



KIDS

Keep It Damn Simple

THE LOGO

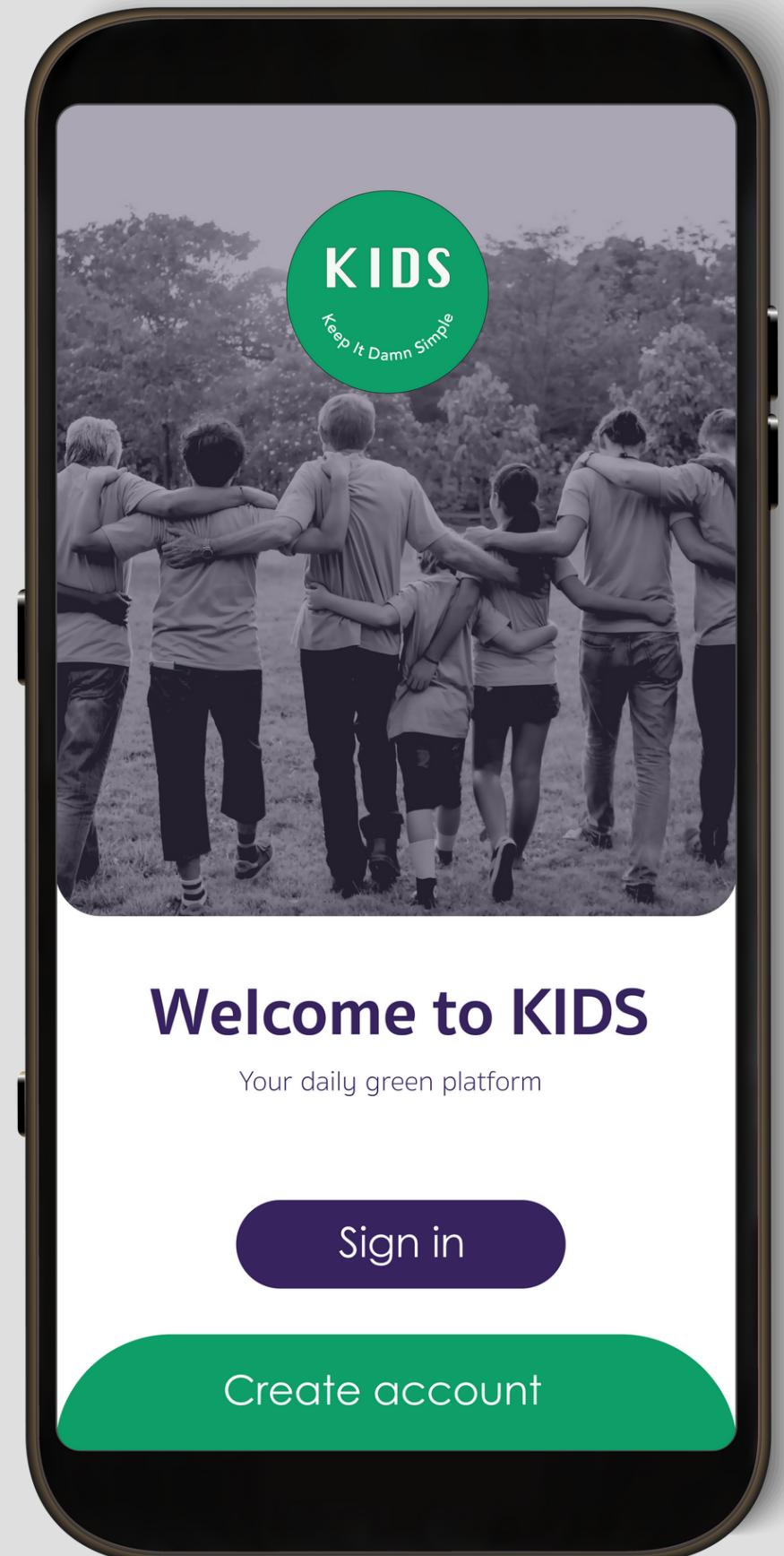
A logo is **essential** to give a **tangible** aspect to our **project**.



THE APP

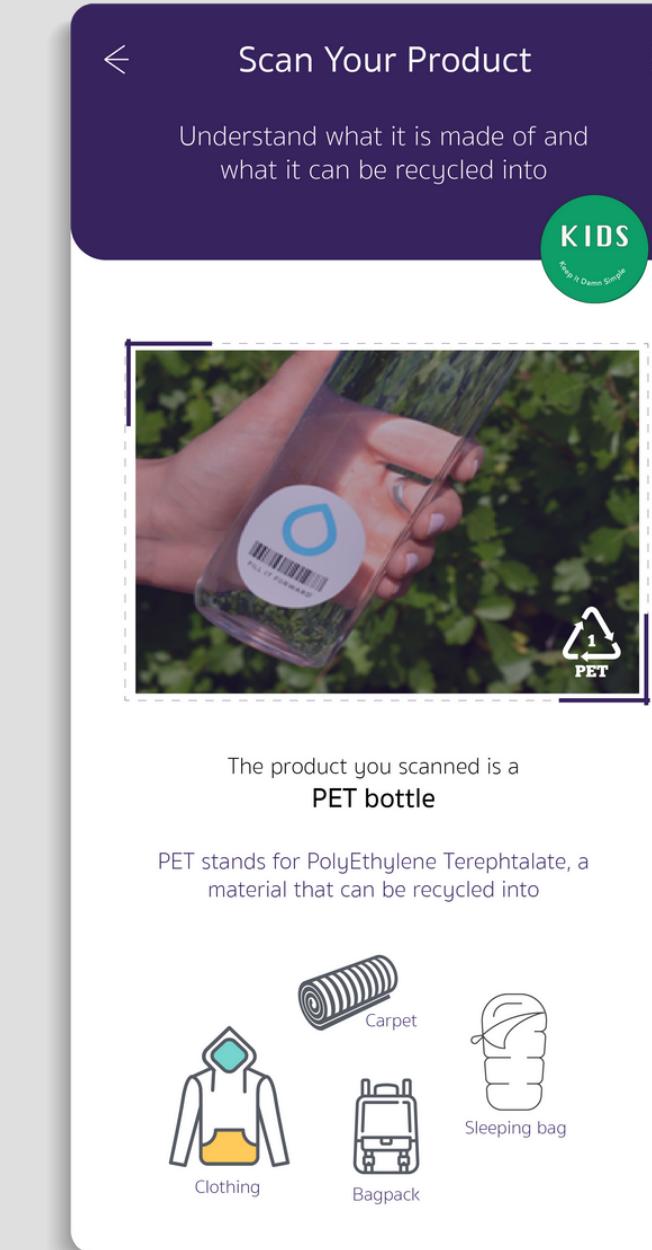
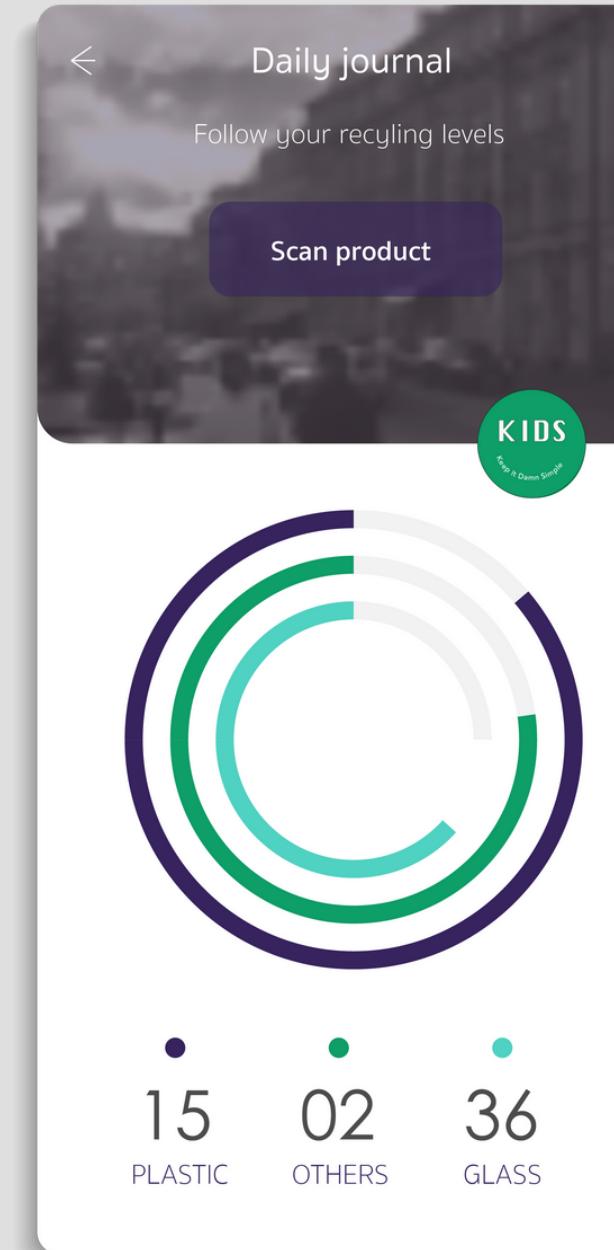
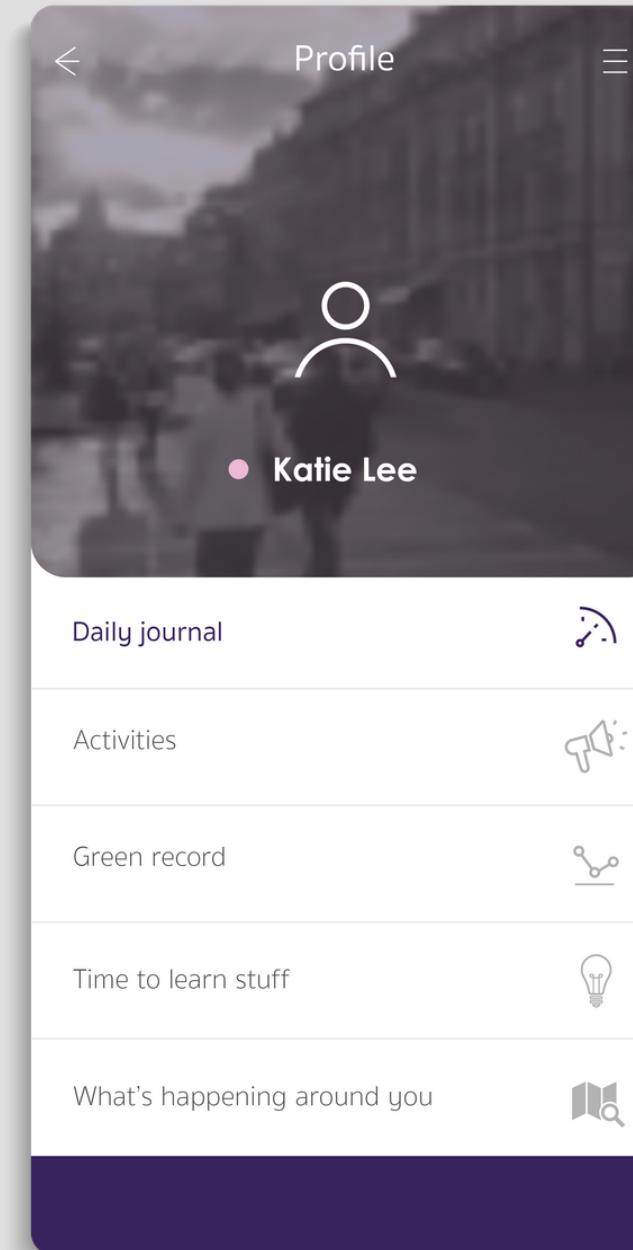
Our **app** is a **fun, educational** and **gamified** one for **all ages**.

Kids' users enter **communities**, when entering their **location**, that will **compete** to be the **greener** one. In the meantime, KIDS allows **personal** users, **public** organisations, or **anyone really** to **learn** and **play** around with matter. Learn what **everyday** **products** are **made** of, and what they can **become** industrially or at their place.



DAILY JOURNAL

The daily journal allows the user to **check how much he recycles, what he recycles** the most and also **scan** his products to make him aware of its **life cycle** depending on its materials, production methods...



ACTIVITIES

The activities **inform** users on **events** created **by public organisations** (schools, municipalities) or **individuals**. They can take place **anywhere** (public spaces, home) and can gather **small or large groups**.

The image displays four mobile application screens illustrating the 'Activities' feature:

- Profile Screen:** Shows a user profile for 'Katie Lee' with a placeholder image of a person. Below the profile are five menu items: 'Daily journal', 'Activities' (highlighted in red), 'Green record', 'Time to learn stuff', and 'What's happening around you'. A red button at the bottom is labeled 'Find activities'.
- Week Activities Screen (Private):** Shows a list of activities categorized by location:
 - SCHOOLS:** Describes two school events this week, one about recycling and another about the life cycle of a can.
 - PUBLIC PLACES:** Invites users to explore farm professions through new technologies on Thursday at Place de la République.
 - CONFERENCES:** States there are no conferences this week, with a note 'See you soon!'A red button at the bottom is labeled 'Find activities'.
- Week Activities Screen (Public):** Similar to the private version, it shows activities for different groups:
 - CHILDREN:** Invites users to drop their children at the primary school of the 15e arrondissement for a movie on the impact of plastic on nature.
 - FAMILIES:** Invites users to come together at Sandra's house on Tuesday for a fun game about the life cycle of a bottle.
 - YOUTH:** Invites users to collect plastic bottles and caps at Lea's place on Friday for a sculpting session.A red button at the bottom is labeled 'Find activities'.
- Youth Activity Screen:** Details a specific activity for youth:

Collect your plastic bottles and caps this week and bring them on friday at Lea's place. It's sculpting time

The idea of this week is to create home deco with PET plastic bottles. Come with your bottles at my place and I'll show you how to do plastic bottles cactus and flowers.

Your friend Sandra

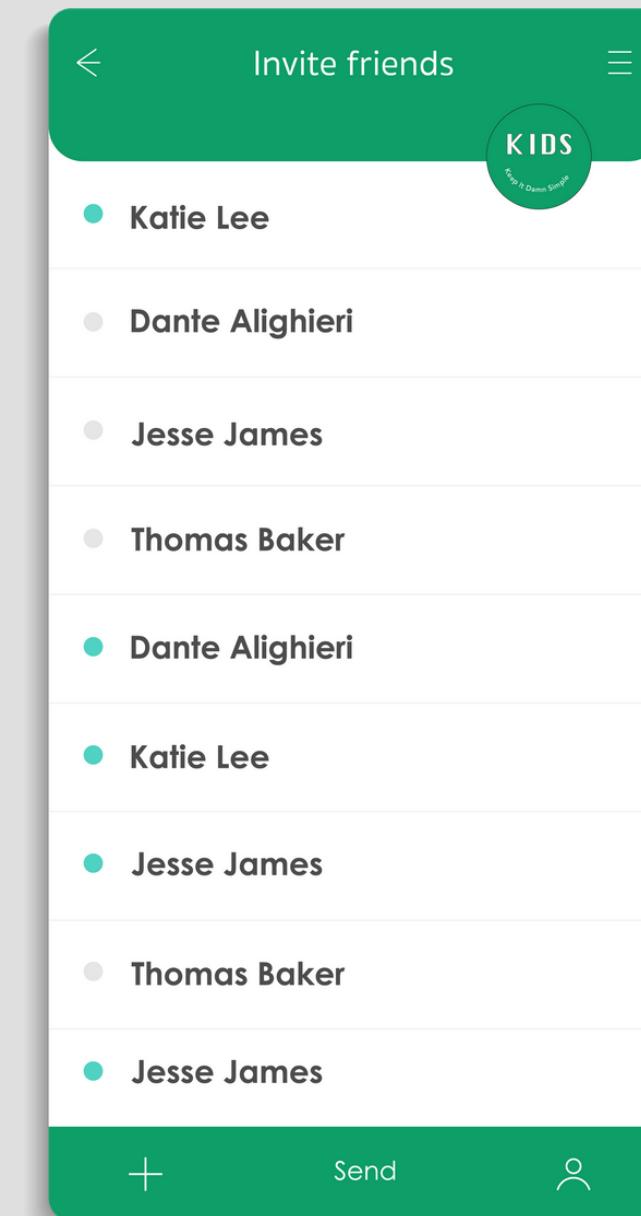
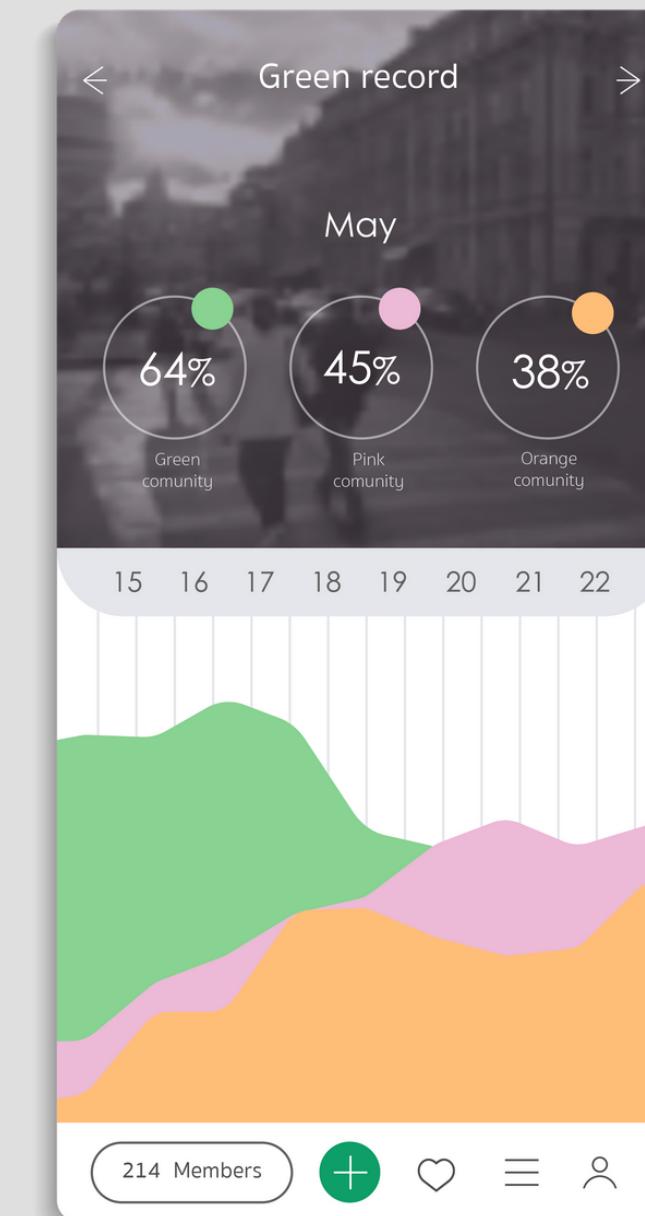
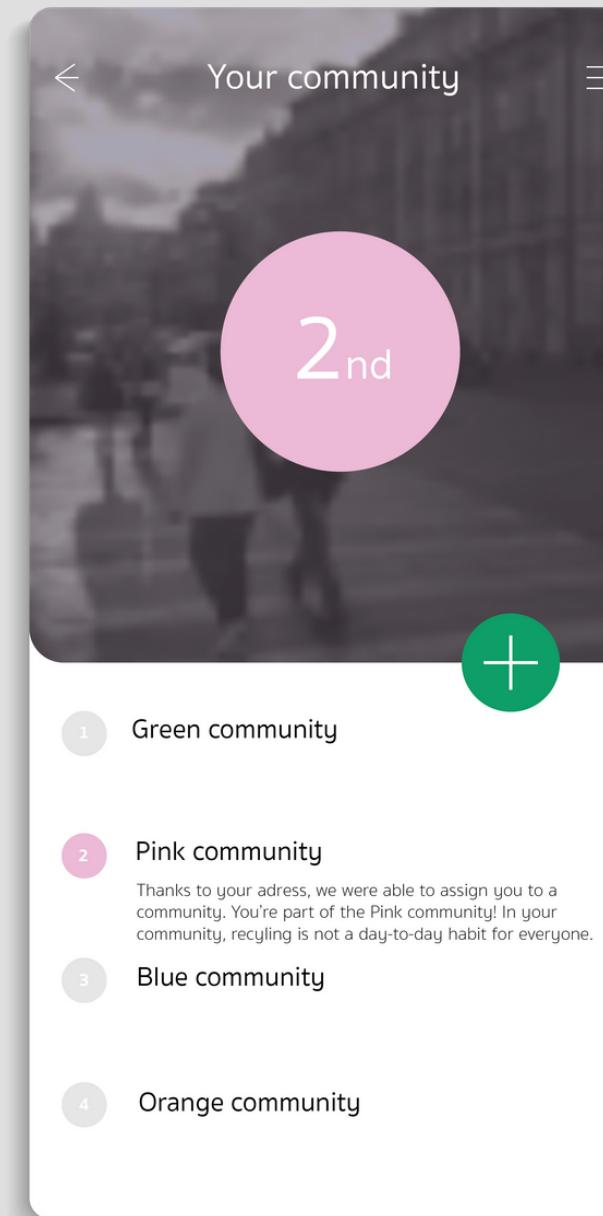
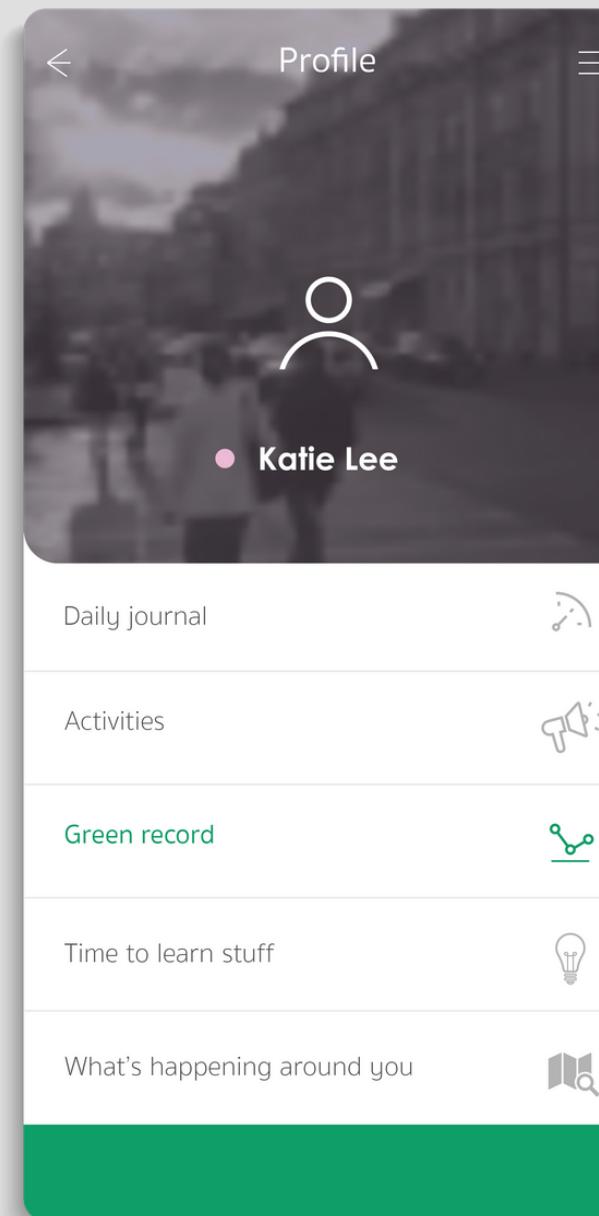
214 Members

+

A circular badge in the top right corner shows the number '379' with the text 'Number of bottles you guys collected this week'.

GREEN RECORD

The green record is the **main** part of the **competition** between **communities**. It informs you on your community **ranking** and allows you to **invite people to join the battle**.



TIME TO LEARN STUFF

This section is about keeping you **up to date** on **live news** and **environmental facts**. In this section you'll also find the **DIY lessons** where you can find **great ideas** on how to **give second life** to daily products.

Time to learn stuff

News

Fun Facts

DIY

22:30

Climate change

The UN sits down for its annual climate conference this week, many experts believe we have passed the point of no return...

13:10

India

India, most polluted country calls itself a champion of global warming negotiations. It shows their ignorance on the subject because both are not independent topics...

06:40

Air

Fossil fuel-driven particulate air pollution cuts global average life expectancy by 1.8 years per person, according to a new pollution index and...

21:15

Mars

InSight probe reveals desolate landscape as dust settles

Time to learn stuff

←

01

Paper eaters

Americans use more than 67 million tons of paper per year, or about 580 pounds per person.

02

Magic Trees

One tree can filter up to 60 pounds of pollutants from the air each year.

03

Can we?

Aluminium cans are probably the most recycled item, at least in the United States. While this is true, you can also recycle other forms of aluminium as well.

04

Plastic oceans

Plastic bags that are thrown into the ocean kill over a

Time to learn stuff

News **Fun Facts** **DIY**

Super easy

Milky pencil jar
Collect your milk bottles and create a collection of pencil jars to sort colors!

Easy

Cola gift boxes
Collect any plastic bottles you have and make personalized gift boxes! It works better with cola bottles!

Not so easy

Flower jewelry stand
Collect several plastic bottles bottoms and create this magical flower jewelry stand

You can do it

Second life bulbs
Turn your old bulbs into beautiful piece of arts.

Time to learn stuff

News

Fun Facts

DIY

Easy

Cola gift boxes

Verde de Cola 20 x 300

Cola gift boxes

AROUND YOU

Around you **informs** you on **your location** and in which **community** you are at the **moment, ongoing activities** next to you and **recycling bin** around.

