GREENLENS

Go green | CIEL KINGSTON VIBEAITHON 2025

Validated problem statement

Many consumers want to make eco-friendly choices but lack transparent, reliable Information about product's true impact. Greenwashing, misleading labels, and Inconsistent standards.

Key user pain point

Difficulty identifying truly eco-friendly products due to greenwashing and lack of transparency.

Prototype objective

Build mobile app that lets users scan or search products to view clear, verified sustainability scores and impact data.

Expected outcomes/success metrices

80%+ task success rate in usability test

60%+ user satisfaction with prototype

50%+ users feel confident making eco-friendly choices

Prototype overview
    *Prototype description
GreenLens is a conceptual mobile app that
lets users scan product barcode or QR codes
to instantly view their true environmental
impact-including carbon footprint, packaging
waste, and supply chain emissions.
    *Technology stacks/tools used
            Frontend- Flutter(cross-platform) or
react native
            Backend- Firebase/node.js
            Sustainability data- Opens food facts,
Fair trade API, Ecoinvent
            AR overlay features
            Maps & suggestions- Google maps API,
Yelp/shopify APIs
    *Prototype type
            UI/UX wireframes and functional
logic outlined
            Not yet clickable or fully functional
            Ready for MVP development or
hackathon building

Eco-Friendly QR Code Solutions

Simple user journey
1. Open the greenlens app- Welcome screen with scan option
2. Scan the product barcode/QR code-gives sustainable data
3. view product rating & details- Carbon footprint, packaging
4. See eco-friendly alternatives-nearby stores and alternatives
5. Track personal impact over time- Dashboard shows footprint reduction

Key features & Interactions
1. Barcode/QR scanner
2. Sustainable score(1-5 leaves)
3. Alternative product suggestions
4. User impact dashboard
5. AR overlay features
6. Community ratings

What makes Greenlens unique?
Anti-Greenwashing- Verifies data via trusted APIs & certifications
Consumer empowerment-Real time, localized sustainable shopping choices
Gamification- Tracks user progress

Next steps to scale or refine
1. Integrate open sustainability APIs(carbon, Fairtrade, etc)
2. Test MVP with 50-100 beta users
3. Partner with ethical brands & local retailers