

# SUSTAINIFY

Helping college students build a (more)  
sustainable lifestyle



**Haritha**



**Alicia**



**Rohan**

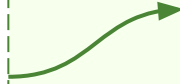


**Adeel**

Advisor: Prof. John Chuang

# The What, Who, Why, How

- College students
- Good intent but no time
- Information problem
- Social pressure



- Incremental, consistent
- Simple, easy steps
- Personalized, relevant info
- Individual progress

# The What, Who, Why, How



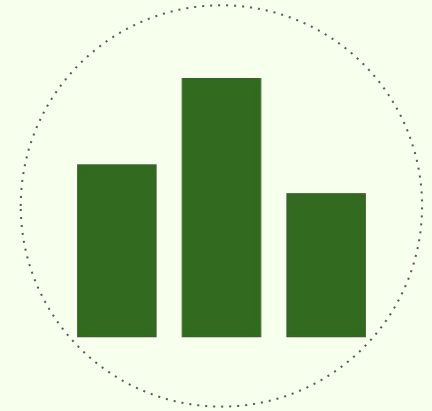
**LEARN**

+



**ACT**

+



**TRACK**

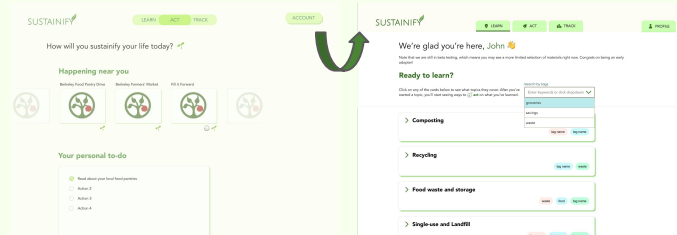
# Process Overview

Research  
surveys & interviews

Prototyping / Testing

Front-end  
**Implementation**

Iteration!



**V1**  
**go-live!**

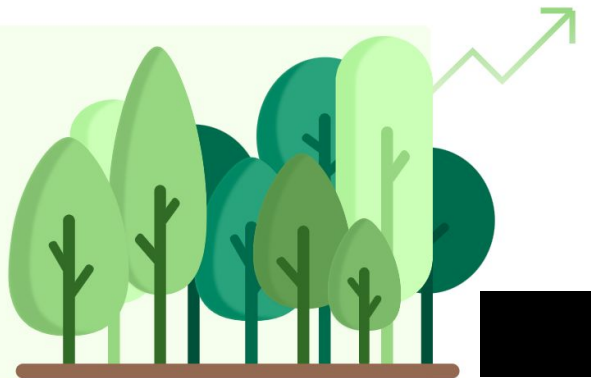
Research

Backend Architecture

Back-end  
**Implementation**

# Product Demo

SUSTAINIFY 



## SUSTAINIFY YOUR LIFE.

GET STARTED

### LEARN. ACT. TRACK.

#### **Living more sustainably doesn't have to be stressful.**

We're here to help you with your sustainability journey -- by curating relevant information, providing SMALL steps, and a way to track your progress. You can do however little or much as you want and are able to. You can choose specific areas to focus on, or let us get you started with a few! There's get you started with a few. There's no pressure to be perfect!

#### **How does Sustainify Work?**

In order to get the best out of Sustainify we encourage youth to follow the Learn -> Act -> Track Path.

**Learn:** Simple, useful, meaningful, relevant and personalized information to start your sustainability journey

**Act:** Simple actionable steps to create sustainable habits in the long run.

**Track:** Track your progress, journal to keep it personal or share with your community if you are feeling social.

# Looking Ahead...



Mobile app



Partnerships for 'Act'



Integrations



Original Content + new categories

**THANK  
YOU!**

