



INVIGOR

Smart Water Bottle App



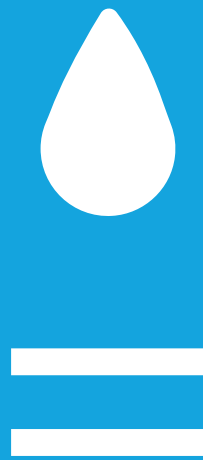
Objective

Our mission is to focus on helping those who want to increase their water intake and live a happier, healthier life

Problem

Keeping up with drinking water has become an issue for many Americans.

58 Gallon
of water consumed
by americans a year



7,242
ounces of
water per year

On average, water consumption should be 8 cups a day or done until the feeling of thirst is gone. With more interest in sugary, caffeinated, or alcoholic drinks, water is not being consumed enough.



Solution

Develop a water bottle that syncs with a phone or smartwatch to help users increase their water intake.



Why

Water is a vital component to keeping to body functions in tip-top shape and cleanse the body of toxins that by flushing them out.



Audience

Users who have the desire to increase their water intake for better hydration and overall health.



COMPETITORS

Hydrate Spark



Sometimes drinking more water is all we need to feel energized and brighten our mood. Available in an array of frosted colors, our sleek Hydrate Spark 2.0 smart water bottle will keep track of how much you drink and helps you meet your daily hydration goal. There's no better time than the present to start living healthier. Why not do it in style?

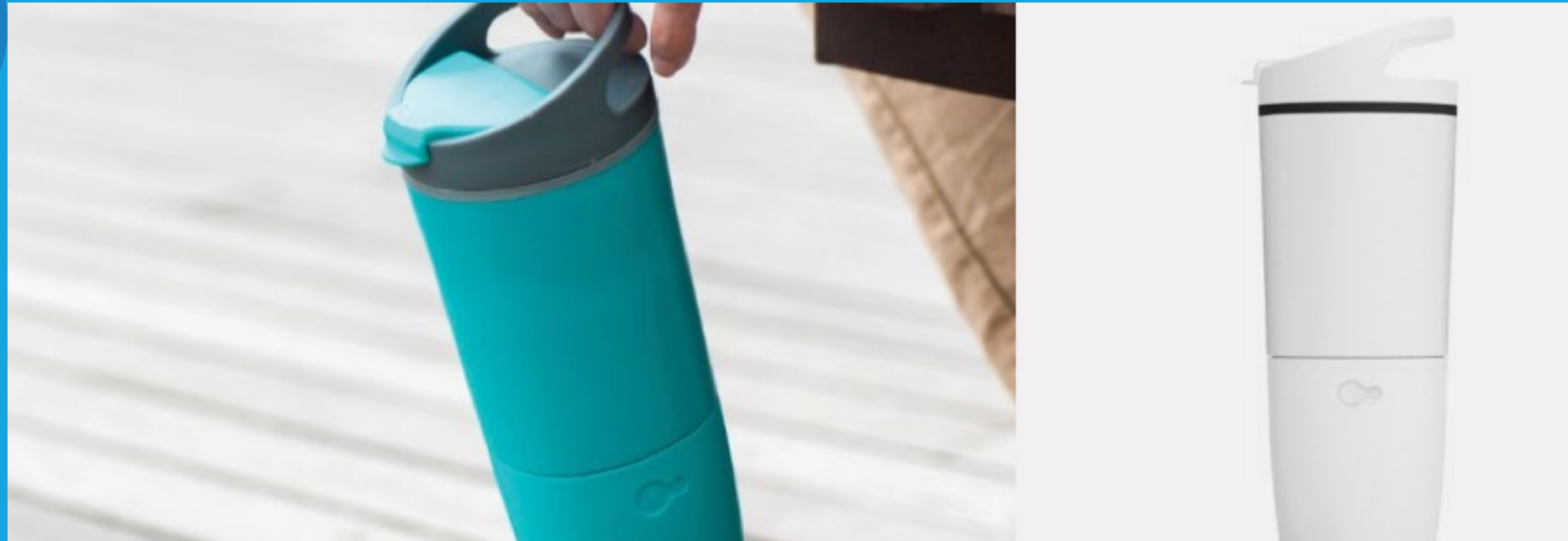
Pros

- Tracks drink intake
- Syncs with fitness tracker/apps
- Long-lasting replaceable battery
- Customize hydration goal in app

Cons

- Glowes brightly
- Only 24 oz

Ozmo

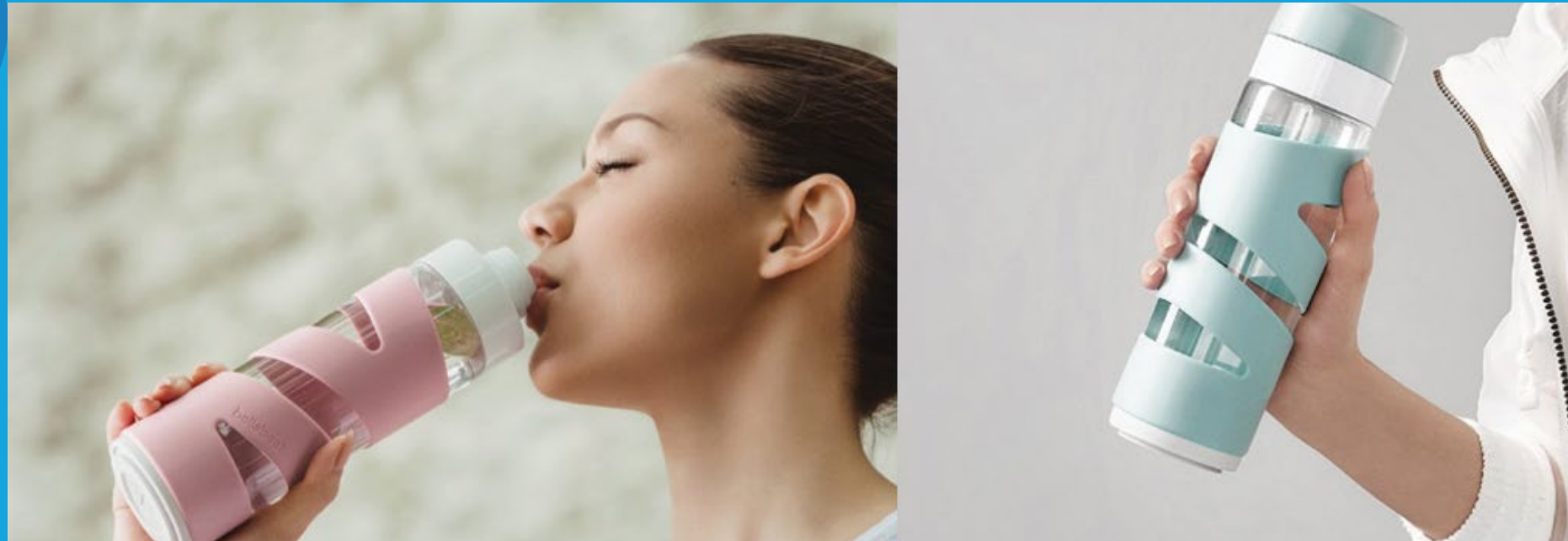


The Ozmo Smart Bottle connects with the Ozmo App to record both your water and coffee consumption and tracks your progress throughout the day to help you reach your hydration goals. It syncs with Fitbit, Apple Watch, and other fitness trackers to re-evaluate your hydration needs post-workout.

Pros

- Record both water & caffeine consumption
- Hydration goal
- Sync via Bluetooth
- Vibration alert
- 3-week battery

Bellabeat - Spring



Spring calculates your water intake goal based on your age, height, weight, activity, local weather, and if you are pregnant or breastfeeding. Sip towards your goal as Spring measures how much you drink, shake left-to-right to sync your data to the Bellabeat app, and get a snapshot of your progress. Form a healthy hydration habit in no time.

Pros

- Hydration tracking
- Intake goals
- Drinking reminder
- Monitors even while pregnant

Cons

- Shake left-to-right to sync information
- Snapshot of progress



FEATURES

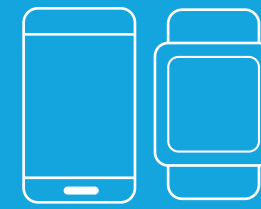
Features



Track water intake through the sip part of the bottle



GPS tracking for emergencies



Mobile/Smart Watch vibration alert system



Tracks the weather to change ideal water consumption daily



Records activity throughout the day to keep track of when you will need water



Set daily water consumption goals



MOODBOARD





Word List

REFRESHED

HEALTHY

EXERCISE

ENERGIZED

CLEAN

FOCUSED

HYDRATE

ORGANIZED

BALANCED

COOL

ACTIVE

TIME



STYLE GUIDE



FONT

STEVIE SANS

LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

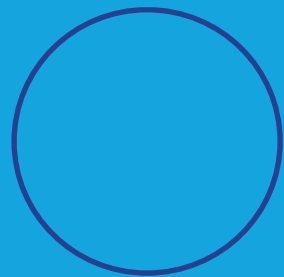
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy

Zz 1234567890

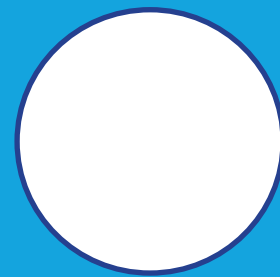
.,/◆?;!:"■\}|!@#\$\$%^&★●-=_+



COLOR



LIGHT TEAL BLUE
C=73 M=18 Y=0 K=0



WHITE
C=0 M=0 Y=0 K=0



LOGO



INVIGOR



INVIGOR



Main Logo



Main Logo With White Text



Main Logo White On Black



Main Logo Black On White



PERSONAS



DANIEL PRICE | 27 | SINGLE | CABINET PAINTER

Daniel works at a fast-paced cabinet warehouse. Daniel is a cabinet painter that sits in a room with no ventilation. On hot summer days, this can be a problem especially when he has to wear a suit that covers his entire body. Daniel will use Invigor to keep his consumption of water to a reasonable level to keep from getting dehydrated.



JACKIE LOPEZ | 32 | MARRIED | STAY AT HOME MOM

Jackie is a stay at home mom that is heavily involved with the PTA meetings at her children's school. She is currently 5 months pregnant with her third child and is now tracking her health for two. Water intake is very important for pregnant mothers due to the benefits it gives her future child. Jackie uses the Invigor bottle to keep track of her water intake and the vitamins she put into her water since she cannot take pills.



SITE MAP



SIGN UP

SIGN IN

SETTINGS

HOME

WATER ACTIVITY

RECENT ACTIVITY

LOCATION

SET GOALS

UPDATE GOALS

TIMELINE

MAP

**3 QUESTIONS
SET UP**

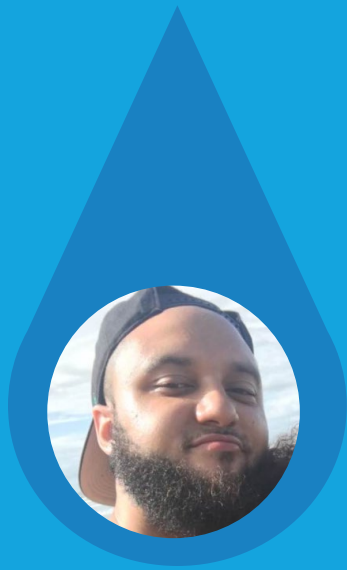
**OUTSOURCE
CONSUMPTION**

BOTTLE GPS

MAP APP



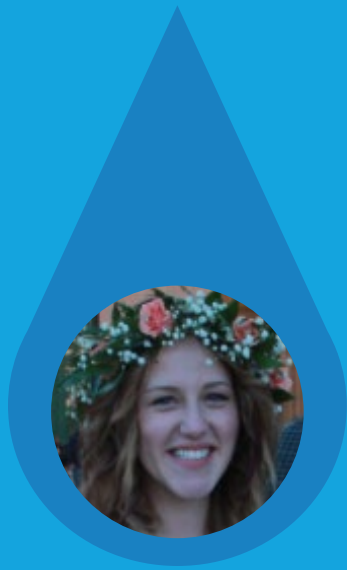
USER FLOW



DANIEL PRICE | 27 | SINGLE | CABINET PAINTER

TASK: SETTING WATER GOAL





JACKIE LOPEZ | 32 | MARRIED | STAY AT HOME MOM

TASK: TRACK OUTSIDE CONSUMPTION





MOBILE APP

LOW FIDELTIY

Sign In

4:25 PM 100%

INVIGOR



SIGN IN SIGN UP

EMAIL _____

PASSWORD _____


SIGN IN

YOU CAN ALSO SIGN IN WITH

Sign Up

4:25 PM 100%



SIGN IN SIGN UP



NAME _____

EMAIL _____

PASSWORD _____

SIGN UP

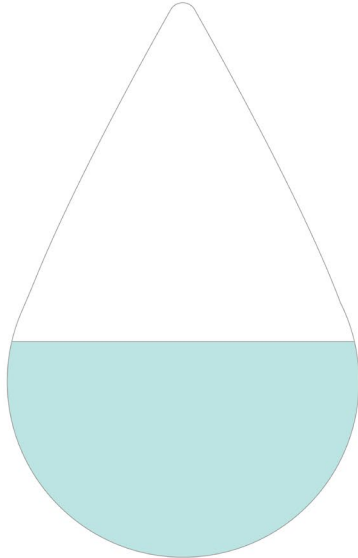
YOU CAN ALSO SIGN UP WITH

Home


4:25 PM 100%

SETTINGS



YOU CONSUMED
34 OZ OF WATER

24 OZ OF WATER TO GO

RECENT GOALS  CHECK IN

Recent Activites

4:25 PM 100%

← RECENT ACTIVITIES

SEP. 04. 2017

CONSUMED 14 OZ OF WATER	08:40 AM
CONSUMED 24 OZ OF WATER	09:30 AM
CONSUMED 10 OZ OF WATER	10:50 AM
CONSUMED 05 OZ OF WATER	11:12 AM
CONSUMED 34 OZ OF WATER	01:10 PM
CONSUMED 13 OZ OF WATER	2:00 PM
CONSUMED 40 OZ OF WATER	4:30 PM

RECENT GOALS CHECK IN

Goals

4:25 PM 100%

S M T W T F S

SEP. 09. 2017

34 OZ OF WATER CONSUMED

GOAL 58 OZ OF WATER

RECENT GOALS CHECK IN

Check In

4:25 PM 100%

← WATER BOTTLE

CHANGE TEMPERTURE

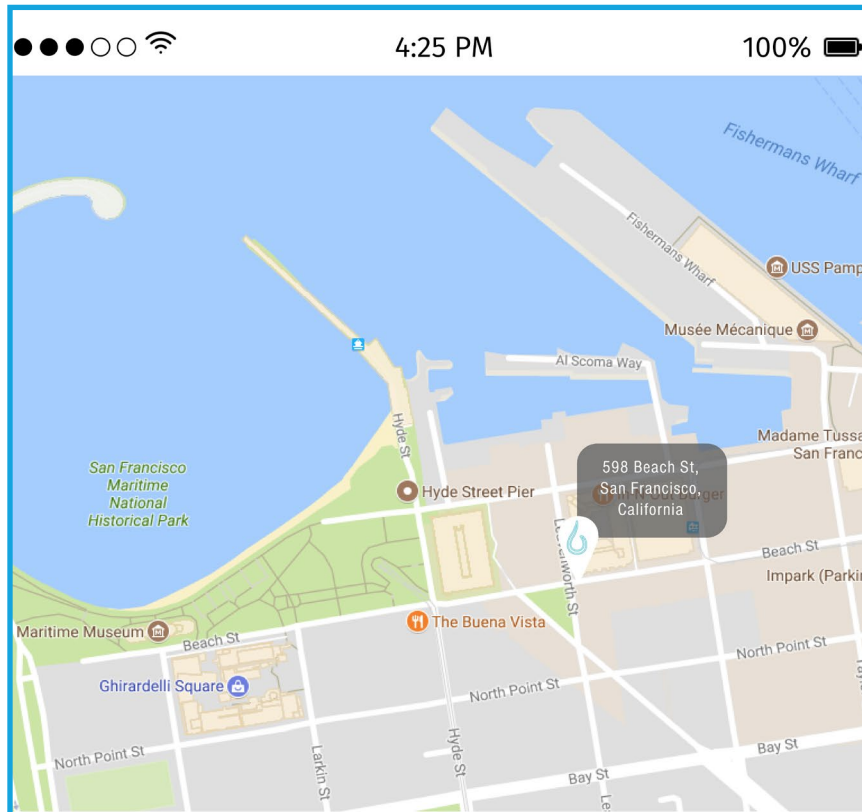
LOCATE

SYNC NEW BOTTLE

BATTERY LIFE

RECENT GOALS CHECK IN

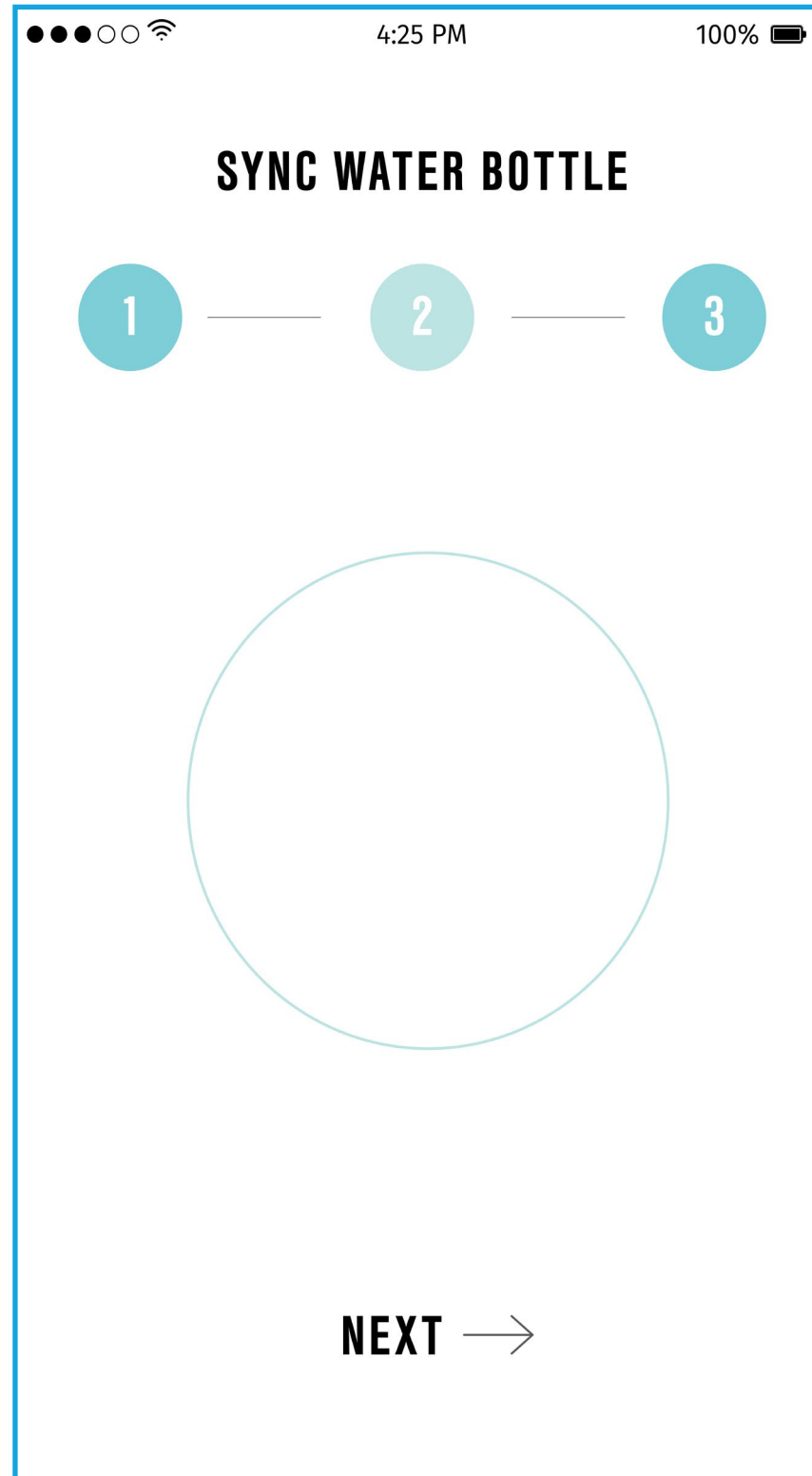
Last Location



LAST LOCATION

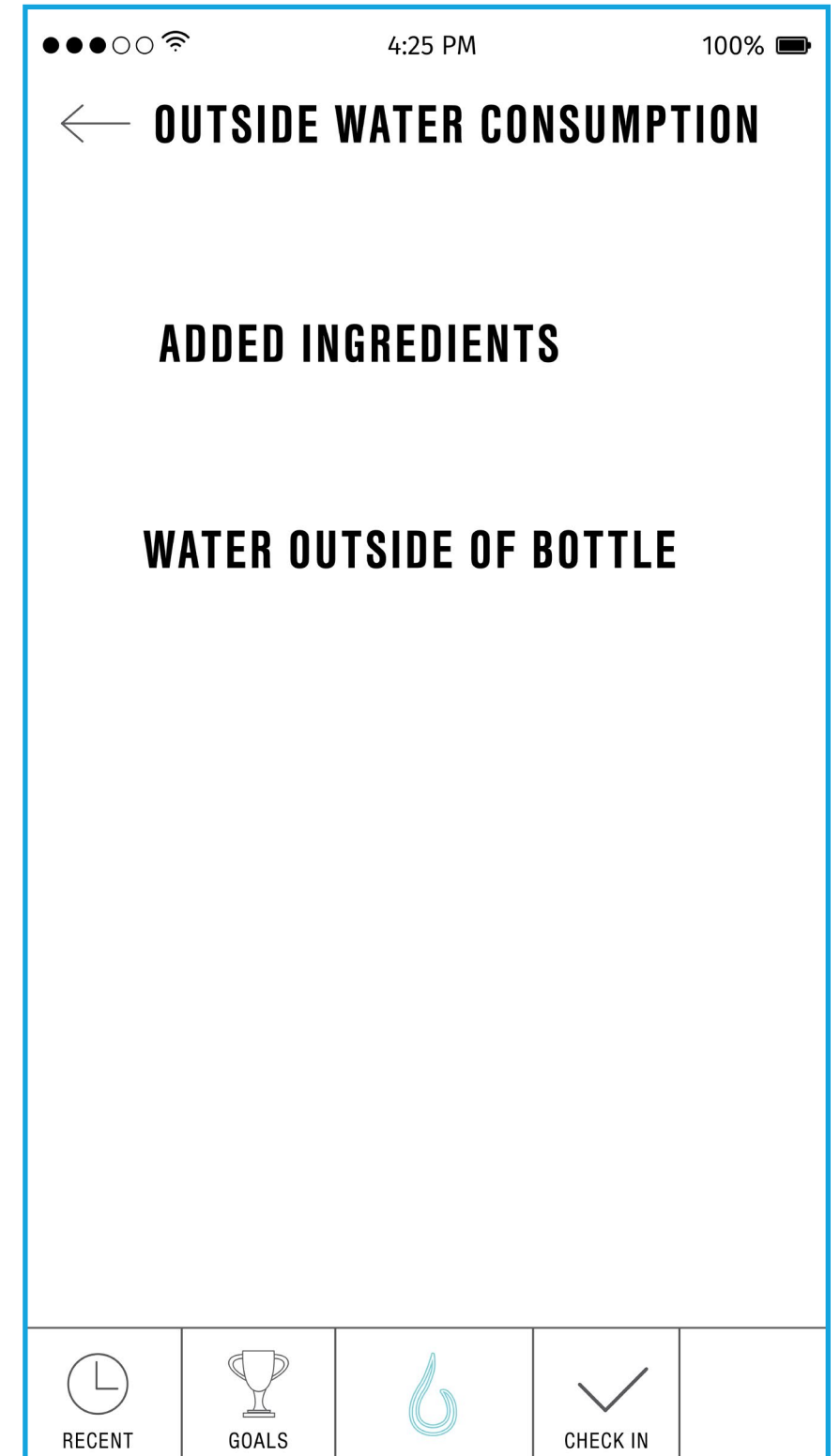
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

Bottle Sync



NEXT →

Out Source



← **OUTSIDE WATER CONSUMPTION**

ADDED INGREDIENTS

WATER OUTSIDE OF BOTTLE



RECENT



GOALS



CHECK IN



Design Feedback

Change water drop progress with a bar graph

Consider touch id in replaced of social media
For sign in/up page

Reevaluate color choices to create contrast

Experiment with gradients to be more
appealing


Darker color background for the homepage

Add transition colors

MEDIUM FIDELTIY

Sign In

4:25 PM 100%




SIGN IN SIGN UP

c_lane_designs@gmail.com


SIGN IN

ENABLE TOUCHID



Sign Up

4:25 PM 100%



PROFILE PICTURE


SIGN IN SIGN UP

CHRISTA LANE

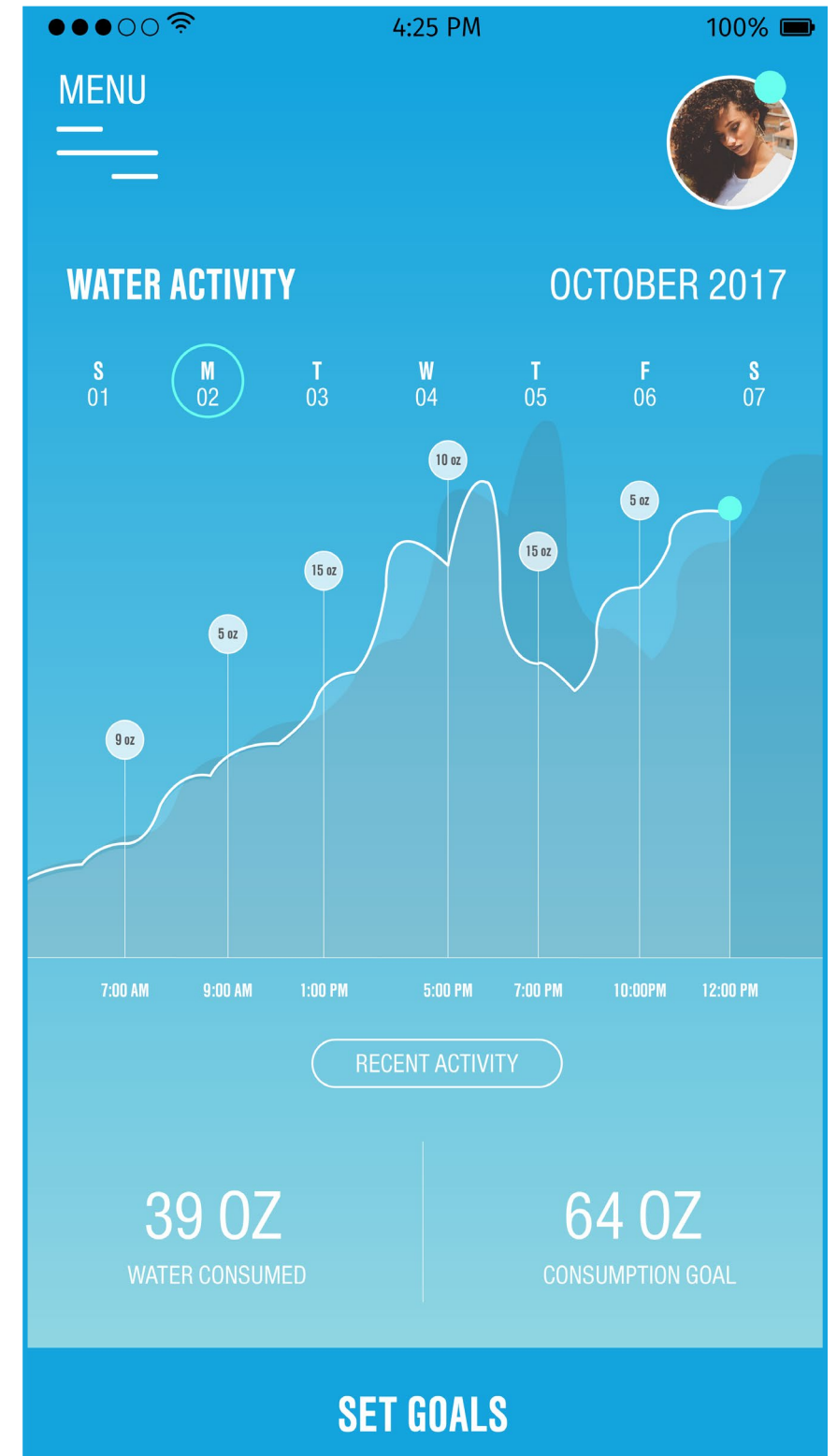
c_lane_designs@gmail.com

SIGN UP

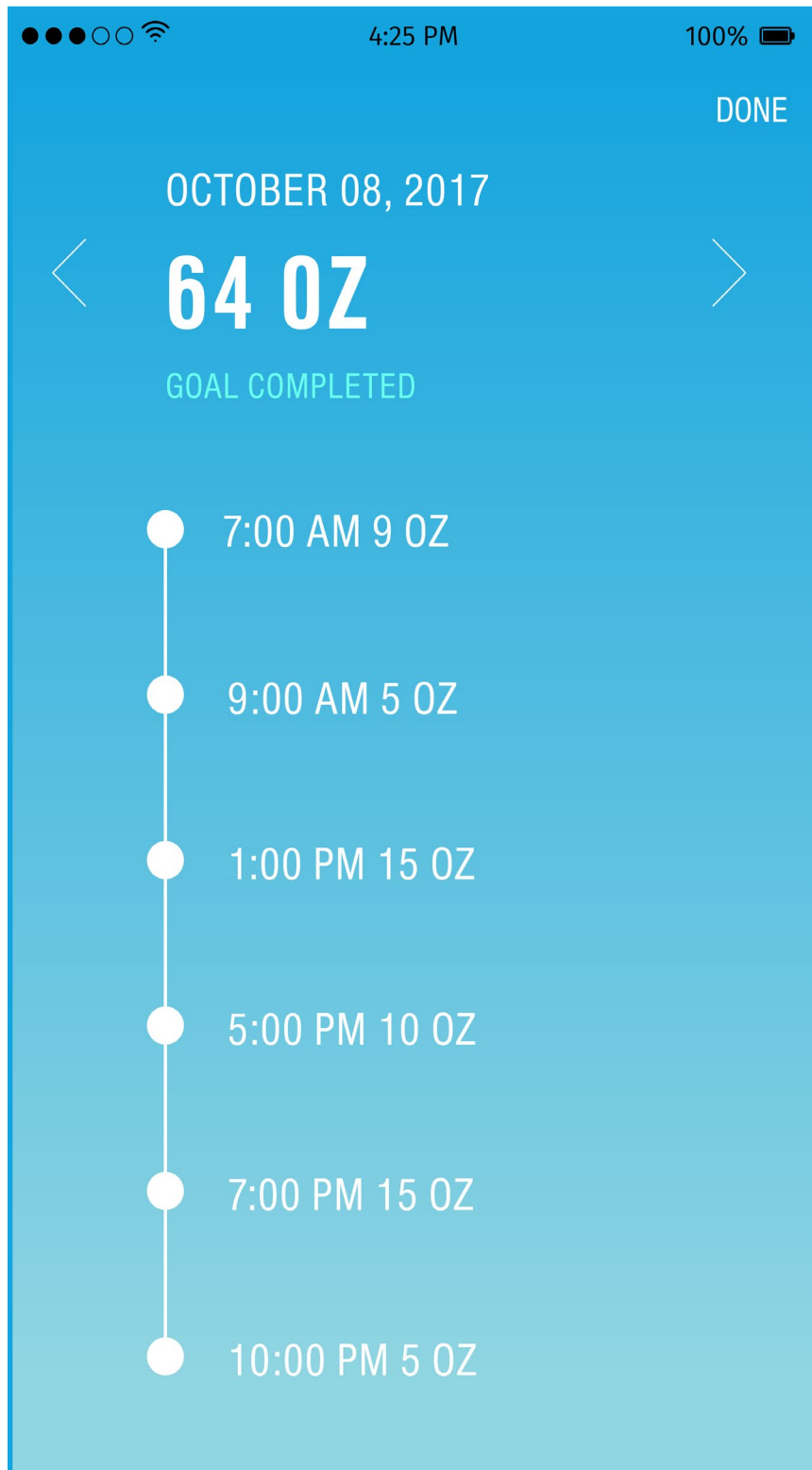
ENABLE TOUCHID



Home



Recent Activites



Goals

4:25 PM 100%

CANCEL

CONSUMPTION GOAL OCTOBER 09, 2017

How Much Water Did You Want To Drink Today?

SELECT AMOUNT SELECT TYPE

SELECT AMOUNT SELECT TYPE

● ○ ○ ○

NEXT

Check In/Out Source

4:25 PM 100%

CANCEL

OUTSOURCE CONSUMPTION

HOW MUCH WATER DID YOU DRINK?

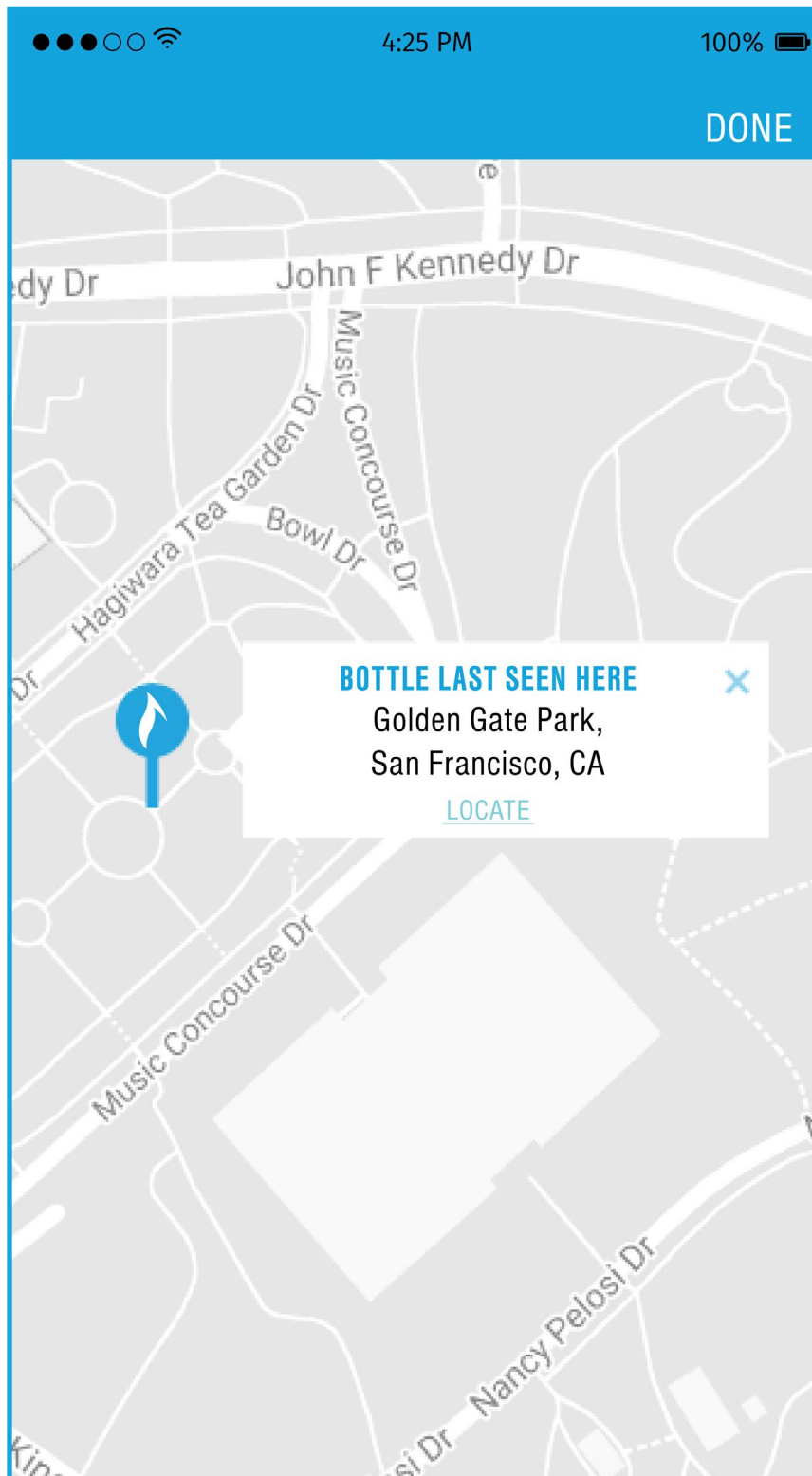
SELECT AMOUNT SELECT TYPE

WHAT TIME DID YOU CONSUME?

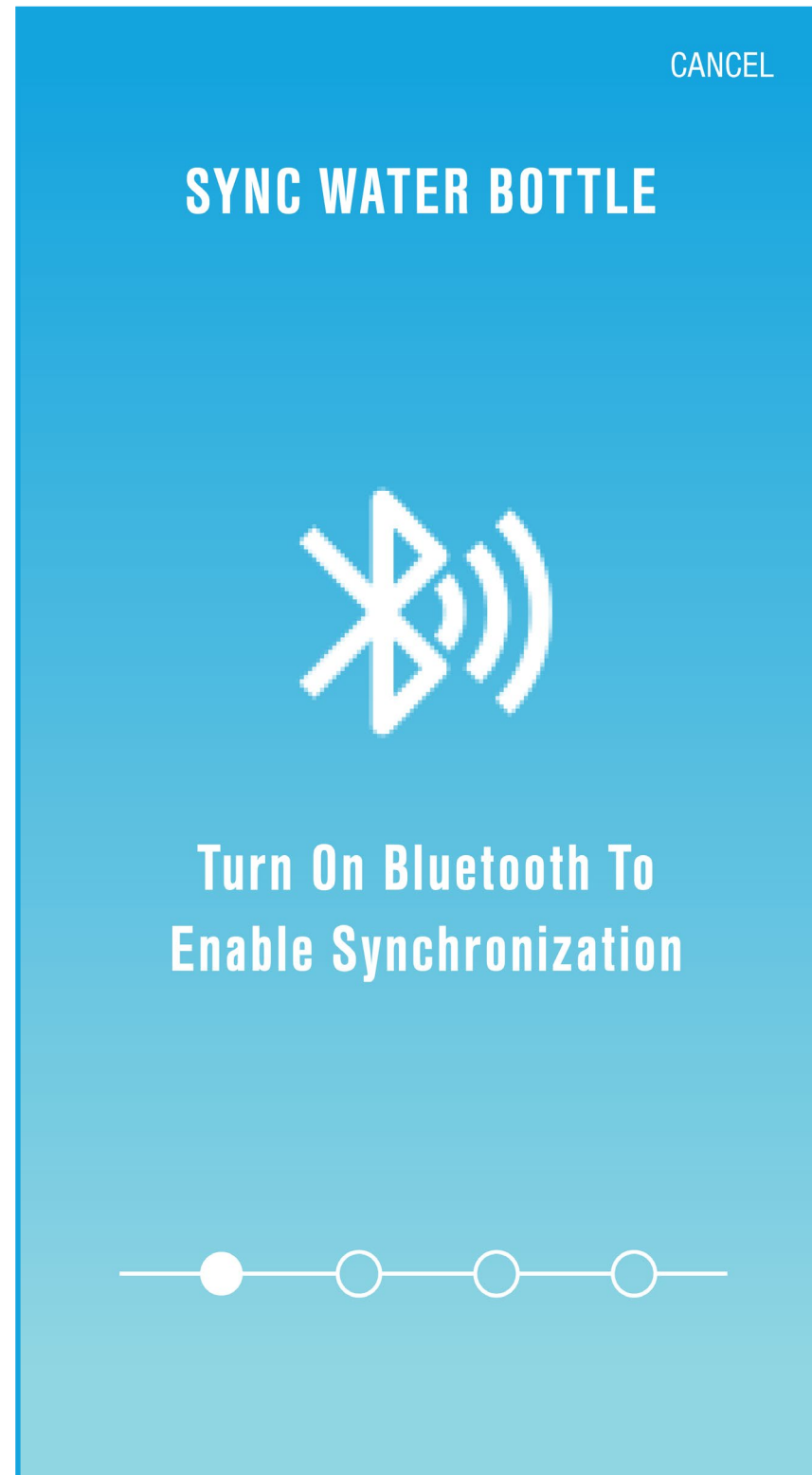
7:00 AM

DONE

Last Location



Bottle Sync





Design Feedback

Bring gradient down a bit

Change clock to a 12 hour clock


Change "Set Goals" on Home page to "Set Goals" and "Update Goals"

Change time on Home page from every hour to odd numbers- Do not need to be detailed

Less is More

HIGH FIDELTIY

Sign In




[SIGN IN](#) [SIGN UP](#)

c_lane_designs@gmail.com

[SIGN IN](#)

ENABLE FACE ID

Sign Up



PROFILE PICTURE

[SIGN IN](#) [SIGN UP](#)



CHRISTA LANE

c_lane_designs@gmail.com

[SIGN UP](#)

ENABLE FACE ID

Home



WATER ACTIVITY OCTOBER 2017

S 01 **M 02** T 03 W 04 T 05 F 06 S 07

Day	Water Activity (oz)
S 01	5 oz
M 02	9 oz
T 03	10 oz
W 04	15 oz
T 05	5 oz
F 06	15 oz
S 07	0 oz

9:00 AM 12:00 PM 6:00 PM 12:00 PM

[RECENT ACTIVITY](#)

59 OZ
WATER CONSUMED

64 OZ
CONSUMPTION GOAL

[SET GOALS](#) [UPDATE GOALS](#)

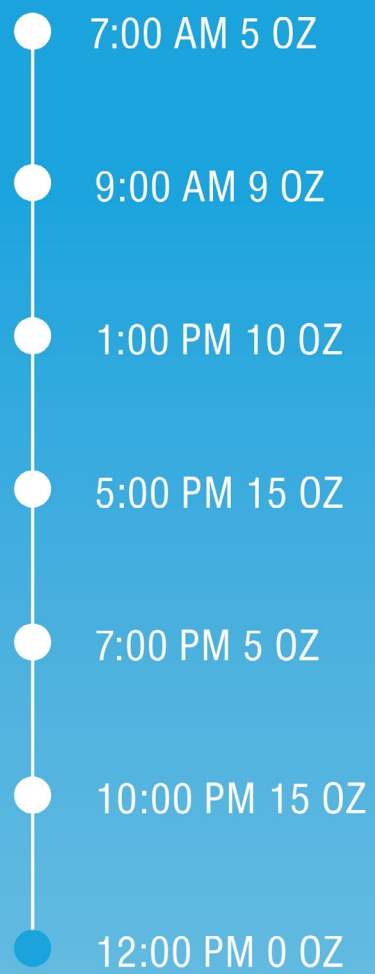
Recent Activites

DONE

OCTOBER 08, 2017

< **64 OZ** >

GOAL COMPLETED



Goals

CANCEL

CONSUMPTION GOAL OCTOBER 09, 2017

How Much Water Did You Want
To Drink Today?

SELECT AMOUNT ▾

SELECT TYPE ▾



NEXT

Check In/Out Source

CANCEL

OUTSOURCE
CONSUMPTION

HOW MUCH WATER
DID YOU DRINK?

SELECT AMOUNT ▾

SELECT TYPE ▾

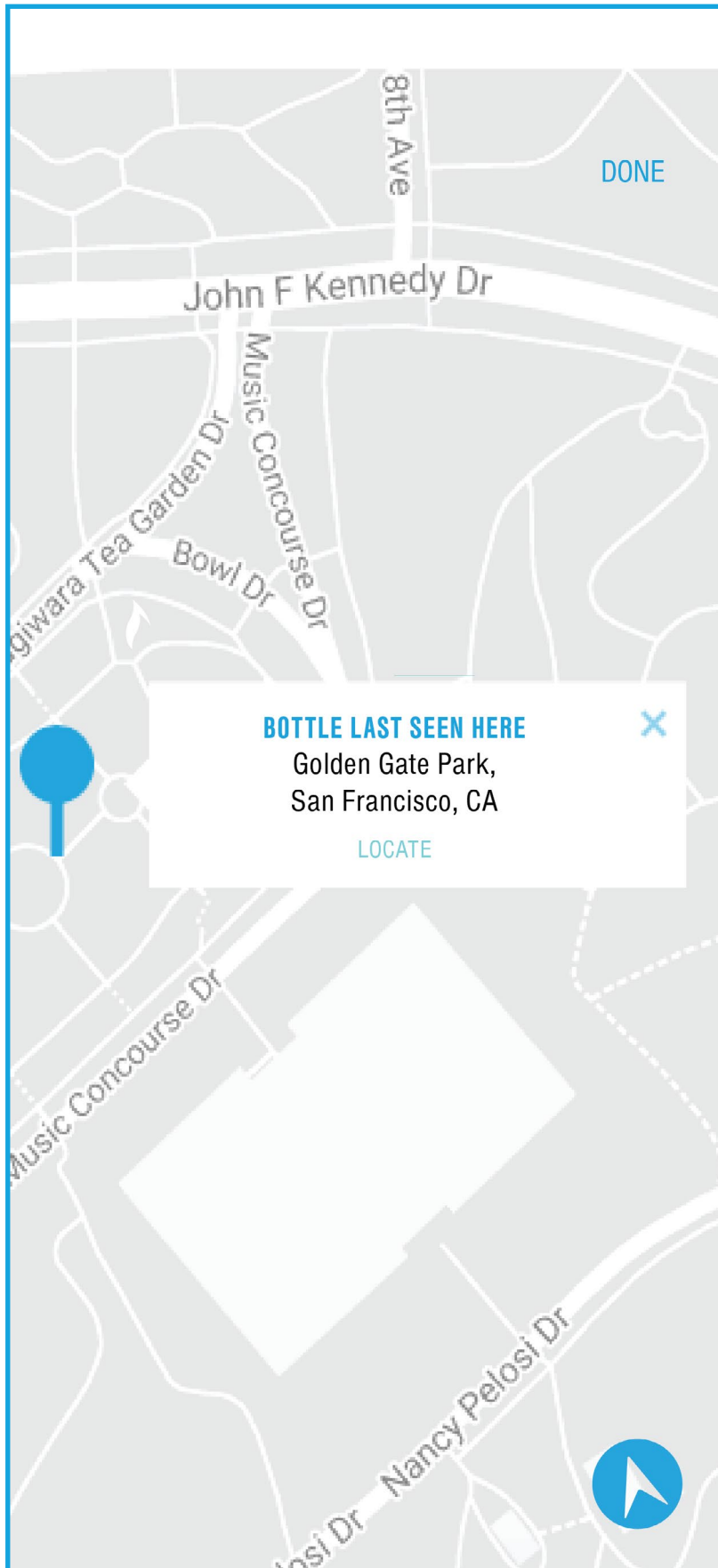
WHAT TIME DID YOU
CONSUME?

7:00 ▾

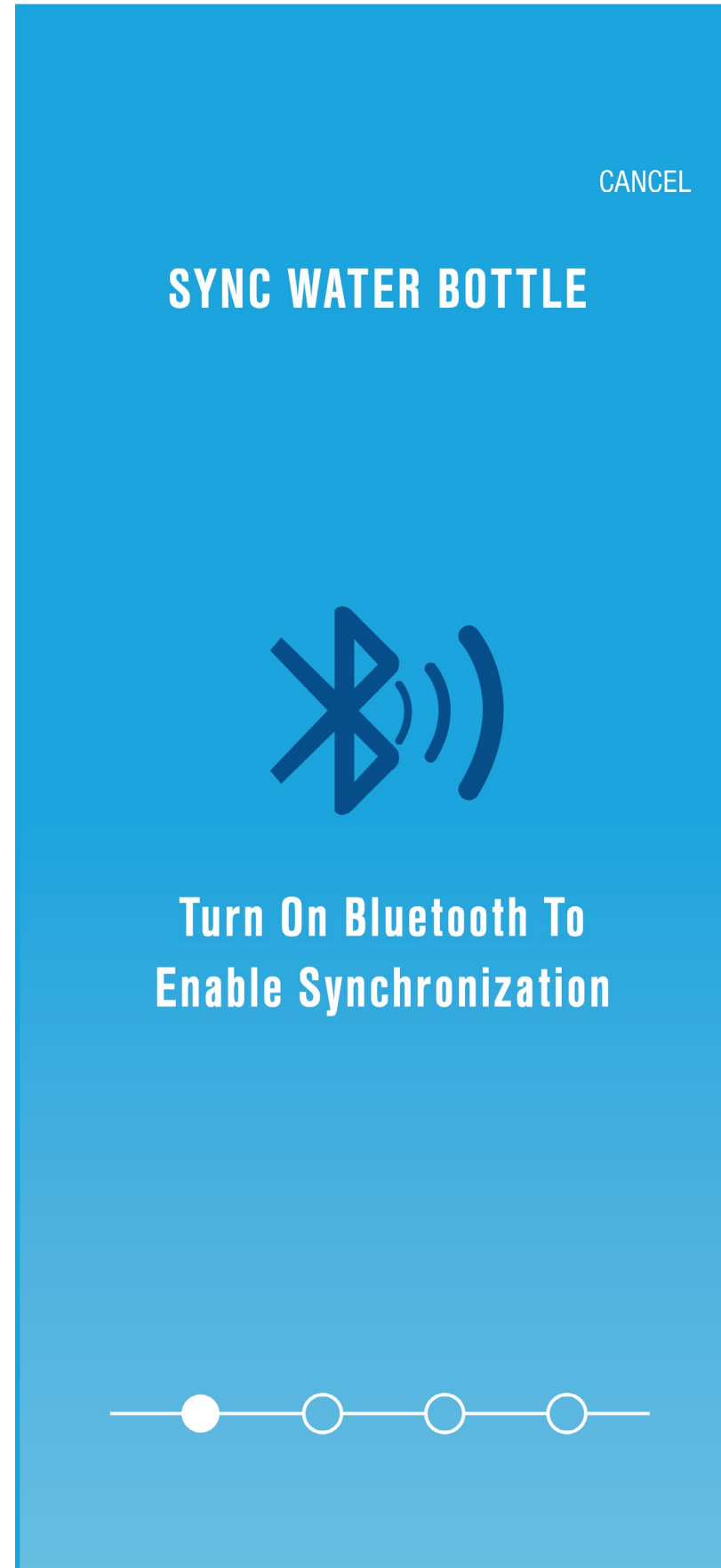
AM ▾

DONE

Last Location



Bottle Sync





Try Prototype

WATER ACTIVITY

OCTOBER 2017

S 01 M 02 T 03 W 04 T 05 F 06 S 07

Time	Amount (oz)
9:00 AM	5
12:00 PM	9
6:00 PM	10
12:00 PM	15
6:00 PM	5
12:00 PM	15

RECENT ACTIVITY

59 OZ WATER CONSUMED

64 OZ CONSUMPTION GOAL

SET GOALS | UPDATE GOALS

CANCEL

CONSUMPTION GOAL

OCTOBER 09, 2017

How Much Water Did You Want To Drink Today?

SELECT AMOUNT ▾ | SELECT TYPE ▾

NEXT

CANCEL

OUTSOURCE CONSUMPTION

HOW MUCH WATER DID YOU DRINK?

SELECT AMOUNT ▾ | SELECT TYPE ▾

WHAT TIME DID YOU CONSUME?

7:00 ▾ | AM ▾

DONE



INVIGOR

Smart Water Bottle App