

pHond



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Sustainable Systems

About the Product

Goal: Something that can make being sustainable fun.

Audience: Anyone who is interested in nature or becoming environmentally friendly

Description: An app that aids people who have a hard time building a habit to stay sustainable by approaching being sustainable more like a game.



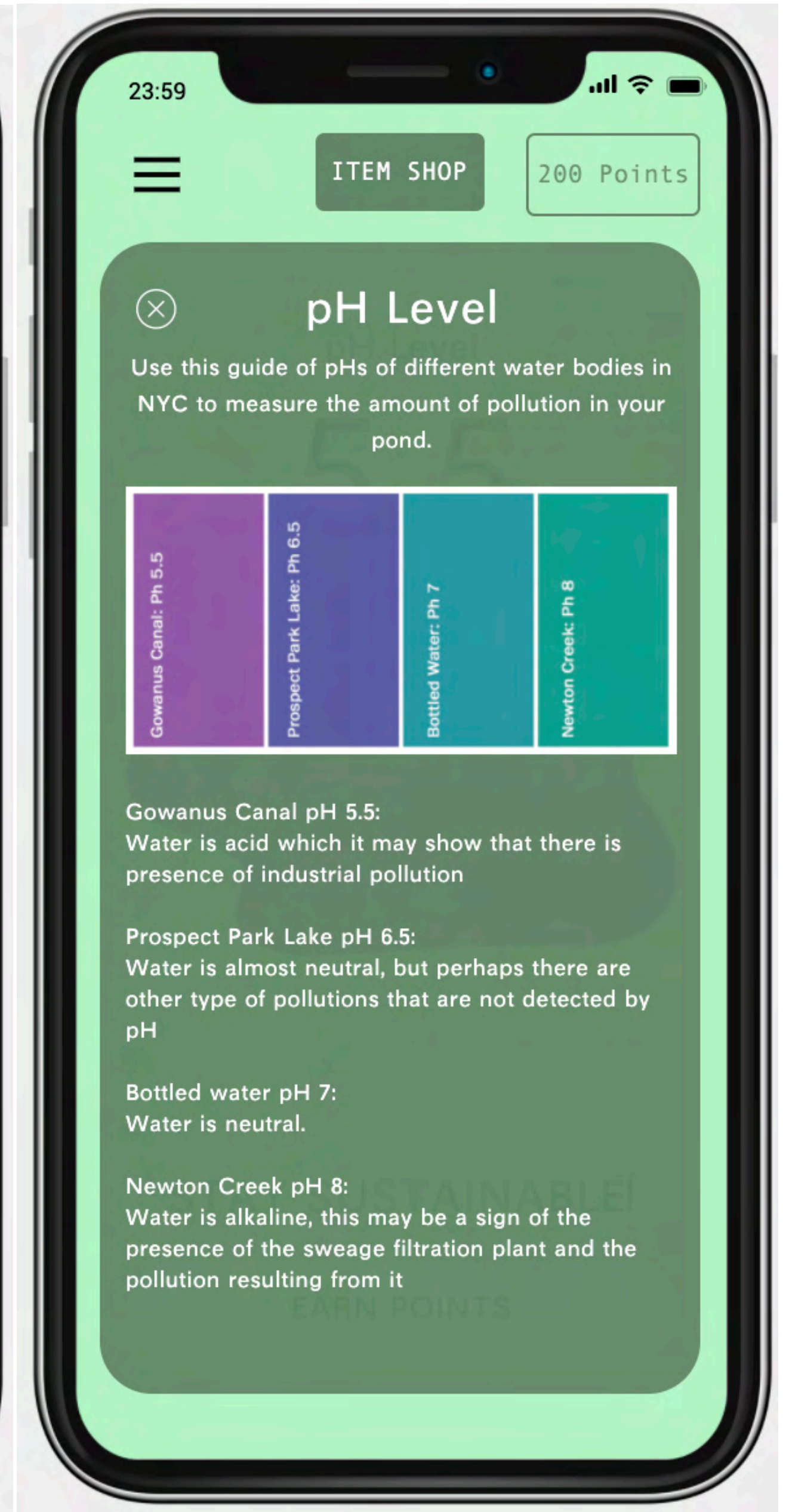
The App

Main Page

- Each user has a pond they are responsible for and their goal is to purify it
- The pond will appear in different colors to visualize how polluted the water is.
- The user can identify the amount of contamination of their pond (their progress) by comparing its color to the colors on the pH test.



Main Page

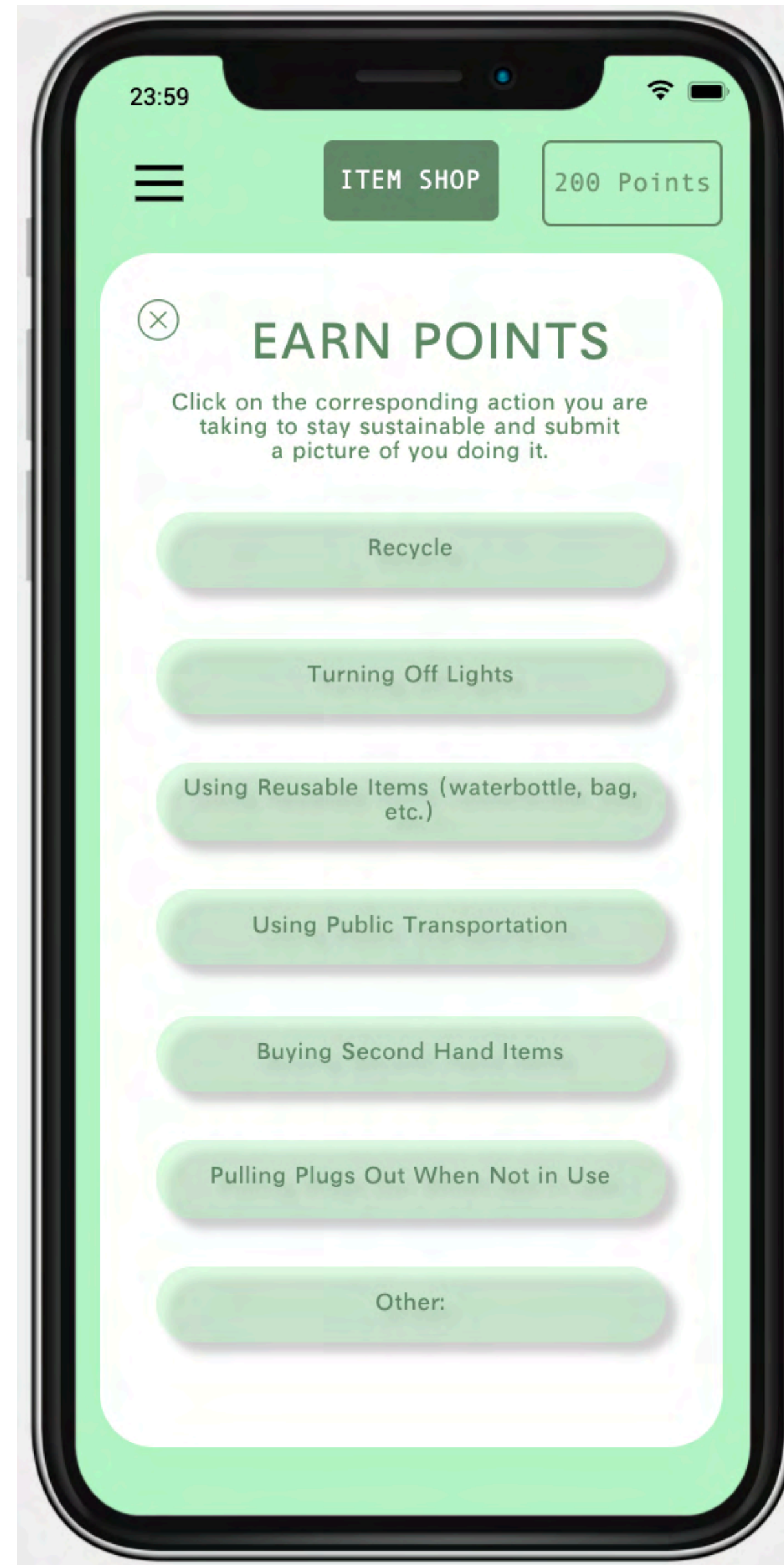


pH Level Guide

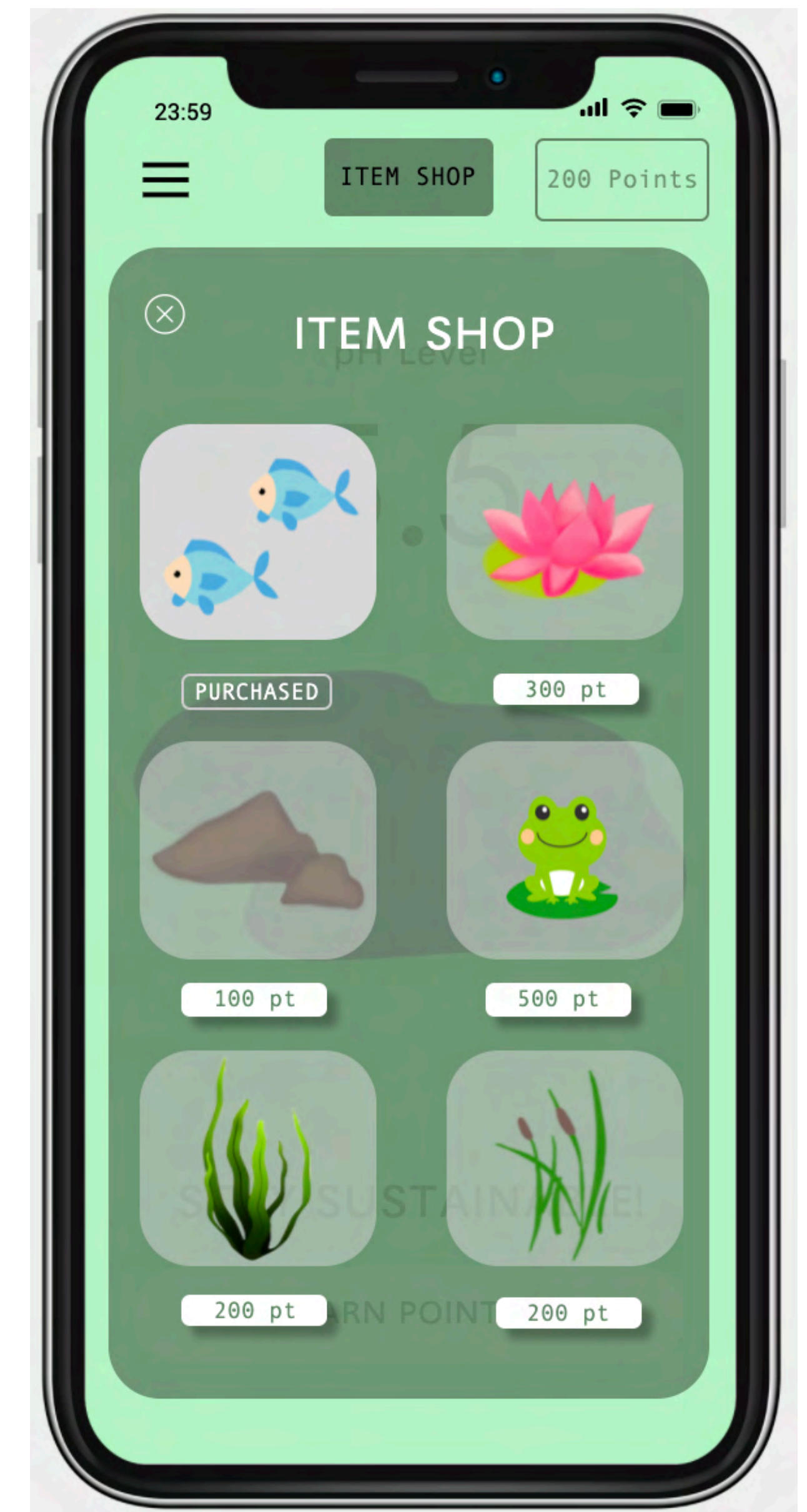
The App

Details

- Gather points to purchase items that can help the purification of the pond.
- To earn points, the user has to select “an action to stay sustainable” and upload a picture proving that you completed this action.
- After uploading, the user will be provided points that correspond to the action they have done.



How to earn points



Item shop

The App

Goals

- The pond should have a pH of 7, similar to bottled water.
- The main page should look like the following image after game play.
- If the pond is too crowded, the pH will exceed 7.



Main page after game play

The Next Step

Promotion of Product

- As my product is an app, I would focus on promoting it on social media.
- Sustainability has become a “trend” among the younger generations (target)
- Include “Friends” feature

