

# BINHUB

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# Team Intro: BINHUB



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Figma | Design-Thinking | Organization



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Figma | HTML | Design



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Figma | React | HTML

# Context

College students have busy schedules and small living spaces, and often don't consider decluttering to be a priority.

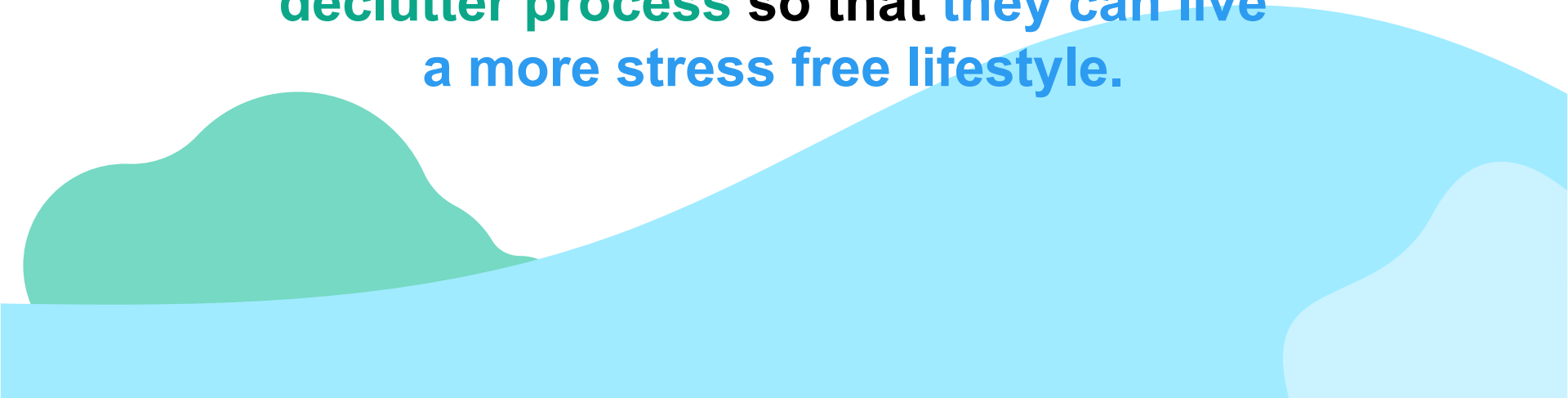
This leads to the accumulation of cluttered areas in a living space and can negatively impact one's mental and physical well-being.





# Problem Statement

**How might college students struggling with owning many unwanted belongings achieve learning about minimalism and planning their declutter process so that they can live a more stress free lifestyle.**



# Key Research Insights



Living in cluttered spaces has lead to problems of stress and anxiety among college students.



Students tend to procrastinate the decluttering process as it feels challenging and they are often not sure about where to start.



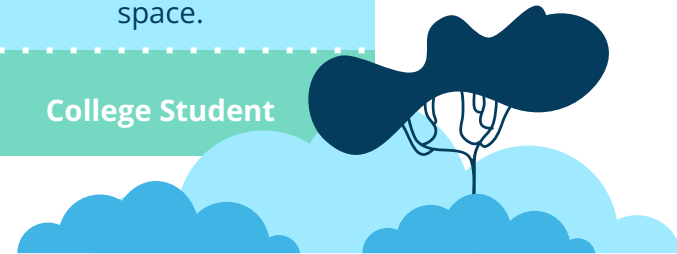
Most college students have busy schedules and don't make decluttering to be a priority.



# Personas



John Smith	Lily Loveless	Jack Dante
John is a busy student who is messy and does not have time to clean and wants simple ways to declutter efficiently during his busy schedule.	Lily tends to procrastinate decluttering because she finds decluttering to be too complicated does not how to start the process.	Jack is a busy student who loves to keep his space clean but with his busy schedule he does not have the time to maintain a clean living space.
College Student	College Student	College Student



# Solution Approach



## Education Panel

Quick video lessons for users to learn about the importance of declutter



## Award System

User will be awarded a tree after they finished their goals, the award system are designed to provide user a motivation to achieve their goals.



## Suggested Goals and Steps

Provide users choices of Goals and Steps for them to choose from, this way user does not have to spend too much time on writing goals and steps.



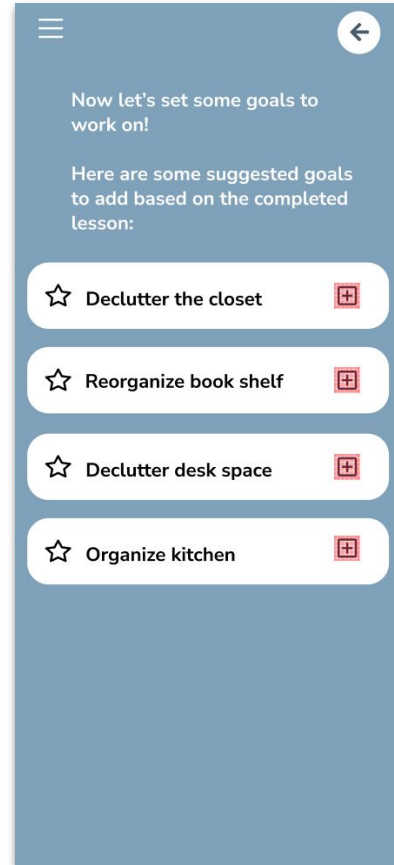
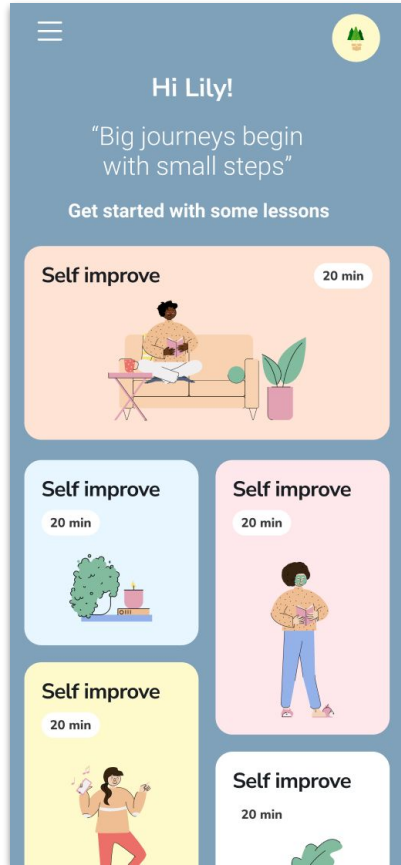
## Community Feature

Users could share their achievement on the community panel, it is also another form of motivation for users.

# Key Features

## Education panel!

Short video lessons to let the user know the importance of declutter



## Suggested Goals and Steps!

Suggested Goals and steps that guide user step by step to achieve their picked goals

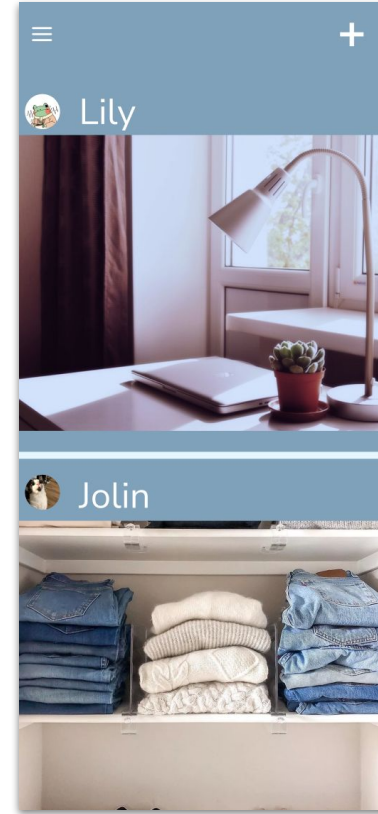
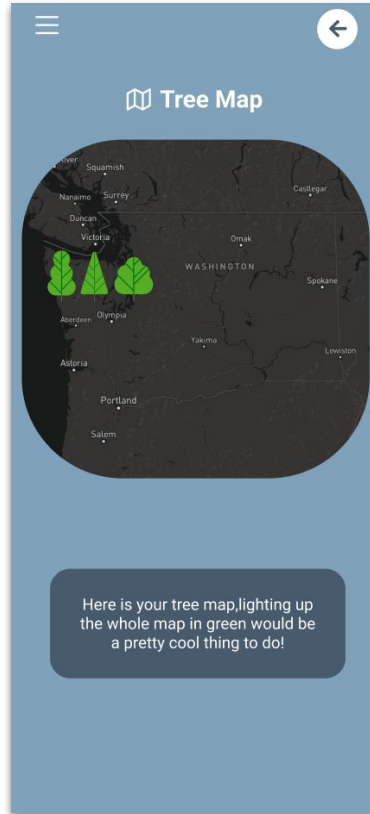
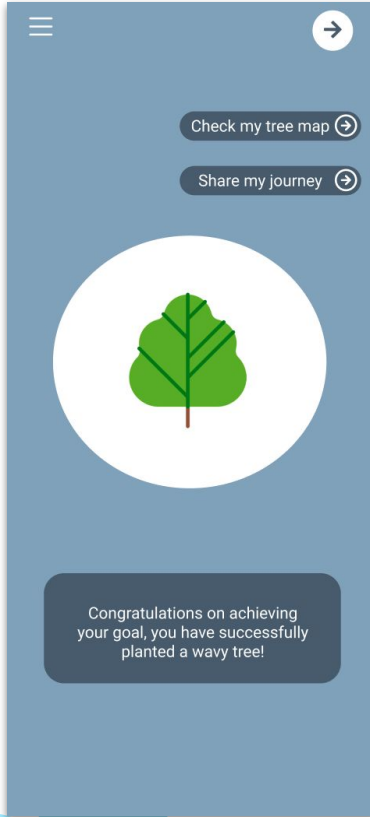




# Key Features-continue

## Award System!

Users would receive a tree after they have accomplished their goals.

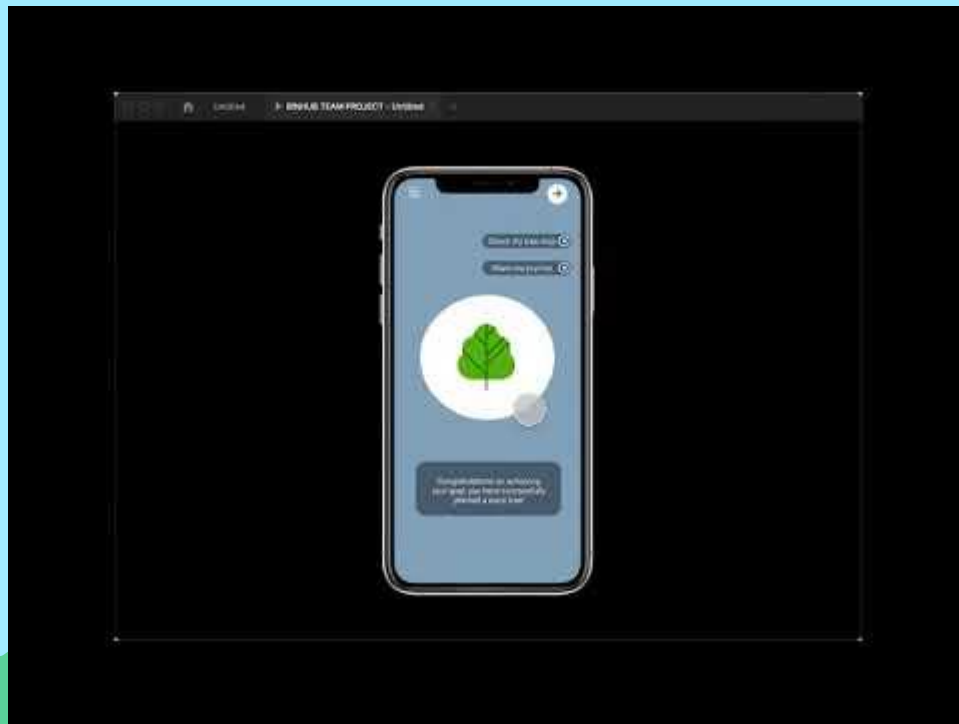


## Community Feature!

Users could share their accomplishment with the community to keep them motivated to declutter.



# Link to demo Video



# Challenges & Next Steps



## Challenge #1

Providing users the knowledge of decluttering is easy to achieve. However, the hard part is to get users to want to click on those academic videos and engage them during the lessons..

## Challenge #2

Making people getting rid of the old stereotype and start thinking that decluttering is a hard thing to do is also pretty challenging as people already have a set of ideas on what decluttering is in mind.

## Next Step

We would like to focus more on the period after user finishes decluttering. To be specific, we would like to provide services such as a Truck feature, which is that a truck come over to the user's house and pick up their unwanted belongings.

**Thank you for watching!**  
**Any Questions?**