

CleanUp Louisville

CleanUp is a mobile app that:

- encourages city residents to volunteer at neighborhood clean-up events by providing a central hub for volunteer information, easy sign-up, “gamified” rewards and social incentives
- gives residents a way to easily report littered areas and create their own volunteer clean-up events
- allows the city to reach new potential volunteers and a larger audience through social sharing of volunteer events

Application Features:

- Social – users log in with Facebook, events are scheduled using Facebook Events, and social sharing of badges and activity is integrated into the app
- Gamified – users gain points, levels and badges by completing and creating clean-ups
- Crowd-sourced – through public reporting of clean-up sites, a new dataset of problem areas is created for the city
- Open – because the app is local in concept and open-source, other cities can use the app for CleanUp programs in their own cities (CleanUpCincy, CleanUpLexington, etc)

Datasets in Use:

- Neighborhood Boundaries (used in assignment of special badges)
- Park Boundaries (used to identify park-specific clean-up events)
- CleanUp Events and Pollution/Litter problem areas (created by app users)

Example CleanUps:

- Litter Pick-up
- Tree planting
- Community Garden
- Graffiti
- Overgrown Property
- Trail Repair

Marketing Considerations:

- Built-in starter user base – city employees and existing volunteers
- Local billboard and online campaign to announce program launch
- Could time it with Derby’s approach and market it as a “get ready for guests” campaign
- Schools, businesses and organizations use the app as a tool to encourage volunteerism, holding a competition for points among their students/employees/members.
- Very little administration required once the app is set up – just a Facebook page admin user who can monitor comments

VIEWS REQUIRED FOR DESIGN:

1. Title screen / Log in w/ facebook
2. Home screen - major action buttons (view challenges, my challenges, create a challenge), current status (w/ badges, levels), chatter (latest activity, trending)
3. Challenges List - sorted by date, w/ thumbnail image if available, points it's worth, buttons to "accept the challenge" and share it
 - a. Challenge Detail View - larger pic, comments section, who's accepted it, "Accept" challenge button, points
 - b. Challenge Acceptance Confirmation Screen - thanks, encouragement to share
4. Create A Challenge - upload/take a photo, title, type of challenge and degree of difficulty (this will determine how many points it's worth),
 - a. Creation Confirmation screen

USE CASES:

1. "Voting" - This is like the feed on your Facebook home screen where you see everything people are doing to make the city better. All the little statuses and checkins and photos (and you can vote like stack overflow)
2. "I did something" - posting a status or photo that you just did something good
3. "Ego" - your profile page - the screen with your total points, and a list of all your deeds (that is really just a filtered list of the 1. voting screen showing only your statuses)
4. "Challenge" - A list of city govt and citizen level challenges that anyone (or group) can complete