**Title of Research Project:** "HydroSip - The Future of Personalized Hydration"

**Research Category:** G Life

**Situation/Context (50-150 words):** Imagine a scenario where a consumer, Sarah, is at a local park on a hot summer afternoon. She's just finished an intense outdoor workout, and her body craves hydration. Sarah prefers a customized drink that caters to her specific post-exercise needs. She's looking for refreshment, rehydration, and a boost of electrolytes to recover and re-energize. The traditional ready-made beverages don't quite fulfill her specific needs or her desire to minimize environmental impact. Sarah is in search of a convenient, sustainable, and personalized solution that aligns with her active lifestyle.

**Consumer's Needs (50-150 words):** Sarah's needs are multifaceted. Functionally, she requires a post-workout drink to rehydrate, replace lost electrolytes, and replenish energy. She desires customization because everyone's hydration needs are different. Emotionally, Sarah seeks satisfaction in knowing she's making a sustainable choice, and she wants a sense of empowerment in personalizing her drink. She physically desires a refreshing beverage that quickly transforms to quench her thirst and support her recovery.

**Sales Pitch (50-150 words):** Introducing HydroSip, the future of personalized hydration. Our innovative product empowers consumers like Sarah to create their ideal post-workout drink on the go. With our eco-friendly dispenser and nutrient pods, you can customize your hydration experience to your unique needs and preferences. Hydrate, recover, and refresh in seconds, all while reducing waste and supporting sustainability initiatives. Why choose HydroSip? Because it's more than just a drink; it's a personal, sustainable, and refreshing hydration experience tailored to you.

**Innovation Sketches/Collages:**

1. **HydroSip Dispenser:** Visualize a sleek, reusable dispenser device with a compartment for inserting nutrient pods.
2. **Nutrient Pod:** Show a nutrient pod designed with eco-friendly, compostable materials and filled with concentrated liquid nutrients.
3. **App Integration:** Display a smartphone with the HydroSip app, allowing users to track and personalize their hydration experience.
4. **Sustainability:** Showcase icons of recyclable materials, eco-friendly designs, and partnerships with conservation initiatives.
5. **Customization:** Illustrate a user adjusting the concentration of their nutrient pod, making it their own.

These sketches and collages visually convey the innovative aspects of HydroSip, emphasizing customization, sustainability, and user empowerment in the context of personalized hydration.