Needs Identification and problem statement

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# Intro

The client introduced is Mitch Bouchard at General Bearing Services Inc. He is a part of a GBS (General Bearing Services Inc.), a family business that was founded in 1946 that supplies mechanical parts throughout eastern Canada.[1] Mitch is quite passionate about the recycling industry and is fond of the attention needed for improvement in all recycling issues. It is important to note that this is a severe global issue and that there is room for improvement on any local up to a global scale. Locally the issue arises with poor waste management, where the plastic being put into recycling bins is not even reaching its point of recycling. This is due to poor management at the source from residential, commercial, industrial buildings and public spaces. On a global scale, large countries often send their trash to China to be “properly” recycled. On the other hand, smaller third world countries must burn or landfill their plastics, which emits harmful gases leading to large scale environmental issues. [2]

In our day and age of technological ascension, it is essential to utilize our resources to alleviate user experiences. Introducing an app to enhance recyclers’ experience in making the process easier and perhaps more “fun” will significantly improve recycling quality. This app is to be specific to homeowners and will motivate them to recycle correctly. With the help of social media platforms, advertising this app can have a drastic impact on our environment. Progression of recycling can lead to more funds for recycling programs, which ultimately leads to re-using our consumption.

# Needs Identification

|  |  |  |  |
| --- | --- | --- | --- |
| Type of Inquiry | Statement | Need | Importance |
| Price | Will I be able to afford this app? | The app will be free | 4 |
| Will there be subscriptions? | The app will have subscriptions and with these subscriptions will be the option to receive incentives. | 2 |
| Why is the app free? | Our mission is to increase recycling and you are free to subscribe in promoting us and helping the fight against global warming. | 3 |
| Goal | What is the key indicator of success? | We identify success by the increasing of recycling through our in app progress report. | 4 |
| What is a big goal for your app? | To reduce the misplacement of unrecyclable material. | 4 |
| Compatibility | Is the app going to be cross platform? | The app will be as accessible as possible, cross platform is the goal | 5 |
| What platform will you launch on? | We will prioritize the platform with the most users, to be most effective. | 3 |
| Target Consumer | Is this app focused on household or industrial use? | The recycling industry targets house holds, for the time being that is the target. | 4 |
| Location | Will I have access anywhere? | We will start locally in Ottawa and expand with time. | 5 |
| Innovation | Is there an app similar to it? | Our goal is to introduce a new app that is not in the market. | 3 |
| User Friendly | Will my grandparents be able to use it? | One of the main keys of success is the ease of use where anyone with access to the app can use it. | 5 |
| Will this app be to complicated to use? | Our key corner stone l is simplicity for use | 5 |
| Accuracy | Is this app accurate? | We achieve to reach 95% detectability which is the most you can achieve without error. | 4 |
| Performance | How will you track how many people are correctly using the app? | A back end system will be implemented to track consumer progress. | 3 |
| How will the app recognize what type of plastic we are recycling? | The app uses your smart phone or tablet camera to scan the object. | 4 |
| Education/ informativity | I get confused one what is recyclable, can this help with that? | Our application uses games to educate our consumers more about recycling. | 5 |
| Configuration | How will the app work? | The recyclable material will be held up to your phone camera to scan. If the object does not scan you can always scan the recycling symbol at the bottom of most plastics. Once the product is scanned, it will indicate to with a green or red light indicating if it is recyclable or not. | 5 |
| Engagement | How will you attract consumers? | We will attract many consumer through apps and games making it fun for our users. | 3 |

# Problem Statement

“There is a great demand on the resolution of recycling properly. Consumers are in dire need of an app that is user friendly and accessible to everyone. An app that will raise awareness for recycling through innovation while being cost-effective.”

# References

1. *GBS History*. [Online]. Available: http://www.gbs.ca/en/histen.html. [Accessed: 31-Jan-2021].
2. “The Global Environmental Recycling Crisis: What Options Exist for Plastic Waste?,” *Climate Institute*. [Online]. Available: http://climate.org/the-global-environmental-recycling-crisis-what-options-exist-for-plastic-waste/#:~:text=Introduction,banning%20almost%20all%20waste%20imports. [Accessed: 31-Jan-2021].