APPLASTIC
APP that may help to save the World

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Contextualization

This project idea was developed from one of the biggest environmental problems that endures today: the waste of plastic and microplastic in the oceans and, therefore, in living beings.

We wanted to raise awareness of the problem that is surrounding us, warning the necessity to create campaigns to clean beaches and oceans and helping the society, throw an innovating and accessible way, decreasing the consume of plastic.
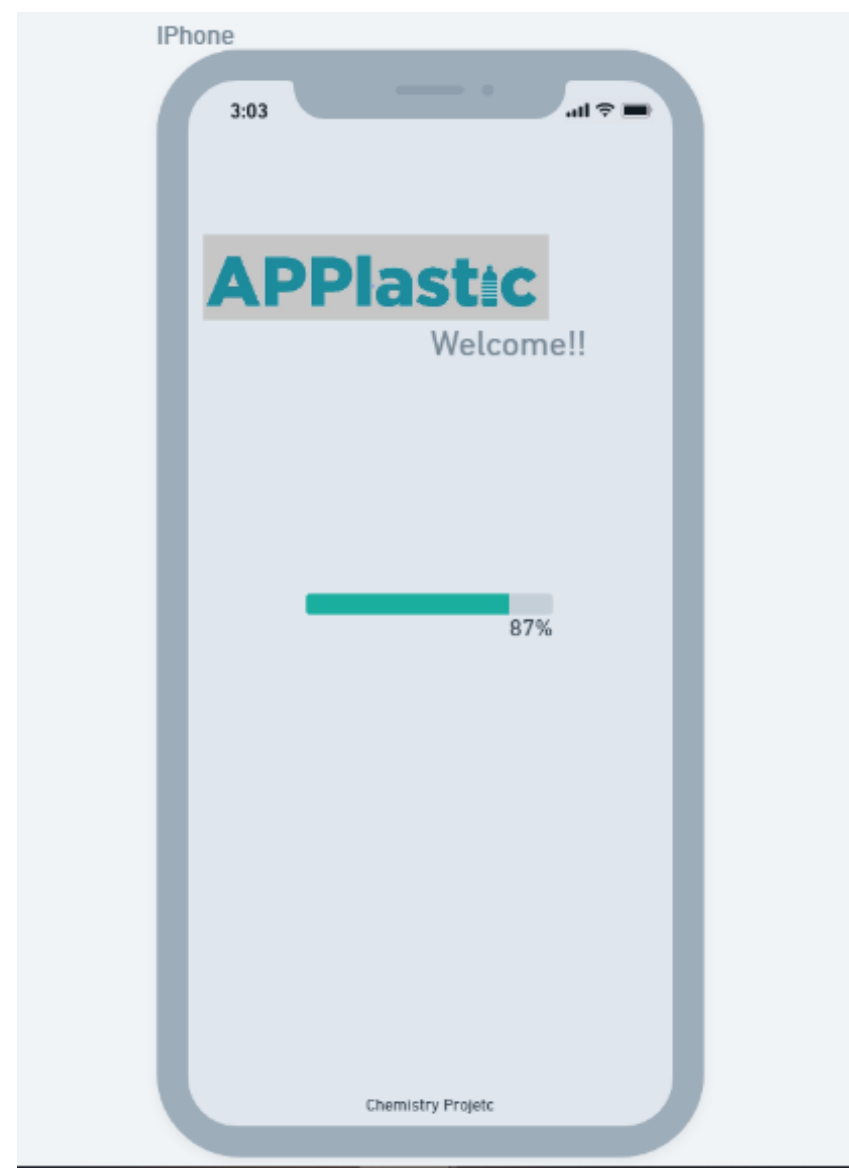
Introduction

For every person on the planet, there is one ton of plastic and nearly 80 percent has become plastic waste wreaking havoc on the oceans around the world. To prevent waste from increasing we started to develop an application that would reach users and raise awareness. The purpose of this app is to persuade its users to share their own consumption values, so that others have access, making it an opportunity to "see and improve", ending up calculating the users´ individual ecological footprint.
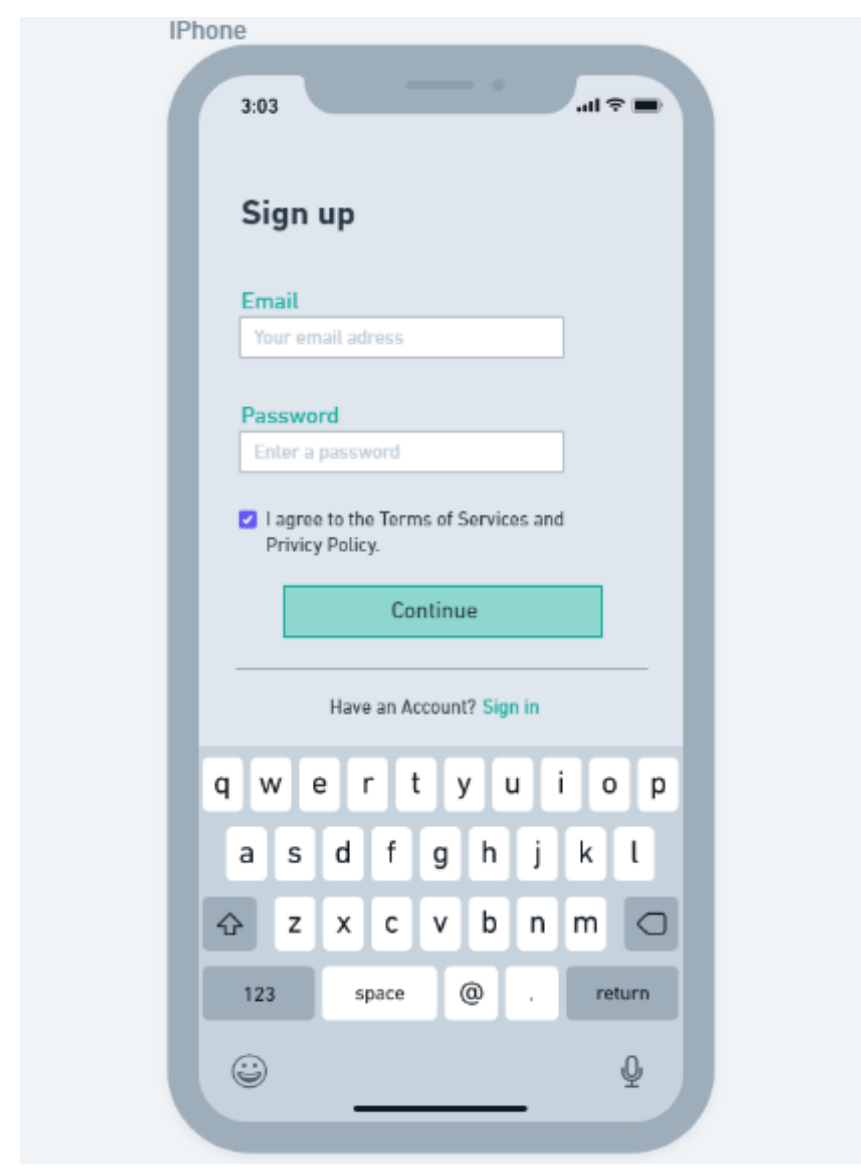
Objectives and Methodology

APPlastic is a remarkably simple and interactive app, where users insert their personal data (weight per amount of wasted plastic) and learn how to decrease their own ecological footprint and so that help the nature and the future generations. It also has some features like personal information, global/national ranking and advices. Those advices are provided to us from an information center where users can ask questions and learn more about this environmental problem and the solutions that are presented to solve it. The APP shows us the need to preserve the animal life that is affected by our mistakes.
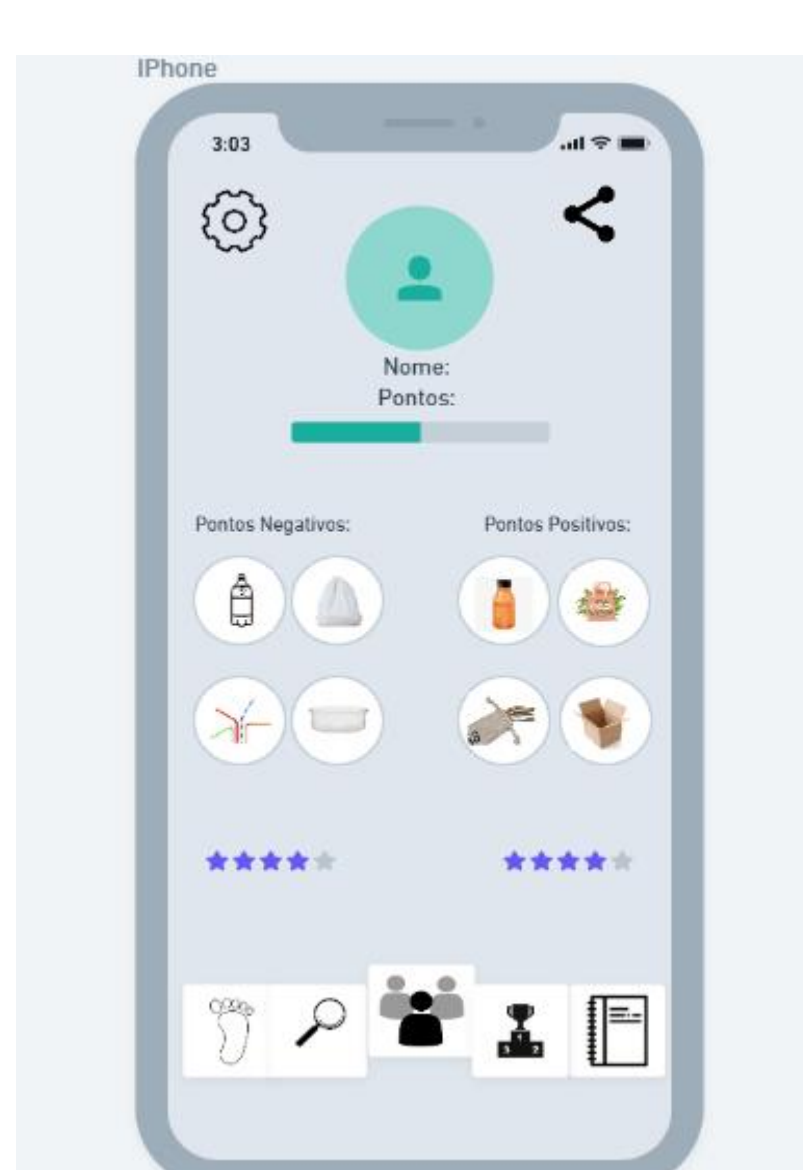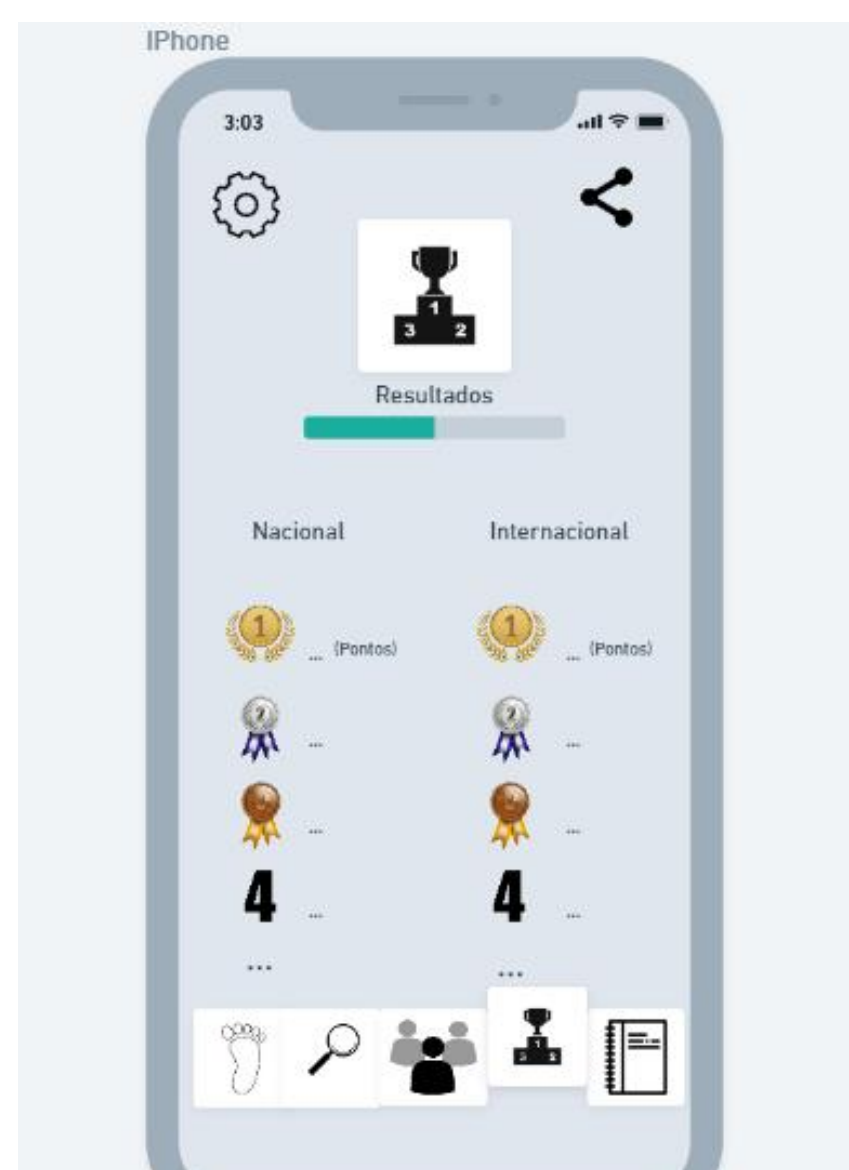
Mochups / Results Presentation

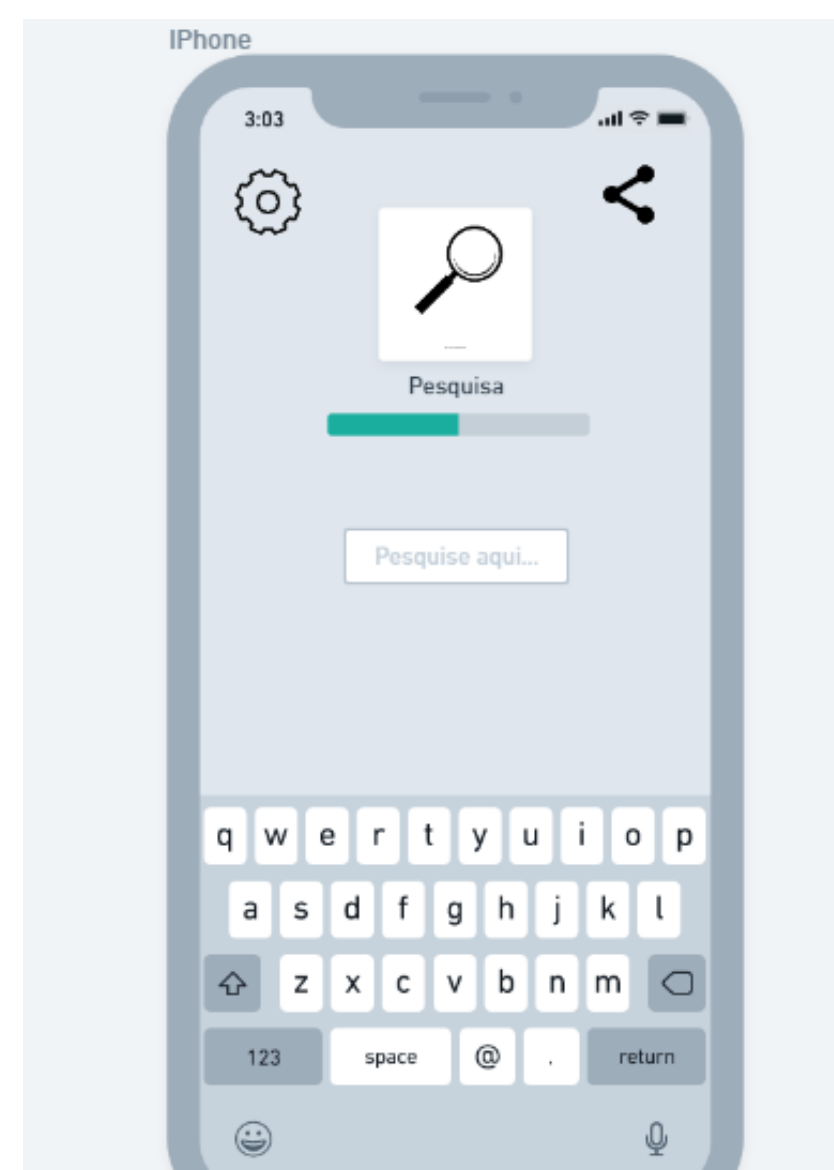1. Entry
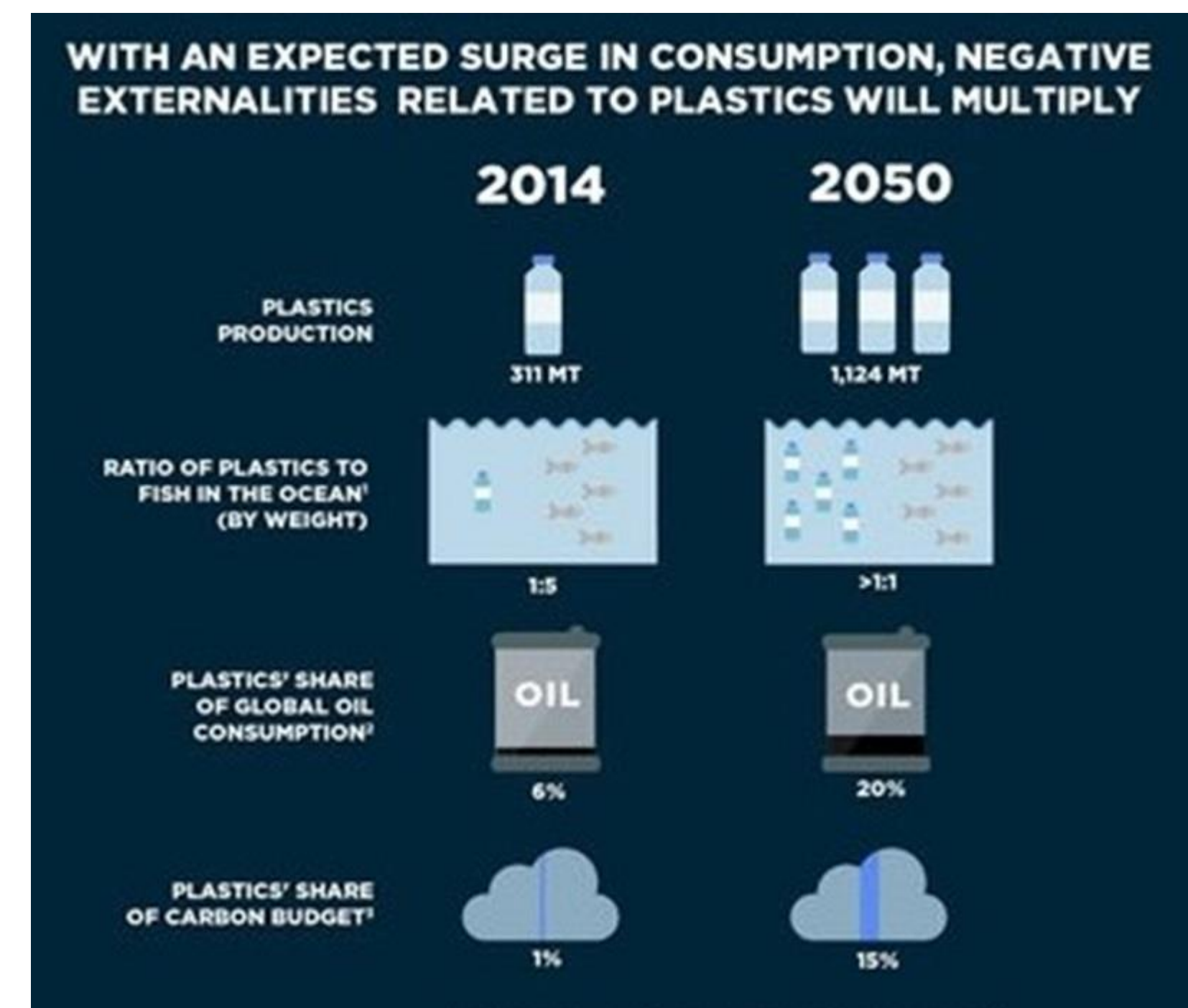2. Sign Up/Login
3. Profile
4. Ranking
5. Informations
6. Ecological Footprint
7. Search

Plastic influence on the ocean

8. The consequences of plastic in the ocean in 2014 versus 2050
(Grafic from Pinterest)

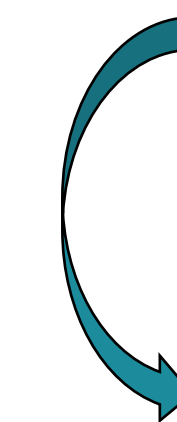Over 300 million tons of plastic are produced every year for use in a wide variety of applications.

At least 8 million tons of plastic end up in our oceans every year, and make up 80% of all marine debris from surface waters to deep-sea sediments.

Marine species ingest or are entangled by plastic debris, which causes severe injuries and deaths.

Plastic pollution threatens food safety and quality, human health, coastal tourism, and contributes to climate change.

Recycling and reuse of plastic products, and support for research and innovation to develop new products to replace single-use plastics are also necessary to prevent and reduce plastic pollution.

Aplication + Plastic
APPlastic

Who is this application for?

For young people who are still growing and developing their opinions and beliefs. They are the future. They want and they will change the world. APPlastic is just another way of helping them with that difficult mission.

Why you should download it?

This platform offers us "points", that are earned by doing sustainable actions, which are compared to other users' score and then presented in a ranking. This competitive way of dealing with this problem ends up attracting more people and making it addictive. Therefore, the users are reducing their ecological footprint in an unconsciously way, improving their lifestyle. This application is for everyone, especially for young people who are still growing and developing their opinions and beliefs. They are the future.

Acknowledgements