

presenting

drop

Kelsey Josund, Megan Lu, and Matt Rolfo

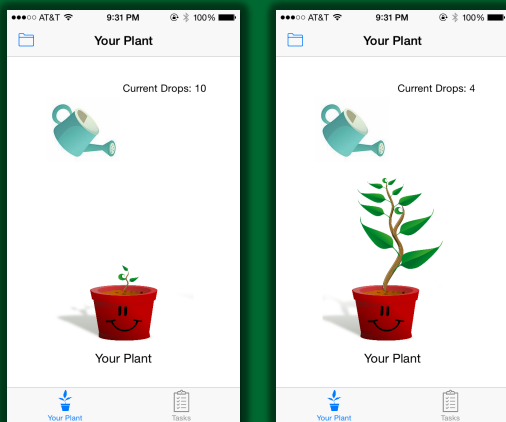


"California wheezed its way into the fourth year of the worst drought in centuries."
-New York Times, earlier this week

"Reducing water use sounds like work. Boring work." – Secret voice inside your brain, right now

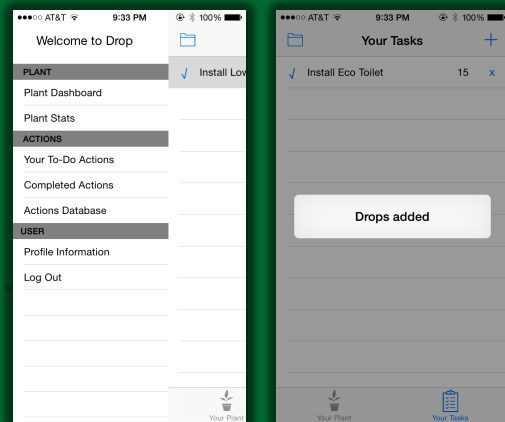
so we made it fun!

play a game

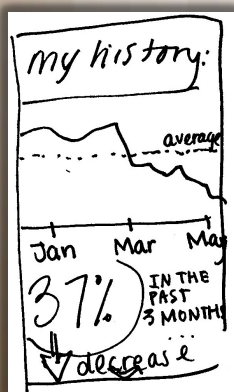


save water to grow your plants

save the earth

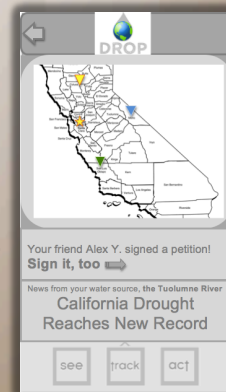


get rewarded for saving water



original low-fidelity concept
personal resource use aggregator

early-stage prototypes



revised medium-fidelity concept
social resource newsfeed