

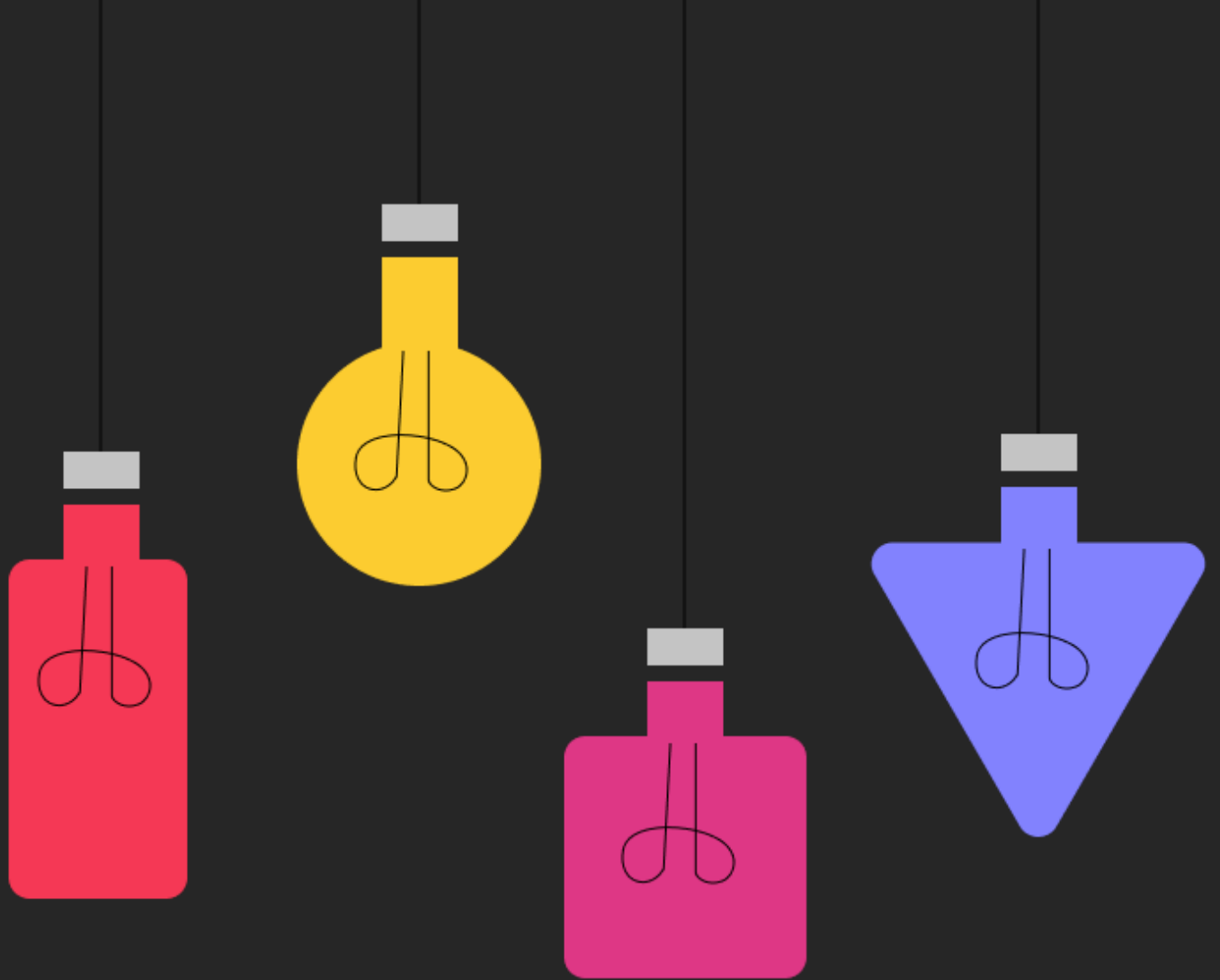
Tech for Good Brief

IDEAS & QUESTIONS



Web App Concepts

IDEAS



Idea 1: KIOSK aided Interaction

The idea revolved around the fact that a music fan visits the A0 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 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 steps continued...

9. The data then goes to the **Environmental Manager** (just a thought to elaborate on - Maybe 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.

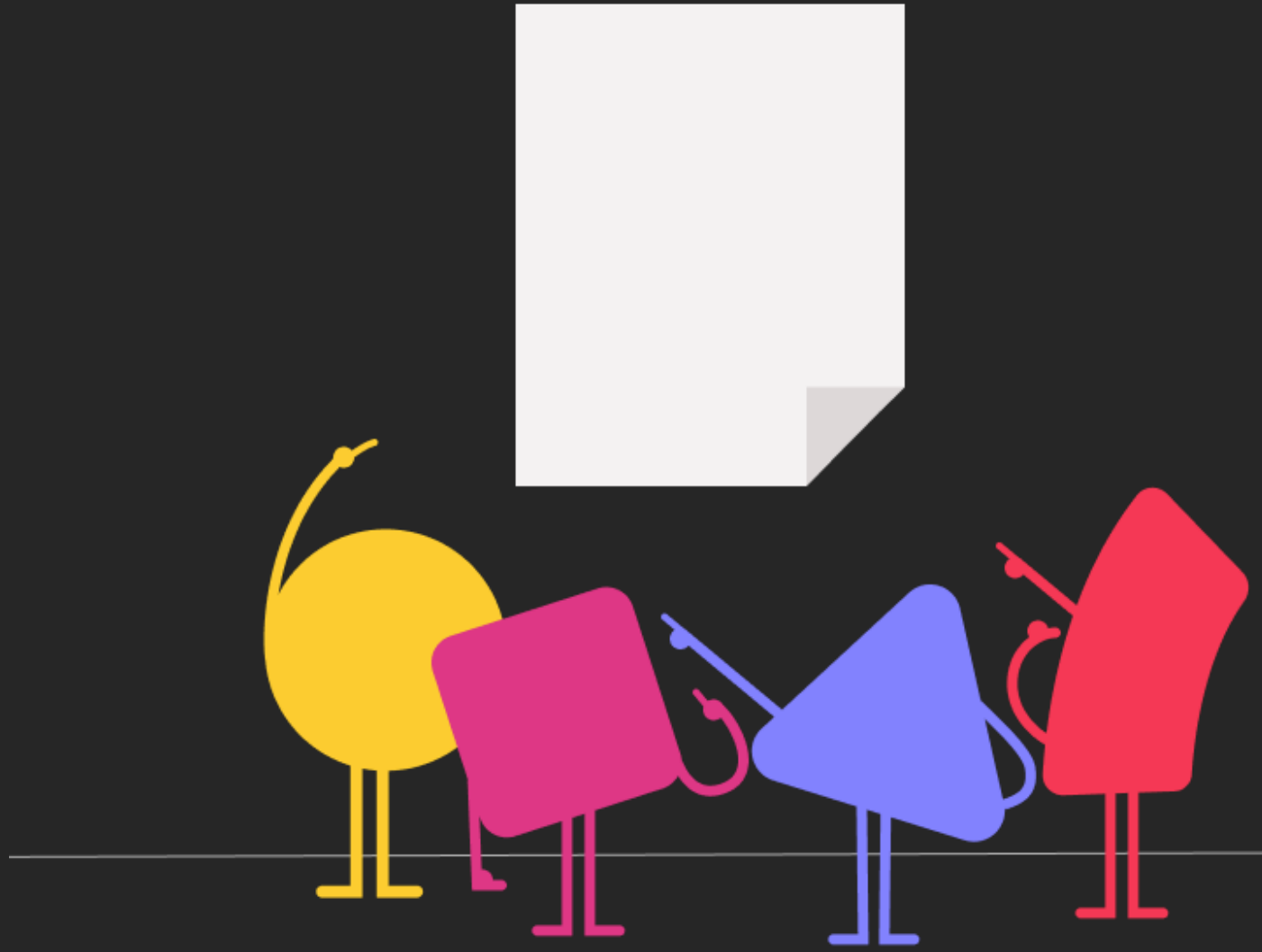
Idea 2 CAMERA aided interaction

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. On the other hand 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

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 at the moment?
6. How does this extend A0's mission?

The Persona

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.

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

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?
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 consuming

Measuring Success

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

Team Questions

1. Do we need to consider creating environments for both systems (Kiosk and smartphone)?
2. Do we need a kind of validation – that the user did what is being asked in order to develop a green behavior?
3. How to Authenticate and verify a user's mode of travel/challenge. (Not login)
On challenges are within points or simple fun challenges had to be implemented
Kiosk code?
4. 6 digit code authentication?
5. The Arena Environmental Manager, I want to know the impact of our **gigs.** ??

Planning Ahead

