



H2OPal Website Screenshot

Realize Your Health and Fitness Potential

Sustainable Weight Loss, Improved Focus and Physical Performance, Better Skin Complexion, ...

Get Your H2OPal

While researching what was already extisted on the web in terms of hydration sites, I stumbled across many articles and "life hacks" blogs. Not very many people seemed to have made interactive websites discussing the importance of hydration. Some of them more interactive than I found had one thing in common: they all featured some kind of "smart bottle" which, when connected to an app downloaded on your phone, tracked your hydration for you. H2OPal was one of the most aesthetic and functional websites I found advertising its own "smart bottle". While the design of the site was clean, functional, and beautiful, the product they advertised seemed a little over-the-top in terms of spreading awareness about hydration. Hydration is a simple enough topic that, when armed with the correct knowledge, shouldn't take a human to rely on a "smart bottle" that simply remembers their water intake for them.

H2OPal's website includes features that add a certain sleekness and refinement to the simple idea of drinking water for health. Other models all look healthy and fit, seemingly due to the importance of their fancy "smart bottle" in their lives. Screenshots of the app, various functionalities and aesthetics of the app are made throughout the icons and short descriptions, though there aren't too many extra descriptions that clutter up the design space (as we often see happening in articles about hydration). The website's minimalist monochrome blue color scheme fits with its intent to promote hydration but the morals of the mission are a little detracted by the fact that they are still trying to sell you a product. Overall, I believe the website's aesthetic is appropriate to a modern take on hydration, but its content is lacking in terms of both education and awareness.

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No, Lettuce Is Not Worse For The Environment Than Bacon

NATASHA GEILING DEC 16, 2015, 8:48 PM

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Credit: THINKPROGRESS/DYLAN PETROHILOS

If you follow the intersection of food and climate change, you know that you can barely swing a reusable grocery bag these days without running into a new study or article bemoaning the environmental damages of a meat-heavy diet.

Make a Sandwich

TOMATO	spinach	Beef Patty
Turkey		

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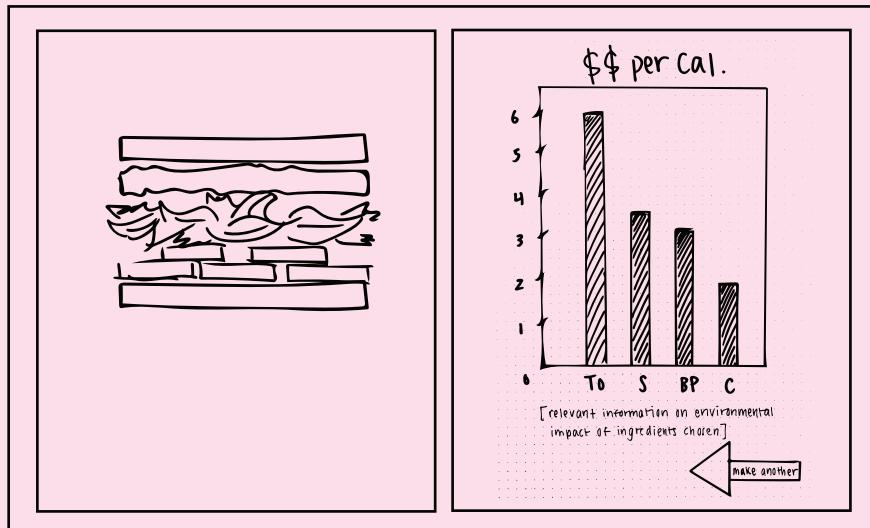
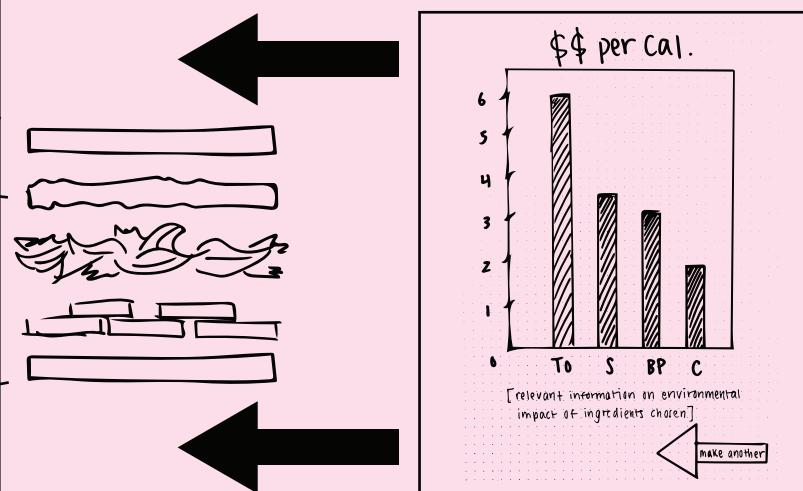
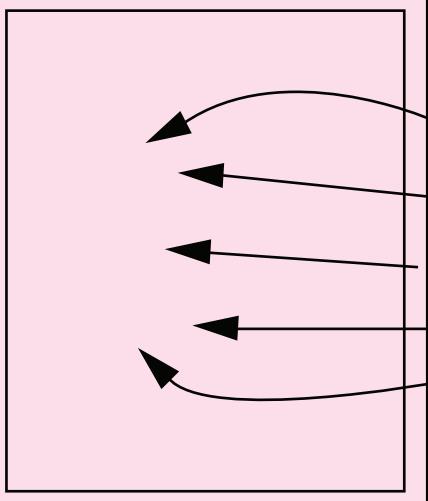
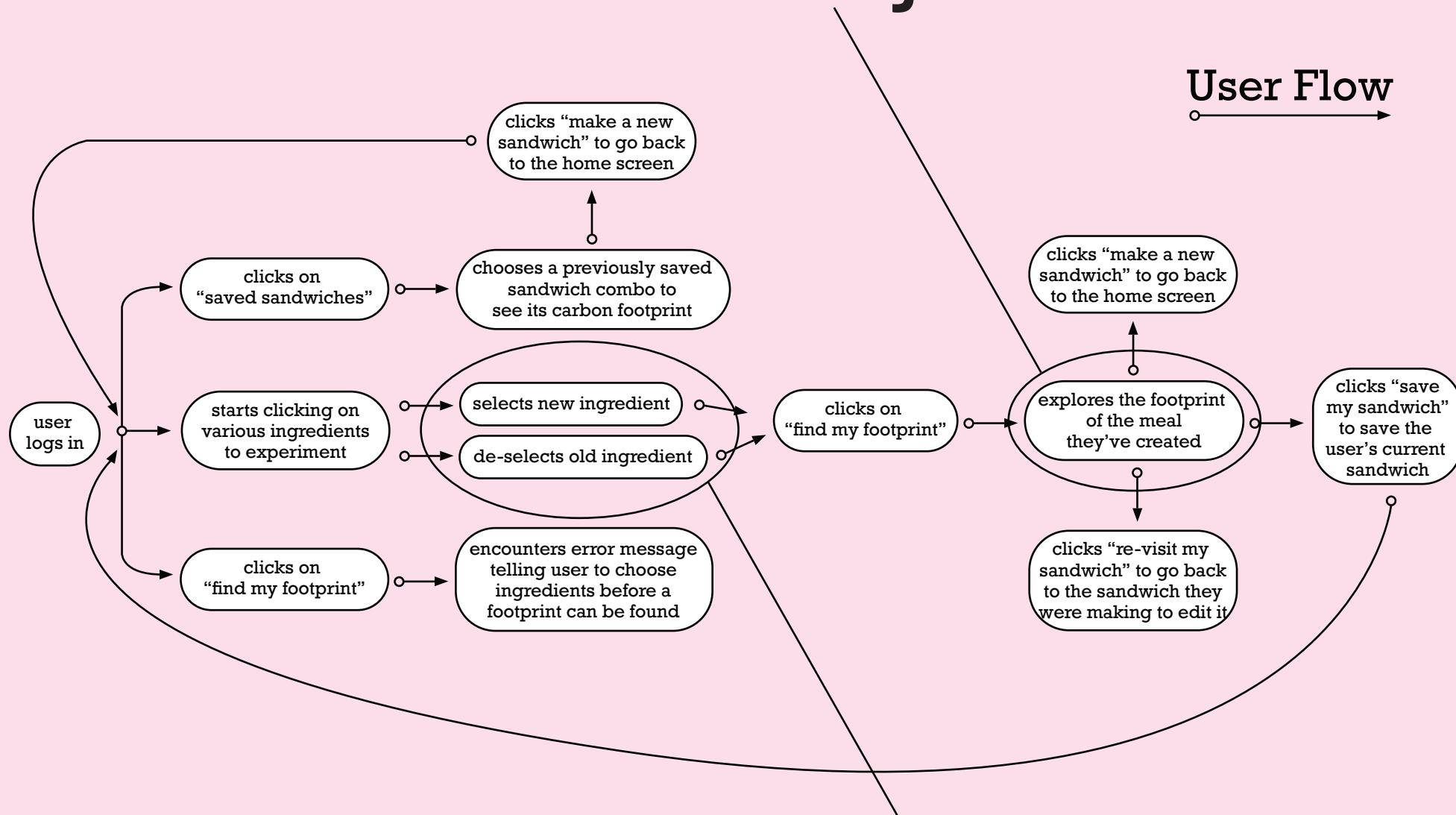


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