



 **filtr.**



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PROBLEM

People don't avoid sustainability because they don't care, they avoid it because it is inconvenient. Consumers easily become conflicted by varied information, greenwashing, and unrealistic standards. Due to the lack of guidance and trustworthiness from companies, it is easy for people to abandon sustainability as a whole.



PROPOSAL

Filtr simplifies sustainability by integrating a clear, trustworthy system into a consumer environment. Through signage, tags, and a companion app, Filtr provides instant information and feedback for user's decisions. It will not guilt users into a more sustainable lifestyle but rather offer low effort choices available for everyone.

USER RESEARCH

Filtr is designed for young to middle aged adults who are interested in making more sustainable choice, but struggle to find the time and effort to conduct all the research. A busy schedule and financial concerns take away some freedom of luxury. Filtr aligns with the fast-paced lifestyle these users already live, so it can seamlessly fit into the actions they already perform.

GOALS

Make more sustainable choices with the lack of resources available to the user

Guidance on the more sustainable options without feeling the need to change their lifestyle

Have options easily presented so they can be more consistent with their sustainable purchases

Availability of high impact, low effort sustainable options

PAIN POINTS

Lacks the time to put in research on all the available options

Financial challenges make it difficult to live a more sustainable lifestyle

Feels forced by companies to make sustainable choices, instead of having opportunities presented

Lacks motivation when a mistake is made, making it hard to stay consistent



Awareness

Consideration

Comparison

Service

Loyalty

Actions

Walks into store and sees advertisement and branding throughout store
Exposed to the brand on online advertisement or social media

Explores website or app
Reads about the system and the brand identity

Compares products and other sustainable sources
Looks at competitors and compares outcomes

Uses the filtr system to make sustainable choices
Receives information on the products at hand
Saves and remembers results

Engages on social media and website
Continues to use filtr and increases sustainability
Recognizes the brand in future encounters

Thoughts

"There's too much information"
"I don't have time to make these decisions"
"I don't know what sources I can trust"


"Is this something I can use to help me with my choices?"
"How does this work?"

"How is this going to help me rather than other options?"


"I understand why this matters now"
"What should and shouldn't I buy?"
"This is easier than I expected"


Engages on social media and website
Continues to use filtr and increases sustainability
Recognizes the brand in future encounters


Emotions


 Overwhelmed & needs guidance

 Curious on where to start

 Exposure to filtr

 Informed on brand goals

 Compares to other options

 Uses services to help decisions

 Excited about change and using filtr

Pain Points

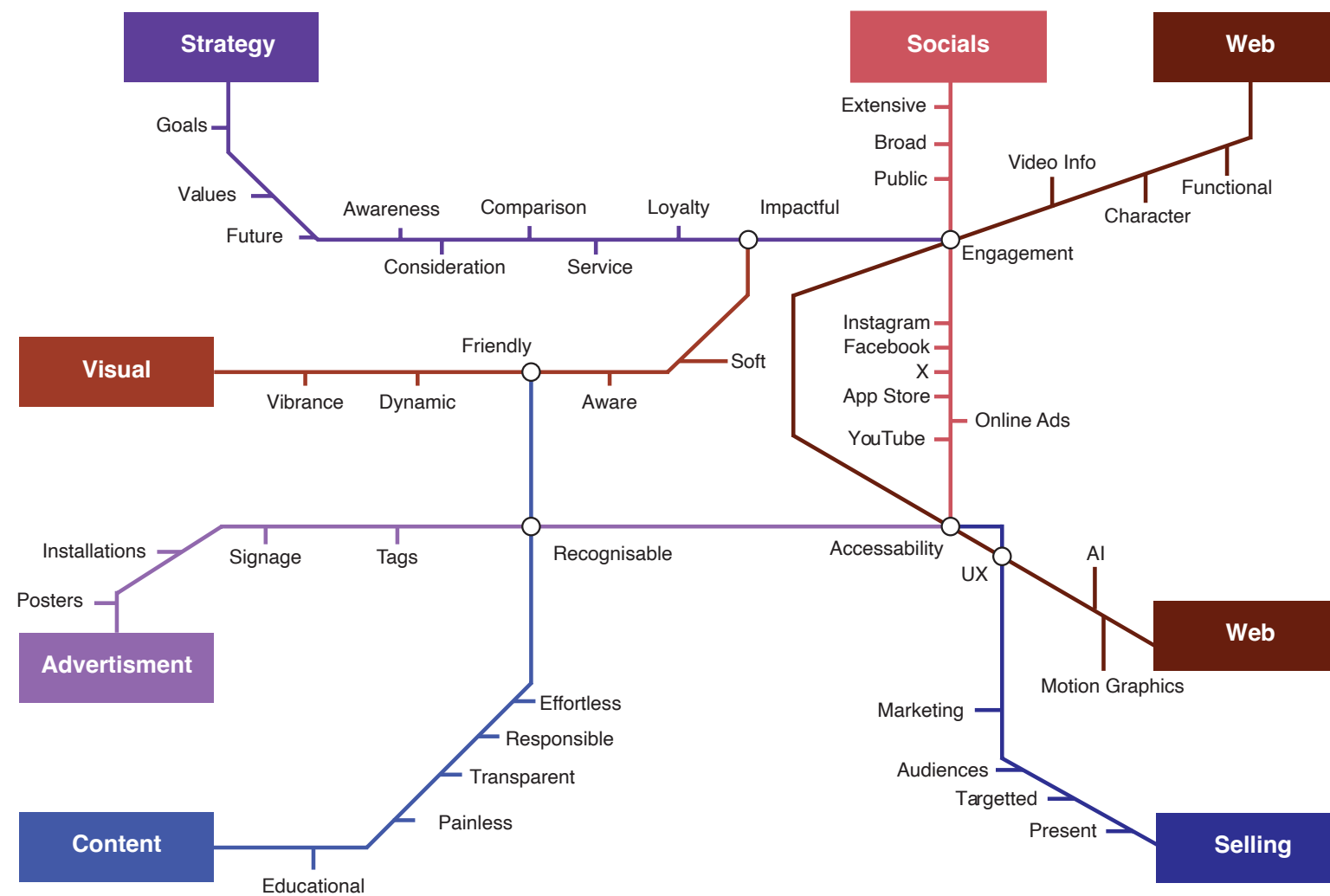
Not enough resources to make decisions
No trustworthy exposure present

Unsure about the brand and its beliefs

Possibility of better options available

USER RESEARCH

After researching the current state of sustainability of the retail environment, Filtr's goal is to become the most accessible option. Filtr notices every sustainable choice, even the smallest ones. It also guides users to the small actions to ensure that they will add up to a larger impact. Filtr becomes a companion instead of a burden offered through different types of media.





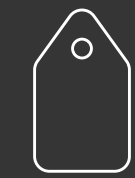
APP

A user accessible companion app that allows users to scan products and quickly see their decision's impacts



IN-STORE SIGNAGE

Posters and imagery that make Filtr present within the environment



TAGGING SYSTEM

Shelf and product tags that clearly identify the most sustainable options



VISUAL DESIGN

The visual system identifying the different levels of sustainability on each action and product

COMPANY PROFILE

Current sustainable design is often quiet, greenwashed, and easy to ignore. Filtr challenges this by taking a different approach. It uses bold colors and visuals to create a noticeable system inside of a retail environment, instead of blending in. The system is designed to be easily read and recognized right away, providing users with guidance and information they need.



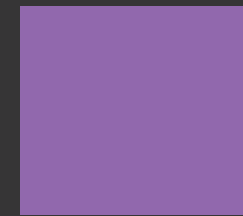
EASY DOES IT



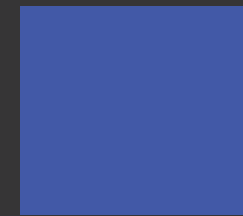
COLOR PALETTE



461854



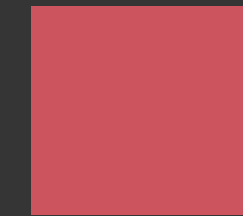
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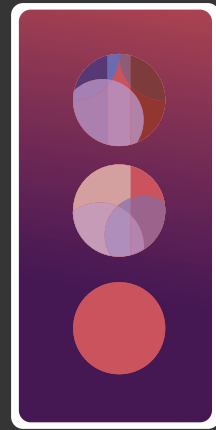
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PRIMARY LOGO

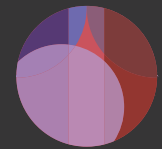


SECONDARY LOGO



VISUAL LANGUAGE

The three circle design is not just a logo for Filtr, but also an easily legible visual language. This language is easily adoptable for a retail environment, as well as a digital interface. It serves the purpose of quickly providing information on what is sustainable, and what are the most sustainable options available.



SUSTAINABLE



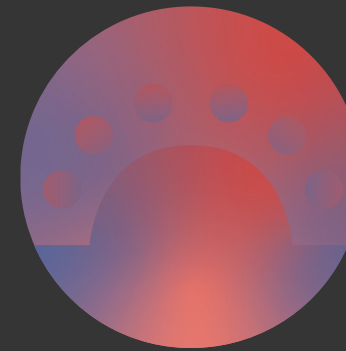
MORE SUSTAINABLE



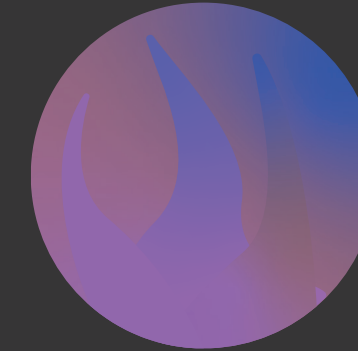
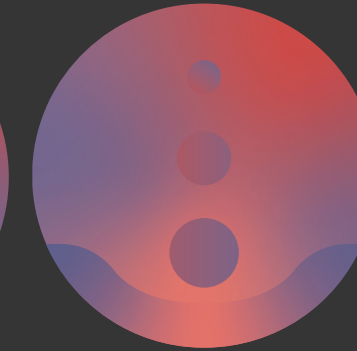
MOST SUSTAINABLE

VISUAL DESIGN

Branching off the circular logo, Filtr integrates a circular visual design system as a subtle shout to the goals present at our brand's roots. Our warmer colored logos representing "planting the seed," or the start of sustainable growth. The cooler colored logos represent "growth," and the future that we strive to achieve.



STARTING THE PROCESS

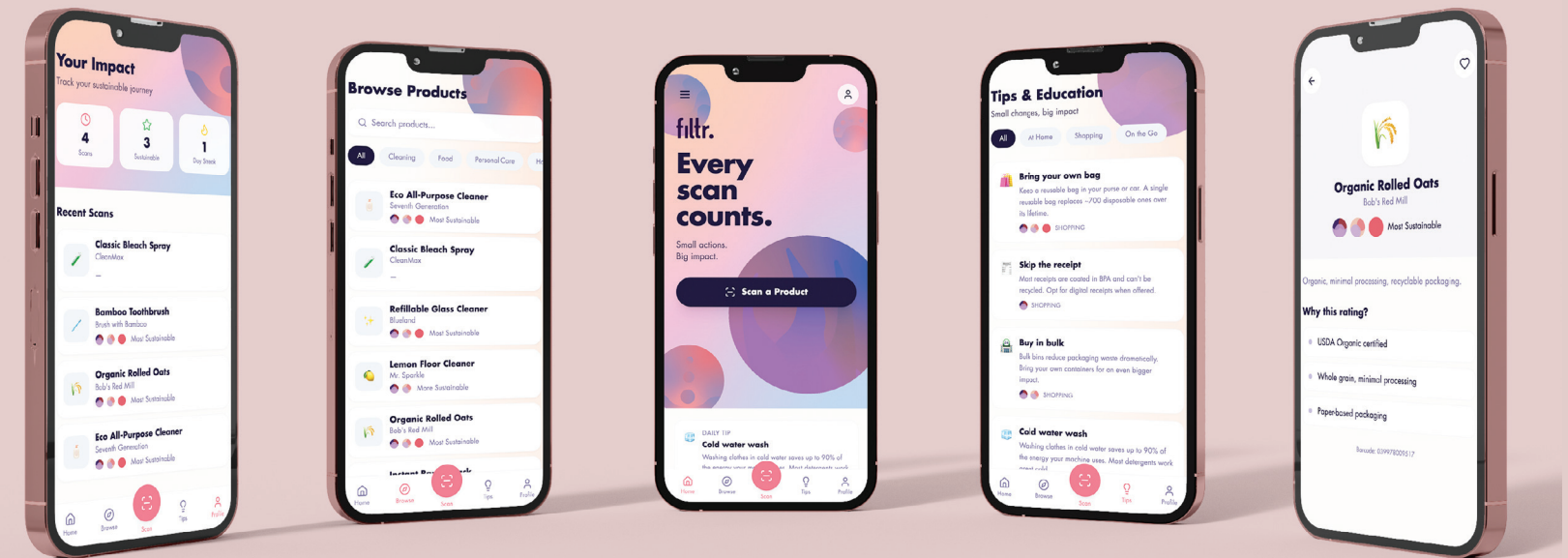


GROWTH






DIGITAL INTERFACE

The Filtr app is an opportunity for users to quickly gain valuable information in a retail environment. It combines the visual language with the products available to consumers to create a robust, but accessible interface. For those who want additional information on the choices they make at the tips of their fingers, the Filtr app is the solution.





 Sustainable	<p>Ceramic Mug Recycled Ceramic</p> <p>\$8.99</p> <p>1009383</p>	 More Sustainable	<p>Glass Tumbler Recycled Glass</p> <p>\$6.99</p> <p>1009384</p>	 Most Sustainable
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One two minute action can make a world of difference

IT'S EASY DOES IT

You don't need to change your lifestyle to protect the environment

Effortless and low pressure actions to contribute to a positive impact

Filtr makes it easy for you to see the smallest changes and purchases you can make to give the world a boost




Don't know where to start? Need a direction?

BY LITTLE BY LITTLE

One small action can make a larger impact than you could imagine

Filtr will help to know which decisions make the largest impact

It will present a variety of different choices, and give clarity on how much of an impact each would create





Business Card (Front):

Business Card (Back):

- 123 Street Name, City Name, State, US, 12345
- (123) 454-7890
- (123) 454-7890
- filtr@weffort@email.com
- filtr@sustainability@email.com

Envelope (Front):

Envelope (Back):

- 123 Street Name, City Name, State, US, 12345
- (123) 454-7890
- (123) 454-7890
- filtr@weffort@email.com
- filtr@sustainability@email.com

LITTLE
BY LITTLE

