

problem



confusing grocery labels + seals
 time-consuming to compare products
 difficult to shop "green" economically
 no perceptible incentive to be eco-conscious

solution



mobile application
 instant, concise product information
 compare product "greenness" + prices
 track shopping with greenBean score

greenBean

shop smart. shop green.

features

preferences



- input personal needs
- filter search results

compare + shop



- scan products for specific information
- type in product to see available store inventory
- sort results by greenBeans/price/price per unit

greenBean score



- track products purchased
- see weekly/monthly/yearly "green" progress

iteration

initial sketches



video prototype



low-fi prototype



interactive prototype

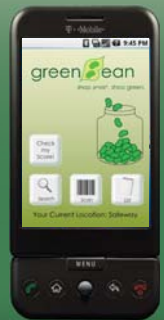


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