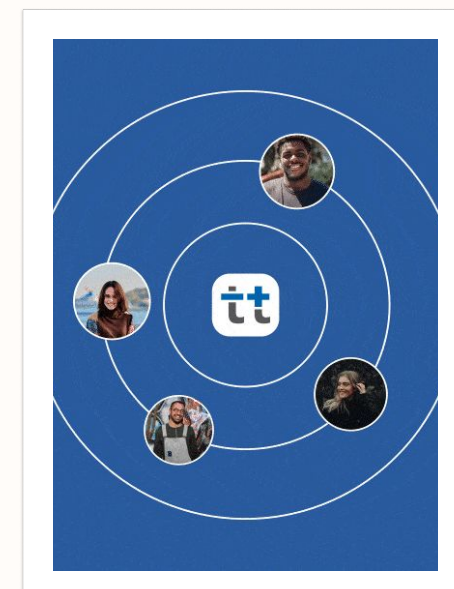
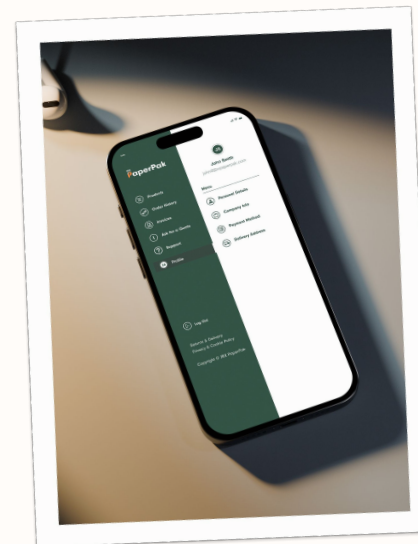
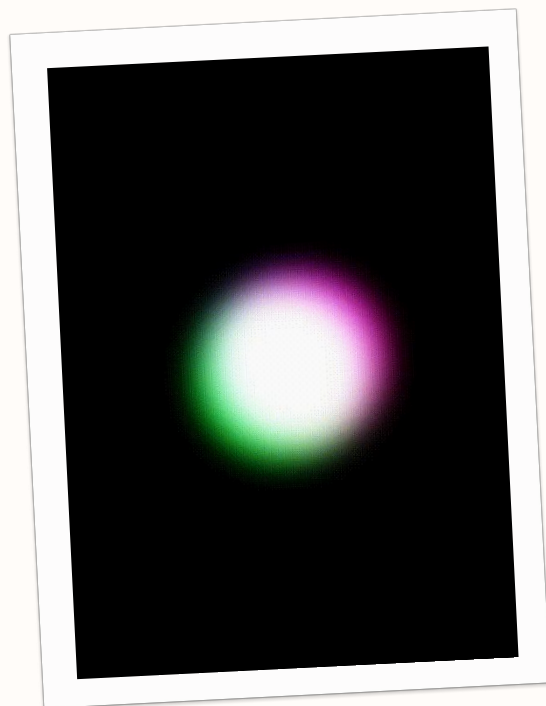
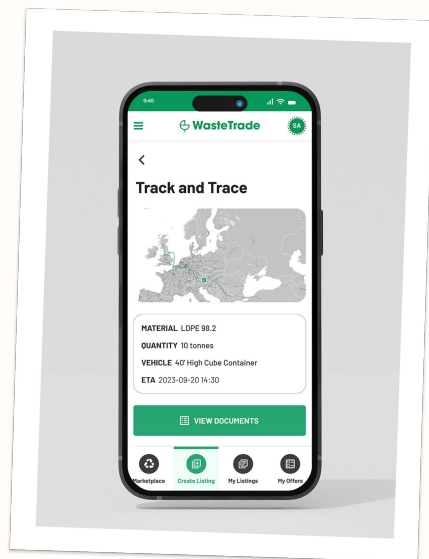


Created by :
Sazanias Asrat
Senior Designer

UX/UI Portfolio

www.sazanias.com

Multidisciplinary designer based in London, available worldwide.





Hello I'm

Sazanias Asrat



[LINK](#)

Multidisciplinary Designer

Multidisciplinary designer with a First-Class BA in User Experience Design from the University of the Arts London. Focus on creating human-centered solutions that align business goals with user needs. Experienced in projects within the recycling industry, collaborating with councils like Havering and Southwark. Contributed to a winning NHS campaign promoting blood donations. Extensive expertise in branding, digital design, SEO, and marketing, providing valuable assistance to startups and local authorities. Strong emphasis on leadership and collaboration, consistently delivering exceptional user experiences

Skills

- User-Centered Design | Accessibility Design (WCAG) | Service Design
- Information Architecture | Usability Testing | Interaction Design
- Design Systems & Branding Guidelines | Wireframing & Prototyping
- Persona Development | Journey Mapping | Agile Methodologies
- Team Leadership | Stakeholder Engagement | SEO Integration

Software Tools

- Figma | Adobe XD | Sketch | Miro | Slack | Jira | Monday.com
- HTML | CSS | WordPress | Webflow | Wix | Touchdesigner
- Google Analytics | Salesforce | Hotjar | Adobe Creative Suite

Curriculum Vitae

Experience

The Website Design Agency	10/2022 to Current
WasteTrade	05/2021 to Current
Respondit Design Agency	06/2018 to 05/2021

Full CV upon request

Companies I've had the pleasure of working with..

Education

University of the Arts London	06/2024
Instituto Salesiano San Zeno	07/2013

Contact

Email	sazanias@outlook.com
Phone	+44 (0) 7429352578



Content

WasteTrade

UX/UI & Graphic Design for a Digital Marketplace specializing in waste commodity trading, enhancing user experience, transaction efficiency, and visual identity.

WasteTrade

Driving Innovation in the Global Recycling Marketplace.



Transforming Waste Trading Through UX, Branding & Service Design

As Head of Design at WasteTrade, I spearheaded the creation of a global marketplace connecting buyers, sellers, and hauliers in 189+ countries.

My work led to a 50% increase in user adoption, improved platform accessibility, and positioned WasteTrade as a leader in the recycling industry. I managed branding, UX/UI, service design, and marketing strategies, collaborating with top global companies like Hello Fresh, Procter & Gamble, and Fastenal.

www.wastetrade.com

Defining Industry Challenges



Sourcing Material

Connecting waste producers with the right recyclers, at scale.



Compliance

Challenging and differing regulations of waste import/export



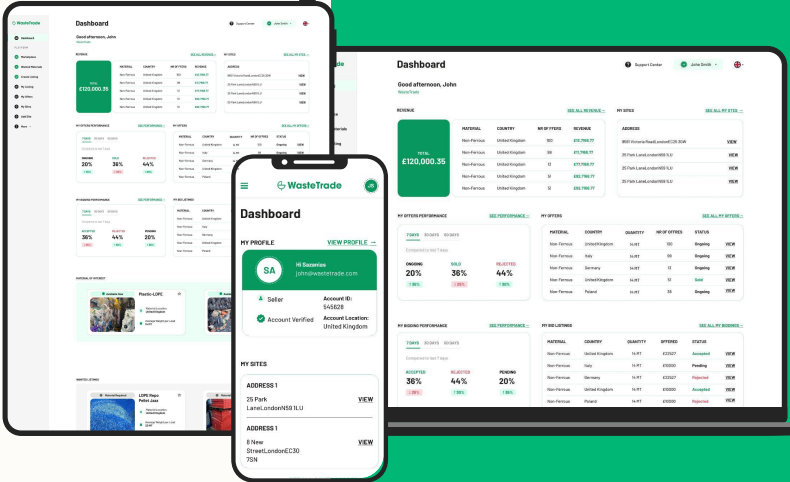
Logistics

Sourcing licensed as cost effective transportation



Security

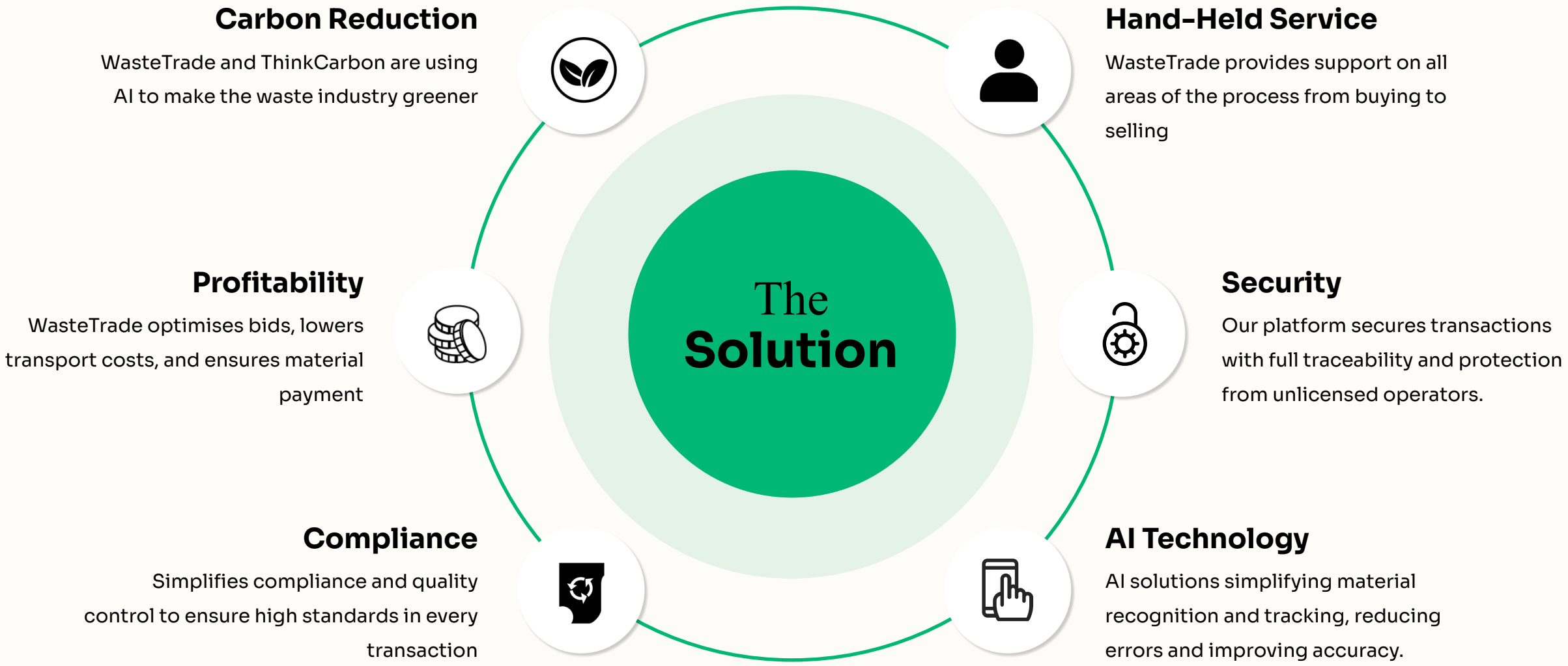
Industry is rife with rogue and unlicensed operators



Breaking Point

Our growing concern for the climate crisis reached a tipping point with the alarming IPCC 2021 report, which stressed the urgency of limiting global temperature increases to 1.5°C. Faced with the scientific consensus on the climate emergency, we couldn't stand by as the world worsens.

Despite the clear need for action, we saw little accountability for global emissions. While much damage has been done, acting now can prevent the worst outcomes.



Platform Pain Points

Registration & Compliance	Users struggle with complex international recycling regulations, making compliance verification time-consuming and error-prone.
Bidding on Materials	Sellers often provide incomplete material details, leading to transaction disputes and reduced buyer confidence, affecting successful deals.
Wanted Materials Listing	Buyers lack a streamlined way to request specific materials, limiting seller engagement and missing potential trade opportunities.
Haulier Rate Management	Users find it difficult to compare and negotiate competitive transport rates, leading to inefficiencies in logistics and increased costs.
Admin & Sales Dashboard Management	Users struggle with tracking bids, sales, and logistics due to a lack of clear navigation and automation in the dashboard.

Agenda

01

Competitor Research

Analyze industry leaders to identify strengths, weaknesses, and market gaps for differentiation

04

Admin & Sale Platform

Enhance usability and data visibility for managing transactions, bids, logistics, and performance tracking.

02

Define Personas

Develop detailed user personas (Buyers, Sellers, and Hauliers) to align platform design with user needs.

05

AI Innovation

Material Recognition, Track and Trace, Material ID

03

Buyer, Seller & Haulier Platform

Design and optimize marketplace workflows, ensuring seamless transactions, compliance, and engagement.

06

Contact

If you'd like to discuss a project, collaborate, or learn more, feel free to connect with me

Competitor Research





Cyrkl

Cyrkl is one of Europe's largest digital marketplaces for waste and residual materials. It helps businesses turn waste into resources by offering a platform for buying and selling recyclable materials.



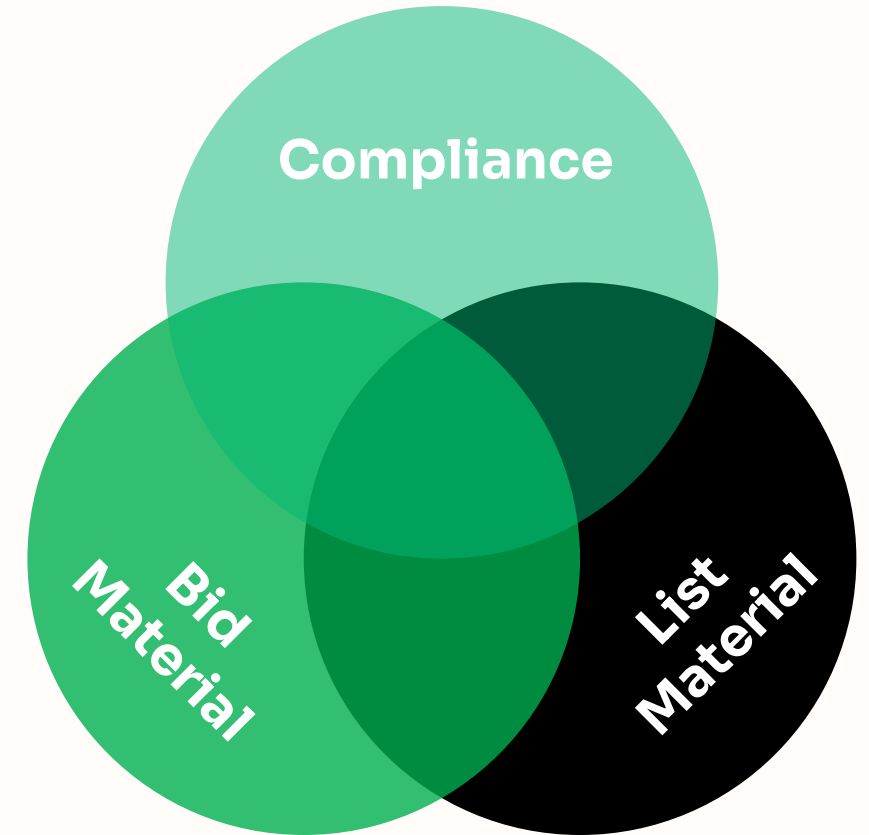
Cirplus

Cirplus is a Germany-based marketplace that focuses on connecting buyers and sellers of recycled plastics. The platform ensures high-quality standards and regulatory compliance while helping businesses reduce costs and carbon footprints by sourcing verified recycled materials.



Recykal

Recykal is an India-based digital waste management platform that connects waste generators, recyclers, and the government to streamline waste transactions. It integrates technology, compliance, and sustainability to enhance circular economy practices, helping businesses digitize waste collection, trading, and compliance reporting.





Competitor Research

Cyrkl

Cyrkl is one of Europe's largest recycling marketplaces, connecting businesses with waste management solutions. It specializes in helping companies turn waste into resources through digital trading and consulting services. Its Circular Waste Scans analyze waste streams for potential cost savings and carbon footprint reduction.

Key Features



Europe's largest B2B recycling marketplace



AI-driven matchmaking between buyers and sellers



Circular Waste Consulting (optimization & regulatory guidance)



Comprehensive compliance support for waste regulations

Strengths

- Strong presence in European markets
- Consulting services for sustainability & waste optimization
- AI-powered waste trading for better pricing

Weaknesses

- Limited global reach (mostly operates within Europe)
- Not focused on EPR compliance (Extended Producer Responsibility)



Competitor Research

Cirplus

Germany-Based Recycled Plastics Trading Platform.

Cirplus focuses on connecting buyers and sellers of recycled plastics. It ensures high-quality standards for post-consumer and post-industrial plastics, making it a key platform for companies looking to source sustainable plastic materials.

Key Features



Certified recycled plastic materials trading



Data-driven pricing & supply chain transparency



Compliance-driven (meets EU regulations)



Optimized B2B transactions for recycled plastics

Strengths

- Specialized in plastics recycling (ensures quality & traceability)
- Strong compliance with EU waste laws
- Trusted supplier base for sustainable plastics

Weaknesses

- Limited to plastics (does not support metal, paper, or multi-material waste)
- Lacks additional waste consulting services like Cyrkl



Competitor Research

Recykal

India's Digital Waste Management & EPR Leader.

Recykal is an India-based digital waste management platform that provides a tech-driven circular economy solution. It enables brands, recyclers, and government agencies to track, trace, and manage waste transactions digitally. It has strong EPR compliance support for plastic, e-waste, battery, and tyre waste.

Key Features



EPR Loop – Ensures brands comply with Extended Producer Responsibility regulations



Digital marketplace for recycled materials (plastics, metals, paper)



Real-time waste tracking for industrial & consumer waste



Deposit Refund System (DRS) – An incentive-based waste collection model

Strengths

- Market leader in India with wide regulatory support
- Strong EPR compliance solutions
- Comprehensive waste traceability using SaaS tools

Weaknesses

- Limited outside India (primarily serves the Indian market)
- Not as strong in B2B recycling trade compared to Cyrkl

Comparison Table

Feature	Cyrkl (EU)	Recykal (India)	Cirplus (Germany)
Primary Focus	B2B Waste Trading	EPR Compliance & Circularity	Recycled Plastics Marketplace
Market	Europe	India	Germany & EU
Materials	Multi-material (plastic, metal, paper)	All waste types	Plastics only
Key Strength	AI-driven circular economy consulting	EPR compliance & waste traceability	Certified recycled plastics sourcing
Regulatory Compliance	EU regulations	Indian EPR laws	EU plastic regulations
Best For	Companies looking for waste trade & consulting	Brands needing EPR compliance & waste tracking	Businesses sourcing high-quality recycled plastics

Creating Personas



Buyer



Seller



Haulier

Competitor Personas

Buyer Experience



CYRKL

Pros

- Access to a wide range of recyclable materials (plastics, metals, glass, etc.).
- AI-powered matchmaking connects buyers with verified sellers.
- Strong regulatory compliance ensures legally approved materials.

Cons

- Limited outside Europe, reducing global supplier variety.
- Pricing is less transparent than other platforms.



Cirplus

Pros

- Ensures high-quality recycled plastics, making it ideal for manufacturers.
- Clear pricing and quality verification reduce uncertainty.
- EU regulatory compliance guarantees legal sourcing.

Cons

- Only supports plastics, limiting multi-material trade.
- Fewer global supplier connections than Cyrkl.



recykal

Pros

- Digital marketplace for plastic, paper, and metal waste with high traceability.
- Real-time waste tracking for better sourcing transparency.
- Strong EPR compliance ensures responsible recycling.

Cons

- Limited outside India, restricting international buyers.
- Mostly focused on sustainability compliance, less on bulk trading.

Competitor Personas

Seller Experience



CYRKL

Pros

- Large marketplace for bulk waste trading.
- AI-powered insights help optimize pricing.
- Regulatory consulting helps sellers navigate legal issues.

Cons

- Strong competition from large sellers may limit smaller suppliers.
- Fewer instant bidding options compared to Recykal.



Cirplus

Pros

- Guaranteed buyers for high-quality recycled plastics.
- Strong material certification process helps sellers gain credibility.
- Fair price discovery ensures sellers get market value.

Cons

- Only serves the plastics market, limiting seller options.
- No AI-powered matchmaking like Cyrkl.



recykal

Pros

- Live bidding system helps sellers get the best price.
- Automated compliance verification ensures legal transactions.
- Real-time material tracking improves seller-buyer trust.

Cons

- India-focused platform, limiting global buyers.
- Not as optimized for large-scale B2B trade as Cyrkl.

Competitor Personas

Haulier Experience



CYRKL

Pros

- Supports cross-border transportation within the EU.
- Integrated logistics allow hauliers to bid for transport jobs.
- Regulatory compliance tools simplify international shipping.

Cons

- Less focus on last-mile delivery, more on bulk transport.
- Limited direct haulier-buyer connections compared to Recykal.



Cirplus

Pros

- Ensures verified buyers & sellers, reducing transaction risk.
- Optimized for plastic waste logistics, making transport more efficient.
- EU regulatory alignment simplifies documentation.

Cons

- Limited to plastics, excluding other waste categories.
- Not optimized for multi-modal transport like Cyrkl.



recykal

Pros

- Real-time waste tracking ensures full visibility.
- Deposit Refund System (DRS) increases haulier engagement.
- Government partnerships help hauliers get consistent contracts.

Cons

- India-focused, so international hauliers have limited use.
- Less flexibility in pricing models than Cyrkl.

Comparison Table

Best Platform per User Type

User Type	Best Platform	Why?
Buyers	Cyrkl (Europe)	Wide material variety & AI-matching
Sellers	Recykal (India)	Bidding system & compliance support
Hauliers	Cyrkl (Europe)	Best for multi-material & cross-border transport
Plastics Trade	Cirplus (EU)	Best for high-quality plastic recycling deals

WasteTrade Personas

Buyer

Ethan Green

Sustainability Manager at a Manufacturing Firm



Background:

- Works for a global manufacturing company that aims to increase its use of recycled materials.
- Needs a reliable supply of quality-controlled recycled plastics and metals.
- Faces challenges with finding verified suppliers, ensuring compliance, and managing logistics.

Pain Points:

- Difficult to verify material quality and supplier credibility.
- Unclear compliance with international recycling regulations.
- Complex procurement processes, leading to delays.

Seller

Ana Costa

Recycling Facility Owner in Spain



Background:

- Owns a recycling facility that processes plastic and paper waste.
- Struggles with finding consistent buyers at fair market prices.
- Needs to ensure legal compliance with international waste trade laws.

Pain Points:

- Limited access to international buyers.
- Manual pricing negotiation is time-consuming.
- Lack of transparency in logistics and shipping.

Haulier

James Carter

Logistics Manager at a UK-Based Freight Company



Background:

- Runs a logistics company specializing in waste transport.
- Needs to connect with buyers & sellers to transport materials efficiently.
- Struggles with route optimization and compliance paperwork.

Pain Points:

- Managing waste transport regulations across borders is complex.
- Shipment tracking is manual, leading to inefficiencies.
- Hard to get consistent contracts for transport services.

Buyer Experience

WasteTrade vs. Cyrkl, Cirplus, and Recykal



Strengths

- Well-organized material listings with clear quantity and origin filters.
- Streamlined bidding process with detailed guides for buyers.
- Multi-material support (plastics, metals, paper, etc.).

Weaknesses

- Some manual input required in the bidding process.
- Fewer AI-powered recommendations compared to Cyrkl.



Strengths

- AI-driven material suggestions enhance buyer-seller matching.
- Detailed compliance guidance for EU waste trade

Weaknesses

- Limited to the European market, reducing global trade flexibility.



Strengths

- Guaranteed quality for plastic materials through certification.
- Clear, structured pricing reduces buyer uncertainty

Weaknesses

- Only supports plastics, excluding other recyclable materials.



Strengths

- Real-time tracking for material flow.
- Strong EPR and regulatory compliance tools.

Weaknesses

- Focused only on India, limiting international buyers

Seller Experience

WasteTrade vs. Cyrkl, Cirplus, and Recykal



Strengths

- Easy material listing process with packaging options.
- Photo uploads for verification improve listing quality.
- Geolocation options help buyers find regional sellers

Weaknesses

- No AI-driven price optimization like Cyrkl.

Strengths

- Automated price recommendations based on AI analysis.
- Waste consulting services help sellers optimize pricing.

Weaknesses

- Competitive marketplace makes it harder for small sellers to stand out.

Strengths

- Guaranteed buyer network for plastics.
- Standardized quality control for plastic waste.

Weaknesses

- No support for non-plastic materials.

Strengths

- Live bidding system helps sellers negotiate better prices.

Weaknesses

- Not optimized for bulk global trade like Cyrkl or WasteTrade.

Haulier Experience

WasteTrade vs. Cyrkl, Cirplus, and Recykal



Strengths

- Dedicated haulier registration with specific logistics roles.
- Dashboard integration allows hauliers to manage multiple shipments.
- Competitive counteroffer feature enables flexible pricing.

Weaknesses

- No route optimization tool like Cyrkl.

Strengths

- Cross-border shipping compliance support for EU waste laws.
- Automated route optimization helps reduce transport costs.

Weaknesses

- Less haulier-buyer interaction compared to WasteTrade.

Strengths

- Optimized for plastics logistics.
- Verified buyers reduce risk for hauliers.

Weaknesses

- No multi-material transport options.

Strengths

- Real-time tracking for regulatory compliance.
- Government-backed partnerships provide steady contract work.

Weaknesses

- Limited global reach compared to Cyrkl or WasteTrade.

Comparison Table

UX improvement for WasteTrade

- **WasteTrade** excels in structured transactions, buyer-seller visibility, and haulier engagement but lacks AI-powered price optimization.
- **Cyrkl** is better for large European waste trade with strong AI-driven insights and compliance tools.
- **Recykal** is best for EPR compliance and live bidding but lacks international reach.
- **Cirplus** is ideal for plastic waste trading but does not support multi-material.

Feature	WasteTrade	Cyrkl (EU)	Recykal (India)	Cirplus (Germany)
Buyer UX	Best for multi-material & bidding	AI-powered matching	Best for EPR compliance tracking	Best for plastic sourcing
Seller UX	Strong material listing process	Best for bulk EU sales	Best for live bidding	Best for plastics
Haulier UX	Integrated dashboard & bidding	Route optimization	Real-time tracking	Verified plastics transport

Buyer, Seller & Haulier Design System & Platform



Buyer



Seller



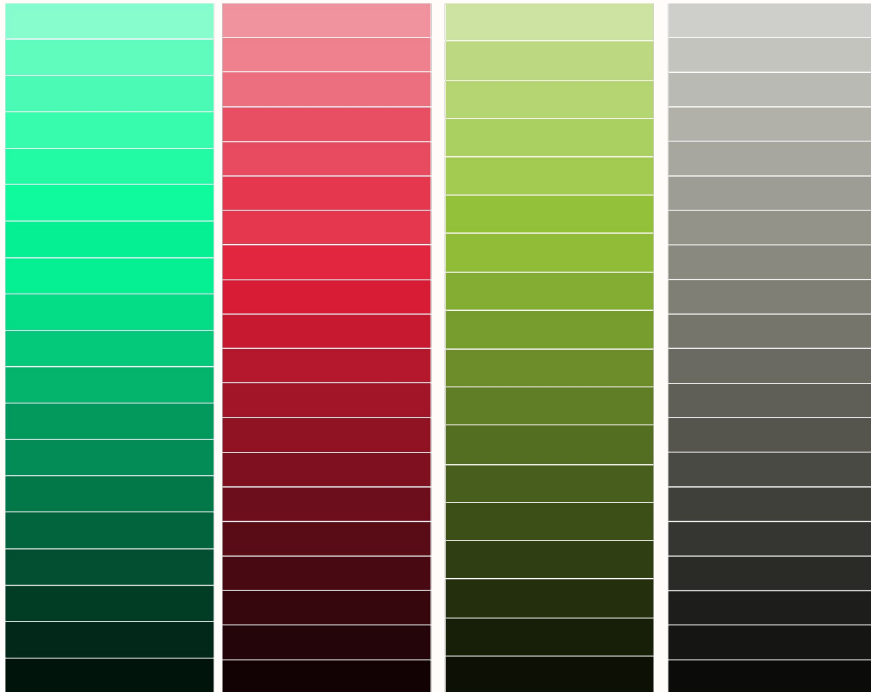
Haulier

Design System

The WasteTrade Design System follows an **atomic design approach**, ensuring a scalable and consistent typographic framework. Our type system establishes clear hierarchy, readability, and accessibility, reinforcing usability across the platform. Structured font sizes, weights, and spacing create a cohesive visual language that enhances clarity and trust for all users.

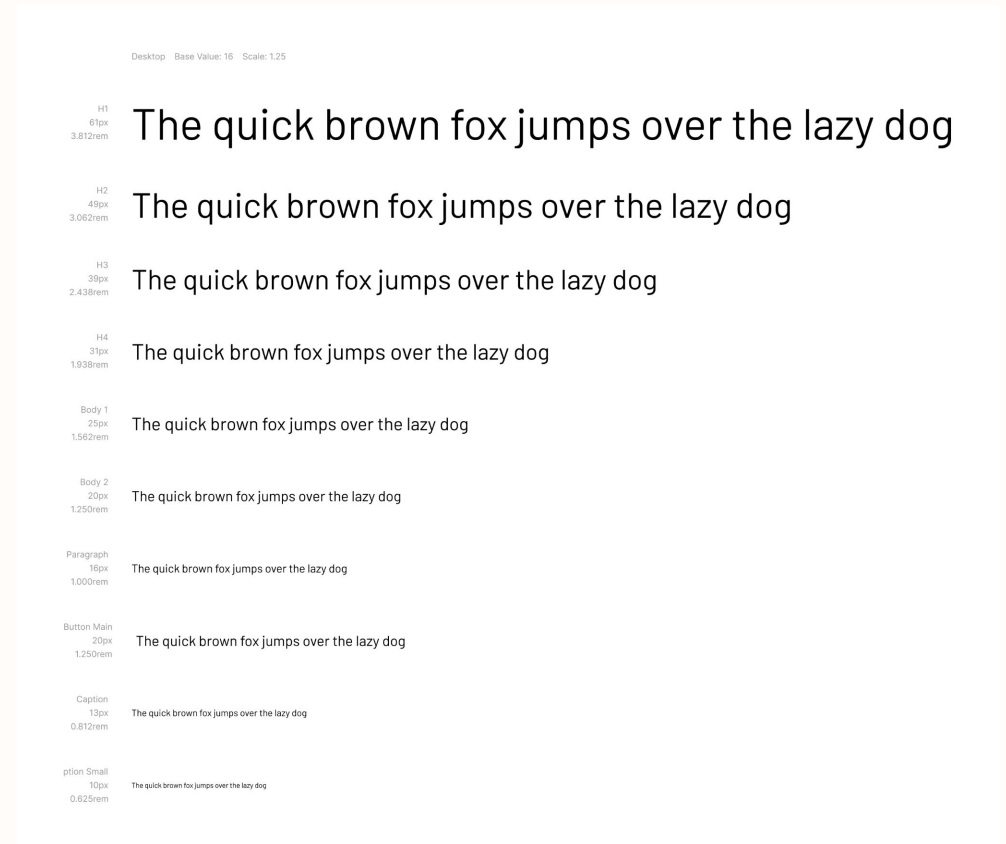
> Colors

The WasteTrade color palette is designed to reflect sustainability, trust, and clarity.



> Typography

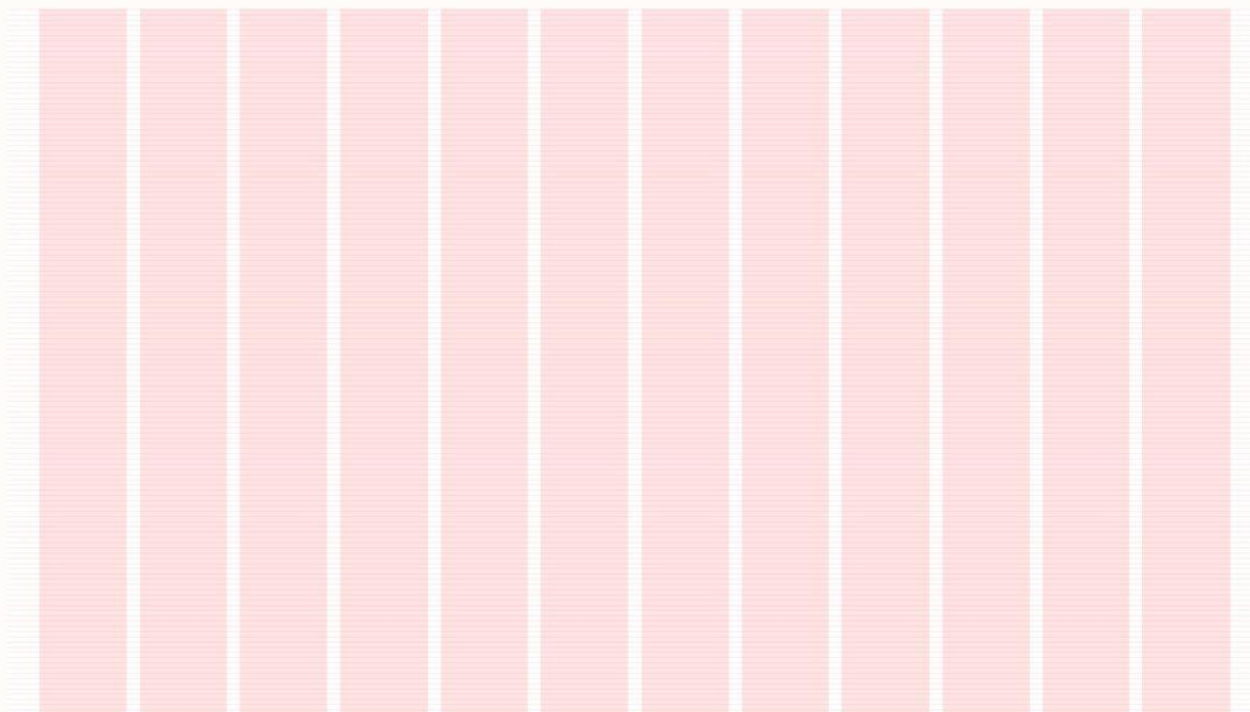
The design system uses a clear, scalable typeface with structured sizing and spacing for optimal readability and consistency, in scale 1.25 with a base value 16 px.



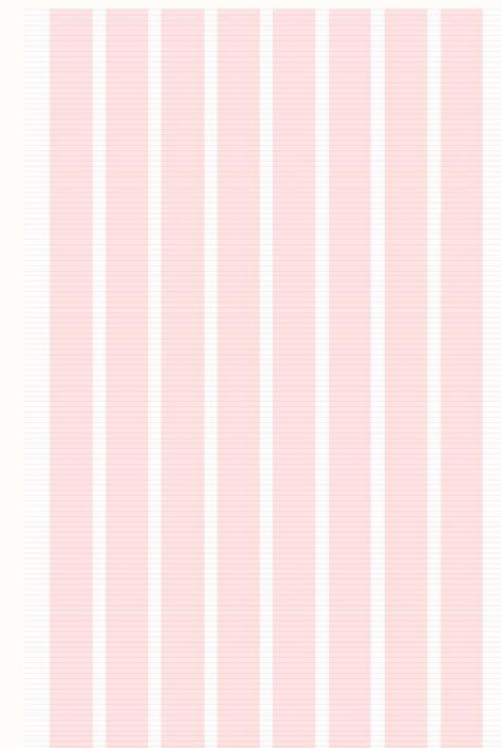
> Grid System

Responsive grid to ensure consistent layout alignment and spacing across all devices. This system adapts seamlessly to various screen sizes, providing a balanced and intuitive structure for optimal user experience.

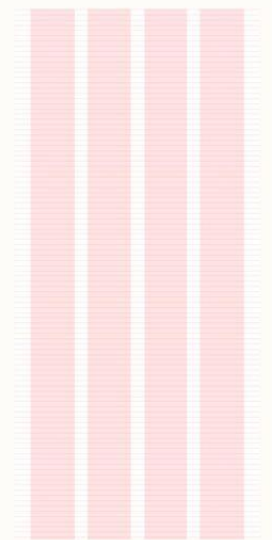
Dashboard



App-Tablet View



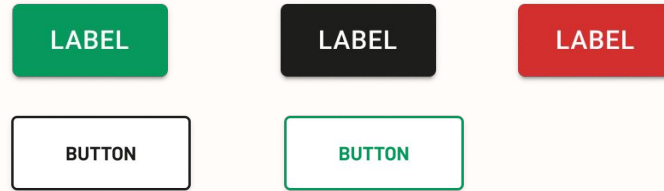
App-phone view



Overview of Components

> Buttons

The WasteTrade Design System features a set of clear, accessible buttons with consistent styles and states.



> Radio Buttons

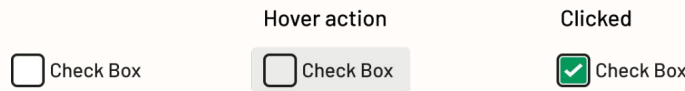
- **Radio Buttons:** Circular with a filled dot upon selection, ensuring only one choice per category (e.g., documentations).



> Checkboxes

These components are essential for form interactions and filtering options.

- **Checkboxes:** Square with a checkmark on selection, used for multi-select actions (e.g., material types, shipping options).



		Primary*	Secondary	Error
Enabled	Large	LABEL	LABEL	LABEL
	Medium*	LABEL	LABEL	LABEL
	Small	LABEL	LABEL	LABEL
Hovered	Large	LABEL	LABEL	LABEL
	Medium*	LABEL	LABEL	LABEL
	Small	LABEL	LABEL	LABEL
Focused	Large	LABEL	LABEL	LABEL
	Medium*	LABEL	LABEL	LABEL
	Small	LABEL	LABEL	LABEL
Disabled	Large	LABEL	LABEL	LABEL
	Medium*	LABEL	LABEL	LABEL
	Small	LABEL	LABEL	LABEL
Loading	Large	⌚		
	Medium*	⌚		
	Small	⌚		

> Table & Tree View

Data-heavy sections, like material listings, use tables and tree structures for better organization.

- **Tables:** Feature sortable columns, filtering options, and hover effects to display material, quantity, price, and location.
- **Tree View:** Helps categorize materials (e.g., Plastics → PET, HDPE, LDPE) for structured navigation.

TITLE	DESCRIPTION
item 1	

> item 1

Hover action

TITLE	DESCRIPTION
item 1	

> item 1

Clicked/Open

TITLE	DESCRIPTION
item 1	

▼ item 1

subitem
subitem
subitem

> Range Sliders

Range sliders enhance interactive filtering, allowing users to set price, quantity, and distance ranges.

- **Design:** Dual-thumb sliders with real-time value updates.
- **Usage:** Buyers can set desired price ranges, while hauliers can adjust shipping distance filters.



Hover action/Drag




Disabled





Section Message


Provides clear and intuitive feedback to users, ensuring smooth interactions and preventing errors during transactions. These messages are categorized into three types:


- Informational Messages
- Warning Messages
- Error Messages


 View the status of the offers you put on seller listings.


 View the status of the offers you put on seller listings.


 View the status of the offers you put on seller listings.


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 View the status of the offers you put on seller listings.

 View the status of the offers you put on seller listings.

Overview of Patterns

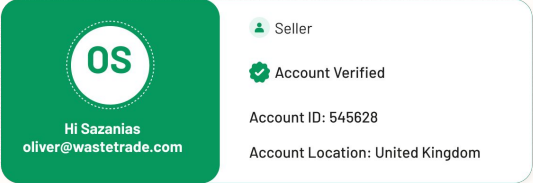
Dashboard UI

The WasteTrade Dashboard is designed for data-driven insights and transaction tracking.

- **Buyer Dashboard:** Displays saved searches, active bids, price alerts, and recommended materials.
- **Seller Dashboard:** Shows active listings, bidding history, and earnings summary.
- **Haulier Dashboard:** Highlights current deliveries, route suggestions, and bid notifications.

Empty States

The WasteTrade Design System includes thoughtfully designed empty states that provide clear guidance when content is unavailable. These states offer users helpful messaging, visual cues, and actionable options, ensuring a seamless and engaging experience even when no data is present.



OS
Hi Sazania
oliver@wastetrade.com

Seller
Account Verified
Account ID: 545628
Account Location: United Kingdom

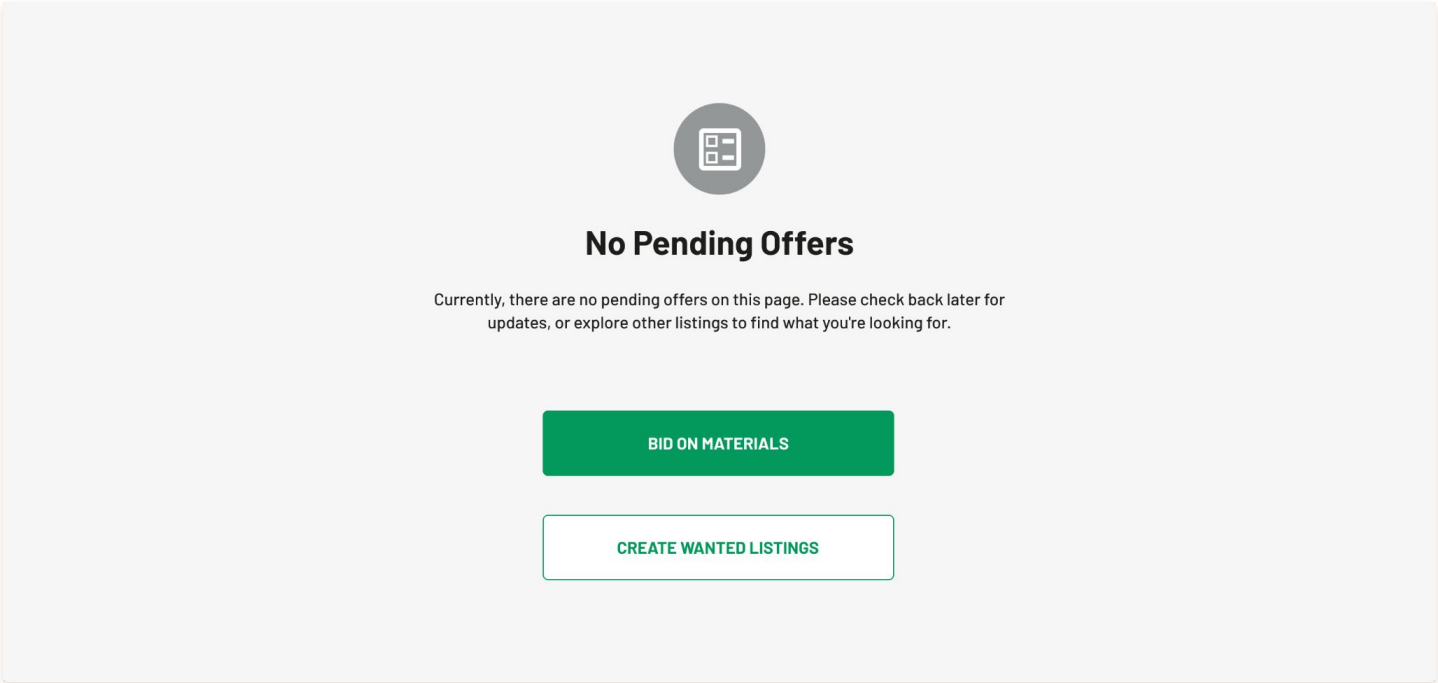
7 DAYS 30 DAYS 60 DAYS

Compared to last 7 days

ACCEPTED	REJECTED	SOLD
36%	5%	44%

ACCEPTED	7 DAYS	14 DAYS	30 DAYS
38%	25%	35%	40%
PENDING	7 DAYS	14 DAYS	30 DAYS
40%	25%	40%	35%
REJECTED	7 DAYS	14 DAYS	30 DAYS
22%	40%	25%	35%

QUALITY MATERIAL ⓘ	PRICE ⓘ	SERVICE LEVEL ⓘ
★★★★★	★★★☆☆	★★★★★



No Pending Offers

Currently, there are no pending offers on this page. Please check back later for updates, or explore other listings to find what you're looking for.

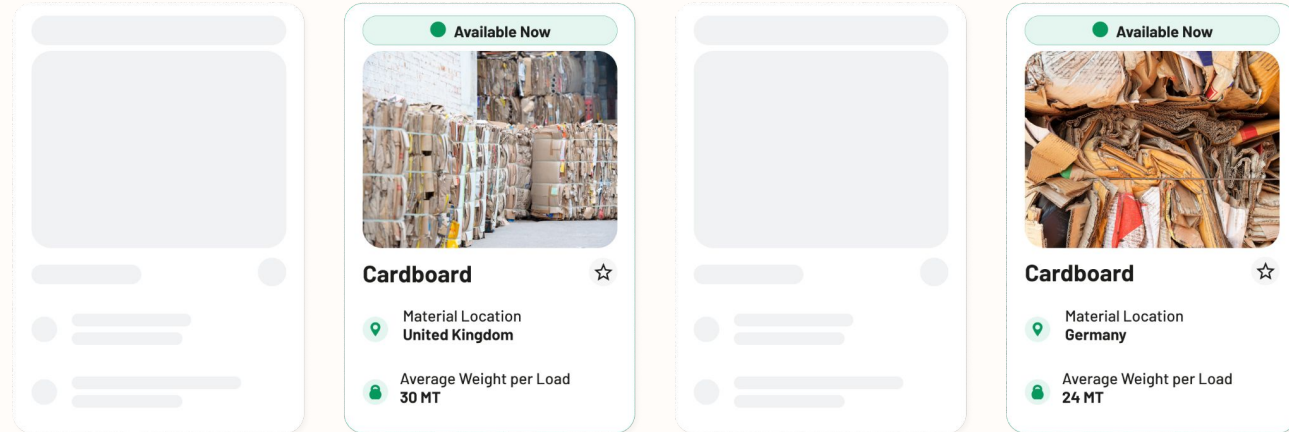
[BID ON MATERIALS](#)

[CREATE WANTED LISTINGS](#)

> Loading State

Loading indicators provide real-time feedback when the platform is processing data.

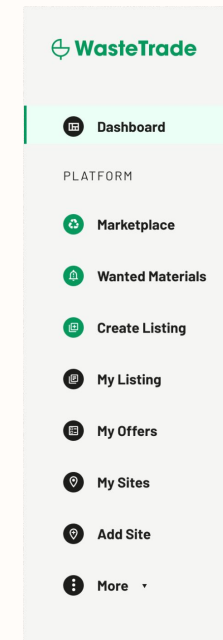
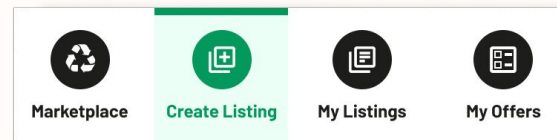
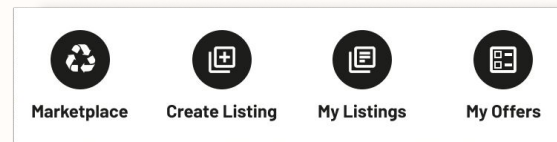
- **Skeleton Loaders:** Used for tables, dashboards, and lists to create a smooth loading transition.
- **Circular Spinners:** Applied for real-time bid updates, processing, and dashboard analytic.



> Navigation Menu Sliders

A well-structured navigation system ensures ease of use across different user roles.

- **Sidebar Navigation (Desktop):** Displays Dashboard, Marketplace, Messages, Transactions, and Settings.
- **Bottom Navigation (Mobile):** Includes core actions with floating action buttons (FABs) for quick access to listings and marketplace.



Sellers & Buyers

Notification System Page

Since WasteTrade does not have an internal messaging system, notifications act as the primary communication method, ensuring users stay updated on transaction progress without manual follow-ups.

- **All Notifications (General Updates):** Provides a global view of all updates related to listings, offers, and matches.
- **My Listings (For Sellers Only):** Keeps sellers updated on interactions with their material listings.
- **My Offers (For Buyers Only):** Allows buyers to track bids and counteroffers in one place.

The screenshot shows a notification interface with a top navigation bar containing 'ALL' (15), 'MY LISTINGS' (1), 'MY OFFERS', and 'MATCH MATERIALS' (12). A 'Mark all as read' button is visible. The main content is titled 'Today' and lists eight notifications, each with a material image, a title, and a time: 'New listing: Plastic-LDPE matches your preferences' (12:56 pm), 'New listing: Plastic-LDPE matches your preferences' (12:55 pm), 'New listing: Plastic-LDPE matches your preferences' (12:53 pm), 'New listing: Plastic-LDPE matches your preferences' (12:51 pm), 'New listing: Plastic-LDPE matches your preferences' (12:51 pm), 'New listing: Plastic-PP matches your preferences' (12:50 pm), 'New listing: Plastic-PP matches your preferences' (12:48 pm), and 'New listing: Plastic-PP matches your preferences' (12:47 pm). Each notification includes a 'Materials Matches' link.

The screenshot shows a notification interface with a top navigation bar containing 'ALL' (15), 'MY LISTINGS' (1), 'MY OFFERS', and 'MATCH MATERIALS' (12). A 'Mark all as read' button is visible. The main content is titled 'Last 7 Days' and shows one notification: 'Listing: Plastic-PP has been rejected' (30 Jan - 12:54 pm) with a 'My Listings' link.

The screenshot shows a notification interface with a top navigation bar containing 'ALL' (15), 'MY LISTINGS' (1), 'MY OFFERS', and 'MATCH MATERIALS' (12). A 'Mark all as read' button is visible. The main content is titled 'Today' and lists eight notifications, each with a material image, a title, and a time: 'New listing: Plastic-LDPE matches your preferences' (12:56 pm), 'New listing: Plastic-LDPE matches your preferences' (12:55 pm), 'New listing: Plastic-LDPE matches your preferences' (12:53 pm), 'New listing: Plastic-LDPE matches your preferences' (12:51 pm), 'New listing: Plastic-LDPE matches your preferences' (12:51 pm), 'New listing: Plastic-PP matches your preferences' (12:50 pm), 'New listing: Plastic-PP matches your preferences' (12:48 pm), and 'New listing: Plastic-PP matches your preferences' (12:47 pm). Each notification includes a 'Materials Matches' link.



Buyer Platform

Buyer Dashboard: Managing Offers, Haulier Rates & Documentation

Problems Fixed

- Previously, buyers had to manually track offers, seller approvals, and logistics separately.
- Lack of counteroffer visibility made negotiations inefficient.
- No central location to view transaction progress and documents.

WasteTrade

Support Center | Sazanias Asrat

My Offers

ALL | PENDING OFFERS | COUNTER OFFER | REJECTED OFFERS | ACCEPTED OFFERS | LOST OFFERS | PERFORMANCE OFFERS

View the status of the offers you put on seller listings.

What are you looking for? SORT BY: Recent

34 RESULTS OF 55

BID DATE	MATERIAL	QUANTITY	COUNTRY	STATUS	BID AMOUNT	VIEW DETAILS
2023-11-13	Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Pending	\$1500/MT	<input type="button" value="VIEW DETAILS"/>
2023-11-13	Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Pending	\$1500/MT	<input type="button" value="VIEW DETAILS"/>
2023-11-13	Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Counter Offer	\$1500/MT	<input type="button" value="VIEW DETAILS"/>
2023-11-13	Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Rejected	\$1500/MT	<input type="button" value="VIEW DETAILS"/>
2023-11-13	Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Accepted	\$1500/MT	<input type="button" value="VIEW DETAILS"/>
2023-11-13	Non-Ferrous - Stainless Steel 304	23MT	United Kingdom	Lost	\$1500/MT	<input type="button" value="VIEW DETAILS"/>



Buyer Platform

How It Works

- The buyer places an offer on a material listing.
- After submitting, they search for a haulier and compare rates.
- They can track the status of offers, seeing if they are pending, approved, or counteroffered.
- The system automatically generates documentation after approval.

My Offers > Details

Seller Material

Your Offer Details - Offer Pending

BID AMOUNT
£1500/MT
(£42,000.00)

BID DATE	LOAD QUANTITY	WEIGHT PER LOAD	DESTINATION
2023-11-13	2/23	10MT	United Kingdom
INCOTERMS	EARLIEST DELIVERY DATE	LATEST DELIVERY DATE	STATUS
DAP	10/10/24	10/10/24	Pending

WITHDRAW OFFER

My Offers > Details

Seller Material

Your Offer Details - Offer Rejected

BID AMOUNT
£1500/MT
(£42,000.00)

BID DATE	LOAD QUANTITY	WEIGHT PER LOAD	DESTINATION
2023-11-13	2/23	10MT	United Kingdom
INCOTERMS	EARLIEST DELIVERY DATE	LATEST DELIVERY DATE	STATUS
DAP	10/10/24	10/10/24	Rejected
DATE REJECTION	REJECTED BY	REJECTION REASON	Location not relevant to the seller
2023-11-13	Admin		

FINISH MATERIAL

My Offers > Details

Seller Material

Your Offer Details - Offer Rejected

BID AMOUNT
£1500/MT
(£42,000.00)

BID DATE	LOAD QUANTITY	WEIGHT PER LOAD	DESTINATION
2023-11-13	2/23	10MT	United Kingdom
INCOTERMS	EARLIEST DELIVERY DATE	LATEST DELIVERY DATE	STATUS
DAP	10/10/24	10/10/24	Lost
DATE REJECTION	REJECTION BY	REJECTION REASON	Low price
2023-11-13	Seller		

PLACE NEW MATERIAL

My Offers > Details

Seller Material

Your Offer Details - Counter Offer Request

BID AMOUNT
£1500/MT
(£42,000.00)

BID DATE	LOAD QUANTITY	WEIGHT PER LOAD	DESTINATION
2023-11-13	2/23	10MT	United Kingdom
INCOTERMS	EARLIEST DELIVERY DATE	LATEST DELIVERY DATE	STATUS
DAP	10/10/24	10/10/24	Counter Offer

COUNTER OFFER

The seller has reviewed your offer and is asking for £15. You are welcome to make a counteroffer to secure this listing.

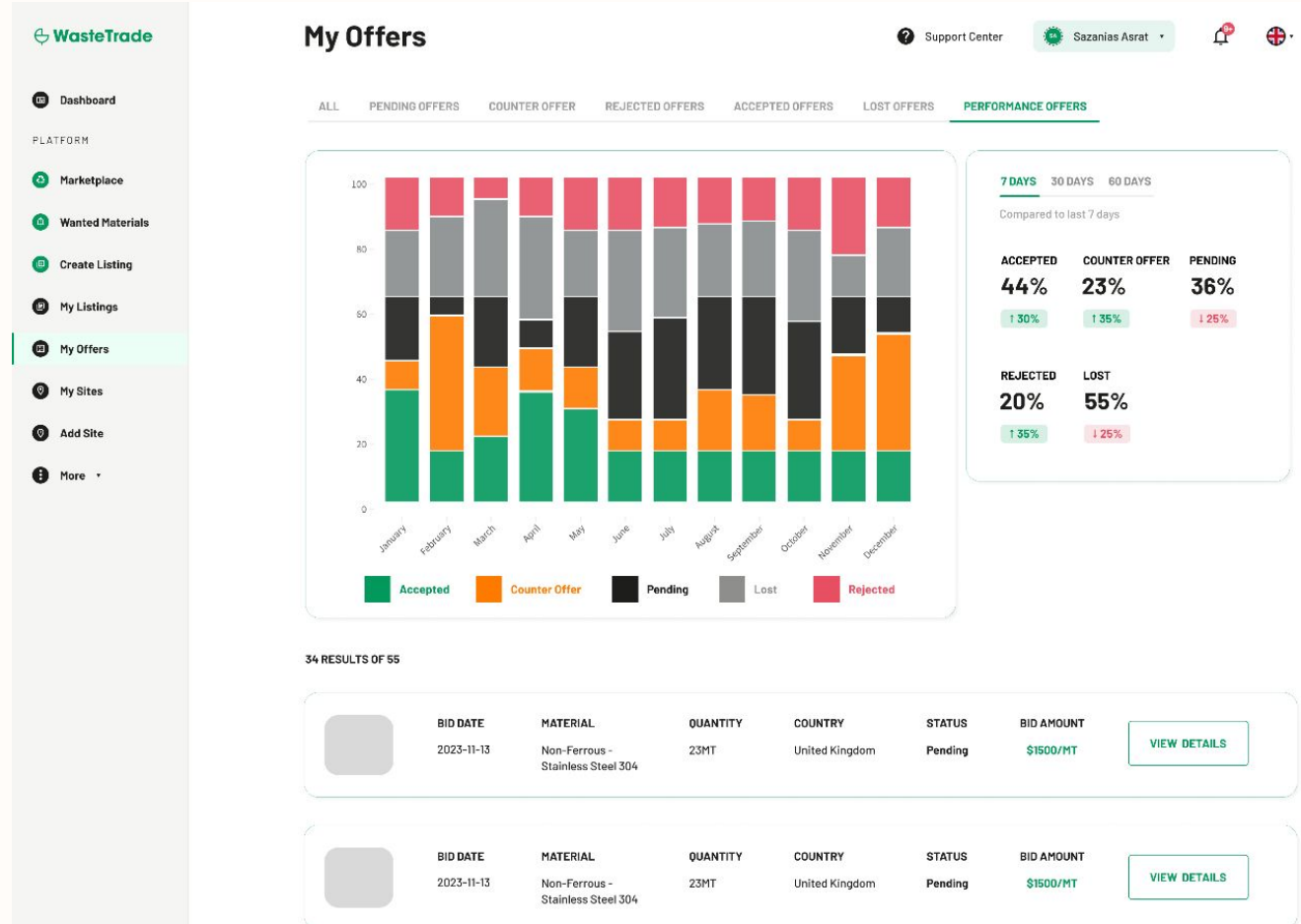
PLACE NEW OFFER



Buyer Platform

Key Features

- **Offer Tracking** – Buyers can monitor the status of all offers in one place.
- **Counteroffer Management** – Allows buyers to review and respond to seller adjustments.
- **Haulier Rate Comparison** – Ensures cost-effective transportation selection.
- **Automated Documentation** – Generates contracts, invoices, and compliance certificates for transparency.





Seller Platform

Seller Dashboard: Reviewing Offers, Approving Haulier Rates & Finalizing Transactions

Problems Fixed

- Sellers previously had no structured way to manage multiple buyer offers.
- Logistics costs were unclear until the final stage, causing delays.
- Documentation generation was manual and time-consuming.

The screenshot displays the WasteTrade Seller Platform interface. The main section is titled "My Listings" and shows a table of listings with columns for MATERIAL, QUANTITY, COUNTRY, STATUS, and NR. OF OFFERS. Each listing has a "VIEW DETAIL" button. Below the table is a pagination bar with "BACK", "1", "2", "3", "4", "5", and "NEXT" buttons.

On the right, there is a detailed view of a listing for "PP mixed plastics". It includes a "REVIEW STATUS" section with "Pending" and "Approve now" buttons. Below this is a "Material description" section with a large image of the material. To the right of the image are fields for "MATERIAL", "PLACED LOAD", "NR. OF LOADS", "APPROXIMATE LOADS", "AVERAGE WEIGHT PER LOAD", and "MATERIAL LOCATION". At the bottom of the details section, there is a "Share Listing" section with buttons for "Facebook", "LinkedIn", "Email", "Twitter", and "WhatsApp".

Below the details section is a "You might also like" section showing four cards for "HDPE Reels - Natural". Each card has a "Material Location" field and an "Average Weight per Load" field. At the bottom of the page, there is a "Not finding what you need?" section with a "LIST REQUESTED MATERIAL" button.



Seller Platform

How It Works

- Sellers list materials, which buyers then bid on.
- Once a buyer places an offer, the seller can accept, decline, or send a counteroffer.
- The seller sees buyer bids, haulier rates, and final pricing in a unified view.
- After approval, all necessary documents are automatically created.

WasteTrade

My Listings > Offers

PP mixed plastics

Material Description

- PRICE PER LOAD: £250
- AVERAGE WEIGHT PER LOAD: 350 MT
- NO. OF LOADS: 23 of 23
- REMAINING LOADS: 8 of 23
- PACKAGED: Bulk
- MATERIAL LOCATION: Norway

BID AMOUNT	BID DATE	LOAD QUANTITY	WEIGHT PER LOAD	DESTINATION	ESTIMATED DELIVERY	STATUS	ACTION
£1500/MT (£42,000.00)	2023-11-13	2/23	10MT	United Kingdom	10/10/24 - 15/10/24	Ongoing	ACCEPT OFFER REJECT OFFER
£1500/MT (£42,000.00)	2023-11-13	2/23	10MT	United Kingdom	10/10/24 - 15/10/24	Sold	VIEW DETAILS
£1500/MT (£42,000.00)	2023-11-13	2/23	10MT	United Kingdom	10/10/24 - 15/10/24	Rejected	VIEW DETAILS
£1500/MT (£42,000.00)	2023-11-13	2/23	10MT	United Kingdom	10/10/24 - 15/10/24	Ongoing	ACCEPT OFFER REJECT OFFER
£1500/MT (£42,000.00)	2023-11-13	2/23	10MT	United Kingdom	10/10/24 - 15/10/24	Ongoing	ACCEPT OFFER REJECT OFFER
£1500/MT (£42,000.00)	2023-11-13	2/23	10MT	United Kingdom	10/10/24 - 15/10/24	Ongoing	ACCEPT OFFER REJECT OFFER

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Are you sure you want **REJECT** this offer?

REASON FOR REJECTION*

- Images not matching the description
- Low price
- Location is too far
- Other

SUBMIT REJECTION

Request a Counter Offer for this material

CURRENCY*

PRICE PER METRIC TONNE*

SUBMIT



Seller Platform

Key Features

- **Offer Management** – Sellers can track bids, compare haulier rates, and finalize deals.
- **Haulier Rate Visibility** – Ensures sellers factor in transport costs before approving a sale.
- **Final Price Calculation** – Displays the full cost breakdown, including transport.
- **Document Automation** – Reduces administrative workload by generating necessary compliance files.

My Listings > Details

PP mixed plastics

BID AMOUNT
£1500/MT
(£42,000.00)

Seller		Buyer		Haulier	
LOCATION	AVERAGE WEIGHT PER LOAD	LOCATION	SITE RESTRICTIONS	TRANSPORT PROVIDER	EXPECTED TRANSIT TIME
Lanark, South Lanarkshire	20RT	Dorjee Wieropolaki, Ljubljana	None	Dan Haulage	3-4 days
MATERIAL TYPE	PACKAGING	LOADING TIMES	DESIRED DELIVERY WINDOW	CONTAINER TYPE	TRAILER TYPE
100% LDFE Production Waste Colour	Lumps	07:00 - 14:00	2025-11-13 2025-11-30	45 container - Standard	Standard/Curtain sider 42'
CONTAINER TYPE	LOADING TIMES	NUMBER OF LOADS BID ON	DESTINATION CHARGES	CONTAINER RATE VALID UNTIL	
Lozem Ipsum	07:30 - 16:30	3 of 3	Receivers Account	2024-06-30	
SITE RESTRICTIONS You will require a reference number					

Load Status

LOAD NUMBER	COLLECTION DATE	LOAD STATUS	GROSS WEIGHT	PALLET WEIGHT
1 of 3	2024-06-30	Delivered	350 MT	4KG
2 of 3	2024-06-30	Ongoing	350 MT	4KG
3 of 3	2024-06-30	Ongoing	350 MT	4KG

My Listings > Details

PP mixed plastics

BID AMOUNT
£1500/MT
(£42,000.00)

Offer Rejected

DATE REJECTION
2023-11-13

REJECTION REASON
Low price

MESSAGE
You have successfully rejected the buyer's offer.

Seller		Buyer	
LOCATION	AVERAGE WEIGHT PER LOAD	LOCATION	SITE RESTRICTIONS
Lanark, South Lanarkshire	20RT	Dorjee Wieropolaki, Ljubljana	None
MATERIAL TYPE	PACKAGING	LOADING TIMES	DESIRED DELIVERY WINDOW
100% LDFE Production Waste Colour	Lumps	07:00 - 14:00	2025-11-13 2025-11-30
CONTAINER TYPE	LOADING TIMES	NUMBER OF LOADS BID ON	
Lozem Ipsum	07:30 - 16:30	3 of 3	
SITE RESTRICTIONS You will require a reference number			



Haulier Platform

Haulier Dashboard: Finding Available Loads & Optimizing Delivery

Problems Fixed

- Hauliers had no structured way to view available loads.
- Pricing negotiations were unorganized, causing inefficiencies.
- No direct system for scheduling deliveries and generating logistics documents.

WasteTrade

Support Center | Sazanias Asrat

Dashboard | LOGISTICS PLATFORM | Available Loads | **Current Offers**

Current Offers

ALL | PENDING OFFERS | REJECTED OFFERS | ACCEPTED OFFERS | LOST OFFERS | PERFORMANCE OFFERS

View the status of the offers you put on available loads.

What are you looking for? SORT BY: Recent

34 RESULTS

BID DATE	MATERIAL	PICKUP LOCATION	DESTINATION	QUANTITY	PACKAGING	OFFER STATUS	VIEW DETAILS
2023-11-13	Non-Ferrous - Stainless Steel 304	Lanark, South Lanarkshire, United Kingdom	Gorzów Wielkopolski, Lubuskie, Polska	100 MT	Loose	Pending	VIEW DETAILS
2023-11-13	Non-Ferrous - Stainless Steel 304	Lanark, South Lanarkshire, United Kingdom	Gorzów Wielkopolski, Lubuskie, Polska	100 MT	Loose	Accepted	VIEW DETAILS
2023-11-13	Non-Ferrous - Stainless Steel 304	Lanark, South Lanarkshire, United Kingdom	Gorzów Wielkopolski, Lubuskie, Polska	100 MT	Loose	Rejected	VIEW DETAILS
2023-11-13	Non-Ferrous - Stainless Steel 304	Lanark, South Lanarkshire, United Kingdom	Gorzów Wielkopolski, Lubuskie, Polska	100 MT	Loose	Lost	VIEW DETAILS



Haulier Platform

How It Works

- The haulier sees available shipments that require transport.
- They place competitive bids based on route, load, and delivery time.
- After winning a bid, they schedule pickup and delivery within the platform.
- All shipping documentation is automatically created, ensuring regulatory compliance.

WasteTrade

Dashboard
LOGISTICS PLATFORM
Available Loads
Current Offers

Haulier Bid

GO BACK

Support Center Szczytno Asort

TRAILER OR CONTAINER (REQUIRED)
Select

ARE YOU COMPLETING CUSTOMS CLEARANCE (REQUIRED)
 Yes No
1 If not, WasteTrade can handle Customs Clearance for a fixed fee of £200. This will be added to the haulage Total

NUMBER OF LOADS (REQUIRED)
0

CURRENCY (REQUIRED) **HAULAGE COST (REQUIRED)** **HAULAGE TOTAL**
£/GBP 0 0
1 Please include weight/bridge price if required.

TRANSPORT PROVIDER (REQUIRED)
 Own Haulage Third Party Haulage Mixed Haulage

SUGGESTED COLLECTION DATE (REQUIRED)
dd/mm/yyyy

EXPECTED TRANSIT TIME (REQUIRED) **DEMURRAGE AT DESTINATION (DAYS) (REQUIRED)**
1-2 days 1 day

NOTES
0 of 32000 max characters

SUBMIT

Seller

LOCATION	AVERAGE WEIGHT PER LOAD
Lanark, South Lanarkshire	20MT

MATERIAL TYPE	PACKAGING
100% LDPE Production Waste Colour	Lumps

CONTAINER TYPE	LOADING TIMES
Lorem Ipsum	07:30 - 16:30

SITE RESTRICTIONS
You will require a L reference number

Buyer

LOCATION	SITE RESTRICTIONS
Gorzów Wielkopolski, Lubuskie	None

LOADING TIMES	DESIRED DELIVERY WINDOW
07:00 - 14:00	2023-11-13 2023-11-30

NUMBER OF LOADS BID ON
5

MAKE AN OFFER

Seller

LOCATION	AVERAGE WEIGHT PER LOAD
Lanark, South Lanarkshire	20MT

MATERIAL TYPE	PACKAGING
100% LDPE Production Waste Colour	Lumps

CONTAINER TYPE	LOADING TIMES
Lorem Ipsum	07:30 - 16:30

SITE RESTRICTIONS
You will require a L reference number



Haulier Platform

Key Features

- **Load Availability View** – Hauliers can browse shipments and bid competitively.
- **Rate Customization** – Enables flexible pricing for different routes and cargo sizes.
- **Delivery Scheduling** – Allows hauliers to confirm pickup/drop-off times, reducing coordination delays.
- **Automated Transport Documentation** – Generates necessary shipping documents and compliance records.

Benefits of the Dashboard System

- **Full Transaction Transparency** – Buyers, sellers, and hauliers have complete visibility into pricing, status updates, and logistics.
- **No Need for Messaging** – Since all details are centralized, users don't need direct communication to complete transactions.
- **Reduced Administrative Work** – Automated document generation saves time and ensures compliance.
- **Better Pricing & Competition** – Hauliers and sellers can adjust offers dynamically, leading to optimized deals for all parties.



Buyer



Seller



Haulier

The screenshot displays the WasteTrade Marketplace interface. On the left is a sidebar with navigation links: Dashboard, Marketplace, Wanted Materials, Create Listing, My Listing, My Offers, My Sites, Add Site, and More. The main content area is titled 'Marketplace' and features a search bar with the placeholder text 'What are you looking for?'. Below the search bar are filters for COUNTRY, POLYMER, PACKED, STORED, and MATERIALS, each with a dropdown menu set to 'All'. A 'SORT BY' dropdown is set to 'Available Listings'. The results section shows '84 RESULTS OF 435252' and displays four listings for 'HDPE Reels - Natural'. Each listing includes a 'Available Now' status, a material image, a location pin for 'Material Location Norway', and a weight specification of 'Average Weight per Load 350 MT'.

Admin & Sale Platform



Admin



**Sale
Representative**

Internal WasteTrade Management

To ensure seamless platform operations and a competitive marketplace for waste trading, WasteTrade has implemented two key internal management dashboards:

- **The Admin Dashboard** – Focused on regulating listings, vetting users, managing documentation, and ensuring compliance to maintain a secure and trustworthy platform.
- **The Sales Dashboard** – Dedicated to monitoring supply and demand, enhancing competitiveness, and sourcing buyers and sellers both inside and outside the platform.

These dashboards work in tandem to streamline transactions, improve user experience, and optimize platform efficiency for buyers, sellers, and hauliers.



Admin



**Sale
Representative**



Admin Platform

Admin Dashboard: Ensuring Compliance & User Management

Purpose & Problem Solved

The Admin Dashboard is the central hub for maintaining order, security, and compliance within WasteTrade. It addresses key challenges such as:

- Preventing non-compliant or fraudulent listings from entering the marketplace.
- Vetting new users to maintain a reliable trading environment.
- Managing documentation to ensure seamless transactions.
- Facilitating one-on-one calls with users to support and onboard them effectively.

The screenshot shows the 'Commercial management' dashboard in the WasteTrade Admin Platform. The interface includes a sidebar with navigation options: ADMIN PLATFORM, Homepage, Sales Management, User management, Document management, Content management, Analytics, and Settings. The main content area displays a table of 'NEW MEMBERS' under the 'TRADING' tab. The table has columns for BUYER, DATE OF REGISTRATION, REGISTRATION STATUS, OVERALL STATUS, and ONBOARDING STATUS. Each row represents a user with the following details: Full name: Jason, Company: United Kingdom, Buyer Location: United Kingdom, Date of registration: dd/mm/yyyy, Registration status: In progress, Overall status: In progress, and Onboarding status: Company documents added/in progress. A 'VIEW DETAIL' button is present for each user entry. The top right of the dashboard shows 'Support Center', the user 'Sazanias Asrat', and a flag icon.

BUYER	DATE OF REGISTRATION	REGISTRATION STATUS	OVERALL STATUS	ONBOARDING STATUS	
Full name: Jason Company: United Kingdom Buyer Location: United Kingdom	dd/mm/yyyy	In progress	In progress	Company documents added/in progress	VIEW DETAIL
Full name: Jason Company: United Kingdom Buyer Location: United Kingdom	dd/mm/yyyy	In progress	In progress	Company documents added/in progress	VIEW DETAIL
Full name: Jason Company: United Kingdom Buyer Location: United Kingdom	dd/mm/yyyy	In progress	In progress	Company documents added/in progress	VIEW DETAIL
Full name: Jason Company: United Kingdom Buyer Location: United Kingdom	dd/mm/yyyy	In progress	In progress	Company documents added/in progress	VIEW DETAIL
Full name: Jason Company: United Kingdom Buyer Location: United Kingdom	dd/mm/yyyy	In progress	In progress	Company documents added/in progress	VIEW DETAIL



Admin Platform

Key Features & Responsibilities

Listing & Offer Management

- Reviews new material listings to ensure compliance with platform regulations.
- Rejects or approves listings based on quality, legal compliance, and market standards.

User Vetting & Registration

- Ensures user authenticity by verifying registration details.
- Manages user approval workflows, granting access to trusted buyers, sellers, and hauliers.

The screenshot displays the WasteTrade Admin Platform interface. On the left is a sidebar with the WasteTrade logo and navigation links: ADMIN PLATFORM, Homepage, Sales Management, User management, Document management, Content management, Analytics, and Settings. The main content area shows the 'Sale Listings > Details' page with a '- GO BACK' button. Below this is the 'Seller Information' section, which includes a 'Seller' name and a 'FULL Sazan' label. The 'Material Information' section is a table with the following data:

MATERIAL	PACKAGING	BID STATUS
Non-Ferrous - Stainless Steel 304	Lumps	Pending
LOCATION/WAREHOUSE	NUMBER OF LOADS	
United Kingdom	23/23	
CURRENCY	WEIGHT PER LOAD	
£ (Pound)	10MT	

At the bottom of the material information section are three buttons: 'APPROVE' (green), 'REJECT' (red), and 'REQUEST MORE INFORMATION' (green). A modal window titled 'Reason for rejection' is open, showing radio button options: 'Incomplete documentation', 'Invalid company registration', 'Duplicate account', 'Unverified contact information', and 'Other (admin to provide a custom reason)'. The 'Other' option is selected. Below the options is an 'INPUT CUSTOM REASON' text field with the placeholder 'Type here' and a 'CONFIRM' button.

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Admin Platform

Key Features & Responsibilities

Price Rate Management & Negotiation

- Regulates and adjusts price rates to keep the platform fair and competitive.
- Assists users in understanding pricing structures and provides guidance where needed.

Documentation Control & Compliance

- Monitors and manages contracts, invoices, and trade compliance documents.
- Ensures all documents are auto-generated and meet international waste trading laws.

The screenshot displays the WasteTrade Admin Platform interface. On the left is a sidebar with the WasteTrade logo and navigation links: ADMIN PLATFORM, Homepage, Sales Management, User management (highlighted), Document management, Content management, Analytics, and Settings. The main content area is titled 'Members Account' and includes a 'Support Center' link, a user profile 'Sazanias Asrat', and a language selector. Below this are three buttons: 'GO BACK', 'APPROVAL', 'REJECT', and 'REQUEST MORE INFORMATION'. The 'Personal Information' section shows a profile card with a circular logo containing 'SA' and 'Account ID: 545828', and a table of details: PREFIX (Mr), FIRST NAME (Sazanias), LAST NAME (Asrat), JOB TITLE (Designer), EMAIL ADDRESS (sszanias@wastetrade.com), and TELEPHONE (+44742134587). The 'Company Information' section includes fields for COMPANY NAME (TWDA), WEBSITE (www.twda.agency), COMPANY INTEREST (Buy), COMPANY TYPE (Local Authority/Government), VAT status, and COMPANY REGISTRATION NUMBER (12345678902). A 'COMPANY DESCRIPTION' field contains placeholder text. The 'Material Preferences' section features four columns of checkboxes: PLASTICS (Check Box, PC, PET, PS, HDPE, PA), FIBRE (Ordinary Grades, Medium Grades, High Grades, Kraft Grades), RUBER (Natural, Synthetic), and METAL (Ferrous, Non-Ferrous). A 'Request Information' modal is open on the right, with radio buttons for 'Additional company documentation required', 'Clarification on provided details', 'Update on business address', and 'Other (admin to provide a custom request)'. It includes an 'INPUT CUSTOM REQUEST' field, a 'MESSAGE*' field with a placeholder, and a 'CONFIRM' button.

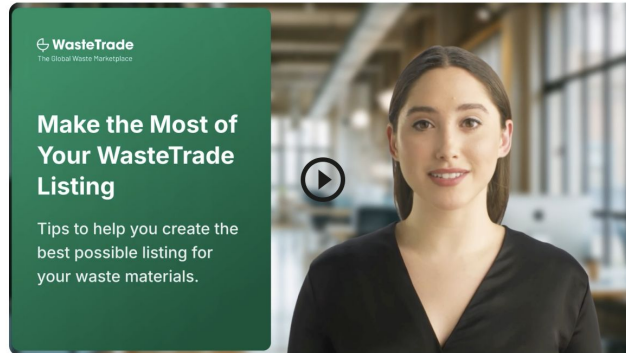


Admin Platform

Key Features & Responsibilities

User Support & One-on-One Calls

- Admins provide personalized assistance to users struggling with trading, onboarding, or compliance.
- Helps buyers, sellers, and hauliers navigate the trading process smoothly.

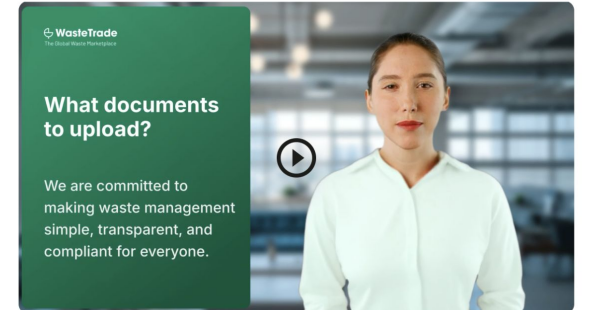


Optimise Your Listing for Maximum Visibility

- Use clear, high-quality images of your material (no logos or contact details).
- Add a detailed description to attract buyers.
- Mark your listing as 'Ongoing' if it's always available.
- Avoid adding personal details like emails or phone numbers—this can delay approval.

Still not sure? Request a personal assistance for your company documentation.

[BOOK A 1:1 CALL](#)



Ensure Your Compliance

To trade on WasteTrade, you need to upload key compliance documents based on your operations:

- **Environmental Permit:** Confirms your waste activities meet environmental standards.
- **Waste Exemptions:** For low-risk activities like small-scale recycling or reusing materials.
- **Waste Carriers License:** Required if you transport waste materials.

Outside the UK or EU?

Provide equivalent documentation from your local authority to confirm compliance with your country's regulations.

Upload these documents now to get started and ensure smooth trading on WasteTrade!

Still not sure? Request a personal assistance for your company documentation.

[BOOK A 1:1 CALL](#)



Sale Representative Platform

Sales Dashboard: Driving Supply & Demand for Platform Growth

Purpose & Problem Solved

The Sales Dashboard ensures that WasteTrade remains a competitive and attractive marketplace by actively managing supply and demand. It solves key issues such as:

- Ensuring a steady flow of registered and unregistered users for consistent trading activity.
- Helping Business Development Managers (BDMs) find potential buyers and sellers outside the platform.
- Matching available and wanted materials to boost trading opportunities.

The screenshot displays the WasteTrade Sales Dashboard. The left sidebar contains navigation options: Dashboard (selected), Supply & Demand, Prices, Global Data, Sales Repts, and a user profile menu with Andy, Colin, Juan, and User. The main content area is titled 'Dashboard' and greets the user 'Sazanius Asrat'. It features two data tables: 'Supply' and 'Demand'. Both tables list sales representatives (Andy, Colin, Juan, User) with their 'TOTAL BDM' and 'TOTAL LISTINGS' counts, both set to 23. Each row includes a 'VIEW SUPPLY' or 'VIEW DEMAND' link. The footer contains copyright information and links to Terms & Conditions and Privacy & Policy.

SALES REP	TOTAL BDM	TOTAL LISTINGS	
Andy	23	23	VIEW SUPPLY
Colin	23	23	VIEW SUPPLY
Juan	23	23	VIEW SUPPLY
User	23	23	VIEW SUPPLY
User	23	23	VIEW SUPPLY

SALES REP	TOTAL BDM	TOTAL LISTINGS	
Andy	23	23	VIEW DEMAND
Colin	23	23	VIEW DEMAND
Juan	23	23	VIEW DEMAND
User	23	23	VIEW DEMAND
User	23	23	VIEW DEMAND



Sale Representative Platform

Key Features & Responsibilities

Market Supply & Demand Management

- Tracks registered & unregistered users to ensure a competitive balance of supply and demand.
- Identifies gaps in the market and works on attracting new users to fill those needs.

BDM MATCHES

3

LISTINGS MATCHES

3

MATERIAL GROUP
Mixed Film Rolls / Reels

BDM MATCHES 3	LISTINGS MATCHES 3
DATE 10/10/2024	ADDED BY Sazanias
COMPANY WasteTrade	MATERIAL TYPE Plastic

[VIEW MORE](#)

[VIEW MATCHES](#)

[REMOVE MATERIAL](#)

MATERIAL GROUP
LDPE - LDPE Film 98.2

BDM MATCHES 3	LISTINGS MATCHES 3
DATE 10/10/2024	ADDED BY Sazanias
COMPANY WasteTrade	MATERIAL TYPE Plastic
MATERIAL Drums	PACKED Bale
QUANTITY 40t	GUIDE PRICE £230
FREQUENCY 2 Weeks	LOCATION UK

[VIEW LESS](#)

[VIEW MATCHES](#)

[REMOVE MATERIAL](#)

The screenshot shows the WasteTrade platform interface. On the left is a navigation menu with options like Dashboard, Supply & Demand, Prices, Global Data, and Sales Reps. The main content area is titled 'Supply' and includes tabs for 'SUPPLY' and 'DEMAND'. Below this is a 'Message info here' section. The 'SUPPLY PIPELINE' section contains a form to 'Add Supply Pipeline' with fields for COMPANY, DATE, LOCATION, MATERIAL TYPE, MATERIAL GROUP, MATERIAL, PACKED, QUANTITY, FREQUENCY, and GUIDE PRICE. Below the form is a 'Your Supply Pipeline' section showing 94 results of 435252, with a 'SORT BY' dropdown set to 'Most recent'. Three material group cards are displayed, each showing details for 'LDPE - LDPE Film 98.2' and 'Mixed Film Rolls / Reels', including match counts, date, company, material type, quantity, and price.



Sale Representative Platform

Key Features & Responsibilities

BDM (Business Development Manager) Support

- Enables BDMs to source new buyers and sellers from external channels.
- Helps match platform users with off-platform buyers and sellers for more trading opportunities.

Match Material Listings (Internal & External Sourcing)

- Matches available listings with wanted materials, ensuring a high trade success rate.
- Expands sourcing by bringing external materials and buyers into the platform.

Wanted Listings Matches

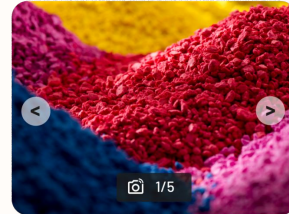
5 MATCHES

COMPANY NAME

Hello Fresh

Wanted Material

TRADER TYPE	VERIFICATION	ACCOUNT ID	ACCOUNT LOCATION	EMAIL	PHONE
Seller	Account Verified	545628	United Kingdom	{email@name.com}	{0000000000}



Material Description

MATERIAL PP mixed plastics	AVERAGE WEIGHT PER LOAD 350 MT
NO. OF LOADS 23 of 23	REMAINING LOADS 8 of 23
PACKAGED Bale	MATERIAL LOCATION Norway

BDM Matches

5 MATCHES

SALE REPS

Andy Shores

Wanted Material

DATE	LOCATION	MATERIAL TYPE	MATERIAL GROUP	MATERIAL
10/10/2024	UK	Plastic	HDPE	Drums
PACKED	QUANTITY	FREQUENCY	GUIDE PRICE	
Bale	40t	2 Weeks	£230	

VIEW NOTES 1



ADD A NOTE

The screenshot shows the 'Supply > Matches' section of the platform. It includes a search bar, filters for 'Wanted Material', and a list of matches. The first match is for 'PP mixed plastics' from 'Hello Fresh' in the UK, with a quantity of 40t and a price of £230. The interface also shows a 'Material Description' section with details like 'AVERAGE WEIGHT PER LOAD 350 MT' and 'REMAINING LOADS 8 of 23'.




Sale Representative Platform

Key Features & Responsibilities

Competitor Market Analysis & Visibility Optimization

- Ensures WasteTrade remains visible and competitive in the waste trading industry.
- Adjusts marketing efforts to attract high-value buyers and sellers.

Available Now Plastic-LDPE ☆




Matches
0

Material Location
United Kingdom

Average Weight per Load
14 MT

Available Now Plastic-LDPE ☆



Matches
3


Material Location
United Kingdom

Average Weight per Load
14 MT

Your Search

COMPANY NAME
Hello Fresh Available now

TRADER TYPE	VERIFICATION	ACCOUNT ID	ACCOUNT LOCATION	EMAIL	PHONE
Seller	Account Verified	545628	United Kingdom	{email@name.com}	{0000000000}




Material Description

- ♻️ MATERIAL: PP mixed plastics AVERAGE WEIGHT PER LOAD: 350 MT
- 📦 NO. OF LOADS: 23 of 23 REMAINING LOADS: 8 of 23
- 📦 PACKAGED: Bale MATERIAL LOCATION: Norway

Wanted Listings Matches

COMPANY NAME
Company name Wanted Material

TRADER TYPE	VERIFICATION	ACCOUNT ID	ACCOUNT LOCATION	EMAIL	PHONE
Seller	Account Verified	545628	United Kingdom	{email@name.com}	{0000000000}



Material Description

- ♻️ MATERIAL: PP mixed plastics MATERIAL LOCATION: Norway
- 📦 MATERIAL FAMILY: LDPE Film QUANTITY: 350 MT
- 📦 PACKAGED: Bale GUIDE PRICE: -
- 📄 DESCRIPTION: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

VIEW NOTES 1

+

ADD A NOTE

WasteTrade Dashboard

Supply Dashboard

SEARCH


SEARCH

Matches Seller to Buyer

SEARCH

SEARCH

Available Now Plastic-LDPE ☆



Matches
3

Material Location
United Kingdom

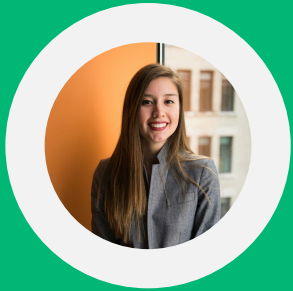
Average Weight per Load
14 MT

BACK

1 / 5

NEXT

Benefits of the Admin & Sales Dashboards



Admin



**Sale
Representative**

- **Ensures compliance & security** – Admins vet users, approve listings, and manage documentation.
- **Enhances user experience** – Sellers & buyers get personalized support and onboarding.
- **Drives growth & engagement** – The sales team ensures platform visibility and attracts new users.
- **Optimizes supply & demand** – Helps maintain a healthy trading ecosystem inside and outside the platform.

AI
Innovation

Material Recognition



Create Listings

Creating a listing on WasteTrade is designed to be fast, accurate, and hassle-free with AI-powered material recognition. Instead of manually inputting material details, users can simply scan and upload their waste material



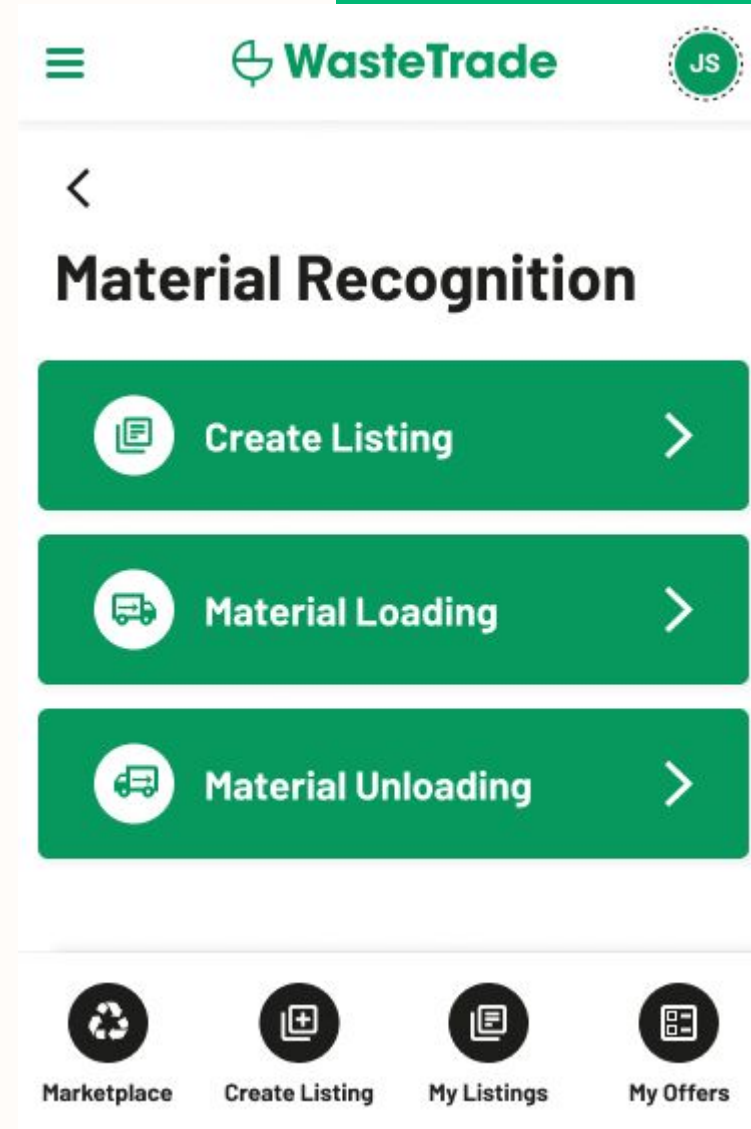
AI-Powered Material Recognition

When sellers or haulier upload loading photos, AI automatically cross-checks the material against the listing to prevent mismatches.



Material ID

WasteTrade's blockchain technology ensures unparalleled transparency and security in material tracking. By recording every step of a material's lifecycle—from source to manufacturer to final product—the system provides an immutable chain of custody.

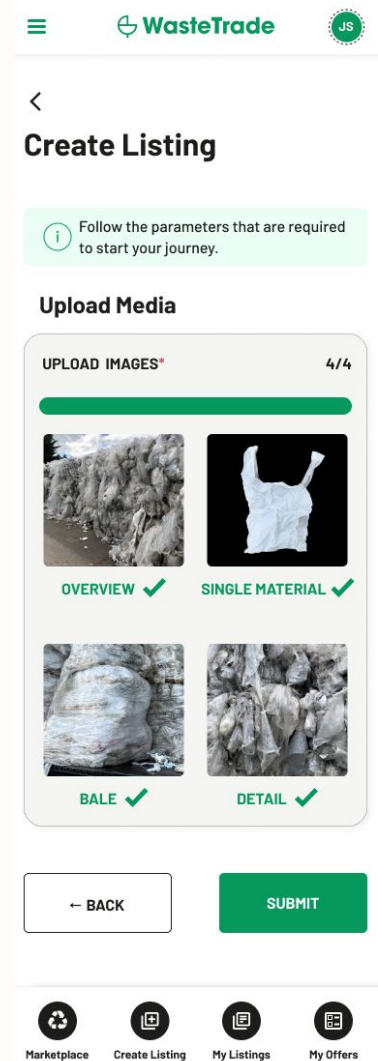
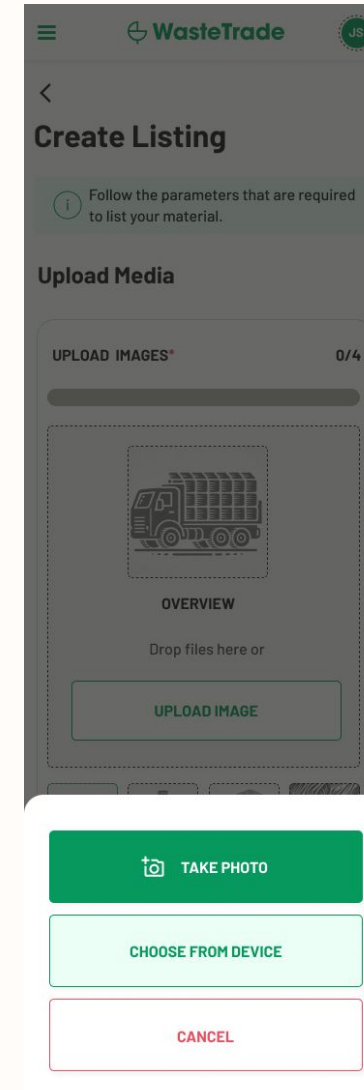
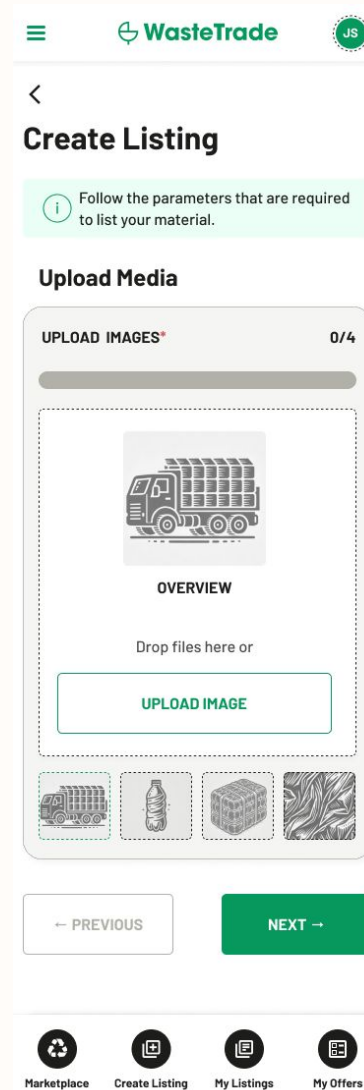
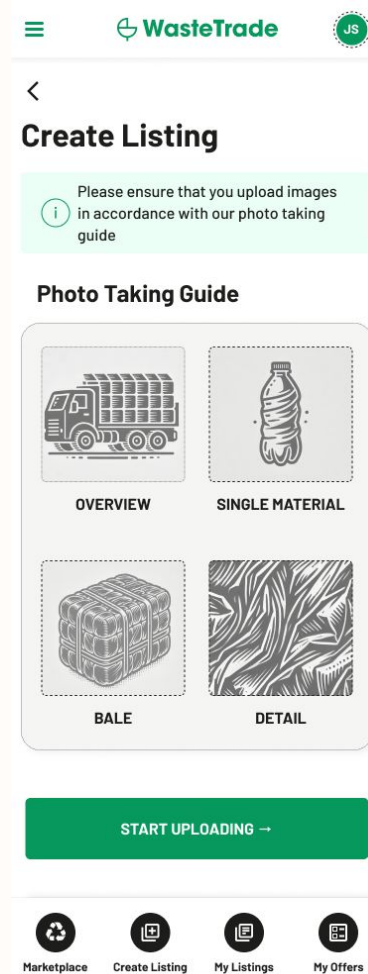


Create Listings

Feature

This feature streamlines waste management, aligning with industry regulations while enhancing marketplace efficiency compared to competitors who still rely on manual categorization.

- Automatically identify and classify the material based on industry standards.
- Ensure precise categorization, reducing listing errors and improving searchability.
- Speed up the process, minimizing the time required to create a listing and their waste material

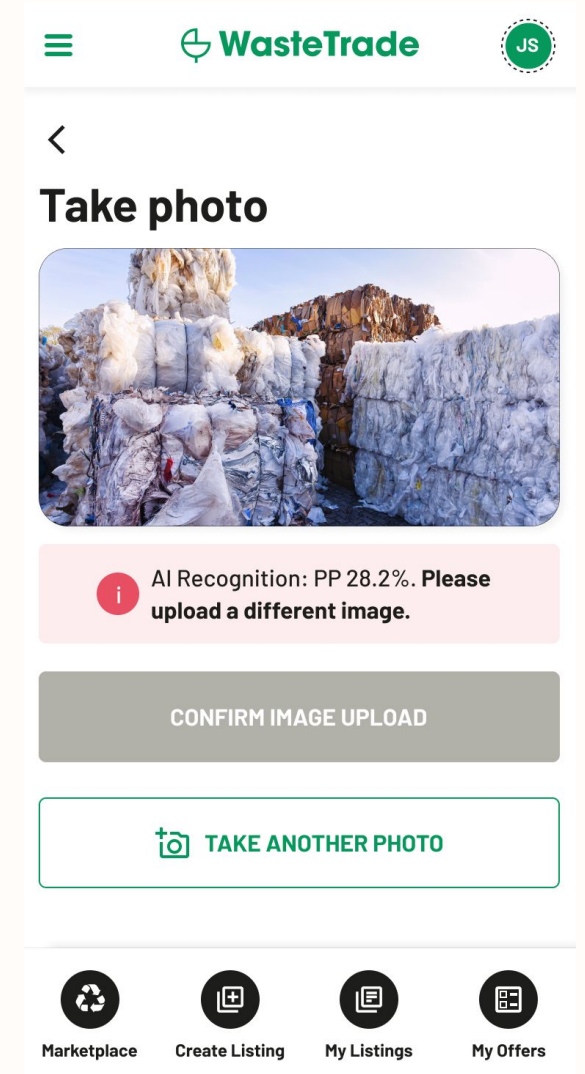
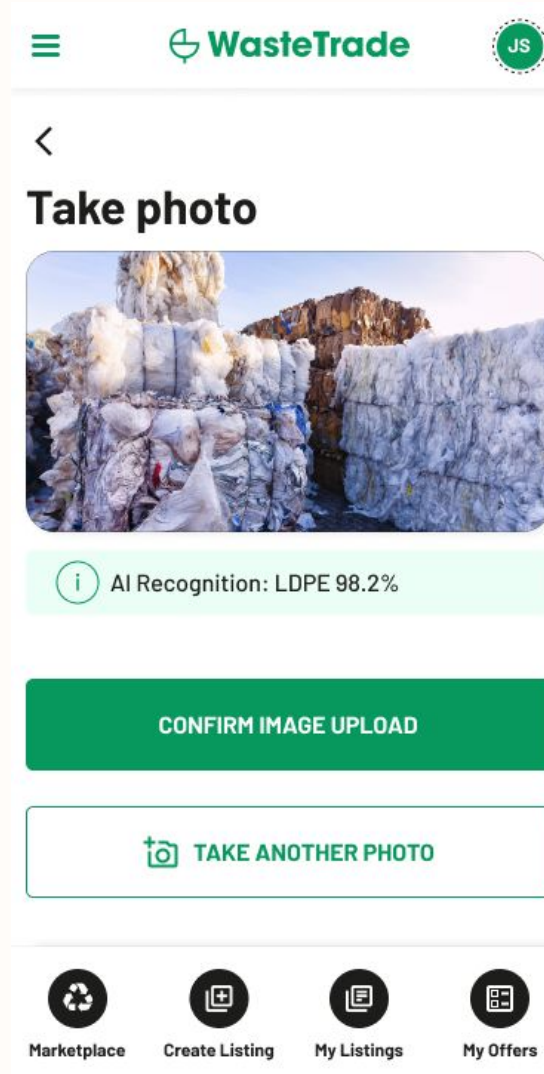


AI-Powered Material Recognition

Feature

This AI-driven approach ensures consistency and compliance, giving buyers confidence in their purchases while reducing operational risks.

- **Instant verification** – If the material matches, the process moves forward seamlessly.
- **Error detection** – If discrepancies exist, the system flags an issue, prompting the seller to review before proceeding.
- **Quality control** – Prevents listing inaccuracies, reducing transaction disputes and costly logistical errors.



Material ID

Feature

By leveraging **blockchain**, WasteTrade differentiates itself from competitors by offering a secure, verifiable, and fully traceable waste commodity marketplace—promoting a sustainable and accountable supply chain.

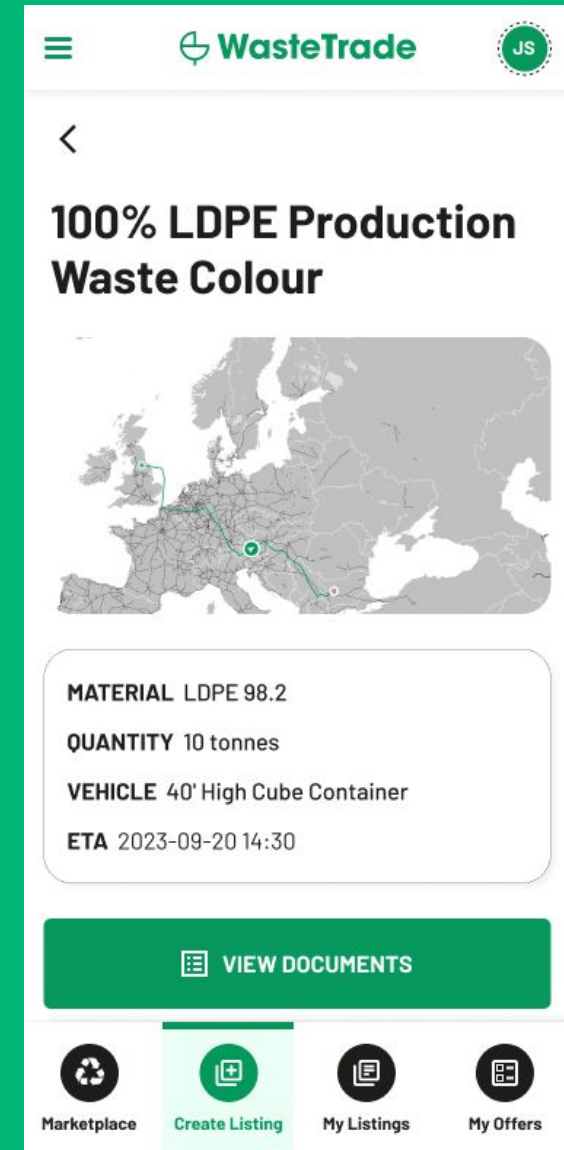
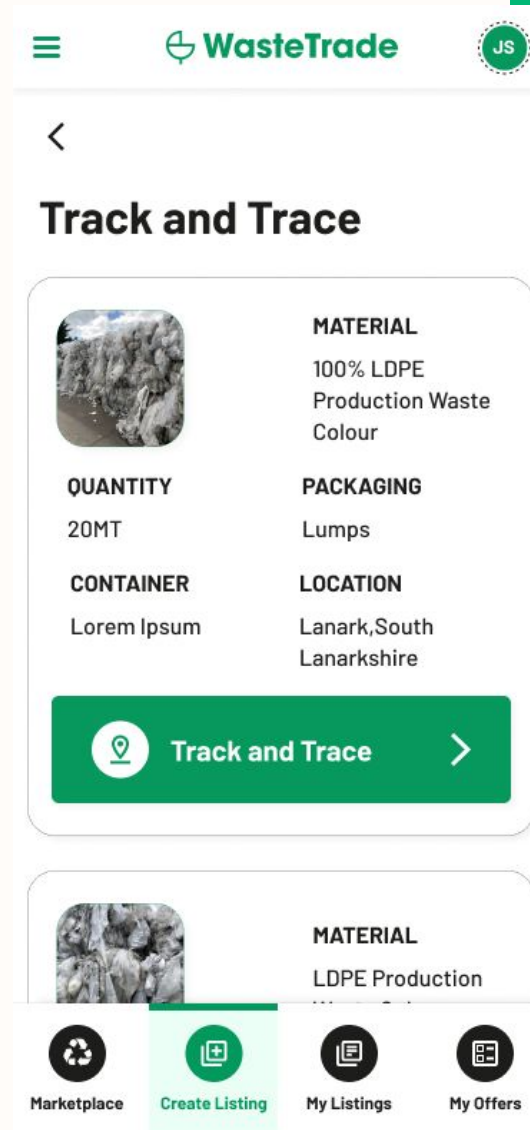
- **Authenticity & Verification** – Businesses can verify the origin, handling, and processing of materials with tamper-proof records.
- **Regulatory Compliance** – Supports global sustainability standards, ensuring adherence to waste management regulations.
- **Enhanced Transparency** – Buyers and sellers gain full visibility into material provenance, reducing fraud and misrepresentation.



Track and Trace

WasteTrade's Track and Trace feature is designed to provide real-time shipment monitoring, ensuring transparency and efficiency throughout the logistics process. By integrating live tracking, detailed loading data, and ETA projections, users can seamlessly manage shipments, loading schedules, and delivery coordination without manual follow-ups.

- **Real-Time Location Tracking** – Buyers, sellers, and hauliers can monitor vehicle or container movement at every stage.
- **Accurate Loading & Unloading Scheduling** – The system synchronizes ETAs with warehouse operations, reducing downtime.
- **Centralized Data Hub** – All relevant logistics details are stored in one easy-to-access location, enhancing decision-making.



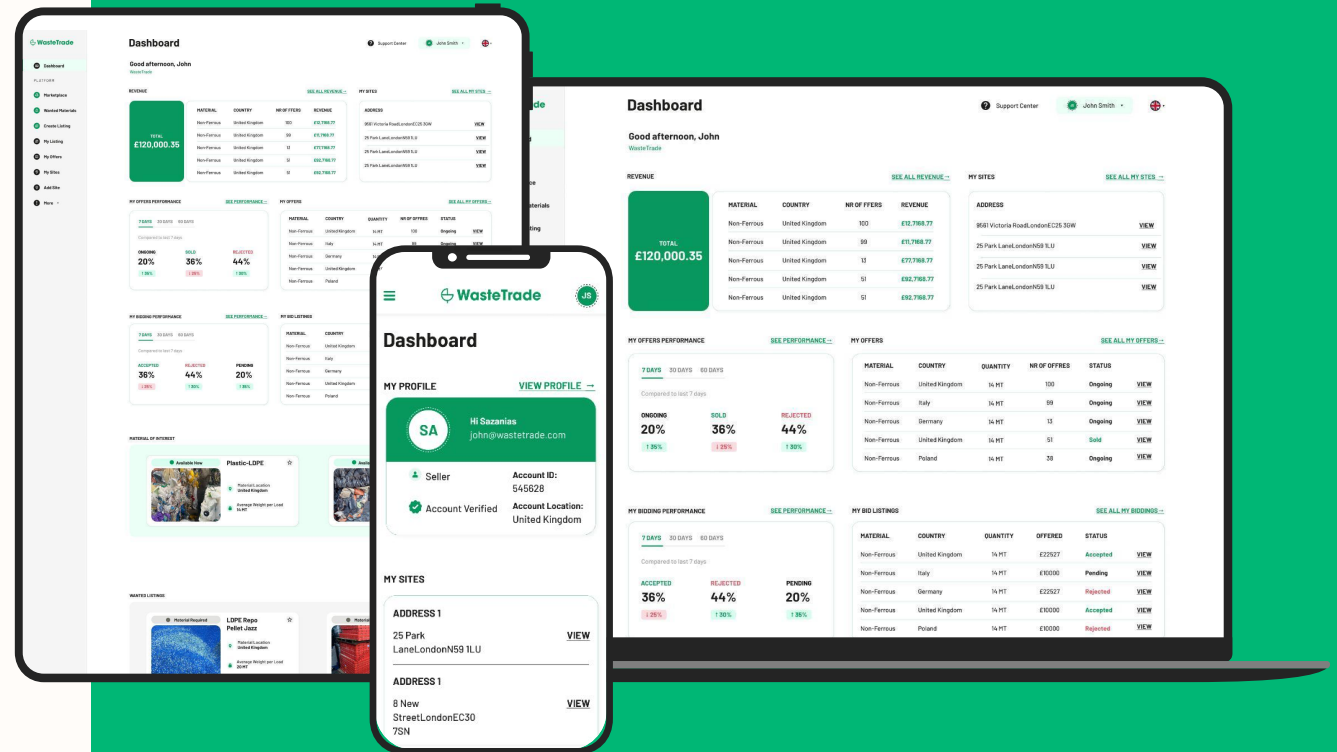
AI-Driven UX Innovation in WasteTrade

WasteTrade's integration of AI and blockchain technology redefines waste commodity trading by ensuring efficiency, transparency, and accuracy at every stage of the process.

From Material ID verification with blockchain to AI-powered listing creation and image recognition, the platform minimizes errors, reduces manual workload, and enhances trust between buyers, sellers, and hauliers.

The Track and Trace feature further strengthens logistics management by providing real-time shipment visibility, allowing seamless coordination across the supply chain.

By leveraging cutting-edge AI and automation, WasteTrade streamlines transactions, prevents fraud, and ensures regulatory compliance, setting a new industry standard for digital waste trading platforms. These innovations not only enhance user experience (UX) but also drive sustainability, accountability, and operational efficiency in the global waste management industry.



Other Projects

Selected Clients Work

SOUTHWARK

UX/UI & Branding for Southwark Social Care Jobs, designing an intuitive candidate application platform that streamlines job searches and recruitment processes.

JBX PAPERPAK

UX/UI, Graphic Design, and Packaging for a B2B Paper Straw Company, developing a customer platform for seamless bulk ordering and brand consistency.

Research Projects

HEYCOMPUTER

Data Visualization and Interactive Installation showcasing users' digital footprints, transforming abstract data into an immersive physical experience.

TRICOUNT

UX Research to optimize Tricount's expense categorization system, improving usability, accuracy, and financial clarity for users.

For more details on these projects, feel free to inquire or explore a preview at www.saznias.com.



Thank You for Reading!

I appreciate you taking the time to explore my work. If you'd like to discuss a project, collaborate, or learn more, feel free to connect with me:



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