

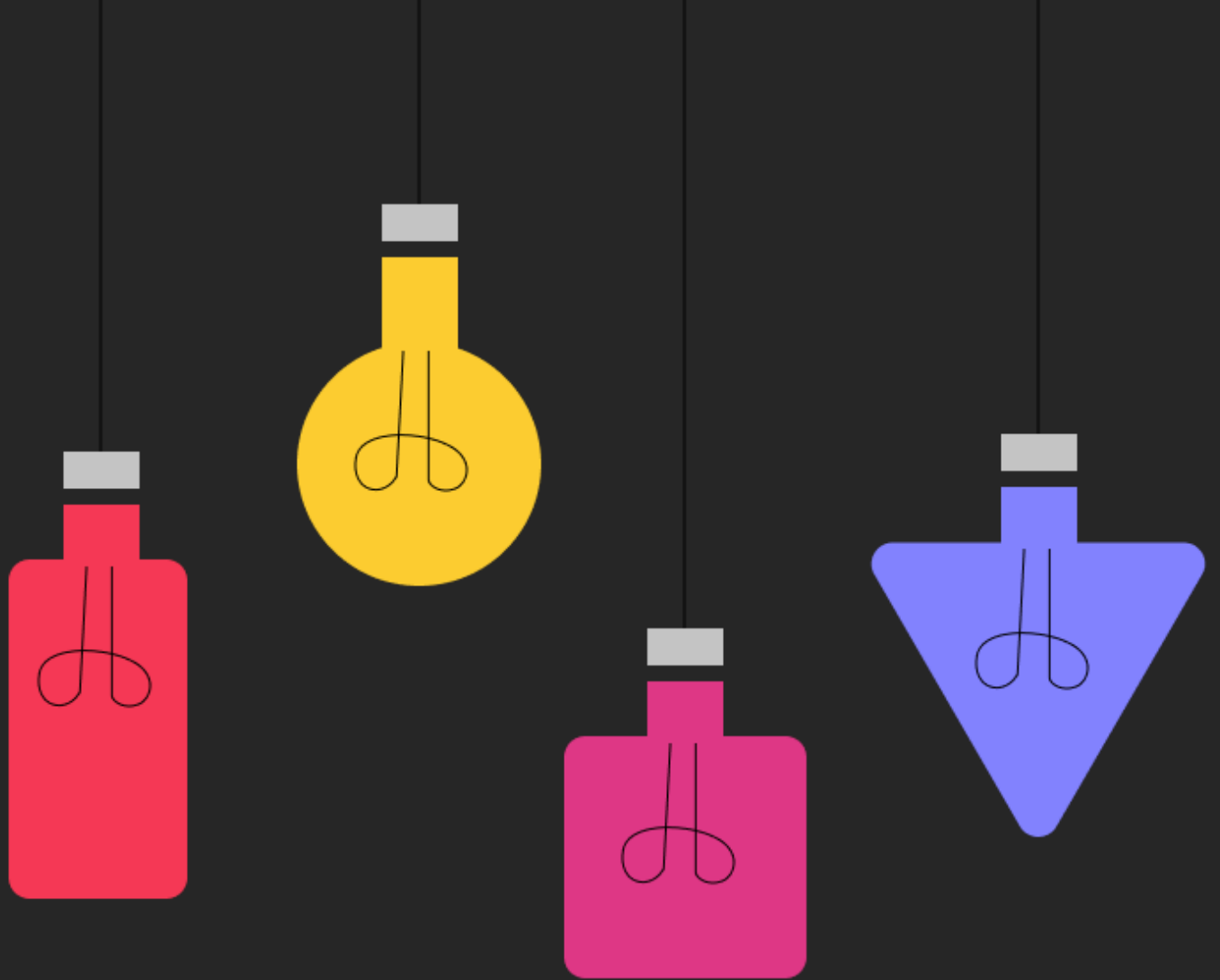
Tech for Good Brief

IDEAS & QUESTIONS



Web App Concepts

IDEAS



Idea 1: KIOSK aided Interaction

The idea revolved around the fact that a music fan visits the AO Arena and within the arena there are kiosks set up to **collect recyclable waste**.

1. The user logs onto the app.
2. Once logged in the user can place plastic bottles, cans etc. into the kiosk.
3. The kiosk accepts the items and displays a QR code or a unique **6 digit alphanumeric** characters
4. The user then punches in the alphanumeric number/ scans the QR code
5. the items get added on to his account in the form of points -- **10 points each**.

Idea 1: KIOSK aided Interaction

steps continued...

6. The user then checks her/his “**green points**” and when they have reached a certain level – they can be redeemed(get discounts on tickets, music shops and the canteen inside the venue).
7. The kiosk could be a **jukebox** – when the recycled items are placed and accepted the user could have a go at the kiosk with a genre of music or a track available to make this engaging. (This aspect looks at the fusion of music, carbon footprint and tech)
8. The user then has the option to share this on social media to earn some bonus points each time they tweet or share on a social platform

Idea 1: KIOSK aided Interaction steps continued...

9. The data then goes to the **Environmental Manager** (just a thought to elaborate on - Maybe s/he could send messages out to all app users in the arena - “Welcome to tonight's show - two random winners have a chance to win free passes to the next show” Or even set out a challenge like recycle to earn 300 points and win tickets)
10. The Manager can generate daily/monthly/annual reports on green activity in the venue.

Optional Features:

- (a) checking in to the venue and letting your friends know you have arrived.
- (b) showing locations of filtered water refill stations in the venue.

Idea 2

CAMERA

aided

interaction

The second idea was camera based, where the user could take pictures of waste items like bottles and kind of verify that 20 have been recycled for 200 points for instance and watch her/his points grow. With an added use case of taking pictures of travel passes from public transport to get green points

- 1.The user logs onto the app.
- 2.Within the app opens camera to take picture evidence (maybe some form of validation)
- 3.Picture taken - manually adds points based on waste recycled- 2 plastic bottles, 3 beer cans - total 5 which equals 50 points
- 4.Extra points can be earned by Hash tagging and sharing on social networks like twitter

Idea 3 CAMERA aided interaction

Step1:

User places items into the bin



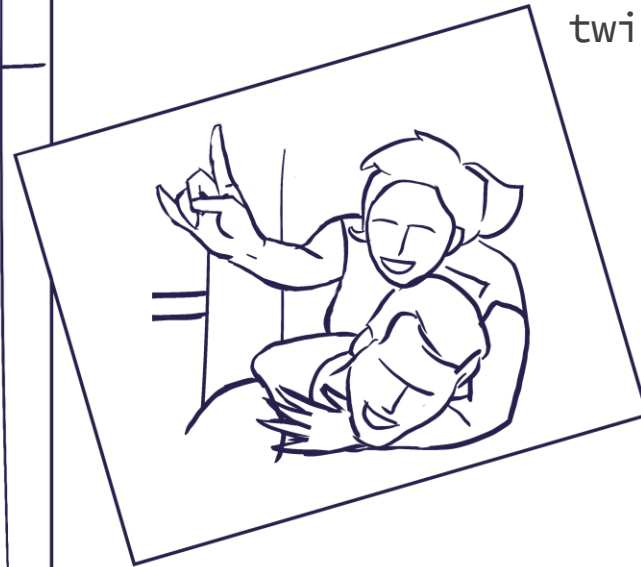
Step2:

Light flashes, beep tone – user poses – Click!



Step3:

User gets Hashcode to post image on twitter/ instagram

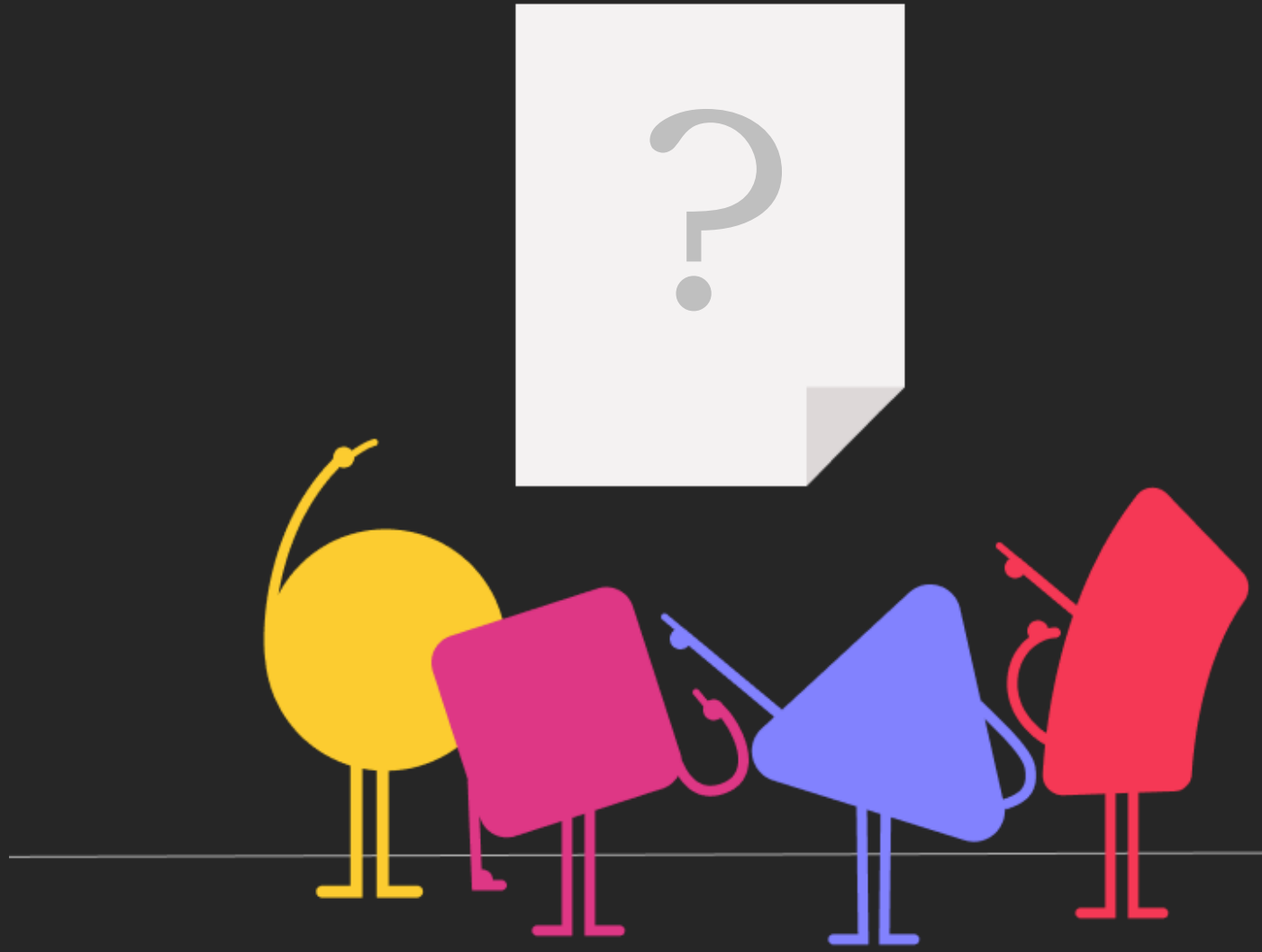


Step4:

Picture also displayed on A0 Arena screen.

Knowing the Brief better

QUESTIONS



The Intention

1. Is the intention of the app being built to **develop behaviors** of potential users within the time they visit the A0 Arena or in general day to day behavior?
2. Is there any data on the **general waste** within the A0 arena for a given concert?
3. Use of energy within the arena - lights, escalators, air conditioning, sound system, sensors?
4. Is there a **specific pattern** in which people enter the arena- for instance people arriving by car use the parking entrance whereas people coming in by tram/ public transport use another entrance?
5. How is the recycling managed now?
6. How does this **extend A0's mission**?

The Persona

What would be the goal of the intended experience we want the personas to have?

Under Personas we see that the music fan is socially conscious and is aware of the impact they have on the planet, but also wants to have fun while doing the right thing.

Is it right in classifying the persona under the following:

1. Millennials?
2. Under gamification archetype - A **player**, **socialiser**, and **free spirit**?
3. National and international audience?
4. Occupation? - Students, part time job
5. The Environmental Manager:
Age group?
What are some other responsibilities of the Env manager?

The Product

The product would be a web app
which interacts with other devices

Platform - Smartphone

Type of interface - Graphic

Technologies for implementation:
frontend, DB, Hosting, REST service



Measuring Success

1. How do we measure the success of the app? Do we consider user engagement, conversion, or another metric?

For this project we would like to go ahead with the measure of a 1000 new users being converted possibly monthly as a frequency. Would that be fair to assume?

