Flood.

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Problem/Solution Overview

Value Proposition:

Track your water usage through your groceries.

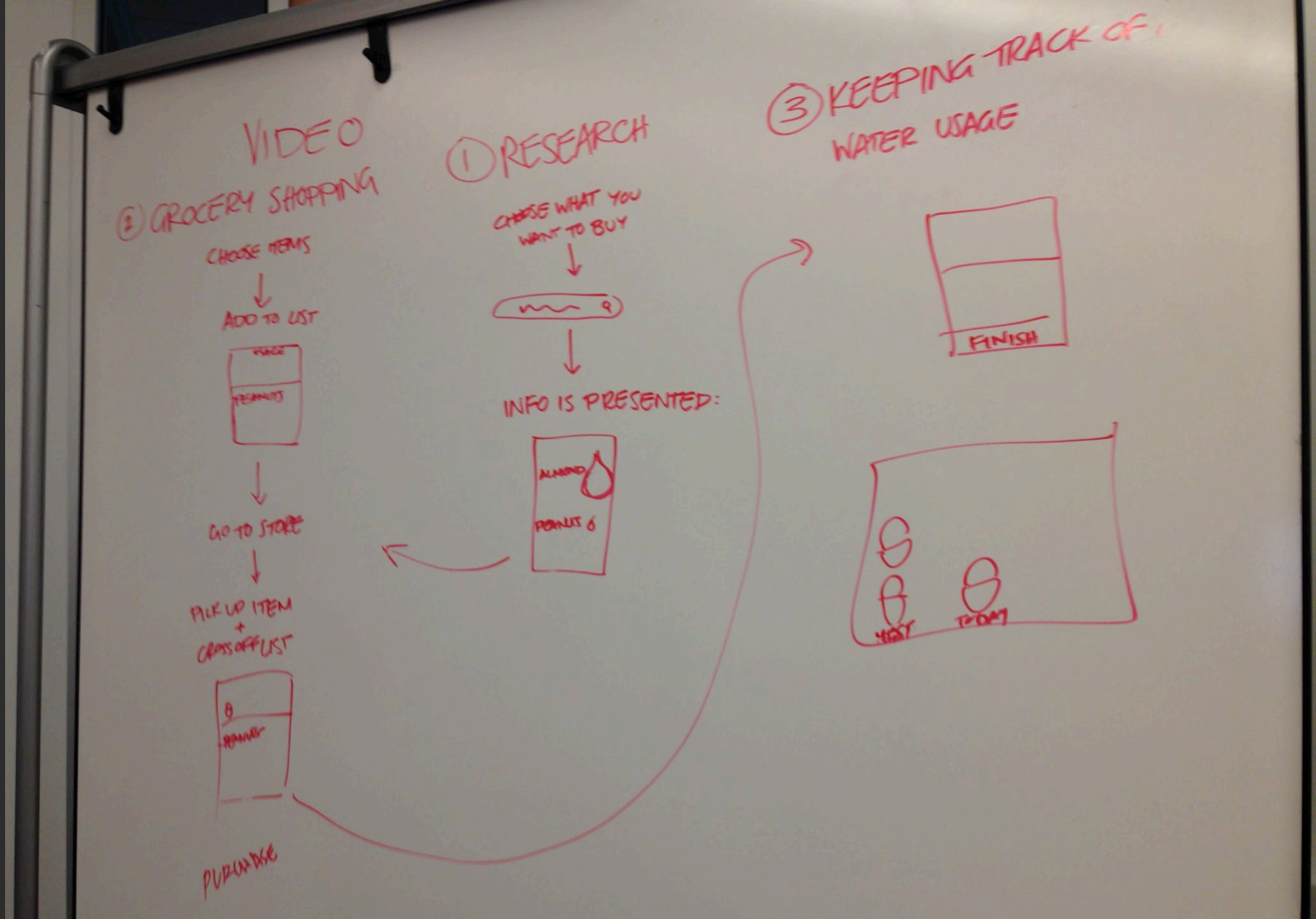
The Problem:

Many California shoppers want to help their state get out of the drought, but do not know where to find relevant information. They also feel no immediate impact from their decisions.

Our Solution:

Flood is a shopping list / database for users to learn about, and keep track of, their water usage. It guides them through key shopping decisions and gives them the opportunity to influence others by sharing how much water they save.

Tasks


VIDEO
② GROCERY SHOPPING
CHOOSE ITEMS
ADD TO LIST
GO TO STORE
PICK UP ITEM + CROSS OFF LIST
① RESEARCH
CHOOSE WHAT YOU WANT TO BUY
INFO IS PRESENTED:
ALMOND
PEANUTS
③ KEEPING TRACK OF WATER USAGE
FINISH
YEST
TODAY

Tasks - detail

1. Research

- ❏ Enter search items
- ❏ Information pops up - potential water use, eco-friendly alternatives

1. Grocery shopping

- ❏ Choose items to purchase
- ❏ Research (step #1)
- ❏ Add to shopping list

- ❏ At the store:
  - ❏ Pick up item
  - ❏ Scan item to check water usage
  - ❏ Add to cart + check off list // put back

3. Tracking water usage

- ❏ After purchasing everything, “finish shopping” on app
- ❏ App shows that day’s water usage
- ❏ Compare with past shopping trips
- ❏ Option to share with friends

Video Storyboards

Our Concept Video.

https://vimeo.com/142652552