



Flav<sub>2</sub>O

**An innovative solution to encourage higher water consumption**



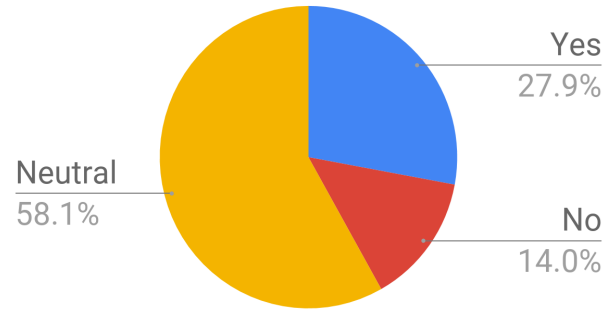
**Hydrate  
with  
Flavor.**

# Problem

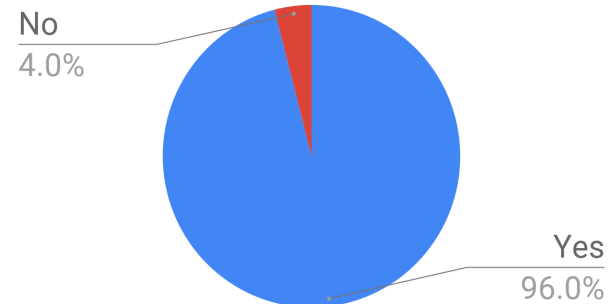
“43% of Americans drink less than recommended” (Center for Disease Control and Prevention)

“More than  $\frac{1}{2}$  of the thousand students studied between 2009-2012 were dehydrated.” (American Journal of Public Health)

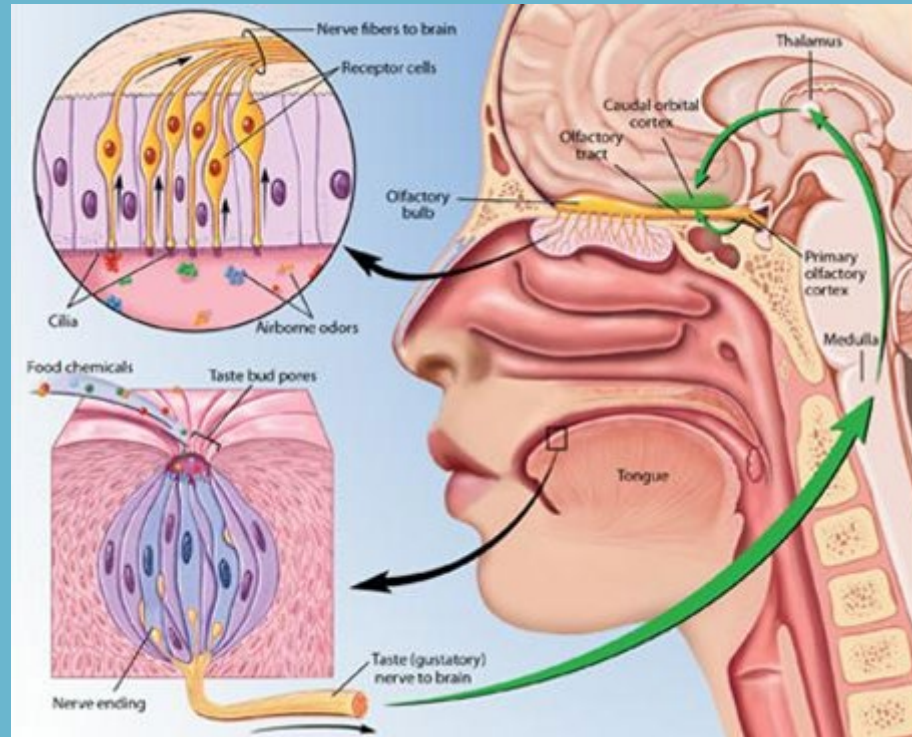
Do you enjoy drinking water?



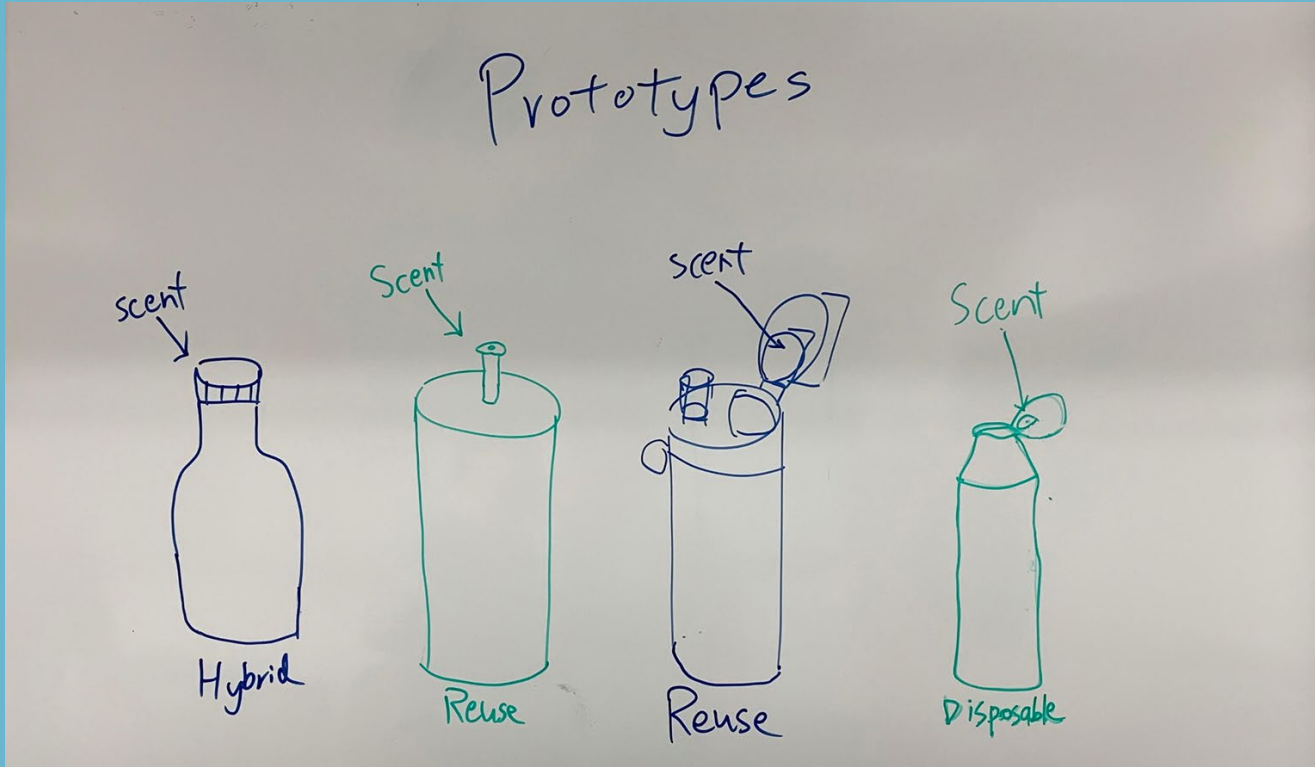
Would you try Flav20?



# Our Solution



# Prototyping and Prelim Testing



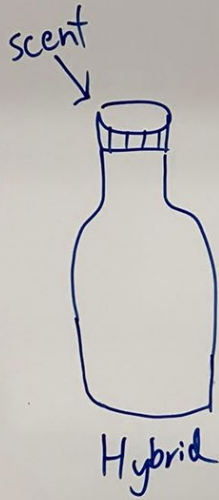
# Prototyping and Prelim Testing



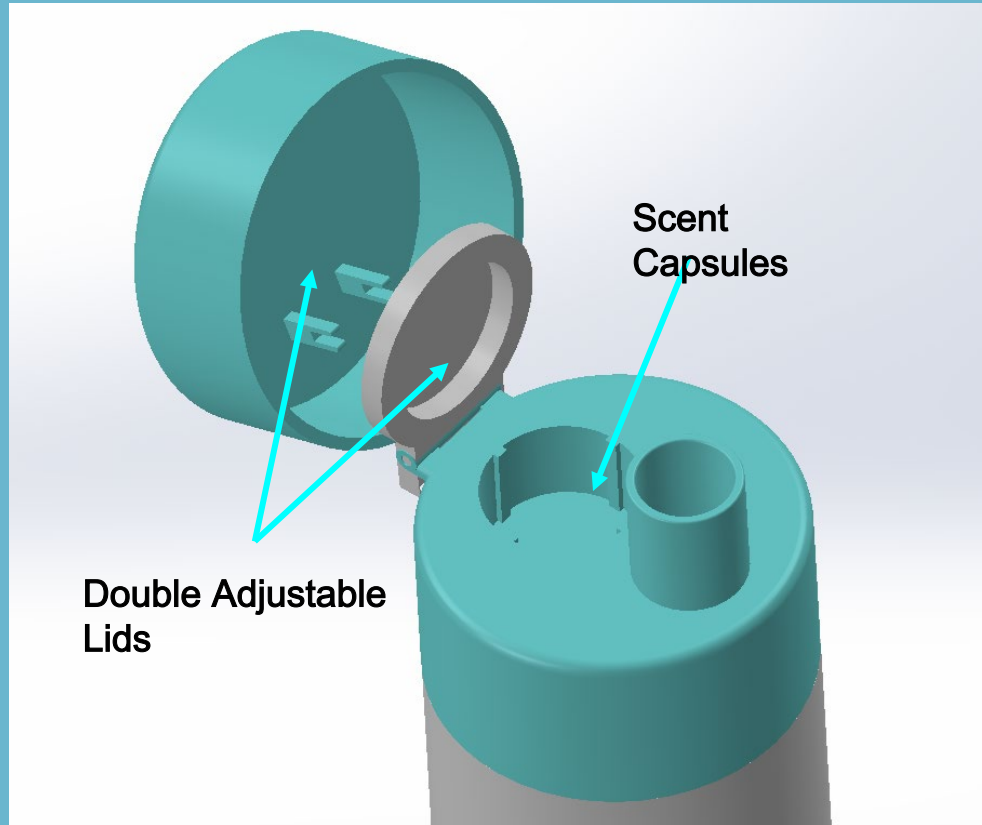
“It felt different, because I was smelling something.”

“It worked, because the smell was right in front of my nose.”

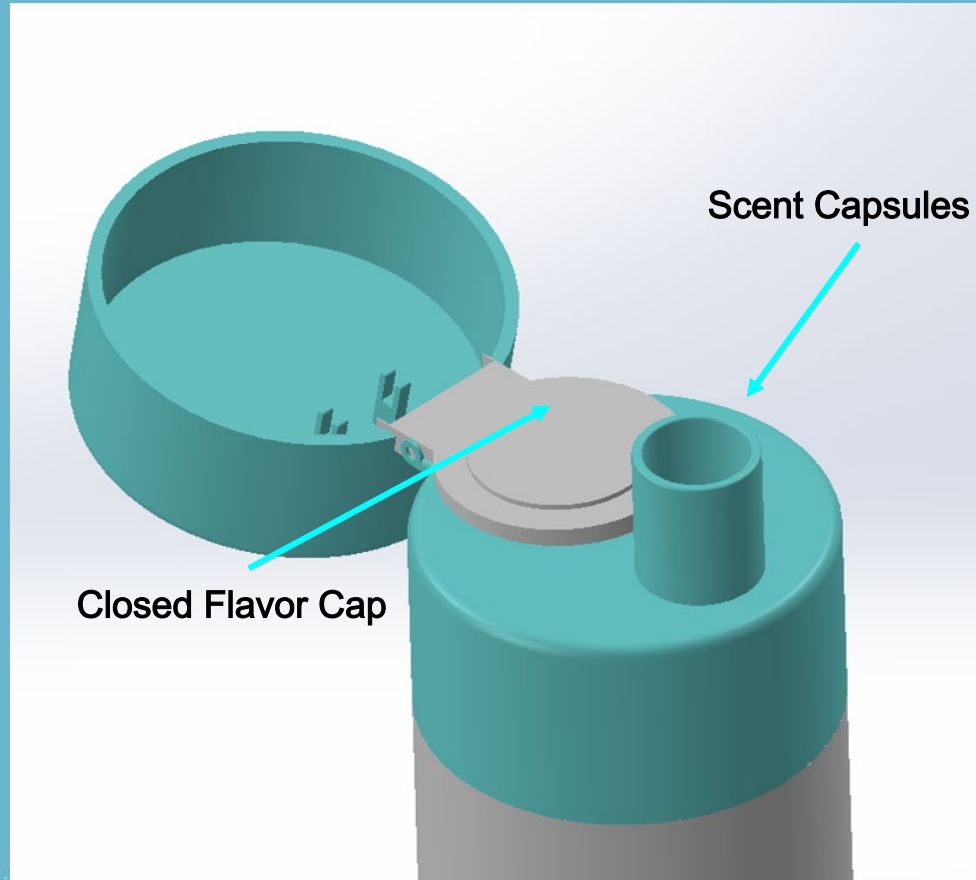
# Prototypes



# Design







Scent Capsules

Closed Flavor Cap

