The Every Drop Project Report

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Overview

Every Drop is a company dedicated to bringing awareness to the water scarcity many countries face and tackling the water crisis. Water is a basic necessity and a human right. Yet, over a billion people across the world do not have regular access to clean water. First-world countries don't face this issue. With water being so easily available in first world countries, the amount we use and waste increases, and is being taken for granted. I created a smart device that attaches to your water meter, to track your water usage, along with an app, so users can visually see their usage and spending. The Every Drop app includes many unique features compared to its competitors. This includes matching household to another in a poorer country to compare water habits, get daily facts and statistics about your water usage, and users can directly donate money to their paired household or to a number of water charities.

I have also undergone numerous campaigns to promote Every Drop. Firstly, brochures have been created that focuses on advertising the app and the smart device. This includes a list of features, images, reviews and download links. In addition to this, posters have been designed for billboards. Although these are effective ways of promoting a product, print advertising is still limited by the number of people it reaches. In this age, social media spreads messages faster than any other method. Therefore, I created a challenge for people to see how long they can go without drinking water, aiming to reach the 1 week mark. At the end of this, you nominate your friends to do this challenge and donate to a water charity of your choice, via the Every Drop App.

Problem Space

There are countless social, political and economic issues faced globally. As population drastically increase, resources become harder to access. 1 in 10 people across the globe do not have regular access to clean water. Water is a human right that should be accessible to all. However, the reality is that those living without this everyday essential don't have an equal chance to be healthy, educated and financially secure (McConnell, n.d.). Water pollution is one of the leading causes for deaths globally. Every minute a new-born dies from infection caused by lack of clean water and an unclean environment (McConnell, n.d.). This is just one of many threats a lack of clean water causes. This crisis leads to dehydration, demise of agriculture, disease, infections and children missing out on school.

Worldwater.io is an interactive webtool that visualizes how many people live in water scarcity around the world (Water Scarcity Clock, n.d.). The provided maps below that shows the increase in water scarcity over the span of 10 years. We can see the increase takes place in poorer countries, whereas in first-world countries, water has become more available over time.
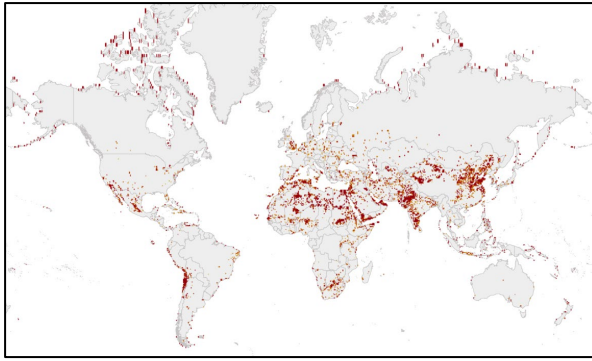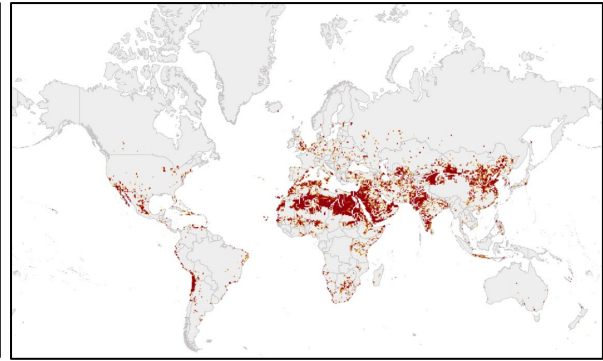
Figure 1 - Average water availability in 2010

Figure 2 – Average water availability in 2020

AVERAGE WATER AVAILABILITY PER PERSON

● <500m3   ● 500-1,000m3   ● 1000-1,700m3   ○ >1,700m3

There are many charities and non-profit organisations dedicated to tackling this issue, providing smart solutions to introduce renewable methods of getting water. There are large scales operations taking place, such as building water dams, or introduction new policies and regulations. There are small scale solutions that are more suited to provide clean water to people in rural areas. These consist of building water wells, providing decent toilets, rainwater harvesting, recycling wastewater, and much more. These are all made possible when receiving efficient funds and donations. Over 1.1 billion people do not have access to clean drinking water and 2.6 billion don't have sanitation services (Jury and Vaux Jr, 2007). The numbers show that there isn't enough being done to solve this crisis. The first step is to bring awareness, which is what the Every Drop Project aims to do.

Design context

To create a design fiction that responds to the water crisis, I had looked at the ways other charities bring awareness to a cause. There is various ways to grab the people's attention, and using interactive media is one of these.

Social Swipe

The Social Swipe by Misereor is an example of critical design that I came across when looking

through social media. This is the first interactive billboard to accept credit cards, making donating easier than ever. A credit card swipe through the poster donates 2 euros and triggers an interactive experience; the card cuts a slice of bread from a loaf, illustrating that the money donated was providing a daily meal for a family in Peru.

Figure 3 - Social Swipe by Misereor

When first stumbling across this video online, I only saw the positives of this idea, until I opened up the comment section to see a mix of opinions. On one hand, someone voiced that this "guilt-

tripping" tactic shouldn't be used as its manipulative. On the other hand, some people saw it as a clever way to immerse yourself into this situation, creating an emotional connection.

The Ice Bucket Challenge

Figure 4 - Ice Bucket Challenge

The Ice Bucket Challenge was a viral movement across social media platforms in the summer of 2014. This consisted of people throwing a bucket of cold water over themselves and then nominating three friends to do the same. They must donate money to a charity focusing on ALS. According to als.org, this challenge raised over 115 million dollars. Social media allows for posts to go globally viral, due to the huge number of users. Having a successful social media campaign can bring in so much awareness and donations for a cause.

Charity TV adverts

In 2018, civilsociety.co.uk published an article titled, "Over 80% of charity ads get a one star rating from the public". They found that the public in general disliked the majority of TV ads but disliked a higher proportion of charity ads compared to those from other sectors. Many charity ads are effective in driving short-term donations to humanitarian and natural disasters, but don't achieve long-term relationships with viewers. This could be due to many of these adverts produce negative responses, such as sadness, fear and guilt. However, as many charities follow these tactics, it makes me wonder if this is the most efficient way to create empathy? Psychologist Nathalie Nahai believes that if a charity creates a story, the public can then draw similarities from their own lives and attempt to somehow relate (Meade, 2014). Although it may be controversial, creating an advertising campaign that compares two peoples life may be a way to drive in donations.

Conclusion

To push people to donate to charity, the theme of triggering guilt amongst the audience seems to be popular. Whether it be by using slightly distressing images, as seen in tv ads, or by making these situations relate to people and seem more realistic. The Social Swipe project is an example of using technology to immerse the audience into a situation they are lucky to not be in. The most important way to help people in crisis is by bring awareness to the crisis. Social media is the fastest way to spread information across

Illustrated design process

Ideation

At the start of the project, I brainstormed the different themes mentioned in the brief, and the current and potential products that fit into these themes. To do this, I had created a mindmap to visually see the groups, and expanded on each branch. Using this method, I narrowed my choice down to focus on the water crisis. After doing some further research, as described in the Problem Space of the report, I had discovered how large of an issue this is globally, and wanted to create a project that responds to this.
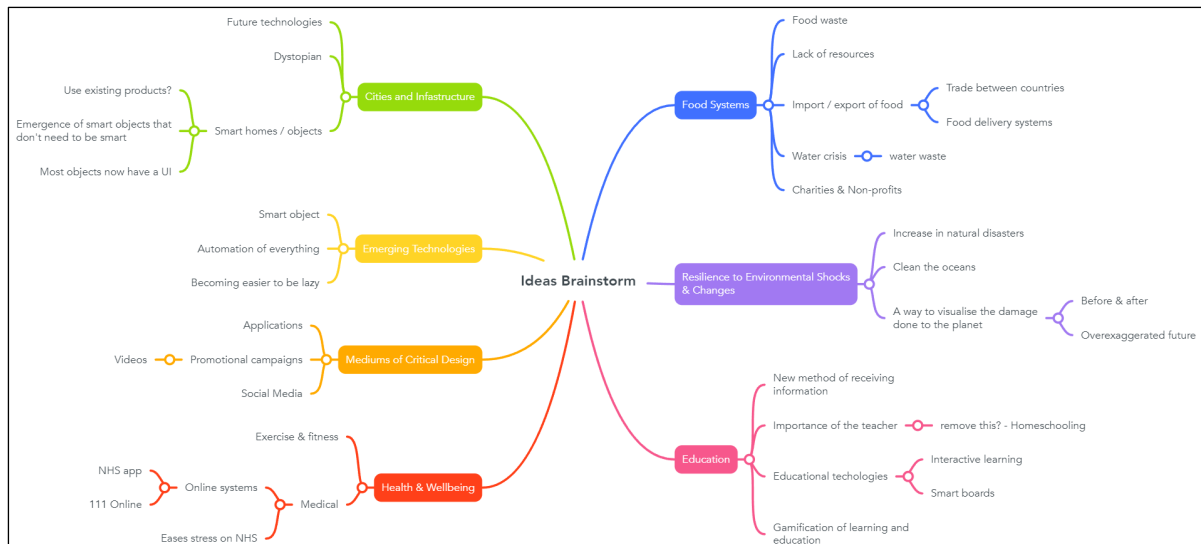
Figure 5 - Mind map of ideation process

Using the research into charity advertisements and into the Problem Space, I was able to finalise a design fiction. I had decided to create a smart water meter app and an advertising campaign around it. The aim of the app is to provide users insight into how much water they use, in comparison to others in water scarce areas.

Sitemap

The usability of an app is an important factor to consider when creating one. To ensure good user experience, each feature should be easy to find. To figure out what features and pages to include in the app, I created a sitemap. Doing this helps map out what feature should go where, before starting the sketches.
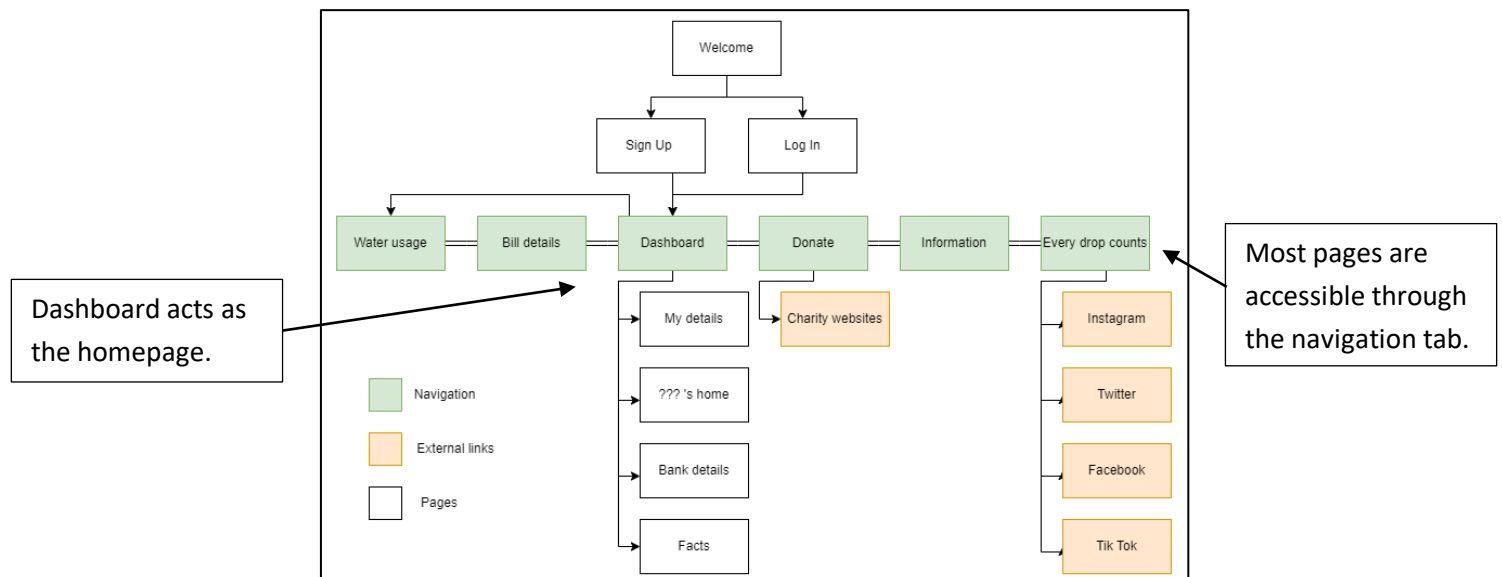

Figure 6 - Every Drop app sitemap

Sketches

Before creating the product, I started by sketching out some of the pages. I choose to do these specific pages as the style of these pages would set the tone for the rest of them. I would then use these as references for creating the other pages. Creating these sketches allowed me to try out different styles based of the Design Inspiration, to see what would work best for this project.
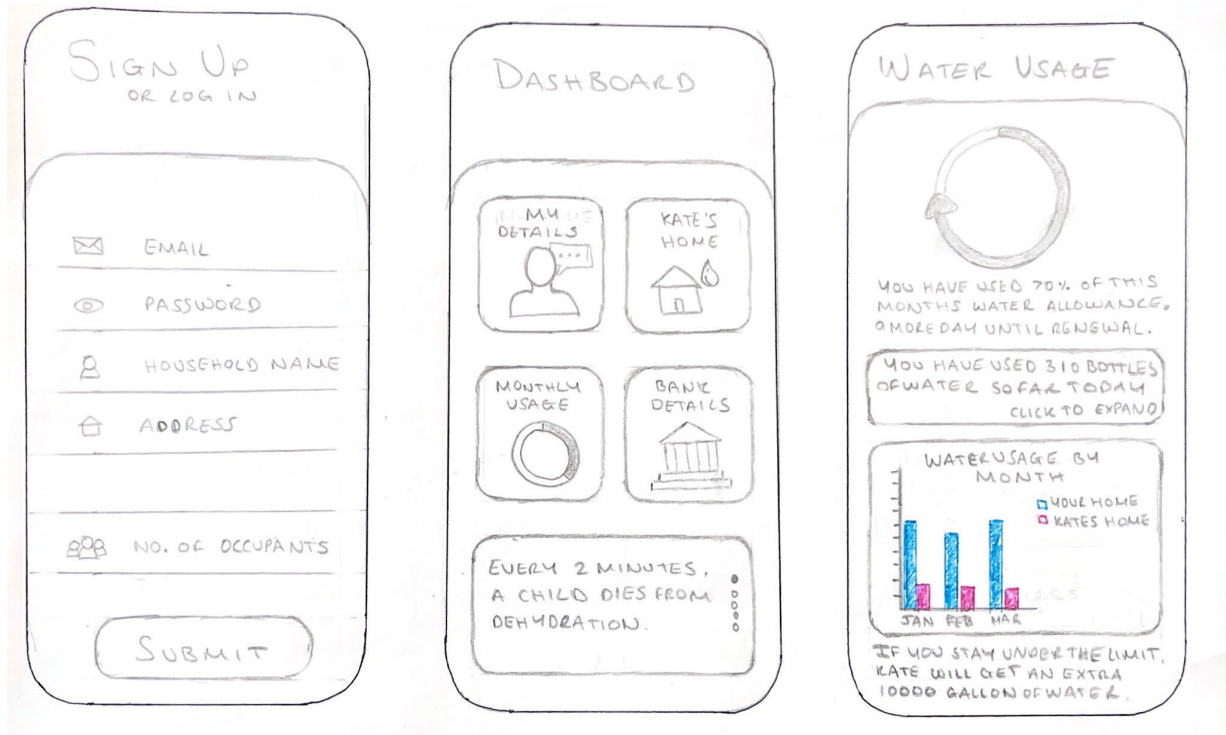

Figure 7 - Sketches for the Sign up, Dashboard and Water Usage pages
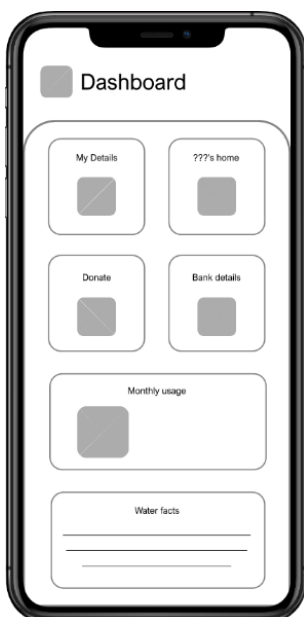
Prototype

Figure 8 - Screenshot of Dashboard prototype

The next step in creating this design fiction was building the first prototype. This was created using InVision as this software allows for creating interactive prototypes that mimic the interactions the app would include. The first prototype includes all the pages of the app and the interactions added, e.g., expanding tabs, scrolling and page transitions. This helped to get a feel for the app without committing a lot of time to adding graphics. This allowed me to easily make changes, after seeing a working version. For example, the Dashboard page in the prototype had been changed from initial sketches, as I had noticed that the buttons were too large on the screen. Therefore, I made them smaller and added extra ones. The Dashboard now includes a link to the Donate page, which wasn't on the initial sitemap and sketches. Once this was complete, I then created another prototype that included all the design work.
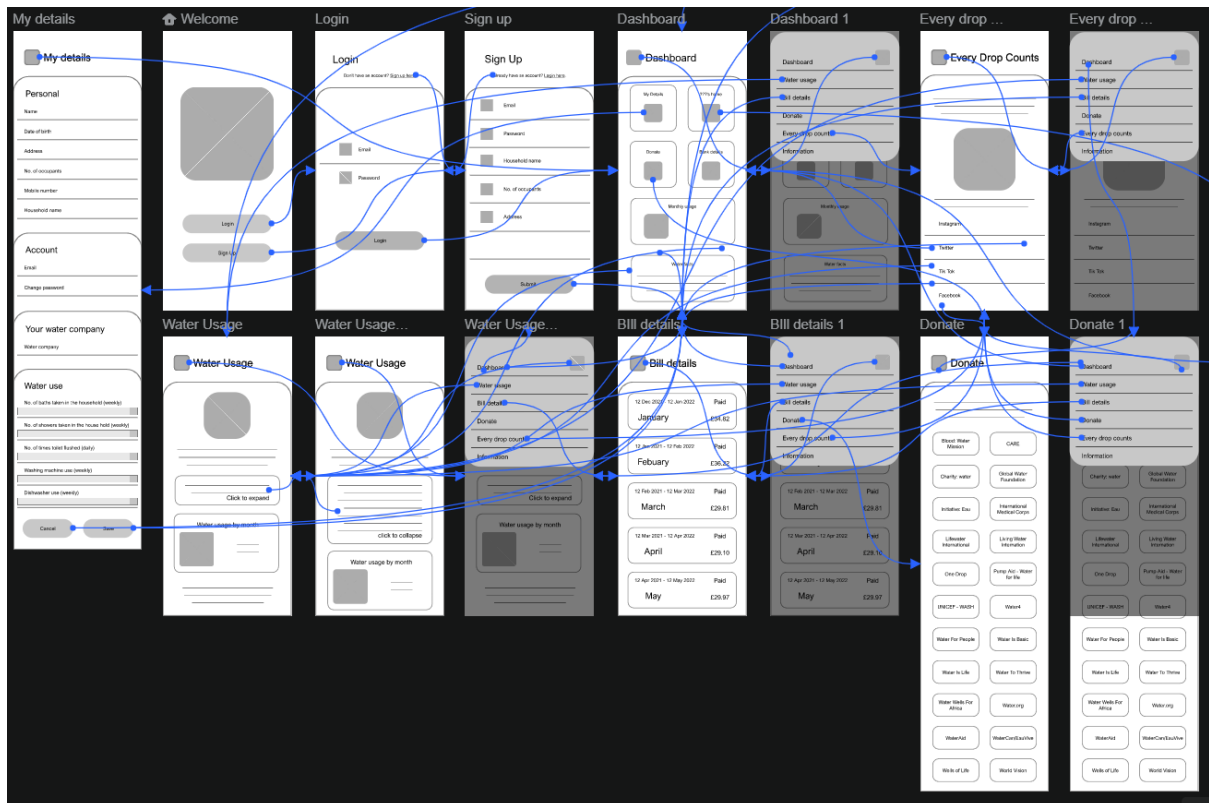
Figure 9 - Overview of the interactive prototype made with InVision

Advertising campaigns

As part of this project I wanted to create an advertsing campaign to bring attention to the Every Drop app and the water crisis. I decided to create brochures that adveritise the Every Drop device and app. I folded up an A4 paper and sketched out the potential layout by hand, to get an understanding of how the brochure would look, before creating it with the graphics.
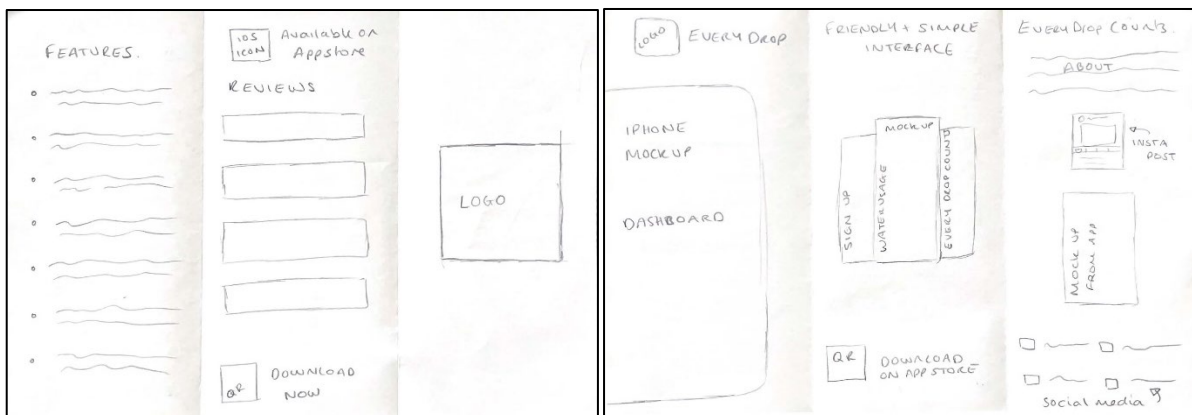
Figures 10 & 11 - Sketches of the brochure

For the billboard advertisments, I wanted to make the focus to be on the water crisis, not the app or smart meter. I took inspiration from advertisements created by Fiji water and Charity: Water, as seen in figures 12 & 13. The simplicty of the designs still sends a strong message to the audience.
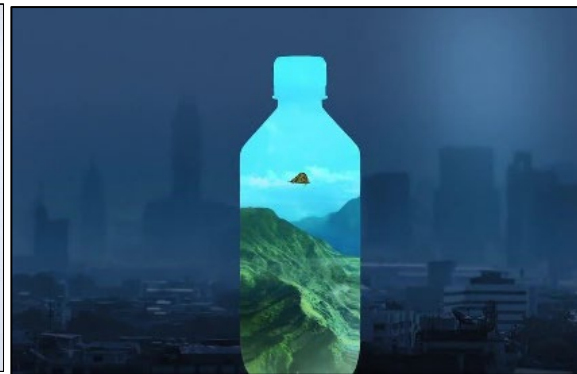
Figure 112 - Advert from Fiji Water

Figure 13 - Advert from Charity: Water

When creating my billboard designs, I took the design concept from figure 13 by adding an image within a shape or text. The only text included in my designs was #EveryDropCounts, which subtly relates to the Every Drop company and social media challenge.

Illustrated design fiction

The Every Drop Smart Meter is a device that tracks the water usage for a household. The Every Drop accompanies this device, as a way to visually display the water usage and spending. Similar to other smart device apps, this app allows users to monitor their water usage and bills, but also includes other features that differ to competitors.

Figure 1412 - Every Drop app mock-up

Features:

- Sets monthly limits based on the households water habits.
- Match to another household that Every Drop helps and compare water usage.
- Graphs and charts to help visualise and compare water usage.
- Donate directly to paired household or choose from a list of water charities.
- Get interesting water facts and statistics.

Print advertising

Every Drop has a mission to bring awareness to the water crisis and the Every Drop Smart Meter is just one way that this is done. To increase sales, I have created a brochure to advertise it. This has all the relevant information on it such as, features, reviews, QR code to the App Store, images and the #EveryDropCounts challenge. I also created a number of posters to be displayed on billboards. The main focus of this is to bring awareness to the water crisis. These include the hashtag #EveryDropCounts to indirectly reference the Every Drop product.
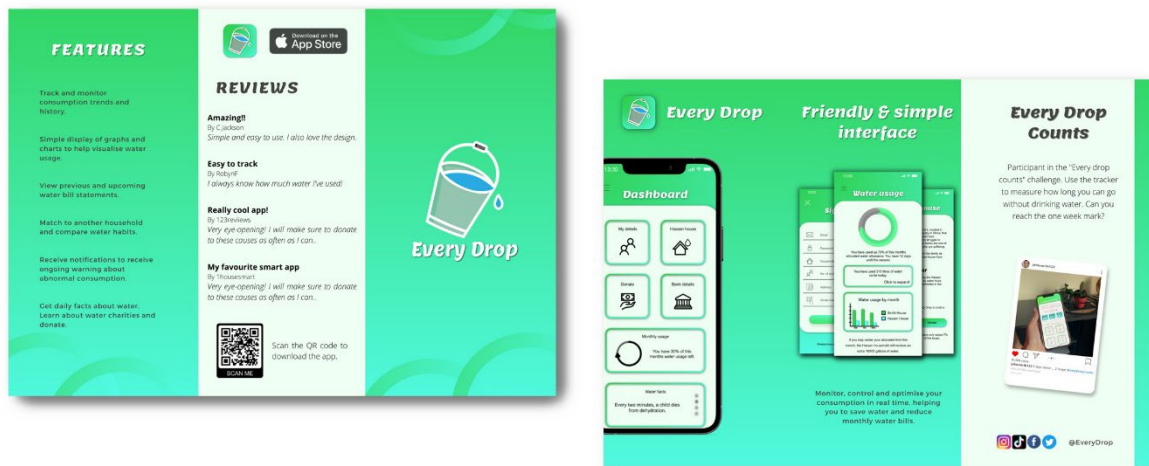
Figure 15 - Brochure for the Every Drop Smart Meter and app

Social Media Challenge

As a way to spark conversation around the problems water scarcity causes, I had decided to create a social media challenge called the #EveryDropCounts challenge. This is promoted on the app, brochure and billboards. The challenge is to go at least a week without drinking any water. At the end of the challenge, participants must donate to a water charity of their choice and then nominate someone to try and do the challenge. This brings in donations and awareness to the crisis.

Figure 16 - Tweets of people completing the challenge

Justification

Design Inspiration

The Every Drop app has the primary function of monitoring the water usage in a household. To cater to each household member, the apps UI should be simple, clean and easy to navigate. Taking inspiration from figures 16, 17 & 18, the app has been designed to have monochromatic colour scheme, make use of simple icons, and minimal text. This includes the graphs, to minimise confusion, and so even the those who don't look at many graphs will understand what is being displayed.
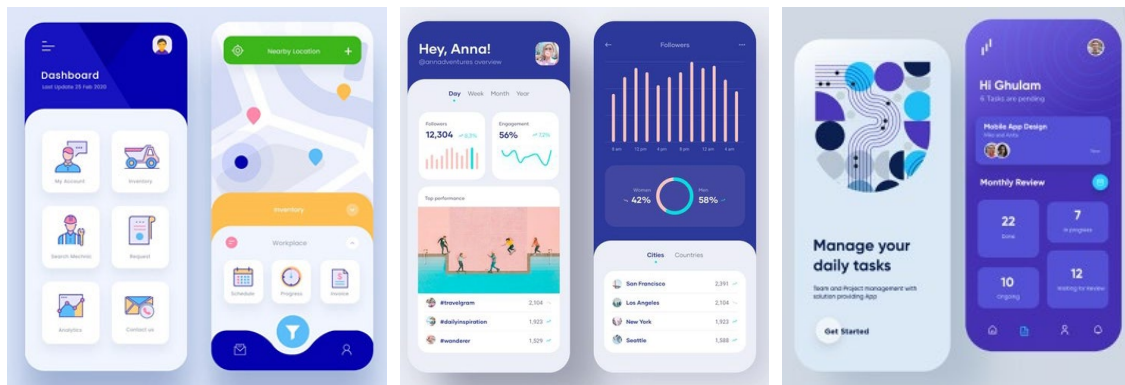
Figure 137, 18, 19 - Design inspiration

The design styles seen above are popular at the minute and are heavily used in interface designs by large companies like Apple and Google. Due to its popularity, it's clear that this clean look attracts users, so I will be following design style in my app. The style of rounded corners is especially used in apps designed for iOS, to match the rounded corners off the phone. As I am creating an app to go on the Apple App Store, I decided to follow this style.

After researching other smart water meter apps currently available on Apples App Store, I have noticed that many use the colour blue, which is the colour associated with water. Examples of this are Phyn App, Smart Meters and Waterloo 365. To differentiate my app with the others, I wanted to use a different colour, for example green or yellow. One of the main purposes of this app is to highlight the fact that over a billion people in the world do not have access to clean water, so using colours such as green instead of blue, signifies the dirty water. Many smart water app or water brands use a blue colour to signify clean and appealing water, whereas Every Drops tries to signify polluted water.

To promote the Every Drop Smart Meter, I created a brochure that has all the relevent information about the smart device and app. This was designed solely to get people to purchase the product, therefore it follows the same colour scheme as the app. The billboards however are not created to promote the Every Drop products but instead are to promote the social media challenge and to bring awareness to the cause. For this reason, the designs differ from the app and brochure. Nevertheless, I did include the hashtag #EveryDropCounts which does relate back to Every Drop, as the names are similar, but the purpose was to get people to search for the hashtag, in the hopes to come across the social media challenge.

Medium choices

Smart Device and App

There are many ways to raise awareness for a charity or cause. I used some traditional methods such as print advertising, but I wanted to use a method that will reach an unsuspecting audience. I chose to create a smart device as these are becoming increasingly popular, especially smart home devices, and accompanying these devices are apps. Apps making accessing information quick and easy, and for many people this information is in your hand or pocket at all times. The app itself is designed like any other smart water meter, where its purpose is to monitor water usage, for purposes such as budgeting. Users will get this product expecting it to be like other smart water meters. They will

quickly see that this app has a twist, hopefully triggering a guilty response, leading to donating to charity.

Campaigns

I decided to use both print advertising along with social media advertising to reach a larger audience. This then caters to both the digitally proficient people and those who use more traditional methods. The aim of the billboards is to attract people to the social media challenge.

Social media

In this age, we are able to instantly connect will people globally. There isn't a faster way to spread information more than social media. Taking inspiration from the ALS challenge and seeing how much attention that got, I thought that creating my own challenge would be a great way to gets peoples attention quickly. The #EveryDropCounts challenge could be considered as controversial. This was the intention of this challenge, as unfortunately in social media negative news gets more attention than positive. The criticism people have given that this challenge is "dangerous" and "unhealthy" even though it's a weeklong, just highlights the negative impacts on people who don't have regular access to clean water. Nevertheless, I encourage these negative comments, as it increases the interactions for the challenge.

Word count: 2750

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Copyright Appendix

Description	Source	License/Permission
	https://www.treehugger.com/thmb/Pkldk-_nLx2_AuBXmXkm6B_IRK0=/1000x619/filters:fill(auto,1)/__opt__aboutcom__coeus__resources__content_migration__treehugger__images__2019__03__world-water-day-dfd35c02f6d94f7e8848a8383b76f5ec.jpg	Used under Illustration for instruction principle

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