

Inspiring Young People to Litter Less through Waste Disposal Awareness  
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- **Problem background/motivation:** About 75% of people admitted that they have littered in the past five years [4]. Litter pollutes the environment and negatively affects community property values. Additionally, cleaning it up costs the U.S. over \$11 billion every year [3].
- **Particular problem to solve:** The average person will only take twelve steps to find a trash can before they decide to litter [4], so one challenge is lack of awareness of the closest waste disposal location. A person will likely take a few more steps if he knows there a trashcan is nearby.
- **Taste of past solutions:** Past solutions include an app which finds nearby recycling locations, but it has mostly negative reviews due to 'inaccuracy' [2]. Additionally, there are a few websites for finding composting facilities [1].
- **Proposed solution and how it's different from past attempts:** I propose to have an app with location markers of the closest trash cans, recycling bins, and compost bins; information about what sort of items go into which category; and points for using the bins. This is different from past solutions because integrates different disposal types, is educational about proper disposal, and rewards non-litterers. In regards to location accuracy, this app would also allow users to modify/add location markers.
- **Target users:** The majority of litterers are people under thirty [4]. Thus, the target users are young people who walk around outside often – this app will specifically be for students on campuses. They will benefit by feeling environmentally friendly (especially through the app's positive feedback) and having a cleaner campus.
- **Evaluation plan:** We will design the mobile app with a Google map of the University of Maryland campus and have a test group add markers to any disposal locations on campus. Using this information, we will design the app, then have lo-fidelity user-testing, and end the semester with more testing after making any changes to user feedback.
- **References:**
  1. "Find a Composter." (2010). *Biocycle*. <<http://www.findacomposter.com/>>.
  2. "Find Recycling." (2013). *Google play*. <<https://play.google.com/store/apps/details?id=com.elbatrop.recycling&hl=en>>.
  3. "Litter Prevention." (2013) *Keep America Beautiful*. <[http://www.kab.org/site/PageServer?pagename=focus\\_litter\\_prevention](http://www.kab.org/site/PageServer?pagename=focus_litter_prevention)>.
  4. "Littering Statistics." (2013). *Statistic Brain*. <<http://www.statisticbrain.com/littering-statistics/>>.