Gwyneth Vera J. Padillo
- The purpose of your app.
- Target users
- Why you chose your layout and colors
- Challenges faced
- Improvements you'd make with more time

DOUBLE W is a digital platform designed to modernize municipal waste management by connecting residents and city officials. Its core purpose is to reduce contamination, optimize collection routes, and promote recycling through an AI-powered sorting assistant, real-time notifications, and data transparency. The app serves two main groups; the residents who need guidance on proper waste disposal and want to track their impact, and municipal operations staff who require data analytics to improve route efficiency and reduce costs. I chose the layout for its simplicity and the colors simply because white and reds have lower wavelengths than other colors in the visible spectrum. As for challenges, it took a longer time to familiarize myself with Figma since I had never used it before and if I had more time, I would have made something more complex.

SHAREABLE LINK OF PROTOTYPE:
https://www.figma.com/design/PBcdD1FuOkhbwKLDYmMIUC/PROTOTYPE?node-id=1202-3760&t=yY1XdoGpTs723ozV-1