



Mr. Gupta was visibly upset with the affairs of the city. People were littering everywhere and civic body was not working effectively. Moreover diseases were getting more widespread. Thus, cleanliness in the city was a social issue that had to addressed immediately.



Mr. Garg couldn't agree more with Mr. Gupta. He decided to talk to his Son Dhruv about it.



On receiving the problem statement, Dhruv started ideating about it.

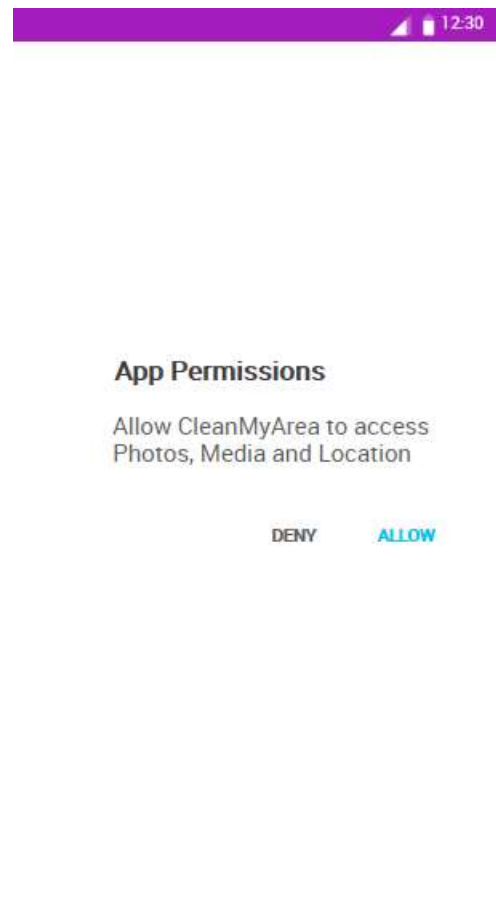


The topmost priority for Dhruv was to provide a solution that was accessible to all, was convenient to use, and had transparency.

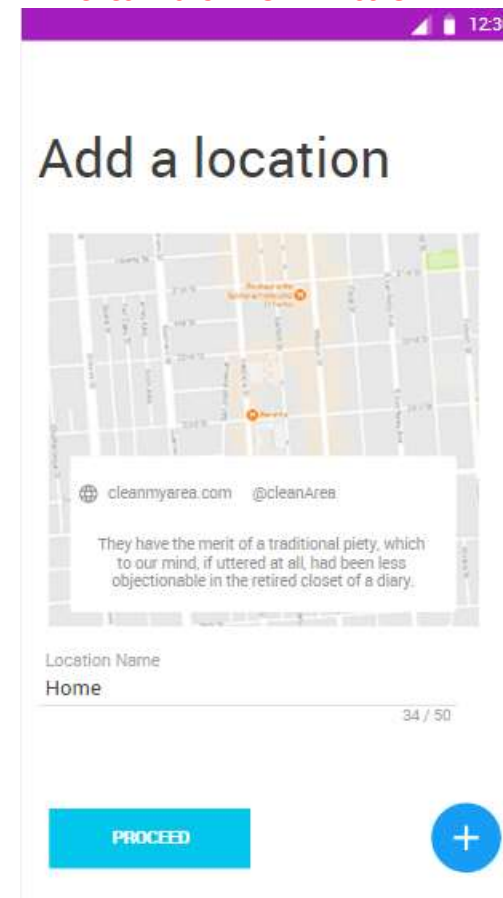
The app was named "CleanMyArea". The UI was kept simple for the users as this app would be used by large sections of society, cutting across age groups.

Name	Location	Action
Dhruv Garg	Mumbai, India	+
Aditya Chitlangia	Jodhpur, India	+
Aakash Tiwari	Delhi, India	+
Rachit Tiwari	Navi Mumbai, India	+
Chahat Agarwal	Coimbatore, India	+
Arush Sharma	Kathmandu, Nepal	+

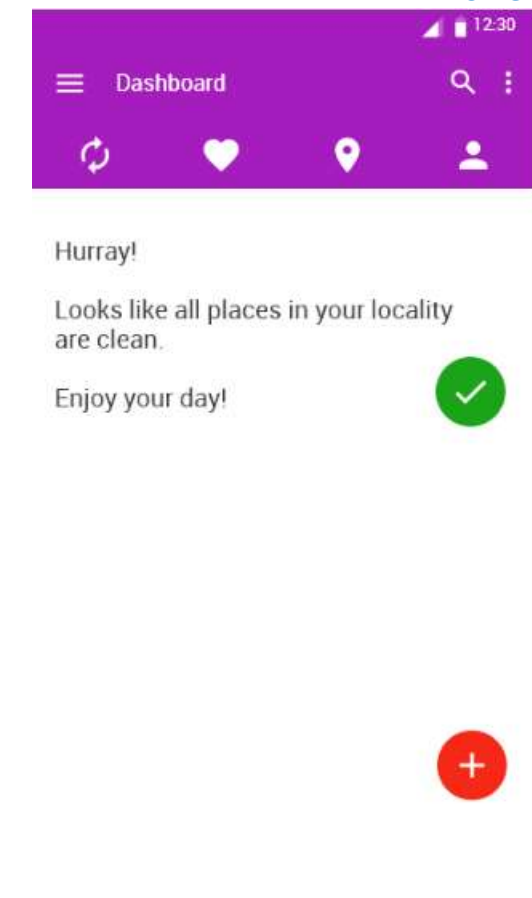
"Invite friends" option to send install link messages for the "CleanMyArea" app to multiple contacts – in a simple way – just by pressing the "+" button.



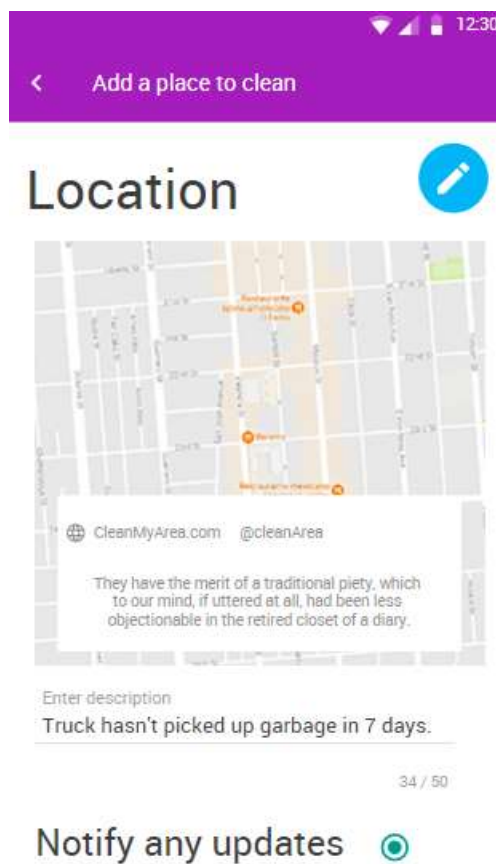
The user is given control over the permissions that are enabled for the app.



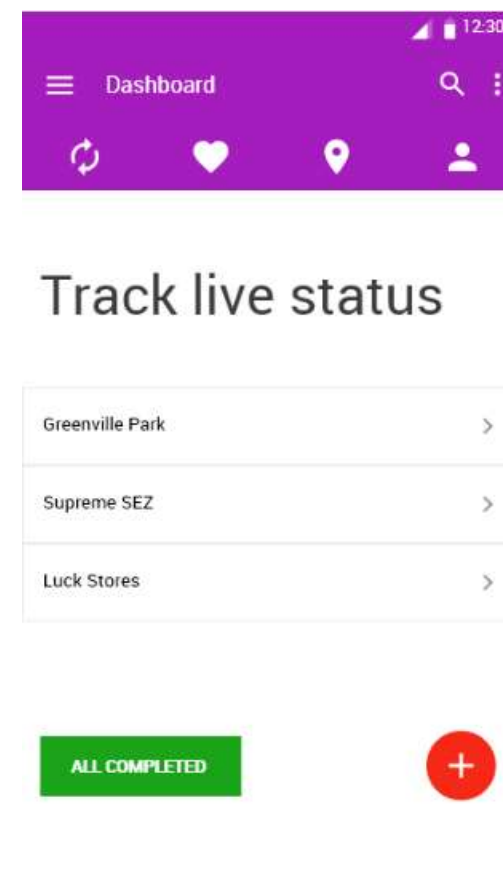
The user is required to add his “Home” location to identify his locality.



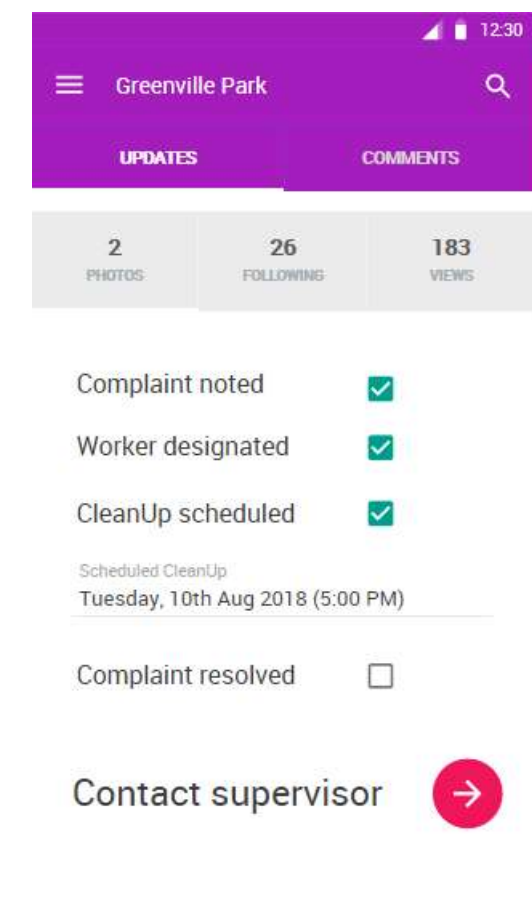
The dashboard is for the user to see the current status of his/her complaints, and even complaints registered in his/her locality by others.



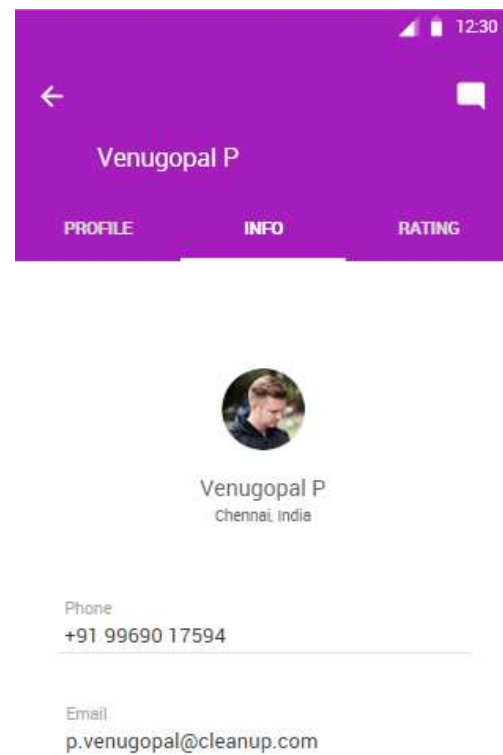
UI for registering a new complaint – the user gives the location and a short note.



After submitting a few complaints, the dashboard is updated. The user can now track all the complaints individually.



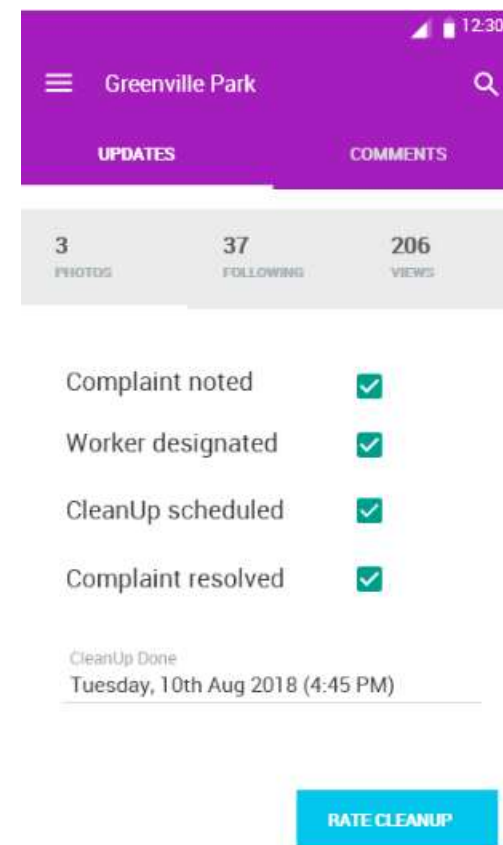
On selecting the complaint, the user gets all the info in just one screen.



In case the complaint is not being looked at as per the users wishes, he/she can also contact the supervisor in charge of the complaint.



Mr. Gupta is a happy man looking at the city in such a good shape. The techno-social problem of cleanliness has been solved using "CleanMyArea". Less diseases are being spread as a consequence.



Once the CleanUp is done and the complaint has been resolved, the status is updated from the worker's side. The user can go ahead and rate his experience.

THE END



Dhruv shows his app to his father, and his father is very impressed. He refers the app to the civic body. The town readily adopts "CleanMyArea" app and its usage multiplies in a month.