**Client**

Who is on the receiving end?

* A company that focuses on reducing waste and recycling/reusing

What problem do they have now?

* A lot of waste created by people who throw out items that could be easily reused by someone else

How will they react to what you are proposing?

* We believe their reaction to our proposal will be positive, because our system will encourage item reusal and waste reduction and that is their main focus

Who are the winners and losers?

Winners

* The sellers will be able to make some money off selling items they would otherwise throw out
* The buyers will get items for cheaper than they would get them in a store
* The waste amount in the dumps will be reduced because items will be reused and have a longer lifespan

Losers

* The buyers, if the quality of the items is not what they expected after they buy it
* The government because the sellers will not pay taxes
* The stores that sell the items, our users will exchange, because they (buyers) will not have to buy new items

**Actors**

Who are the actors who will ‘do the doing’, carrying out your solution?

* Buyer, Seller

What is the impact on them?

* The buyers will be able to make some extra money by selling the items they do not use anymore
* The sellers will get items at a discount or for free

How might they react?

* We believe the buyers and sellers will both be satisfied with our idea because it will benefit both of them and in the meantime they will contribute to waste reduction

**Transformation**

What is the process for transforming inputs into outputs?

* Sellers list products on the system
* Buyers can search through the products and contact the seller

What are the inputs? Where do they come from?

* The inputs are the listings of the products and they come from sellers

What are the outputs? Where do they go to?

* The outputs are buyers contacting the seller about an item

What are all the steps in between?

* The seller lists a product
* The buyer searches through products and finds the one he/she would like to buy
* The buyer sends a message to the seller
* The buyer and the seller can then negotiate on the price, mean of delivery …
* The seller accepts the purchase
* The buyer will get pick-up information and pick up/receive the product
* Both buyer and seller can leave a review of their interaction

**World View**

What is the bigger picture into which the situation fits?

* We would like for our system to help to stop/reduce pollution all over the world

What is the real problem you are working on?

* The real problem is the overwhelming waste that is produced by unneccessary buying of new items they do not need and throwing out items instead of giving/selling them so that they can be reused

What is the wider impact of any solution?

* In a sunny scenario, any solution similar to ours will be used on a global scale and will reduce the pollution thanks to item reusal
* The people with a lower income will be able to buy items they want without having to pay full price and spending big amounts of money

**Owner**

Who is the real owner(s) of the process or situation you are changing?

* The companies whose sales might be decreased when people will start reusing items instead of buying new

Can they help you or block you?

* They could encourage their customers to reuse their products, or they could encourage their customers to return old products from the store for a coupon or money creating competition for us

What would cause them to get in your way?

* We would be reducing their sales which might cause them to take us as a competition

What would lead them to help you?

* They might like our idea of reusing products and partner up with us and collect items from their customers and use our system to resell them or they could recycle them

**Environment**

What are the broader constraints that act on the situation and your ideas?

* The amount of people that will sell the items might be less than we expect

What are the ethical limits, laws, financial constraints, limited resources, regulations, and so on?

* Sellers can put illegal items on sale in our system

How might these constrain your solution? How can you get around them?

* If the amount of people using the system to sell their items is less than expected, the waste reduction might be less significant.
* We can get around this constraint by releasing the system to more countries and spending more effort and resources on marketing
* We can get around the legal limit of people posting illegal items by banning the users who do that and report them to the police