

ABOUT THE APP

WhichBin is an iPhone app that makes garbage days a breeze. Using the camera on their mobile device, users can identify which bin (recycling/compost/garbage) any materials belong in. For more difficult materials such as batteries and tires, the app will suggest disposal facilities nearest you.

PURPOSE

The primary purpose of the WhichBin landing page is to attract new subscribers to the mailing list. When visitors sign up to the newsletter, they get a 15% discount on the app. Unlike other app websites out there, this offer gives them an incentive to subscribe.

The secondary purpose is to inform visitors of the app's many features and show a preview of its interface. Social media/contact links also provide visitors with ways to interact with the company.

CONTENT OUTLINE

App Preview + download: This page shows visitors what they can expect to see when they download the app, with different slides in the carousel indicating different functionalities. No one will download an app without seeing exactly how it will work first, so this page effectively summarizes what it does and provides download links.

Features: This is where the main features are outlined.

Sign Up: This page highlights the discount and invites them to follow the company on Twitter, Facebook and contact them via email.

ANIMATION DESCRIPTIONS

Navigation: Opacity ease-in-out transition on hover

Apple/Android/Social links: Rotate 360 degrees on hover

App Screenshots: Image carousel of three screenshots

Newsletter subscription submit input: color ease-in-out transition on hover

Images: animation keyframes, opacity transition

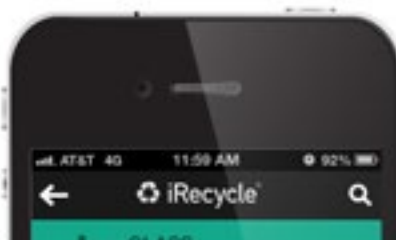
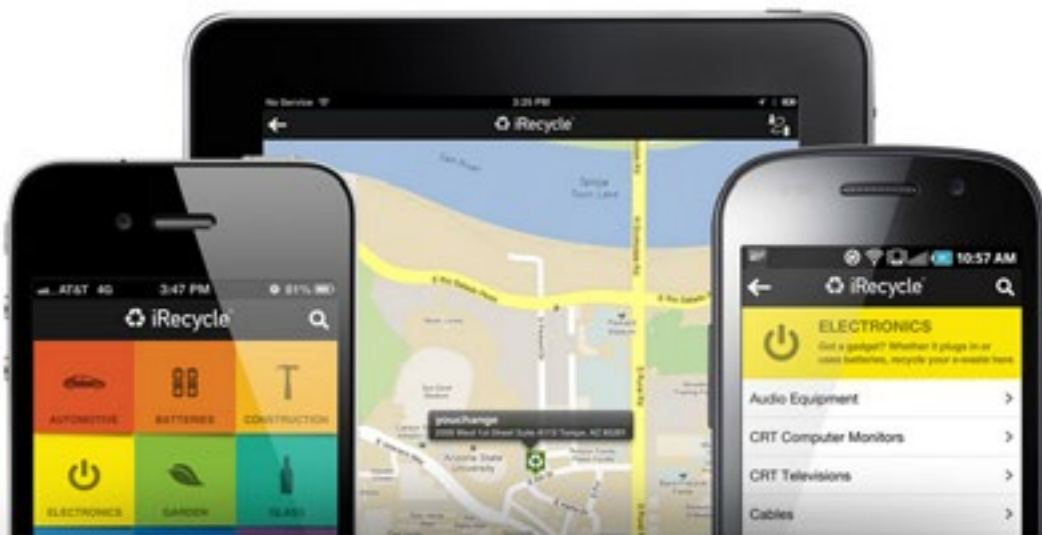
Download buttons: color ease-in-out transition on hover

Input: alert

MARKET AUDIT <http://earth911.com/irecycle>

iRecycle

iRecycle is the easiest and most accessible way to get people plugged into local recycling opportunities. iRecycle provides access to more than 1.5 million ways to recycle plus the latest in green news and ideas to match your lifestyle. Now available for iOS, iPad & Android.



Find Where to Recycle

iRecycle can tell you how, where and when to recycle just about anything. Using your current location, ZIP code, address or city, get access to vital details for collection points, such as Web site, phone

MARKET AUDIT <https://recollect.net>

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ReCollect

The easiest, most effective way to improve access to waste collection information and engage your customers.

By print, computer, mobile app or even a landline phone.

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CASE STUDY

Halton Region

Instantly connects with residents

"Constant communication is vital to the success of any program. A once-a-year calendar, while helpful, can't be the only thing you do."

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Try out ReCollect on some of our customers' sites!



Learn more

Follow us for exclusive updates.

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Integrate With Your Municipal Website.

Searching for garbage schedules is one of the **top three reasons** residents visit a municipalities website - ReCollect uses the newest tools to ensure residents have the best possible experience, increasing their



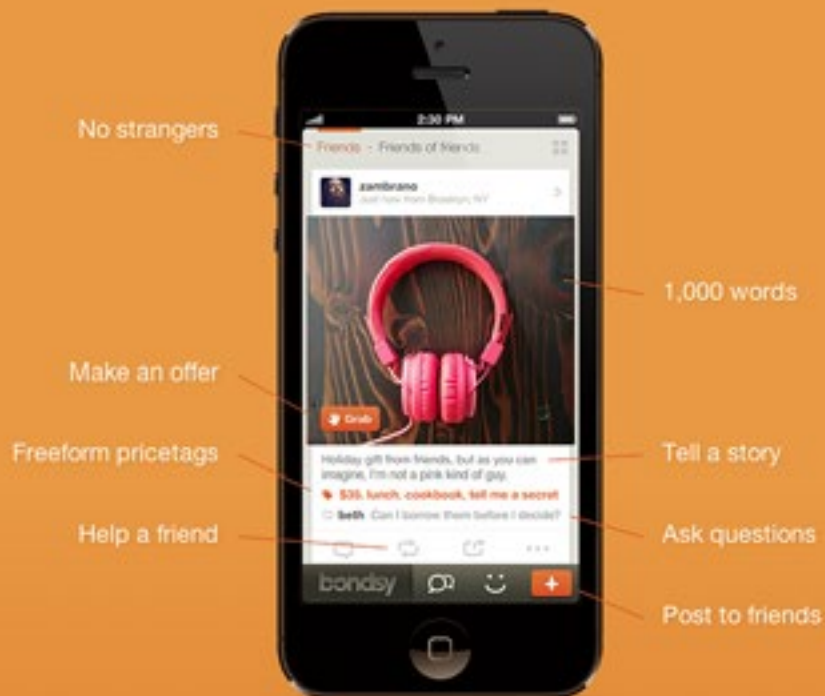
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