wE Taste what wE-waste

Group-ID: 04-31

Written Report

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Abstract

Electronics are an integral part of our lives, and especially so as technology advances. Smartphones, for example are pretty much an essential and this is evident from the fact that there are many people around the world who carry a smartphone, sometimes even multiple in case one fails. As phone models get older and become slower in terms of functions, people would consider upgrading their phones. What happens to older models then? Of course, they would be thrown away. However, if they are not disposed properly, the internal components of the devices, which contains toxic substances , would pose as a serious hazard to the environment and to the well-being of people. Our group is therefore here to tackle the problem of poor disposal of E-waste by educating people through various platforms videos and websites. Also, to stop the problem at its root, we would be including ways to minimize E-waste.

1 Introduction

1.1   Rationale

Smartphones provide an array of uses like communication and entertainment. It also provides several life-improving features such as the calculator, clock and calendar. These examples stated show why it is no surprise that approximately 2 billion people worldwide own smartphones and is projected to grow to a staggering 2.87 billion by 2020. The older models of smart phones would be disposed, but most of the time, it is done incorrectly thus causing serious damage to the environment and to health of others. Our group aims to solve this through educating the public through an engaging skit and website.

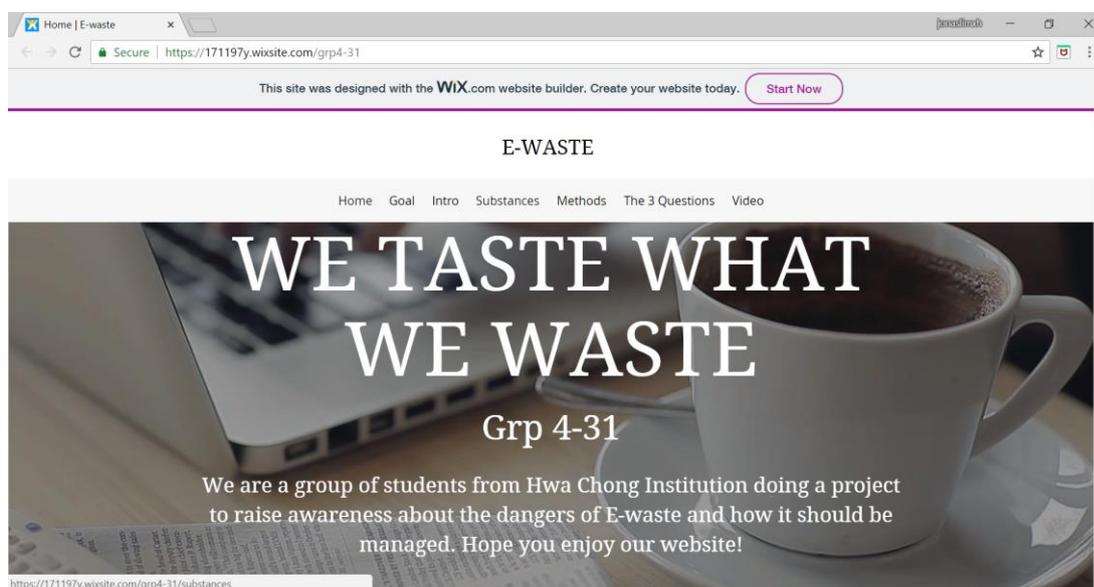### 1.2   Objectives

Our objectives are to:

- Prevent E-waste from being improperly handled which could result in severe damage to the ecosystem

- Educate people on the dangers of E-waste and therefore how to minimise E-waste

1.3   Target audience

Our target audience is mainly everyday tech consumers. Singapore has the highest smartphone penetration in all of South-East Asia, with about 79% of females and 73% of males using Instant Messaging currently. It is also noteworthy that people aged between 25 and 34 are most active on social media.

1.4   Resources

The resource created is a video, which is also a skit that depicts a boy who just received a new smartphone and is conflicted on how to dispose his old phone, while the first website is an introduction to E-waste and the second site is about how to reduce E-waste.

Come let me show you the dangers of E-waste.

2   Review

There were several scattered websites on how to recycle E-waste. The most notable one for us was the website created by Starhub, which is supposed to inform citizens of the new "Recycling the Nation's Electronic Waste" (RENEW) bins around the island. However, we found this website too wordy and there were lots of information that were too complicated for the general public. We feel that the information could be compiled better and more relevant information could be included in the site.
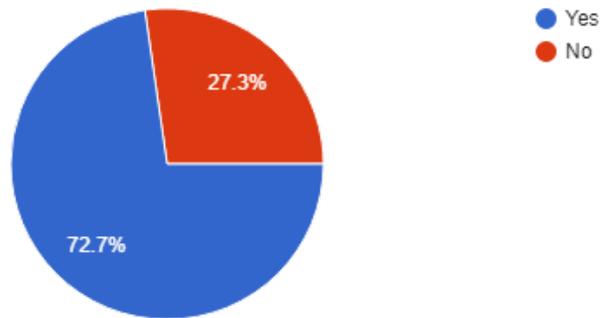
3   Methodology

3.1   Needs analysis

A needs analysis was conducted to ensure that the journey we were embarking on would be relevant to our target audience. To accomplish this, we sent a survey to our family and friends so that they could show their understanding on E-waste. The feedback we received showed that a good portion of students did not know how to handle E-waste correctly, confirming the feasibility of our project.
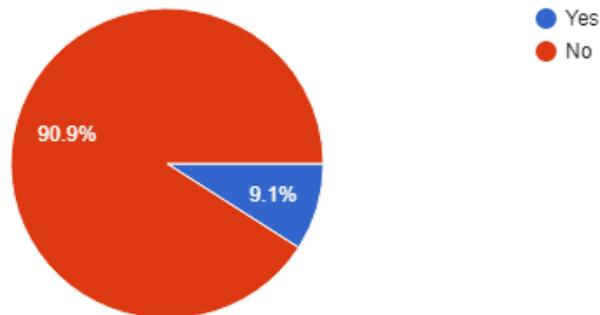
3.2 Survey Results

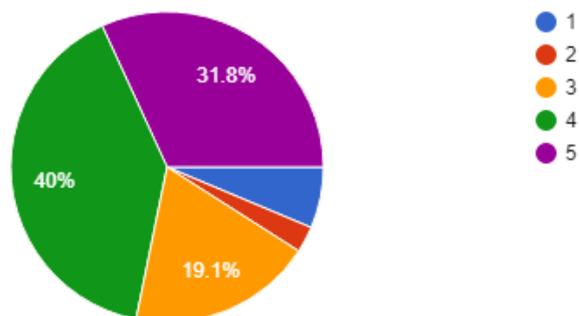Do you know what is E-waste? (If NO, pls read the short description below)

110 responses

- Yes
- No

27.3%

72.7%

Do you think the government is raising enough awareness for the disposal of E-waste?

110 responses

- Yes
- No

90.9%

9.1%

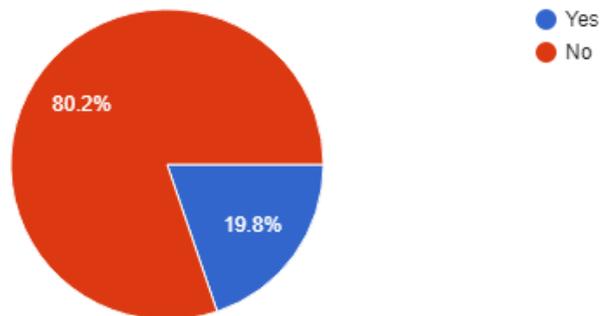From a scale of 1-5 how harmful is E-waste? (1 to be the least harmful and 5 to be the most harmful)

110 responses

- 1
- 2
- 3
- 4
- 5

31.8%

40%

19.1%

Can E-waste be handled the same way as normal waste?
106 responses

- ● Yes
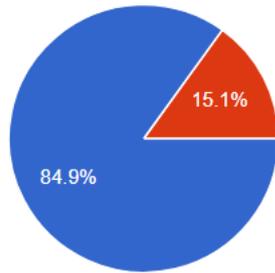- ● No

80.2%

19.8%

3.3   Development of resources

Firstly, we read up online to find out about various E-waste recycling and reducing techniques which were already available in the market. Knowing the flaws of existing resources which can be found online today, we began to develop our resources, which improved on the flawed aspects of existing ones, such as wordiness the ability to captivate. After our resources had been developed, we sent our completed video, our website link, and a feedback form link for future improvements.
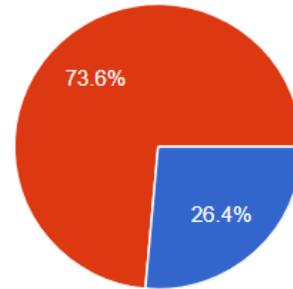
3.4   Pilot Test

For our pilot test, what we decided to do was to create a survey and have our website and video attached to the survey form so that respondents can preview our video and website, then do our survey to give us feedback on our products. Feedback from the respondents would be used to fine-tune our products. Generally, the feedback was positive, with many students saying that our video was captivating and that the websites were rather attractive.

Was our video captivating?

84.9%
15.1%

Were the websites too wordy?

73.6%
26.4%

Of course, having attractive products were not enough. When asked about what the respondents had learned from viewing our products, many mentioned reducing E-waste from viewing the website and recycling E-waste after watching the video, which shows that we achieved our goal for both products.

What did you learn from the video?

Ewaste must be disposed in the right manner
I learnt that E-waste should be dealt with care
E-waste is harmful and there are ways to prevent ewaste
The definition of E-waster
Dumping phones in the bin is a bad idea?
About e-waste
cannot waste

What did you learn from the websites?

What E-waste is
E waste
Reducing E-waste
what is e-waste and how to reduce it and why :)
Importance of ewaste
I learnt that E-Waste should be dealt with care.
How to reduce the problem of ewaste, and extend the life of phones.

Of course, there were improvements which had to be made such as improving the sound quality of the video and adding more pictures to our website. These changes were insignificant but impactful to the overall user experience.

Are there any other areas of improvement?

the website was nice :)
Na
no but maybe add pics
Neine
Not really :)
shorten the stuff so its easier to read
No

Are there any other areas of improvement?

Not really actually well done on first video ever made :)
maybe make it more interesting w more props or smthing
Nothing much
better acting, especially the angels
Maybe u could reduce the surrounding sound
Just reduce the length maybe make it more concise
No

4   OUTCOME & DISCUSSION

Although most of the feedback was positive, a decision was made to put the effectiveness of our product to the test by introducing an E-waste bin to the school to see if students do recycle their E-waste properly.

Our E-waste bin would address issues that current E-waste bins face. Current E-waste bins look very dull, as if they had unintentionally blended into the surrounding wall. Therefore, to counteract this issue, we decided to decorate our bin to look more striking. This will hopefully encourage students and teachers to recycle their E-waste into our bin. The shape of our bin is inspired by Starhub's RENEW recycling bin, a rectangular box with a rectangular opening at the front where people can insert their E-waste.

5   CONCLUSION

Project wE taste what wE-waste has been a challenging project for everyone in the group as everyone had their roles to play and most of the jobs that were comprised of in each role took a lot of time to accomplish like setting up the website and editing the video and building the E-waste Bin. With so many tasks, one of the main things the group had learnt from the Project is time-management as we had to balance between project work, homework and CCA. As such, creativity had to be exercised most of the time as we had to make our website interesting yet useful at the same time. Same for the bin, where we also had to be creative in designing the bin so it would look appealing for people to want to recycle their E-waste.

6   Acknowledgements

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Ms Nada for mentoring us throughout the project, clearing doubts we had about the project and providing valuable suggestions.

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