

# *Project* GREEN PLANET APP

BY GREEN PLANET GROUP



**EMPATHIZE**



# SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

## TARGET

**Substantially reduce waste generation through prevention, reduction, recycling and reuse.**



## SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

### **PROBLEM**

**Increase in waste from delivery services and courier**

### **USERS**

**m-commerce users, m-commerce business owners**

### **GOAL**

**To minimize the city's commercial waste by removing redundant packaging and adjusting other packaging to biodegradable materials.**



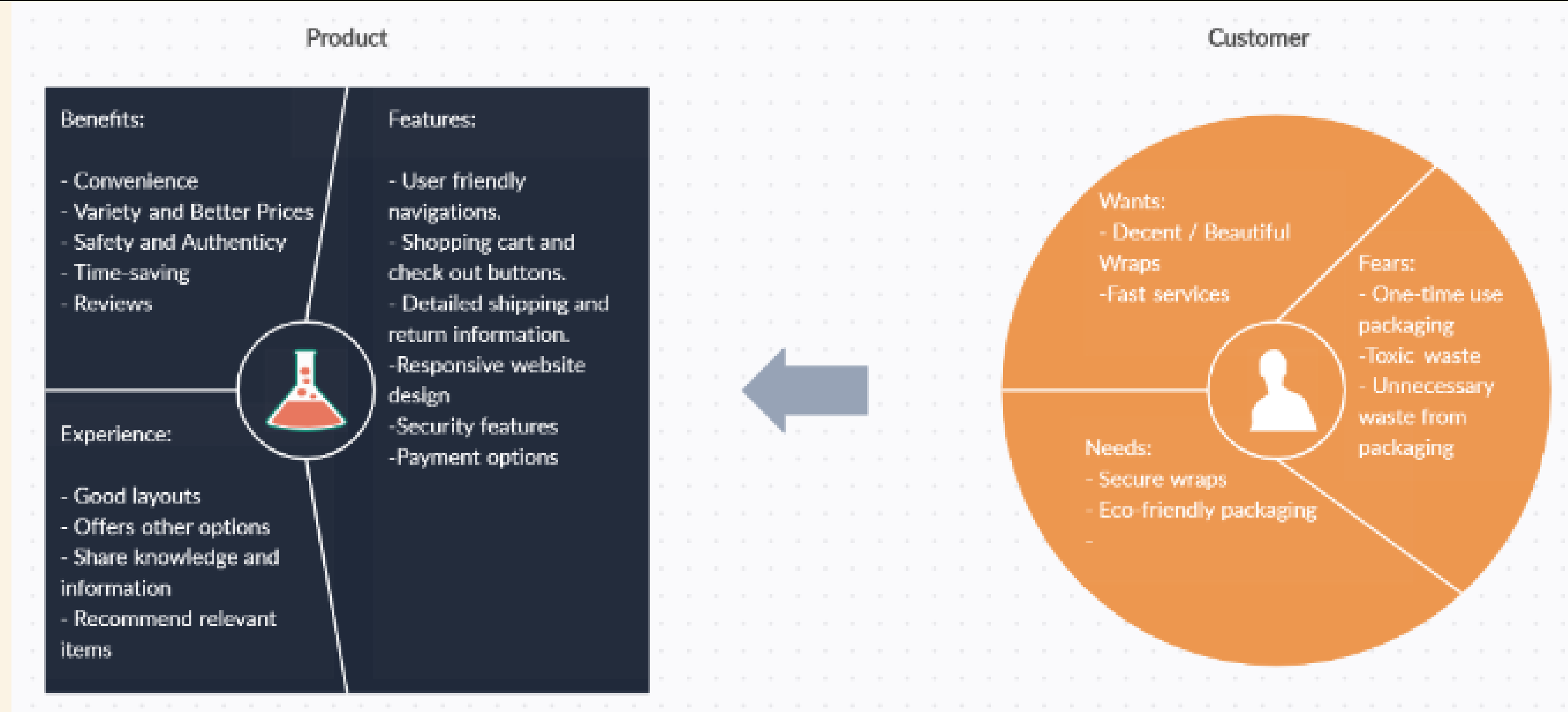
## SURVEY QUESTIONS

1. How often do you use food delivery apps?  
[Never, Seldom, Sometimes, Often, Always]
2. How often do you use shop apps?  
[Never, Seldom, Sometimes, Often, Always]
3. How are the items packed?  
[Simple, General, Overpacked]
4. What is the composition of packaging materials?  
[Plastic, Paper Bag, Styrofoam, Metal containers, Cartons, Others: please specify]

## SURVEY QUESTIONS

5. How do you handle the waste from these packaging?  
[Throw in trash bins, Waste Recycling, Leave the dress, Others]
6. What do you think about eco-friendly packaging?  
[Strong support, General, Not good, It doesn't matter]
7. How supportive if business owners use eco-friendly packaging?  
[Strong support, General, Not good, It doesn't matter]
8. How willing are you to use or switch to eco-friendly packaging?  
[Willing, Not willing, Depends on situation]

## VALUE PROPOSITION

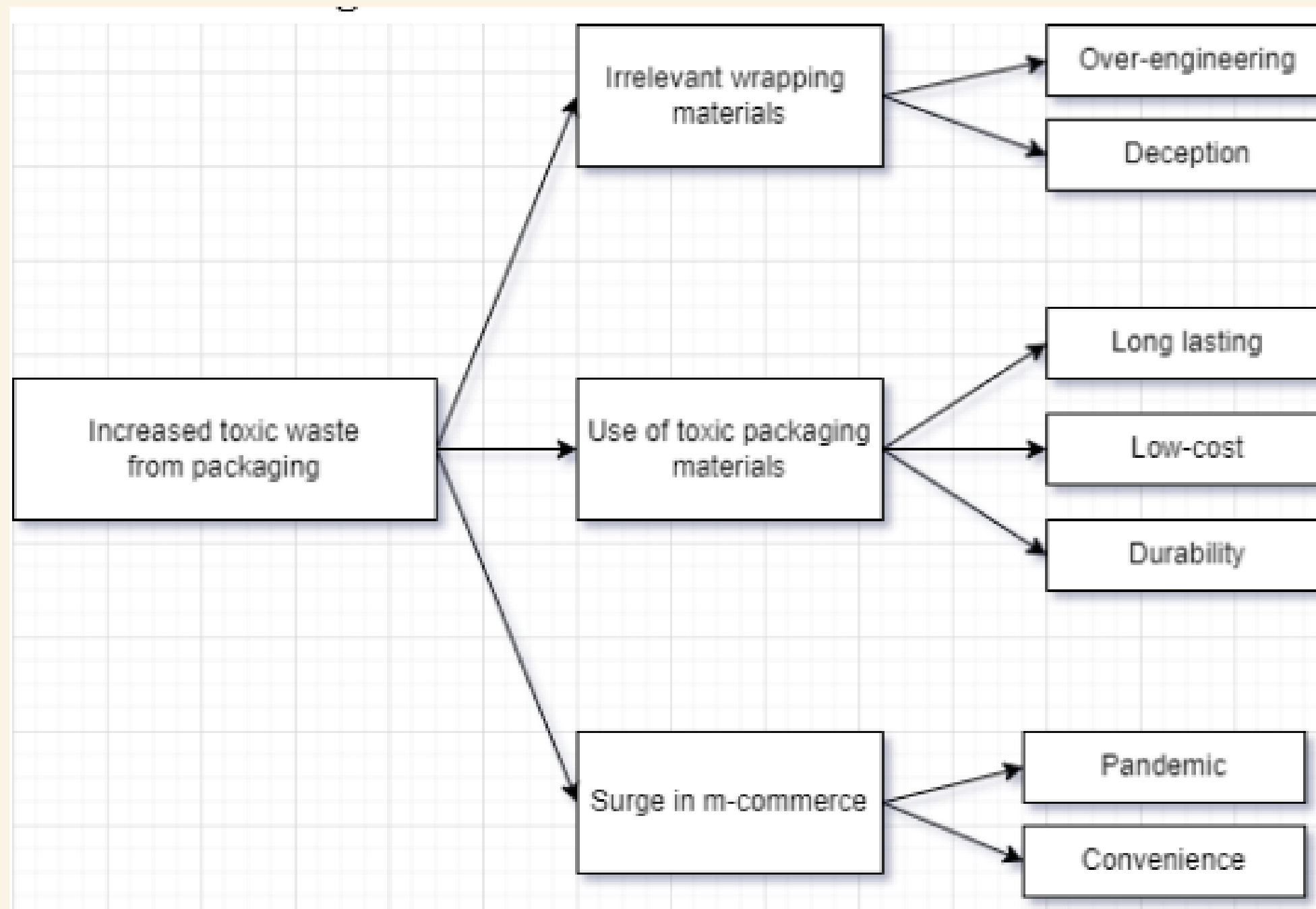


**DEFINE**





# ACCESSING THE PROBLEM



**WHY-WHY DIAGRAM**

## PERSONA

- **Persona:** Claire- environment friendly online shopper
- **Demographics:** 24 y/o, single, lives and works in Baguio.
- **Goals:** To use a website that is easy to use and convenient. To be more eco-friendly.
- **Daily activities:** Browsing online, work, recycling
- **Problems:** Daily increase of toxic waste materials.





## POINT OF VIEW

**An adult person who lives in the city that can use a website / app to opt on sustainable and eco-friendly packaging. Learn some tips about recycling to lessen the daily increase of waste materials.**





**IDEATE**



# PROBLEM

**The continuous increase of non-recyclable waste in packaging materials from m-commerce in Baguio City.**



## POSSIBLE SOLUTION

- **Create an application that offers eco-friendly packaging.**
- **Create an application where small-medium business owners can find sustainable, eco-friendly and biodegradable packaging materials for their daily operations in running their business.**
- **Inform and raise awareness on the dangers of toxic waste and how eco-friendly items can help reduce its impact by sharing and or creating a website.**



## PROTOTYPE OF IDEAS

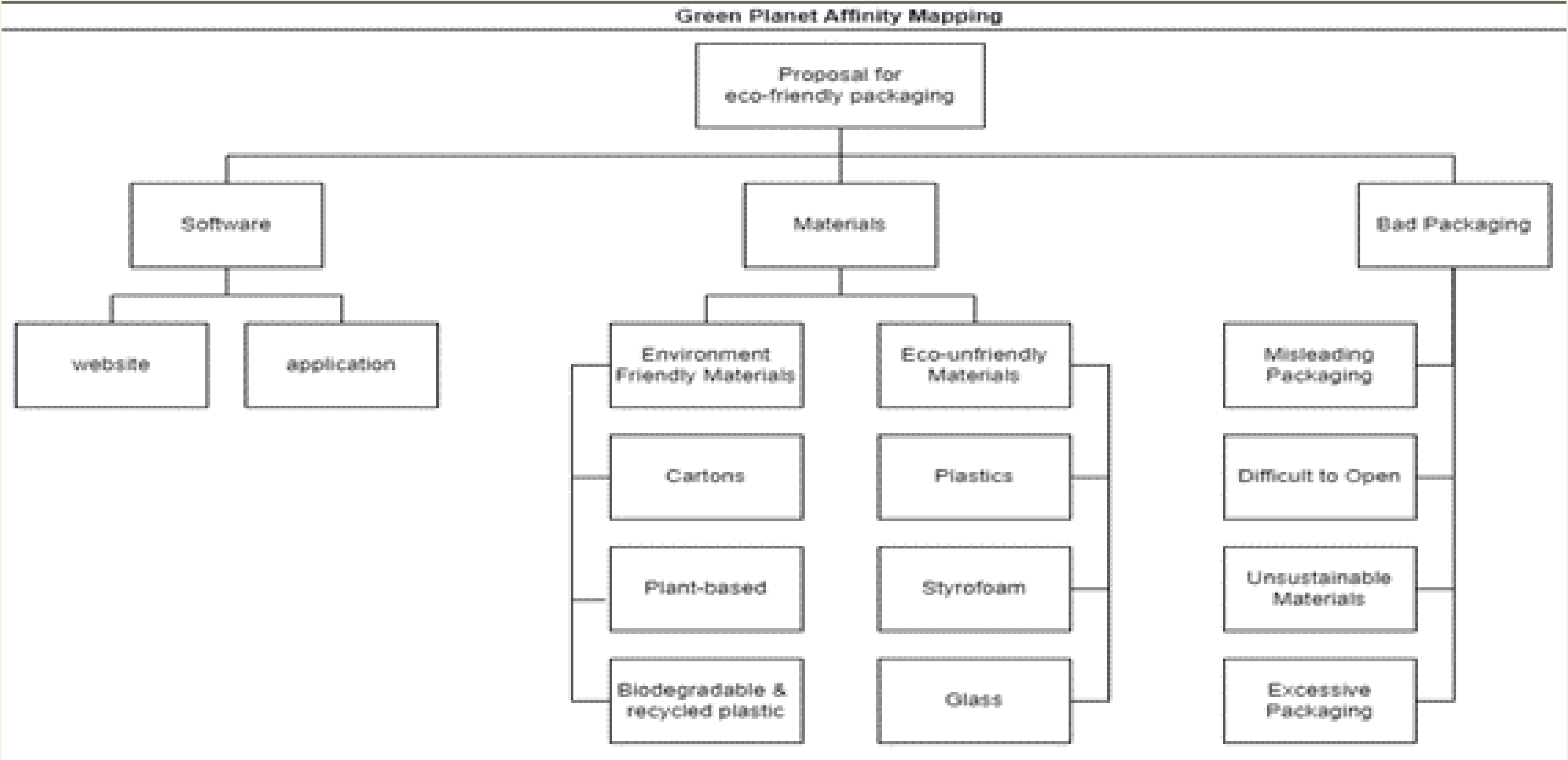
- A software capable of meeting the demands from the user.

**Green Planet**



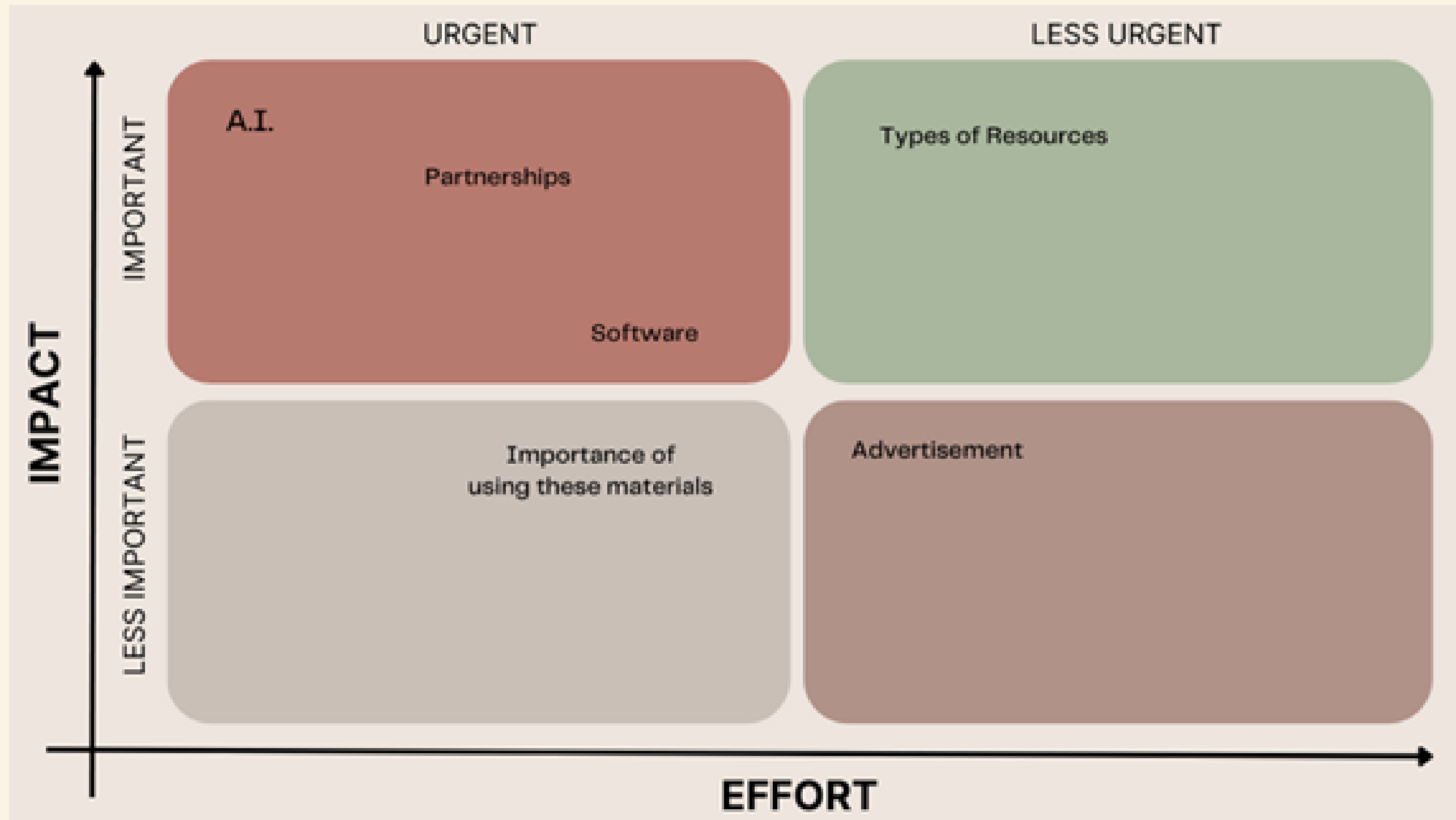


# AFFINITY MAP





# IMPACT EFFORT MATRIX



## REFINEMENT

**M-commerce has been such a hit during the pandemic, up until now, because of its convenience. However it did create tons of waste due to the high numbers of consumers. It has mostly toxic waste just from the packaging alone. As stated on the ‘Define’ process that there are causes for this.**



## REFINEMENT

**The team would like to prioritize making the software that is able to let customers choose for an ‘eco-friendly’ packaging. Also introduce business owners to some reliable warehouses that can offer them a reasonable price for eco-friendly packaging so that it will not be too much of a liability for the business.**



# THE BUSINESS MODEL CANVAS



# CUSTOMER SEGMENTS

- **The escalation of using m-commerce is resulting to the increase of toxic and non-toxic waste due to the packaging materials**
- **Baguio Tourist and Local Residents that prefer to use their own kitchen utensils rather than the provided utensils.**



# VALUE PROPOSITION

- **Introducing an application for purchasing eco-friendly materials specifically for packaging goods**
- **The application will connect sellers of online platforms to warehouses that offers eco-friendly packaging materials**



# VALUE PROPOSITION

- **The application can only connect directly to warehouses to get items at a fair cost that can be on par with non-biodegradable packaging**

# CHANNELS

- **Social Media**
- **Mobile Apps**
- **Online Sales**
- **Direct Mail**





# CUSTOMER RELATIONSHIPS

- **Self-service**
- **Automated services**
- **Feedback**
- **Transparency**



## KEY PARTNERS

- **Suppliers**
- **Manufacturers**
- **Marketing and Advertising Partners**



## KEY ACTIVITIES

- **Marketing and Sales**
- **Customer Support**
- **Regulatory Compliance**

## KEY RESOURCES

- **Human Resources**
- **Distribution Channel**
- **Technology & IT Infrastructure**
- **Investors**



## **COST STRUCTURE**

- **Salary of Employees**
- **Maintenance & update cost**
- **Utilities**
- **App development cost**
- **Legal & compliance cost**



# REVENUE STREAMS

- **Marketplace commissions**
- **Transaction fees**
- **Cost-per-click advertisement**
- **Fulfillment services**
- **Payment fees**



**PROTOTYPE**




DESIGN THINKING




LOG-IN PAGE

Green Planet



LOGIN | SIGN UP




Email

Password 

[Forgot password?](#)

LOGIN


OR

SKIP THIS >>

SIGN UP PAGE

<





LOGIN | SIGN UP

First Name

Last Name

Email

Password 

Confirm Password 




Date of Birth (MM/DD/YYYY)

Gender

☒ Male ☐ Female ☐ Other

SIGN UP

OR

USER PAGE

Log out



John Doe

ACCOUNT | ORDERS | SETTINGS

DATE OF BIRTH

July 08, 1998

ADDRESS

#86 Trancoville, Baguio City Philippines

EMAIL

Gcmatthew080798@gmail.com

MOBILE NUMBER

+63 925 988 6411

PASSWORD

\*\*\*\*\*08

GENDER

☒ Male ☐ Female ☐ Other

EDIT PROFILE

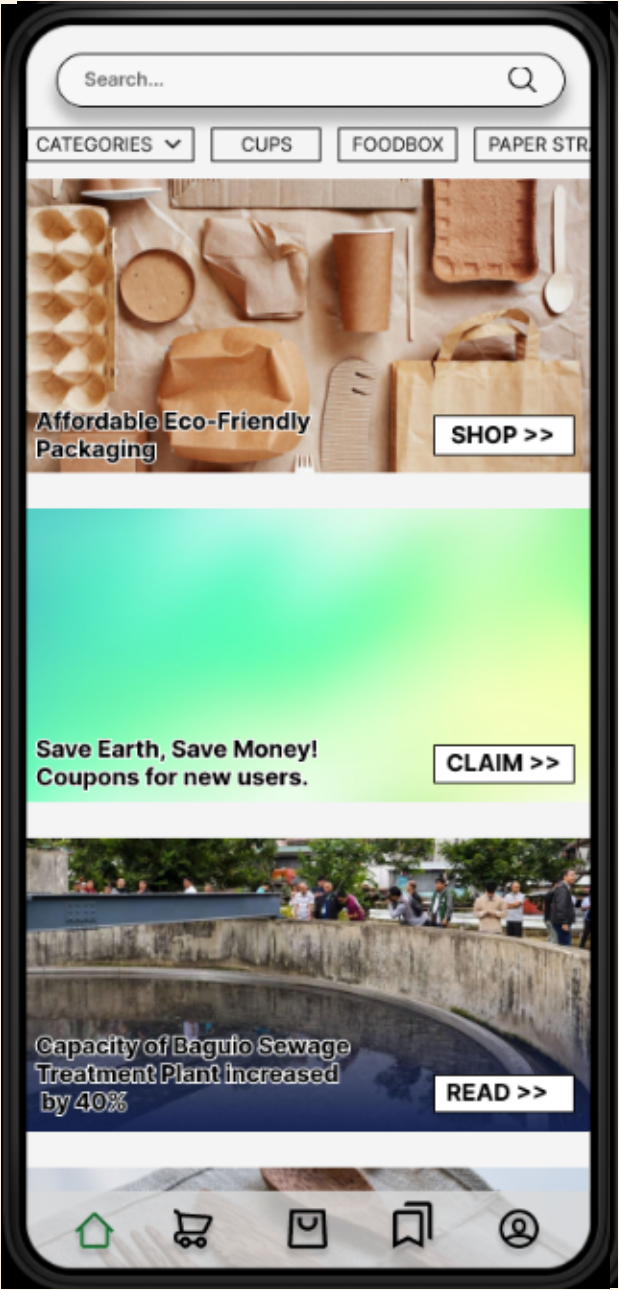
    



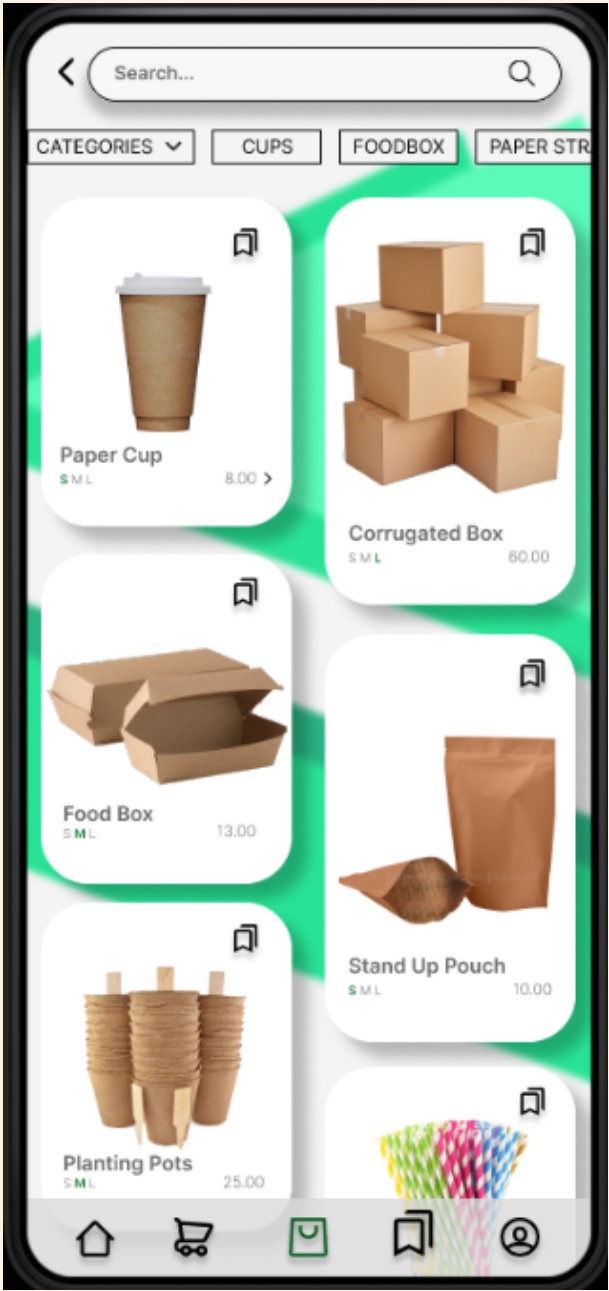
DESIGN THINKING



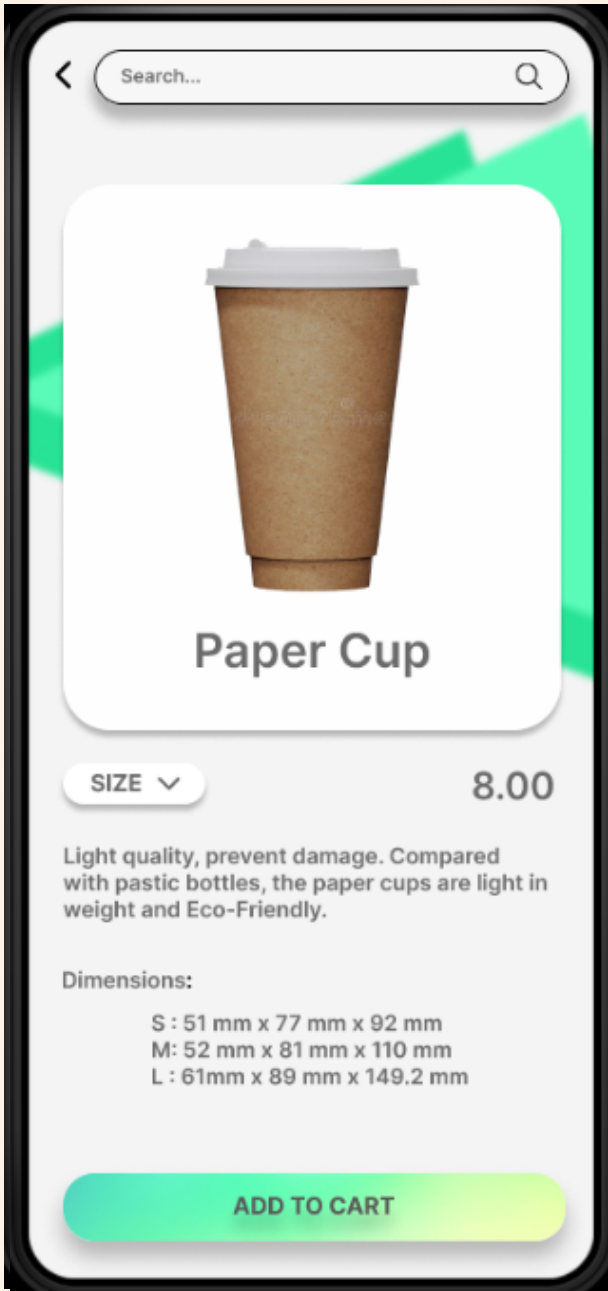
HOME PAGE



PRODUCT PAGE



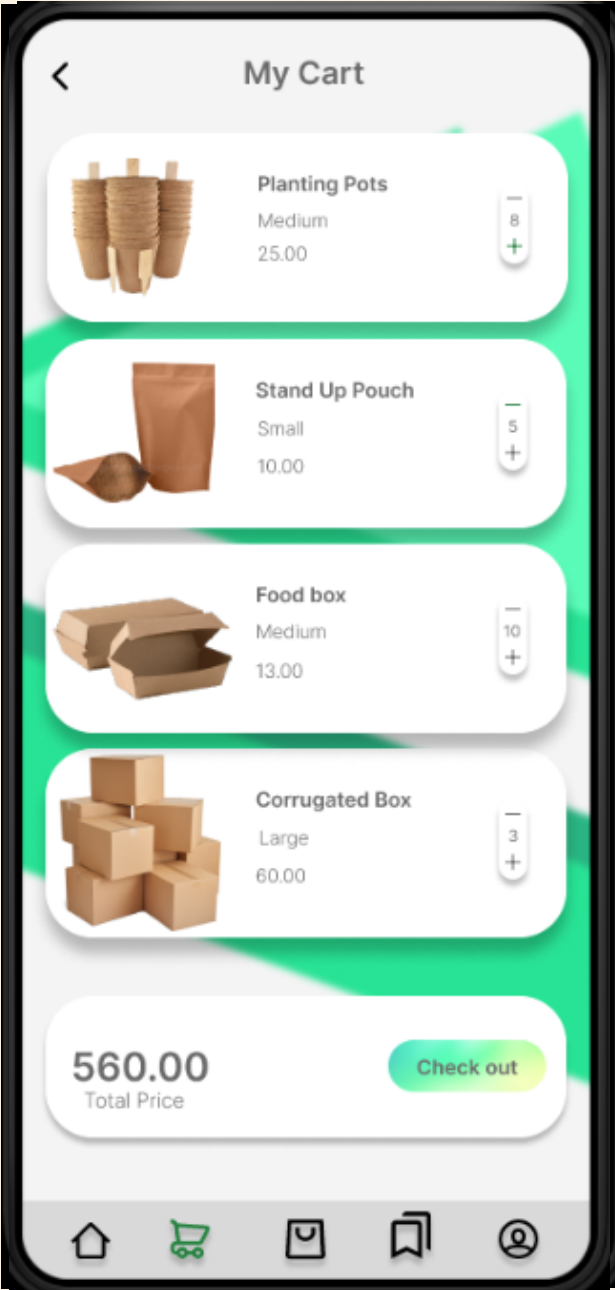
PROD. DES. PAGE



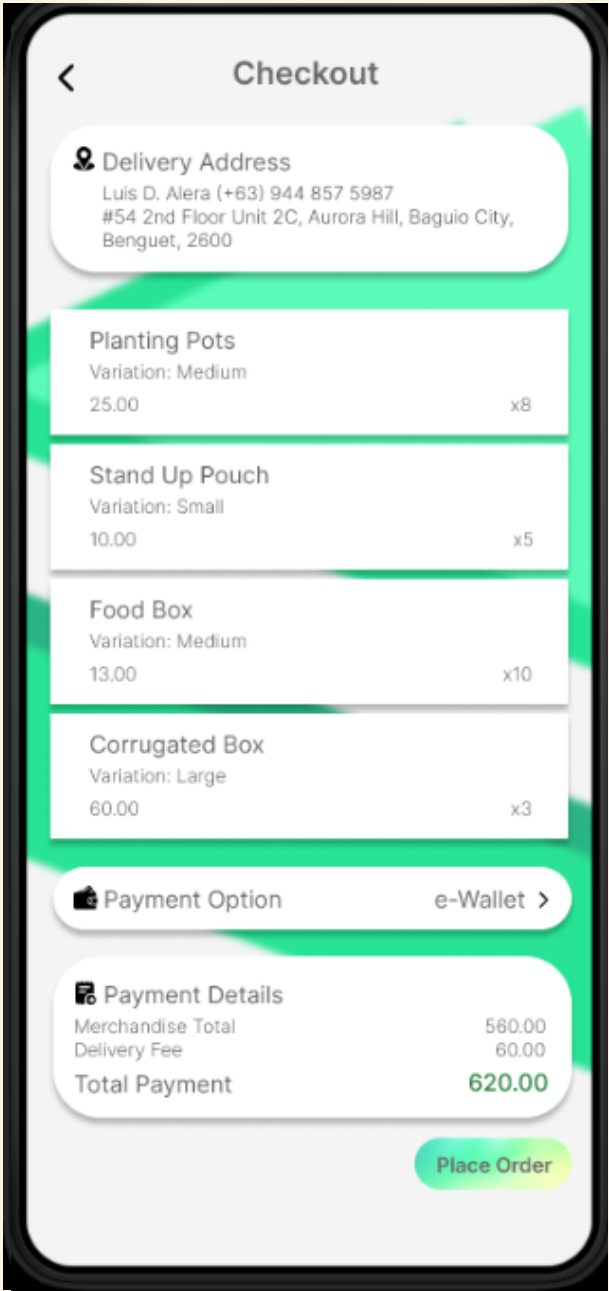
DESIGN THINKING



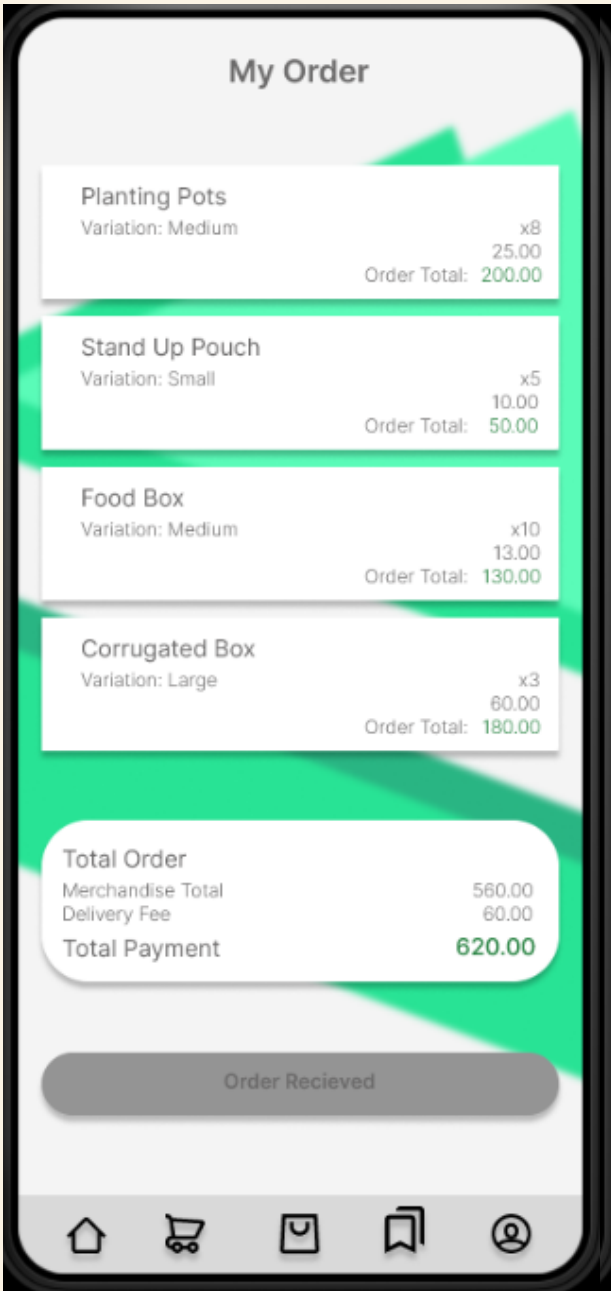
SHOPPING CART PAGE



CHECKOUT PAGE



ORDER DES. PAGE



# *Project Members*

**BALANBAN, JOHN RAY**

**GUIEB, MATHEW LUIS**

**NGODDO, MARK VINCENT**

**OBRADOR, CIGIE**

**SAGUIPED JR., DIOSDADO**

**SEBIANO, ELLEN JOY**

THE GREEN PLANET GROUP

