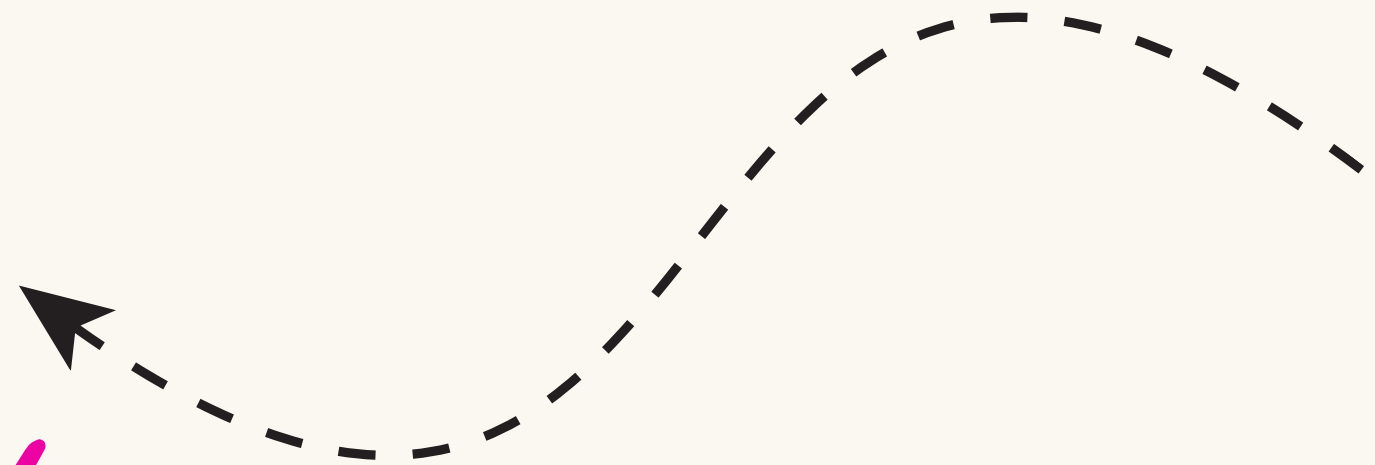


# ECOEZ<sup>tm</sup>

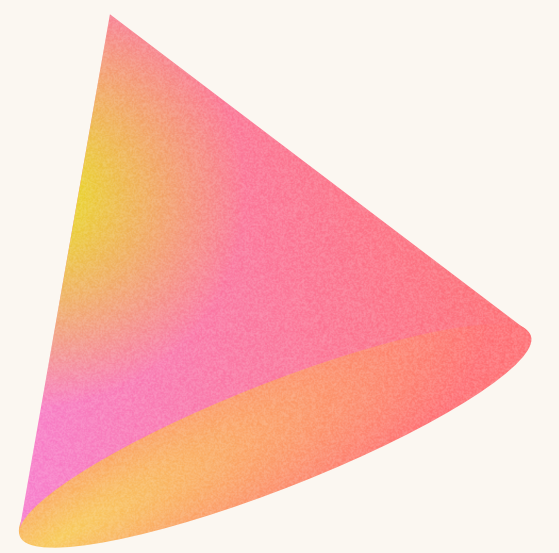
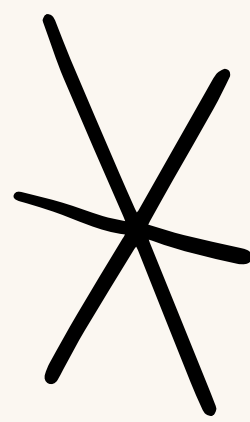
App Concept By Makayla Gladden





# Outline

1. Current App Market
2. App Components
3. Focus Group
4. Why is this important?
5. Other apps and Resources



## Healthy Living

### PROS

- SHOWS AFFORDABLE ALTERNATIVES
- LINKS TO BUY SUGGESTED PRODUCTS
- CAN SUBMIT NEW PRODUCTS FOR REVIEW

### CONS

- NOT SPECIFIC ABOUT BAD INGREDIENTS
- CURRENTLY 200,000 PRODUCTS IN INVENTORY
- LIFESTYLE GUIDES ON WEBSITE BUT NOT THE APP

## Yuka

### PROS

- SHOWS AFFORDABLE ALTERNATIVES
- LINKS TO PURCHASE PRODUCTS
- VERY INFORMATIVE
- CAN SUBMIT NEW PRODUCTS FOR REVIEW
- HAS 2.6 MILLION FOOD PRODUCTS, 1.7 MILLION COSMETICS

### CONS

- HAVE TO PAY OR "DONATE" TO ACCESS CERTAIN FUNCTIONS
- NO LIFESTYLE GUIDE OR TIPS

## Detox Me

### PROS

- GIVES 270+ "TIPS" FOR LIFESTYLE CHANGES
- RELIABLE SOURCES OF INFORMATION (20 YEARS OF RESEARCH WITH THE SILENT SPRING FOUNDATION)
- ENCOURAGES COMMUNITY INVOLVEMENT WITH NEWS RESOURCES

### CONS

- LOWER INVENTORY OF PRODUCTS
- NO "RATINGS" FOR PRODUCTS
- NO LINKS TO PURCHASE ALTERNATIVE PRODUCTS

## ECO EZ

### PROS

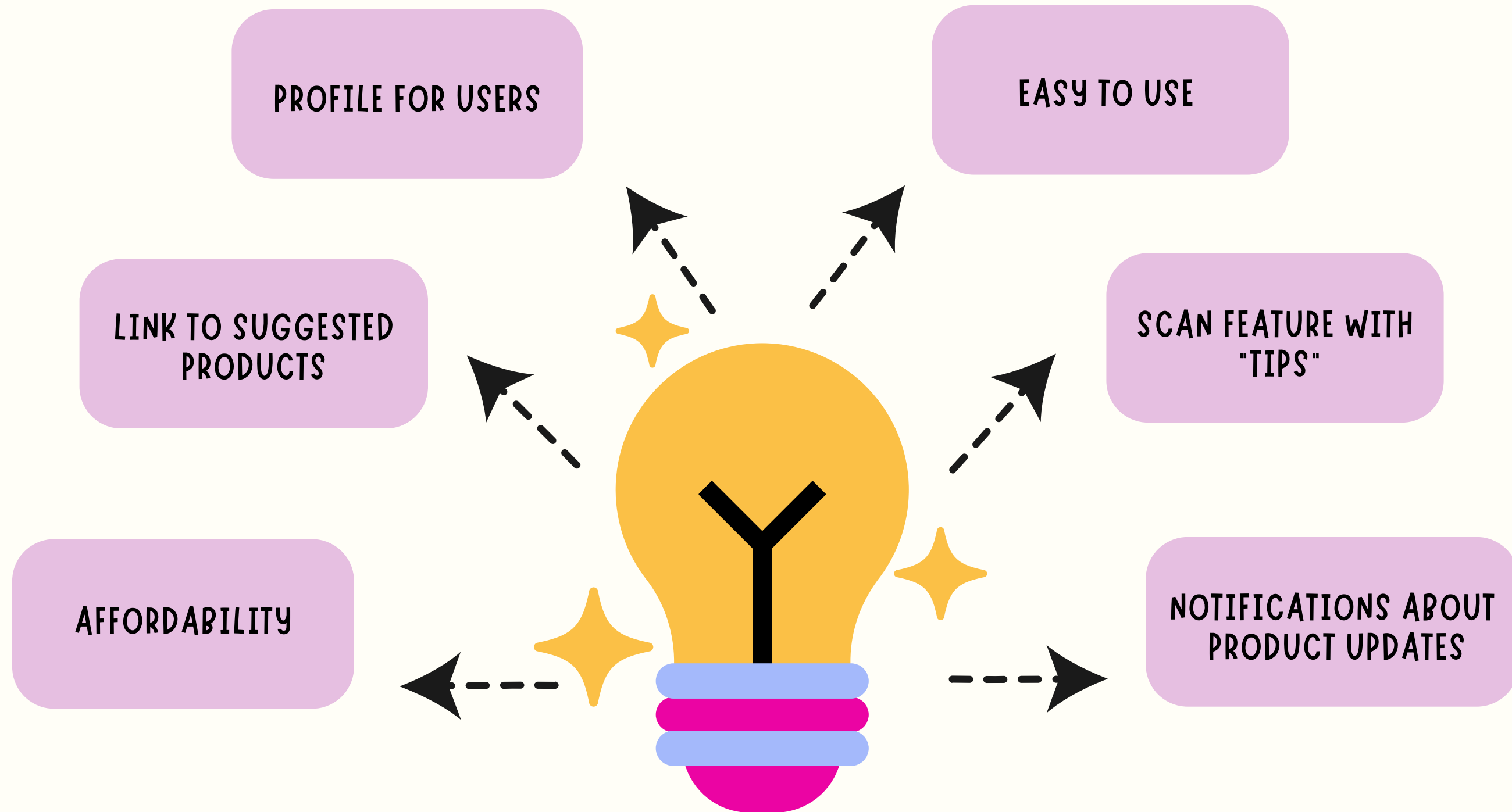
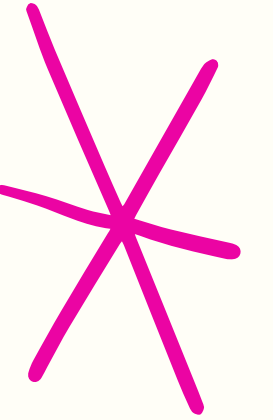
- RATINGS
- NOT FOR PROFIT, BASED ON DONATIONS
- TRANSPARENT ABOUT SOURCE OF INFORMATION
- RELIABLE RESEARCH SOURCES
- INFORMATIVE PROFILE FOR USERS
- CUSTOMIZABLE TO USER'S NEEDS/INTERESTS
- EASY TO USE/ACCESSIBLE
- IN-APP USER INPUT AND SUGGESTIONS
- COMBINING PERSONAL HEALTH WITH ENVIRONMENTAL MATTERS
- CURRENT NEWS FEED

### CONS

- DOES NOT YET EXIST



# FOCUS GROUP



# CONCLUSION

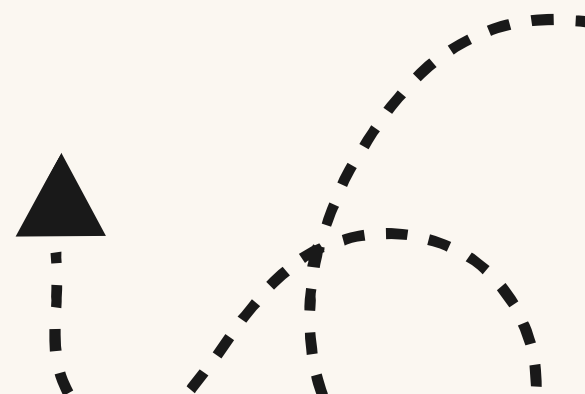
WHY DO WE CARE?

THE MORE KNOWLEDGE  
ABOUT THE PRODUCTS  
WE CONSUME,  
THE BETTER!

CONSUMERS HAVE THE  
POWER TO CHANGE  
THE MARKET

SUSTAINING OUR  
HEALTH  
AND OTHERS

ReDuCE  
ReUse  
ReCYCLE



# RESOURCES

EWG



YUKA



DETOX ME



## FURTHER INFORMATION ON THE APPS!

<https://yuka.io/en/>

<https://silentspring.org/resources/tips-healthier-living>

<https://www.ewg.org/apps/>



THANK  
YOU!

