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Water use has been growing globally at more than twice the rate of population increase in the last century (United Nations)

Increasing number of regions are reaching the limit at which water services can be sustainably delivered, especially in arid regions (United Nations)

The average American family uses more than 300 gallons / 757 litres of water per day at home. Roughly 70 percent of this use occurs indoors (United States Environmental Protection Agency)

Promote the sustainable use of water in homes



Easy to use



Waterproof

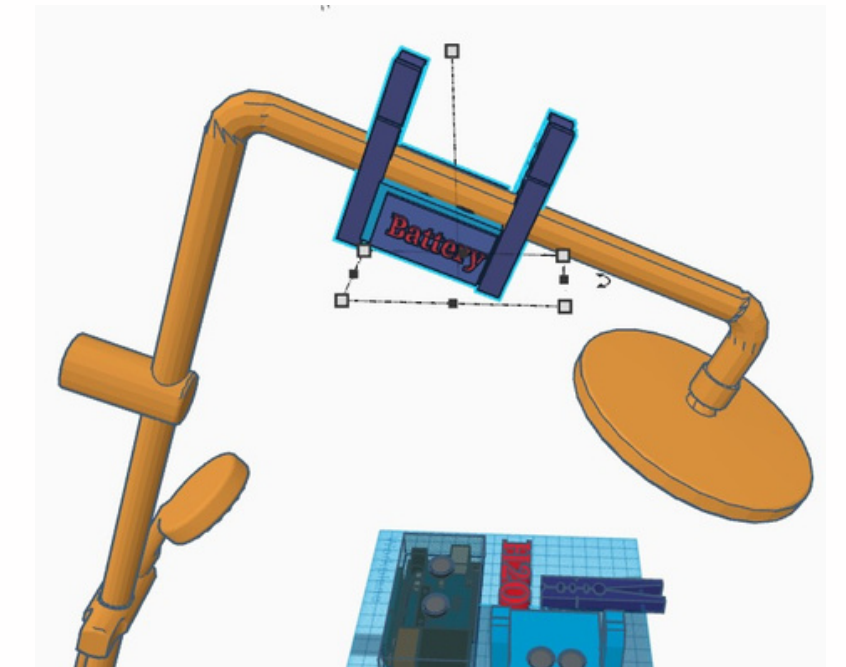
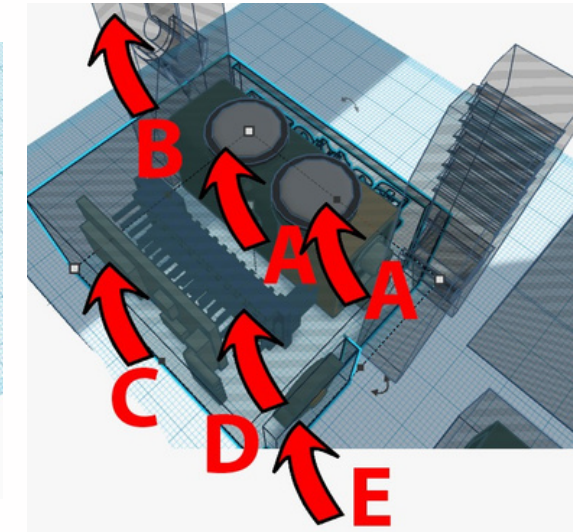
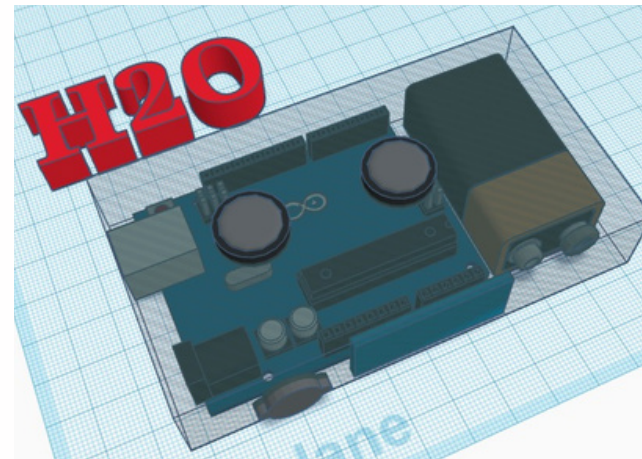
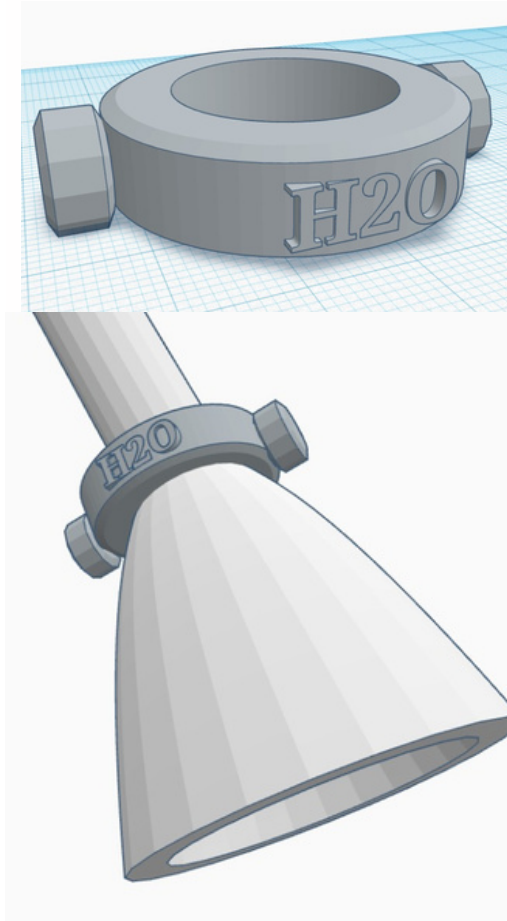
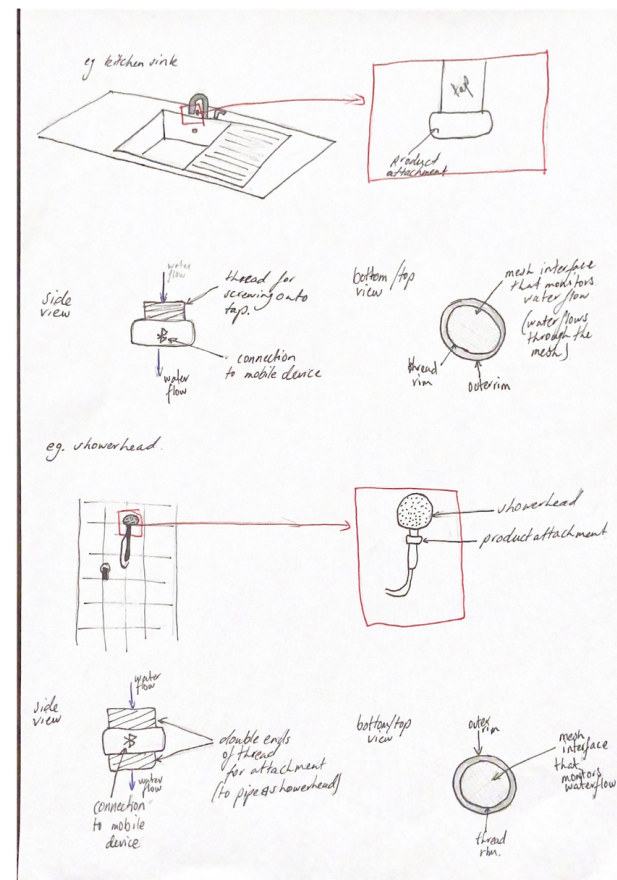


Fun monetary
rewards



Affordable pricing

Product Development



Minimum Viable Product

Product Design #1



Product Design #2

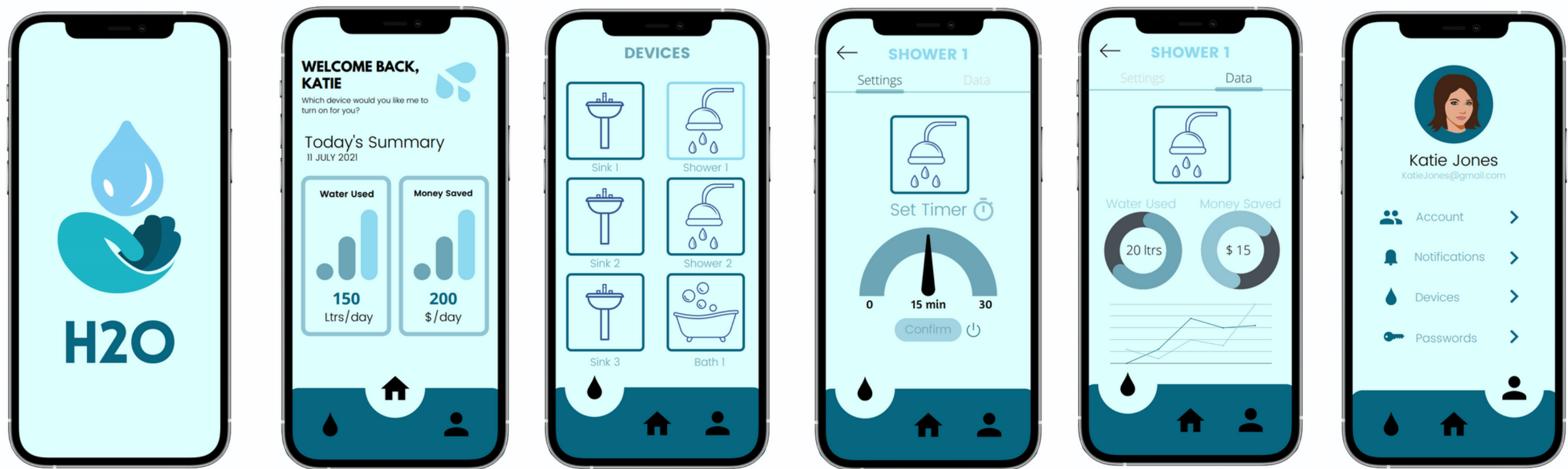


Estimated selling price: \$30

Minimum Viable Product

App Design

App is free to download





OPPORTUNITY & IMPACT

- By helping individuals to cut down on their water usage at home not only are they saving money on water bills but becoming more sustainable with their water usage.
- Allow people to become more conscious of their water use and how they can change their behaviours.
- Important because water is a scarce resource, many people don't have access to clean or steady water.
- Long term benefits for the community and society – implement now for a better future

Is it feasible?

Challenges during design process

- Waterproofing
- Adjusting size & shape of device to sinks & showerheads

Foreseeable challenges

- Accessibility
- Incentive/implementation of the product in homes

How we will overcome objections and make this idea happen

- Redesigned the product to meet the priorities
- Created incentives to use the attachment
- Cheap and easy to use

Competitors

Flo by MOEN

Monitors water use, detects leaks and has automatic shutoff features (\$499.99)



Flume 2

whole-home smart water monitor connects to Amazon Alexa, detects leaks (\$199)



Phyn

Detects leaks, controlled water shutoff and shows your water use (\$699)





Why our proposed solution is better

- Our product is compact, small, aesthetic designs and cost-effective
- Focuses on the amount of water used and allows it to be monitored and set alarms
- Connect to any mobile device with the app