Task-12 user research and persona development,journey map

Product: Smart waste bin with recycling guidance User Research:

* Goal: Identify the needs, pain points, and behaviors of prospective users for the Smart Waste Bin.
* Methods:
* Surveys and Interviews: Conduct surveys or interviews of urban residents, office workers, and facilities managers to understand their waste disposal behaviors, problems, and what they want in a waste management service.
* Conduct observational studies: of waste disposal practices in different settings (e.g., at home, in public spaces, and at the office) to identify common issues and areas of improvement.
* Competitive Analysis: Research current solutions for smart bins and figure out what users like and what they don't like about existing solutions.
* Focus Areas:
* Ease of Use: Easy-to-use interface and design.
* Efficiency: Dynamic elements that minimize waste collection time and prevent overflow.

2. Creating a Persona

Name: M.Vaishnavi

* About Her:
* Age: 28
* Job: Works in marketing at a tech company
* Where She Lives: Urban apartment in a big city
* Education: Holds a Bachelor's in Business Administration
* Lifestyle: Embraces technology, cares for the environment, and appreciates convenience

What She's Aiming For:

* Main Goal: Keep her home clean and tidy with little effort.
* Other Goals: Lower her carbon footprint and help the planet.
* Her Interests and Values:
* Hobbies: Enjoys technology, sustainability, and city life
* What Matters to Her: Values efficiency, innovation, and taking care of the environment
* Personality: She’s detail-oriented, proactive, and socially responsible
* Choices: Loves smart home gadgets that make life easier while being eco-friendly  
    
  How She Acts:
* Tech Habits: Regularly uses smart home devices and apps to help with daily tasks
* Making Choices: Looks at product reviews, gets recommendations, and considers brand reputation when deciding
* Product Interaction: Values how well new products fit with her current smart home setup and is drawn to those that combine usability with good design.

3. Mapping the Journey  
  
  
Steps:

* Awareness: She stumbles upon ads online and sees social media posts that highlight what the Smart Waste Bin can do.
* Interest: Curious, she visits the product website, watches demo videos, and reads customer reviews.
* Evaluation: She compares the Smart Waste Bin to other waste management solutions, considering its price, features, and environmental impact.
* Purchase: She orders the product online, selecting a delivery time that suits her schedule.
* Onboarding: Once it arrives, she finds it easy to set up with a user-friendly app and connects it to her smart home devices.
* Usage: She regularly uses the Smart Waste Bin, enjoying its intelligent features while doing her part to cut down waste.
* Advocacy: Thrilled with her experience, she shares her positive feedback on social media and recommends the product to friends and family.  
    
  Touchpoints:
* Marketing Materials: Online ads, social media promotions, and recommendations from influencers.
* Sales Interaction: The layout of the website, customer service for inquiries, and the buying process online.
* Onboarding Support: User manuals, app tutorials, and customer support for any setup questions.
* Ongoing Engagement: Software updates, newsletters with tips for sustainable living, and community forums for conversations.  
    
  Emotions:
* Excitement: Eager for a cleaner home and to make a positive difference for the environment.
* Frustration: Encountering a few minor issues during the initial setup.
* Satisfaction: Delighted with an easy, effective, and eco-friendly way to manage waste.