**Smartphone Green Planet**

Website Proposal

| **Context** |
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| As new phones are released, older phones will be used less and less. In fact, most smartphones are replaced after 15-18 months. Smartphones can be traded in, but cases of older smartphones only end up in a garbage dump. It is inevitable that those plastic cases will cause a lot of damage to the environment and take time to decompose. Therefore, we are on a mission to bring awareness about pollution caused by disposed plastic phone cases. |

| **Purpose** |
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| The purpose of the site is to recycle outdated phone protective cases and save money for those preparing to replace their phones with new ones. In addition, the website also serves the purpose of preserving the green environment for the planet. |

| **Target Audience** |
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| It is widely known that 6.92 billion people are using smartphones in the world today. Our target will try to reach all smartphone users. |

| **Visitors' Motivations and Goals** |
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| For the sake of the green planet, our website will bring awareness to the degree of pollution discarded phone cases can cause. Our goal will be for viewers to be inspired to find ways to recycle or reuse phone cases. We also hope big phone companies can design their cases to fit multiple phones or be more eco-friendly. |

| **Information Requirements** |
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| Metrics on pollution caused by discarded plastic phone cases. |

**References**

* <https://www.casetify.com/iphone-cases/iphone14-pro>?