

# Sanitary Services Company Web Site Redesign

## 1. Introduction

I've been a customer of Sanitary Services Company (SSC) for garbage collection, recycling, and food waste compost for three years now. Their web site (<http://www.ssc-inc.com/index.php>) has annoyed me every time I've used it. So my project will be to redesign it.

SSC is a local family-run business that's operated in Whatcom County for almost a hundred years. They currently serve over 50,000 residential and commercial customers in Bellingham, Ferndale, Birch Bay, Blaine, and most of unincorporated Whatcom County. They're probably a local monopoly, at least for residential customers. They may not have any compelling business reasons to update their web site design. With only 50,000 customers maybe they don't have budget for updates. They may eventually plan to merge with another waste management company. So there could be any number of reasons why they haven't updated their site.

Every other waste management company web site I've looked at so far looks more modern than SSC's, though. So now I'm curious why the SSC site is so dated. Next time I drop off recycling at Roeder Avenue, I'll chat up the woman who works there and see if I can dig out some backstory before she throws me out of the building.

At a high level, the goal for my project would be to add sufficient value to both the business bottom line and the user experience to justify the expense and annoyance of doing the project.

If I were the business owner, I'd want features that make me money, save me money, signal ways that my business is virtuous, and highlight innovative things my business is doing. Going forward, the site also needs to be simple and cost-effective to maintain and grow. Site design and content should be as politically neutral as possible, as well as aesthetically pleasing to a range of users. (For an example of what I'm talking about here, compare <https://www.recology.com> with <https://www.rumpke.com>. I would want to steer clear of both of these extremes and do something more like <https://wcnorthwest.com/>.)

As a residential user, I'd want streamlined navigation that plays well on both desktop and mobile platforms. I'd want shorter pages, more images, and text that doesn't give me eyestrain. I'm definitely curious about what happens to garbage and recycling once it leaves my curb, but if I'm in a hurry to figure out how to recycle 5V batteries, I don't want to have to dig my way through the site to find the answer when Disposal of Toxics is closing in 20 minutes.

## 2. Expected List of Features

I need to do more research and thinking to flesh out this part of the report. However, features I'm already considering include:

- Total menu reorg
- Location breadcrumbs
- Less text-intensive pages, more images

- Replace those long HTML FAQ pages with features like a recycling knowledgebase
- Blog or recent events section
- Chat

### 3. Market Survey

I snagged some sample sites from <https://www.energydigital.com/top-10/top-10-us-waste-management-companies>.

Waste Connections of Washington (<https://wcnorthwest.com/>) Clark County, WA waste provider. This seems like a balanced modern web site, well-organized, and seems like it would be straightforward to emulate using the Nucamp technologies, but I want to see what else is out there before slavishly imitating it.

Recology (<https://www.recology.com/>) - In WA, they operate in King County. Business model and site design are progressive, and it's a much newer company than SSC.

Rumpke Waste & Recycling – <https://www.rumpke.com/>. Rumpke is a local Ohio company that seems like it's the same vintage/size as SSC. Business model and site design are conservative.

Waste Management (<https://www.wm.com/us/en/myhome>) and Advanced Disposal LLC (<https://www.advanceddisposal.com/>) – These companies are much larger than SSC. I'm looking at their sites to see whether there's anything there worth emulating.

I'm also planning to check out some web sites for Canadian, Swedish, and German waste management companies.

### 4. References

I don't have fodder yet for this section.