

ISEA2017
23rd INTERNATIONAL SYMPOSIUM ON ELECTRONIC ART
XVI INTERNATIONAL IMAGE FESTIVAL
CREATIVE CALL

1. Title

Educate consumer about sustainability through scanning application

2. Organizers and presenters' names and affiliations

UC Davis, Shang Lu

3. URL of the demo website or video

<https://shanglu9425.github.io/des157/ISEA/index.html>

4. Abstract (ready for diffusion). 200 words maximum.

My goal is to develop an application prototype that educates consumers about sustainability during the processing of shopping. This application allows user to scan a product to receive information regarding the product's sustainability and impact on environment.

5. General description of the Project

This application allows users to scan a product, and information and a score will be given based on its sustainability. This application can also be implemented on register as well which can provide sustainability information and scores to consumer based on the products they purchased. Since most of consumers have a hobby of looking through receipt, the sustainability information and scores will print onto the receipt for consumers to review.

6. Connect to the ISEA call

We already have lots of data on sustainability, but I believe we can use these data in a more innovated and public way to help educate our consumers. Besides industrial pollution, consumers is another huge factor that brings impact on environment. It will be a good idea if we educate consumers on a daily basis such as providing sustainability information regarding the product they just purchased.

7. Biographies of the Author(s).

Shang is a fourth year design student at UC Davis. He emphasizes on UI/UX design and motion graphic to create more user-friendly design for all the users.