

## Task

*Write 3-5 FAQs on each section*

*Write answers to each FAQ*

*Quality assurance on the whole FAQ content / Insert Name of the App*

## SOLUTION CUSTOMER FAQ

### **Do I need a special camera to use the product scanner?**

**Answer:** No, you do not need a special camera. It's just important that the lighting is right, the background is as monochromatic as possible, and the product is clear, sharp, and distinct. You could also just upload an image from your library so you do not necessarily need the in-app camera feature to use the product scanner.

### **Can I also have the app recognize an image from my image gallery without me having to take a photo directly?**

**Answer:** Yes, just use the upload button, select a picture from your gallery and we will scan it as if you had taken a picture with a live camera. The access must be granted in your smart phone settings.

### **Who is the app suitable for?**

**Answer:** The app is aimed at all citizens of Munich who want to get to grips with the topic of recycling. It doesn't matter how old you are, what kind of apartment you live in or what job you do. It is only important that you live in Munich. Otherwise, the shown regulations might be different and we therefore recommend if you live outside of Munich to consult your local waste management agency or regional recycling settings.

### **Where are the recommended actions, tips, and information on waste separation applicable?**

**Answer:** Basically, the application is aimed at residents of Munich. Here, the regulations and recommendations mentioned in the app are valid. In other cities, other rules may apply. Therefore, do not rely on the information in this app when you are outside of Munich, but ask your local authorities for the latest information.

### **How can I use the app?**

**Answer:** To use the app, you can go to your appstore (whether it's Android, Google or iOS) and search for the app RecycLearn to start downloading. After downloading, just click on the logo of the application and the app will be opened.

## **Do I need an account to use the app?**

**Answer:** No, you can use the app without an account. However, it is planned, that if you want to save your scans and products as well as information, you need an account where your personalized content is stored. So, to ensure the best possible user experience, we recommend you to register and create an account as soon as this functionality exists.

## **What happens if a product is not recognized by the scanner?**

**Answer:** Currently we are working on the preparation of the data and the completeness of the information. Unfortunately, we cannot yet guarantee that we have information available for every product category. However, if your search is unsuccessful, please let us know which product you tried to scan and we will work to include your product. We are always happy to receive your feedback. Sometimes it might be the case that the product is already existing in the database, therefore you could simply adjust the angle, light or brightness of the photo you are trying to take and scan the image again.

## **What personal data is collected when using the app?**

**Answer:** While using the app, we access your location to see if you are in the Munich city area. At the same time, we record the products you scan and collect the images to further complete and enrich our database. In addition, all the data you add to your profile is visible to us.

## **Where does the information in this app come from?**

**Answer:** As SWM, we have regional contacts with the waste management industry and educational institutions. Together, we work on the data available to you and ensure that this information is constantly updated. Internal departments are responsible for checking the quality of the content presented to you. All regulations shown in the app have been clarified in adjustment with local utility companies and organizations.

## **How does the scan of the images work in technical terms?**

**Answer:** Through our database, which is filled with different images, we try to find a match between your taken or uploaded photo. The image recognition works by means of artificial intelligence. It detects which product is closest to your scanned image and the match exceeds a certain threshold. Only then do you get the result. If the match threshold is too low, no result is displayed and you should try the scan again. At the same time, the product category can be determined via a hit and we play the corresponding content directly to you via app.

## SOLUTION CLIENT FAQ

### **Will there be a trial (beta) version of the app to give potential users a chance to test the functionality and provide feedback for the app?**

**Answer:** Yes, there will be a beta version first, where different features can be tested and the app can be optimized in different places.

### **Is an integration of the app as a web application on the SWM webpage planned or possible?**

**Answer:** Initially, only the mobile application will be available, since a camera is needed to use the scanner. The website could be equipped with an upload function to scan the images, but this would require a lot of storage space and the user experience is usually much higher via smartphone and the number of users is greater than in the browser. Nevertheless, an integration of RecycLearn into the M-Login of Stadtwerke München is planned to embed RecycLearn into all the Munich-based apps and homepages to complete the whole package of Munich applications.

### **How can more data be collected in the form of images to improve AI?**

**Answer:** We started the training of the artificial intelligence through a self-created and organized database. However, the goal is to store the entire product images that are being scanned by the end-users and have these users classifying the taken pictures (example: pack of milk is scanned, product is not present, user is asked to describe the product). These images will be added to the database so that the AI can also be further trained based on the user images.

### **Will the app be made available for all mobile operating systems right from the start?**

**Answer:** In the current phase of application development, work is to be done with a framework that enables the development of smartphone apps for different operating systems. Afterwards, fine-tuning may be necessary to implement the corresponding functionalities natively. Outdated operating systems can not be put into consideration.

### **Is there already any idea to generate revenue for SWM with the app? - In General: What is the benefit for SWM?**

**Answer:** The aim of the app is to inspire users to recycle and to point out sustainable aspects in the reusability of products. This means that the focus is on the self-learning aspect for Munich-based citizen. One hypothesis is that correct waste separation and possibly the use of recycling stations will lead to SWM indirectly increasing sales elsewhere as people know how to separate trash correctly and the city of Munich doesn't have to spend much money on burning residual waste.

## **Can other services from SWM be integrated or linked during use?**

**Answer:** By pointing out information regarding recycling and possible drop-off locations or recycling facilities in the vicinity, reference can be made to SWM's official site. It can also be checked whether there are other interfaces or overlaps where SWM services can be integrated. Here, it is recommended to work hand in hand with Abfallwirtschaft München (AWM) because they often share the same facilities and can benefit from each other.

## **Who is responsible for preparing the data to be presented to users?**

**Answer:** The project team sees itself implementing the infrastructure for the application and the underlying database. As the contents are very specialised, the task here lies with SWM, as it has the competences in this area and can draw on expert knowledge as well as various partners and their sources.

## **How can users get in touch with SWM within the app / when using the app and resolve possible concerns directly in a customer conversation?**

**Answer:** Depending on how important and relevant the conversation is, a feedback chat can be used, which would be handled by a SWM employee. Alternatively, there could be a contact form similar to the one on the SWM website. However, FAQs are also recommended, as users can search for their questions / problems on their own here.

## **How can we get users excited about the app and make them use it?**

**Answer:** By connecting local projects through the app, a tag system can be used to possibly place some banners or inserts that point to other SWM initiatives. If the topic or the information from the scans is appropriate, an "Interested? - Be part of the story" can be inserted. Moreover, a planned community feature should connect people with people so they can exchange ideas, information or best practices in order to benefit from each other. Comparable to a social media network, RecycLearn could become a platform for people.

## **How is personal data protection ensured?**

**Answer:** Unless the user creates an account, only the location and the images captured by the scan are stored anonymously. Here, it is not possible to trace back to the individual user. However, if the user creates an account, we will have access to the data stored by the user. As the app runs entirely internally at SWM, third parties are not permitted. The data itself is also hashed and stored by encryption.