

COMPETITOR ANALYSIS

E-recycle web-app is an app designed to help users quickly discover what they can recycle, how they can wherever they are, and also provides interactive learning opportunities to understand how their actions make a difference.

This analysis will give a better understanding of the different pain points people experience with recycling; it will also help us learn how other applications were trying to solve these problems.

I found 4 different mobile apps in the environmental space to evaluate.

The end goal was to figure out what things work well in each application and what doesn't work so well.

Pakam - Household Recycling App

Pakam is a unique waste recycling management App that focuses on enhancing the waste collection eco-system in Nigeria, with a unique value proposition that hinges on creating a cleaner and healthier environment.

The App proffers a rich waste recycling experience by fostering smart, efficient business transactions and enhancing end-to-end communications between stakeholders in the waste eco-system.

Features to enjoy on the App:

A simple onboarding process

Schedule recyclable waste pickup

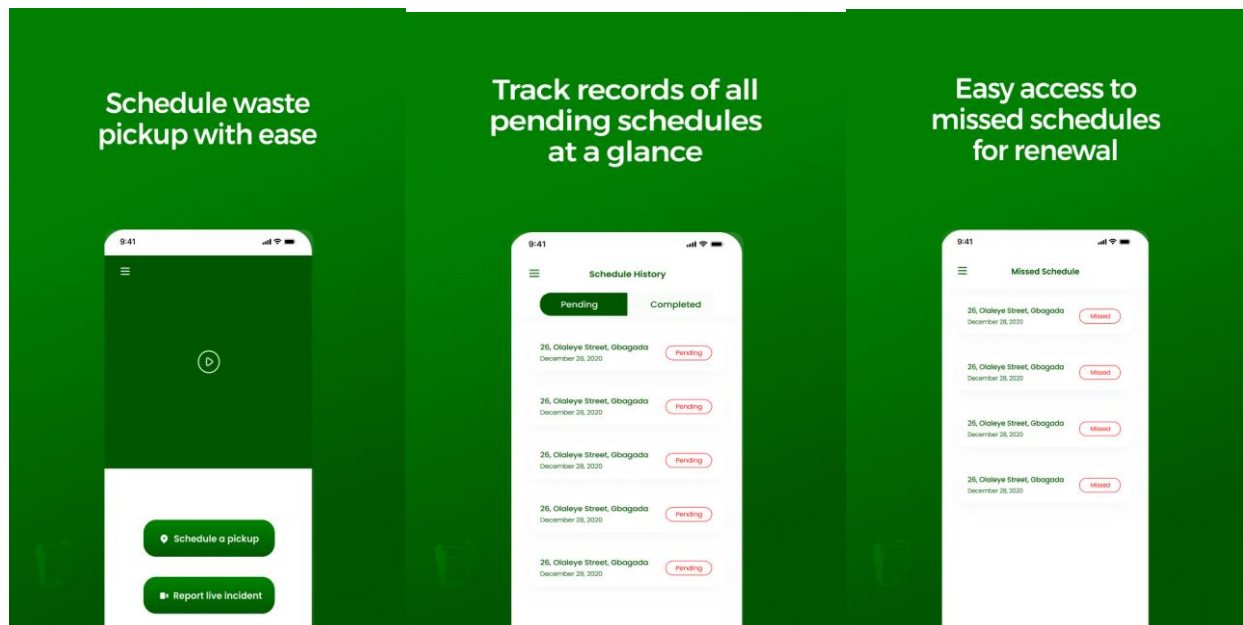
Get connected to the nearest waste recycler/collector

Earn redeemable coin for every recyclable waste collected, that can be converted to cash and transfer directly to your bank.

Interact with individuals and stakeholders in your community on waste related issues.

Schedule recyclable drop off's to recycling centers closest to you.

And you can now also choose the closest LCDA to your location to improve pick up time.



This is an app that encourages users to earn achievements to build better sustainability habits. Great design, marketing, and love the idea of using achievements for user engagement.

What works and can be adopted into our E-recycle App

1. A simple onboarding process.
2. Schedule recyclable waste pickup
3. Get connected to the nearest waste recycler/collector
4. Earn redeemable coin for every recyclable waste collected, that can be converted to cash and transfer directly to your bank.
5. Interact with individuals and stakeholders in your community on waste related issues.

What doesn't work so well and cannot be adopted

1. Schedule recyclable drop off's to recycling centers closest to you.
2. And you can now also choose the closest LCDA to your location to improve pick up time.

Additions to E-recycle App

1. A feature where individuals can learn more about recycling and its important role in the whole process.
2. Get directions, hours of operation, and contact information for local drop-off depots.
3. The app will use an image recognition.
4. An inbuilt GPS that will facilitate logistics.

Waste Recycling: (Make Money)

In this app, you can showcase your waste items, trash or scrap on this app. You can turn those idle waste products to money by letting those people that need them have access to it. Disposal of wastes can be carefully managed and earn from it. In this app, waste management can help you to maximize your income with little effort.

Examples of wastes or trash/scrap items that are recyclable on the app

Glass Bottle.

Iron, Tin or Can

Plastic bottle.

Carton.

System Monitor.

Tire.

Wine corks,

Unused electronics.

Bad phones.

wood.

old car battery.

e.t.c.

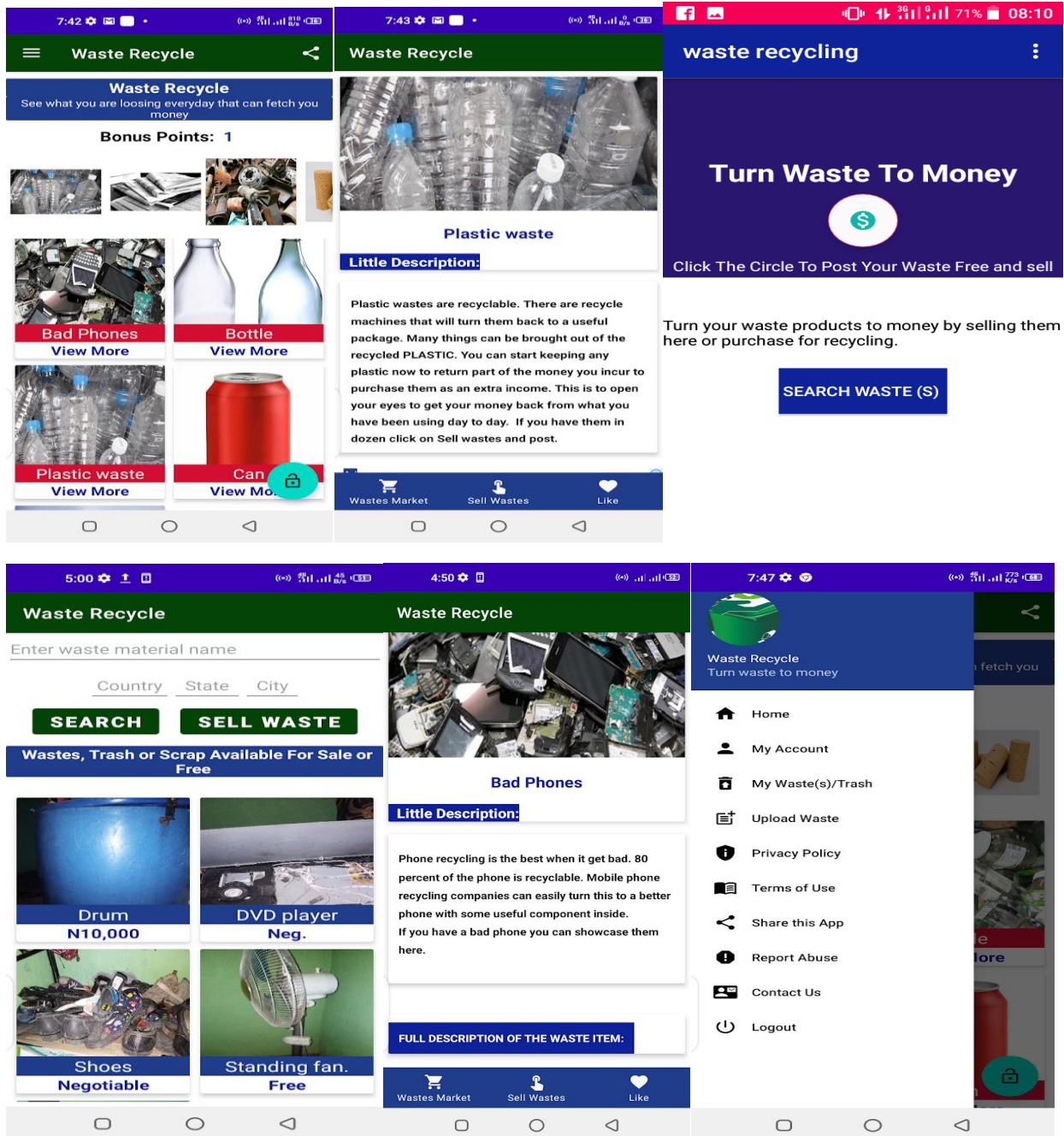
They try to connect those who are interested in waste recycle business to the seller of the wastes, scraps or trash as we call them. The both parties will benefit from this concept and it will make the environments clean.

Those things that is causing dusts and taking unnecessary space in houses can fetch money by showcasing them on this app.

Stop dirty the environments or grounds with what you can turn to extra income. By throwing those things we call wastes, trash or scraps away is

like throwing opportunities away.

Finally, if you wish to give the items out for free, this is also permitted on this app. Those people who need them will connect you and pick them up.



Waste recycling app looks quite similar to pakam household recycling app, as it also encourages one to showcase waste items, trash or scrap on this app and turn them to money by letting those people that need them have access to it. This is one of the things that works on the app and is certainly going to be adopted into our E-recycle app.

RecycleSmart - Recycling made easy

The RecycleSmart app makes recycling easy. It helps to discover how to recycle over 200 items in over 500 Councils in Australia.

It uses the map to find the closest recycling facility where one can safely dispose waste.

In this app, you have Australia's most comprehensive source of information on how to recycle including the guidelines for just about every council in the nation in your mobile device.

Easily select between or search categories, for example Plastics, Glass, Batteries, Household, identify specific items and the app will let you know which bin it belongs in together with important information and fun facts.

Time to learn how to dispose your waste.

Key Features:

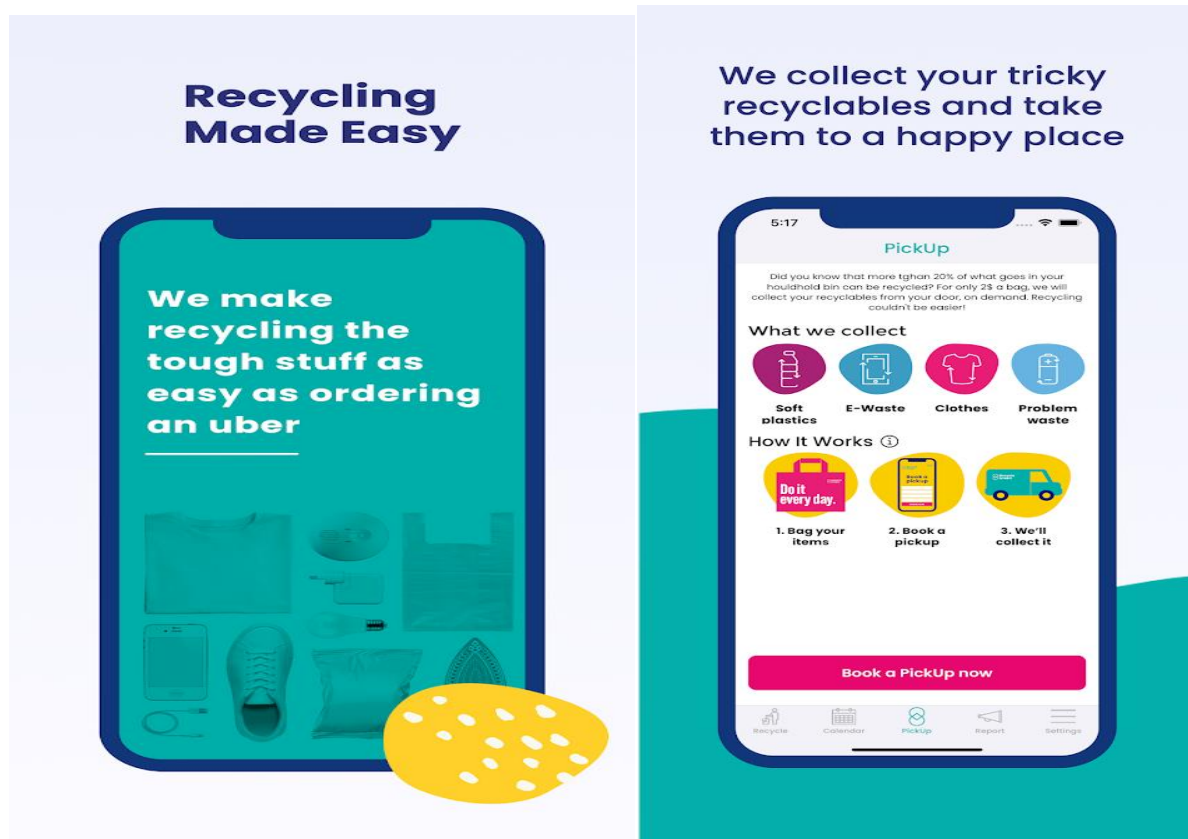
- Australia's most comprehensive recycle guide for over 500 Councils in Australia.
- ‘Tell the Council’ If you identify anything related to recycling that is

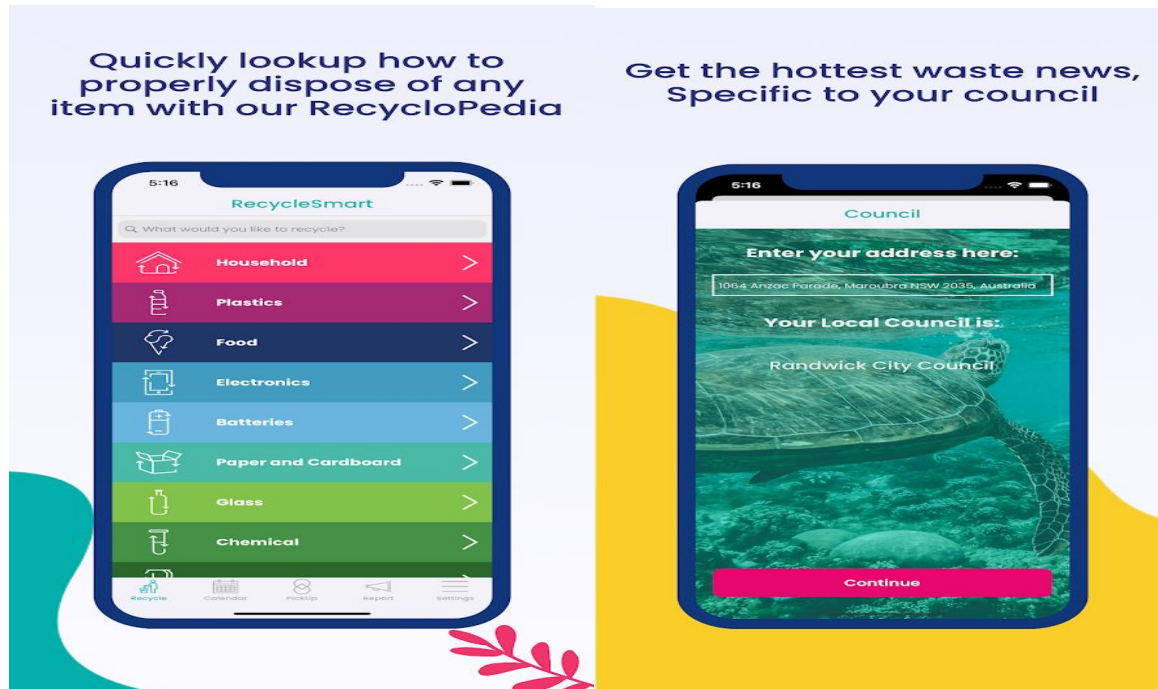
wrong or just frustrating? Easily let your Council know by reporting through the app. Participating Councils will receive the report right away.

-A Calendar is integrated into the app including participating Council's waste collection schedules and special events. Never miss collections again.

-News feed to become passionate about recycling by catching up on the latest news, trends, insights and blogs from the world of sustainability

RecycleSmart can sure become your go-to app for all your recycling questions.





RecycleSmart has very nice features but a bit different from what we are proposing for our E-recycle app and we do not see it much as a competitor. Their user interface looks colorful and beautiful and it can be adopted when developing ours.

TakaCycle: Easy Waste Collection for Recycling.

TakaCycle is an app made for municipal households, commercials and organizations that need easily waste collection for recycling in a cheap, fast and efficient manner. TakaCycle is used to collect your recyclables and capture value from waste. It is a platform that teaches you good environmental habits of sorting and recycling your waste and help you to track your impact on the environment from your solid waste collection data. They give you coins per kg of every sorted waste, which can be exchanged for rewards such as cash, vouchers, soft drinks, food, and

household items. And finally, on the app, they inform you up to date, waste management, and recycling news to make zero waste dream become true.

The App features a new waste collection for recycling in Africa rapidly growing cities. Instead of waiting for inefficient waste collection systems and unreliable pickup trucks to collect your waste, TakaCycle gives you schedule notifications to pick your Municipal households and small-businesses waste twice a week. For commercial and institutions with bulk waste, TakaCycle lets you request a pickup on-demand with just the tap of a button.

Key Features are paired into different sections

Waste Collection Made Easy

Sign Up and then open the app to get your waste collection schedule notifications or request a pickup on-demand for bulk waste.

» TakaCycle waste collectors will be at your location in minutes, ready to weigh and pick up your waste.

Impact to Save the environment

» TakaCycle collects your Solid waste collection data and shows how you can bring impacts on the environment for the next generation.

» it helps to check your impact and be proud for your ability to create something more from waste and courage to fight against the urban waste crisis.

Get Rewards for Recycling

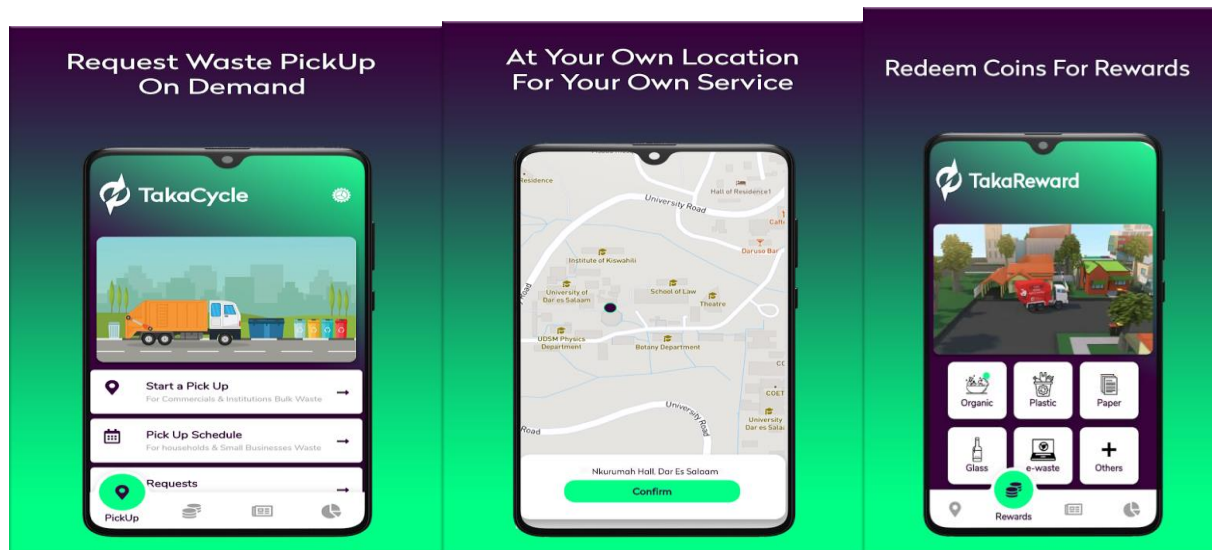
» As you give sorted-waste to them, their collectors will weigh your waste and we will update data of your recyclables types and quantity.

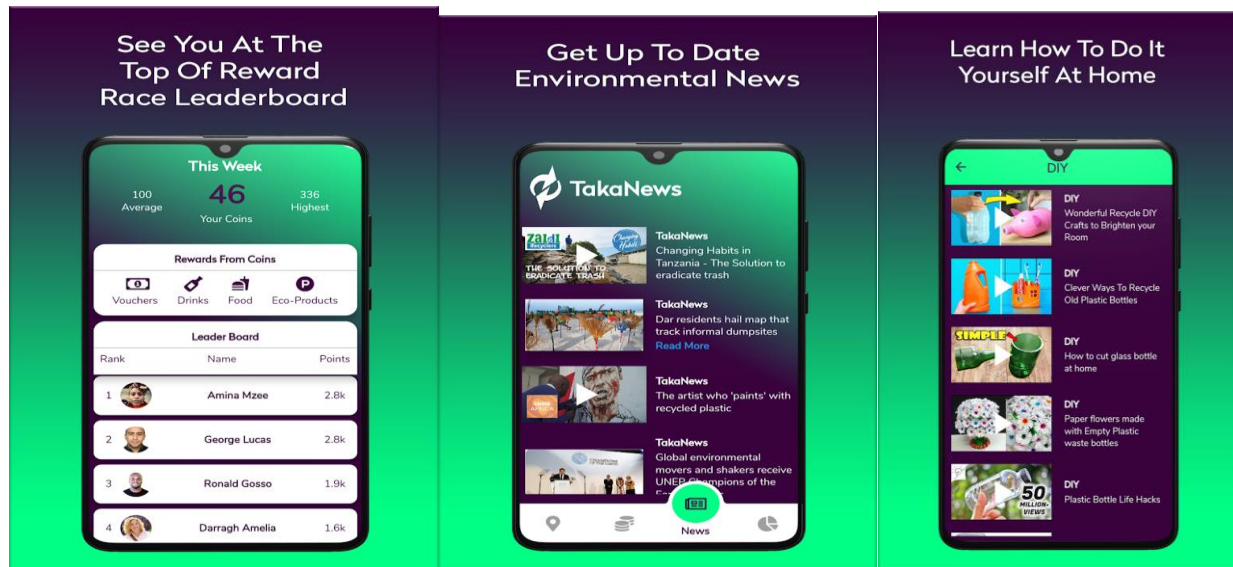
» Their waste collection service collects your waste, teaches you good recycling habits or reward you right With TakaCycle, you get everything you need. It's a simple, educatable, reliable and profitable model.

Up to date environment news

» TakaCycle gives you up to date environment, waste management, and recycling news, policies and relevant pieces of information to make Zero Waste dream become true.

» Takacycle helps to fight against the Urban waste crisis, by getting you informed enough to stand for your environment and your community healthy.





Takacycle is a simple app that helps people find the nearest recycling and waste bins in the area. Users could search for recycling locations near them, learn recycling tips and facts, and view how many resources they save by keeping track of their efforts.

The recycling tips and facts were **informative**. The app also has a reference guide that shows users how to properly dispose of different types of waste.

It's probably the most practical app out of the 4 with the greatest potential, we are inspired to include a similar feature in E-recycle app, but improved upon it by adding an image recognition feature. E-recycle will also include a different flavor of the app's logging functionality, and will provide a more friendly interface.

Features of the E-recycle web-app **have been paired down to 7 key features after** prioritizing each item by user wants and needs.

7 Key Features:

- View nearby recycling venues in their area.
- Allow users to manage their waste and recycling, find nearby locations for pick-up, discover industry news and insights and increase their knowledge about where items should go.
- Keep track of how much you can make per item recycled.
- Use of object detection (camera/photo) to capture or upload images for recycling.
- Provides users with a map of nearby recycling locations for items such as plastics and even provides directions, hours of operation, contact information, linking users to recycling industries.
- Learn about the different types of recycling materials and how they can be recycled.
- Learn more about waste management and its importance.

The above are the core features of the E-recycle web app. This web-app will also be able to view history of recycling activities.

Conclusion

E-recycle is still a work in progress. It is an iterative process of thinking, making, testing, and then repeating those steps all over again to make a solid product that people can actually use.