



Fall 2024 Field Session Project Proposal

Team size: 4

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Problem Statement:

Consumers throughout the United States face the problem of being inundated with various labels and seals regarding the environmental and health aspects of cleaning and yard products (ie. B Corporation, Carbon Reduction Label, Certified Pesticide Free, Certified Vegan, Non-GMO, Forest Certified Council, Fair Trade Certified, etc.) when shopping for products at grocery and hardware stores. The solution should deliver a streamlined process for consumers to understand a high-level view of the true environmental and health impacts of a cleaning and yard product that is easily decipherable when on the go at the store.

Overview:

This project aims to empower consumers to make more responsible decisions when purchasing cleaning and yard chemical products through the creation of an application that reads barcodes of various products and generates a 'score' for the environmental and health impacts of the product. This project would take a healthy amount of inspiration from the French app '[Yuka](#)' which currently provides a report regarding the healthiness of food and cosmetics after scanning the product's barcode (hence the focus on general consumer used chemicals). This first phase of the project would only develop the application and related components, relegating the development of the scoring system to a potential future phase where experts on this subject matter would ensure the scientific soundness of the ratings. Likewise, it would only include the development for either iOS or Android for the fall and would utilize React Native with a database using SQL .

Objectives:

This project would hopefully be a catalyst for a shift within the consumer culture of the United States by providing an easy-to-understand rating for products rather than relying on labels which oftentimes greenwash the true impacts of a product. From the Great Garbage Patch in the Pacific Ocean measuring over [1.6 million squared kilometers](#), to the estimated

[45% decline in worldwide insect populations over the past 40 years](#), disseminating digestible information about products has the potential to redefine consumer habits and cajole companies to create more sustainable products.

Target Audience:

Consumers within the United States aged 18-65, who are generally more adept at using technology, and who have a desire to make more environmentally friendly purchases but are overwhelmed by the complexity of the nuances in determining the 'best' product for the planet.