

Final project presentation

UI/UX

TADWEER

Waste Mangement and Clutter Clearing Solutions



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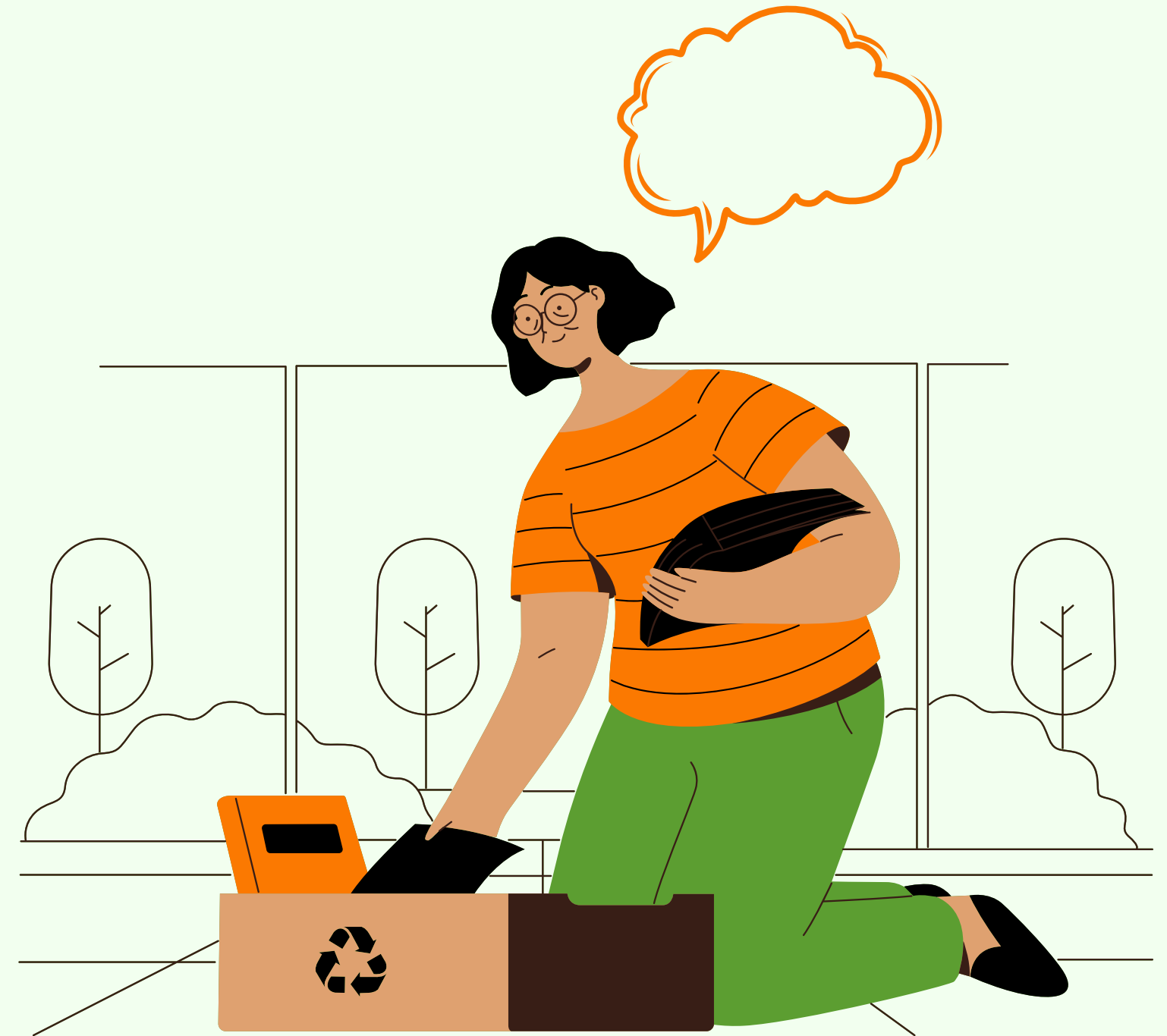




01. PROBLEM STATEMENT

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- People struggle to separate waste and manage clutter at home.
- They don't have clear guidance on how to recycle or where to sell valuable materials.
- Current solutions are either expensive or unreliable, leaving users frustrated with the lack of proper waste disposal and recycling options.





02. PROBLEM SOLUTION

SOLUTION OVERVIEW



- Tadweer provides a user-friendly platform where people can easily manage household waste and clutter.
- Users can schedule waste pick-ups, receive fair pricing for recyclables, and request clutter-clearing services at affordable rates.
- Additionally, users can sell their waste directly through the app (e.g., 10 kg of paper), and a representative will collect it and pay them.
- Users also earn reward points for recycling, which can be redeemed for prizes, encouraging sustainable practices.

TARGET AUDIENCE

01

HOMEOWNERS WITH FAMILIES:

Busy parents, who struggle to manage household waste and clutter while balancing family responsibilities.

02

SMALL BUSINESS OWNERS:

Individuals running home-based businesses or small shops who accumulate clutter or waste in their workspaces.

03

ELDERLY OR PHYSICALLY LIMITED INDIVIDUALS:

Those who have mobility or health challenges and cannot handle clutter or waste themselves.

04

ENVIRONMENTALLY CONSCIOUS INDIVIDUALS:

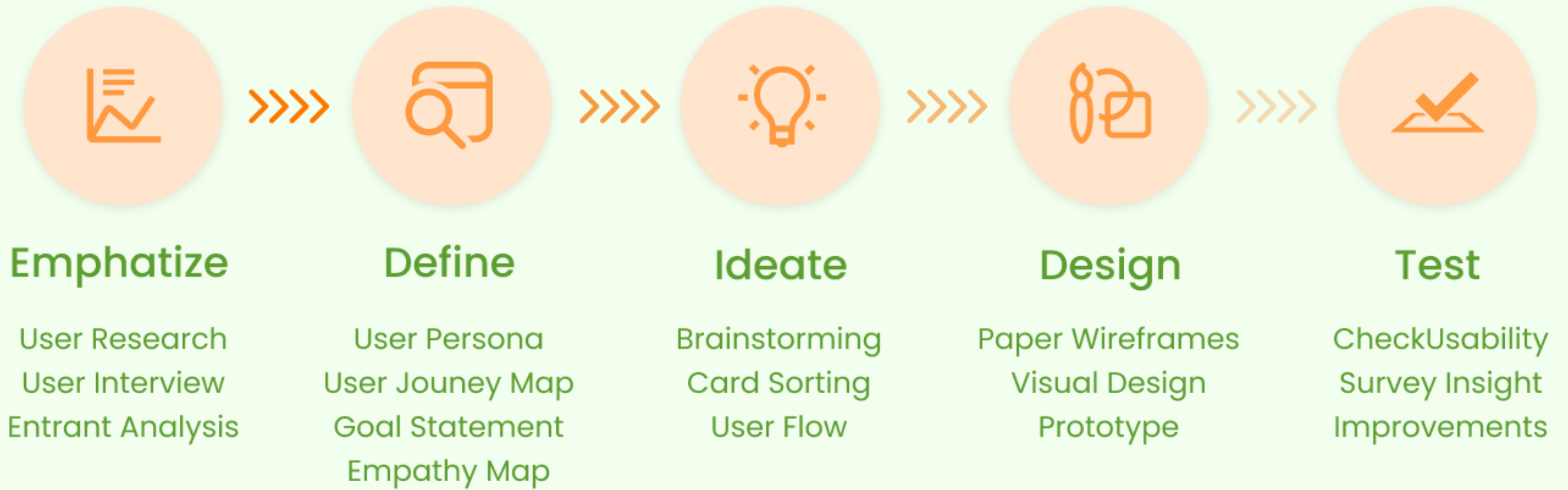
People who care about sustainability but lack the tools or resources to properly recycle and dispose of waste.





03.RESEARCH METHODOLOGY

DESIGN THINKING PROCESS



QUALITATIVE RESEARCH:

We conducted interviews to understand user frustrations, needs, and habits.

QUALITATIVE KEY INSIGHTS

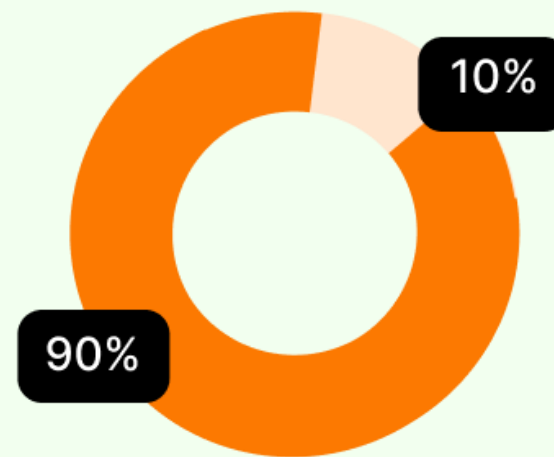
- Knowledge Gap in Recycling
- Clutter Accumulation
- Need for Fair Pricing
- Service Demand

QUANTITATIVE RESEARCH:

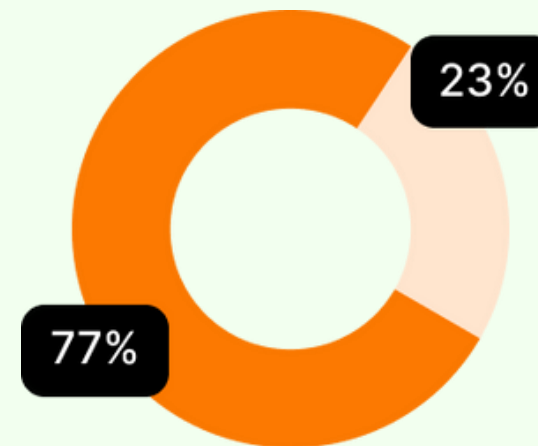
Distributed a survey to measure behaviors.

QUANTITATIVE KEY FINDINGS:

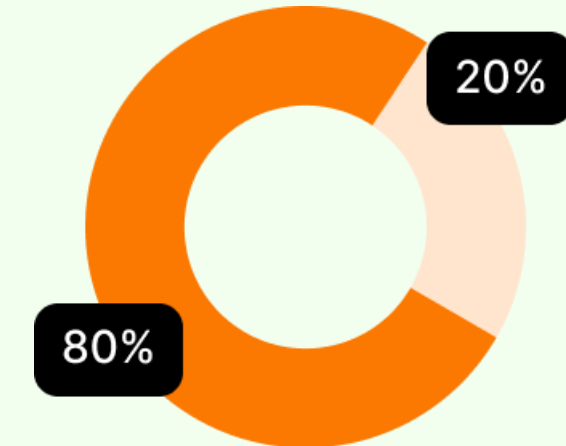
- Waste Disposal Habits
- Lack of recycling practices
- Clutter Accumulation
- Need for Services



90% throw waste in public trash bins.



77% have cluttered spaces like rooftops.



80% would use affordable clutter removal services.



04.BUSINESS MODEL

BUSINESS MODEL

KEY PARTNERS

- recycling Centers and Waste Management Companies: They help process and recycle the collected materials.
- Clutter Removal Service Providers: Assist with clearing cluttered spaces in exchange for valuable items.
- Logistics Providers: For picking up waste and clutter from households.
- Municipalities and Environmental NGOs: For promoting recycling and raising awareness about proper waste management.
- Manufacturers/Buyers of Recycled Materials: Purchase recycled materials for production use.

KEY ACTIVITIES

- Platform Development: Maintain the app.
- Waste Collection & Clutter Clearing: Organize pickups.
- Pricing & Evaluation: Ensure fair pricing for materials.
- Customer Support: Offer help and resources.

SMALL BUSINESS OWNERS:

- Intellectual: App, data on waste/recycling.
- Physical: Vehicles, staff for waste/clutter pickup.
- Human: Customer support, logistics teams.
- Financial: Funds for operations and marketing.

VISUAL PROPOSITION

- Convenient platform for waste pick-up and clutter removal.
- Fair pricing for recyclables.
- Environmental impact through recycling.
- Clutter clearing services for unused items.

CUSTOMER RELATIONSHIPS

- Trust & Transparency: Reliable pricing and service.
- Education & Support: Recycling guides, customer feedback.

CHANNELS

Mobile App (main), Website, Social Media, Partnerships.

BUSINESS MODEL

CUSTOMER SEGMENT

- Homeowners and Renters: Individuals looking to declutter and recycle.
- Eco-conscious Consumers: Those motivated by environmental sustainability.
- Businesses: Companies seeking waste management solutions.
- Municipalities: Local governments looking to improve waste management services.

COMPETITORS

- Mobile Apps: Other platforms focusing on waste management and recycling.
- Local Recycling Companies: Offer similar recycling services.
- Clutter Removal Services: Compete in providing cleaning and decluttering.
- DIY Waste Management: Users opting to handle waste and clutter independently.

COST STRUCTURE

- Major Costs: Logistics, platform development, partnerships.
- Lean & cost-driven, with automated processes and outsourcing.

REVENUE STREAMS

- Usage Fees for waste and clutter services.
- Service Fee from recyclable sales.
- Subscription Fees for premium services.
- Brokerage Fees on high-value items.



05. CONCLUSIONS

CONCLUSIONS



Tadweer offers an effective solution to household waste management and clutter removal. It simplifies recycling, provides fair pricing, and promotes a cleaner environment while making the process accessible and affordable. Additionally, users earn rewards for recycling, further encouraging environmental responsibility.

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THANK YOU



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