

Alisa Wang



AGE	21
NATIONALITY	China
EDUCATION	Junior student majoring in Informatics at UW
RESIDENCE	On-campus
LANGUAGE	Mandarin (Primary), English (Secondary)
PERSONALITY	Introvert, Thinker Spender, Tech-savy

Bio

Alisa is a 21-year-old informatics undergraduate from China. She lives in a UW campus dormitory and is very concerned about environmental issues and hopes to reduce her impact on the environment through her actions. In her free time, Chen enjoys participating in green initiatives on campus and often reads books and blogs about sustainable lifestyles. As a student, she was keen to learn new ways of sorting waste and was willing to promote these practices to his social circle. She encountered some difficulties adapting to the U.S. waste management system, particularly comprehension challenges due to the language barrier.

Pain Points:

- Unfamiliar with waste sorting and disposal guidelines in the US, especially in the UW
- Language barrier sometimes makes it hard to understand instructions
- Feels hesitant to participate in community events due to lack of understanding of waste management norms

How UNiCycle Helps:

- The multilingual support on the Home Page helps Chen to understand the waste management guidelines easily.
- The Waste Classification Bank empowers her with the necessary knowledge to classify waste properly.
- UW Community Event Sign-Up encourages her to actively participate in waste management initiatives.

Goals:

- Wants to contribute positively towards the environment
- Seeks to understand the waste management practices in the US, especially at UW.
- Wishes to integrate and share her knowledge with her peer group

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I need **clear and accessible** waste management information to help me adapt to UW's **waste classification norms**, especially as an on-campus resident.

Santiago García



AGE	24
NATIONALITY	Colombian
EDUCATION	Graduate student majoring in Communication at UW
RESIDENCE	Off-campus
LANGUAGE	Spanish (Primary), English (Secondary)
PERSONALITY	Extrovert, Friendly, Communicative, Innovative

Bio

Santiago is a 23-year-old Colombian graduate student majoring in communication at UW. He lived off the UW campus and was known for his community orientation and active involvement. Santiago is active in his community, often organizing and participating in community cleanups and recycling events. He is passionate about building a more sustainable and responsible waste management culture at the UW and hopes to influence others by participating in and organizing relevant events. Since language is no barrier, he is able to communicate easily with people from different backgrounds and hopes to use this to his advantage to promote good waste disposal practices.

Goals:

- Wants to create a positive impact in the UW community by promoting responsible waste management practices.
- Wants to create a positive impact in the UW community by promoting responsible waste management practices.
- Desires to network with like-minded individuals and participate in community events.

How UNiCycle Helps:

- The Home Page provides Santiago with a step-by-step guide to waste sorting and management.
- The UW Community Event Sign-Up feature allows him to find and register for waste management events, meeting like-minded individuals. It keeps him updated on the latest waste management tips and community events, aiding in his goal of continuous learning and community engagement.

Pain Points:

- Wants to engage in community events but doesn't know how to find and register for them.
- Not sure where to find reliable and comprehensive information on waste management at UW.

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I am in search of a platform that provides **comprehensive waste management** resources and **facilitates my active participation** in community events, which is essential for me as an off-campus resident.