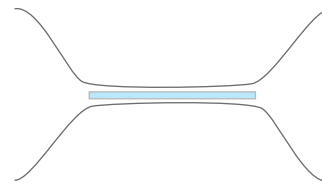
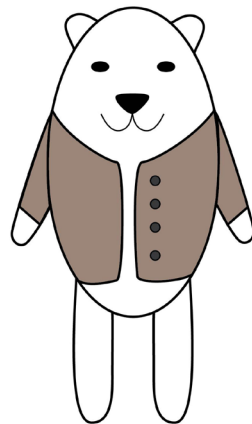


# FINAL

## INTERFACE AND ADVERTISING CONCEPT



“The inspiration of the interface came from the general motif of the fridge itself. We associated a fridge with cold, ice, snow and frost. The colors and graphics for the background came entirely from that. The purpose of each section of the interface (the Home Screen, the Temperature feature and the Statistics feature) is to give the viewer a sense of what the interface would look like. With the temperature feature, you can touch any module on the refrigerator and then adjust the temperature accordingly. With the Statistics, we provide the user with an overall rating on their sustainability efforts. This overall rating takes into account three sub-areas, which are energy consumption, water consumption and waste consumption (which comes from the log book, and how much food is wasted due to expiration.)”