



brings a natural flow into your life

https://www.GREEN_Flow.com 

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isep Instituto Superior de Engenharia do Porto

THE•TEAM's

4 FUNDAMENTALS



Sustainable

A product with a green identity in its production as well as its use.



Modularity

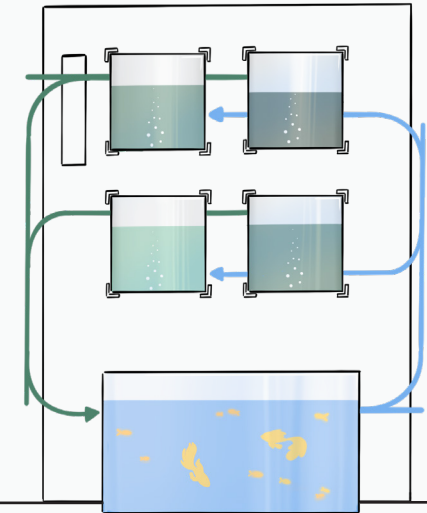
A product that offers various options sustainable for different circumstances



Trustworthy

A product that enables the user to know where everything comes from and trust is created.

WHAT IS GREEN•flow



A system between fish and algae for home use.



THE ALGAE
- these organisms
purify the water -



THE FISH
- they provide the
nutrients -



THE ALGAE -
hosting
component

This product ensures that the user is his own farmer and knows exactly what is happening throughout the process. This product shows a new way of living and of creating a routine in daily life. It does so in the form of a system that turns the home environment into an extra experience.

WHY

GREEN•flow

The **growth of population** causes a lot of problems for planet Earth. We are already using way **more natural resources** than the Earth can replenish. It also contains the demand of food which is growing with peoples needs. Fish farming is one of these resources, but isn't **always sustainable**. A lot of them cause **environmental damage** as they consist of huge amounts of fish concentrated in one small area. It should be mentioned that lots of fish farms **do not care about the quality of feed** that is used for fish. Most of them are loaded with **pesticides and other chemicals**



- Pesticides and other chemicals -



- Exhaustion of natural resources -



- Environmental damage -



- Unknown food sources -

USER PROFILE



“Being green is more than just bying ‘eco’. It’s an unshakable commitment to a sustainable lifestyle.”



name : Amelia
age : 41
gender : women
status : married

personality:

- determined
- creative
- helpful

Life Cycle Stage:

Amelie has been married to her husband for 12 years and lives with him and her two children in the city. They have a terraced house with a small backyard.

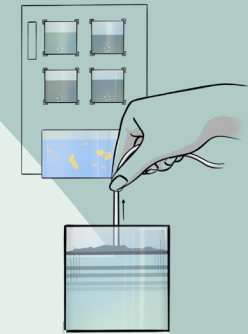
Motivation :

She loves nature and doesn't see it alot in the city. That's why she tries to bring as much green into the house as possible. They grow many vegetables themselves and they own chickens in their little garden.

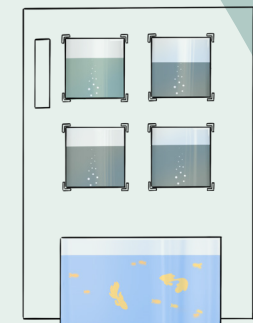
Pain Points :

Amelie tries to buy organic products where she can. However the gap between production and receiving is sometimes too big.

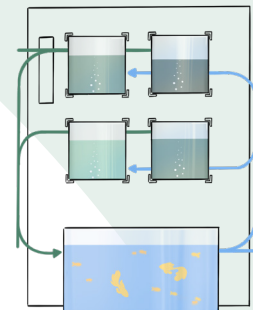
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