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1. The city of Munich wants to draw attention to the problem of residual waste being burned and therefore causing CO2 flowing into the air. That's why they are using Twitter in order to ask people to use RecycLearn and therefore enabling citizens to separate trash correctly. And Martha, a Munich based citizen, just read the Twitter post. Now, she feels caught and wants to achieve an impact that's why she wonders how she can dispose trash correctly in private households. With RecyClearn she can avoid tiresome and time-consuming research for information in books or on the internet. Martha simply does not have the capacity to invest that much time.
2. Now Martha downloads the app RecycLearn by SWM. There is a product scanner included that is based on AI to give Martha access to information about the packaging raw materials and about information on recycling processes of the product. She can simply use the Scanner by either taking a picture directly within the app or upload an image from her photo library directly from her phone.
3. She receives a result and Martha can now dispose her smartphone correctly. In this case, the smartphone doesn't belong to household trash bins, but has to be brought to landfills or recycling stations within the city of Munich. By doing so, she is very happy due to the easiness of the RecycLearn App and her small contribution to a clean city.
4. As RecycLearn becomes more popular and people are talking about the app, a strong user base within RecycLearn is being created. Sometime later an impact is even visible to AWM and SWM, because it turns out that people are now separating waste correctly and the amount of burned residual waste in Munich is being reduced quite heavily.