Points:

- Specific frustrations or challenges they face in their current situation or with existing solutions that the new software could address.

5. Motivations:

- What motivates them to look for a solution like the one being developed? This could include personal or professional motivations.

6. Software Interaction Scenarios:

- Describe scenarios in which the persona would interact with the software, including where, when, and how these interactions might take place.

7. Accessibility and Inclusivity Needs:

- Any specific requirements or considerations to ensure the software is accessible and inclusive for this persona.

8. Quote:

- A quote that sums up what this persona most desires from the software solution.

Please ensure the persona is detailed enough to guide the development process and validate prototypes, helping to create a software solution that is truly user-centered and inclusive.