

CleanTech: Transforming Waste Management with Transfer Learning

Project Information

Team ID: LTVIP2025TMID39058

Project Name: CleanTech: Transforming Waste Management with Transfer Learning

Customer Journey Overview

This document outlines the journey of a typical user interacting with our waste classification system. It describes user motivations, digital and physical touchpoints, pain points, and opportunities for improvement.

Stages in the Journey

1. Awareness: User becomes aware of the CleanTech platform through campaigns or digital outreach.
2. Access: User visits the CleanTech website or mobile app.
3. Interaction: User uploads a waste image for classification.
4. Feedback: The system returns a prediction (biodegradable, recyclable, or trash).
5. Learning: User understands correct waste segregation through system insights.
6. Sharing: User shares results or promotes the platform to others.

User Emotions and Experience

Positive Moments:

- Quick predictions boost user confidence.
- Simple interface ensures accessibility.
- System educates users on proper disposal practices.

Negative Moments:

- Image misclassification may confuse users.
- Internet lag can delay prediction.
- First-time users might need a guide or onboarding.

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Opportunities for Improvement

- Introduce tooltips or an onboarding walkthrough.
- Enable feedback to correct predictions.
- Offer downloadable waste management guides.
- Link to local recycling/disposal centers based on user location.