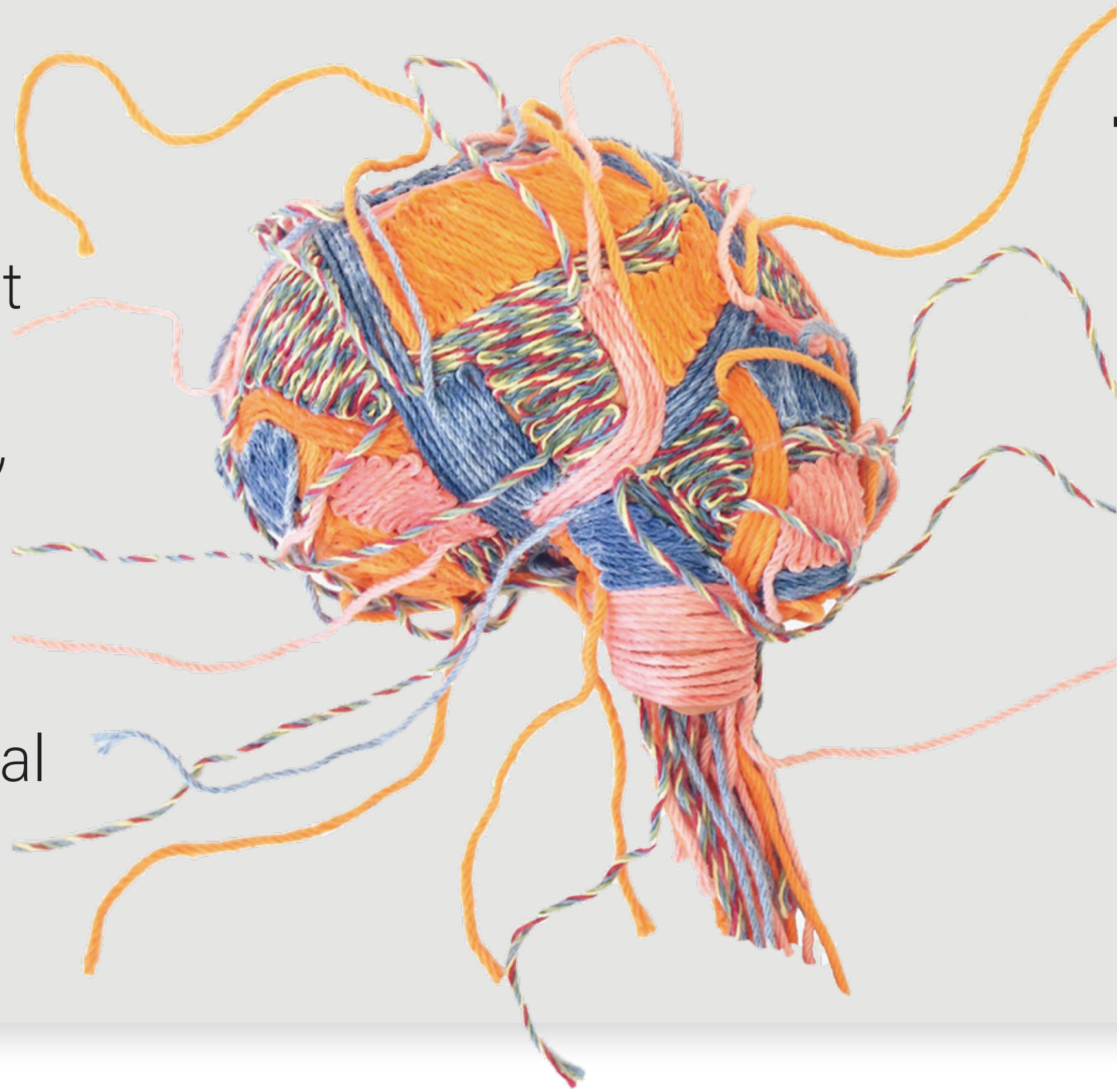


GREY MATTERS

Bridging the gap between neuroscience and us

The Problem

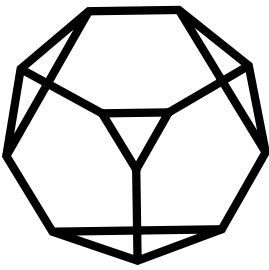
Scientists produce content that has the power to positively impact our lives, but there is a **communication barrier** between the scientific community and the general public.



The Research

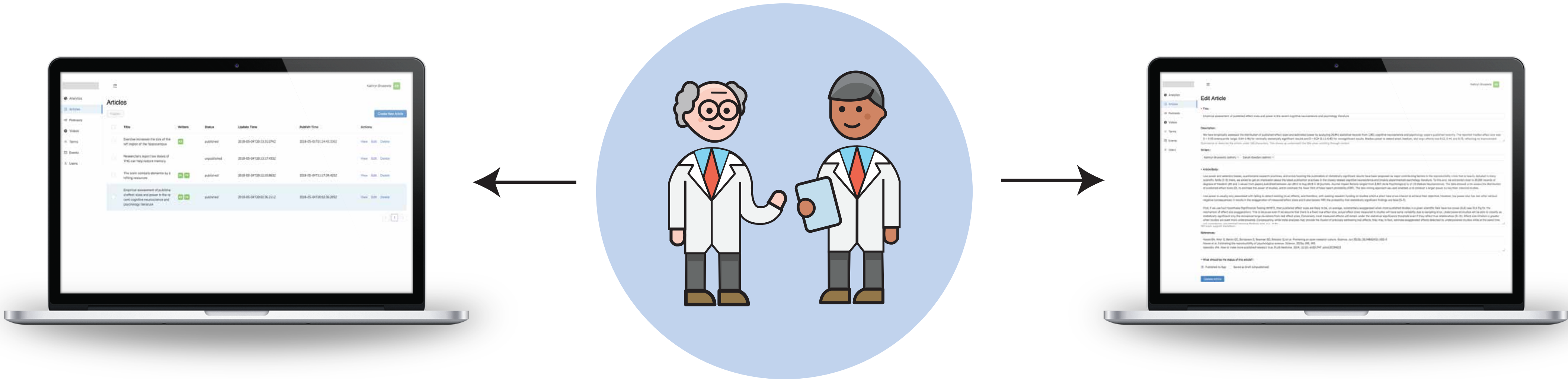
We found that the general public has an interest in learning about science, but is often **deterred from learning** more because of complex topics they don't understand.

*Based on a survey of 44 people



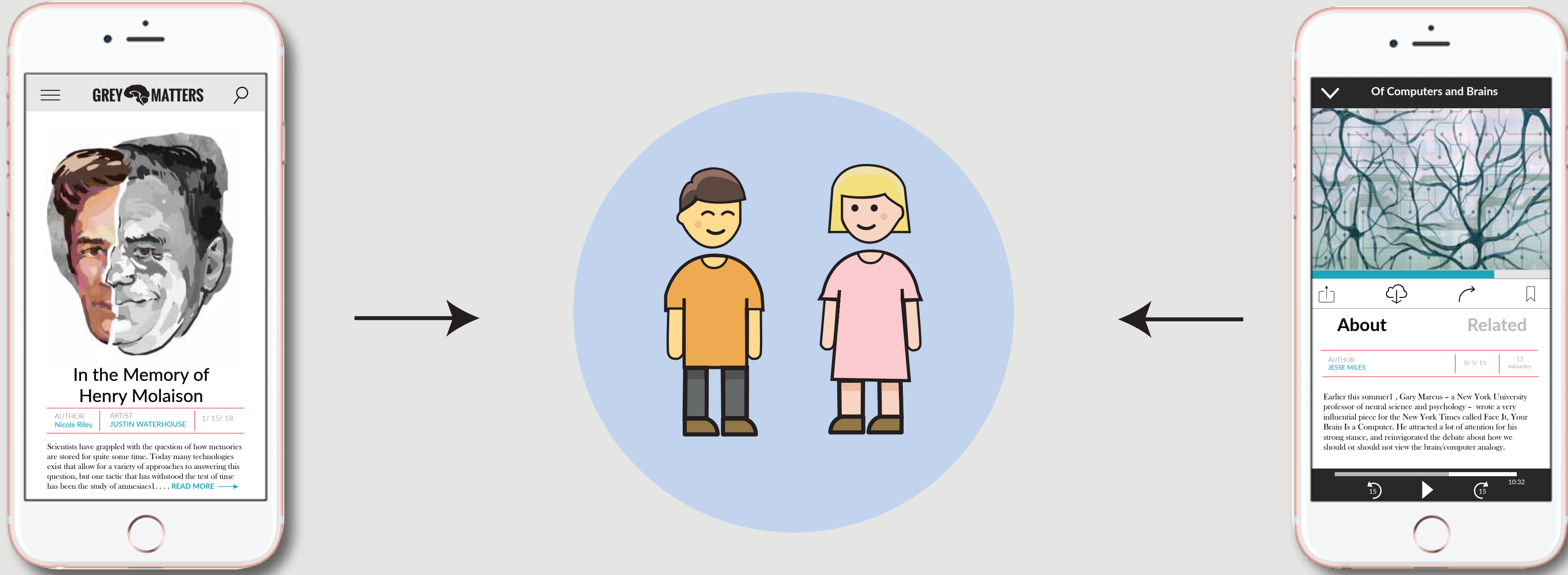
Cortex

Easily Upload Content



Mobile App

Easily Access Content



Rachel Imhof
Project Manager



Kathryn Brusewitz
Developer



Sonia Skarbek
Developer



Nicole Wood
UX Designer



Information School
UNIVERSITY of WASHINGTON