



# FINITE

## The digital well

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*Electricity, gas, water; resources are often presented as being limitless and their supply unmitigated, irrespective of 'real world' realities.*

*Where does the limit lie with how much of these resources we should consume and do we really care?*

*Electricity, gas, water - despite calls from climate change and global resource conservation perspectives, our research has illustrated that these resources are rarely considered within the home, on a day-to-day basis, to actually be limited.*

*Finite is a goal setting app and investigative tool for the family, shifting the conversation from the infinite, 'how much have I consumed?', to the finite, 'how much do I have left?'. Encouraging the family to make a commitment to save (a target derived from their current consumption), the app focuses and motivates the family towards longitudinal investigation and innovation in order to reach their target, with the option to drill down to understand further their consumption or to use the app 'hot' as a real-time, portable energy monitor. As the 'digital well' begins to empty, 'scarcity' comes into play; the less of a resource that you have, the higher its value (and by extension, its consideration) becomes.*