Ambiguous problem: user often fall to properly sort recyclables from non recyclables, leading to comtamination and reduced recycling efficiency EMPATHIZE: User research— -interviews with households and businesses observation of recycling being contaminating the recycles steam user points confusion about recyclable materials lack of clear guidelines difficulty tracking recycling impact properly sort recycles steam user of the guidelines officulty tracking recycling impact to use sorting system feed back on recycling impact properly sort recycles great user of the guidelines of the