

# SUSTAINIFY

helping college students build a (more) sustainable lifestyle

a MIMS 2023 final project

by Alicia Zhao, Haritha Ramakrishnan, Adeel Chaudhry, and Rohan Ramani  
advisor: John Chuang

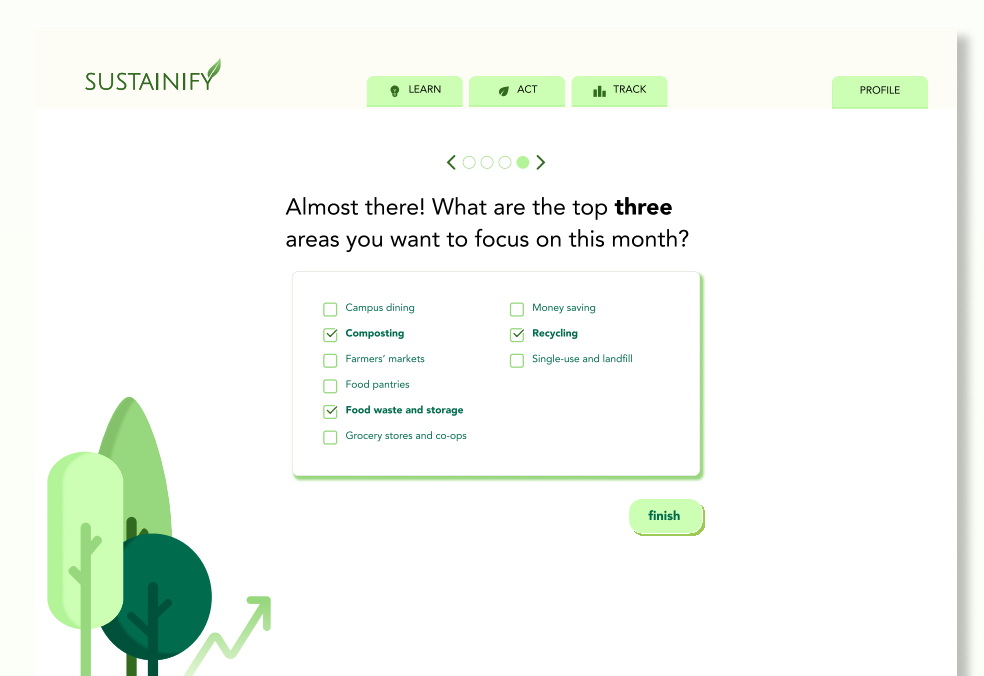
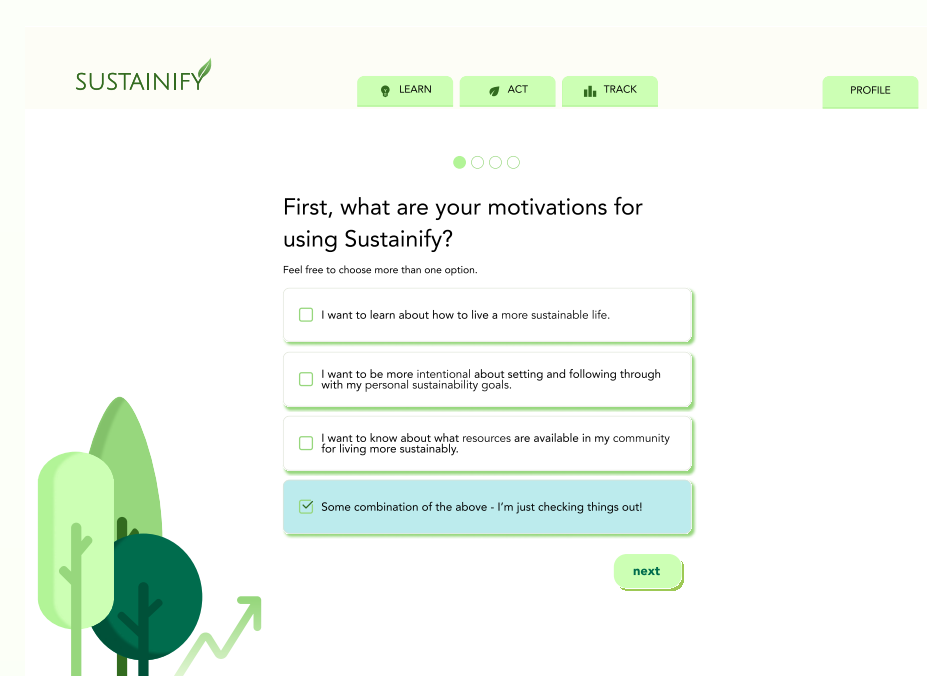
A **one-stop online platform** for college students to learn, act on, and track their sustainability practices.

## core features



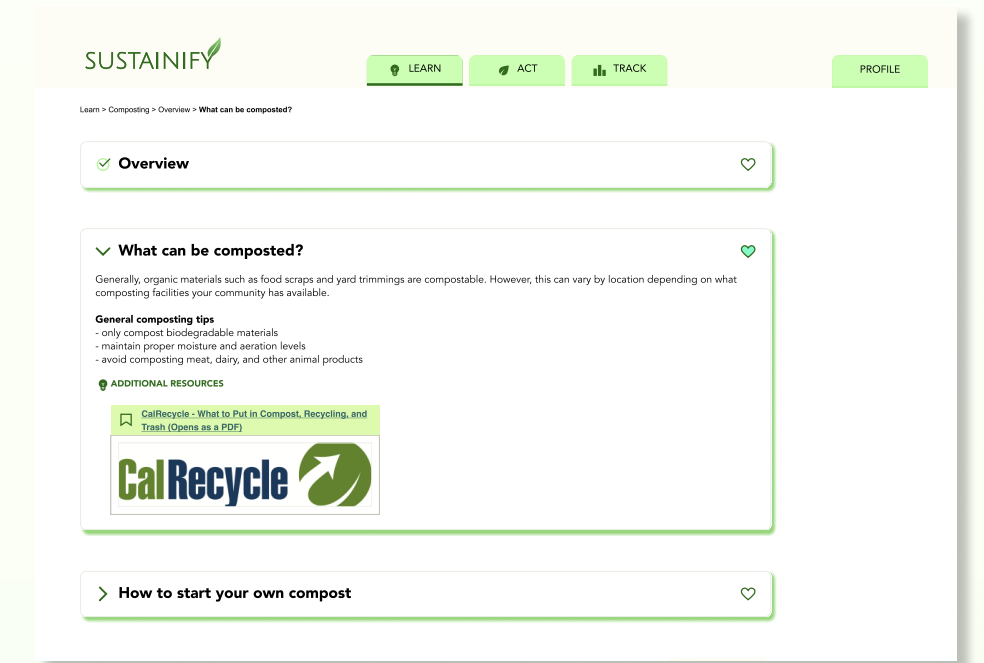
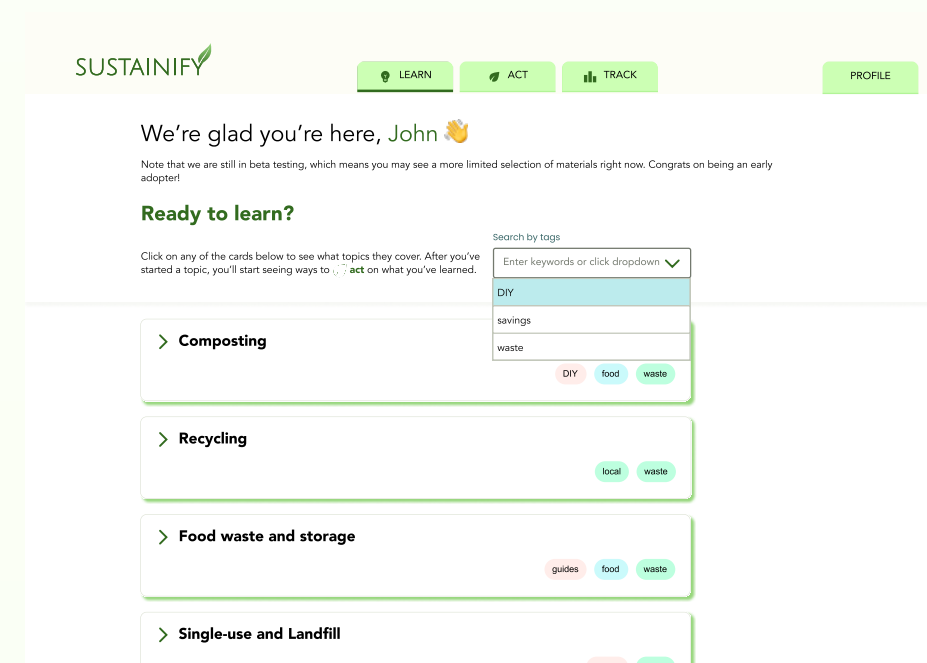
### ONBOARDING SURVEY

- 4 quick questions
- Baseline for user's habits, preferences, and goals
- Enables personalization



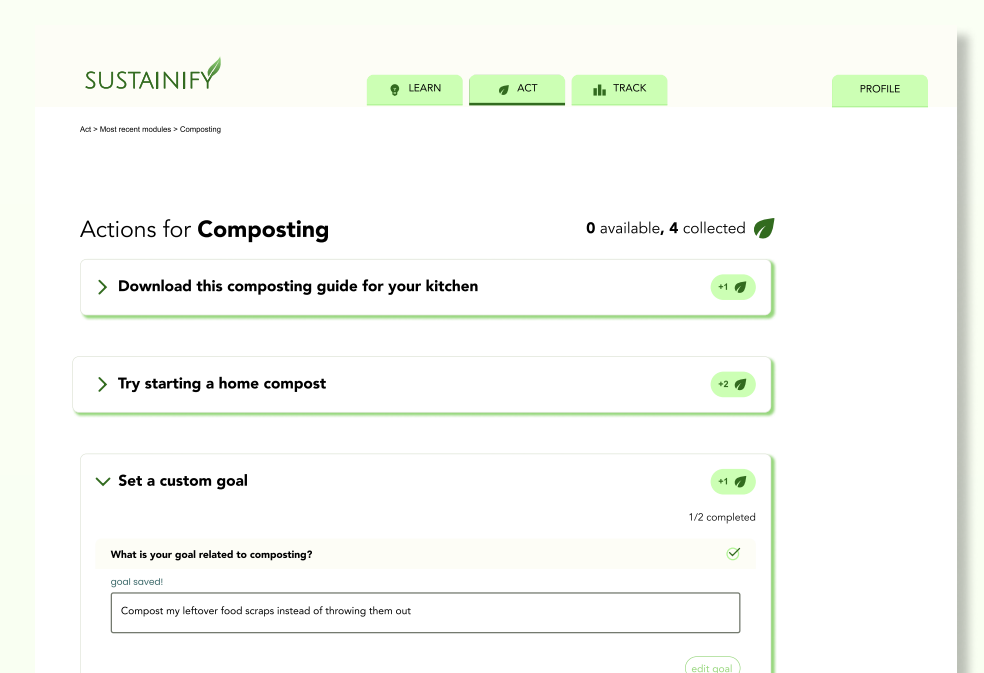
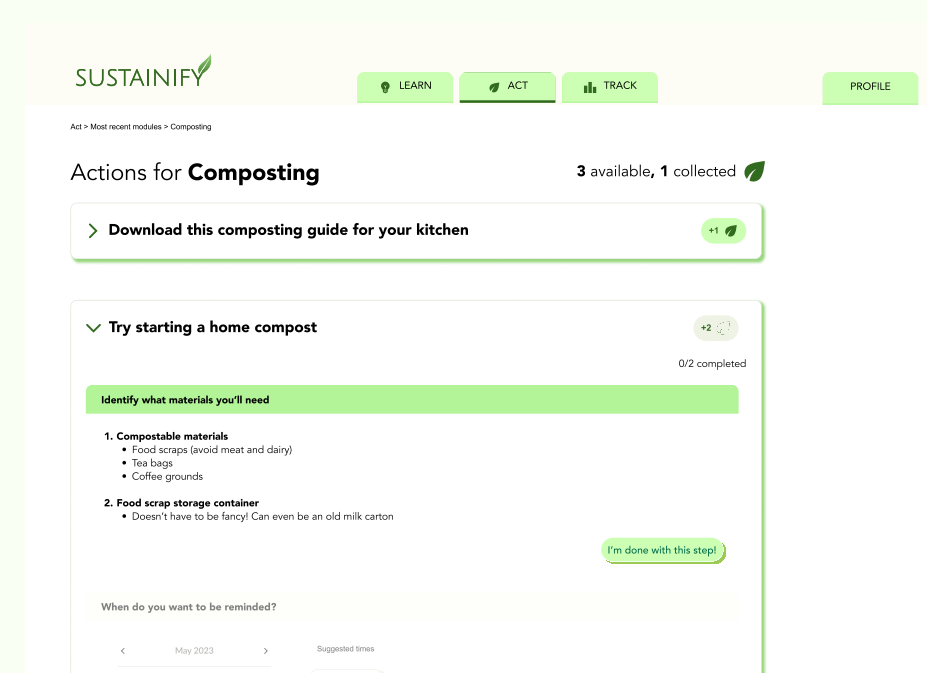
### LEARN reduce information overload

- Bite-sized learning modules across categories
- Info organization: simple, relevant, personalized
- Provides links to additional external resources



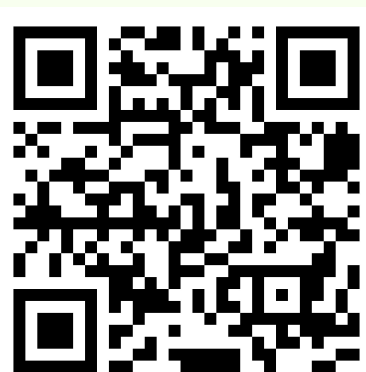
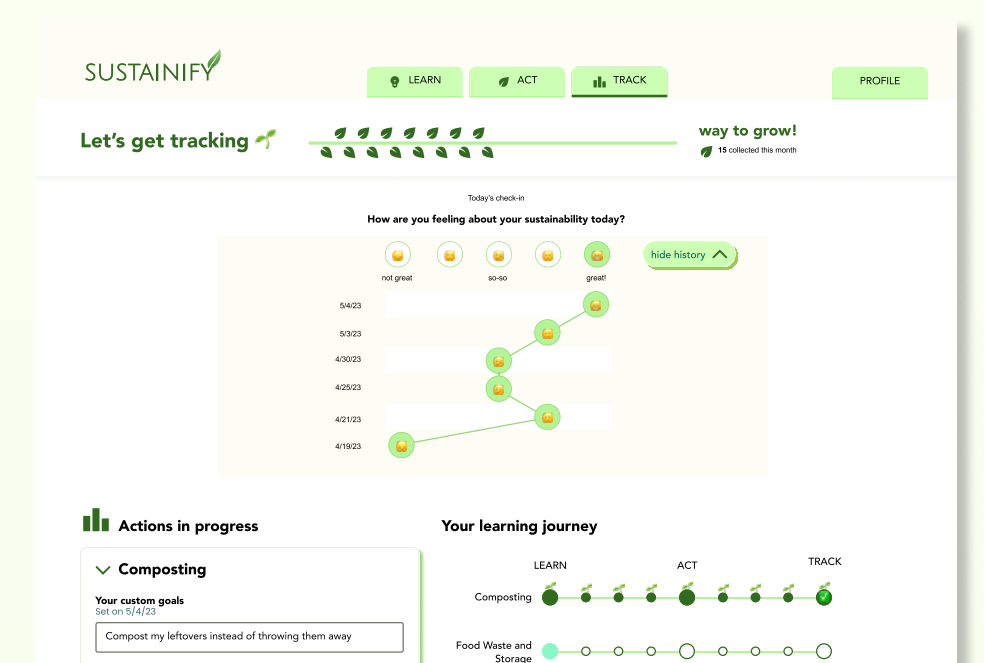
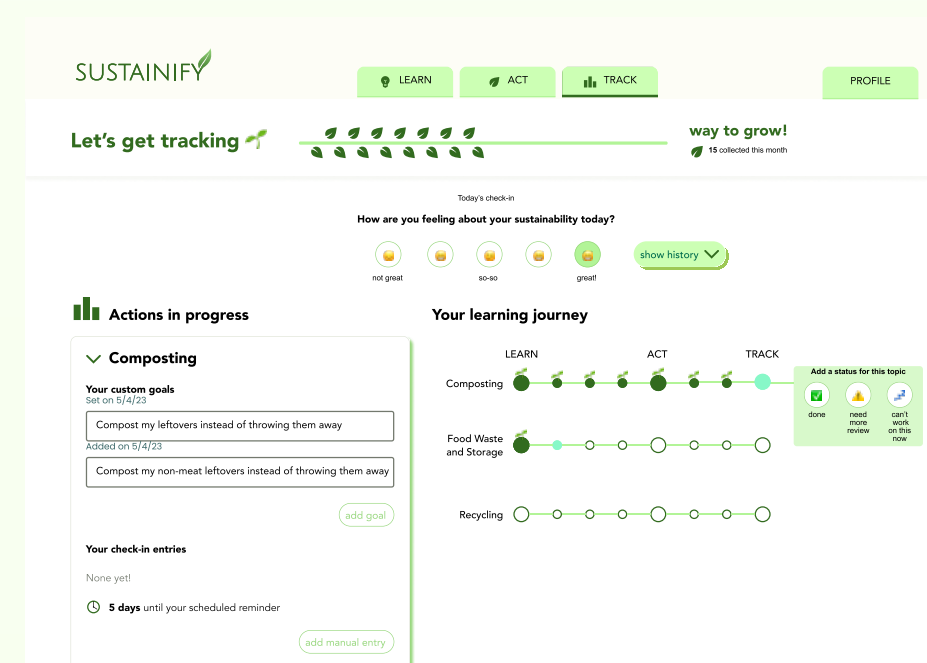
### ACT interventions & behavioral nudges

- Actions linked to learning materials
- Simple, habit-forming, actionable steps
- Bonus: Gamification, custom goals, reminders



### TRACK measure & track personal progress

- User's Sustainify journey at a glance
- Scheduled check-ins on previously set goals
- Add custom journal entries



← check us out!