

# Project Proposal G.8

**Our Selected Problem:** Homeowners leave many usable stuff behind when they move out, while the new homebuyer needs to buy almost everything when they move in.

Description: Typically, when a homeowner moves out from their house, there is always left behind stuff which will be called 'Goodwill item'. Many of these items are still in very good condition, the only thing which makes the owner leave it is that they feel more comfortable to dump it away. Therefore most of these items are thrown away easily. On the other side, when a new homebuyer moves into a new house/accommodation, they will be looking for furniture and stuff to fit into their home. These 2 patterns are increasing the 'Short Life Cycle' trend. And if these 2 behaviours get bigger and bigger, it could lead to a very large pile of garbage.

SDG Goal which is related to this problem: Goal 12: Ensure sustainable consumption and production pattern. As we interpret more about the problem, we can see the higher demand on the consumption side, which will also increase the production rate for sure. This pattern becomes a very crucial threat to our society, where we will be facing more and more waste generated from the leftover item.

## Related Issues

1.Homeowner can't find any person to adopt their item. Trash Nothing - a website that facilitates connections between individuals who want to donate items and those who are in need. It operates internationally and in most places worldwide, allowing users to arrange in-person meetings to exchange items.

**Shortcomings:** The platform lacks a delivery service, making it inconvenient for individuals who are unable to meet in person. Additionally, the absence of a review system limits transparency, as

there is no mechanism for receivers to provide feedback on the quality of donated items. Moreover, the platform fails to provide motivation for individuals with a warm glow mentality to donate, as there are no incentives or rewards offered.

2. It will take more action in case a person who wants this particular item is far away. PunGun - a social enterprise which is open for anyone who wants to donate their unused item, they also offer the pick up service in case you are too busy to pack things up and go deliver by yourself.

**Shortcomings:** This service doesn't give away free items to the user, instead they sell the donated stuff. This could lead to more limitations. For example; this service is too dependent on the branch and operating area. Most areas in Thailand do not have access to PunGun service.

3. New homebuyers can't find any free goodwill items to adopt. This problem is also solved by the Trash Nothing service which we talked about earlier. They gather all unused items and then they are also open for anyone to find any thing they want in that site.

## Proposed Solution

Our proposed solution is a mobile application which allows users to donate unused items to people who might have a need for them. We will work as a non-profit organisation in order to help the world become a better place. Our main focus is on people who want to move in and out of accommodations for now (as discussed later in the proposal), however, the idea is by no means limited to this target market and will scale as the application develops to include all types of items for all types of people and use cases. Our vision is to become the global leader (on a scale similar to amazon) in providing a convenient method for passing down items from one person to another in order to reduce global wastage and other issues related to SDG as discussed above. Our application aims to provide people in need by allowing them to directly connect with donors to make their lives easier.

We have chosen mobile application as our platform as it is the type of device most people use to access the internet allowing for us to reach more people. Our initial market is going to be Thailand where, according to statistics, Thailand generates an estimated 25 million tons of waste per year ("Thailand: solid waste volume 2021"), of which only 30% is recycled. This means that over 17 million tons of waste is sent to landfills or incinerated each year. Of this waste, an estimated 1.5 million tons are reusable items that are thrown away. This includes items such as clothing, furniture, electronics, and food. Hence, we aim to reduce the waste in Thailand.

The following are some main features that we offer to the users of our application:

- 1) Search feature: This feature allows users to easily look for any specific items that they are needing in their lives
- 2) Filtering features: This feature allows users to specifically browse items depending on their interested category
- 3) Affiliating with delivery services: We will be collaborating with delivery services to allow donors and receivers to easily deliver donated items without having to move an inch from their houses
- 4) Chat feature: This feature can do many things when donating something to someone. If a donor is having too many people who are in need of a specific item. The donor can directly talk to them and decide who deserves the most. In addition, donors can directly communicate and help people in need by donating new items if they want to.
- 5) Review feature: This feature allows users to review the items they receive, about how they are satisfied with received items. The reviews will go public and donors will feel motivated to donate more when someone reviews how satisfied they are with the received item.
- 6) Discount feature: Our application is designed to give discounts on products offered by our sponsors to donors for every donation they make. That way, not only can we keep a strong donor community in our application, but also make donors feel valued for their actions. In addition, sponsors can advertise themselves as "helping with global causes" and have a free promotion of their services.
- 7) Announcement feature: Whenever a user completes a successful donation, their name and information about the item they have donated is shown on an announcements page. This builds self esteem of the donator and motivates other people to donate. (User can opt out if they wish to)

## **How our features solve the shortcomings of existing solutions**

### **First Website (TrashNothing)**

**Problem:** The first website is lacking excitement, motivation and incentive for donors. They allow donors to donate items but they do not provide any value or cheering behaviours to the donors. This may lead donors to just throw away their used items because they do not feel value even though they are doing good deeds, which may add up pollution and waste of still-usable-item. In addition, there is no delivery system for donating any item.

**Our Solution:** Our mobile application integrates a delivery service in collaboration with established delivery partners. This eliminates the need for users to meet in person and facilitates the smooth and convenient transfer of donated items. Our application also addresses the issue of no motivation for donation, not solely by giving discounts to donors, but also by allowing receivers to review the donor items and publishing those reviews publicly to boost up donors' social status which also enhances the transparency and builds trust among users..

### **Second Website (PunGun)**

**Problem:** PunGun is equipped with almost every necessary feature, except that it's too dependent on the location of the branch store. This allows only a minor group of people to access the service. Even though they also have the website and the address for users to ship the goodwill item to them. This becomes more challenging and will undoubtedly consume more user's time in preparation.

#### **Our Solution:**

Sahara is a partner of a delivery service, we offer a pick up service which will be done by the delivery person who drives the truck collecting your parcel and then proceeds it to the receiver on the other side. With this, the location and distance are no longer barriers to the user. All steps required for users to be done in order to ship the goodwill item is reduced into fewer steps with only in-app operation.

By addressing the shortcomings of existing solutions and incorporating these essential features, the Donation application aims to revolutionise the way people consume, donate, and exchange goods. We believe that by promoting sustainable consumption patterns, fostering community engagement, mitigating climate change, and safeguarding health and well-being, the donation platform will make significant strides toward achieving the relevant SDGs.

# Customer Analysis

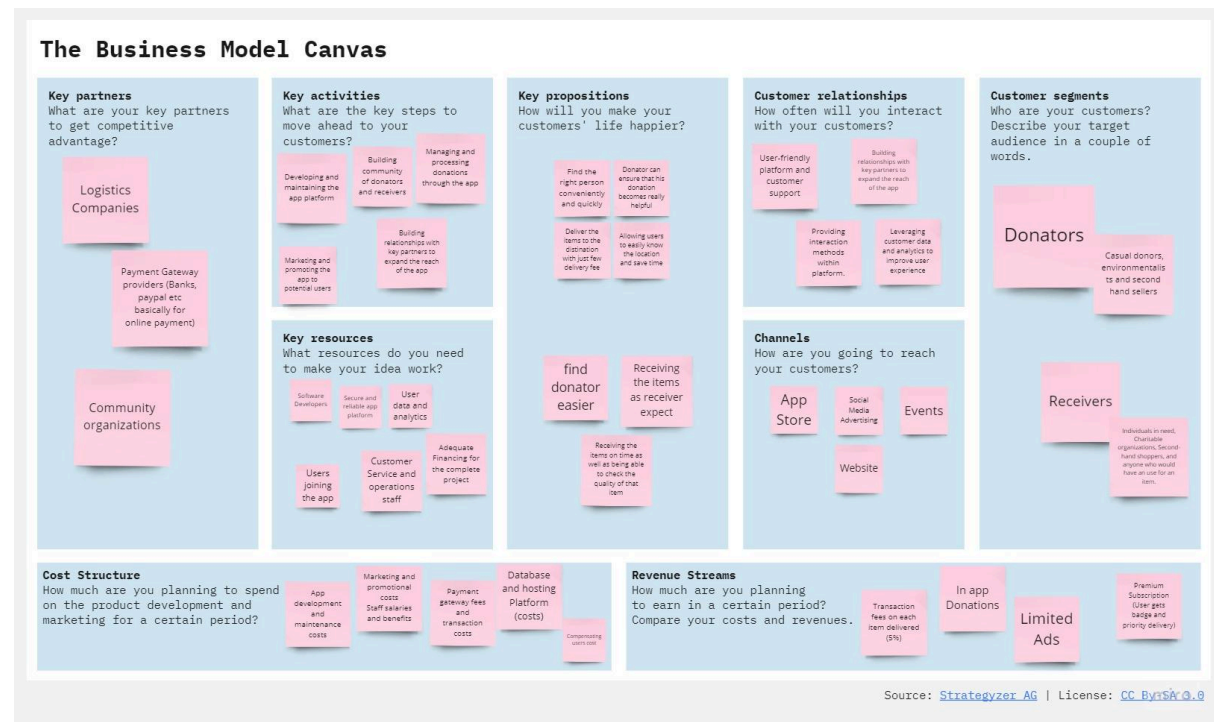
## Customer Segments

Our project aims to make benefits for in-migrants, especially, the people who are moving out or into their accommodation. This is our initial and main customer segment and includes anyone in Thailand who wants to move into a new accommodation or move out of their current accommodation.

## Personas

- First Character
  - Name : James
  - Background : He is a dormitory student, and he will graduate in the next 2 months. There is a lot of stuff in his room. Despite usable items, some of them are not necessary to him anymore. By the way, he has to dispose of no longer used items to make the room getting back to the version before he moved in.
  - Goal : Want to dispose the disused stuff
  - Frustration :
    - He can't figure out who or where needs it
    - Inconvenience to send the stuff to far receiver
    - Not worth to waste the usable items
- Second Character
  - Name : Joshua
  - Background : He is a new office worker at an IT company. Recently, he has just moved into his monthly room which has no furniture and facilities. Unfortunately, with his salary, he cannot afford wanted items.
  - Goal : Want the necessary stuff into his room
  - Frustration :
    - He cannot afford wanted items
    - He has no idea who is willing to give the item to him with no cost
    - He take much time to find the donated items he wants

# Business Model



## Customer Relationship

- Building relationships with key partners to expand the reach of the app
- User-friendly platform and customer support
- Providing interaction methods within the platform.
- Leveraging customer data and analytics to improve user experience

## Channels to reach customers

- App store
- Social Media Advertising
- Events held by ourselves or our main sponsors
- Our website

## Key Activities to get to our customers

- Marketing and promoting the app to potential users
- Building relationships with key partners to expand the reach of the app
- Developing and maintaining the app platform
- Building community of donators and receivers
- Managing and processing donations through the app

## Key Resources

- Software Developers
- Secure and reliable app platform
- User data and analytics
- Users joining the app

- Customer Service and operations staff
- Adequate Financing for the complete project

### Key Partners

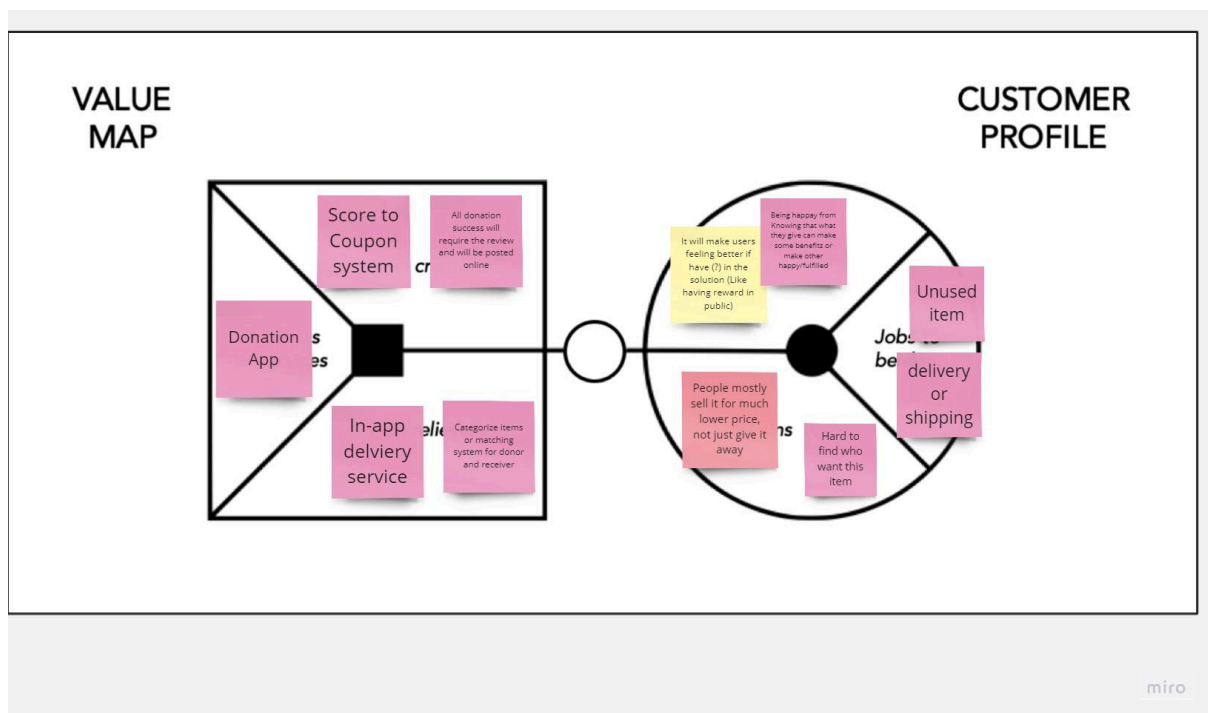
- Logistics Companies
- Payment Gateway providers (Banks, paypal etc basically for online payment)
- Community organisations

### Cost Structure

- App development and maintenance costs
- Marketing and promotional costs
- Staff salaries and benefits
- Payment gateway fees and transaction costs
- Database and hosting Platform (costs)
- Compensating users cost

### Revenue Stream

- Transaction fees on each item delivered (5%) which is added to the delivery cost of the item.
- Fundraising and sponsors from companies and investors. In this way, they will get not only channel for promoting, but also positive image for being the one of friendly-environmental community developing supporters
- Limited Ads in applications (User is allowed to turn off)



## **Value Proposition**

Our project provides 4 major values, including

1. Quick finding : Users can find items they need with a few clicks in the application, and donors can find new receivers easily.
2. Easy getting : With in-app delivery service, user is now able to pack the items and wait for the delivery service to pick up the parcel and proceed to the receiver side.
3. Reviews and Donation Success post, users will be encouraged to be more involved in donation and using the goodwill item, by acknowledging other users of what they did especially for the reviewer who will be adopting the goodwill item has an opportunity to thank the donor and share this good experience with another user.
4. Discount Coupon: Users are motivated to participate in donation by the Score to Coupon system, where they can transform their unused stuff into free meals!!!

App's main features and tentative UX/UI design

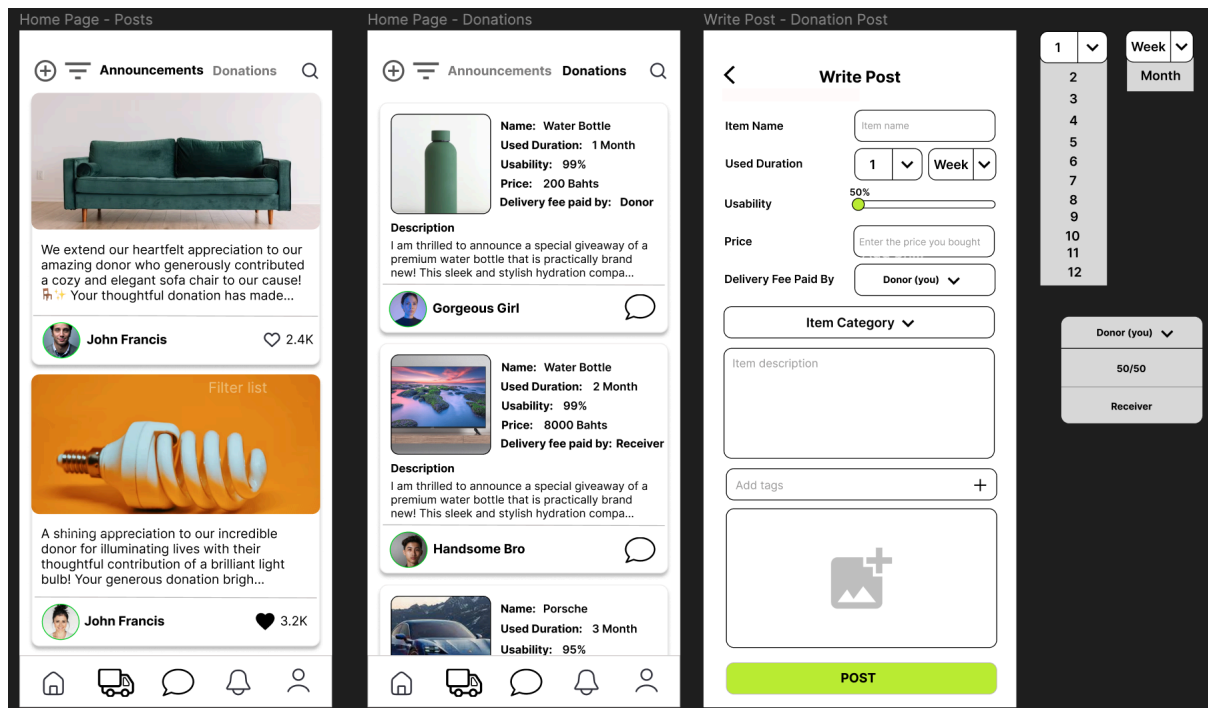
### **Main features**

- 1) Search feature
- 2) Filter feature
- 3) Donation post feature
- 4) Shipping or delivery feature
- 5) Review feature
- 6) Seeing received or donated items feature
- 7) Chat feature
- 8) Notification feature

### **First Section (Search, filter and donation post features)**

Search, filter and donation post features will be in our home page. The following is our home page and its related pages.





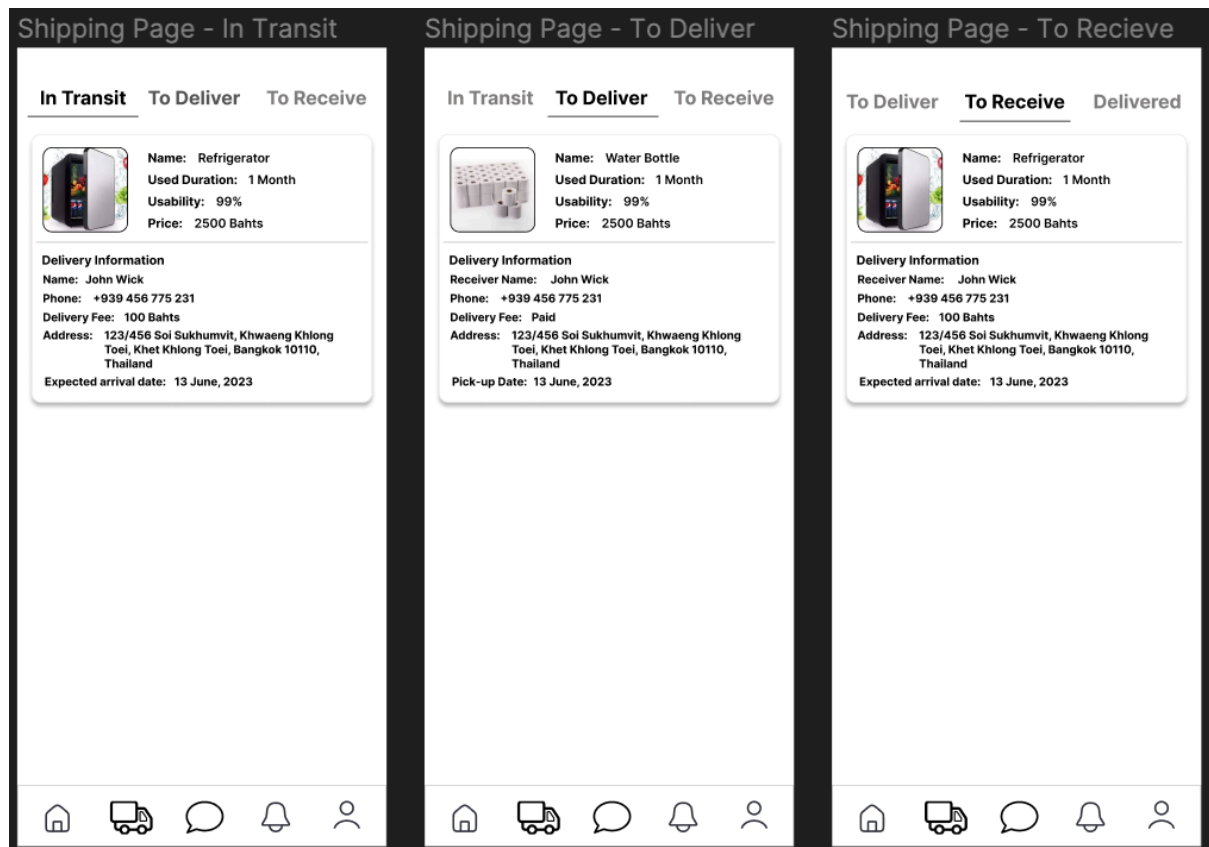
On the home page, there are two tabs called ANNOUNCEMENTS and DONATIONS. In the ANNOUNCEMENTS tab, you can see all the posts that are reviewed by receivers to show gratitude to the donor to keep donors feeling motivated to donate more and the announcements tab also shows the automatic announcements whenever a donator makes a successful donation in order to provide self-esteem to donors and motivate other donors to donate . In the DONATIONS tab, you can see all the donation posts, where you can chat with donors and receive their items.

At the top right corner, there is a search icon, where users can search any specific item of their interest.

At the top left corner, there are two icons: the first one is for donation post features (the third page in the photo), where users can click to write post to donate something, and the second icon is for filtering feature, where users can filter by category or other things that we will implement later. Users can create posts by entering each field. One of our minor features is that donors can choose whether or not they will pay the delivery fee. They can also choose 50/50, which will allow the donor and the receiver to pay evenly.

## Second Section (Shipping or delivery feature and the review feature)

Shipping or delivery feature and the review feature will be on the shipping page as follow.

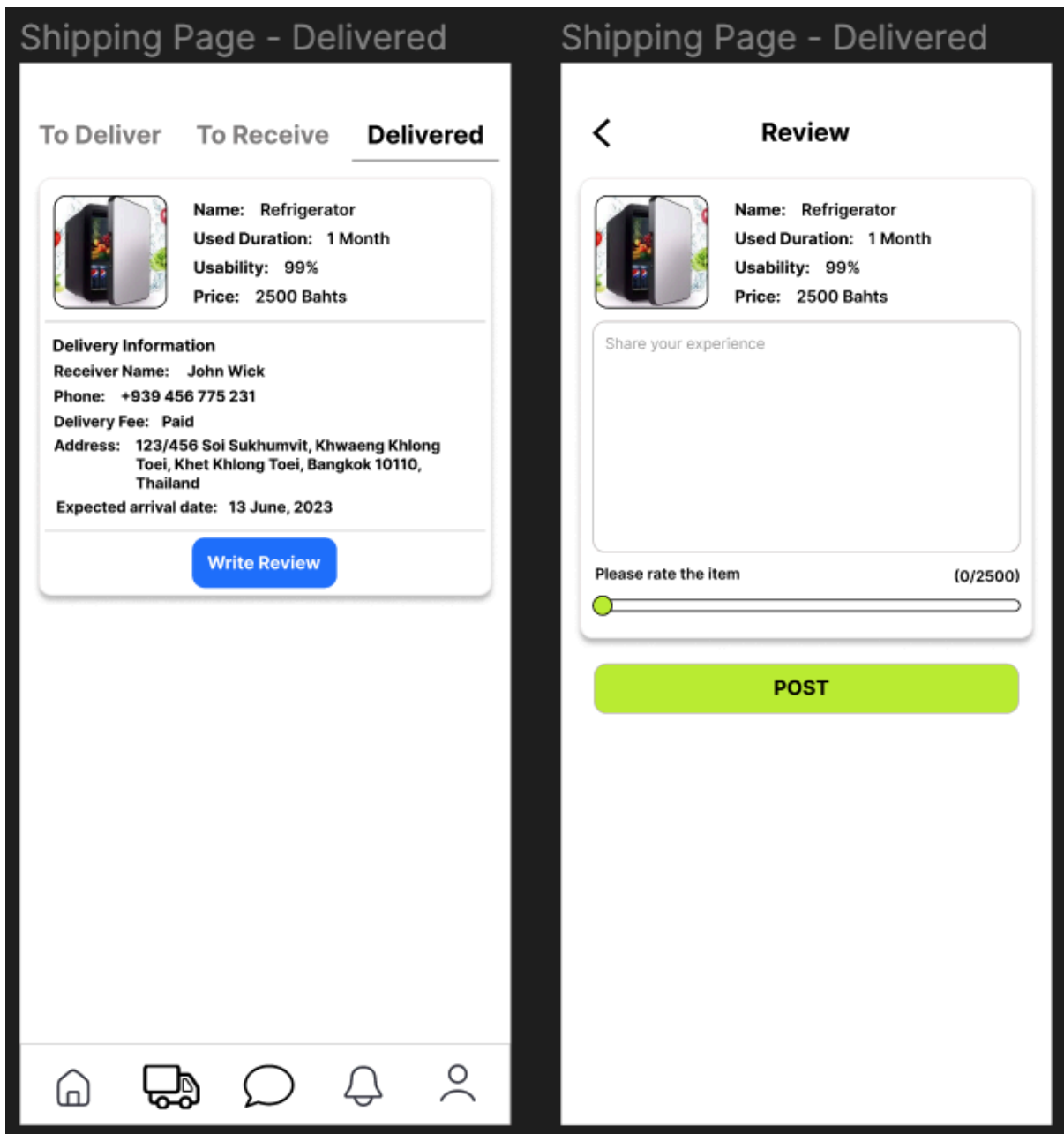


There will be four tabs, on shipping page: In Transit tab, To Deliver tab, To Receive tab and Delivered tab.

Items in “In Transit” tab will be shown on both donor and receiver site, where they can see the item that is in the process of shipping or en-route.

Items in “To Deliver” tab will be shown only on donor site since donor is the one to deliver items and there will be a **pick-up date on the item card** to let donors know when the delivery service will be picking up the item to deliver at the donor house.

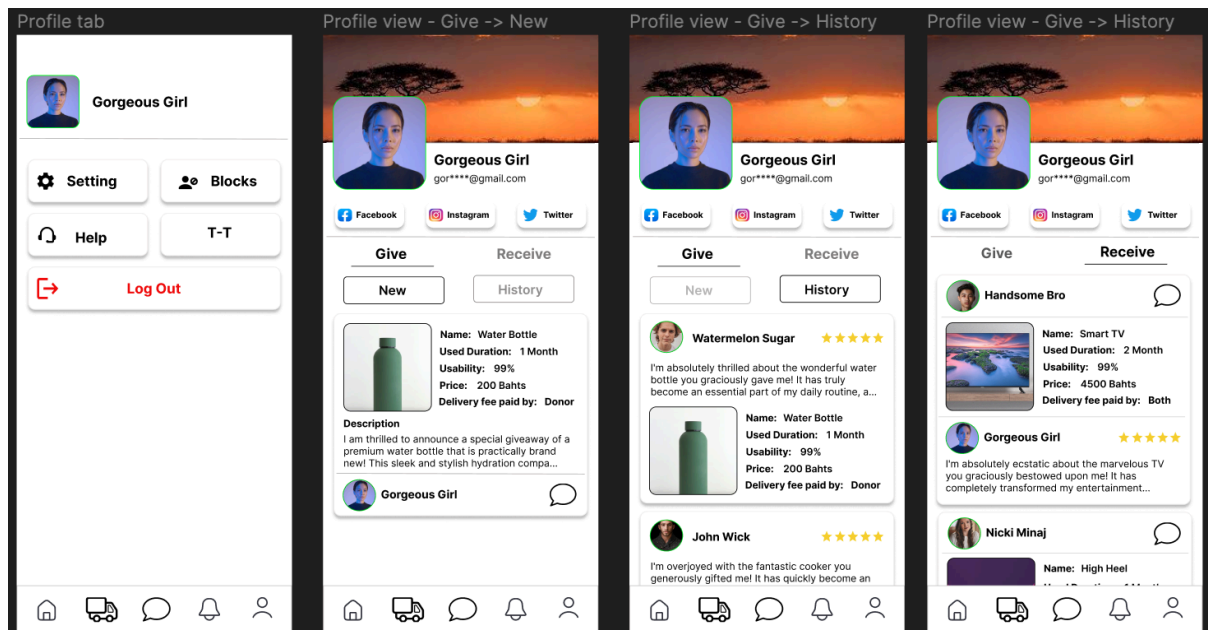
Item in “To Receive” tab will be shown only on receiver site since the receiver is the one receiving the donated item.



Items in “Delivered” tab will be shown on both donor and receiver sites as they all should see whether the item is delivered or not. But there is a **“Write Review”** button in the card, which will only be shown on the receiver site to write review of the received items. When user click write review, they will be redirected to review writing page (the second page in the photo), where they can share their experience and rate the received items. Those reviews will be appeared in the Announcements tab of the home page that I mentioned earlier.

### Third Section (Seeing donated or received item feature)

We also make a profile view where users can see the items they received or donated. The followings are the related pages of profile view.



The first page will appear when user click the profile button, which is at the right bottom corner of the page. So in this page, users can adjust the setting such as changing name, email, password and so on. Users can see the users that were blocked by them. User can go to help page and see manual on how to use our application. And the fourth button, we are planning to come up with a useful feature or action. But for now, it is there to make our UI look better. And the last button (log out), allows user to log out from their account.

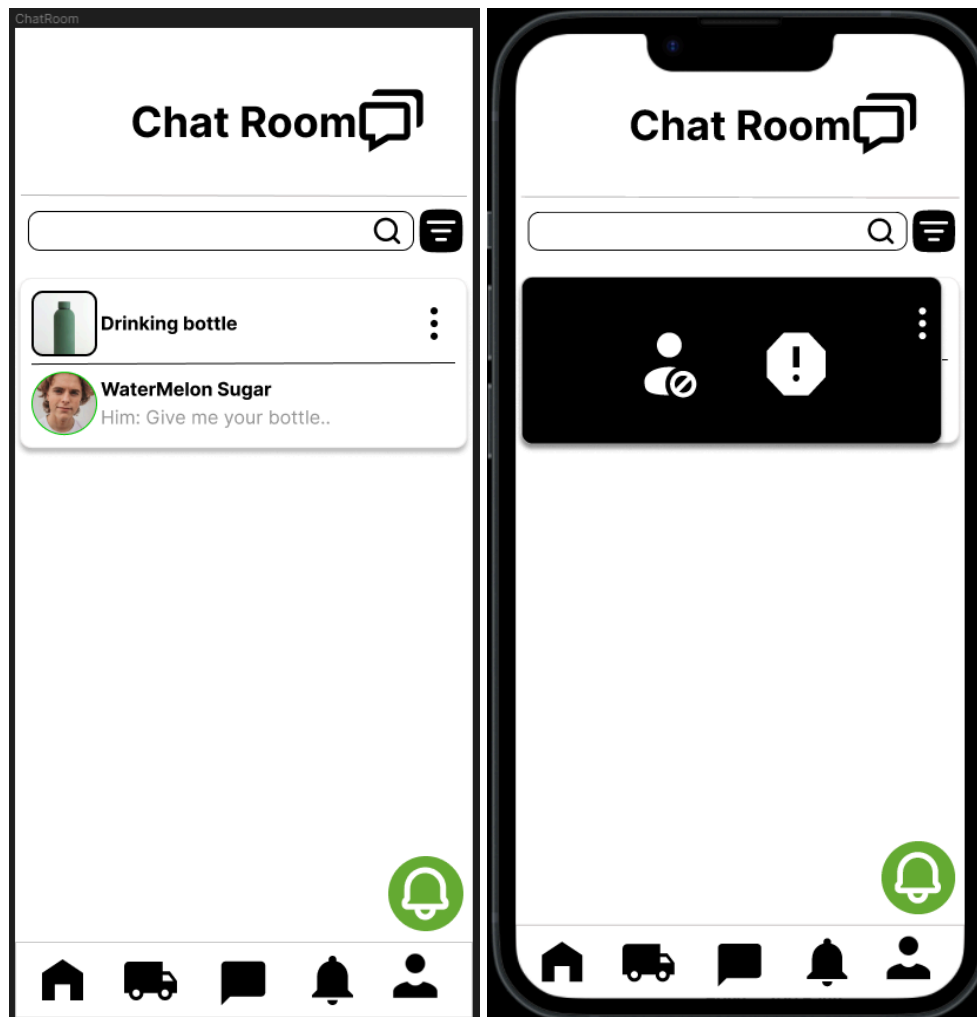
When user click the profile picture, they will be directed to the second page in the above photo where users can do two main things: seeing received items and seeing items they gave away or donated.

So in "Give" tab, there will be two more tabs: New and History. "New" tab is for the items that are currently giving away which are not received by anyone yet. "History" tab is for the items that were already received by someone.

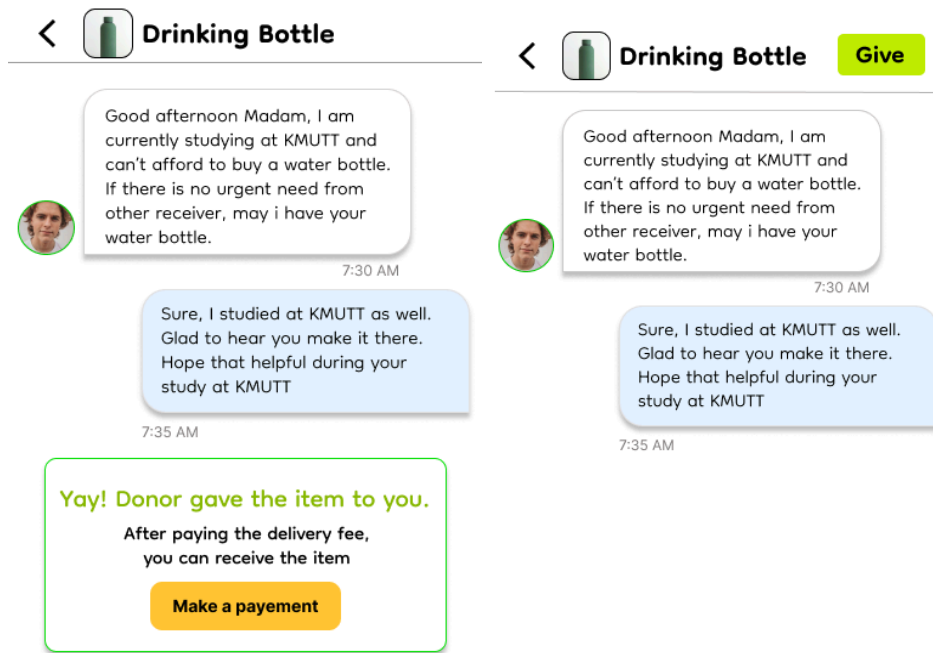
In "Receive" tab, there will be review posts of received items that are written by the user.

## Fourth Section (Chat room and chat page feature)

Chat Room and chat page feature. Donator and receiver can have a communication via this feature



Chat Room page. It contains chat boxes the donor and receiver communication about the donor's item. If users want to have a chat with donors, they have to click on the chat button in the donor's item post. The donor's item of that post will become the main topic head of that box between the receiver and donor. Each chat box contains two parts, one is the topic head of the chat which is the item for donation, and two is the user brief information, which contains the user profile image of the interlocutor and their name. Under the user name, it shows the brief message in the chat. The chat box will have the managed option which can be opened by clicking on the option button in the right part of the chat box. When users open the managed option, they can either block or report the interlocutor. Every time users receive a message from the interlocutor, they will get a notification. Users can turn it off by clicking on the floating bell circle icon on the bottom right. Users can go to the chat page by clicking on the chat box.



Chat page. It is the chat page that shows a conversation between the donor and the receiver. On top of the page, it shows the topic head item and the name of the chat from the chat box. Users can click on the item to see item details. On top of the main chat screen, it has a box that contains the interlocutor user profile image and their name. Users can click on the person icon to see their interlocutor user profile on the right in the box. The main chat screen shows a conversation between the user and their interlocutor. Each message bubble shows the user profile image and the sending time of that message. At the bottom of the page, it shows the text typing input field for the user for typing messages and can be sent by clicking on the send message button which is an arrow on the right of the text typing input field.

## Fifth Section: Discount Coupon Page



Discount Coupon is our special feature, where user can transform points into usable coupon with some restaurant which is our partner. Coupon will be shown when user has done the review or donation.

### Work Cited

"Thailand: solid waste volume 2021." *Statista*, 14 December 2022,

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