

# Cleaning App Script

1. Introduction to the problem/solution example: #trashtag?
2. Who are we?
3. What is the problem?
4. Everyone can be a part of the solution.
5. This is why we're making the app.

Earlier this year the “trashtag challenge” was born. It was a simple, yet powerful idea. You find a location that needs cleaning, you take a picture of the dirty area, get some gloves, a bag and start cleaning. Once you're done cleaning that specific area you take a picture of the result and post it on any social media with the tag “Trashtag”. The movement gained viral spreading all over the Internet and soon became one of the most popular trends worldwide.

People realised that cleaning can be fun, efficient and character building. Helping the Earth while simultaneously having a ton of fun and not being ashamed of dressing in plastic garbs, but instead feeling proud of their accomplishments and sharing it to the world!

**//compilation of trashtag photos, articles, some fancy infographics of how the message can be spread around the world. Maybe some kind of grayish world globe becoming green on little parts (dots)//**

The urge to save our planet has never been as strong as it is now, the urge to make a change has never been as talked about as in the past weeks. That's where we come in. We want that urge to stay permanent. We want everyone to lend a helping hand in anyway they can. We are developing an app to *hopefully* make all of this possible. We are the creators of **CLAPP**

**//Two cartoon / presentation characters waving to camera bringing up the phone and then camera zooms in into mobile app//**

Now, we all know the story. Decades of pollution and lack of action has taken a toll on our planet. Some irreversible, some not. Emissions in our air, plastics in our waters. Our climate is changing for worse, our ecosystems are suffering, Our forests are burning. It is time for us to take

a stance, change our day-to-day mindset. Every day there are new movements, new protests and new people who are willing to help and believe in the cause of saving our planet. But we want to focus on You, our users.

### **//infographics, examples.//**

Our app will fit anyone and everyone who has even the slightest interest. You can be a part of the solution. Whether you need to be informed on the status. Whether you want to pick up a bag and clean. Or simply assist someone on their endeavours. This app will be your companion in all aspects and here's how...

### **// and now the introduction of how will app work.**

#### **The app will consist of 3 big parts. Share, Explore and Help.//**

Share - Imagine this section of the app like any social media. A place to share your experiences and pictures. One more place to post all your #trashtag selfies and photos. You will be able to follow your favorite cleaners, see their feed and hard work all on their own profile. Or maybe you want to become a part of the cleaners. Share your experiences and gain followers while doing so. Every post or photo will have the option to have a location tag. And that's how we move on to the second section.

Explore - Before you can start cleaning. You need to know where to go. Where is the trash? For that, we will have a Map in the App. Here you will be able to see places close to you, where you or other people who use the app can place a red pin on the location that needs cleaning. There will also be green pins that show an area that has been cleaned. If you open this pin you will be able to see pictures and posts shared of the location and how it looked prior to any positive intervention from our users. The map will also show the status of our planet. Zooming out over large areas you will be able to see where it's gotten better, and where we should focus more of our energy in cleaning.

Help - Not everyone can juggle a busy schedule with cleaning. Maybe you're traveling often with work, or busy with school but you still want to help. Our app will let you do that in many different ways. Here are two ways to support those who clean if you do not have the time or availability to do so yourself. First way is to enter the profile of someone you follow. There you will be able to send them a donation as a "thank you" so they can continue their hard work. The

other way is the setup a “Treasure”. A Treasure can be left behind by anyone at any location they think is dirty and needs cleaning. A cleaner can then freshen the location up and send proof of doing so by posting pictures and requesting verification of finished work. They will then be rewarded with the Treasure left on this location.

We want to be a part of the solution. This is a testament to our dedication and our willingness to help our Planet. Now we need your help to make it happen.

Thank you

Small note: Cleaners can be called “heroes”.