Bin-Ovation Ltd

Report Specifics		
Council:	Mid Ulster District Council	
Reporting period:	029 – 1st January – 31st January 2018	
Date of Report:	4th February 2018	
Author:	Michael Brady	**Revision:**

Overview

This is a report to demonstrate a variety of metrics and overall usage of the Bin-Ovation App by Mid Ulster District Council (MUDC) householders.   The report informs MUDC about how many of their residents are using the Bin-Ovation App and specifically how they are using it. This information will give the Council a unique view of the issues its residents have with its Waste Management scheme and therefore put the Council in a better position to improve its 'Recycling' performance

The data is sourced from the following:

- Bin-Ovation API (Application Programme Interface)
- Bin-Ovation CMS (Content Management System)
- Google Analytics

The information within the report is regarded as confidential and is not to be shared with any other third parties without the express permission of MUDC Officers.
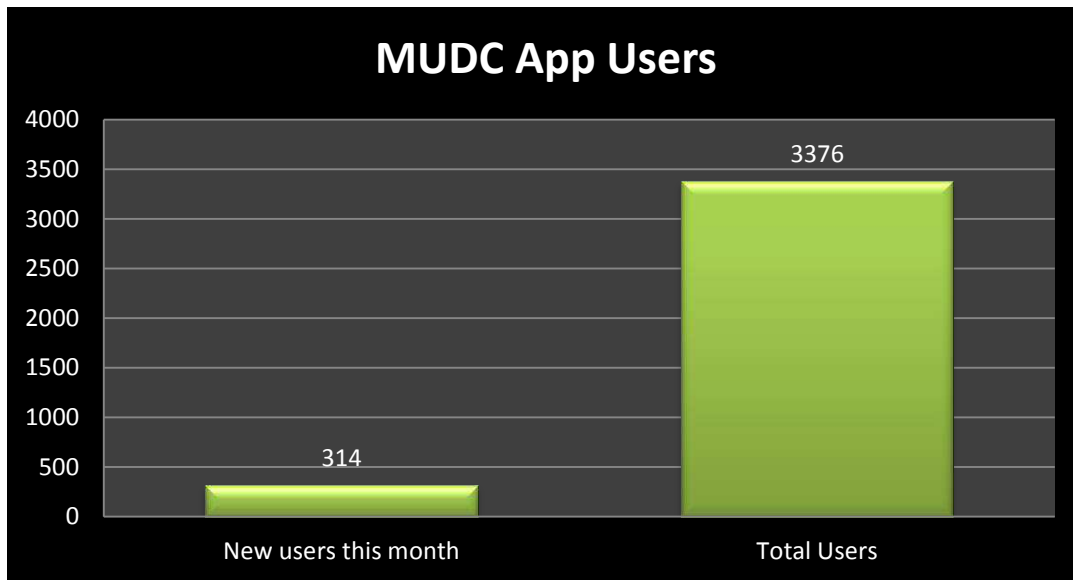
Executive Summary

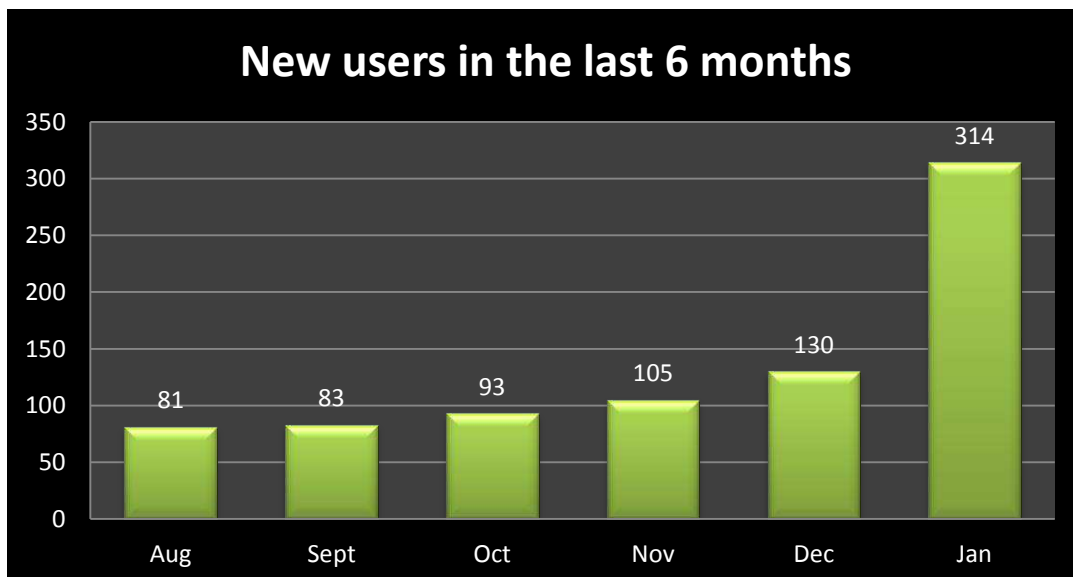The main figures to highlight from the report are as follows:

1. Since launch there have been **3,376** new users with **314** new users this month.

2. The best day for new users this month was 11th January with **36**.

3. The number of product page views since launch is **15,239** and the average time spent viewing each product page has been **14.23** seconds. This represents excellent learning for the users and they experience immediate learning and also form the habit of using the App as their reference point.

4. The top viewed items in MUDC since launch have been:

    I.   Pizza Boxes (Takeaway)
    II.   Used Tissues, Kitchen Roll or Napkins
    III.   Shredded Paper
    IV.   Printer Cartridges
    V.   Asbestos

5. The most viewed items in **Northern Ireland,** since launch in March 14, based on **271,831 searches**, have been:

    i.   Pizza Boxes (Takeaway)
    ii.   Used Tissues, Kitchen Roll or Napkins
    iii.   Kitchen Foil
    iv.   Cartons/Cartons-Tetrapak
    v.   Foil Trays

6. The most viewed article in the 'News/ Info' and 'Tips 'has been 'When is my collection day? ' with 7,045 views since launch.

7. The most frequently viewed Recycling Centre has been 'Cookstown Recycling Centre' with 300 views each.

8. Two Push Notifications were sent this month.

9. 11 'Contact Council' emails were received this month.

Section 01: Users and Devices

This table shows existing users since the App was introduced in the Council area and the number of new users for the reporting period. We define Users, not as downloads, as the App can be deleted, but as users who have the App installed on MUDC at month end. This gives a true reflection of how many residents are using App.

MUDC App Users

	New users this month	Total Users
Value	314	3376

The table below shows the monthly total of new users over the last 6 months:

New users in the last 6 months

Aug	Sept	Oct	Nov	Dec	Jan
81	83	93	105	130	314

Section 02: Product Page Views

Below is the list of the top 20 screen views and the average viewing time on each item page time on for since launch:

Item no.	Screen Name	Screen Views	Avg. Time on Screen (min:sec)
01	Product: Pizza Boxes (Takeaway)	935	26.20
02	Product: Used Tissues, Kitchen Roll or Napkins	732	27.24
03	Product: Shredded Paper	543	19.63
04	Product: Printer Cartridges	435	22.08
05	Product: Asbestos	285	10.83
06	Product: Oil Filter	281	10.78
07	Product: Envelopes: Windows	257	15.83
08	Product: Cooked Food Scraps	212	17.27
09	Product: Takeaway Container (Plastic)	205	8.09
10	Product: Plastic Bags/ Carrier Bags	204	20.84
11	Product: Bread	198	17.04
12	Product: Plastic Food Tray	189	17.05
13	Product: Cartons/Tetrapak	181	20.64
14	Product: Butter Tubs	180	10.96
15	Product: Aerosols	177	21.55
16	Product: Yoghurt Pot (Plastic)	168	15.85
17	Product: Kitchen Foil	150	12.18
18	Product: Foil Trays	149	27.89
19	Product: Tea Bags / Coffee Grounds	144	17.62
20	Product: Beer Bottles	142	13.08
	Total Product Views	**15,239**	**14.23**

Section 03: 'News/ Info' and 'Tips' Searches

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Below is the list of the top 20 screen views and the average viewing time on each item page time since launch:

Item no.	Screen Name	Screen Views	Avg. Time on Screen (min:sec)
01	Feed Item: When is my collection day?	7045	48.04
02	Feed Item: 2 January 2018 New Bin Collections For Magherafelt Area	597	61.46
03	Feed Item: Christmas & New Year Collections & Recycling Centre arrangements 2017/2018	454	37.56
04	Feed Item: Christmas arrangements for bin collections and recycling centre opening hours	362	37.86
05	Feed Item: Holiday Bin & Recycling Centre Arrangements	324	38.24
06	Feed Item: Your New Council	300	24.69
07	Feed Item: Bulk Waste Collection Service	273	33.55
08	Feed Item: July Holiday arrangements explained.....	265	21.17
09	Feed Item: July 2017 Bank Holiday Bin Collection Arrangements and Recycling Centre Opening Times	254	28.50
10	Feed Item: Grow a Greener Garden - Compost Awareness Week 2016!	200	60.07
11	Feed Item: Bin collections start earlier!	191	16.05
12	Feed Item: REDUCE - Unwanted Mail.	178	81.07
13	Feed Item: 16th October 2017 disruption to services!	164	27.19
14	Feed Item: Winners of e-waste recycling week competition announced!	156	43.12
15	Feed Item: Recycle Your Old Electrical Appliances For Chance To Win Brand New Tablet Or Laptop!	153	84.42
16	Feed Item: Commercial Waste	149	18.53
17	Feed Item: Easter holiday arrangements for recycling centres and collections	148	12.61
18	Feed Item: Reuse Scheme kicks-off at Drumcoo Recycling Centre	138	71.05
19	Feed Item: RE-USE - Nappies!	131	37.70
20	Feed Item: Bin collection & recycling centre arrangements for 2nd May Bank Holiday	129	33.85
	Complete Article Views	**14,425**	**38.20**

Item no.	Screen Name	Screen Views	Avg. Time on Screen (min:sec)
	Section 04: Top 10 'Recycling Centre/Recycling Point' Searches since launch:		
01	Recycling Centre: Recycling Centre: Cookstown	300	15.95
02	Recycling Centre: Recycling Centre: Magherafelt	278	34.17
03	Recycling Centre: Recycling Centre: Drumcoo	215	22.90
04	Recycling Centre: Recycling Centre: Coalisland	175	27.83
05	Recycling Centre: Recycling Centre: Ballymacombs	130	49.20
06	Recycling Centre: Recycling Centre: Castledawson	115	22.40
07	Recycling Centre: Recycling Centre: Maghera	113	26.76
08	Recycling Centre: Recycling Centre: Moneymore	92	32.13
09	Recycling Centre: Recycling Centre: Draperstown	81	43.87
10	Recycling Centre: Recycling Centre: Tullyvar	77	21.73
	Total Views	**1,705**	**27.66**

Section 05: Emails to Council this month are enclosed in separate spreadsheet enclosed with this report		
01	**Emails this month**	**11 emails received from MUDC users this month**
02	**Email Service Usage Year to Date**	**88 emails received from MUDC users since launch**

Section 06: Push Notifications	
This month:	**Push Notification sent 29/01/18:** Live in Magherafelt and surrounding area? If so see News/Info part of this App for details of Collection Changes starting today 29th January
	Push Notification sent 17/01/18: Live in Magherafelt and surrounding area? If so see the News/Info section of this App for details of collection changes starting on 29th Jan
In last year:	**Push Notification sent 20/12/17:** For holiday bin collections and recycling centre arrangements please see the News/Info section of this App - Thanks
	Push Notification sent 20/11/17: You can now report Environmental issues with this App - See News/Info section for further details - Thanks
	Push Notification sent 16/10/17: There will be disruptions to council services today due to the severe weather warning - please see News/Info section for details.
	Push Notification sent 23/08/17: For Bank Holiday bin collections and recycling centre arrangements please see the News/Info section of this App - Thanks

	Push Notification sent 09/08/17: Competition winners announced! Please see the News/Info section for details - Thanks all your recycling efforts
	Push Notification sent 28/06/17: For July holiday bin collection and recycling centre arrangements please see the News/Info section of this App - Thanks
	Push Notification sent 26/06/17: To boost our council recycling rate and win a new tablet or laptop please see the News/Info section of this App!
	Push Notification sent 24/05/17: For bank holiday bin and recycling centre arrangements please see the News/Info section of this App – Thanks
	Push Notification sent 08/05/17: Bag Yourself Some Free Compost! Please see News/Info section for details - Thanks
	Push Notification sent 28/04/17: For bank holiday bin and recycling centre arrangements please see the News/Info section of this App - Thanks
	Push Notification sent 12/04/17: For holiday bin and recycling centre arrangements please see the News/Info section of this App - Thanks