

Clean Tech

# Entice

**SCENARIO**

**Browsing and uploading an image of waste to categorize**

How does someone initially become aware of this process?

# Enter

What do people experience as they begin the process?

# Engage

In the core moments in the process, what happens?

# Exit

What do people typically experience

as the process finishes?

# Extend

What happens after the experience is over?

## Steps

**The system collects more data to continuously improve its AI model.**

**The CleanTech system integrates with future features like smart bins or mobile apps.Personalized tour offers**

**User recommends CleanTech to others in their network.**

**User becomes a regular user of CleanTech.**

**User may choose to exit the application or classify another item.**

**User completes the immediate task of sorting the waste item.**

**User successfully classifies waste and understands the correct disposal category.**

**The classification result is displayed to the user.**

**The CleanTech system receives and preprocesses the image.**

**User uploads a waste image.**

**User prepares the waste item for image capture or selection.**

**User reads a brief introduction or tutorial on how to use the system.**

**User may go through a quick registration or login process (e.g., via form, Gmail, LinkedIn).**

**User navigates to the CleanTech web application**

User learns about CleanTech through online advertisements, news articles, or word-of-mouth

**Gets the result**

**Uploads an image**

**Explore the web**

**Visit website or app**

What does the person (or group) typically experience?

User gets an idea about the website or app from various sources

A user open the app and try to get a short glips of the app

The customer gets to know about the website its details and procedure

User browses an image and uploads a image from his device

After uploading the website classifies the image and displays the category of the image

After deciding to go on this tour, they click the Purchase button

They fill out their contact and credit card information, then continue

They see a summary of what they are about to purchase, then they confirm and the tour is booked!

An email immediately sends to confirm their tour and provide details about where and when to meet their guide

Using their own means of transportation, the customer makes their way to the tour location at the scheduled time.

Tour participants meet the guide and other people who have joined the same tour

The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.

The guide wraps up the tour and everyone heads their separate ways

One hour after the tour finishes, an email and in- app notification prompt the tour participant for a review

The tour participant writes a review and gives the tour a star- rating out of 5.

The completed tour appears on the "past experiences" area of a customer's profile with a few details on where the group went

Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization

The customer receives an email 14 days after their tour with personalized recommendations for other tours

When a past tour participant books new travel with us, we show them personalized tour recommendations in their arrival city.

## Interactions

Viewing the real-time or near real-time prediction displayed on the screen.

Selecting a file from their device or capturing a photo directly with a camera.

Hearing about the system from friends, family, or community groups.

Seeing an ad on social media, reading an article about waste management solutions.

Developers and researchers using collected data for model enhancement.

User, acting as an advocate or repeat customer.

Repeat usage for other waste items over time.

Recommending the system to friends, family, or community groups.

Feeling satisfied and confident about their waste sorting decision.

Physically disposing of the classified waste into the correct bin.

Closing the browser tab or navigating away from the CleanTech page.

Clicking "Upload Image" button on the web UI.

Using their device's camera or file browser to select an image.

Clicking on "Get Started" or "Upload Now" buttons on the landing page.

Interacting with registration/login forms, entering credentials.

Typing the URL into a web browser or clicking a direct link from an advertisement.

Search engines (e.g., Google) when looking for waste sorting solutions

Social media platforms, news websites.

Marketing team, news outlets, friends.

What interactions do they have at each step along the way?

Word-of-mouth communication.

User, reflecting on their experience.

Potentially sharing their experience with others verbally.

Interacting with any on-screen feedback or instructions.

**People:** Who do they see or talk to?

**Places:** Where are they?

**Things:** What digital touchpoints or physical objects would they use?

Web page displaying the final result.

To see the CleanTech project evolve and expand its capabilities.

To promote better waste management practices in their community.

To have successfully identified the waste type and disposed of it correctly.

To quickly initiate the waste sorting process.

To feel confident in the application's ease of use.

To understand the simple steps required to get a classification.

To successfully access the waste classification tool without hindrance.

To find a simpler and more accurate way to sort waste.

To reduce their personal environmental footprint.

To save time and effort in waste segregation.

Help me see what they have to offer

To learn more about sustainable practices and contribute to community recycling efforts.

## Goals & motivations

To continue using a convenient and effective service.

To feel a sense of accomplishment in contributing to proper waste management.

To feel confident in the AI's ability to identify waste correctly.

To receive clear and understandable classification results.

To quickly and accurately classify their waste item.

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

Contributing to sustainability efforts by promoting efficient waste sorting.

## Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Discovering a new, innovative, and practical solution to a common problem.

### Seeing positive testimonials or success stories of CleanTech.

Enjoying the long-term convenience of automated sorting.

### Easy and quick acces to everyone

Feeling empowered by technology that helps them be more eco-friendly.

### A clear and intuitive registration/login process.

Fast prediction speed (-0.2 seconds per image on CPU).

### Clear and intuitive display of the classification label

Sense of accomplishment from correctly sorting w

## Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Not knowing how to properly sort waste manually, leading to confusion.

Frustration with existing manual segregation methods

### Skepticism about the effectiveness or reliability of new technology.

### Unclear prompts for image upload or preparation.

#### Poor image quality leading to incorrect or ambiguous classification.

#### Slow prediction speed if network conditions are poor.

Confusion or frustration if the result was unexpected or seemed incorrect.

Forgetting the classification for similar items in the future.

## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

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Target advertising on platfroms

Educational content on proper waste sorting and the benefits of automation.

Partnerships with local municipalities or environmental organizations for wider

### Provide a simpler summary to avoid information overload

Creating compelling demo videos showcasing the ease and accuracy of CleanTech.

Enhance model accuracy and robustness to various image conditions.

#### Provide additional information about waste disposal guidelines for each category.

Offer a feedback mechanism for users to report incorrect classifications.

Implement mobile app development and deployment.

Develop a community feature for sharing tips and success stories.

Suggest tips for maintaining proper waste segregation habits.