



# Bin-Ovation Ltd

Mid Ulster District Council  
Data & Statistical Behavioural Analysis Report  
Ref: 089 – January 2023

<b>Report Specifics</b>			
<b>Council:</b>	Mid Ulster District Council		
<b>Reporting period:</b>	089 – 1 <sup>st</sup> January – 31 <sup>st</sup> January 2023		
<b>Date of Report:</b>	2 <sup>nd</sup> February 2023		
<b>Author:</b>	Michael Brady	<b>Revision:</b>	

## **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 Firebase

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.

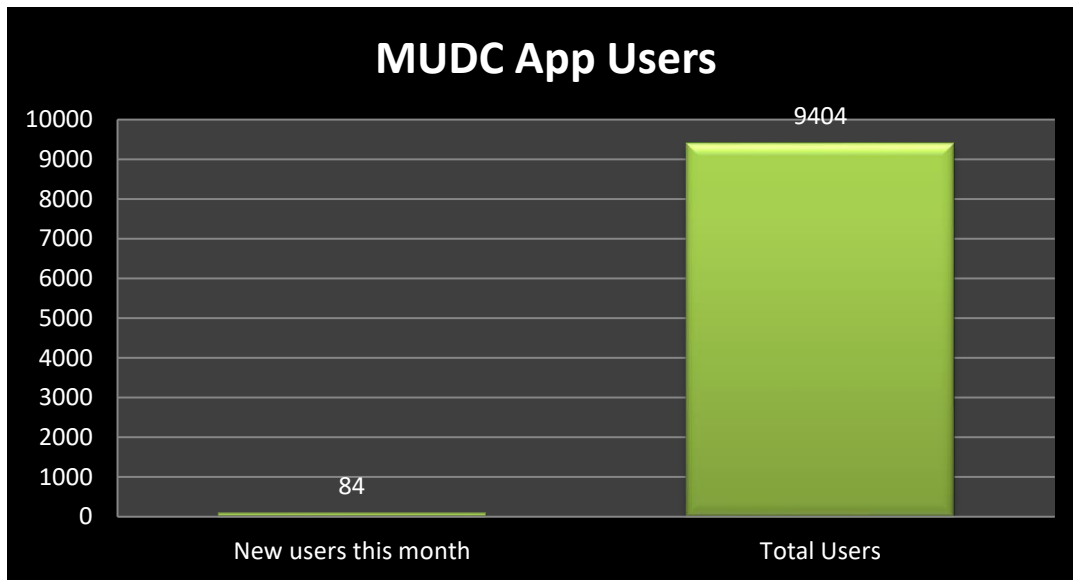
## Executive Summary

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

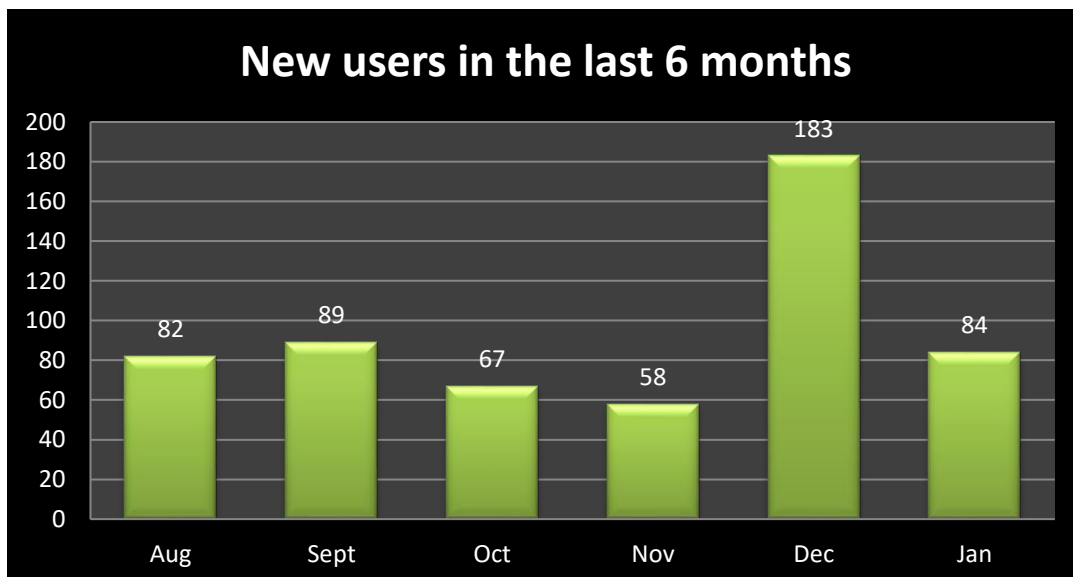
1. Since launch there have been **9,404** new users with **84** new users this month.
2. The best day for new users this month was 4<sup>th</sup> January with 9.
3. The number of product page views since launch is **32,025** and the average time spent viewing each product page has been **26.81** seconds. This represents excellent learning for the users and they experience immediate learning and 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. Ash
5. The most viewed items in **Northern Ireland**, since launch in March 14, based on **654,822 searches**, have been:
  - i. Pizza Boxes (Takeaway)
  - ii. Used Tissues, Kitchen Roll or Napkins
  - iii. Kitchen Foil
  - iv. Foil Trays
  - v. Cartons/Cartons-Tetrapak
6. The most viewed article in the 'News/ Info' and 'Tips' has been 'When is my collection day?' with 11,631 views since launch.
7. The most frequently viewed Recycling Centre has been 'Cookstown Recycling Centre' with 743 views each.
8. No Push Notifications were sent this month.
9. 5 Contact Council emails were received this month.
10. 4 Environmental reports were received this month with 37 in the last 12 months.

## 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	Pizza Boxes (Takeaway)	1689	27.28
02	Used Tissues, Kitchen Roll Or Napkins	1377	46.35
03	Shredded Paper	1017	21.53
04	Printer Cartridges	853	21.38
05	Ash	573	154.47
06	Asbestos	486	11.24
07	Oil Filter	474	10.28
08	Envelopes: Windows	470	14.66
09	Foil Trays	455	25.63
10	Kitchen Foil	452	34.29
11	Takeaway Container (Plastic)	389	7.52
12	Plastic Food Tray	387	14.19
13	Plastic Bags	371	22.65
14	Cereal Box Inner Packaging	368	12.67
15	Cartons	362	18.21
16	Aerosols	349	23.98
17	Cooked Food Scraps	328	27.42
18	Bread	321	19.57
19	Yoghurt Pot (Plastic)	317	52.87
20	Cds	314	12.41
	<b>Total Product Views</b>	<b>32,025</b>	<b>26.81</b>

### Section 03: Top 20 'News/ Info' and 'Tips' Searches

Item no.	Screen Name	Screen Views	Avg. Time on Screen (min:sec)
01	When Is My Collection Day?	11631	97.72
02	Bin Collections On Bank And Public Holidays In 2018	1582	29.00
03	2 January 2018 New Bin Collections For Magherafelt Area	1376	43.94
04	Bag Yourself Some Free Compost!	616	55.83
05	Christmas & New Year Collections & Recycling Centre Arrangements 2017	565	34.81
06	Bulk Waste Collection Service	557	49.89
07	Recycling Centre Opening Hours On Bank And Public Holidays In 2018	441	24.65
08	Your New Council	383	24.68
09	Christmas Arrangements For Bin Collections And Recycling Centre Opening Hours	362	37.86
10	Bin Collections Start Earlier!	336	16.80
11	**Industrial Action - Update Friday 29 July**	335	136.56
12	Are You A Recycling Hero? Take This Short Quiz And Find Out!	333	66.09
13	Holiday Bin & Recycling Centre Arrangements	325	38.14
14	Covid -19 Update – 30th March 2020	320	52.59
15	Easter 2018 Arrangements For Bin Collections And Recycling Centres	313	14.76
16	Impact Of Industrial Action On Mid Ulster Residents	291	260.11
17	Christmas Holiday Arrangements	274	18.31
18	July Holiday Arrangements Explained.....	268	21.02
19	July 2017 Bank Holiday Bin Collection Arrangements And Recycling Centre Opening Times	262	28.17
20	July Holiday Collections And Recycling Centre Arrangements	261	41.58
	<b>Complete Article Views</b>	<b>28,411</b>	<b>87.85</b>

**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: Cookstown	743	17.70
02	Recycling Centre: Magherafelt	625	33.24
03	Recycling Centre: Drumcoo	467	22.54
04	Recycling Centre: Coalisland	334	20.30
05	Recycling Centre: Ballymacombs	241	36.45
06	Recycling Centre: Castledawson	234	18.70
07	Recycling Centre: Tullyvar	218	24.50
08	Recycling Centre: Maghera	202	20.46
09	Recycling Centre: Moneymore	193	22.62
10	Recycling Centre: Draperstown	125	30.68
	<b>Total Views</b>	<b>3,613</b>	<b>24.20</b>

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

01	<b>Emails this month</b>	5 emails were received from MUDC users this month
02	<b>Email Service Usage Year to Date</b>	236 emails received from MUDC users since launch

**Section 06: Push Notifications**

Last 12 months:	<b>Push Notification sent 20/12/22:</b> Holiday Arrangements - For Christmas holiday collections and recycling centre arrangements please see the News/Info section
	<b>Push Notification sent 14/11/22:</b> Magherafelt recycling centre will be closed tomorrow Tuesday 15 November 2022 for essential resurfacing works. Sorry for any inconvenience
	<b>Push Notification sent 30/09/22:</b> Five of our recycling centres will begin operating under winter opening hours from this Sat 1 October. See News/Info section for details.
	<b>Push Notification sent 15/09/22:</b> Due to Bank Holiday Mon 19 Sept Collections which are due that day move to Sat 17 Sept. Recycling Centres will be closed on Mon 19 Sept.
	<b>Push Notification sent 26/08/22:</b> Bin Collections are as normal on Mon 29 Aug. Recycling Centres will be closed and reopen on Tue 30 Aug – Thanks for your co-operation

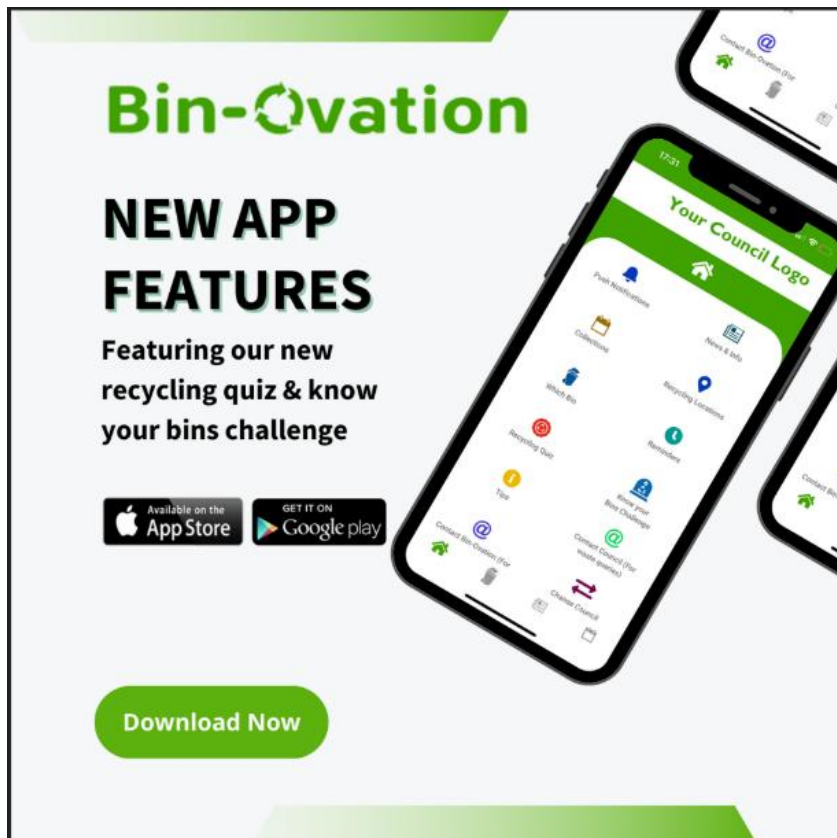


	<p><b>Push Notification sent 29/07/22:</b> Extra capacity at 4 recycling centres on Sat if you are able to transport extra waste resulting from strike action – See news for details</p>
	<p><b>Push Notification sent 27/07/22:</b> Due to Industrial Action Mon 25 July -Sun 21 Aug there will be impacts on Collections &amp; other services-See News/Info section for details.</p>
	<p><b>Push Notification sent 05/07/22:</b> Bins due to be collected on Tue 12th July will be collected on Sat 9th July.Recycling Centres are closed 12th July.See News/Info for details</p>
	<p><b>Push Notification sent 24/04/22:</b> Due to Industrial Action Mon 25 April-Sun 8 May there will be impacts on Collections &amp; other services - See News/Info section for details.</p>
	<p><b>Push Notification sent 22/04/22:</b> Temporary closure of Magherafelt Recycling Centre Mon 25th April - Mon 2nd May - see News/Info section for details - Thank you</p>
	<p><b>Push Notification sent 23/03/22:</b> For details of how the industrial action this week has impacted Collections &amp; Recycling Centre opening hours please see News/Info section</p>

*Report end*





New Bin-ovation features 2023.



# Bin-ovation

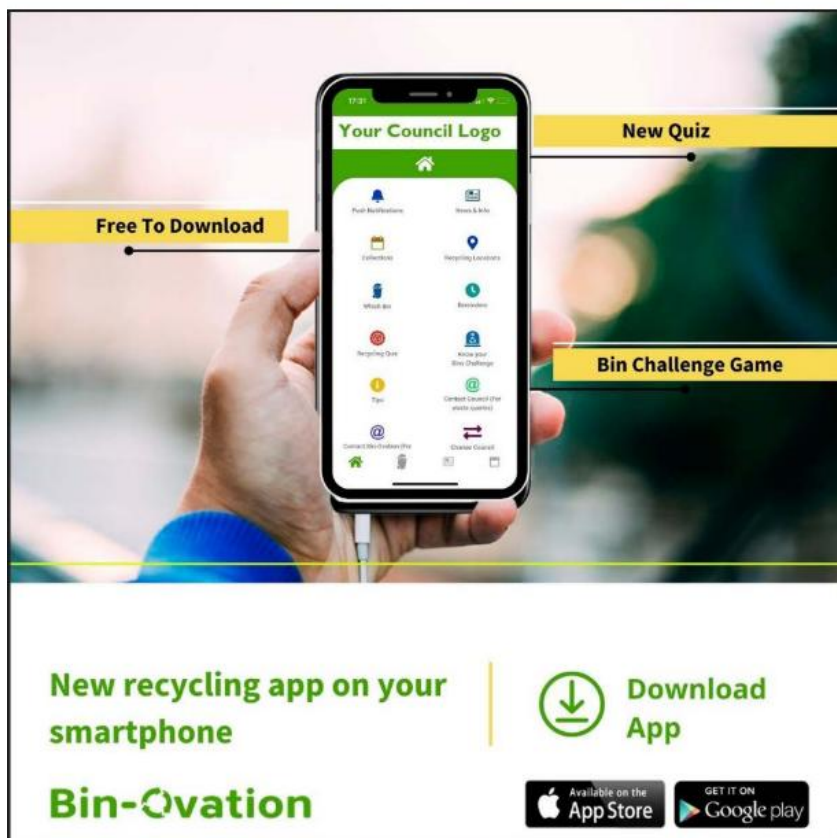
## NEW APP FEATURES

Featuring our new recycling quiz & know your bins challenge

Available on the  

[Download Now](#)

The advertisement features a central smartphone displaying the Bin-ovation app interface. The app screen shows a green header with 'Your Council Logo' and a home icon. Below the header, there are several icons for app features: 'Push Notifications', 'News & Info', 'Calendar', 'Recycling Locations', 'Waste Bin', 'Binoculars', 'Recycling Quiz', 'Know your Bin Challenge', 'Tips', 'Contact Council (for waste queries)', 'Contact Bin-ovation (for)', and 'Contact Council'. The background is a light green gradient.




**Free To Download**



**New Quiz**

**Bin Challenge Game**

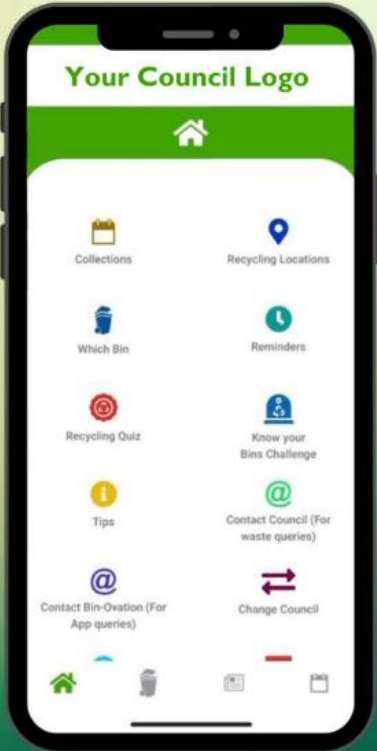
**New recycling app on your smartphone**

**Bin-ovation**

 **Download App**

Available on the  

The advertisement shows a hand holding a smartphone displaying the Bin-ovation app interface. Three yellow callout boxes with black text point to specific features: 'Free To Download' points to the top left, 'New Quiz' points to the 'Recycling Quiz' icon, and 'Bin Challenge Game' points to the 'Know your Bin Challenge' icon. At the bottom, there is a green 'Download App' button with a download icon, and the Bin-ovation logo and app store availability information.



**Your Council Logo**

**App Features**

- New Home Screen
- Recycling Quiz
- Bin Challenge Game
- Push Notifications Centre
- And Much More!

**Bin-Ovation**



**WHICH BIN?**

**Bin-Ovation**

What goes where?

Search for items

**Your Council Logo**

Tap the icon to find out what goes where

**General Waste Bin**

BLACK

## QUIZ TIME

# Bin-Ovation

Can aerosols be recycled?

- TRUE
- FALSE

Most plastics are made from oil?

- TRUE
- FALSE



# Bin-Ovation

## BIN CHALLENGE GAME

