Taking the hard road: making a free-cycling app from scratch

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Where and who are we?
The London South Bank community

LSBU
Sustainability Strategy

Become what you want to be

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The opportunity

wrap

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WRAP reveals the UK's £30 billion unused wardrobe

11th July 2012

UK consumers have around £30 billion worth of clothes which they haven't worn for a year hanging in their wardrobes, reveals a new report by WRAP, the UK's lead body on resource efficiency.

Related documents

PDF Valuing our clothes speech Liz Goodwin (83 KB)

The opportunity

The SDGs…links with free-cycling

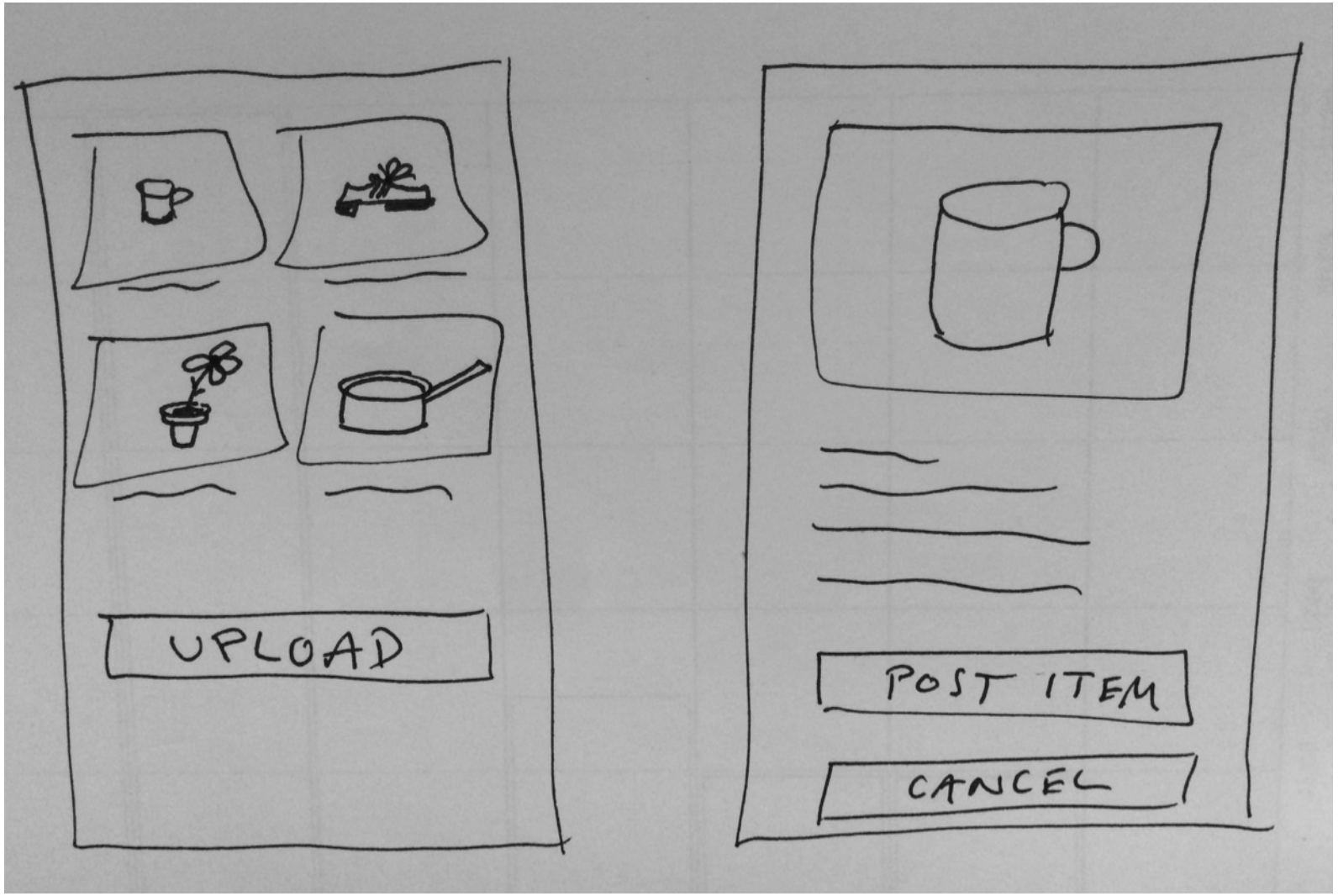
New, innovative ways to engage people with re-use

Building digitally-connected ‘free-cycling communities’

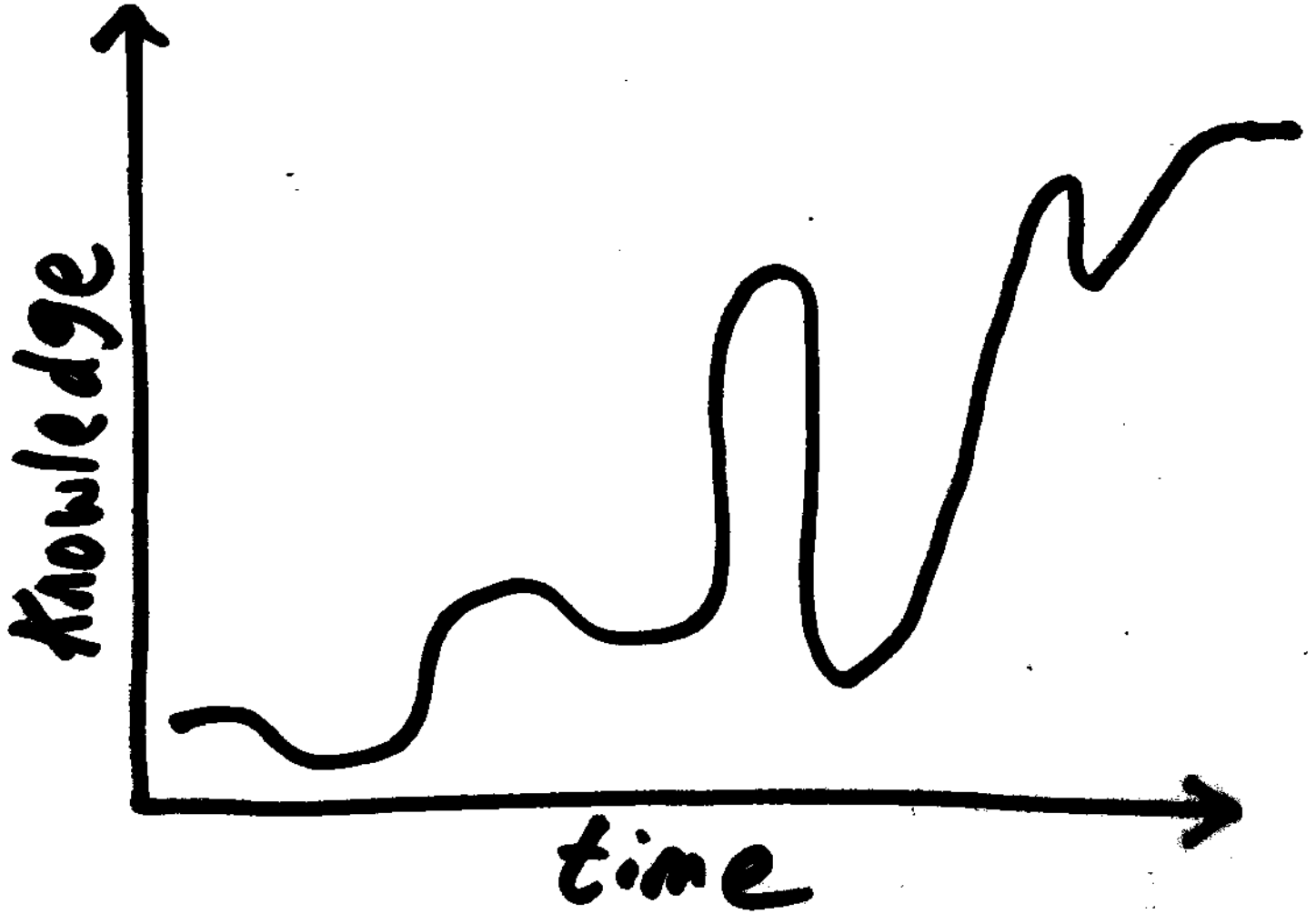
Increasing re-use and reducing landfill

Use fewer raw materials and reduce landfill demand

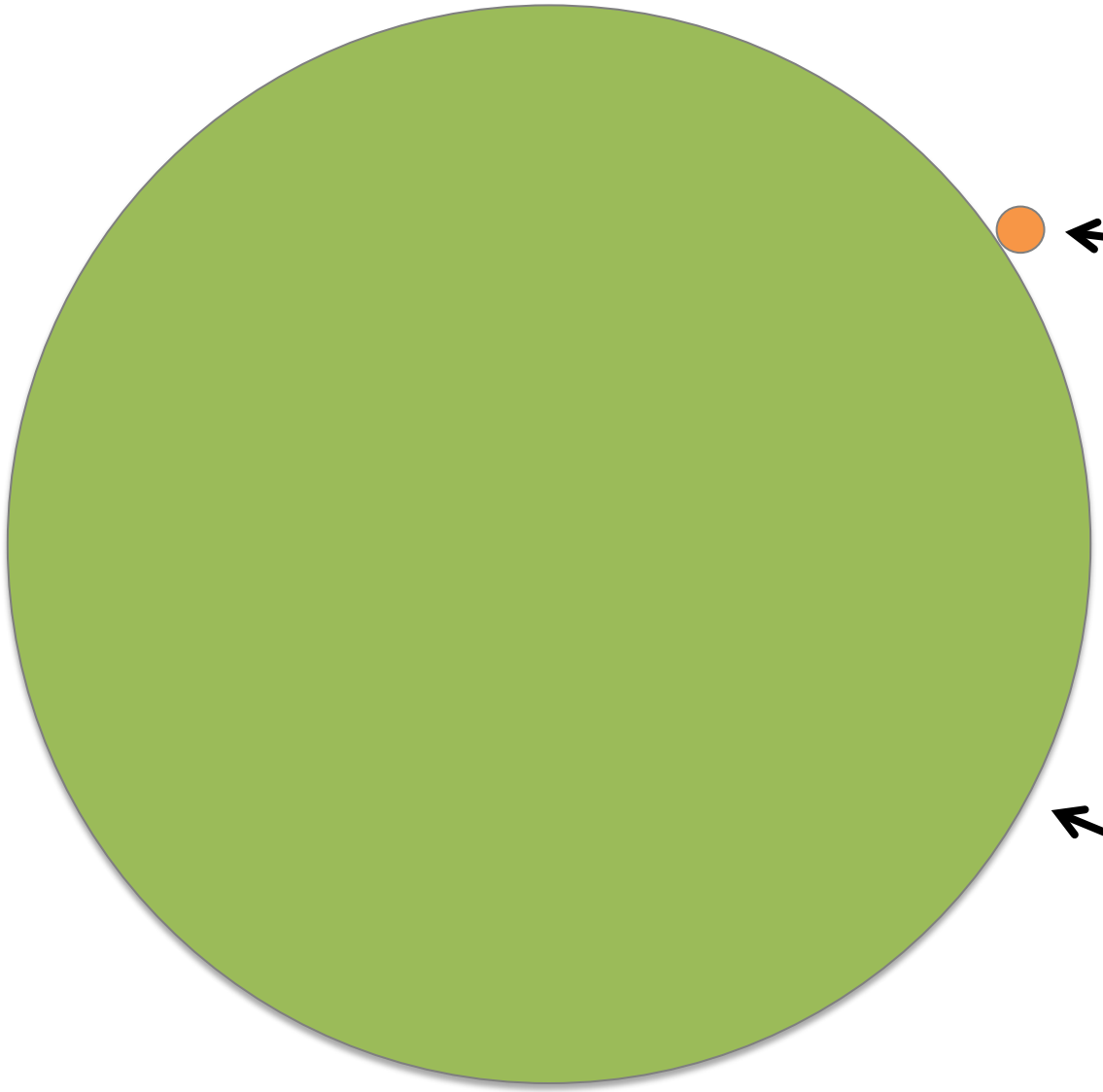
The idea...



The (my) learning curve…



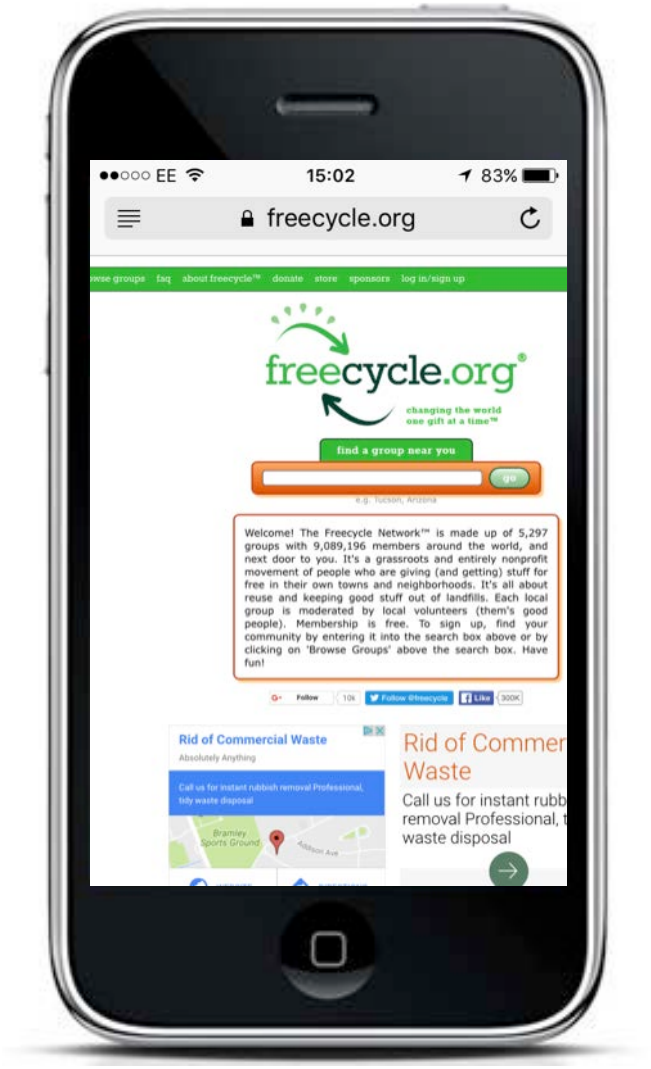
Understanding the amount of work…



Work required to think of an idea

Work required to make that idea into a working app

What is an app?

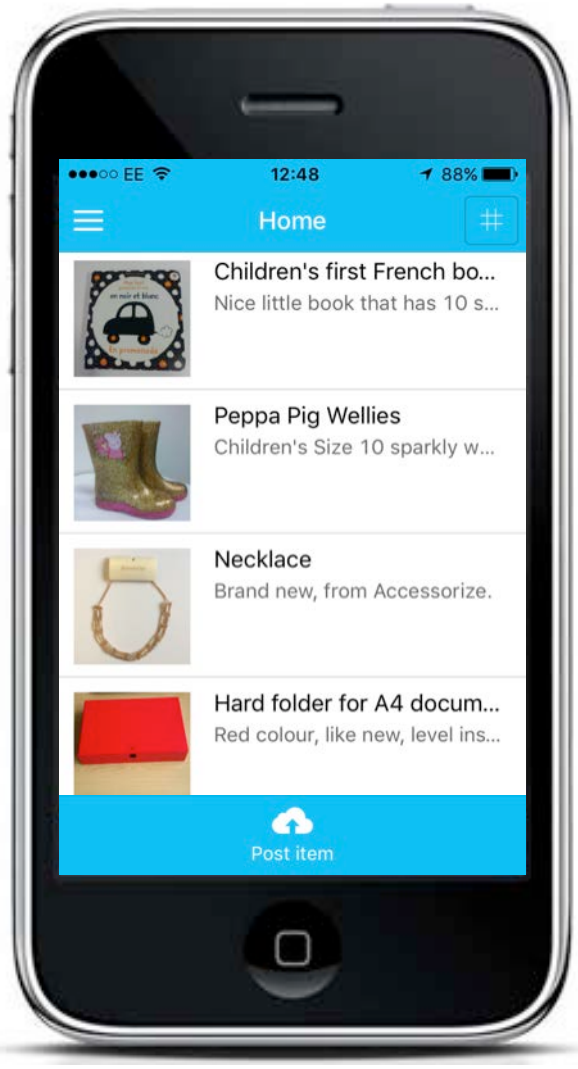


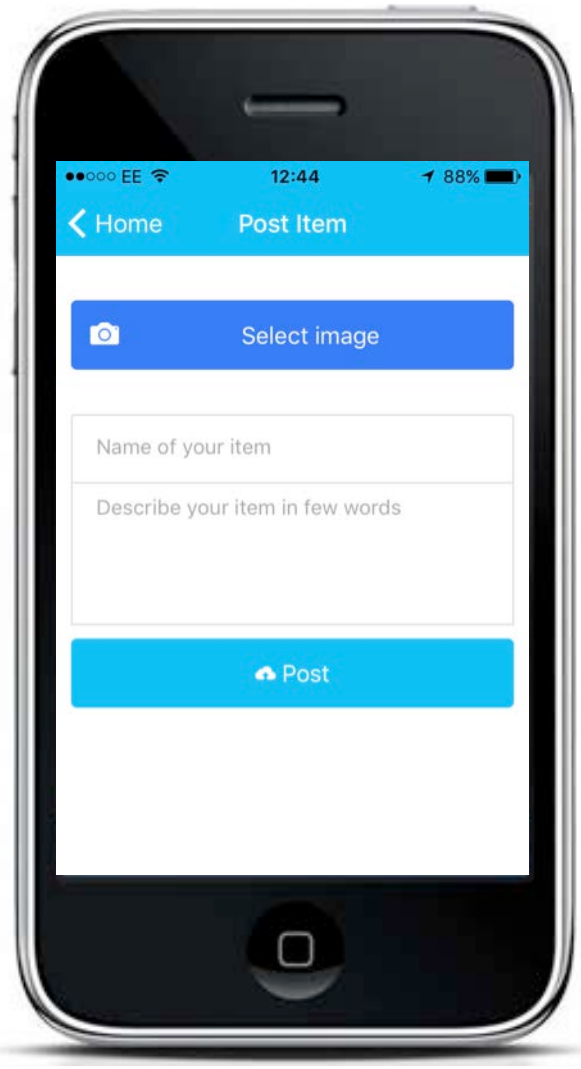
Standard website…not an app

What is an app?

A mobile optimised website…but still not quite an app

This is an app!



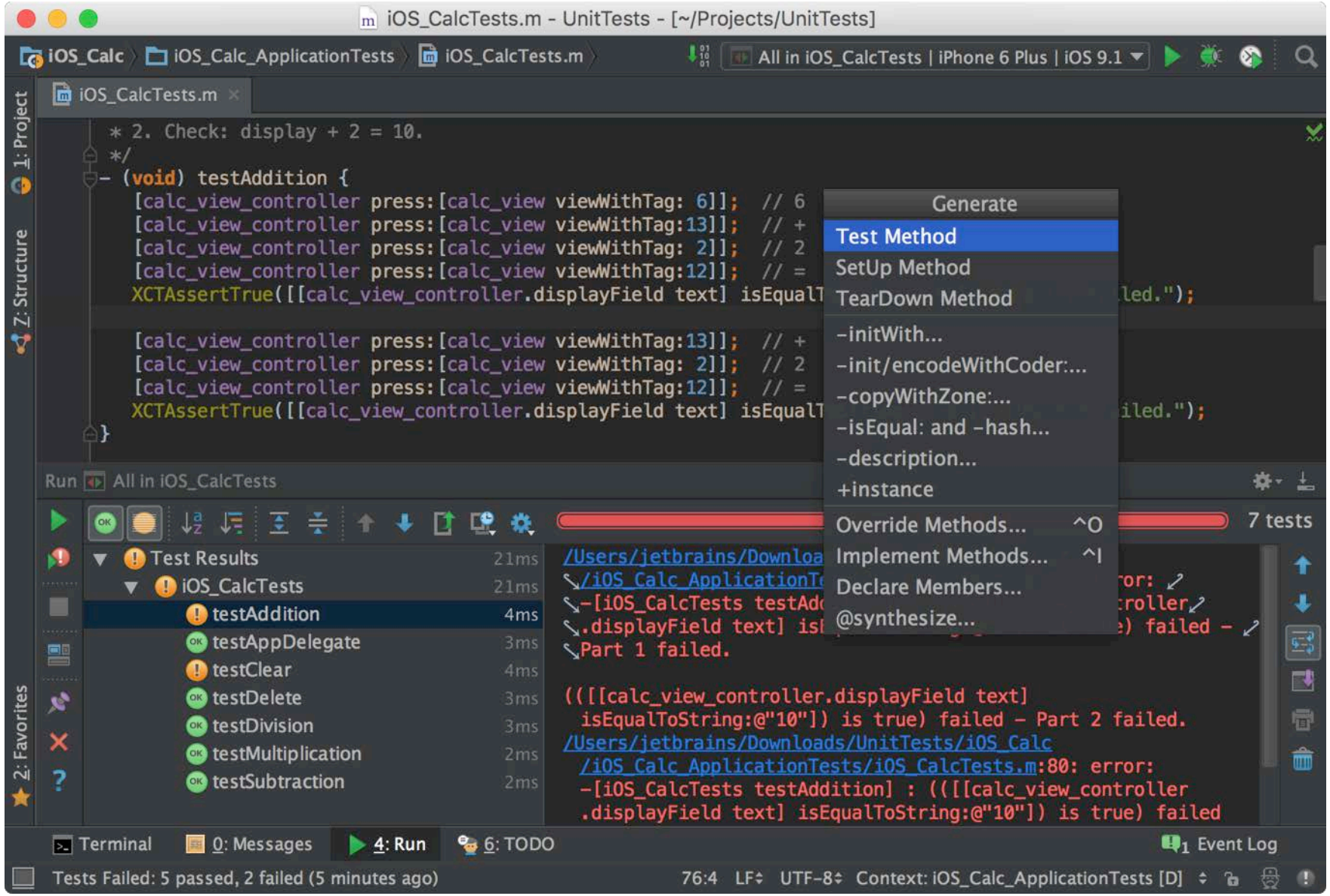


An app! User can upload images, text, sound, location etc…

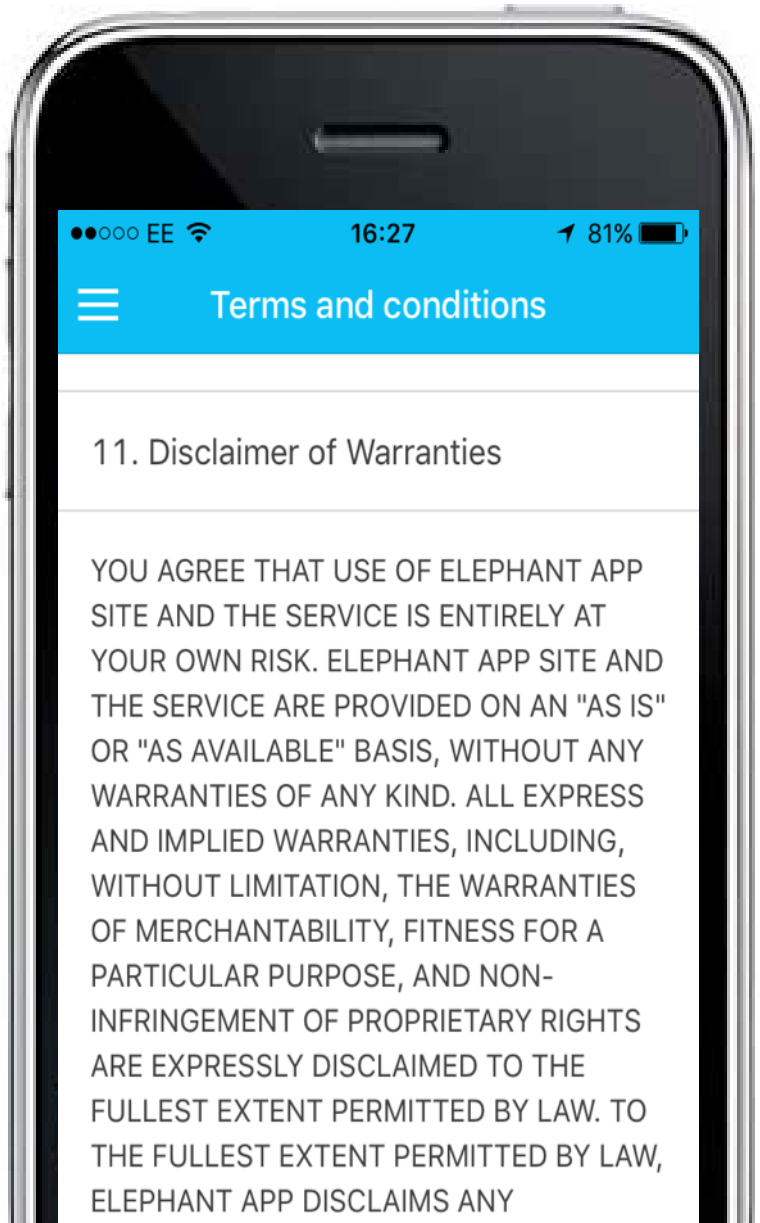
Which platform(s) do you want?

One size does not fit all

The reality (the matrix…)



The legalities…



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Maintenance and support costs

Intellectual Property – who ‘owns’ an app?

Download time!

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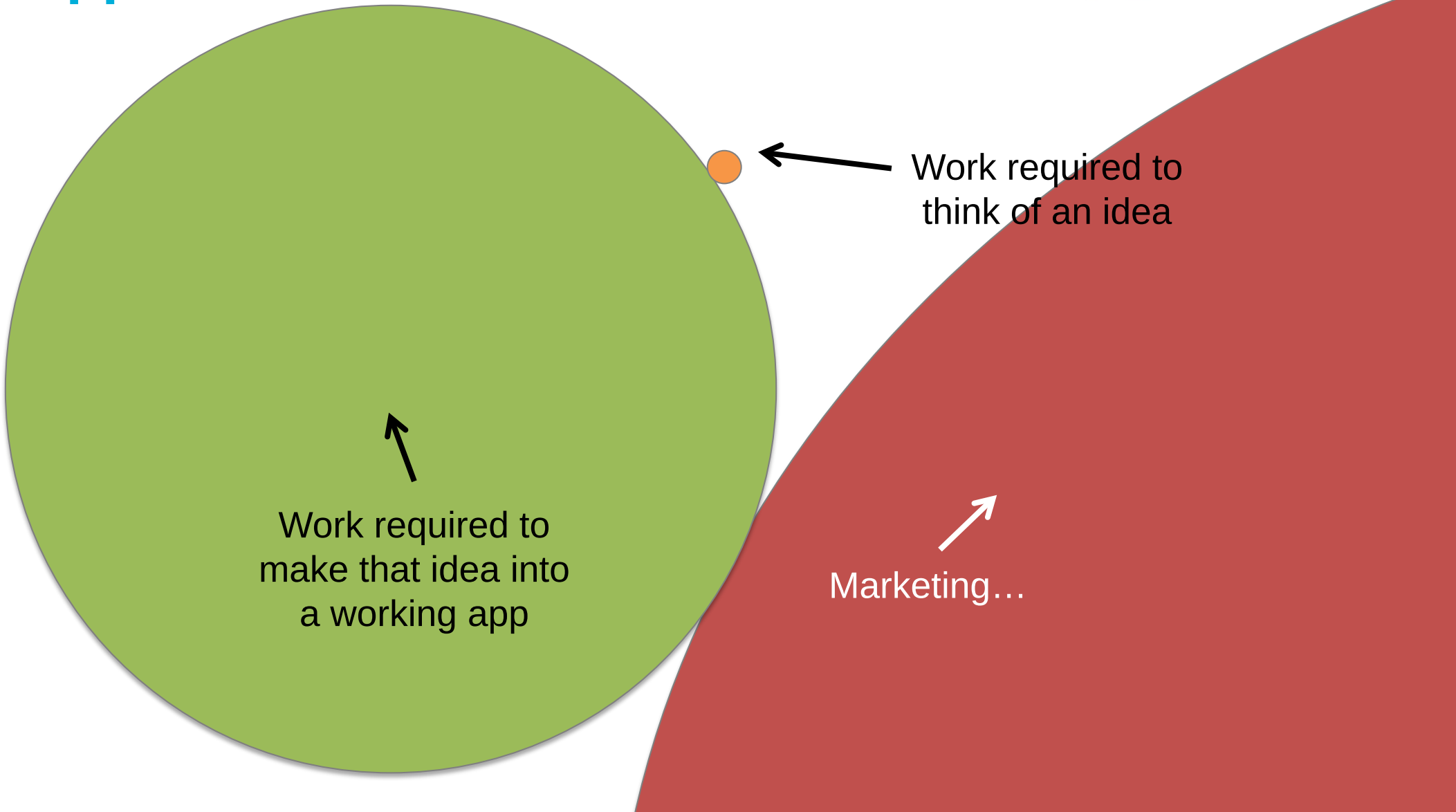
Search “LSBU elephant”

Use the elephant web app

www.myelephant.xyz

Marketing…and you thought *making* an app was difficult…



Workshop session 1 (25 mins)

1. In groups, brainstorm these Sustainable Development Goals: what sustainability-related problem can you think of that could be addressed by an app?

2. Who is the target audience?
   Who are the gate-keepers in your Institution?

3. How might you develop your idea? What ideas/stunts would you use to market your app (or something like the *elephant* app)?

Workshop session 2 (5 mins)

Assign a speaker for your group and **feedback**:

1. What ideas did you have?

2. What might your next step(s) be when you return to your Institution?

3. What sort of ideas have you come up with?