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

http://stanford.edu/class/cs147/projects/behavior/drop/
CS 147
Autumn 2014
Stanford University