

a project about

**ACCESSIBILITY**

food

mental disabilities

water

# ACCESSIBILITY

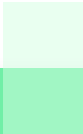
a career

income disability

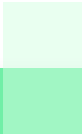
hygiene

shelter

education



How might we  
improve accessibility  
to renewable  
resources for low  
income families?



How might we  
improve accessibility  
to sewage systems  
in third world  
countries?

How might we improve accessibility to renewable resources for low income families?



household

sustainability

families

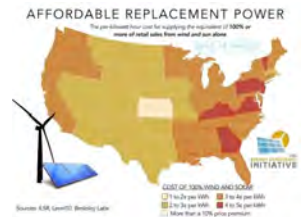
How might we improve accesibility to  
renewable resources for low income  
families?

community

government aid

energy companies

# RESEARCH & EMPATHIZE



Lo- Tech

Hi- Tech

Blue Sky

Duct Tape

physical

emotional

social

invent lower cost  
energy sources

introduce a  
cost-relief program  
with energy  
companies

commercials about  
future generations  
unable to breathe

provide a "medicare"  
type discounted  
government sponsored  
energy company

increase awareness  
globally about  
nonrenewable  
resources

educate the public  
with energy bill about  
the usage

gym powering local  
energy through users  
workout energy XD

# DUCT-TAPE **PROTOTYPE**

*draft one*

**GRUGE**, an app designed for a greener life gives users the opportunity to progress towards a zero-waste life. Through GRUGE you can scan/enter household products and in turn be offered a few different alternatives.

# VALIDATION

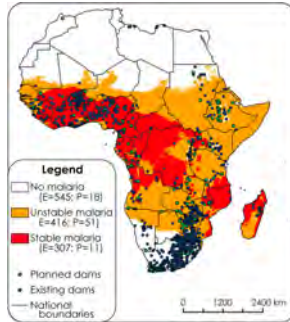
## **INTERNAL**

- easy to use
- accessible
- supports the sustainable product market

## **EXTERNAL**

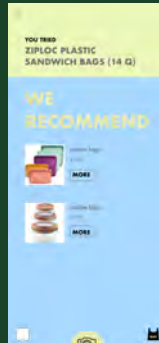
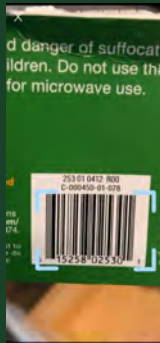
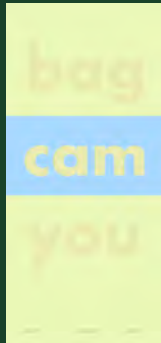
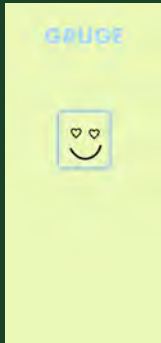
- colorful
- useful
- informative
- easy to use

# RESEARCH & EMPATHIZE



# DUCT-TAPE PROTOTYPE

draft two



# USER JOURNEY

