

RECYCLE

Lens



Jayesh Ghosh



PROJECT GOALS

**EDUCATE UIUC
STUDENTS ABOUT HOW
TO PROPERLY DISPOSE
OF WASTE**

**INCREASE STUDENTS'
CONFIDENCE THAT THEY
ARE DISPOSING OF
WASTE CORRECTLY**



MOTIVATIONS

**MAKE
RECYCLING
SIMPLER**



**REDUCE
IMPROPERLY
RECYCLED
WASTE**





CHALLENGES

**STUDENTS NOT
EDUCATED ON
HOW TO
PROPERLY
RECYCLE**

**ENCOURAGING
STUDENTS TO
RECYCLE
RESPONSIBLY**



TARGET AUDIENCE



SOPHOMORE YEAR STUDENTS AT UIUC

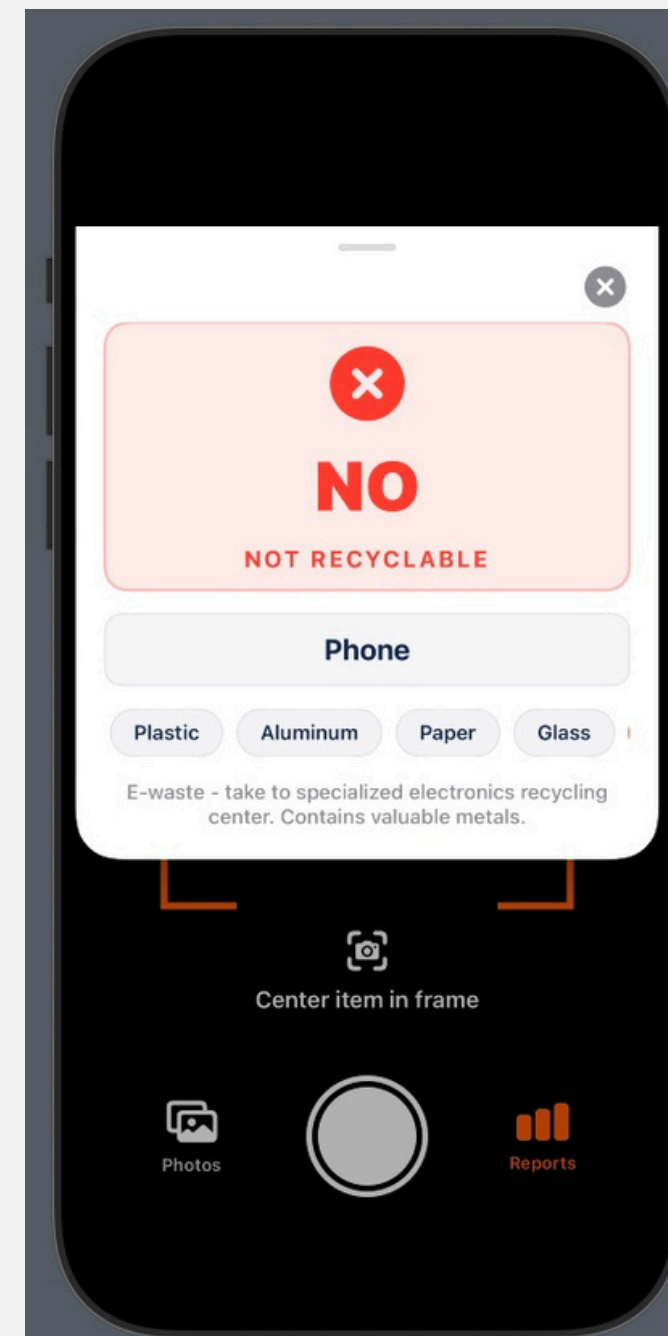
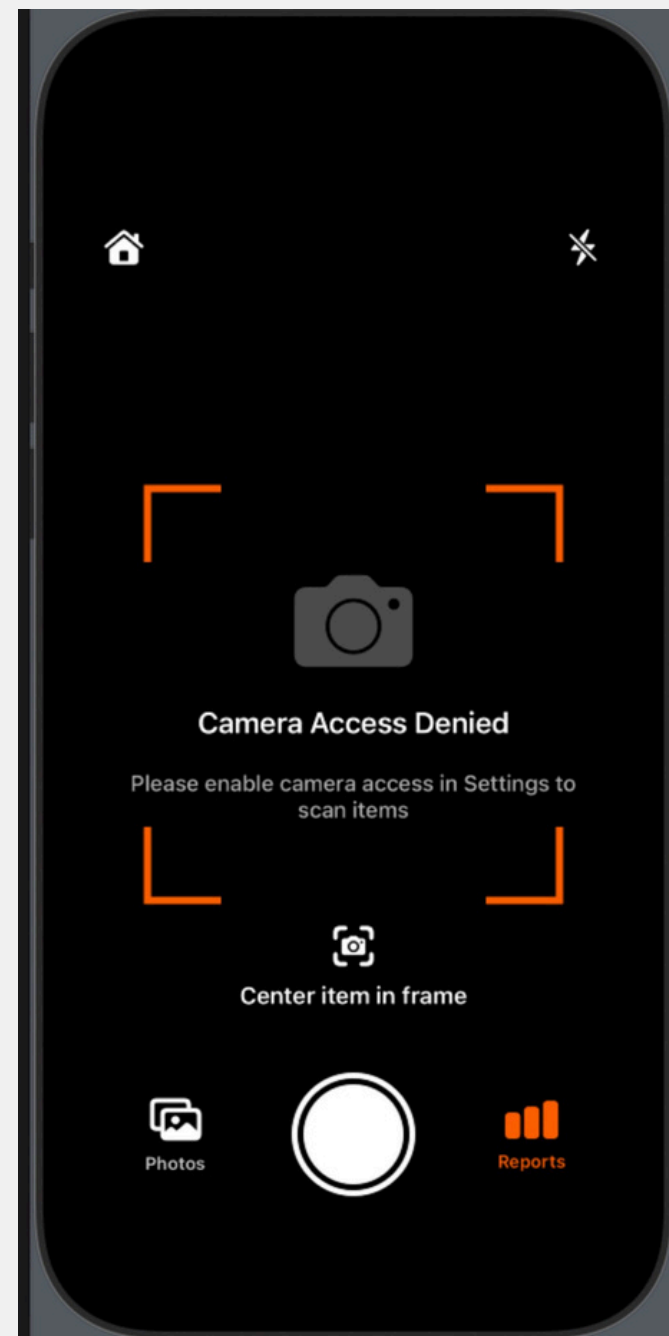
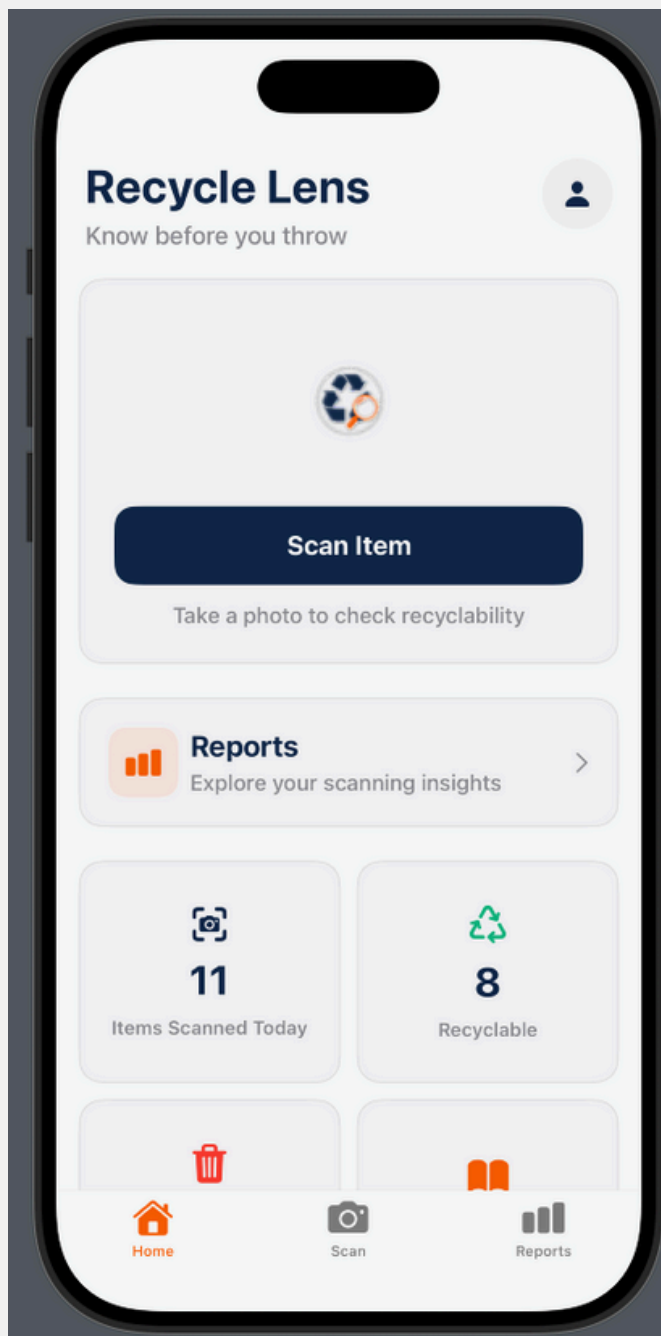
Second year students are more inclined to engage and adapt new campus tools as they are already acclimated to the university environment.

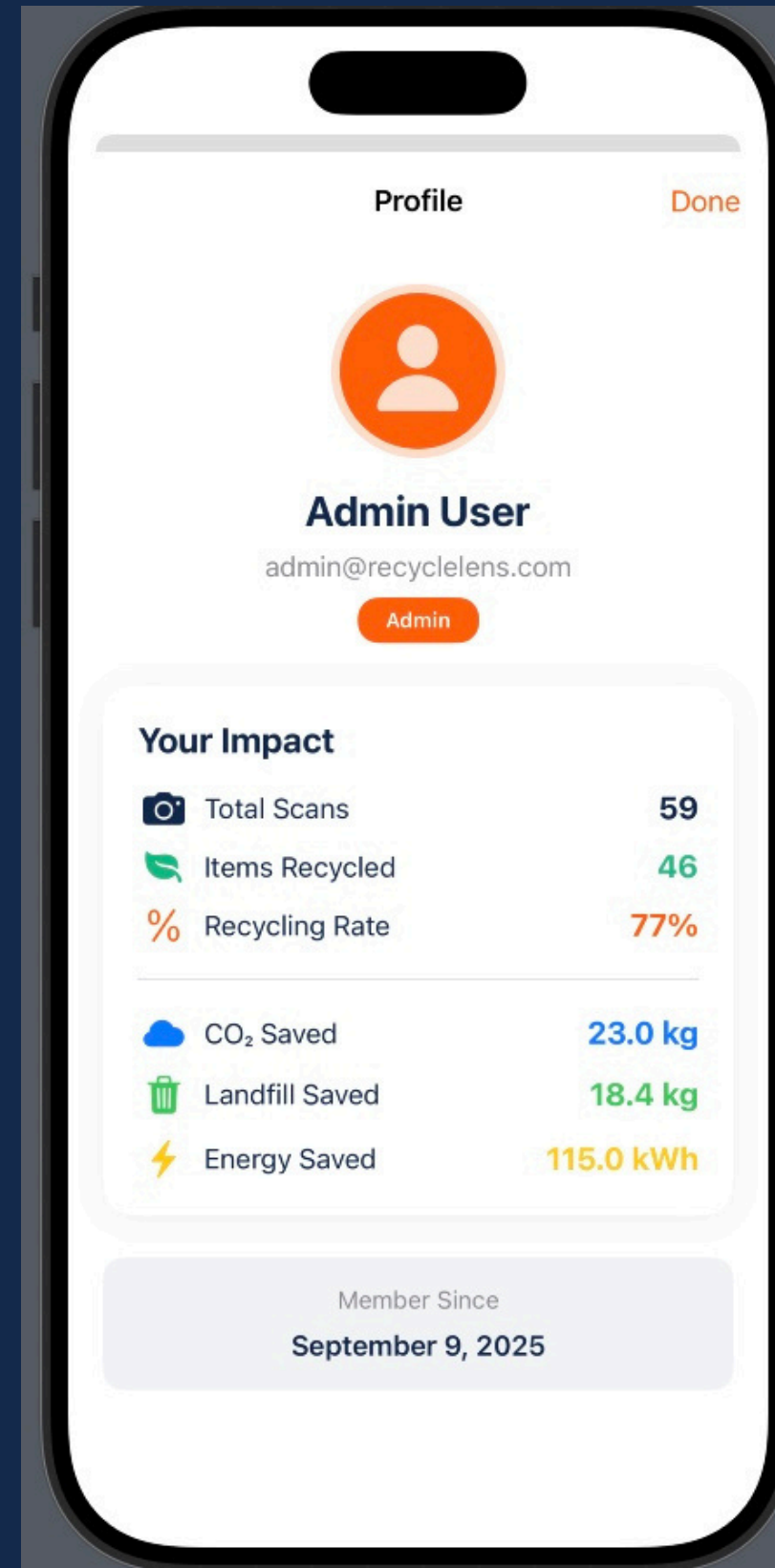
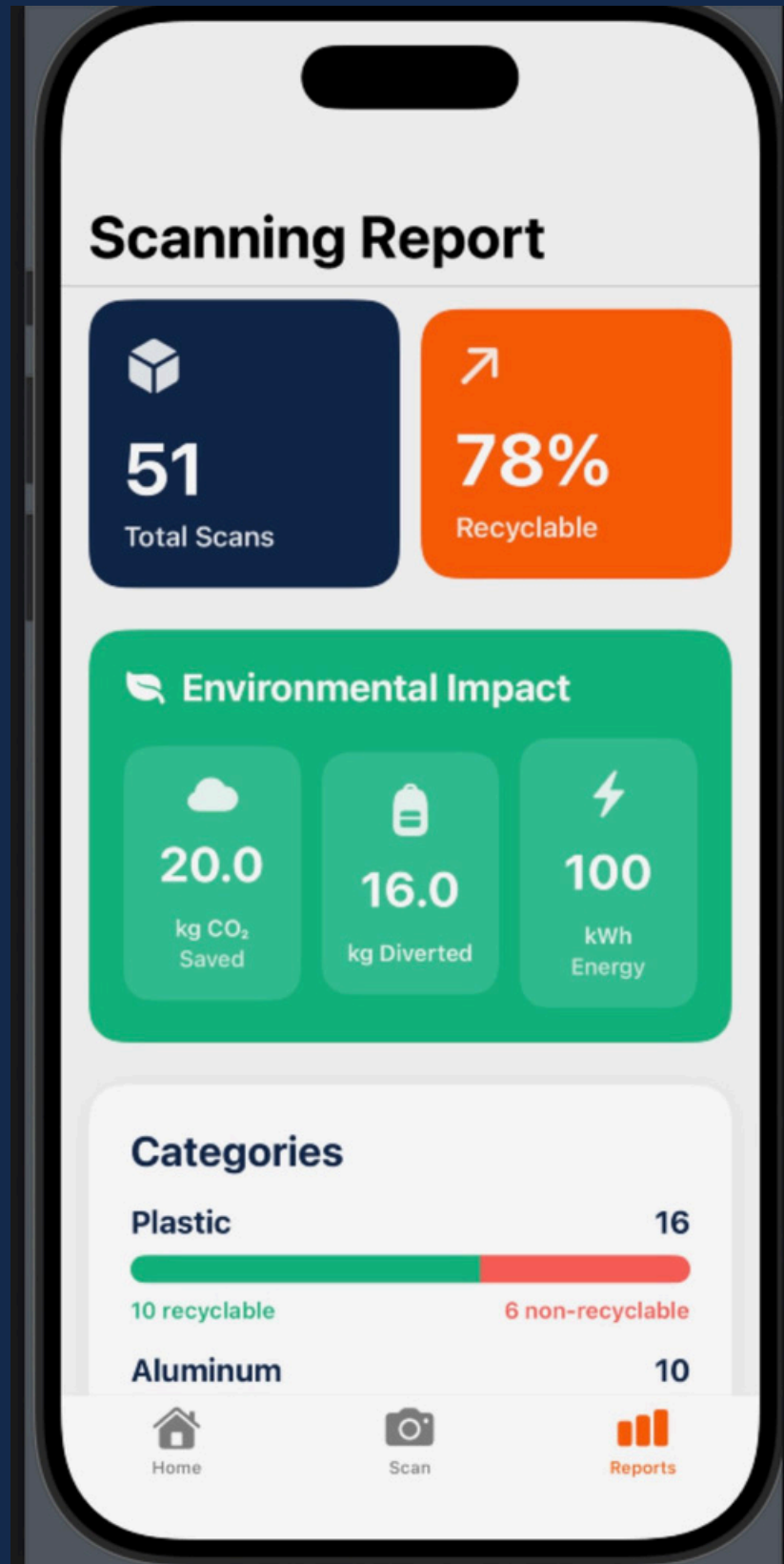




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TECHNOLOGICAL ELEMENTS





STRATEGY/ ROLLOUT

01

MEDIA

Our social media page @Recyclelens_uiuc will be used for educational purposes on the app and about recycling. We will also have a video ad.

02

PHILOSOPHY / TAGLINE

Philosophy: speed of execution
tagline: "Know Before You Throw"

03

OTHER STRATEGIES

Notifications will be used to be encouraging and supportive



EXAMPLE SOCIAL MEDIA POSTS



RecycleLens

Scan n' Toss

Have you ever been unsure if you should recycle an item or not? We at RecycleLens want to make sustainability easier and less confusing. Skip the guilt and know you are making a positive impact!

“17-25% of recyclable materials end up in landfill due to improper recycling”

Our goal is to effectively educate other on proper recycling with the use of our app



“Our app is quick and easy because Recycling should be quick and easy”



50%



of surveyed UIUC students recycle habitually

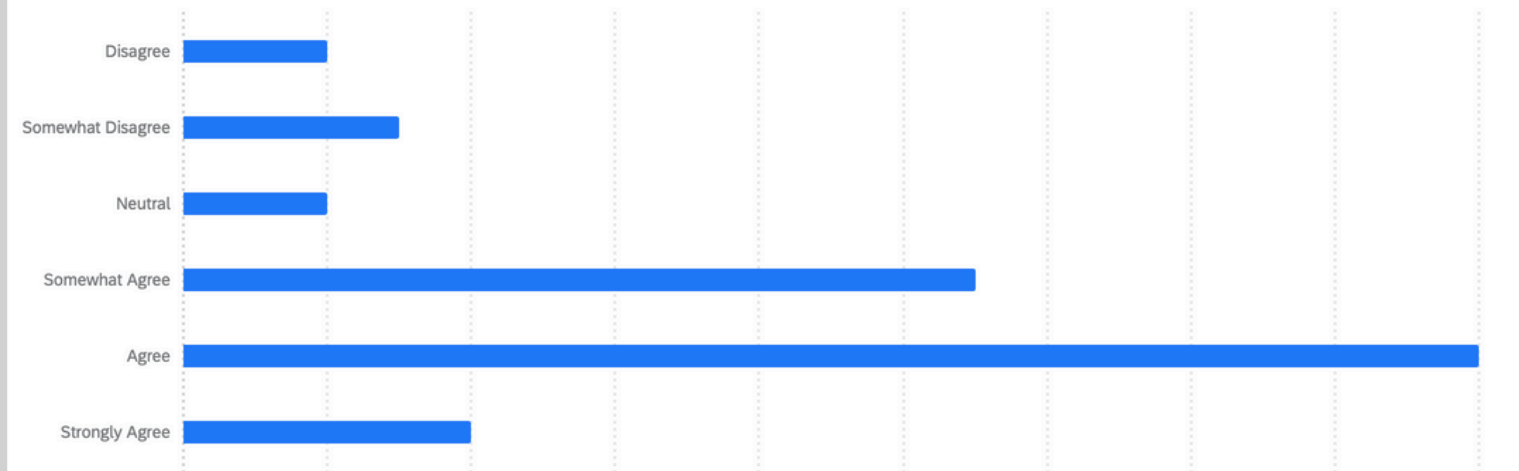
Glass half full or half empty?
We can do better, RecycleLens can help!

EXAMPLE NOTIFICATIONS



SUCCESS POTENTIAL

Q12: On a scale of 1 to 7, to what extent do you agree with the following statement: I would use this app. 40 ⓘ



- Based on intrinsic motivation
- Over 60% of survey respondents agreed this app would be useful for their recycling habits
- Over 50% of survey respondents said they would use this app



FUTURE DIRECTION

- Map of recycling points around campus
- Partner with environmental RSO for an event
- Partner with restaurants/ food trucks on campus to further incentivize students to use Recycle Lens
- Scan without stopping. Point your phone at your trash pile and get instant answers for everything - no tapping, no pausing, just automatic guidance as you clean.



THANK

You!



Jayesh Ghosh

