

The user role is important as his acceptance of the new product can make the block chain as success. The user behavior and acceptance of the new product can inspire the other user

I refer to Question # 9 wherein Dr. Mats Linder of the Ellen MacArthur Foundation answering this question says as under:

“Current design solutions such as straws, small sachet, peel-offs provide an experience what is valuable for the customers. New solutions to fulfill the same function can also provide valuable experience including doing the right thing but require consumer curiosity to try it and readiness to change the way of interaction with the product. Could you please give an examples of successful transitions from old way to the new way?”

In the end, Dr. Mats Linder refer to a community question as follows:

“Could you please give an examples of successful transitions from old way to the new way?”

Answering this thing, Dr. Mats Linder terms this question as a very good question but one that is difficult to answer in general terms. Transitioning from ‘old’ to ‘new’ requires a combination transparency of the total benefits, some incentive to change habits, plus relative ease of transition. The best option is of course if the new system does not add extra hassle or – even better – is superior in terms of user experience. Countries which have relatively high recycling rates often have source separation which is an added effort to users, but they get used to it after a relatively short period and are quite successful in supporting the collection system.

A very good example from my point of view of the Transitioning from ‘old’ to ‘new’ system is the example of mobile phone to smart phone. The users feeling easy are switching over to smart phones and every kind of business has come on line and they can do business and banking from their markets etc. The Global world activities has come in their hands now.

The feedback gathered by me from the users is given below:

**Feedback 1:** I have seen the model and heard benefits. I am of the opinion that this model could complete his successful journey the near future because of its benefits.

**Feedback 2:** I appreciate this is a great idea!

**Feedback 3:** I am school teacher by profession and carry with water bottle in my bag which was previously unsafe because its cap was loosely tied in hurriness but after introduction of new model, I am pleased to say the new model does not need to rotate more than 180° and the bottle becomes safe. I wish and hope for success of new product.

**Feedback 4:** I tested the plastic bottle model with attached cap. I rotated the cap, as seen & heard, 180° anti clockwise and bottle becomes open to use and as against practice, I needed not to forget or throw-away its cap as it was intact with bottle. This is a new things making a successful entry in the market. Its journey seems to be attractive and successfully provided it is supported and backed by Adverting and publicity. People will in days to come welcome the new product seeing its economic-ability, easy to use and easy to collect by the recyclers and many more advantages which are now hidden shall hopefully appear.

**Feedback 5:** What a great Idea! This idea can be applied on other packaging and their caps can be attached to disseminate this Idea.