



Bin-Ovation Ltd

Mid Ulster District Council
Data & Statistical Behavioural Analysis Report
Ref: 024 – August 2017

Report Specifics			
Council:	Mid Ulster District Council		
Reporting period:	024 – 1 st August – 31 st August 2017		
Date of Report:	3 rd September 2017		
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.

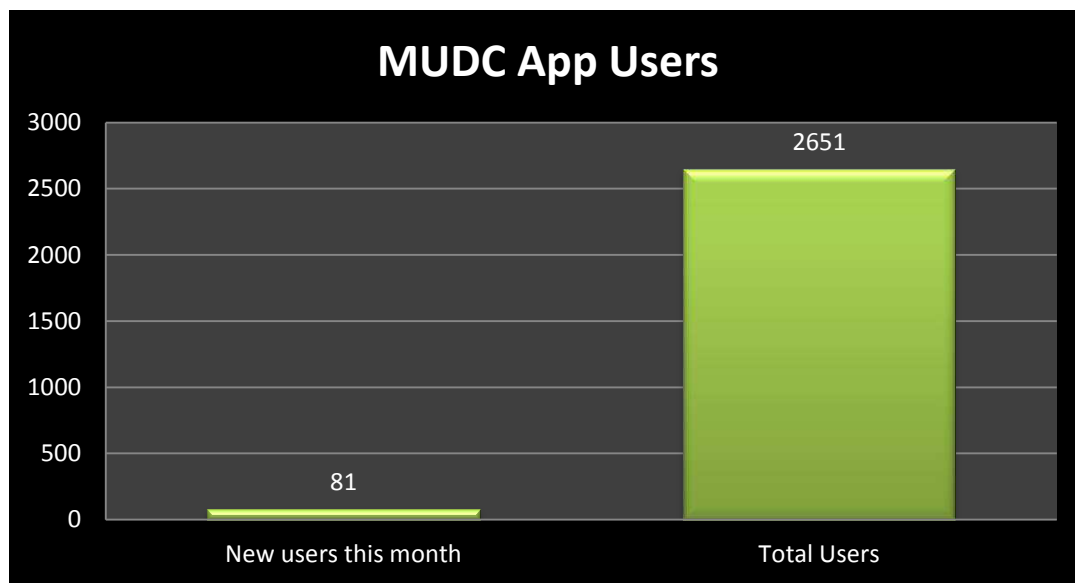
Executive Summary

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

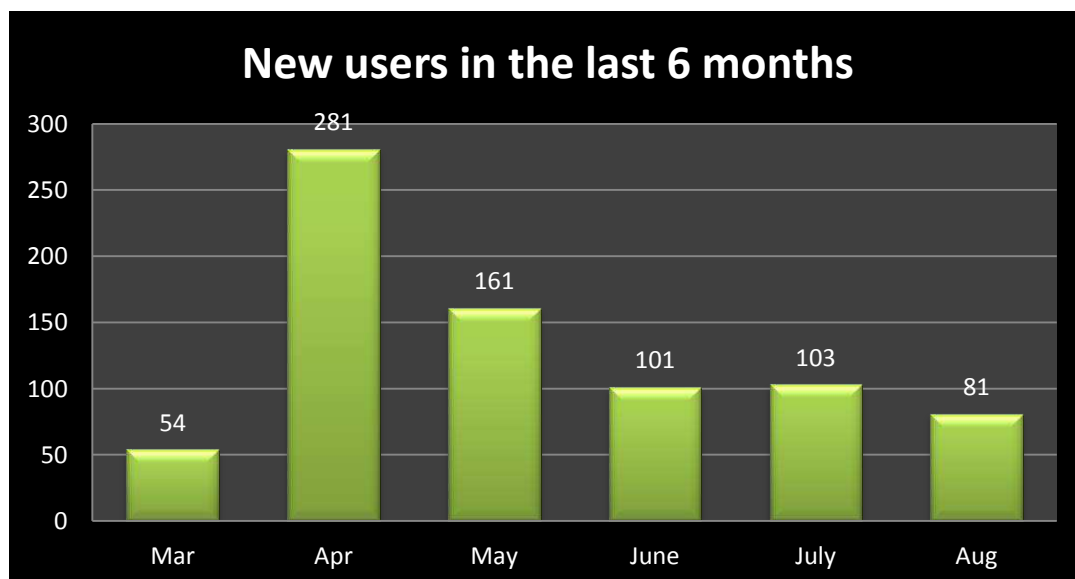
1. Since launch there have been **2,651** new users with **81** new users this month.
2. The best day for new users this month was 29th August with **8**.
3. The number of product page views since launch is **12,531** and the average time spent viewing each product page has been **14.54** seconds. This 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 **228,189 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 6,363 views since launch.
7. The most frequently viewed Recycling Centre has been 'Cookstown Recycling Centre' with 270 views each.
8. Two Push Notifications were sent 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.



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



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)	761	26.60
02	Product: Used Tissues, Kitchen Roll or Napkins	607	28.40
03	Product: Shredded Paper	440	16.91
04	Product: Printer Cartridges	363	22.76
05	Product: Asbestos	253	10.88
06	Product: Oil Filter	246	10.82
07	Product: Envelopes: Windows	222	15.63
08	Product: Cooked Food Scraps	187	15.76
09	Product: Takeaway Container (Plastic)	167	8.39
10	Product: Plastic Bags/ Carrier Bags	166	21.17
11	Product: Bread	165	17.91
12	Product: Butter Tubs	152	11.17
13	Product: Aerosols	147	23.14
14	Product: Cartons/Tetrapak	146	21.84
15	Product: Plastic Food Tray	146	19.33
16	Product: Yoghurt Pot (Plastic)	132	9.95
17	Product: CDs/ DVDs	124	13.73
18	Product: Tea Bags / Coffee Grounds	121	11.64
19	Product: Beer Bottles	116	13.09
20	Product: Dairy Products	115	10.50
	Total Product Views	12,531	14.54

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

B

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?	6363	46.85
02	Feed Item: Christmas arrangements for bin collections and recycling centre opening hours	359	37.88
03	Feed Item: Holiday Bin & Recycling Centre Arrangements	324	38.24
04	Feed Item: Your New Council	276	24.55
05	Feed Item: July Holiday arrangements explained.....	265	21.17
06	Feed Item: Bulk Waste Collection Service	255	33.72
07	Feed Item: July 2017 Bank Holiday Bin Collection Arrangements and Recycling Centre Opening Times	245	29.66
08	Feed Item: Grow a Greener Garden - Compost Awareness Week 2016!	189	59.91
09	Feed Item: REDUCE - Unwanted Mail.	166	82.26
10	Feed Item: Bin collections start earlier!	162	15.71
11	Feed Item: Easter holiday arrangements for recycling centres and collections	148	12.61
12	Feed Item: Commercial Waste	137	18.90
13	Feed Item: RE-USE - Nappies!	131	37.70
14	Feed Item: Bin collection & recycling centre arrangements for 2nd May Bank Holiday	129	33.85
15	Feed Item: Recycle Your Old Electrical Appliances For Chance To Win Brand New Tablet Or Laptop!	127	80.71
16	Feed Item: Bank holiday information Monday 1st May	125	14.73
17	Feed Item: Bag Yourself Some Free Compost!	123	105.34
18	Feed Item: Easter Holiday bin collection & recycling centre arrangements	122	52.61
19	Feed Item: Winners of e-waste recycling week competition announced!	122	52.29
20	Feed Item: Reuse Scheme kicks-off at Drumcoo Recycling Centre	121	64.23
Complete Article Views		11,863	37.58

Section 04: Top 10 'Recycling Centre/Recycling Point' Searches since launch:

Item no.	Screen Name	Screen Views	Avg. Time on Screen (min:sec)
01	Recycling Centre: Recycling Centre: Cookstown	270	15.62
02	Recycling Centre: Recycling Centre: Magherafelt	251	35.75
03	Recycling Centre: Recycling Centre: Drumcoo	194	22.57
04	Recycling Centre: Recycling Centre: Coalisland	166	28.14
05	Recycling Centre: Recycling Centre: Ballymacombs	118	53.15
06	Recycling Centre: Recycling Centre: Castledawson	107	22.51
07	Recycling Centre: Recycling Centre: Maghera	100	25.64
08	Recycling Centre: Recycling Centre: Moneymore	80	27.54
09	Recycling Centre: Recycling Centre: Tullyvar	77	21.73
10	Recycling Centre: Recycling Centre: Draperstown	75	45.27
	Total Views	1,554	27.53

Section 05: Emails to Council this month are enclosed in separate spreadsheet enclosed with this report

01	Emails this month	3 emails received from MUDC users this month
02	Email Service Usage Year to Date	56 emails received from MUDC users since launch

Section 06: Push Notifications

This month	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
In last year:	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:

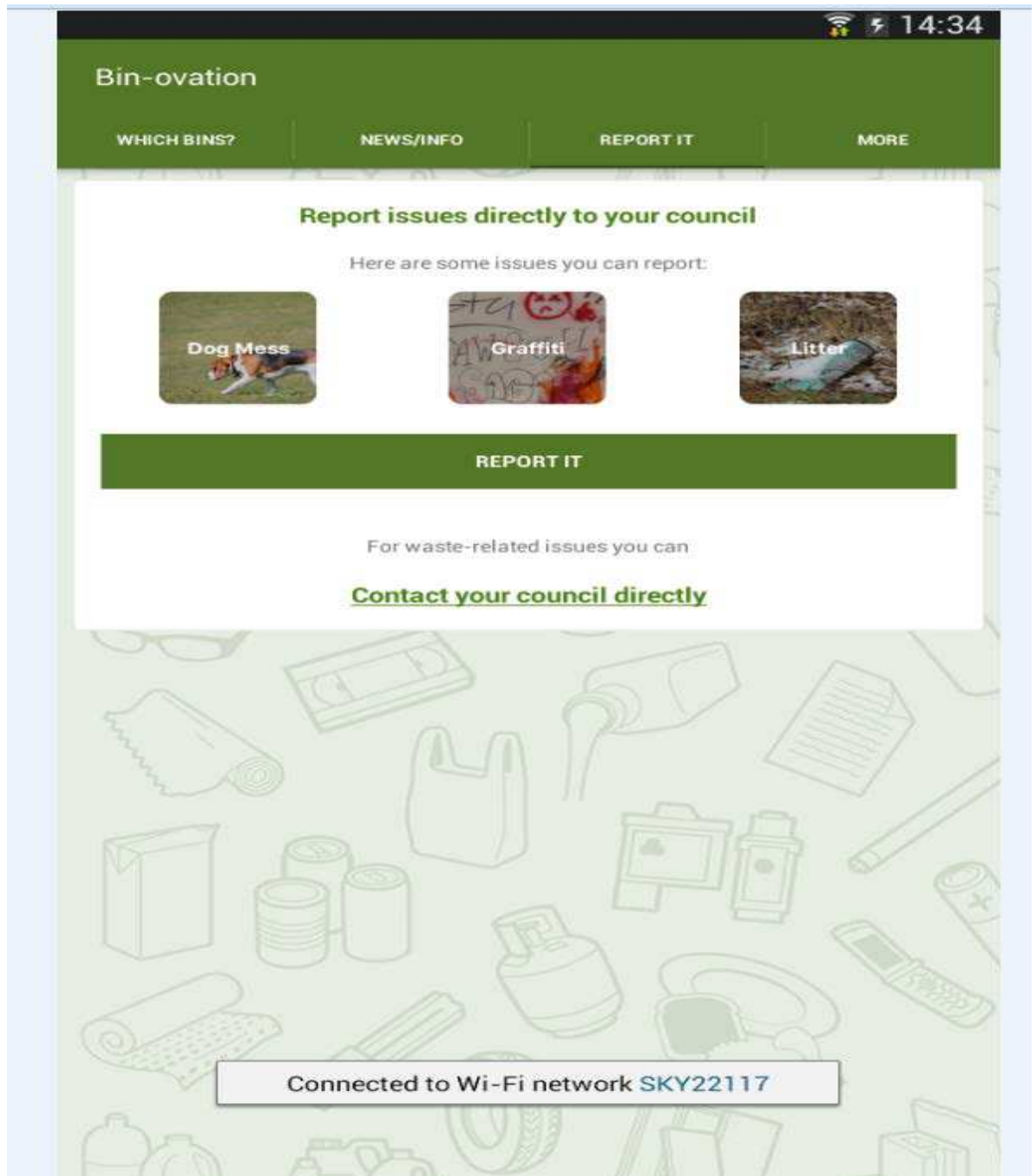
	For bank holiday bin and recycling centre arrangements please see the News/Info section of this App - Thanks
	Push Notification sent 12/04/17: For holiday bin and recycling centre arrangements please see the News/Info section of this App - Thanks
	Push Notification sent 21/12/16: For holiday bin and recycling centre arrangements please see the News/Info section of this App.
	Push Notification sent 27/11/16: Thank you for joining in European Week for Waste Reduction. Remember the tips are not for one week only, use them into your everyday life!
	Push Notification sent 22/11/16: Its European Week for Waste Reduction! Please see our News/Info section for our tips on how you can reduce your waste in your household!
	Push Notification sent 31/10/16: Please check the Which Bins section of this App to find out how to dispose of your Halloween Party Food leftovers – Thanks
	Push Notification sent 28/09/16: An exciting new Reuse Scheme has started at Drumcoo Recycling Centre – Please see News/Info section of the this App for details

Report end

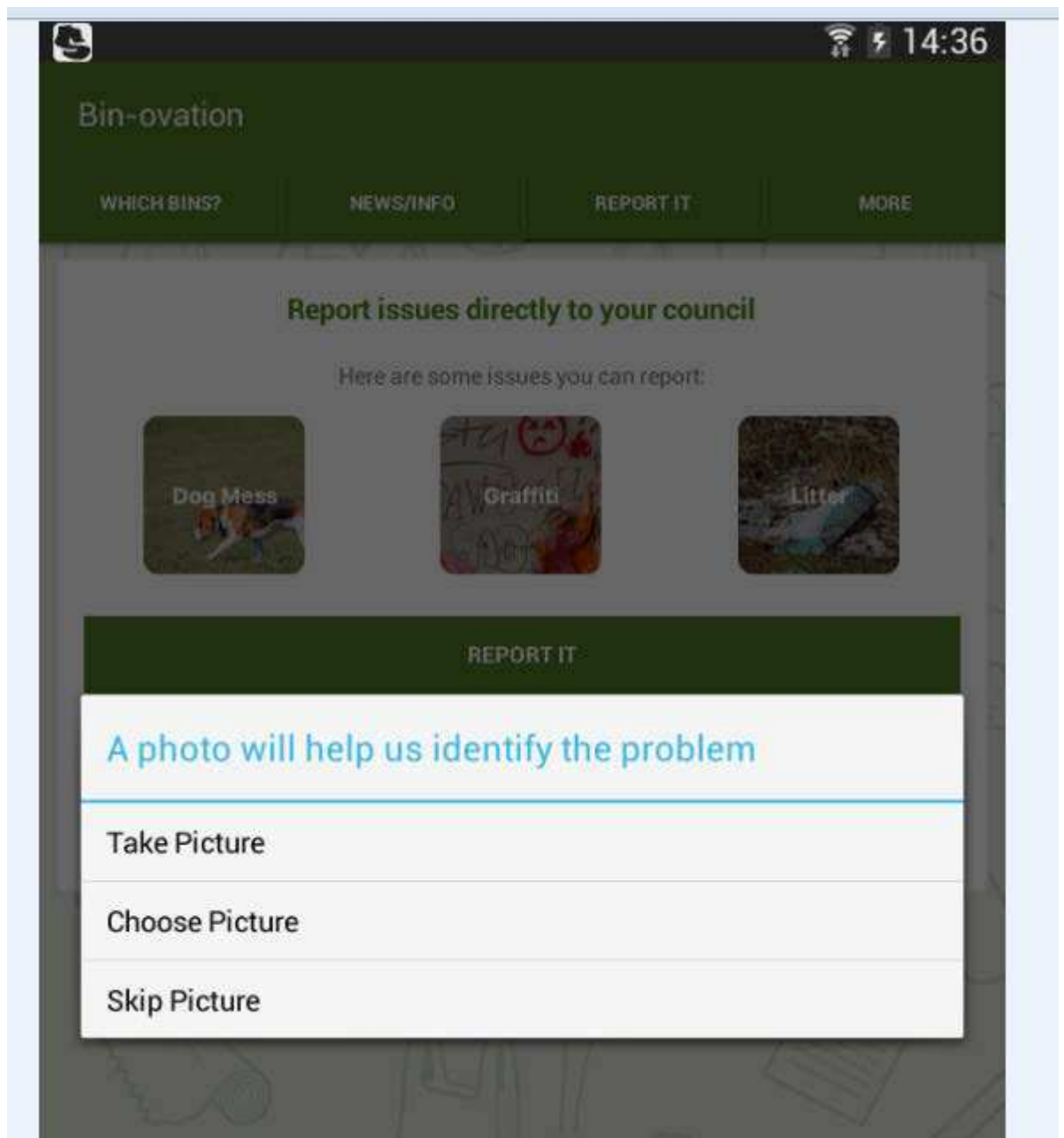


Step by Step guide to Bin-Ovation Report It Function and Test Report

1. Download Bin-ovation App from App Store or Google Play Store and Select Mid Ulster Council
2. **Screen Shot 1** - When activated this is where the Report It function sits on the App.



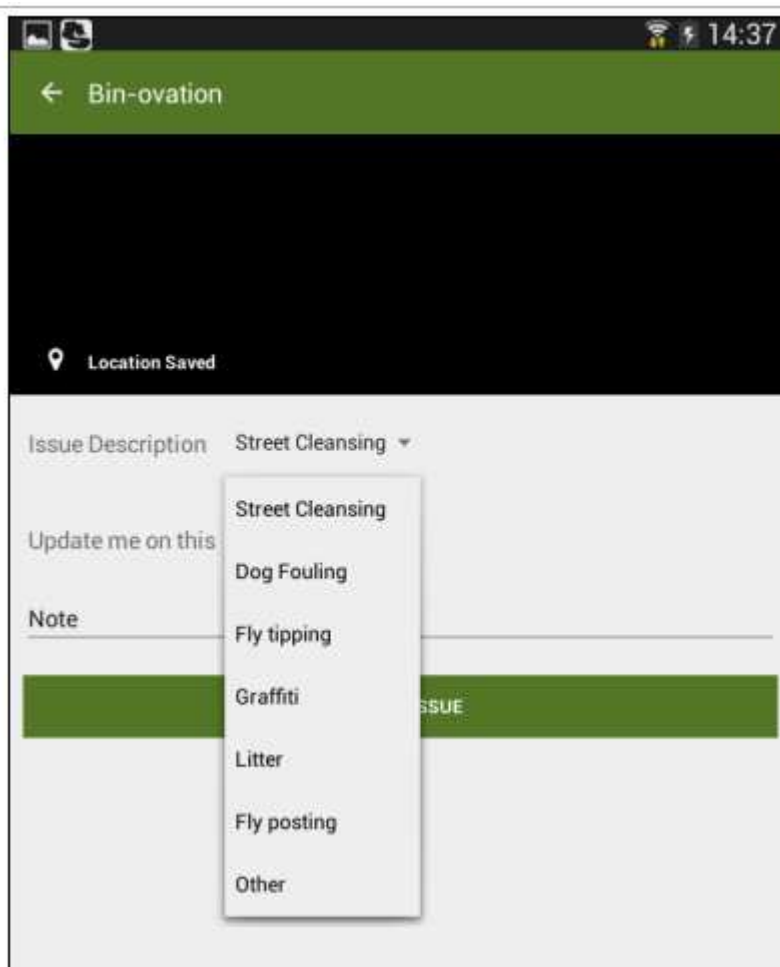
3. **Screen Shot 2** - Once you press the Report It but you will get 3 options – Take a picture / Choose from Library / Skip Picture.



4. **Screen Shot 3** – Once Report it is selected the user then gets a picker list, to let us know what they are reporting, with the options listed below:

- Street Cleansing
- Dog Fouling
- Fly- Tipping
- Graffiti
- Litter
- Fly – Posting
- Other

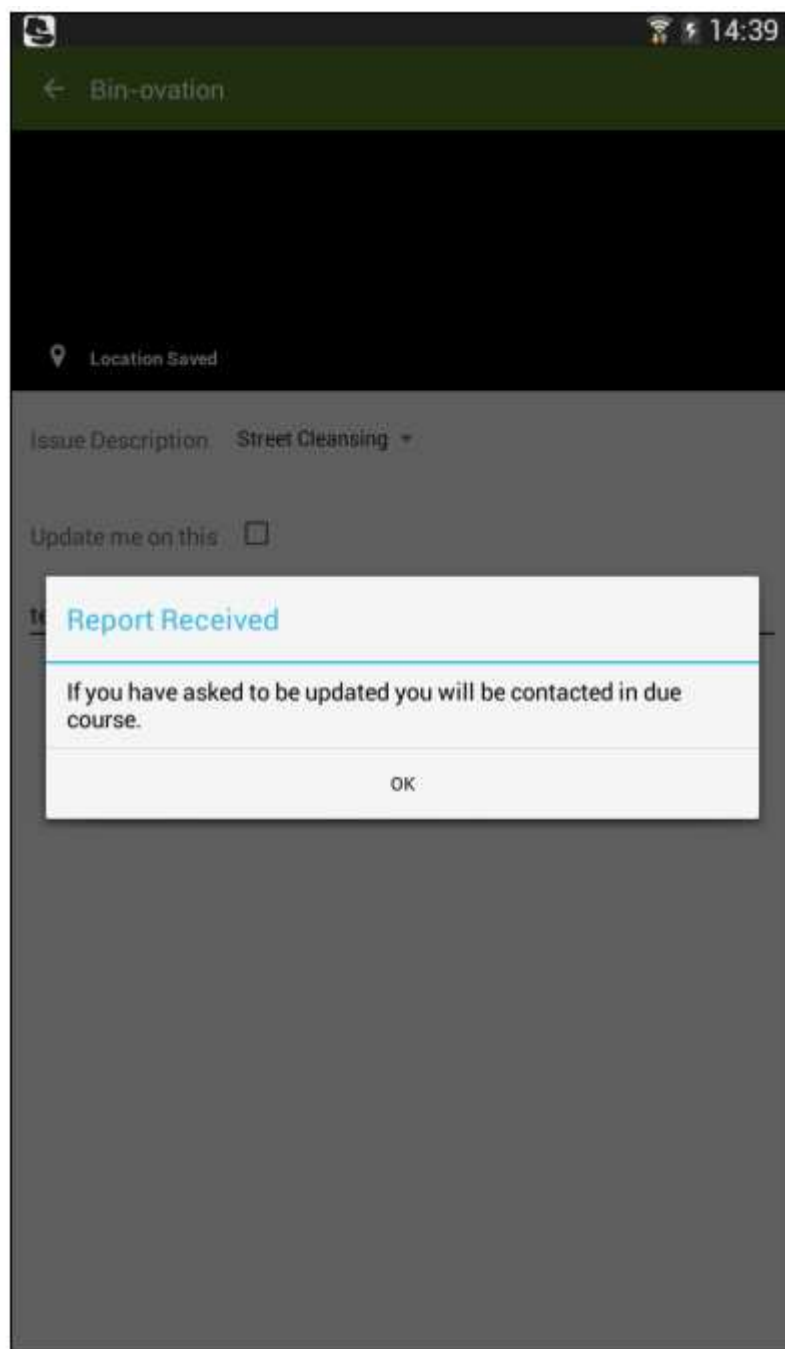
The Council can activate as many of these or as few of them as they want. For each option activated we will provide Bin-Ovation with an email address to which the report will be sent.



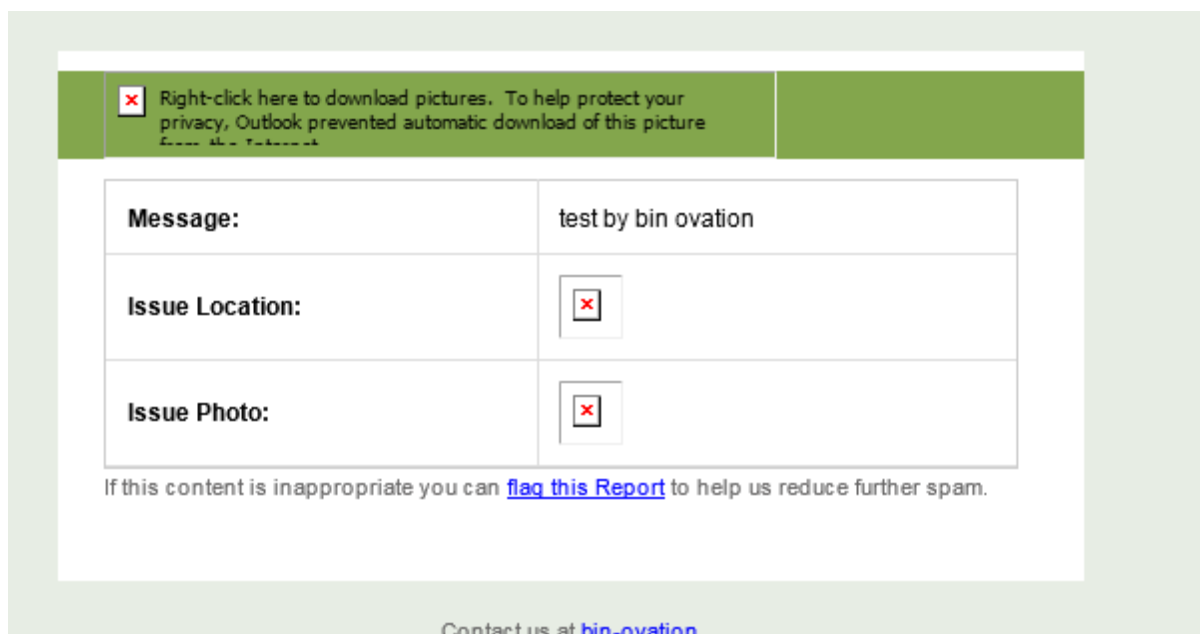
5. **Screen Shot 4** – Once the issue has been selected the user then has the option to be updated on the Report that they are about to submit but to do this they must provide an email address. This is not mandatory as we do not want to discourage reports. Once the user taps on “Add Note” they are then given free text to provide detail on the report that they are about to submit and support any photos taken. This text will appear where we have typed in “test by bin-ovation”.

The screenshot shows a mobile application interface for reporting an issue. At the top, there is a green header bar with a back arrow and the text "Bin-ovation". Below this is a black bar with a location pin icon and the text "Location Saved". The main content area has a light gray background. It features a section titled "Issue Description" with a dropdown menu currently set to "Street Cleansing". Below this is a checkbox labeled "Update me on this" which is currently unchecked. A text input field contains the text "test by bin ovation". Below the text field is a green button labeled "SUBMIT ISSUE". At the bottom of the screen, a virtual keyboard is visible, showing the text "the" and "to" in the prediction bar. The keyboard includes standard QWERTY keys, a "Done" button, and a language selector set to "English(UK)".

6. **Screen Shot 5** – Once the user hits submit issue to submit the report they then get the automatic acknowledgment that they have correctly submitted the report.



7. **Screen Shot 6** – When a report has been successfully submitted an automatic email report will be sent to the appropriate email address provided by the Council. From the screen shot below you can see, that for the purposes of the test, a photo was not attached and we did not provide an email address but we still have the text and the GPS location.



8. **Screen Shot 7** – Bin-ovation will then also send us a public engagement report each month which will detail the reports received and issues highlighted. A sample of the Armagh, Banbridge and Craigavon report is shown below.

Armagh City Banbridge & Craigavon Borough Council Report it Function Public Engagement Report					
Month	Location	ReportedByEmail (voluntary)	Note	ReportedDate	Classification
Dec-16	54.4235132262618,-6.4442449528784		Weeds in wood house st pdown	12/17/2016 16:03	Other
	54.4545529,-6.367228		this is under the tullygally bridge going to the lakes there are many pieces of broken glass one actually got stuck in my foot	12/18/2016 11:02	Street Cleansing
	54.4468196,-6.3929709			12/19/2016 20:13	Street Cleansing
	54.4127895869821,-6.45410274156039		Person at address putting dog waste down into water drain. A lot of dog waste around property and horrible smell.	12/24/2016 9:43	Other
	54.3450416811317,-6.28364668228317			1/5/2017 19:12	Dog Fouling
Jan-17	hillhead estate Banbridge on path from ballygowan road up to Hague school		hillhead estate Banbridge on path from ballygowan road up to Hague school	1/5/2017 19:14	Litter
	54.5934087857008,-5.70333219127655		Test	1/19/2017 15:49	Dog Fouling
	54.3545024,-6.2799146	nelson148@btinternet.com	broken bottle lying at Huntly area Banbridge, near the church Peggys loaning Has been there over 3 wks .	1/25/2017 18:46	Street Cleansing
	54.3545024,-6.2799146	nelson148@btinternet.com	broken bottle lying at Huntly area Banbridge, near the church Peggys loaning Has been there over 3 wks .	1/25/2017 18:47	Dog Fouling
	54.3545024,-6.2799146	nelson148@btinternet.com	Peggys loaning broken glass lying over 3 wks	1/25/2017 18:49	Other
	54.3544235,-6.2797827	nelson148@btinternet.com	lying near church at Peggys Loaning over	1/25/2017 20:16	Litter
					Other