

Construction Junction Roadmap

V1

CURRENT PROBLEM

- Lack of brand awareness
- Lack of motivation in the community to be more environmentally friendly

INTERNAL MANAGEMENT

Building more awareness becoming a valued name and giving back.

- Focusing on children (wide promotion range)
- Making the mobile service “kid friendly”

2-3 Months



CHILDREN

Having fun, learning about the environment, competing with others

- Gamified AR method to learn about reuse
- Competition + prizes motivate users
- Taking part in local challenges promotes community

DATA COLLECTION

*Q: How do we continue connection with students?
How do we leverage these connections?*

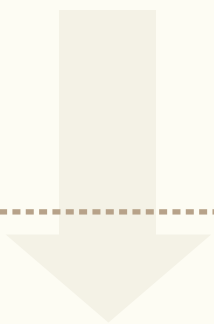
- Collecting data about students with accounts,
- Age ranges, zipcodes, most popular badges, retention rates, traffic, etc

4-5 Months



- Integrating app with a classroom experience
- Site visits to CJ
Creating a web version for expanded use

1 yr - 1.5 yrs



*Q: How do we continue engagement for the long term?
Will anonymous users become customers or users?*

- Collecting data from anonymous students
- Click through rates
- Time spent on platform
- Types of items scanned

- Increase technology on most visited pages
- More giveaways to continue sign ups and gaining new potential customers

V2

FUTURE PROBLEMS

Problem 1: The middle school base is only a fraction of the community

Problem 2: There is greater interest in environmental concerns beyond what CJ does

2 years +



FUTURE SOLUTIONS

- Appeal to college students by honing on projects and housing
- Partner with other environmental groups to build more events and challenges
- Create an integrated shopping service in the mobile space