

# Redefine Clean

A project by Ann Donato

Ann Donato/Advanced Web & Interactive Design/Fall 2014

**What happens to the  
cleaning products you  
wash down the drain?**

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# 2 billion tons

A 2011 study out of the UK proposed that around 2 billion tons of soap, shampoo, and household cleaners are washed down drains yearly.

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Equivalent of 14 billion barrels of oil



# The problem...

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Tricloson

Parabens

Plastic Microbeads

**A tool to help users take  
responsibility for what is  
washed down the drain.**

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washed down the drain.**

**An App called REDEFINE CLEAN**

# Why an app?

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Accessible to and popular with a young adults who are about 18 to 35 years old

# Target Audience Analysis

Use of interviews, object & environment analysis,  
and research to create 3 personas

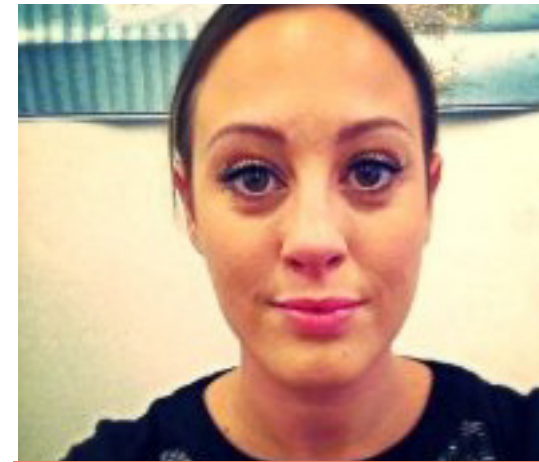
# Target Audience Analysis

Use of interviews, object & environment analysis, and research to create 3 personas



LAUREN

23 year old  
unmarried  
college grad



MONICA

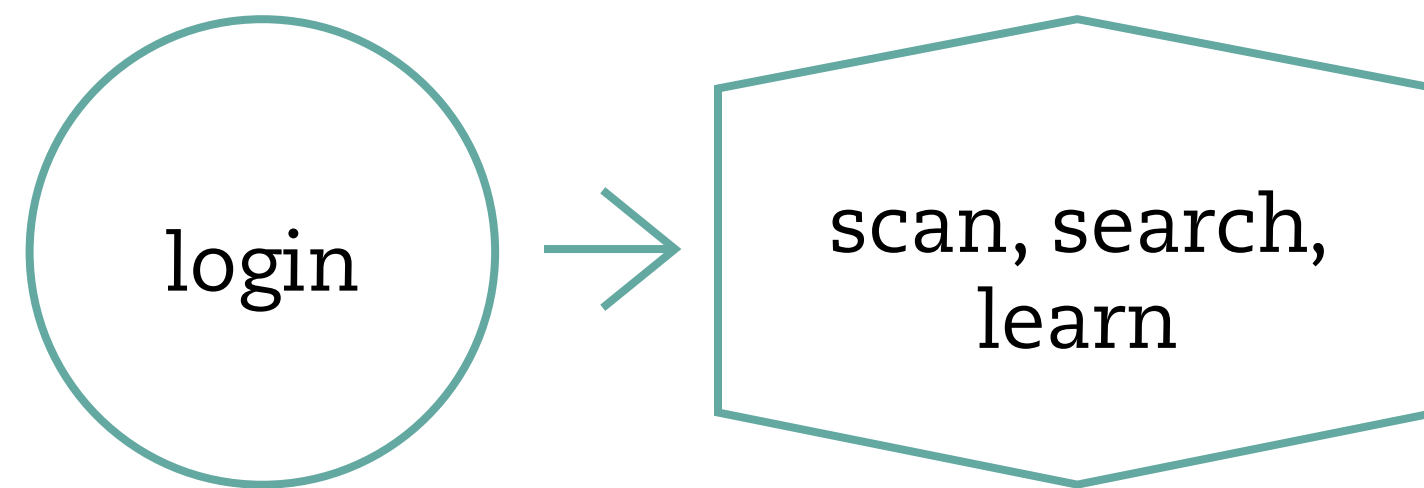
32 year old  
mom of 2  
college grad

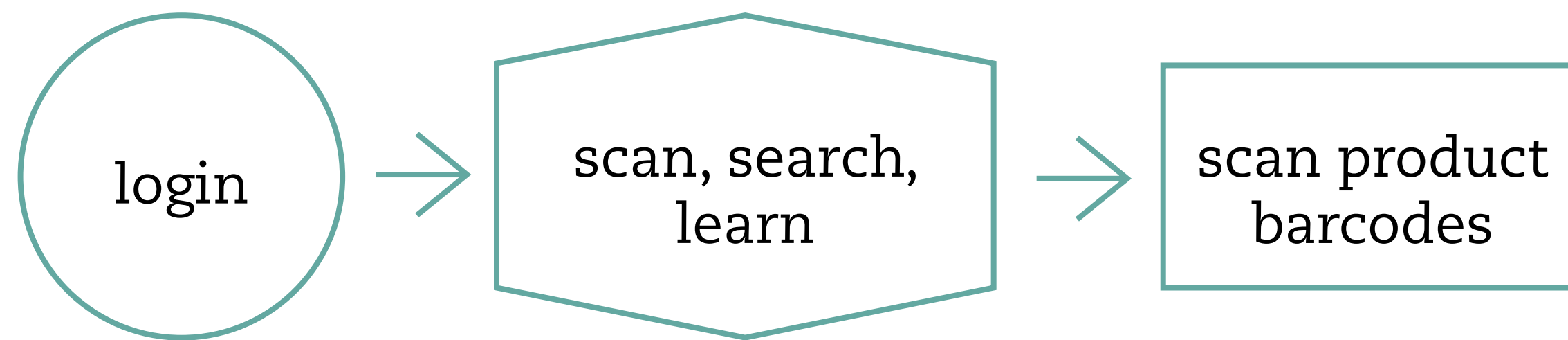


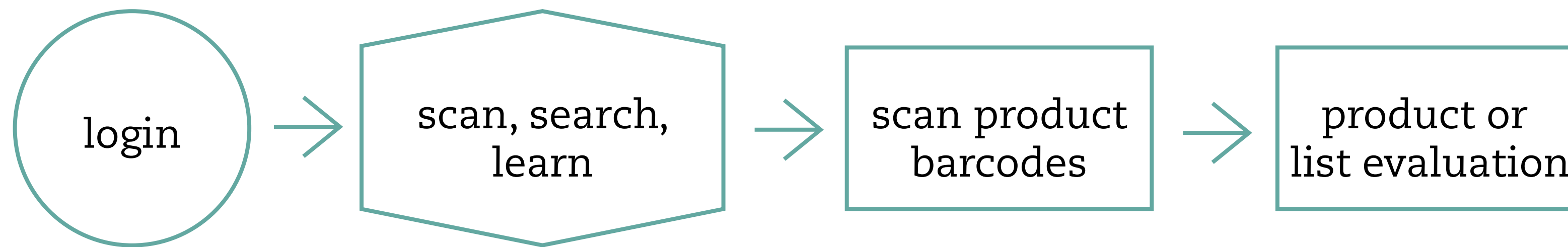
FRANK

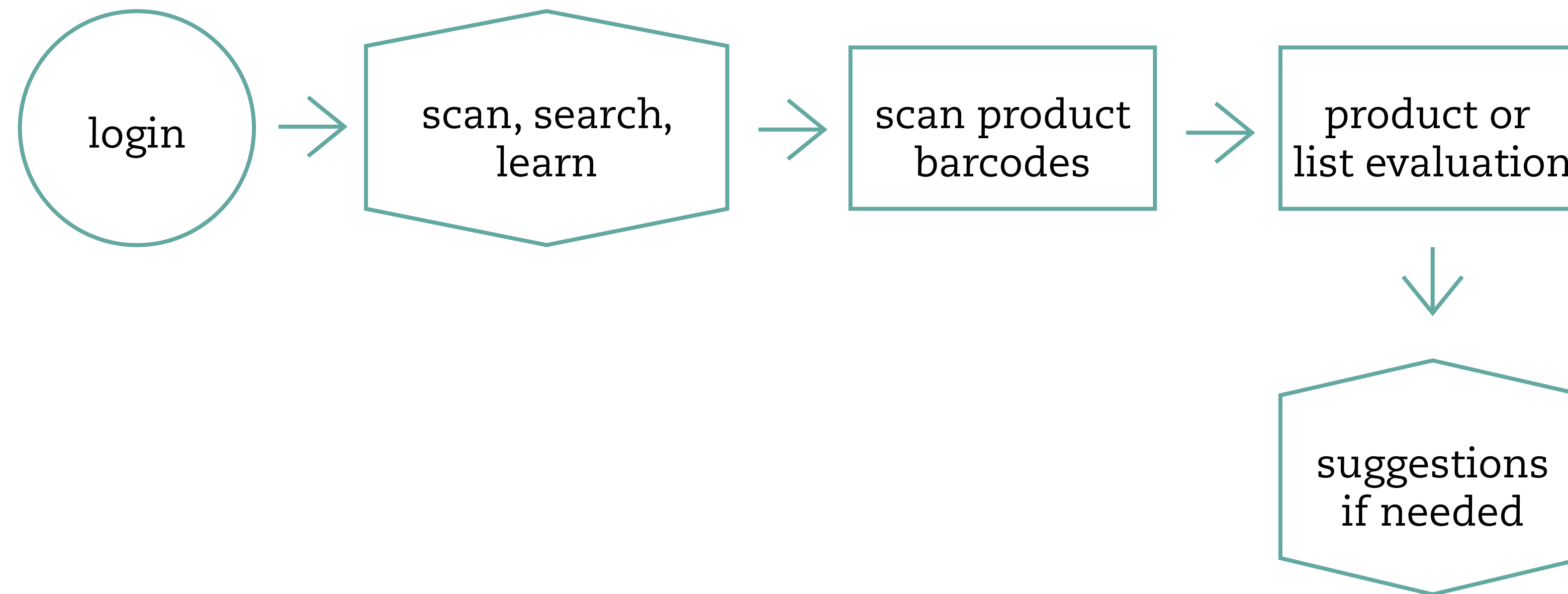
24 year old  
single  
grad student

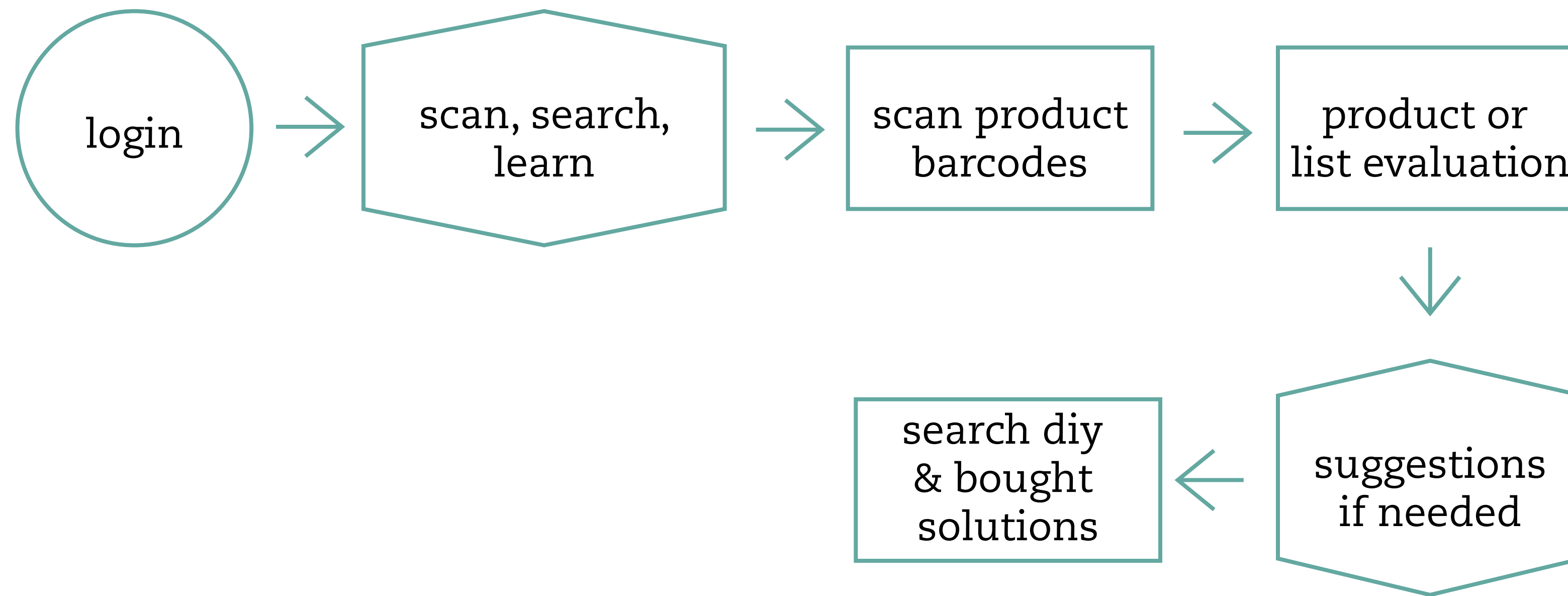


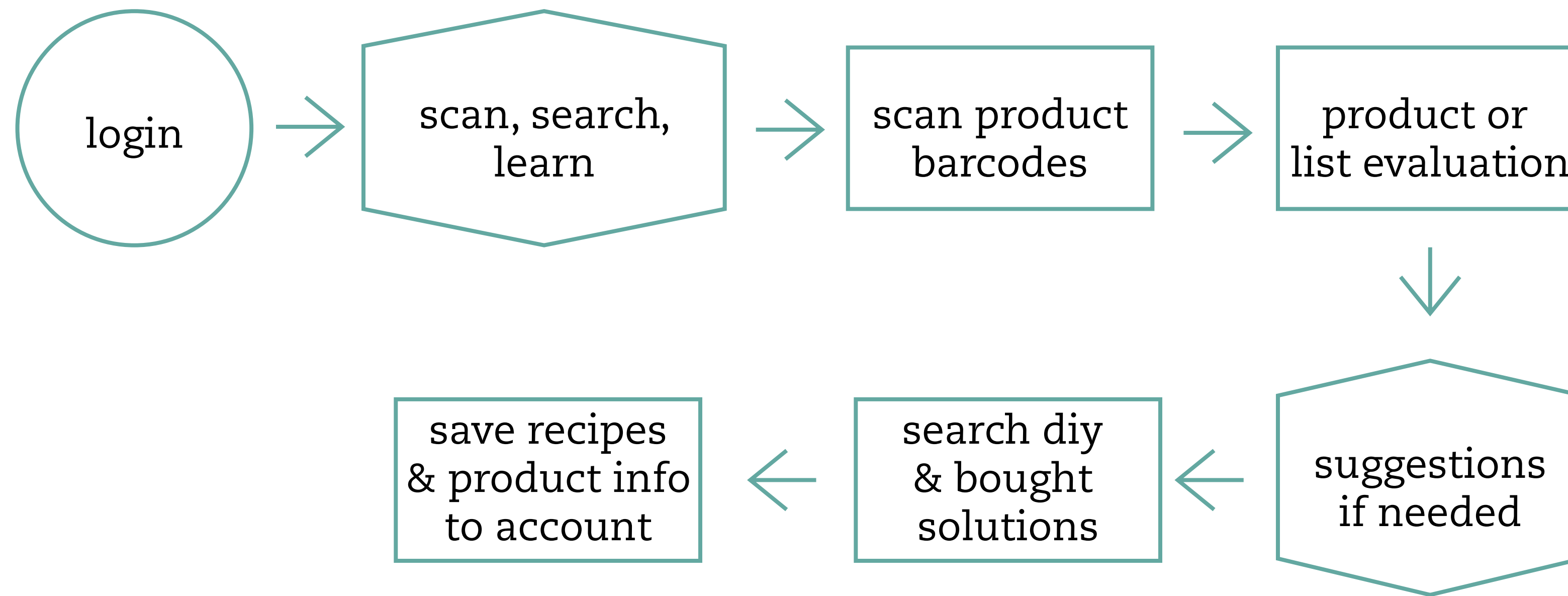


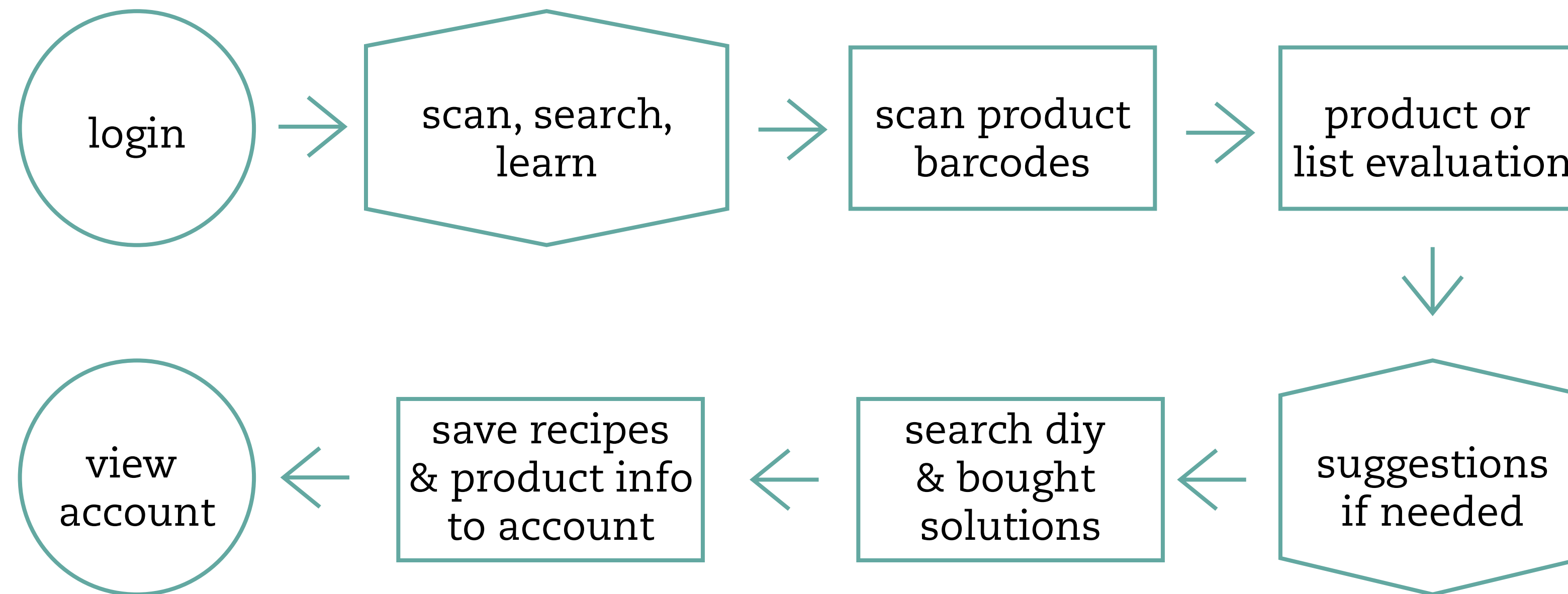


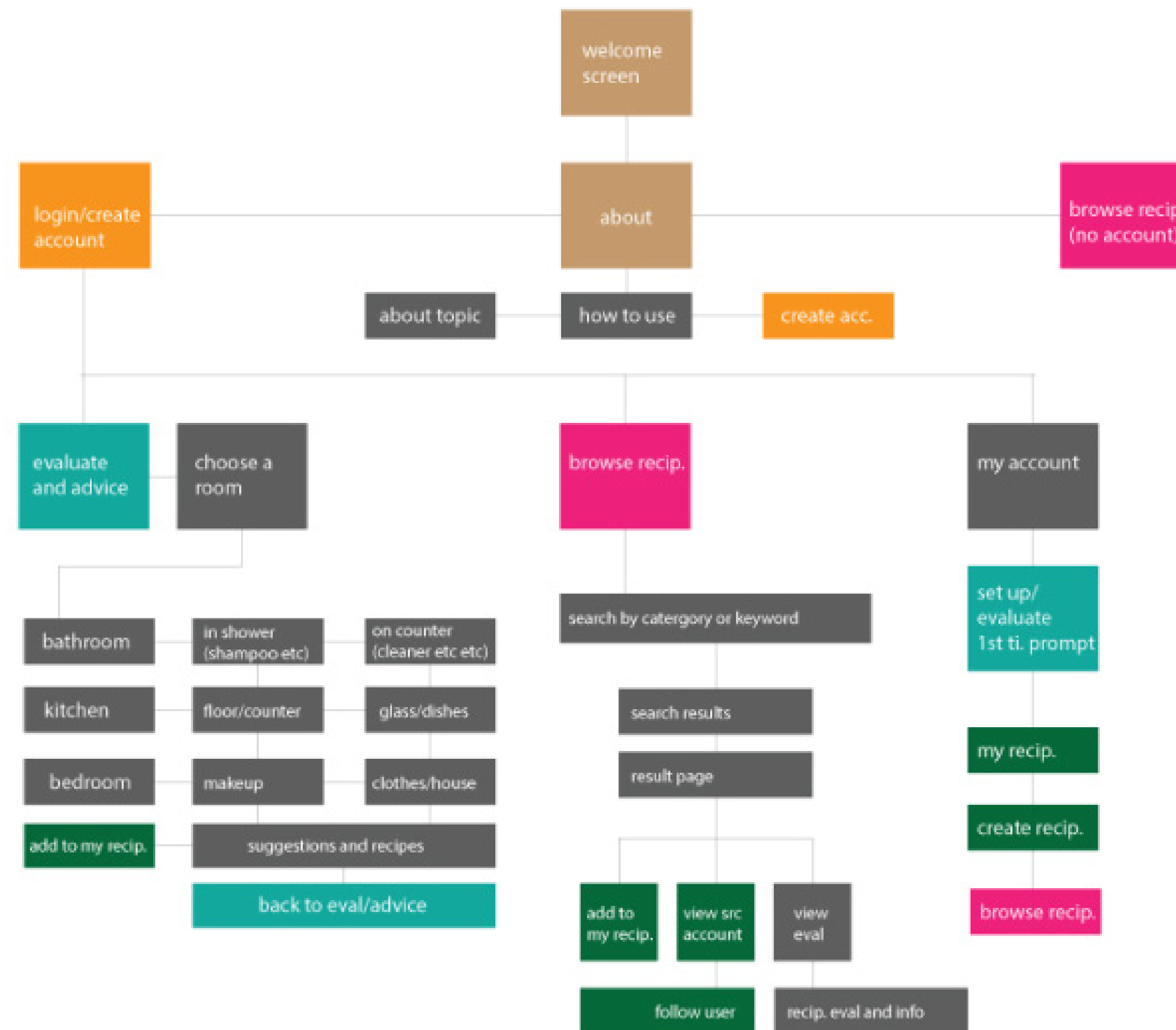




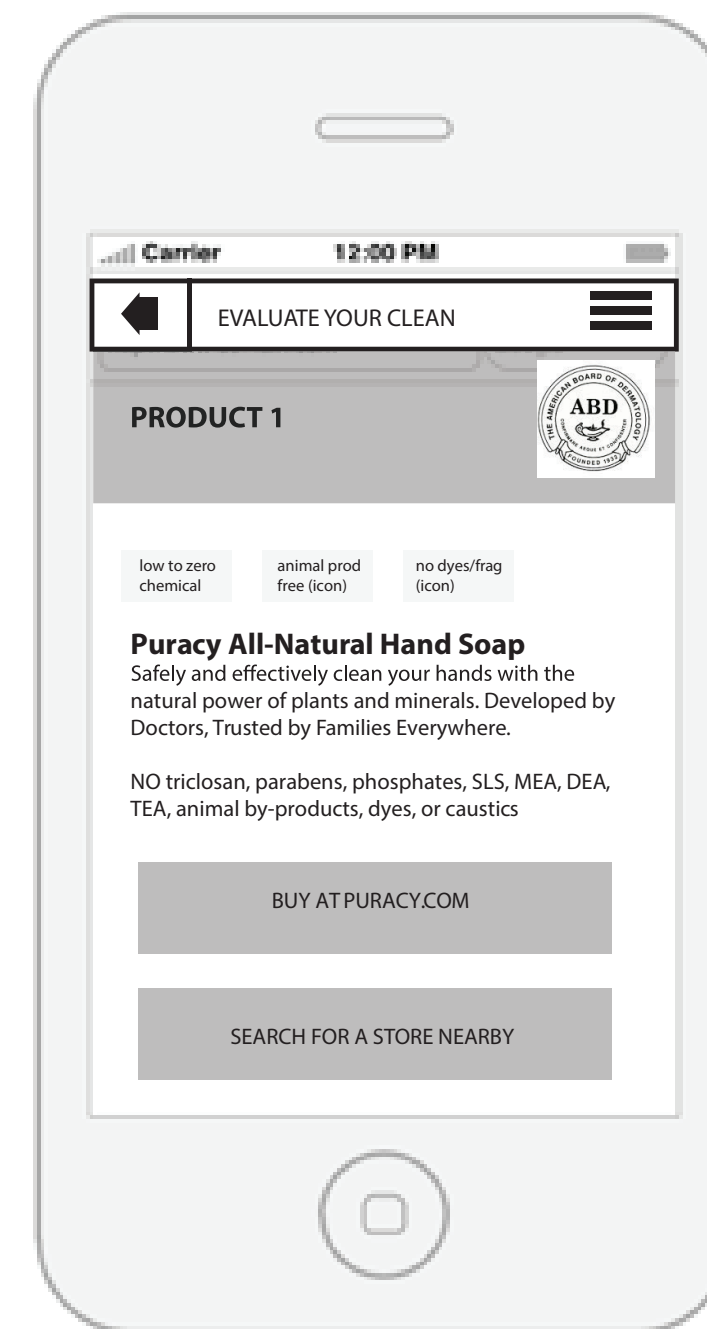
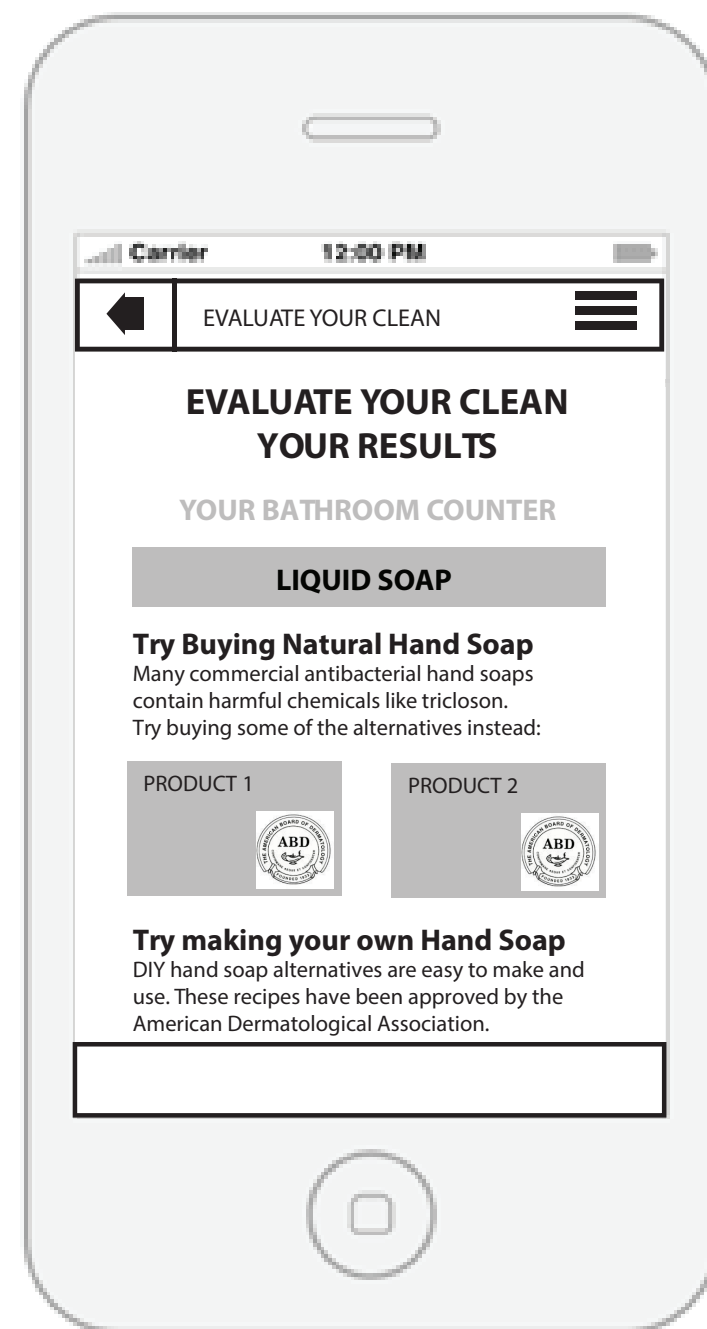
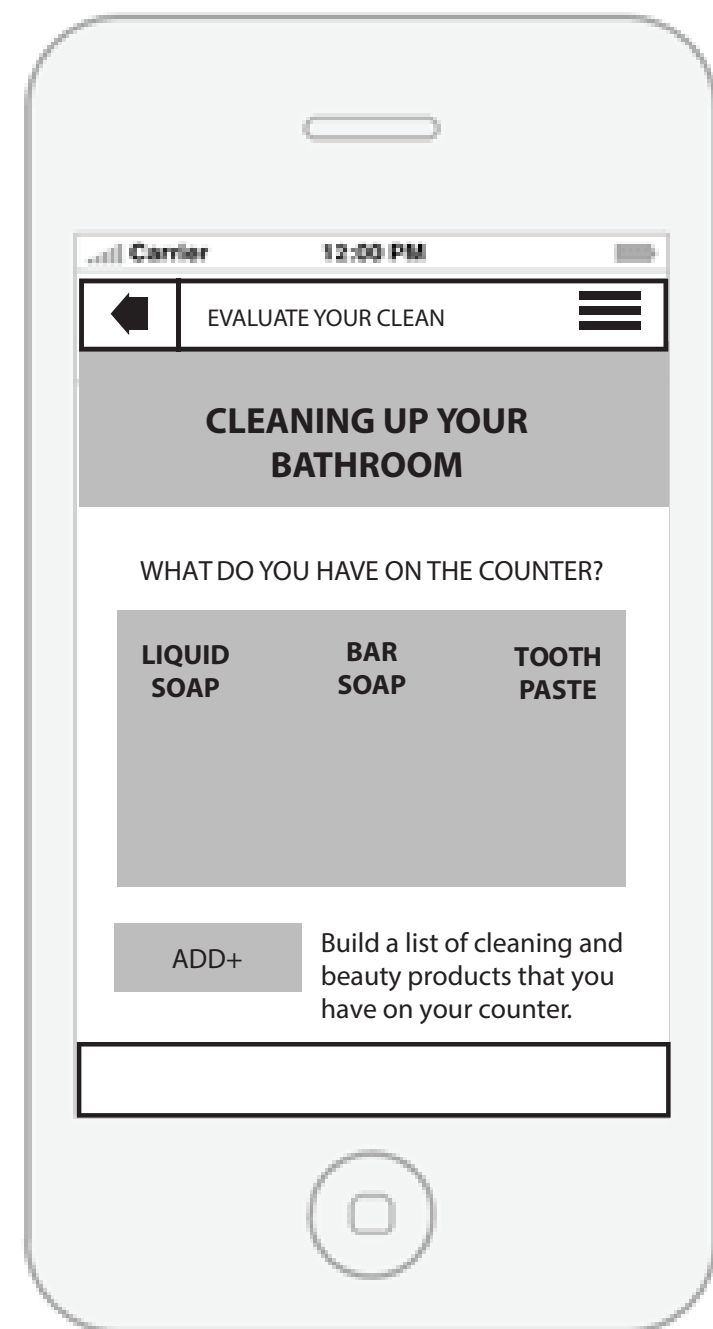








"RedefineClean" App Site Map Ann Donato





C 63	R 98	C 2	R 238	C 9	R 232
M17	G168	M 39	G 127	M 13	G 213
Y 39	B161	Y 59	B 102	Y 40	B 168
K 0		K 0		K 0	
#62A8A1		#EE7F66		#E8D5A3	



C 21	R 204	C 50	R 129	C 34	R 165
M 25	G 182	M 3	G 195	M 40	G 137
Y 55	B 130	Y 45	B 161	Y 81	B 75
K 0		K 0		K 8	
#CCB682		#81C3A1		#81C3A1	

ABCDEFGHIabcdefghi1234567890

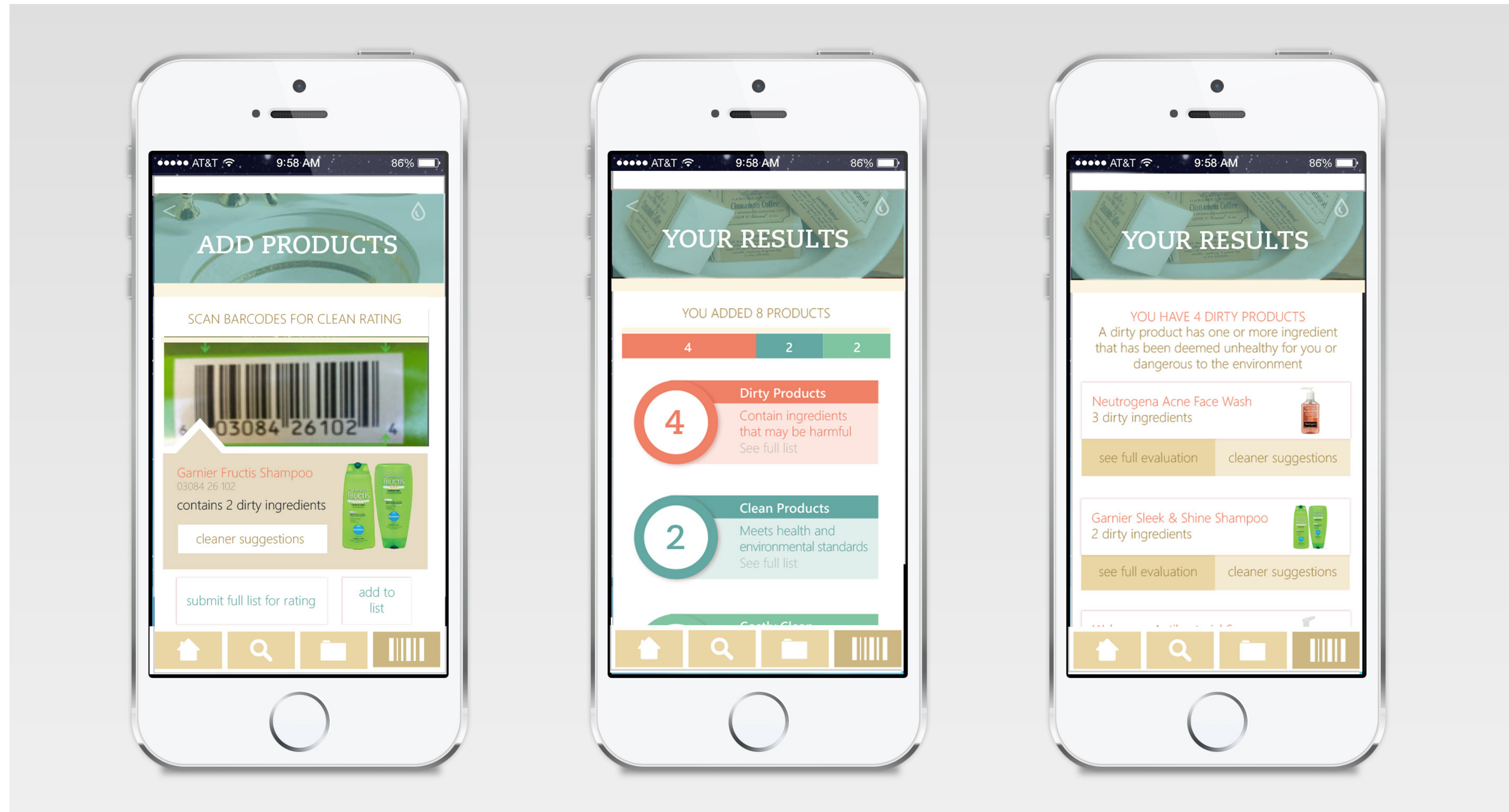
Caecilia LT Std 45 Light

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Caecilia LT Std 55 Roman

ABCDEFGHIabcdefghi1234567890

Caecilia LT Std 75 Bold



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<http://invis.io/KS1U50TH6>

Check out the app prototype

**Thank you!**  
questions or comments?