Sort garbage_Shanghai_laoshansicun commitunity

Current

Personas

- Community resident-Dongya
- Zuo Mr.
- Zhang Mrs.
- Yin ni
- Sun Mrs.
- Sun Mr.
- Lu Mr.
- Zhou Mr.

Journey owner

dongya fu

TheyDo Export / Jun 19, 2022, 3:29:01 PM

Garbage sorting and delivery learning

Waste sorting knowledge popularization

Community entrance bulletin board: garbage sorting, posters (four categories of garbage sorting, drop-off time, location of garbage stations)

Images

Actors

- The process of obtaining information on garbage classification in the community is very loose, but the process of finding a garbage bin room is somewhat tortuous.
- Knowledge of waste sorting is promoted on the Internet and at public facilities
- The trash cans are located downstairs from where you live. Community volunteers help to divide the garbage
- 1. Posters for waste separation were posted on community bulletin boards.
  2. Signs guiding the garbage cans were also set up in the community.
- The community would give training to us as volunteers first. A small class on garbage sorting.
- 1. The community first gave us training on garbage separation and had to take a test.
  2. I supervise and guide the residents to separate garbage
- Organize cleaners in the community to learn and cooperate with waste separation
- Transporting dry waste from the community to a waste treatment plant that treats dry waste

Tochpionts: Posters ..., TV, App, Phone, Website, Chat, Commu..., Garbag..., Garbag..., Garbag..., Training...

Pain points

- -Dumpster room map and instruction icons are not clear
- There is so much crap of each type that it is hard to remember

Opportunities

- **Garbage identification**
- **Quick and easy access to garbage sorting knowledge an...**

Value position

- Quick and easy to understand garbage sorting information
- Understanding and awareness of community waste separation efforts

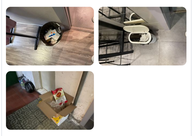
Products & Services

- Garbage sorting-information -design oriented education
- Garbage Sorting-Choice -Design oriented waste disposal
- Waste sorting knowledge quiz
- app-community garbage sorting information module

Moving into the house: Know the trash cans in the house

Community Manager: ...

Community Resident ...



Actors

- The landlord has purchased and collected enough bags for various kinds of garbage. The garbage bins are sufficient for use. However, there is no information on garbage sorting
- Trash cans in every room
- I produce very little garbage and throw it away every day
- Residents do not use all of the separated household garbage cans issued by the neighborhood association
- Many people throw their trash in the hallway

Pain points

- Ordinary household garbage cans with no identification of garbage category
- The community has distributed separated garbage cans, but most people are not used to using them.
- Community-issued trash cans are uniform, and there is not much choice of sorted trash cans
- Community-issued bins are not differentiated in terms of style and size. For example, the same style of bins used in bedrooms, kitchens, bathrooms and living rooms
- Residents think a dumpster is fine, but it doesn't meet the need for waste separation.

Opportunities

- **Household waste separation bin**
- **Home sorting trash can purchase and use options**
- **Provide many types of sorted garbage cans**
- **Home sorting bins should develop a unified standard**

Value position

- The community distributed garbage separation bins for household use
- Residents can choose the right sorting bin for their apartment
- Convenient for residents to sort waste at home

Products & Services

- Household sorting trash can options
- Garbage category identification
- app-selling banner dumpster

Finding a garbage sorting station

Actors

- The map information of the dumpster houses in the community is inaccurate. Find the dumpster house only through the guidance of passersby
- It's not hard to find
- The dumpster room is conveniently located downstairs
- The location of the dumpster room set after discussion with the cleaning staff

Pain points

- The community map is not clear, just a piece of paper
- Dumpster room signage, incomplete information, lack of direction, clear text, but the content and orientation is not clear, it is difficult to accurately locate, while the actual opening hours of the dumpster room and the displayed time is not consistent
- Inconsistency between community display boards and actual changes in implementation

Opportunities

- **Dumpster Room Map**
- **Community waste sorting information peer-to-peer**

Value position

- A map of dumpster houses was drawn in the community
- Dumpster room signage
- Residents can quickly locate and know the opening hours of the dumpster room, thus saving time and putting out the garbage quickly

Products & Services

- Community garbage room map
- Garbage room signage and guidance
- app-community dumpster room opening hours announcement

Find the garbage room

(Opening hours)

Actors

- Generally like to go at night to throw the garbage
- Often misses garbage room opening hours

Pain points

- Garbage bin room fixed opening hours, other times can not put garbage
- The opening hours of the garbage bin room do not apply to everyone, especially young people

Opportunities

- **Garbage room opening hours ⏰**
- **Synchronization of publicity and enforcement of opening hours o...**

Value position

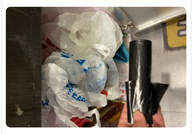
- Go to the garbage drop-off during the opening hours

Products & Services

- app-⏰Garbage room opening schedule
- Garbage Collection Calendar
- Set up rolling electronic screens to promote waste separation information
- app - Create peer-to-peer information display, dumpster opening hours

Produce and sort waste (At home)

Waste generation



Actors

- Need to think about it
- I usually have very little garbage, that is, some kitchen garbage

Pain points

- Garbage bags are also garbage
- Garbage bags are not required. Most are shopping bags given with the purchase of items or garbage bags purchased by themselves
- Storage of garbage bags
- Most of the garbage bags used are plastic bags, and also garbage
- Garbage bags do not distinguish between types of garbage

Opportunities

- **Garbage sorting identification**
- **Provide information to distinguish the type of waste**
- **Garbage bag type and material**

Value position

- Separation of garbage when it is generated, the official start of the act of waste separation
- Learn to differentiate waste at the point of generation
- Use environmentally friendly garbage bags from the source

Products & Services

- Garbage sorting identification
- Specific waste sorting knowledge tips
- Specific sorted garbage bags - garbage sorting information, garbage bag material biodegradable
- app spam identification

Put in garbage bag

-Food waste

-Other garbage

-Returnable paper,glass

Actors

- Life is simple and produces very little waste.

Pain points

- Can't completely separate garbage correctly
- Household waste sorting with few information tips

Opportunities

- **Household sorting trash can options**
- **Garbage sorting information tips**

Value position

- The source of garbage sorting correctly
- Improve the knowledge of waste separation and learn about waste separation

Products & Services

- Household sorting trash can options
- Household waste separation bins with waste separation information
- app spam identification

Delivery (In the community)

Dumpster opening hours,

Take your garbage to the nearest garbage room

Pain points

- Uneven arrangement of dumpster rooms and insufficient density
- Sometimes miss dumpster room opening hours

Opportunities

- **Garbage drop-off time reminder⏰**
- **Dumpster Room Map**

Value position

- Fixed opening hours of the garbage bins to enable effective supervision and guidance of garbage disposal behavior
- Time to remind residents to separate garbage
- Convenient for residents to put out their garbage

Products & Services

- Garbage Collection Calendar
- app-⏰Garbage room opening schedule
- Building more garbage compartments

Putting out garbage:

-Separation of garbage under the supervision and guidance of the garbage room manager

Actors

- Unconscious people are very much in need of constant supervision
- Arrange for staff to look after the dumpster room. The workload is heavy.

Pain points

- Putting out garbage without removing garbage bags
- Low rate of correct garbage placement
- Garbage room supervision is difficult, with frequent quarrels
- Garbage room supervisors need secondary garbage sorting

Opportunities

- **Reminder to dispose of garbage removal bags**
- **Correct garbage sorting rate**
- **Strengthen the regulation of waste classification**

Value position

- Supervision is necessary
- Ensure that residents put out their garbage correctly

Products & Services

- Supervision of garbage sorting
- Trash bags in the dry bin reminder ⏰
- app-exposure platform

In the garbage room,

washing hands

Actors

- Wash your hands after throwing away trash to maintain cleanliness and hygiene.
- We also provide soap next to the sink.
- Easy to clean dumpster room
- When transporting garbage, there is a place to wash it.

Value position

- Maintain personal hygiene

Products & Services

- Vanity top

After the garbage room is closed at night, you can put your garbage in the mixed garbage can in front of the garbage room.

Actors

- After you miss the garbage room opening time, you can throw your garbage in the mixed garbage can at night.
- 1. It is convenient for residents who miss the opening hours of the garbage room to have a place to throw away their garbage.
  2. There is a serious disadvantage that many people do not separate garbage and put garbage into mixed bins, which increases the workload of cleaning staff. This is a major drawback.
- 1. The next day, we have to sort all the mixed garbage, which increases the workload a lot.
  2. The amount of mixed garbage is very large
  3. The subsidy was broken
- 1. The property company needs to make the cleaning staff to increase the workload, and also needs to head bald more financial resources.
  2. The first 1 year was a monthly government subsidy to the cleaning staff, but now there is no subsidy.

Pain points

- Very many people choose to put out their garbage after the garbage room is closed, so they don't have to sort their garbage
- Property companies invest too much in human and material resources, and at the same time do not limit the behavior of residents in separating garbage

Opportunities

- **Smart Trash Can**

Products & Services

- Number of mixed trash cans
- Smart garbage room

Waste Disposal & Recycling

Recycling

Actors

- 1. Recycleable waste to staff
  2. Send the cartons to the person in charge of the garbage room.
- Deliver recyclable items to the person in charge of the garbage room.
- Give the carton to the person in charge of the garbage room.
- Provide contact information for partner recyclables recycling companies that residents can call.
- Give the carton to the person in charge of the garbage room.
- Additional income
  Buying and selling recyclable items

Pain points

- Government cooperation can be recycled companies, residents generally do not contact, trouble, cheap prices.
- Variable processing pathways

Opportunities

- **Multi-channel recycling of recyclable waste**

Value position

- Reduces the amount of work required to recycle recyclable waste
- Residents give their recyclable waste that can be bought and sold directly to the garbage room staff usually.
- Garbage room workers increase their income by buying and selling recyclables, usually from a variety of sources, and buying and selling at a higher price than the government offers.
- Recyclable waste is treated effectively

Products & Services

- Cleaning staff collect recyclable waste
- Contact the recyclers themselves to buy and sell
- One-click One click to contact nearby recyclersapp to contact nearby recyclers

dispasal

Actors

- Wait for the garbage hauler to come to the garbage room every day and dump the garbage into the garbage truck. Then clean the garbage cans.
- Transport garbage to the community once a day, and only be responsible for one type of garbage

Mood (Motivation, Emotion)