

SWEET DECEIT

Project Brief, Riley Yankowich



PROBLEM STATEMENT



America is becoming more active, yet is still becoming more obese. We lack nutritional education and disciplined diets. The average American consumes almost four times more sugar than the daily recommended amount. This is from dishonesty in the Sugar Association and food labels, as well as a lack of knowledge in the health risks of sugar.

PROJECT BRIEF



Sweet Deceit is an interactive platform that strives to educate users about the effects of sugar and the harm it can have on their body. Through acquired knowledge of sugar, users can apply what they learned to achieve healthier diets and avoidance of sugar.

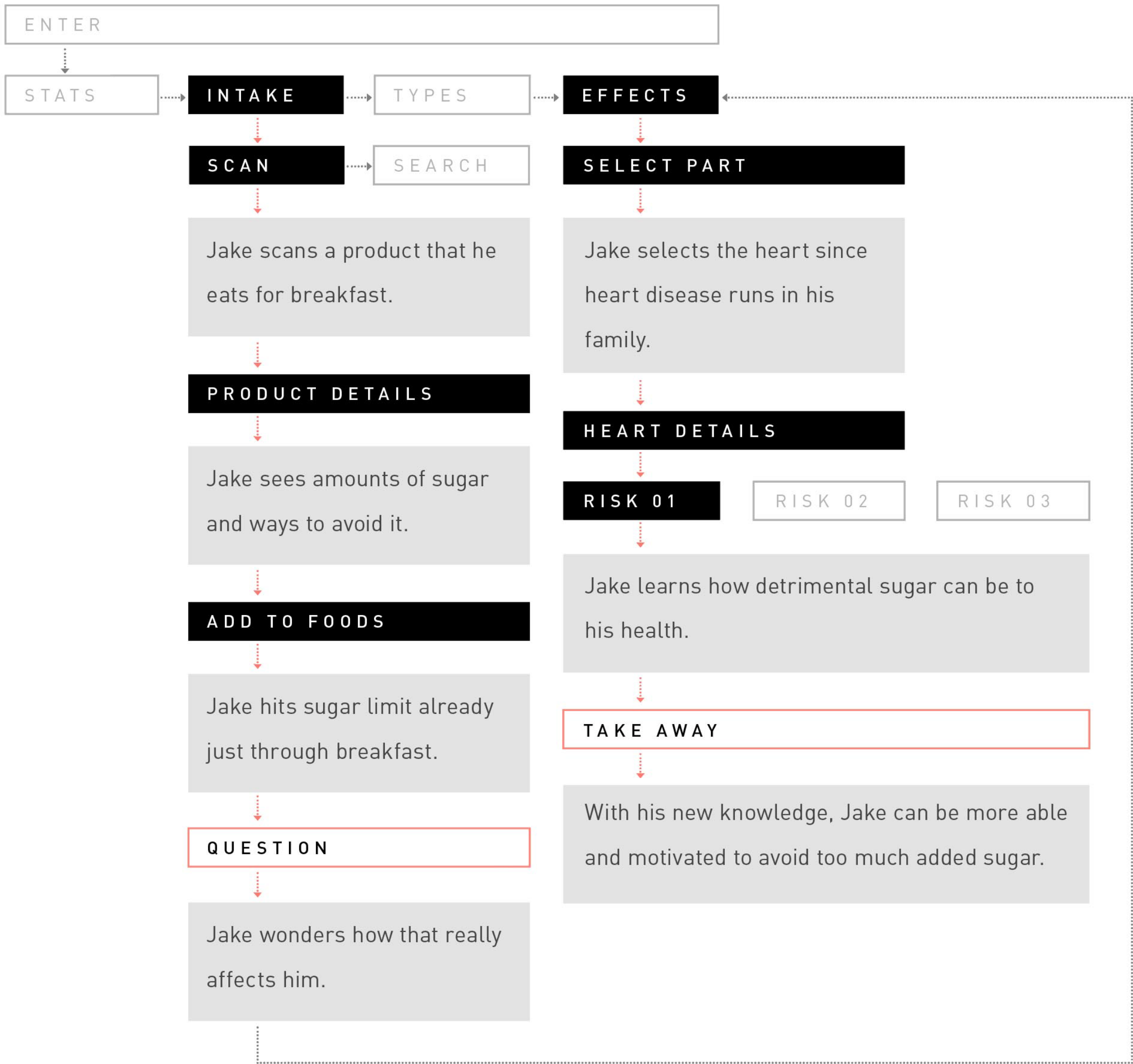
THE USER



The target audience is the lower to middle class on a budget, working to make ends meet to feed and care for a family or pay for their own education between the ages of 20-38. They could be college students, young parents, single parents or independent hard workers.

USERFLOW


Jake doesn't pay much attention to how much sugar is in the foods he eats. His friend just told him about this app that calculates sugar intake so he decided to check it out.



SWEET **DECEIT**

DATA INDEX

STATS



INTAKE



TYPES



EFFECTS



BEGIN ▶

 SOURCES



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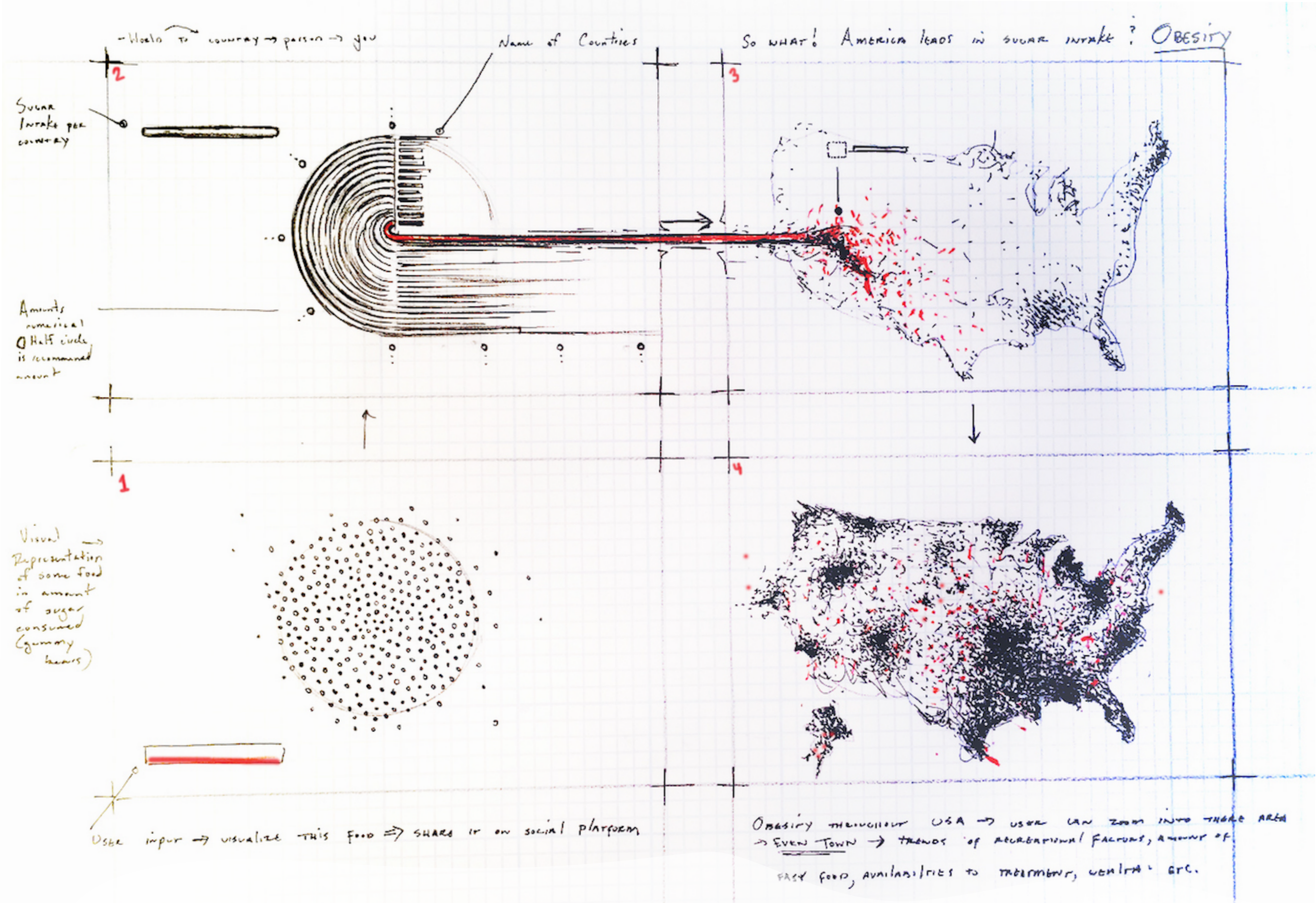
EFFECTS



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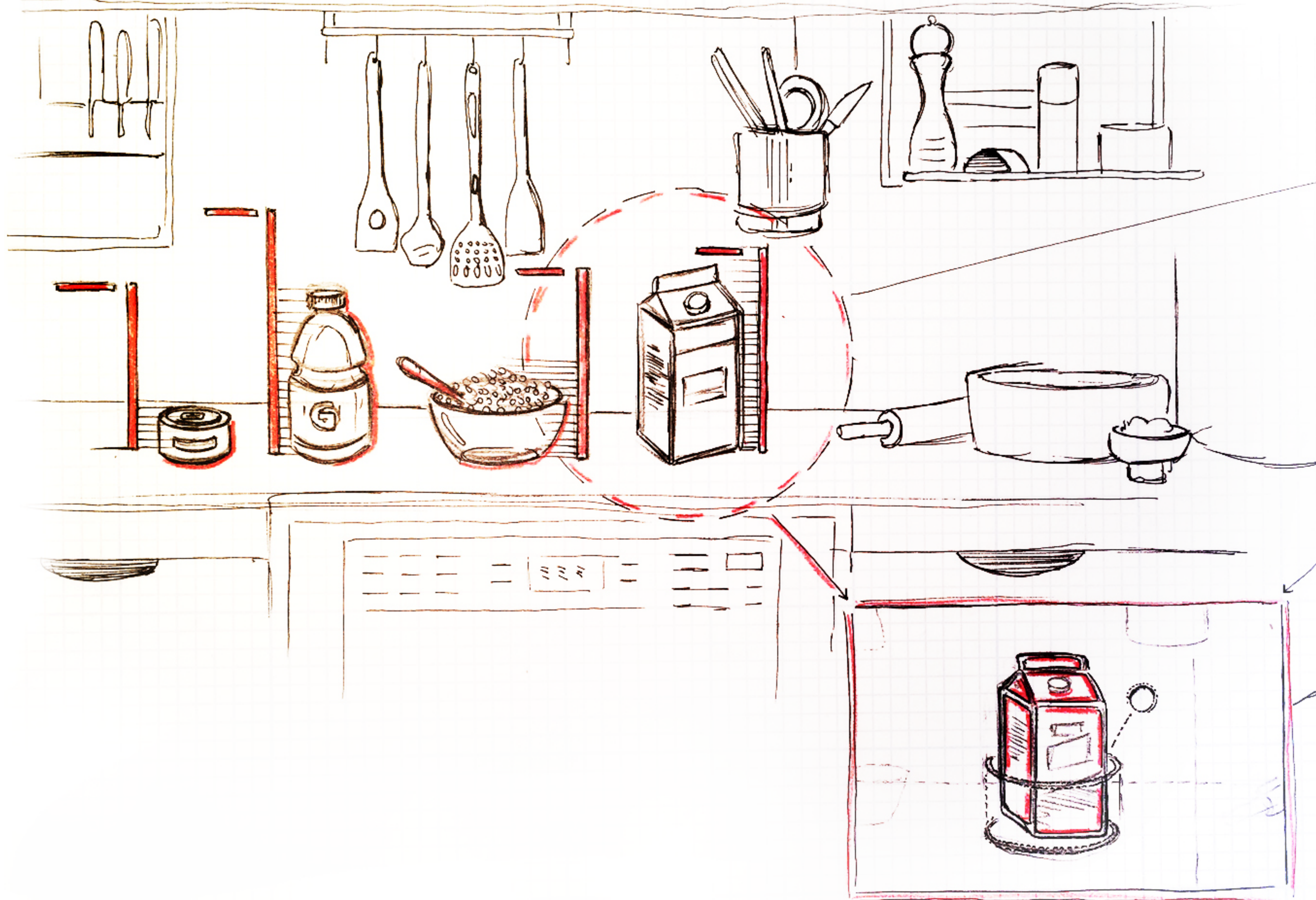


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 SOURCES

SKETCHES - INTAKE



KITCHEN - REAL FOOTAGE

CAMERA PANS RIGHT

↳ Different items on the counter

- WHITE overlay of STARS AND HOT SPOTS OF FOODS

- CAMERA STOPS ON PRODUCT

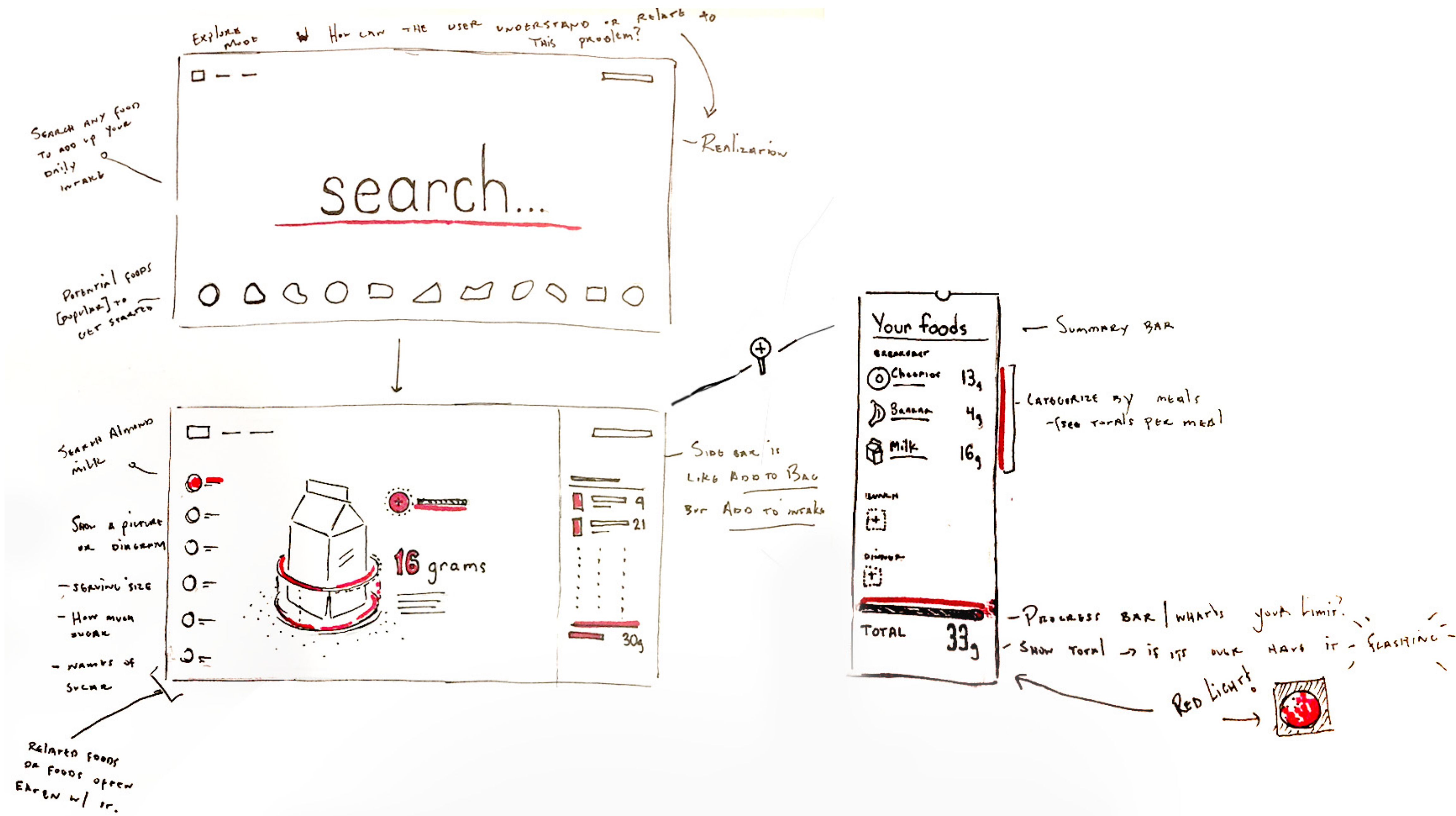
- TRANSITION

- OUTLINE PRODUCT

- DISAPPEAR SPACE BEHIND

- SHOW WITHIN APP

BRINGING OBJECT INTO APP SPACE BY OUTLAY OUTLINE



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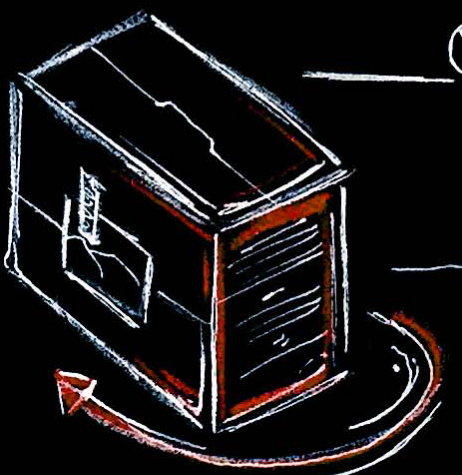
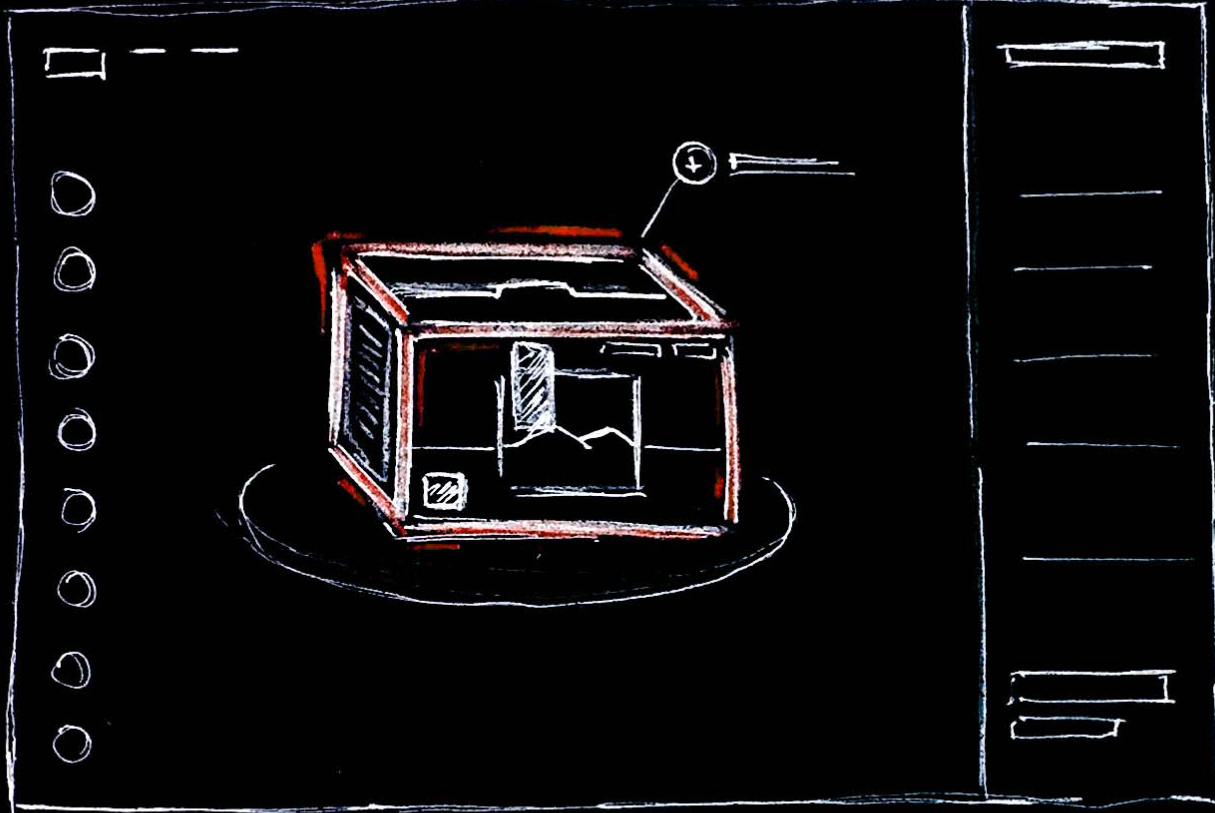


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 SOURCES

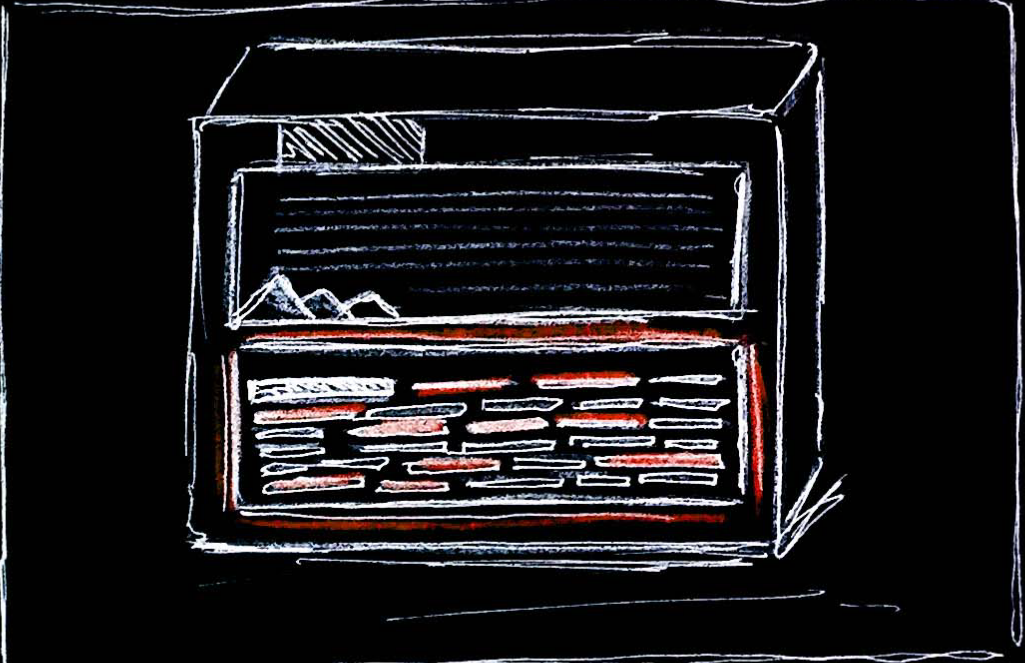
  

o User clicks to find a food | transition to Real Box → 3D turn it around

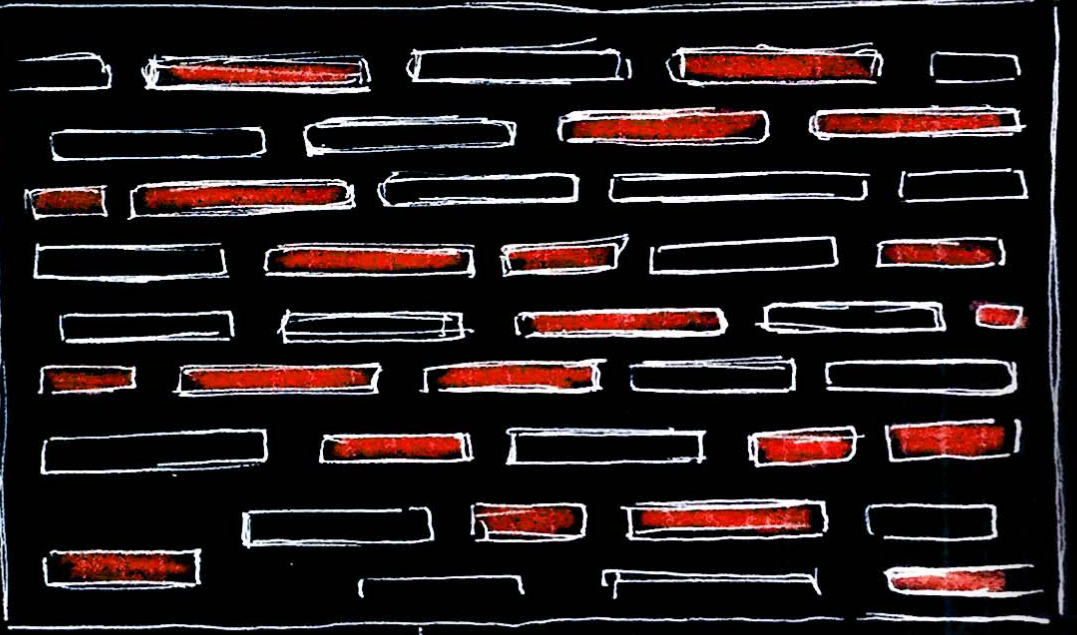


TURN AROUND TO NUTRITION

Zooms into Box → CLIFF BAR → INGREDIENTS



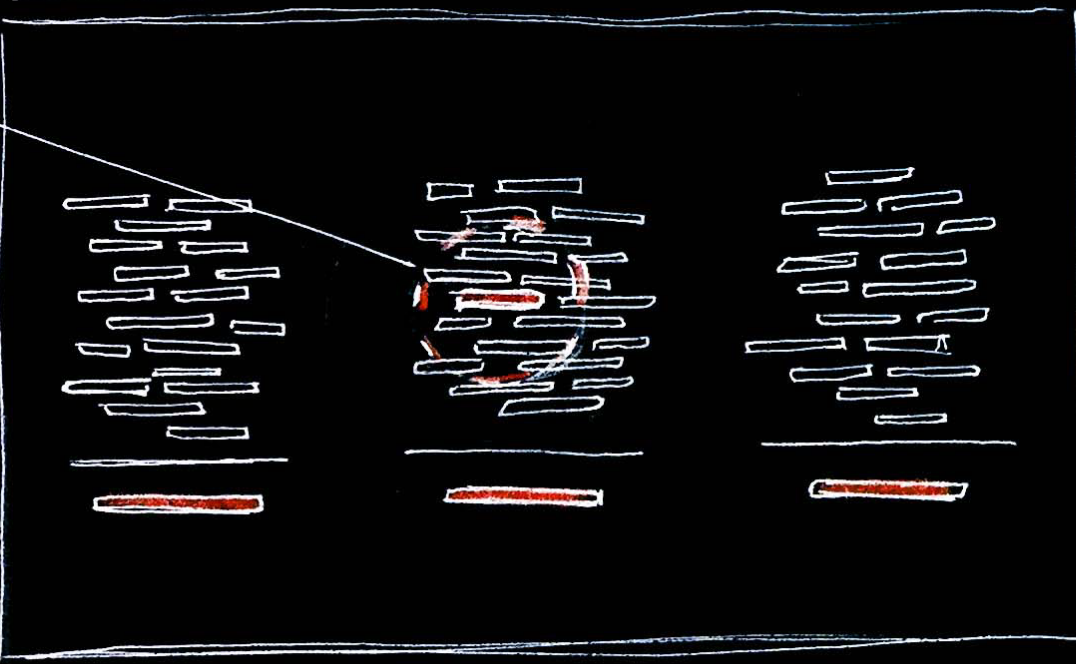
Zoom into all SUGAR TYPES



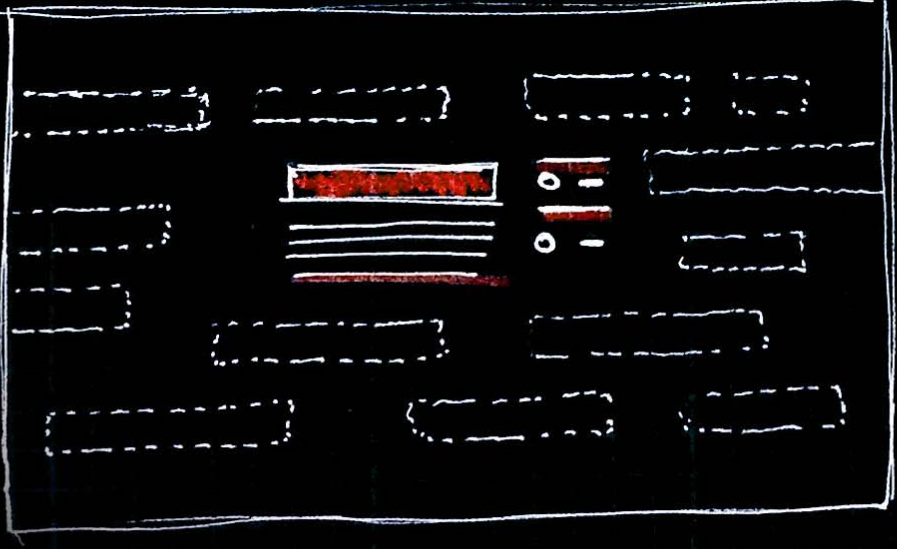
Bottom has filter barrow - filter by type kind etc.

Click on a certain type of SUGAR

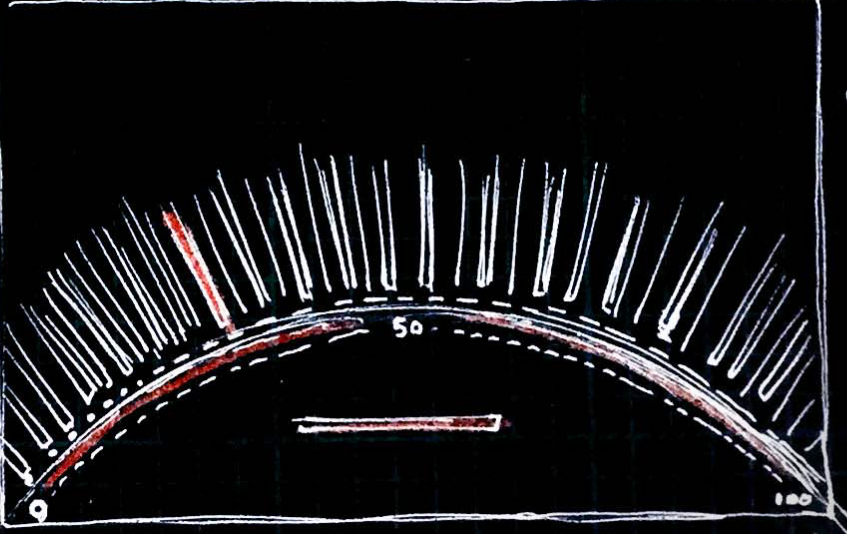
FILTER



Zoom into specific



FILTER



o Glycemic Index
Half circle

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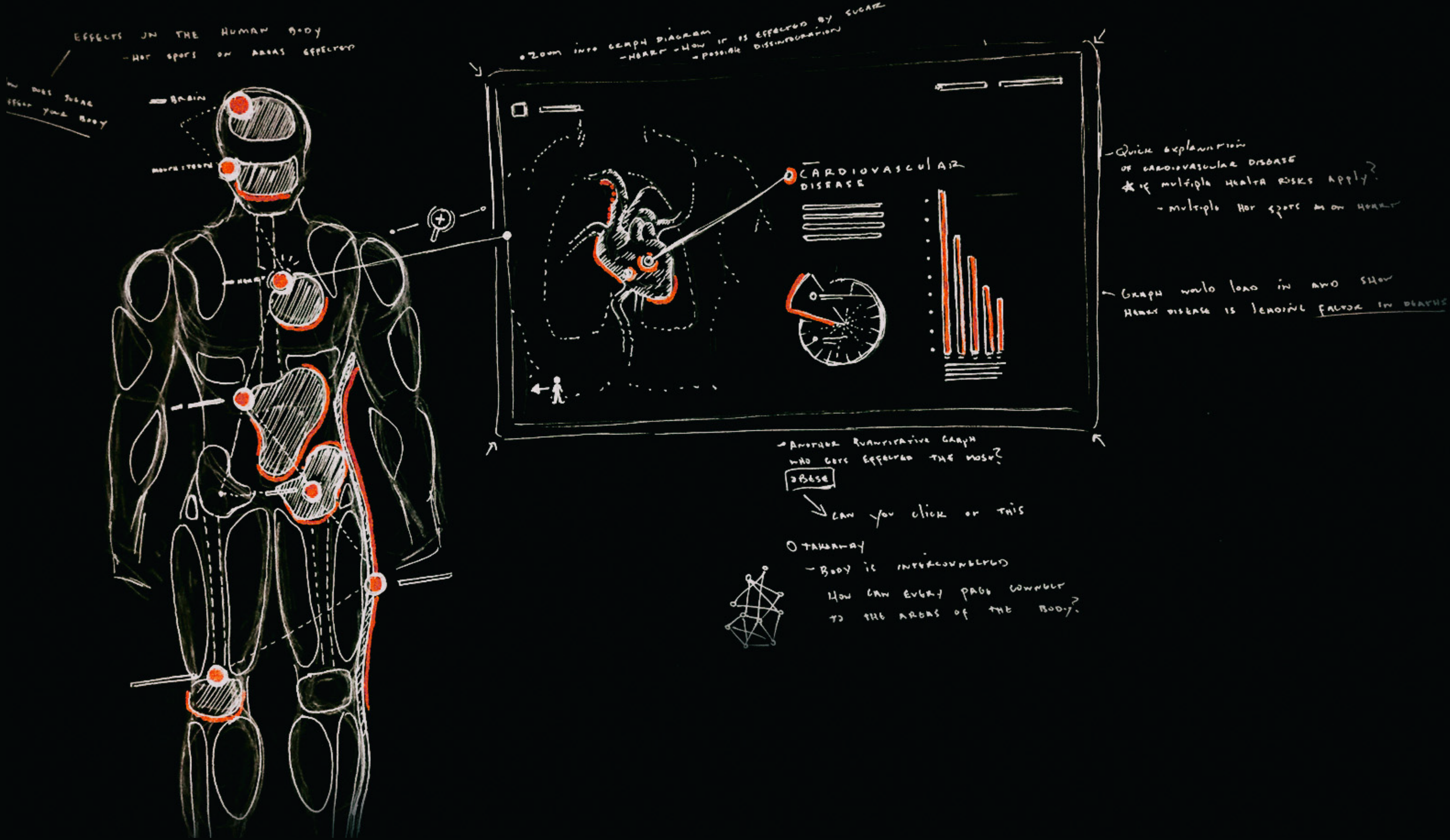
EFFECTS



BEGIN ▶

 SOURCES



MOOD BOARD



Truth

Connectivity

Hope

Innocence

Eye-opening

Transparent

Progress



STYLE BOARD : DARK



Bold

Intense

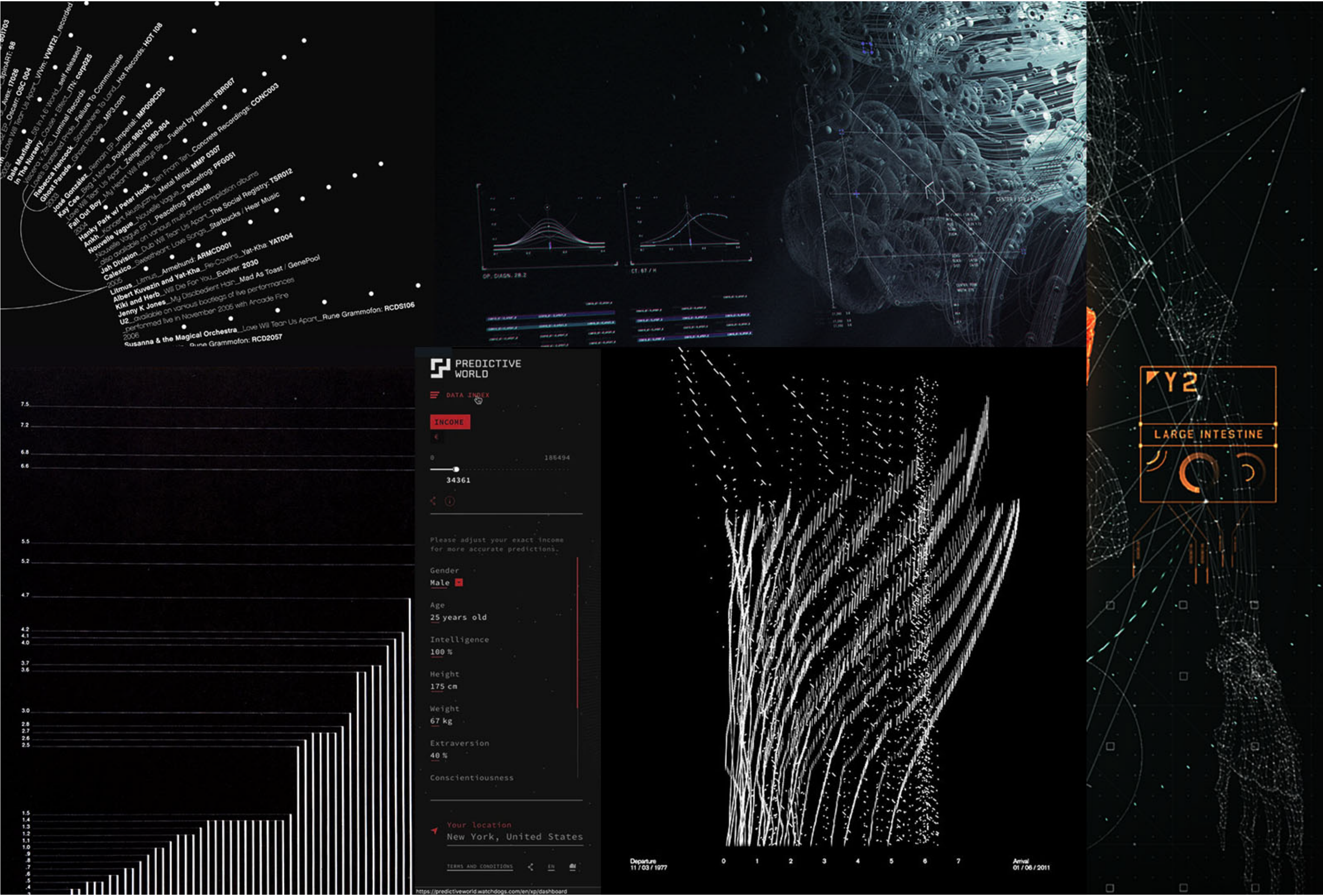
Confident

Reliable

Systematic

Visionary

Clear



STYLE BOARD : LIGHT

Honest

Textured

Reality

Simple

Inviting

Gritty

Process

Impression

