

How would the system work?

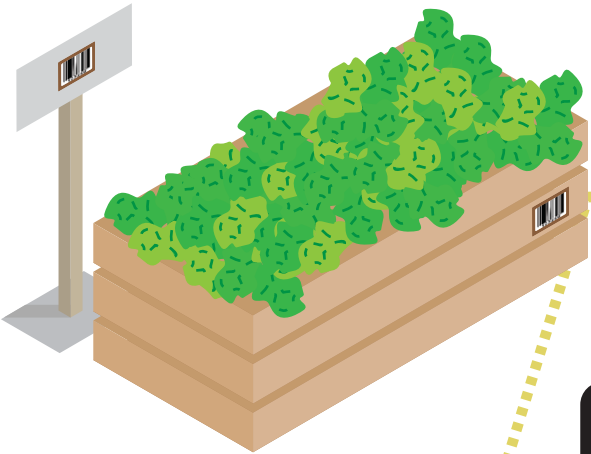


"not a gadget at all"

Who would have thought that the first place winner of the 2010 Greener Gadgets design competition wasn't a gadget at all. Seth Laupus, John Healy, Shane Blomberg, and myself...that's who. Do we really need more stuff in our lives, more plastic in a landfill, or more manufacturing pollution in the air? No. We need more knowledge. We need to be educated about our options so we can make more informed decisions about what we buy. We decided to concentrate on the grocery store environment. When you enter the grocery store you are given very limited information about where the products you buy come from. We want to inform the consumer about how far the product has traveled, if it's in season, historical pricing, producer profiles and what the local impact is.

There are existing applications that identify information about Non-Living goods, we see "AUG" as a logical continuation of this idea. AUG is a Mobile Application that scans new product bar-codes and gives the consumer instant information about the product of interest.

1. Useful information is added to a bar-code directory which can be accessed by a member of the AUG program. This data can be received by the user through SMS and an interactive mobile application.



*Bar-codes are placed on signage, crates, or produce.



2. The user goes shopping. He expects to make more blind buying decisions - as usual. He remembers he just signed up for the AUG program and decides he wants to try it out for the first time.

3. He approaches a broccoli stand and scans the bar-code with his mobile device to see things like: Where the farm is, how far it is, historical pricing, and other available data to make a more informed buying decision.



- Product Description
- Producer Profile (more)
- Odometer
- Geo-Tracking
 - Local (state)
 - Regional
 - National
- Close / Checkout / Back
- Pricing History
- Producer/Consumer Benefit Options
- User Comments