Sort It!

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So What's The Problem?

- Recycling is vital.
- Landfills continue to be filled.
- There must be a way to reduce waste.
- How do you convince a population to recycle more?

Problem Statement: There is a need for citizens to be guided in organizing their recyclable materials in the simplest possible manner such that recycling bins are used correctly and waste in landfills is drastically reduced.

Benchmarking

Sort It!

	Competitors			
Specifications	Region of Waterloo Waste Whiz	Recycle Coach	Ottawa Collection Calendar	Sort It
Developer	Region of Waterloo	Municipal Media Inc	City of Ottawa	Sort It by Group 4
Size	69.2MB	40.7MB	69MB	40-50MB
Platform	IOS and Android	IOS and Android	IOS and Android	IOS and Android*
Game?	Small Sorting game	No	No	Sorting Game
Sorts Material	Yes	Yes	No	Yes
Explains Bin Colours	Yes	Yes	Yes	Yes
AR	No	No	No	Yes
In Game Rewards	No	No	No	Yes
Calendar with pickup dates	Yes	Yes	Yes	Yes

*Expected to be available on both in next stage of development

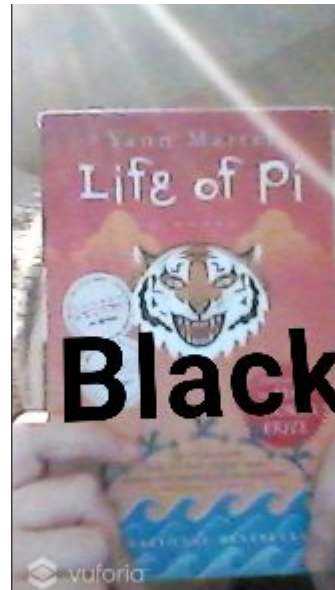|	Competitors Analysis				
Specifications	Importance	Region of Waterloo Waste Whiz	Recycle Coach	Ottawa Collection Calendar	Sort It
Size	1	1	3	2	2
Platform	4	3	3	3	3
Game?	5	3	1	1	5
Sorts Material	5	4	4	1	4
Explains Bin Colours	3	3	3	3	3
AR	5	1	1	1	3
In Game Rewards	4	1	1	1	4
Calendar with pickup dates	2	2	2	2	2
Total	n/a	70	62	45	103

Functions

Scanning

- Can correctly identify household recyclable items.
- Identifies if the object goes into the black or blue bin.
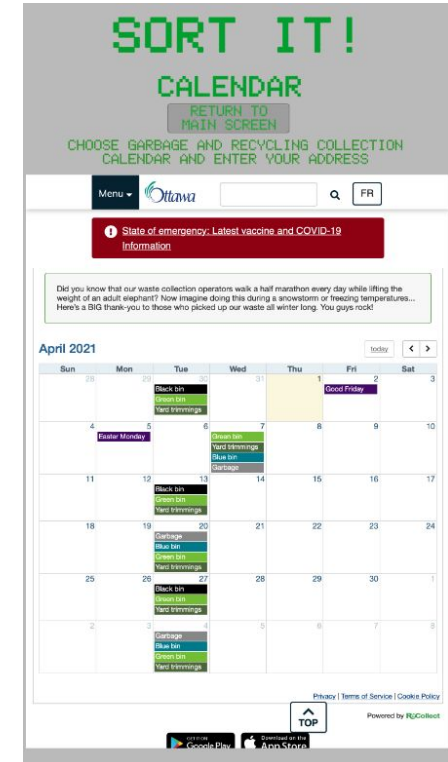- Incorporates AR.

Game

- Has a sorting game; where you have to drag the item into the correct bin.
- Has multiple levels.

So Why Sort It?

- App is very simple and has a small game that entices users to play
- Rewards create motivation for users
- App actually teaches about recycling
- App can function as a recycling day reminder
- Very simple

Thank you for Listening! Any Questions?