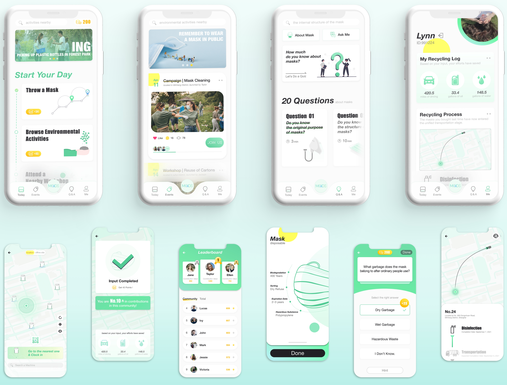
Hi-Fi Prototype



User Storyboard

1 Jack had much confusion about discarded masks.

2 He saw the ads on social media platforms.

3 He downloaded MOOS from the App Store.

4 He searches for nearby devices and navigates.

5 He puts masks into the device and gets points.

6 He redeems points for non-fungible tokens.

7 Masks are self-processed to avoid illegal flow.

8 Alarm when the device capacity nears the limit.

9 Jack monitors the recycling process via the app.

Service Blueprint

PHASE II

TIME	2-3 min	5-8 min	12-20 min	5-8 min	1-2 min
EVIDENCE	Promotional Interface	App Interface Offline Device Location	App Interface Offline Device	App Interface	App Interface Non-Fungible Tokens
CUSTOMER JOURNEY	Notice MOOS Promotion on Social Media	Download MOOS App & Search for Nearby Devices	Show the QR Code & Put Masks into the Device	Check Mask Recycling Stages	Redeem Points from Masks for Non-Fungible Tokens
FRONT STAGE	Promote on Social Media	App Available in App Store & Offline Devices Accessible	Devices Read QR Codes & Fragment Masks	Monitor the Recycling Path & Provide Timely Feedback	NFT Redeemable with Points
BACKSTAGE ACTIONS	Develop Promotion Programs & Contact Social Platforms	Program and Release the App & Position Users and Machines	Drop and Run Devices & Input Mask Weight Data into the Backend	Track the Position, Stage & Duration of Masks in the Recycling System	Convert Photos of Users' Eco-Friendly Behaviors or Discarded Masks into NFT
SUPPORT PROCESSES	Design Promotional Materials	Cooperate with Third-Party Map Navigation Companies	Collaborate with Device Manufacturers & Generate Credits for Mask Debris	Sell Mask Debris to the Processing Factory for Professional Processing	Issue, Display, Acquire and Uplink NFT on Third-Party Platforms

Line of Interaction

Line of Visibility

Line of Internal Interaction

Business Canvas

PHASE II

KEY PARTNERS

- Government
- Environmental Groups
- Garbage Sorting Site
- Device Supplier
- Social Media
- Navigation Companies
- NFT Related Institutions

KEY ACTIVITIES

- Platform Optimization
- Advertising Cooperation
- Government Cooperation
- Platform Operation
- Conduct Content Strategy
- Masks Identification
- Transport & Tracking
- NFT Design & Generation

KEY RESOURCES

- social multimedia platforms forming a self-propagation model
- users mainly composed of environmentalists
- content value about the mask-related knowledge

VALUE PROPOSITIONS

- **Values:** convey circular economy values and arouse public attention to environmental protections of masks.
- **Online:** establish a mask recycling community for users, and monitor the mask recycling process
- **Offline:** help relevant departments and groups to gather and dispose of discarded masks and maximize the value of discarded masks
- **Non-Fungible Token:** record users' eco-friendly behavior and objects as videos or photos into NFT

CUSTOMER RELATIONSHIPS

- set up a community related to mask environmental protection
- introduce merchants with incentives and gift coupons
- conduct advertising
- get support for technology, process, policy

CHANNELS

- MOOS App
- Social Platform
- Offline Devices

CUSTOMER SEGMENTS

- Ethical Public
- Advertisers
- Environmental Groups
- Government Department
- Corporate with CSR

COST STRUCTURE

- Product Research, Development, and Iteration
- Offline Device Development, Manufacture, and Launch
- Advertising Promotion
- NFT Development and Uplink

REVENUE STREAMS

- Government Financial Support
- Advertising Revenue
- Revenue from Sales of Mouthpiece Debris
- NFT Auction Revenue

What's Next

Future Prospects

Technical Innovation

Innovations in hardware technology, material adaptation, and incentives will be focused on.

Business Strategy

More offline devices will be launched to ensure that they are accessible to users.

Business Strategy

Official governments and environmental organizations will be associated to get more authoritative support.