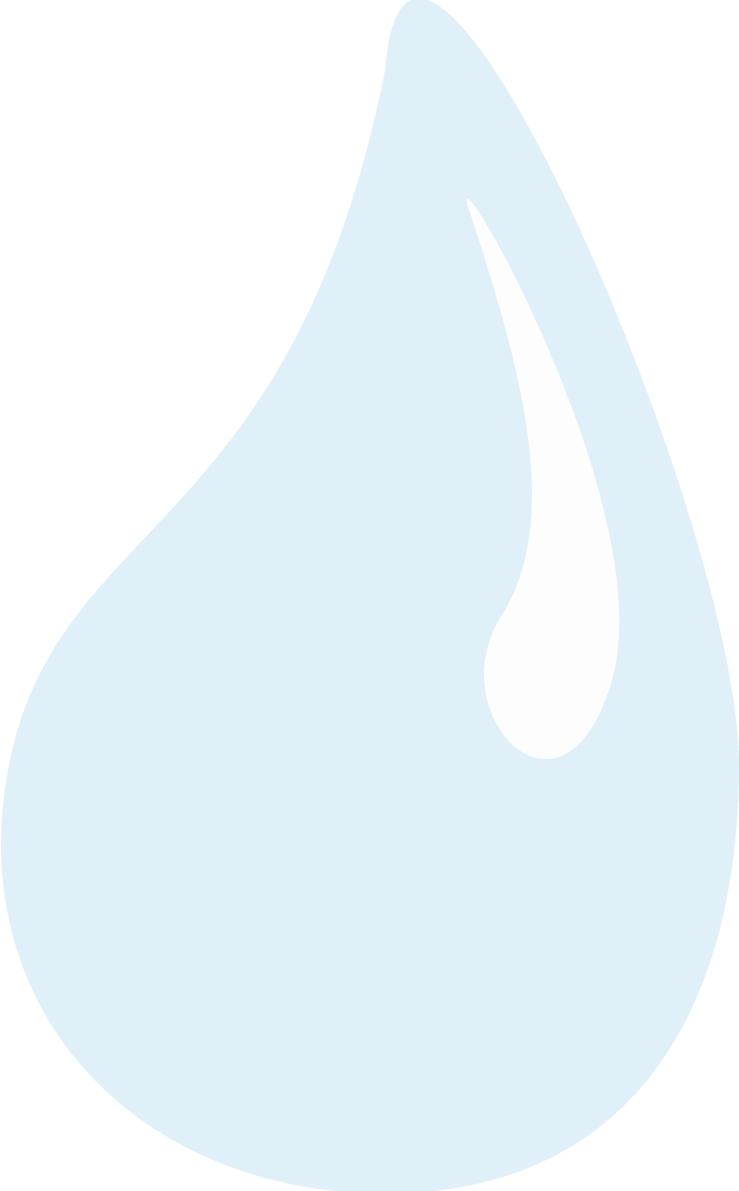




# Water Conservation

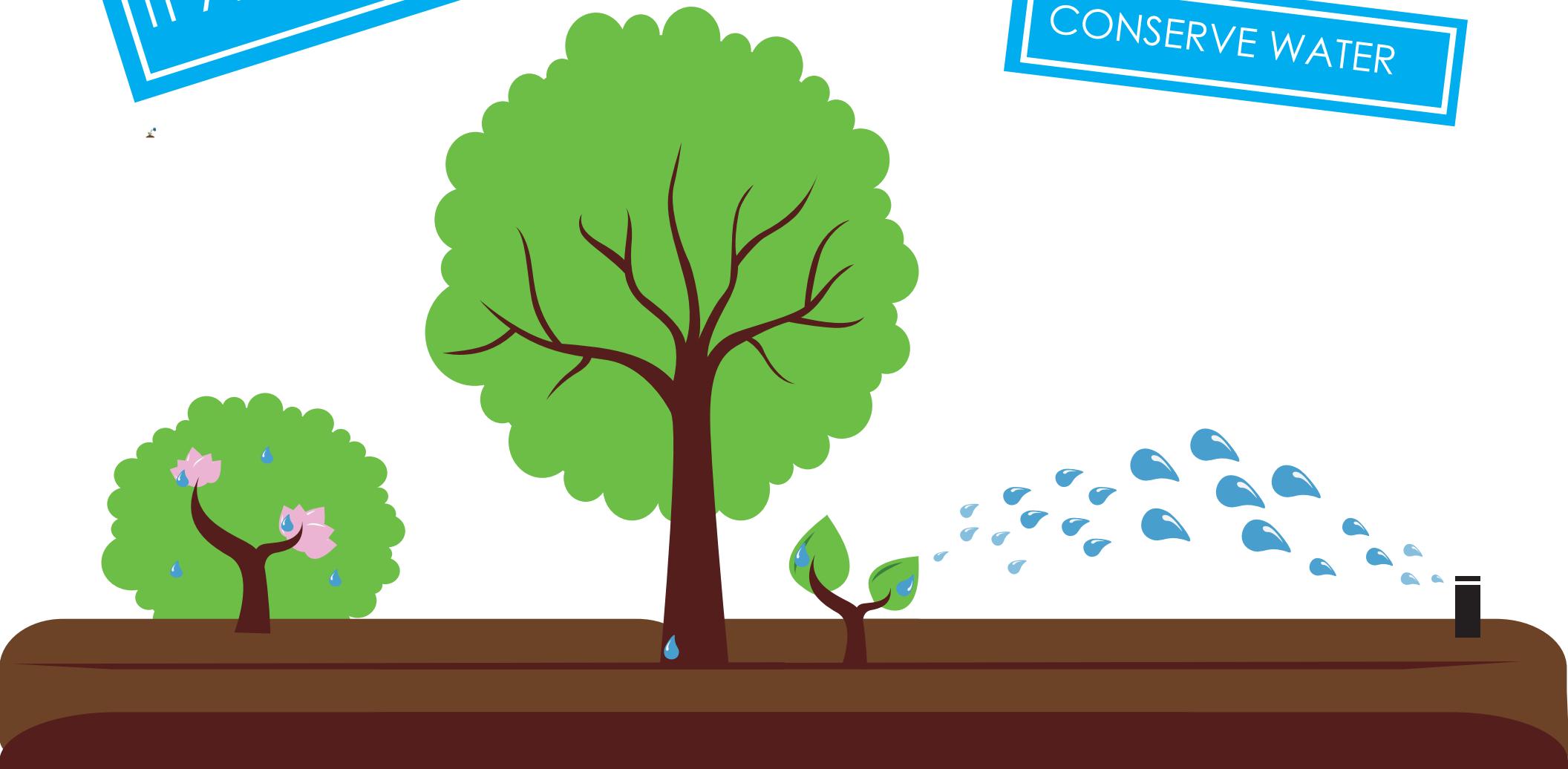
By 5++

# Table of Content

- 
- Project Proposal
  - Contract
  - Competitor Analysis/Inspiration
  - Mock Up
  - Rough Color Scheme
  - Final Color Scheme
  - Logo Sketches
  - Logo Rough
  - Finalized Logo
  - High Fidelity Mock-Up
  - Content Information
  - User Testing
  - Updated Site

IT ALL STARTS WITH YOU!

CONSERVE WATER



# Objectives

**Who:** Who are the target Users?

Primary: People who care about the ecological environment and want to learn about the problems and solutions to water conservation.

Secondary: People who want to save money on the water bill.

**What:** What range of age are the target users?

Range of age 13-60.

What solutions we are targeting?

Home(toilet, leaking, shower and gardening)

# Objectives

**Where:** Where's the problem?

We are focusing on the problems of water conservation.

**Why:** Why users should use the site?

It provides a straight-forward information and solutions to water conservation.

Why people should care about water?

To educate people who don't know, about the critical problems of water in ecological environment.

Statistics show that many people are not aware of the amount of water usages.

**How:** How can the site influence users?

Show how water conservation is beneficial to human and environment through the information provided

# Contract

Set forth this 26 day of **January, 2014**, this agreement is entered into by **SF Water Conservation** known for the purpose of this Agreement as "Client," and 5 ++'s, hereafter known as "Designer." The Agreement refers to the following website design project (hereafter referred to as "Work").

The designers of Three 3G's agree to produce written materials at the request of the Client for fees agreed upon in advance and turn in or deliver the designs and project by an agreed deadline and submission method. The designers agree that they will be the sole author of the Work, which will be original work by the designers, free of plagiarism. The designers agree to use reasonable care to ensure that all facts and statements in the Work are true and that the Work does not infringe upon any copyright, right of privacy, proprietary right, right of publicity or any other right of a third party. The designers will cooperate with Client in editing and otherwise reviewing the Work prior to completion and launch. The designers will cooperate with Client if any complaints, claims or litigation should arise regarding the Work.

Client and Designer agree to the following provisions:

**DURATION:** This Agreement commences on the day listed above, and continues through the **21 of March, 2014**, at which point all Work is expected to be completed to Client's satisfaction. Extensions may be requested by Designer, and granted or denied by the Client.

**PAYMENT** Client agrees to pay the designers the following: \$25.00 per hour via check or paypal. If the parameters of the Work change, or if it involves more time than estimated, the designers will inform Client and they can renegotiate the rate. The designers will bill for one third of the total estimated cost before the designers begin the Work as a down payment, bill for one third of the total estimated cost at a point approximately half way through the Work, and bill for the rest of acquired costs upon completion. The designers will submit the final invoice for the Work upon receiving approval from Client. If the designers have not received any comments or revisions within 7 days of submitting a completed draft, the designers will send the invoice via e-mail or U.S. Mail. Incidental expenses such as long distance phone calls, postage, courier service, are absorbed by the designers unless noted in estimate. The designers are responsible for the payment of all federal, state and/or local taxes with respect to the services he performs for the client as an independent contractor. The Client will not treat the designers as an employee for any purpose. Unless otherwise specified in writing, invoices not paid within 30 days of the invoice date will accrue interest at 1.5% per month. Client agrees to pay for each check returned for insufficient funds or any other reason \$25 per occurrence or 5% of the value of each returned item, whichever is greater. Client agrees to pay all reasonable attorney's fees (at least 15% of all amounts due, including interest) if any account is placed with an attorney for collection.

**CHANGES:** Any changes made to the original description as outlined above will result in Designer charging additional fees of. Should Designer request and Client agree to an extension of time, Client will pay Designer additional funds at the same rate for the completion of the project, and the parties will draw up an agreement to that effect.

**CONFIDENTIALITY:** The designers acknowledge that they may be furnished or may otherwise receive or have access to information which relates to the Client's past, present or future products, vendor lists, creative works, marketing strategies, pending projects and proposals, and other proprietary information which gives the Client an opportunity to acquire an advantage over its competitors who do not know or use it (the "Proprietary Information"). The designers agree to preserve and protect the confidentiality of the Proprietary Information and all physical forms thereof, whether disclosed to the designers before this Agreement is signed or afterward. In addition, the designers shall not disclose or disseminate the Proprietary Information to any third party and shall not use the Proprietary Information for the benefit of any third party.

**RIGHTS:** Rights, including copyright, ownership, and publishing rights, to this Work belong to **SF Water Conservation** as of **January 26, 2014**, through **March 21, 2014**, upon which point they will **[transfer to the other party, become public domain, etc.]**.

**RELATIONSHIP:** This Agreement does not imply any other relationship between Client and Designer. Any further work requested by Client and/or suggested by Designer must be governed under a separate agreement. **Cancellation**

Both parties understand that Client or the designers may terminate the service at any time if, for any reason, the relationship is deemed unsatisfactory by either party. Upon written or verbal cancellation, Client is responsible for payment for all expenses incurred and any work done toward the completion of the project based on the percentage of project completed. Should Client cancel the project following its completion, Client is responsible for full payment as per the above estimate plus all other expenses incurred.

This undersigned consent to all the provisions in this Agreement, signed this **26** day of **January 2014**.

\_\_\_\_\_  
Designer Name

\_\_\_\_\_  
Designer Signature

\_\_\_\_\_  
Client Name

\_\_\_\_\_  
Client Signature

# Competitor analysis

The screenshot shows the homepage of Water Use it Wisely. At the top, there's a navigation bar with links for '100+ WAYS TO CONSERVE', 'KIDS', 'RESOURCES', 'JOIN THE CAUSE', and 'NEWS & EVENTS'. Below the navigation, a large green header reads '100+ WAYS TO CONSERVE'. A sub-header below it says, 'When it comes to conserving water, small adjustments can have a big impact. Here you can sort through nearly 200 water-saving tips, download and print tip posters, or share your favorites on social media.' There are two filtering options: 'VIEW: GRID | LIST' and 'SORT: ALL | OUTDOOR TIPS | INDOOR TIPS | OFFICE | KIDS'. A page number '1 - 16 ▶' is also present. The main content area displays a grid of 12 numbered tips, each with an icon and a brief description:

| #   | Tip Description                                                              |
|-----|------------------------------------------------------------------------------|
| 01  | CONTACT YOUR WATER UTILITY TO SEE IF REBATES ARE AVAILABLE FOR PURCHASING... |
| 153 | HIRE A GREENPLUMBER® TO HELP REDUCE YOUR WATER...                            |
| 48  | PLAY FUN GAMES WHILE LEARNING HOW TO SAVE WATER!                             |
| 54  | LET YOUR LAWN GO DORMANT (BROWN) DURING THE WINTER. DORMANT...               |
| 150 | WATER AUDIT YOUR FACILITY TO FIND OUT YOUR RECOMMENDED WATER USE...          |
| 88  | FOR AUTOMATIC WATER SAVINGS, DIRECT WATER FROM RAIN GUTTERS...               |
| 96  | CONSIDER ATTENDING A PUBLISH YOUR ORGANIZATION'S...                          |
| 136 | EVAPORATIVE COOLERS                                                          |
| 13  | COOK FOOD IN AS LITTLE...                                                    |
| 69  | 148                                                                          |

## Water Use it Wisely

This site provides new, solutions, and sources for water conservation.

### PRO:

- Information is organized and not too overwhelming.
- It displays useful tips of conservation in a grid layout with filtering feature to find specific tips.
- "Home Water Challenge" page includes an overview of water conservation with a video which gets user engaged in an effective way.

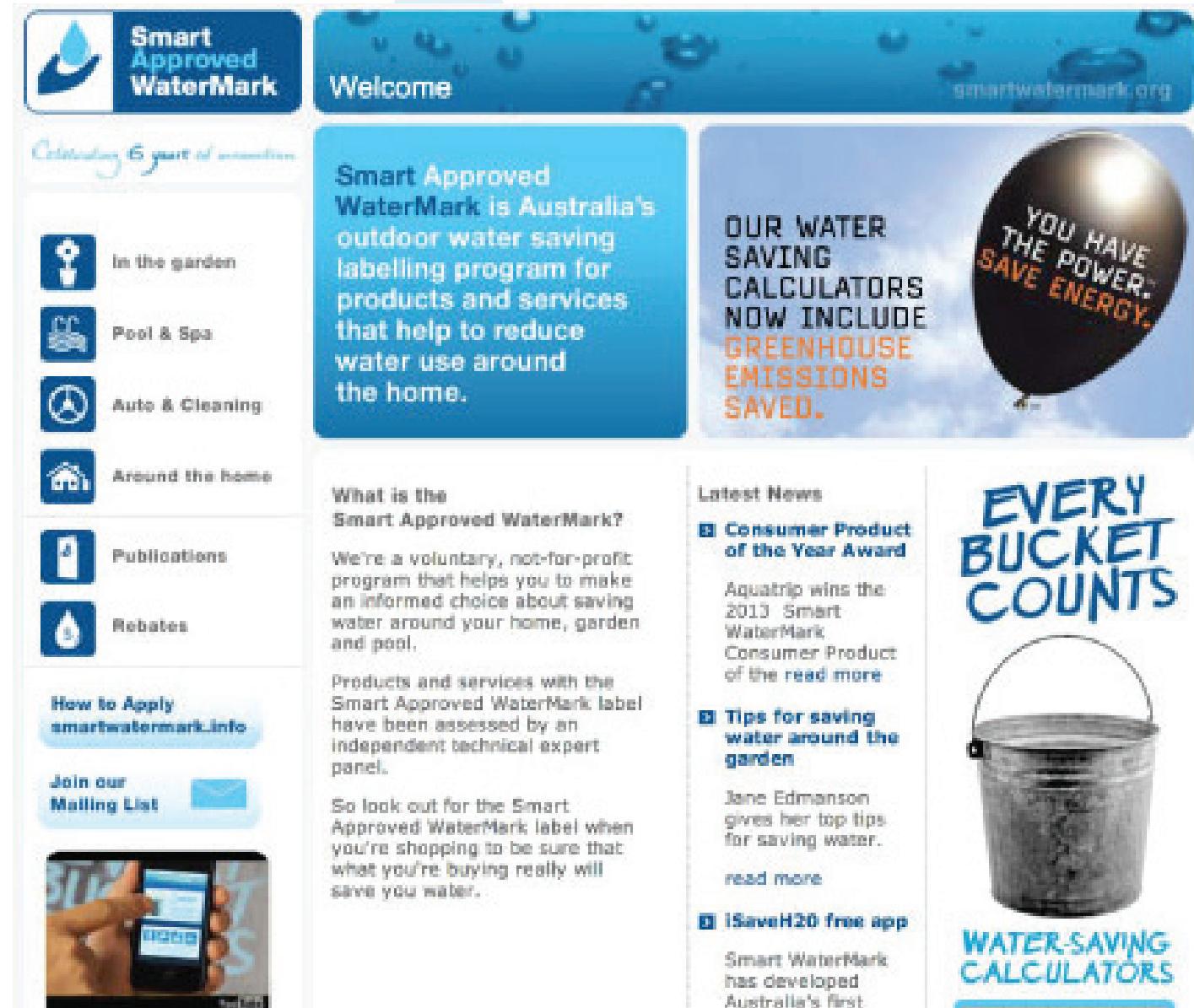
# Competitor analysis

## Smart Approved Watermark

This is an Australian site which is non-profit program that helps you to make an informed choice about saving water around your home, garden, and pool.

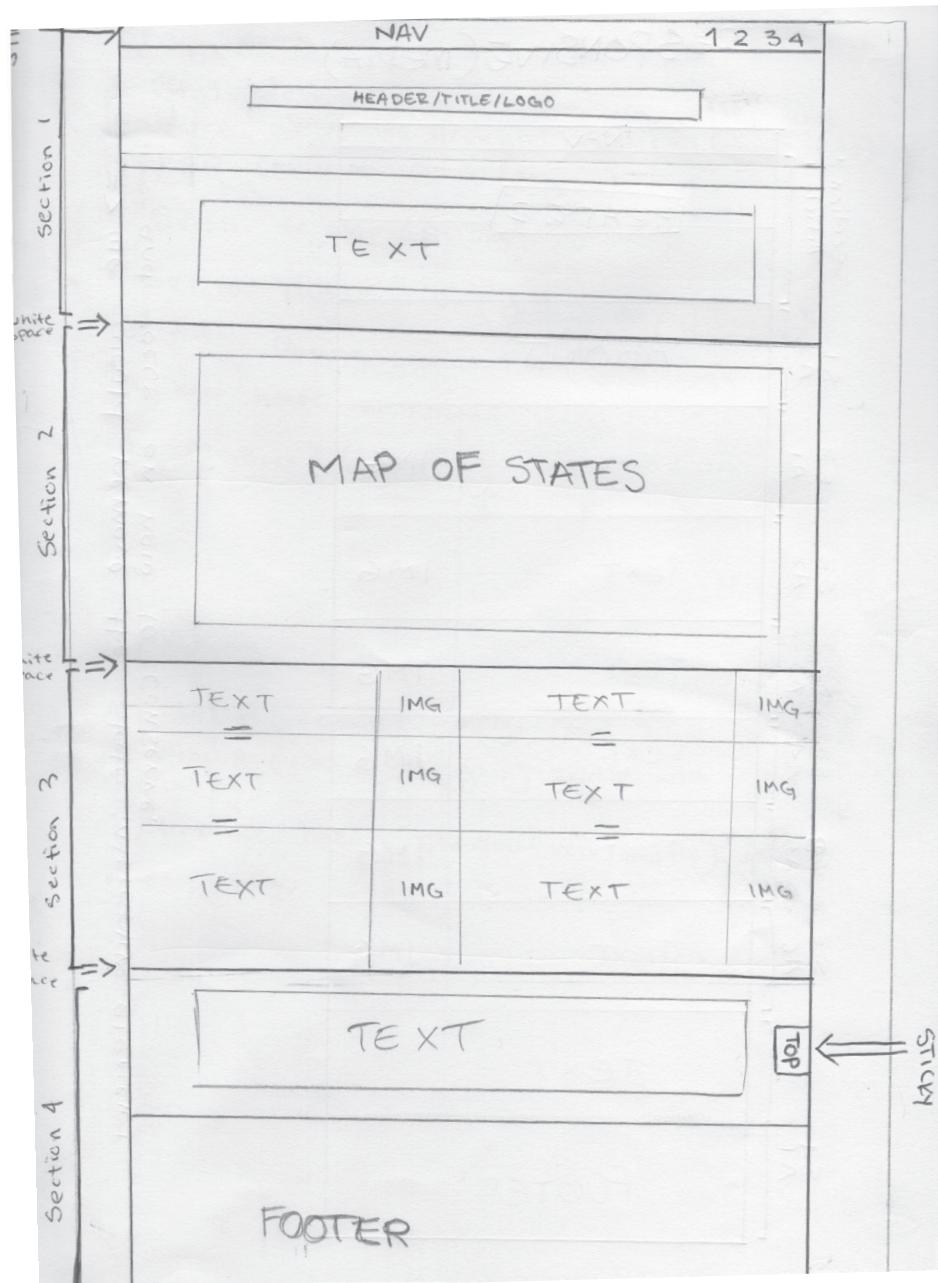
**PRO:**  
The news feature provides latest information to keep users updated.

**CONS:**  
Hierarchy is not effective  
too many things are going on in the front pages.

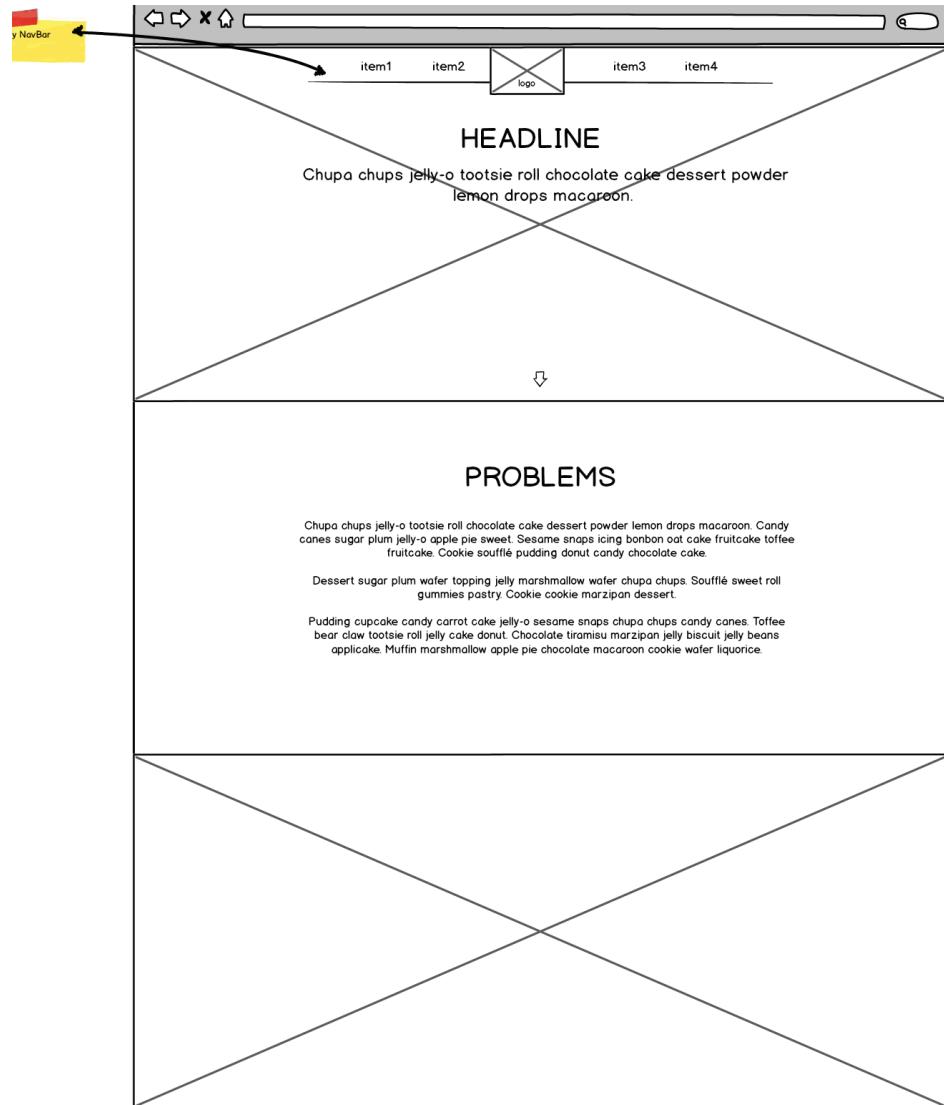


The screenshot shows the homepage of the Smart Approved Watermark website. At the top left is the logo with a blue water drop icon and the text "Smart Approved WaterMark". To the right is a large banner with a blue gradient background and water droplets, displaying the word "Welcome" and the website address "smartwatermark.org". Below the banner, there's a section titled "Smart Approved WaterMark is Australia's outdoor water saving labelling program for products and services that help to reduce water use around the home." To the right of this is another section with the text "OUR WATER SAVING CALCULATORS NOW INCLUDE GREENHOUSE EMISSIONS SAVED." and a black balloon graphic containing the text "YOU HAVE THE POWER. SAVE ENERGY.". On the left side, there's a sidebar with links: "In the garden", "Pool & Spa", "Auto & Cleaning", "Around the home", "Publications", and "Rebates". Below these are two buttons: "How to Apply smartwatermark.info" and "Join our Mailing List". At the bottom left is a small image of a hand holding a smartphone displaying the website. The right side features a large graphic of a bucket with the text "EVERY BUCKET COUNTS" and "WATER-SAVING CALCULATORS". The bottom right corner has the text "Smart WaterMark has developed Australia's first".

# Wireframes



# Wireframes



This wireframe shows a 'SOLUTION' page. It features a tab navigation bar at the top with 'Solution1', 'Solution2', 'Solution3', and 'Solution4'. The 'Solution1' tab is active. Below the tabs is a large square graphic with a diagonal cross. To the right of the graphic is a heading 'Solution1' and a paragraph of placeholder text. The main content area contains a map with a green highlighted region and a yellow border. Below the map is a 'HEADING' section with placeholder text. A contact form is located on the right side, with fields for 'Address', 'Phone', 'Email', 'Organization', and 'Message'. There are also 'Clear' and 'Submit' buttons. A footer bar at the bottom contains the word 'Footer'.

SOLUTION

Solution1 Solution2 Solution3 Solution4

**Solution1**

Chupa chups jelly-o tootsie roll chocolate cake dessert powder lemon drops macaroon. Candy canes sugar plum jelly-o apple pie sweet. Sesame snaps icing bonbon oat cake fruitcake toffee fruitcake. Cookie soufflé pudding donut candy chocolate cake.

Dessert sugar plum wafer topping jelly marshmallow wafer chupa chups. Soufflé sweet roll gummies pastry. Cookie cookie marzipan dessert.

**HEADING**

Chupa chups jelly-o tootsie roll chocolate cake dessert powder lemon drops macaroon. Candy canes sugar plum jelly-o apple pie sweet. Sesame snaps icing bonbon oat cake fruitcake toffee fruitcake. Cookie soufflé pudding donut candy chocolate cake.

Address  
nsdjd sadjk sodj  
sadsa sadjk, CA, 99920

Phone: (415)888-9999

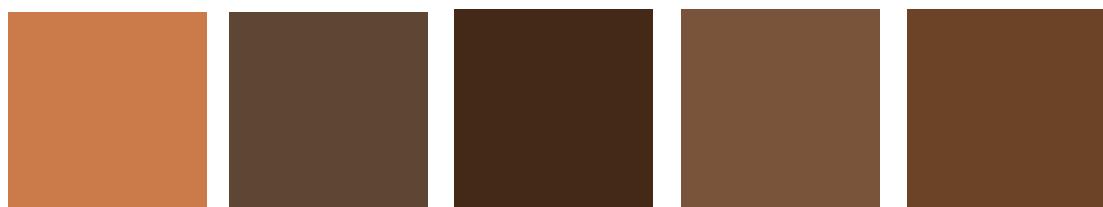
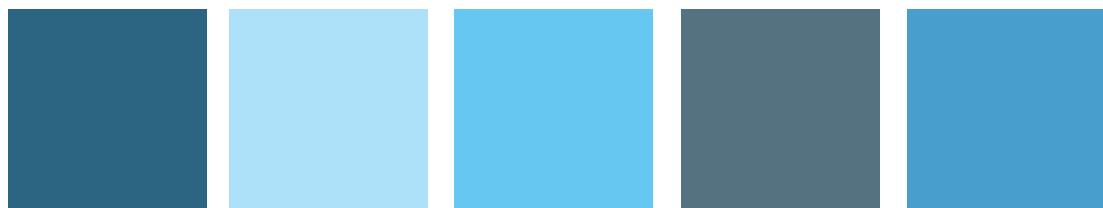
Email: uidh@gkgij.com

Name \*  
Email \*  
Organization  
Message

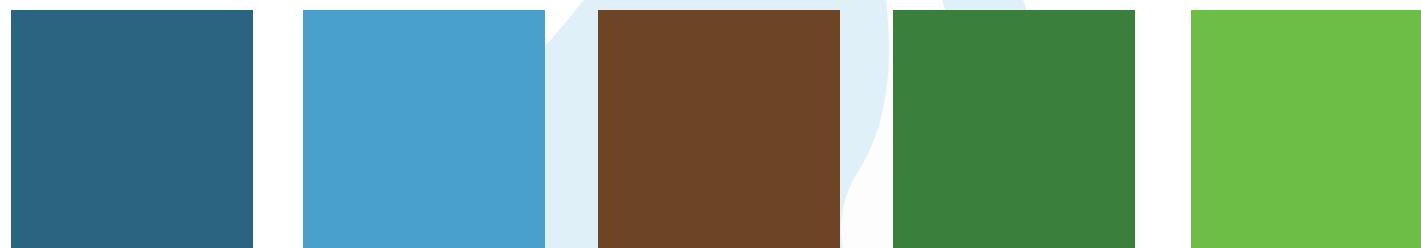
Clear Submit

Footer

# Rough Color Swatches



# Final Color Swatches



#2F6480  
R47 G100 B128  
C85%  
M54%  
Y34%  
K11%

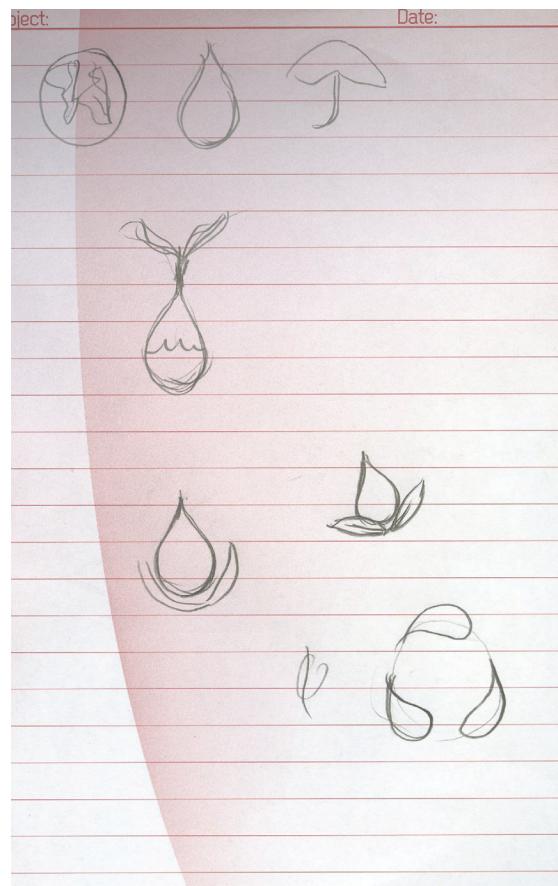
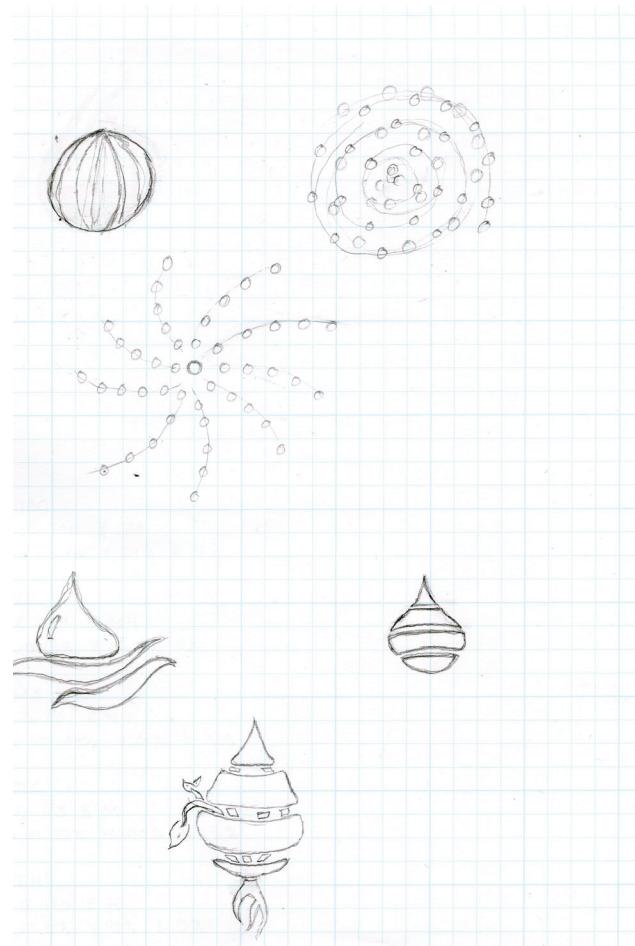
#4A9FCC  
R74 G159 B204  
C68%  
M23%  
Y7%  
K0%

#6E4428  
R110 G68 B40  
C40%  
M68%  
Y86%  
K40%

#3F803C  
R63 G128 B60  
C78%  
M27%  
Y100%  
K13%

#6EBE46  
R110 G190 B70  
C61%  
M0%  
Y98%  
K0%

# Logo Sketches



# Logo Mock Up



Final Logo



# High Fidelity Mock Up



## Water Conservation in the HOME



**Check faucets and pipes for leaks**  
A small drip from a worn faucet washer can waste 20 gallons of water per day.  
Larger leaks can waste hundreds of gallons.



**Don't use the toilet as an ashtray or wastebasket**  
Every time you flush a cigarette butt, facial tissue or other small bit of trash, five to seven gallons of water is wasted.



**Check your toilets for leaks**  
Put a little food coloring in your toilet tank. If, without flushing, the color begins to appear in the bowl within 30 minutes, you have a leak that should be repaired immediately. Most replacement parts are inexpensive and easy to install.



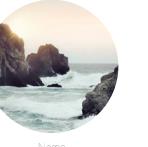
**Use your water meter to check for hidden water leaks**



**Use your water meter to check for hidden water leaks**  
Read the house water meter before and after a two-hour period when no water is being used. If the meter does not read exactly the same, there is a leak. cooler weather arrives, the morning dew and rainfall will bring the lawn back to its usual vigor. This may result in a brown summer lawn, but it saves a lot of water.



## Our TEAM



Name

Name

Name

Name

Name

Name

# High Fidelity Mock Up

logo

## Navigation



Conserve Water      Conserve Life

### DROUGHT

Drought has many stakeholders, citizens, farmers, governments, and ecosystems. From the perspective of the citizenry the primary economic effects are rising prices and uncertainty. Where the effects are expected to be temporary many price related effects are, for the bulk of the population, mitigated by time and market alternatives.



### Water Conservation in the GARDEN



Plant drought-resistant lawns, shrubs and plants

For a "Eco-Lawn" you could use drought-resistant grasses for new and existing lawns. Many beautiful shrubs and plants thrive with far less watering than other species. Replace herbaceous perennial borders with native plants. Native plants will use less water and be more resistant to local plant diseases. Consider applying the principles of xeriscape for a low-maintenance, drought resistant yard.

Put a layer of mulch around trees and plants



Put a layer of mulch around trees and plants

Mulch will slow evaporation of moisture while discouraging weed growth. Adding 2 - 4 inches of organic material such as compost or bark mulch will increase the ability of the soil to retain moisture. Press the mulch down around the dripline of each plant to form a slight depression which will prevent or minimize water runoff.



Don't water the gutter

Position your sprinklers so water lands on the lawn or garden, not on paved areas. Also, avoid watering on windy days.



Water your lawn only when it needs it

A good way to see if your lawn needs watering is to step on the grass. If it springs back up when you move, it doesn't need water. If it stays flat, the lawn is ready for watering. Letting the grass grow taller (to 3") will also promote water retention in the soil.

Most lawns only need about 1" of water each week. During dry spells, you can stop watering altogether and the lawn will go brown and dormant. Once cooler weather arrives, the morning dew and rainfall will bring the lawn back to its usual vigor. This may result in a brown summer lawn, but it saves a lot



### Water Conservation in the HOME



Check faucets and pipes for leaks

A small drip from a worn faucet washer can waste 20 gallons of water per day. Larger leaks can waste hundreds of gallons.

# Content/Information

"Earth provides enough to satisfy every man's needs, but not every man's greed."

— Mahatma Gandhi

SAVE WATER – Don't waste the world's blood.

Conserve Water, Conserve Life

Waste Water Today, Live in Desert Tomorrow

Save Water, Shower Together!

A Little Water is a sea to an ant.

"When the well is dry, we learn the worth of water." —

Benjamin Franklin

"Thousands have lived without love, not one without water."

—W.H. Auden

Water conservation in the home...

Check faucets and pipes for leaks

A small drip from a worn faucet washer can waste 20 gallons of water per day. Larger leaks can waste hundreds of gallons.

Don't use the toilet as an ashtray or wastebasket

Every time you flush a cigarette butt, facial tissue or other small bit of trash, five to seven gallons of water is wasted.

Check your toilets for leaks

Put a little food coloring in your toilet tank. If, without flushing, the color begins to appear in the bowl within 30 minutes, you have a leak that should be repaired immediately. Most replacement parts are inexpensive and easy to install.

Why should people care about the drought?

Drought has many stakeholders, citizens, farmers, governments, and ecosystems. From the perspective of the citizenry the primary economic effects are rising prices and uncertainty. Where the effects are expected to be temporary many price related effects are, for the bulk of the population, mitigated by time and market alternatives.

What is the latest news regarding drought / water conservation?

Latest news regarding drought hits Los Angeles last January 18, 2014. It was the worst drought in a century that hits the state, all the agriculture

# Prototype

1 2 3 4

Conserve Water

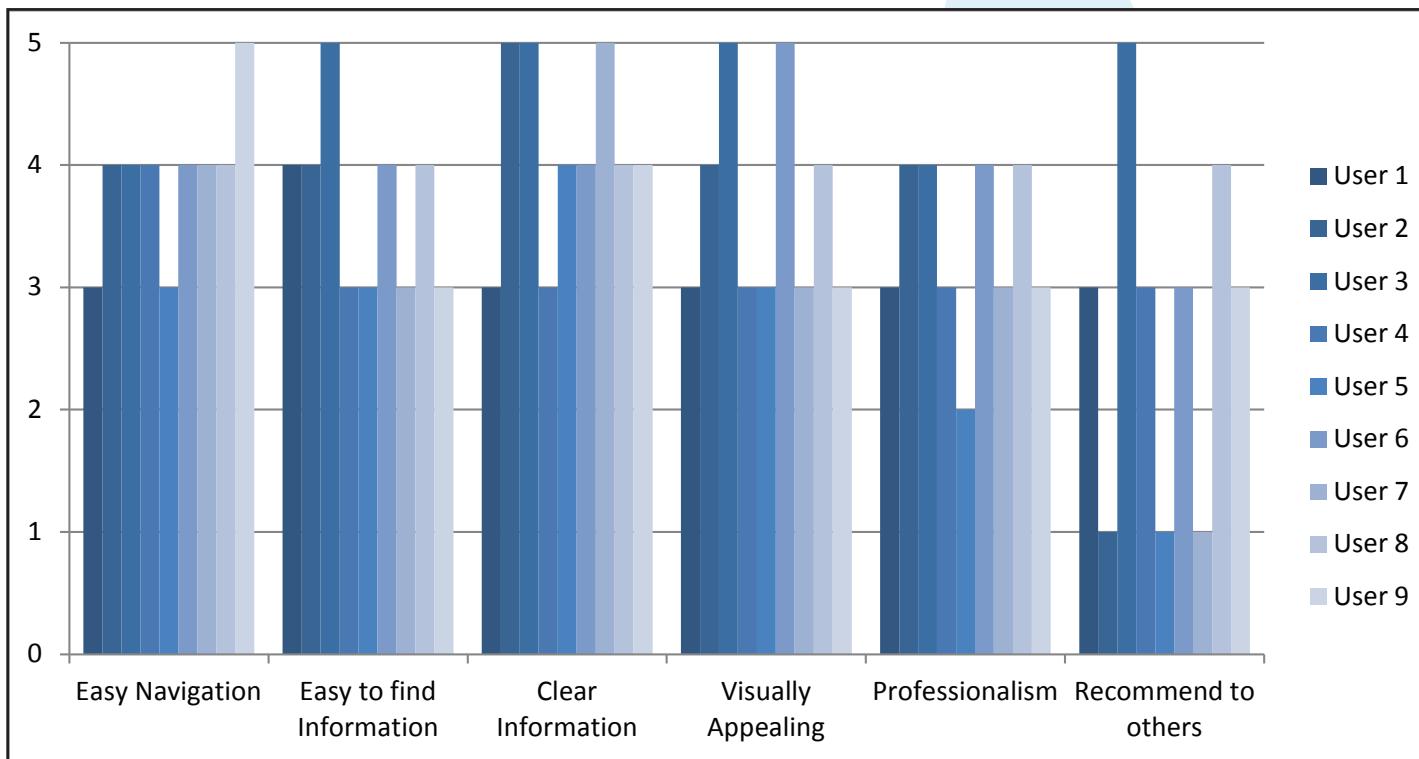
Conserve Life

DROUGHT

Version 1

# Usability Testing

Round 1



Many of the users found that the navigation was hard to comprehend. They didn't understand the use of numbers. The page loaded very slowly due to the images which was either too vibrant or pixelated. The text size was too small and the hierarchy of the text wasn't as strong. User found the site to be very simple and clean, but align of object (text, images) could be done better. The Professionalism can be fixed with the alignment issues.

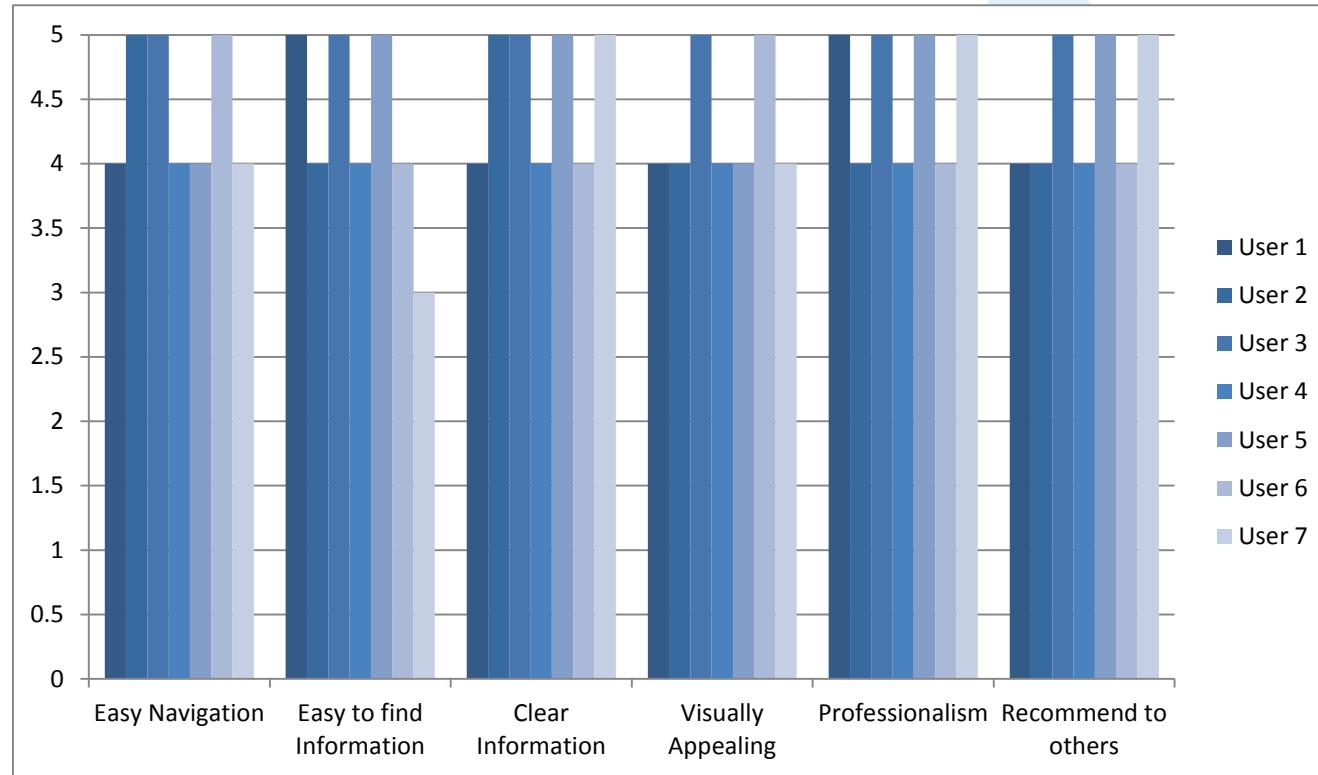
# Prototype Design

Version 2

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                     |                                                                                    |                      |                       |                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------------------------------------------------------------------------------------|----------------------|-----------------------|--------------------------|
| <a href="#">Why Conserve Water?</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <a href="#">Why Should We Care?</a> |  | <a href="#">Tips</a> | <a href="#">Games</a> | <a href="#">Our Team</a> |
|                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                     |                                                                                    |                      |                       |                          |
| <h2>Conserving Water</h2> <p>Conserving water can help preserve our natural resources. Conserving water means more water is available, as well as for wildlife and recreation. Water conservation practices can result in lower wastewater discharges which can mean an improvement overall water quality. Conserving water diminishes our need to find or build new water sources, leaving them in reserve for future use.</p>  |                                     |                                                                                    |                      |                       |                          |

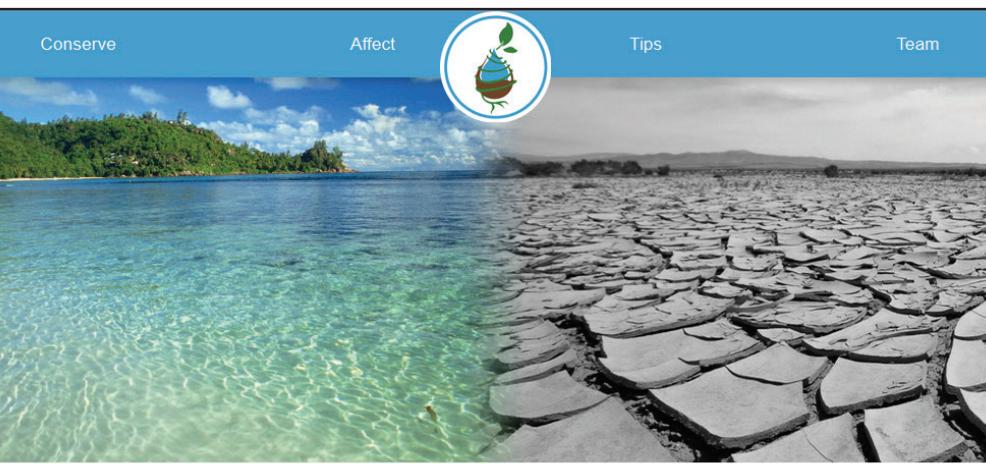
# Beta Testing

Round 2



Since the last testing we have done a lot to try and improve our website. We change the use of numbers in the navigations, the wide width of the icons, and Adding more useful information. The user thought that we can probably use a more similar type/font for the beginning from the rest of the content. Also seem to like the new layout and design changes.

# Final Website



The website features a top navigation bar with four tabs: "Conserve", "Affect", "Tips", and "Team". A central circular logo contains a stylized green plant growing from a blue water droplet.

## Conserving Water

Water is one of the Earth's most precious natural resources, and conservation of water is essential for future sustainability. Conserving water means more water is available for our human population as well as, but not limited to, wildlife, food crops, and even recreational uses.

Proper water conservation practices can result in lower waste and an overall improvement in water quality for the future. Conserving water diminishes our need to establish new water sources, which can invariably have a negative impact on the environment.