

APP COLORS

1. ACC TO IRIS STATISTICS , ABOUT 8% OF ALL MEN AND 0.5% OF ALL WOMEN SUFFER FROM COLOR BLINDNESS . ANALYSIS SHOWS THAT BLUE IS THE ONLY COLOR DETECTABLE TO THOSE SUFFERING FROM COLOR BLINDNESS .
2. WE HAVE INCLUDED SHADES OF BLUE IN OUR APP (SPECIFIC SHADeS)

ANNOTATED ON EACH SCREEN) AS HUES OF BLUE HAVE A CALMING EFFECT ON THE EYES AND ARE WELL-RENDERED ON MOST OF THE MOBILE DEVICES .
3. CREAM HAS BEEN USED AS THE BACKGROUND OF MOST SCREENS AS IT IS NEUTRAL, CALM AND EASY ON THE EYES . MOST STUFF IS VISIBLE ON A CREAM COLORED SCREEN .

AQUEOUS

#00565C

FONT SIZE : 20px

#96D1DE

LOGIN

SIGN UP

#DEF8FF

FONT SIZE : 16px

FONT : GLACIAL INDIFFERENCE

#FFD9B3

#EOF9FF

#98D2DE

#1D9CA5

FONT TYPE

1. GLACIAL INDIFFERENCE - GEOMETRIC SANS INSPIRED FONT
2. FONT HAS BEEN DESIGNED WHILE KEEPING IN MIND RESPONSIVE TYPOGRAPHY - HENCE, OPTIMAL FOR USE IN APPS.
3. FACILITATES LEGIBILITY
4. HELVETICA HAS BEEN USED TO DISPLAY INFORMATION ON APPS.
5. THIS IS A SANS SERIF FONT USED GENERALLY IN GRAPHS AS IT MAKES TEXTS LEGIBLE FROM DISTANCE IN LARGE SIZE, AND FOR SMALL AMOUNTS OF TEXT.

QUEOUS

ME # 075458

FONT SIZE: 14px

FFD9B3

00565C

FONT SIZE: 20px

EOF9FF

LOGIN

DEF8FE

FONT SIZE: 16px

DO YOU WANT TO LOGIN TO THE KIDS ACCOUNT # 00 5157

APPLE ID

PASSWORD

LOGIN



FONT: GLACIAL INDIFFERENCE

FONT SIZE

1. USED 4 FONT SIZES THROUGHOUT THE APP - 20px, 16px, 14px, 12px
2. 16px IS THE DEFAULT FONT SIZE IN MANY APPS, AS MOST PARAGRAPHS, LABELS AND MENUS ARE LEGIBLE AT THIS SIZE.
3. THESE SIZES ARE READABLE

FROM THE PHONE WHEN HELD AT A REASONABLE DISTANCE FROM THE EYES.

4. USING ONLY 4 FONT SIZES BECAUSE USING MORE THAN THAT WOULD LOOK UNPROFESSIONAL AND WOULD MAKE THE APP LOOK UNSTRUCTURED

QUEOUS

LAST NAME

PASSWORD

CONFIRM PASSWORD

#JE9DA5



TERMS AND CONDITIONS

SIGN UP

FONT: GLACIAL INDIFFERENCE

MENU



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FFFFFF

CONNECT YOUR WATER METER SENSOR TO PHONE

TRACK YOUR WATER CONSUMPTION

- WEEKLY
- MONTHLY
- YEARLY

HOW TO BE WATER RESPONSIBLE # 266E75

AQUEOUS KIDS — GAME

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ABOUT

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AQUEOUS

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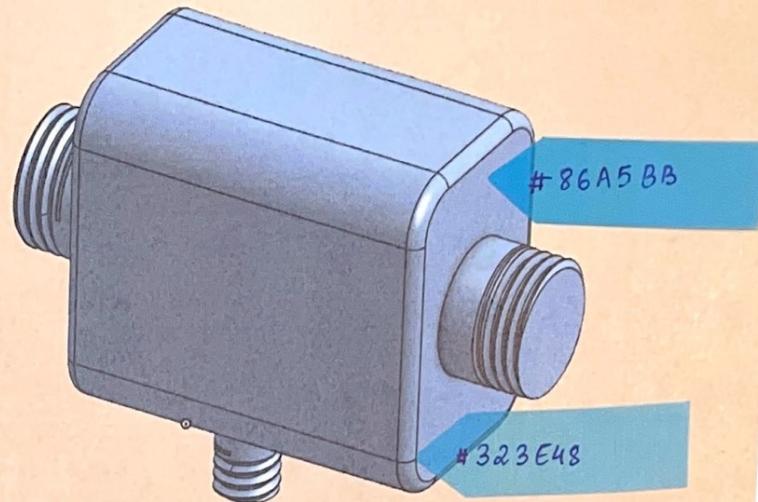
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PRESS THIS BUTTON FOR 10 SECONDS TO
CONNECT YOUR WATER METER TO YOUR PHONE

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MAKE SURE YOUR BLUETOOTH IS ON

FONT SIZE: 12px



#97D2DE

CONNECT

FONT SIZE: 14px



AQUEOUS



TRACK YOUR WATER CONSUMPTION

FONT SIZE : 16 px

WEEKLY

E0FAFF

FONT SIZE : 16 px

MONTHLY

YEARLY

FONT: GLACIAL INDIFFERENCE

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FONT USED ON GRAPH:
HELVETICA

Average Consumption of Water per day (in gallons) # 757575

150

100

505150

0

Mon

Tue

Wed

Thurs

Fri

Sat

Sun # 272828

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FONT SIZE: 12px

69c4ce

THE BLACK LINE INDICATES THE AVERAGE WEEKLY WATER CONSUMPTION
OF THE FAMILIES IN YOUR SURROUNDING AREA # 005157

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PAGE: GLACIAL INDIFFERENCE

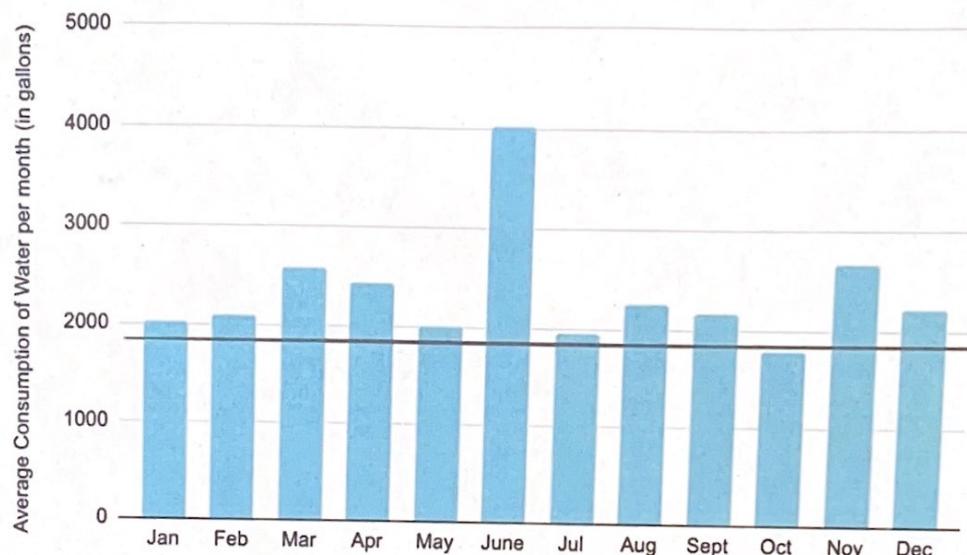
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HELVETICA

Average Consumption of Water per month (in gallons)



THE BLACK LINE INDICATES THE AVERAGE MONTHLY WATER CONSUMPTION
OF THE FAMILIES IN YOUR SURROUNDING AREA

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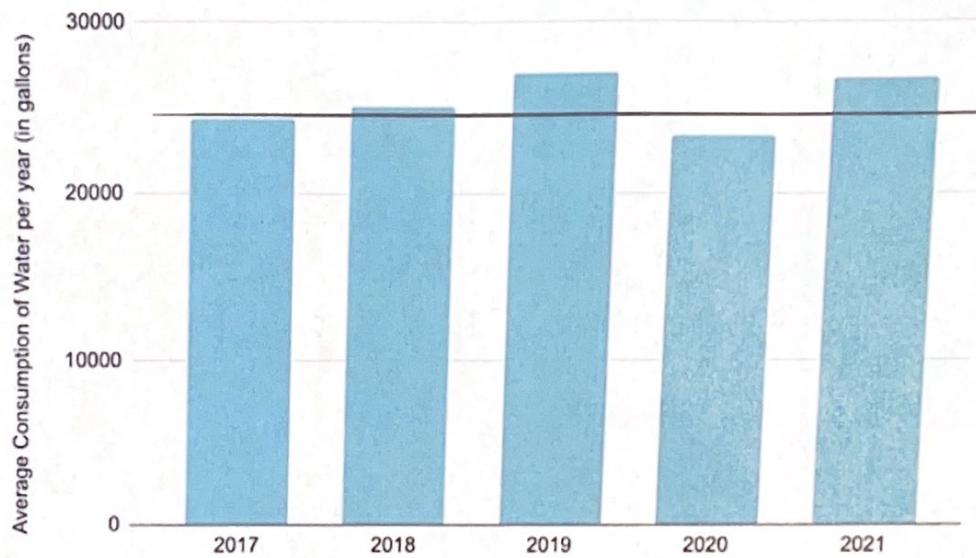
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FONT USED ON GRAPH:
HELVETICA

Average Consumption of Water per year (in gallons)



THE BLACK LINE INDICATES THE AVERAGE YEARLY WATER CONSUMPTION
OF THE FAMILIES IN YOUR SURROUNDING AREA

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AQUEOUS



CHECK FOR LEAKS IN TOILETS, PIPES, HOSES,
FAUCETS AND COUPLINGS

INSTALL WATER-SAVING SHOWER HEADS OR
FLOW RESTRICTOR

USE YOUR AUTOMATIC DISHWASHER FOR FULL
LOADS ONLY

TAKE SHORTER SHOWERS

INSULATE YOUR WATER PIPES

DON'T RUN THE HOSE WHILE WASHING YOUR CAR

WATER YOUR LAWN ONLY WHEN IT NEEDS IT

USE ENERGY-EFFICIENT, WATER-SAVING DEVICES
SUCH AS ULTRA-LOW FLUSH (ULF) TOILETS

USE DRIP IRRIGATION TO WATER YOUR PLANTS



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AQUEOUS KIDS

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THE AVERAGE AMERICAN HOUSEHOLD WASTES 9,400 GALLONS
OF WATER EVERY YEAR.

DO YOU THINK THAT THIS IS A SUSTAINABLE WAY TO USE WATER
IN HOMES? DO YOU THINK ENOUGH CLEAN WATER IS GOING TO BE
AVAILABLE FOR USE 30 YEARS FROM NOW?

THE ANSWER TO THIS IS NO!

#EOF0FF

YOUR ROLE AS A YOUNG RESPONSIBLE CITIZEN IS TO SAVE WATER
AS MUCH AS YOU CAN THROUGH YOUR DAILY PRACTICES.

WANT TO KNOW HOW? CLICK BELOW TO CHECK AND ADD TO YOUR
WATER SUSTAINABILITY KNOWLEDGE:

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PLAY THE QUIZ!

#1D9CA5

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AQUEOUS KIDS

AFTER A LONG FUN DAY PLAYING OUTSIDE, WHICH USES LESS WATER?

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- TAKING A 5 MINUTE SHOWER
- TAKING A BATH

TRUE OR FALSE: KEEPING THE WATER RUNNING WHEN YOU BRUSH YOUR TEETH WASTES A LOT OF WATER.

- TRUE, I AM USING IT ANYWAYS
- FALSE, I AM SAVING WATER FOR AT LEAST ONE MINUTE

WHAT SHOULD YOU DO IF YOU SEE OR HEAR A LEAKY FAUCET IN YOUR HOUSE?

- WAIT FOR THE WATER TO LEAK OUT OF BATHROOM UNTIL SOMEBODY ELSE NOTICES
- TELL AN ADULT IMMEDIATELY

YOUR FINAL SCORE IS:

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/3

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CLICK HERE TO TAKE THE QUIZ AGAIN

FONT SIZE: 12 px



FONT: GLACIAL INDIFFERENCE



ABOUT

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AQUEOUS CONNECTS TO A BLUETOOTH ULTRASONIC WATER METER THROUGH WHICH USERS CAN TRACK WATER CONSUMPTION IN THEIR HOUSEHOLDS USING VARIOUS HIGHLY ACCURATE DATA POINTS. IT SHOWS THEM HOW THEIR WATER USAGE COMPARES TO THAT OF THEIR NEIGHBORS IN REAL-TIME. AQUEOUS USERS CLAIM THAT PEOPLE CAN SAVE UP TO 9% OF THEIR MONTHLY WATER USAGE WITH THE APP. WITH AQUEOUS YOU GET TO EXPLORE DIFFERENT WAYS IN WHICH YOU CAN MAKE YOUR WATER USAGE MORE SUSTAINABLE.

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AQUEOUS

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WE WOULD LOVE TO HEAR YOUR FEEDBACK ON OUR APP!

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ID9CAG



EMAIL US AT CONTACTUS@AQUEOUS.COM WITH YOUR THOUGHTS AND COMMENTS

ON HOW TO MAKE AQUEOUS BETTER FOR OUR ANSWERS

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