

flood

FLOOD

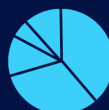
Reduce water usage by illuminating the hidden impact of our grocery shopping



Illuminate water impact



Track footprint



Provide suggestions

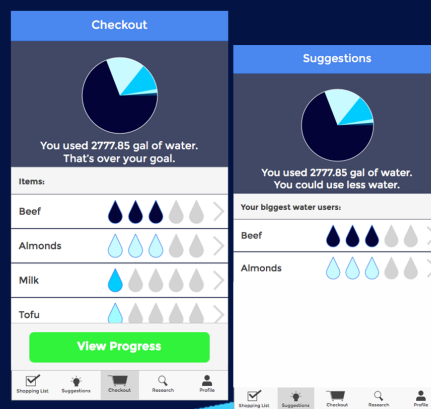
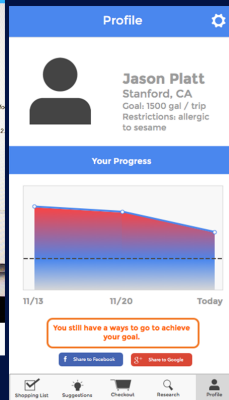
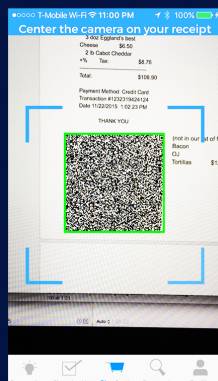
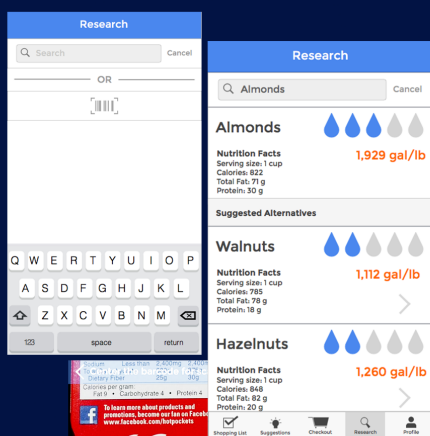


KEY FEATURES

Easy access to information

Track progress with a scan

Detailed feedback and suggestions



DESIGN ITERATION

HIGH-FI PROTOTYPE

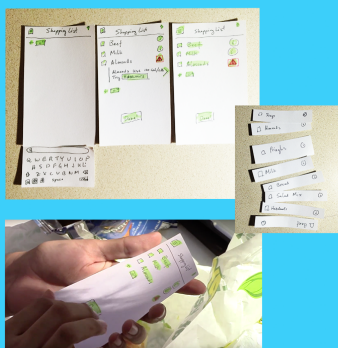
NEEDFINDING



It would be game-changing...



IOW-FI PROTOTYPE AND USER TEST



MEDIUM-FI PROTOTYPE AND HEURISTIC EVALUATION

