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SMAD 203: 0004

Project 2: User Experience

JMU Recycling

Value Propositions

- **Recycling bin locator:** This website will allow the user to locate recycling bins in and around their area on-campus.
- **Recycling identifier:** This website will identify what different recycling bins look like as well as what can be recycled on-campus.
- **Local involvement:** This website will inform the user of basic information both on and off-campus around James Madison University.

User Experiences

- As a user, I want to find the nearest recycling bin.
- As a user, I want to identify what and where I can recycle.
- As a user, I want to be a part of a community that cares about recycling.

User Narrative Story 1: Avery Maxwell

Avery is a sophomore at JMU who is passionate about what she loves. Recently, she decided to start trying to be more involved in extracurriculars. She is already on the executive board for a few organizations, including Madison Recycling, the student-run recycling group on campus. While being on exec for Madison Recycling, she became frustrated with the lack of involvement in the recycling program, both from students and the university. Whenever the club holds an event, usually only the people who are already members show up. Avery thinks this is a bit disheartening, because she feels like only her close friends in the organization are actively trying to make a difference. Her friend who goes to UVA always raves about their recycling program. UVA has goals on their website, and is willing to provide students with ways to recycle at on-campus events. They provide more information and support than JMU does. Avery feels like she should be able to speak proudly about the recycling program at JMU and her role as an exec member for Madison Recycling, but she feels like the progress being made is not fully being supported by the university and the students. She wishes more people cared about recycling, both on-campus and off-campus. Avery feels the university needs to care more about the recycling program because of the lack of recycling programs off-campus. Off-campus recycling consists of the individual having to go to the recycling center on their own. Because of this, Avery feels the university should make it as easy as possible for people to recycle, especially when some who live off-campus cannot recycle. According to Avery, the recycling program at JMU needs an overhaul. There is no way for people to know where to recycle, unless Madison Recycling takes care of it. Furthermore, the members of Madison Recycling should not have to do the bare minimum for the university, which is provide areas to recycle at dining halls and other public places. Avery wishes JMU would step it up by implementing strategies to help students recycle and set goals to implement those strategies into everyday life.

Avery believes an overhaul is necessary for the recycling program at JMU to work effectively for students both on-campus and off-campus. The recycling website before was bland, with posters and logos cluttering the area where necessary information should be. It was hard to read, with the language being specific to university officials and having no imagery to show what the recycling bins looked like. After the overhaul, the site includes more information about recycling and links directly to the Madison Recycling page. Avery and the members of Madison Recycling are ecstatic about their mention on the page and feel like the university is taking strides to make the student body care more about recycling. With the redesign of the site, the recycling page is more accessible to the student body, with "Facilities" being added into the global navigation of the JMU website. Furthermore, the addition of an entire page of recycling and composting information is essential to giving the student body what they need. The recycling page allows users like Avery to get more information about things they are passionate about. With the inclusion of a composting section, Madison Recycling and other students are aware of composting on-campus and can make strides to compost in their everyday life. Madison Recycling can begin focusing on recycling and composting, and can develop a clearer message about the club they want to be instead of the stand-ins for what the university should be providing. The Madison Recycling organization is becoming more popular by the day, with the Google Form in their Instagram bio filling up with responses. Avery plans to grow Madison Recycling into a well-rounded organization that will help the university set clear, defined goals towards the future of the JMU recycling program. She also would like for the university to be more aware of what other schools are doing in their recycling programs, such as with UVA or Virginia Tech. The implementation of some of their recycling plans that are already working could help JMU set and track goals. Having a separate section for goal tracking on the redesigned website gives the university the confidence to start achieving those goals and helps students like Avery hold them accountable for the work done.

Persona 1: Avery Maxwell

Outgoing, Generous, Creative

"We wouldn't recycle on campus if it weren't for [Madison Recycling]!"



Avery Maxwell cares about all the things a nineteen-year-old girl would: school, friends, and where she's spending her next paycheck! She is a sophomore biology major at JMU and is hoping to become a Physician's Associate after grad school. She is looking for a job in Harrisonburg, but for now she is comfortable Sobering and DoorDashing on the weekends. Avery is outgoing, generous, and creative, leading her to join various clubs around campus. She often finds herself putting her organizations first, causing her to get tutoring to bring her Chemistry grade up. Avery is driven, hoping to be elected to exec for most of her organizations by the end of her sophomore year, even though she

is already on exec for Madison Recycling. Avery joined Madison Recycling in the fall. When she first started the organization, she recycled everything that she could find. However, now she is finding it to be more trouble than it's worth. She has to carry around her recyclables until she can either find a bin nearby (nearly impossible!) or drive back to her apartment. Something about the recycling sitting next to her packed lunch in her backpack makes the lunch less appetizing. She is frustrated with the lack of accessible recycling at JMU. Avery had learned a lot about recycling, the environment, and places to recycle through Madison Recycling, and she wishes more students had access to those resources. She is always looking to make a change on campus and hopes that JMU will help educate more students about recycling.

Photo by [Matheus Bertelli](#) from [Pexels](#)

User Narrative Story: Charlie Meyers

Problem: Not being able to locate bins or identifying what can be recycled on campus

Solution: Taking matters into his own hands because JMU doesn't have many helpful options

Charlie is a leader, with everything that life throws at him, he tries to identify the problem and come up with possible solutions. Charlie does his best to recycle, but he mainly only does it when it is convenient. The part of recycling that is in fact convenient for him is doing it with his waste in his dorm. He has a personal bin in his dorm that he fills up with everything that he believes to be recyclable. Then every Friday he tosses this bin into a large recycling bin out in the back of his building. This is Charlie's way of adopting a more green and renewable society. He knows his efforts are small in the grand scheme of things, but understanding that he is doing his part is all that matters. The other day he was walking from GEOG to PSYC. Walking into Wilson Hall, he had just finished a soda that he had gotten from a vending machine. This particular day, Charlie was feeling pretty good. Empty soda bottle in hand, he figured he might as well do a good deed and recycle it. When he went looking for a recycling bin, all he could find was what looked to be trash cans. After wandering around for a bit, he realized that one of the "trash bins" was actually a recycling bin that only had a small label. To make this situation even more ridiculous, the bin said cans only. At this point he just wanted to know where he could throw away his plastic bottle. He had also recently heard a friend mention something about certain plastics no longer being recyclable. So now he also had the problem of not knowing if this type of bottle could even be recycled at all. Furthermore, there was the question of if the campus even provides recycling bins for these accepted recyclable products. After all this, Charlie got so frustrated that he just threw his bottle in the trash. He was frustrated because not only could he not find or identify recycling bins, but he was also confused as to what is or isn't recyclable on campus.

The same person that was telling Charlie about how some plastics are no longer recyclable, had also told him how JMU had recently redone their recycling website. Charlie sat down in PSYC class, since he got there a couple minutes early he decided to look up this new JMU website. He knew this website used to be nearly useless so going into it he was a bit skeptical. He logged onto the JMUhome page, clicked on facilities in the global search bar, then clicked on *Recycling and Waste Management* in the drop down tab. On the top of the webpage was a small overview section about recycling on campus. He clicked on that and it brought him to a page with everything to know about recycling and composting. He found that this page showed him pictures of recycling bins that are provided on campus as well as a map that shows exactly where these bins can be found. He clicked on the map and was surprised to find that there was a plastic recycling bin down the hall and around the corner from where he was in Wilson. In addition, the page had pictures of exactly what can be recycled on campus as well as what individual numbered plastics are remade into. This

was interesting to Charlie because after just a couple minutes of being on the JMU recycling page he had a full grasp on everything that he might need to know about recycling at school. To him, this is a game changer. Before, Charlie would only recycle the things he had at his dorm. Now having the information that he gathered from the information on the JMU recycling website, he now understands the ins and outs of the ins and outs of recycling on campus. At this point Charlie has a whole new grasp on exactly how JMU handles recycling. In fact it is sort of refreshing knowing that such a large school puts such an emphasis on recycling. In fact, JMU having such a well run website shows that they care; and if they care, why shouldn't he care. With this new information, Charlie has decided to dive even further into recycling. Since

Persona 2: Charlie Meyers

Goal-Oriented, Cool-Headed, Distracted.

"Yeah I'd like to recycle, but there's nowhere I can on-campus."



Charlie Meyers keeps a cool head, when he's not playing Valorant with his friends on PC. He is a sophomore Economics major at JMU, but he is hoping to switch to Mathematics. Charlie is always looking to make new friends, online or irl. He decided to be an RA this year but ended up hating the second year of dorm life in Huffman Hall. At least he has a room to himself, although it means he has to take the trash out alone now. The trash pile that has slowly become mixed with the nearby recyclables that he will take out "this weekend". Charlie recycles when it's convenient. He is aware of the recycling situation on campus, but he has accepted it for what it is. He doesn't really know where the bins are, except for the one by Dunkin Donuts, so he just

throws things away when he's out. For Charlie, he has more important things to worry about, like the English essay that's due next week. He is often distracted, and a little forgetful, so recycling is not his top priority. If there was an easier way for Charlie to recycle in his dorm, he would.

Wireframes: Current Design

The wireframe illustrates the layout of the JMU Recycling/Waste Management website. It features a purple header bar with the university logo and a search bar. Below the header is a yellow navigation bar with links to Admissions, Academics, Student Life, Visit, Tuition & Financial Aid, and Athletics. A brown banner labeled "Recycling/Waste Management" spans the width of the page. To the left, a vertical sidebar lists various facilities and services, including About, Services, Report a problem, Sustainability, GIS, Grants and awards, AIM, Scheduling, Building coordinators info, FM resources, and VAPPA. The main content area is divided into two main sections: "Recycling" and "Composting". The "Recycling" section contains a purple box for the JMU Recycling Logo and a question box asking "What should i place in the deskside bin?". The "Composting" section contains three blue boxes for recycling aluminum cans, paper products, and electronics/batteries, along with three gray boxes for food waste, landfill/trash, and boxed lunch disposal. Below these sections are yellow buttons for "Surplus Property Program", "Request Service", and "Contact information".

- James Madison University
- Search JMU
- Admissions | Academics | Student Life | Visit | Tuition & Financial Aid | Athletics
- Recycling/Waste Management
- Facilities**
- About
- Services
- Report a problem
- Sustainability
- GIS
- Grants and awards
- AIM
- Scheduling
- Building coordinators info
- FM resources
- VAPPA
- Recycling**
- JMU Recycling Logo
- "What should i place in the deskside bin?"
- Composting**
- Recycle Aluminum Cans
- Recycle Paper and Paper Products
- Recycle Electronics, Batteries, &...
- Food
- Landfill, Trash Only
- What to do with boxed lunch when...
- Surplus Property Program**
- What to do with unwanted electronics
- Request Service**
- Contact information

Wireframes: Proposed Redesign

The wireframe shows a proposed website layout for the Recycling/Waste Management department at James Madison University. The layout includes a header with the university's name and a search bar, a navigation menu on the left, and several content modules on the right.

Header: James Madison University (purple background) and Search JMU (button).

Navigation: Admissions | Academics | Student Life | Visit | Tuition & Financial Aid | Athletics | Facilities (yellow background).

Title: Recycling/Waste Management (orange background).

Sidebar (Facilities):

- About
- Services
- Report a problem
- Sustainability
- GIS
- Grants and awards
- AIM
- Scheduling
- Building coordinators info
- FM resources
- VAPPA

Content Modules:

- Recycling:** Quick overview of recycling, link to full recycling and composting page.
- Composting:** Quick overview of composting, link to full recycling and composting page.
- Surplus Property Program:** What the surplus property program is, how to get involved.
- Request Service:** Contact info, how to get involved, Social Media.

Image: JMU Recycling Logo (purple square).

James Madison University

Search JMU

Admissions | Academics | Student Life | Visit | Tuition & Financial Aid | Athletics | Facilities

Recycling/Waste Management

Facilities

- About
- Services
- Report a problem
- Sustainability
- GIS
- Grants and awards
- AIM
- Scheduling
- Building coordinators info
- FM resources
- VAPPA

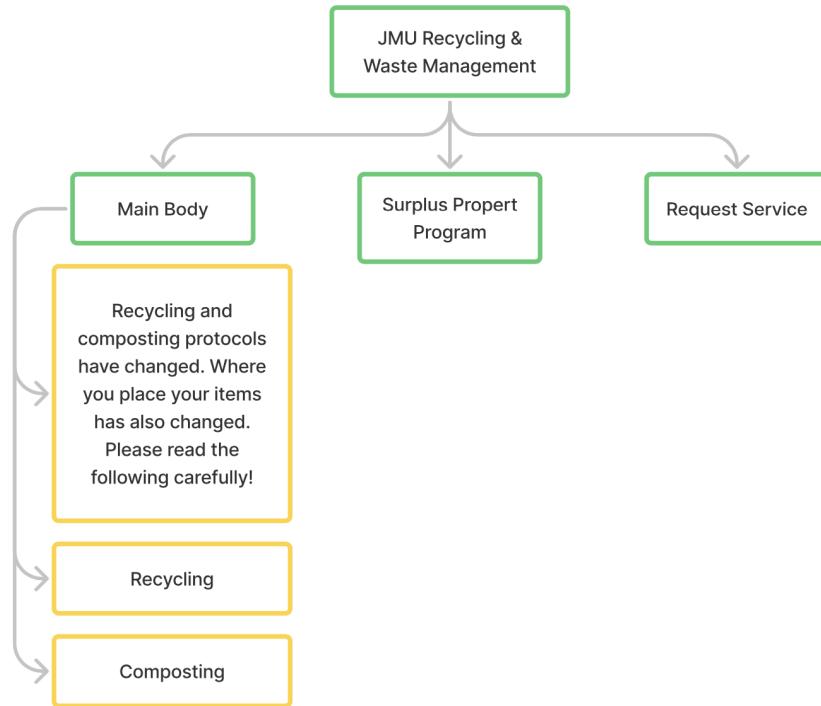
Recycling

- About Recycling
- Recycling Locations
- What can be recycled
- How you can get involved

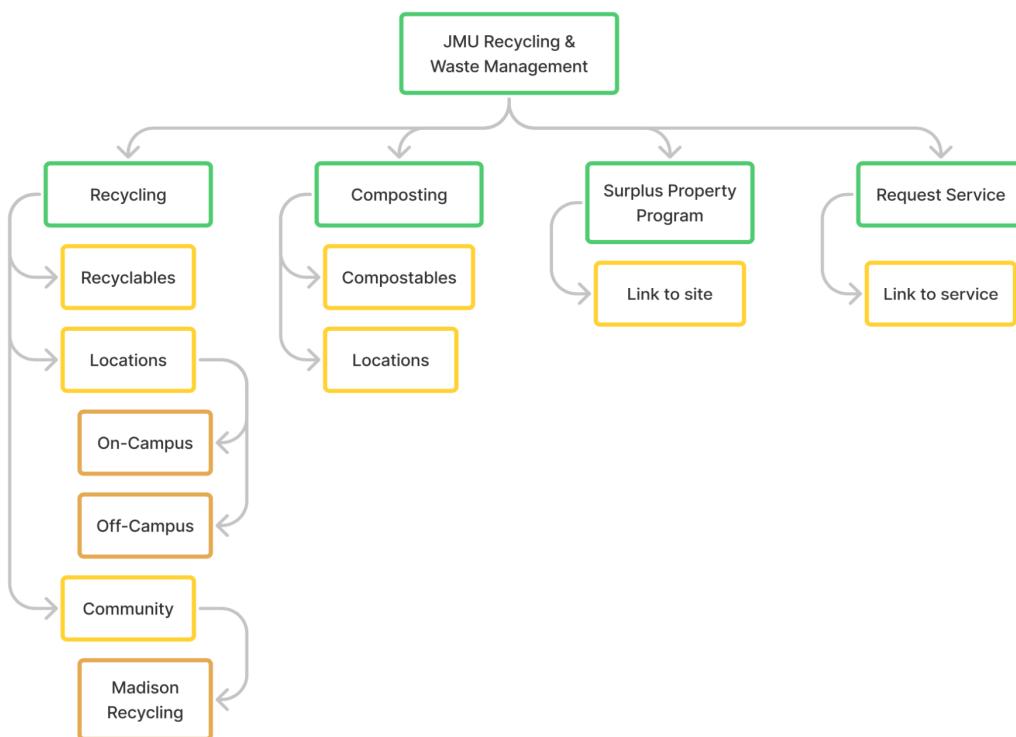
Composting

- About Composting
- How you can compost
- What things should be composted

Sitemaps: Current Design



Sitemaps: Proposed Redesign



Content Inventory

	<u>Navigation Title</u>	<u>Page Title</u>	<u>Files</u>	<u>Last Updated</u>	<u>Owner</u>	<u>Comments</u>	<u>Delete?</u>
0.0	JMU Facilities	JMU Facilities Mgmt					
1.0	Recycling/Waste Mgmt	Recycling/Waste Mgmt					
2.0	Recycling	Recycling					
2.1	Recyclables	Recyclables					
2.2.0	Locations	Locations at JMU				Map	
2.2.1	On-Campus	On-Campus				Map	
2.2.2	Off-Campus	Off-Campus				Map	
2.3.0	Community	Community					
2.3.1	Madison Recycling	On-Campus Orgs				Link to Org	
3.0	Composting	Composting					
3.1	Compostables	Compostables					
3.2	Locations	Locations at JMU				Map	
4.0	Surplus Property Program	Surplus Property Program					
4.1	Link to external site	Surplus Property Program				Link	
5.0	Request Service	Recycling Contacts					
5.1	Link to email or phone	Recycling Contacts				Email/phone	

Inspired Website:

RECYCLING SERVICES

Facilities Management's [Recycling division](#) (UVA Recycling) provides regular collection of recyclable materials including:

- Aluminum (and other metals)
- Cardboard
- Electronics
- Glass (all colors)
- Plastics and film plastics (#1-7)
- White and mixed office paper

COVID Update

UVA Recycling is open and operational. Recycling is being collected as normal, and the ROSE Program is open. We do require masks and using our hand sanitizing station upon entry. Additionally, we close at 2pm and we are open by appointment only to minimize the number of patrons present at a given time. To schedule an appointment, please visit the [recycling appointment website](#) or call us for availability.

Be a part of achieving our goals

We have ambitious waste goals to minimize UVA's waste footprint by 2030. Every member of the University community is needed to achieve these reductions. Please join us in this effort every day and for special opportunities, such as Green Games, Hoos Reuse, and America Recycles Day.

[Learn more about where our waste goes](#)

Waste generated and goals





picking up donations, and Sarah Smith (information below) can be contacted for requested items units are in need of.

Recycling bin requests

For special events:

UVA Recycling can provide recycling and compost bins for your event. Please contact us at least 3 business days in advance with information regarding the timing, attendance, and waste needs of your event.

Recycling in residence halls:

Each room will be issued a stackable two-bin recycling unit. One bin is for mixed paper, and one bin is for plastics, metals and glass.

[Learn more about residential recycling](#)

Office recycling:

If you want to improve the recycling efforts of your workplace or department, contact us for a consultation on waste reduction efforts.

Additionally, if you need a deskside box for paper recycling, call us and we will bring it to you.

[More information on office recycling](#)

Health system employees:

To request a confidential paper bin or bottles/cans bin, contact your supervisor about the department's protocol on recycling bins. To schedule a bin delivery, please contact UVA Recycling at (434) 982-5050.

[Disposal guide for PHI and recycling](#)

ROSE Program

Since 2001, the Reusable Office Supply Exchange (ROSE) Program collects donated school and office supplies from across Grounds. When units have items they are no longer using, they can request a pick-up from UVA Recycling instead of sending them to the landfill. We give a second life to these supplies on the shelves of our warehouse, where they are available to student, staff, and the public at no cost. Through ROSE, the University diverts items from the landfill and reduces purchases as well as the consumption of new materials.

The ROSE Program accepts smaller items — ones that typically go in or on a desk. Larger items, such as furniture, should be sent to the ReUse Store. If you're not sure to which program your donation should go, call or email us with your question.



You can visit ROSE at the UVA Recycling warehouse Monday through Friday 7:30am-3pm. Our entrance is across the street from 1490 Leake Drive. We also have a monthly ROSE Closet at the main hospital every third Tuesday and a quarterly ROSE tabling in the Northridge lobby on the first Thursday of that month.



References

JMU. "Recycling/Waste Management." *JMU*, JMU, 4 Jan. 2022,

<https://www.jmu.edu/facmgt/sustainability/waste-management/index.shtml>.

<https://www.fm.virginia.edu/services/recycling.html>