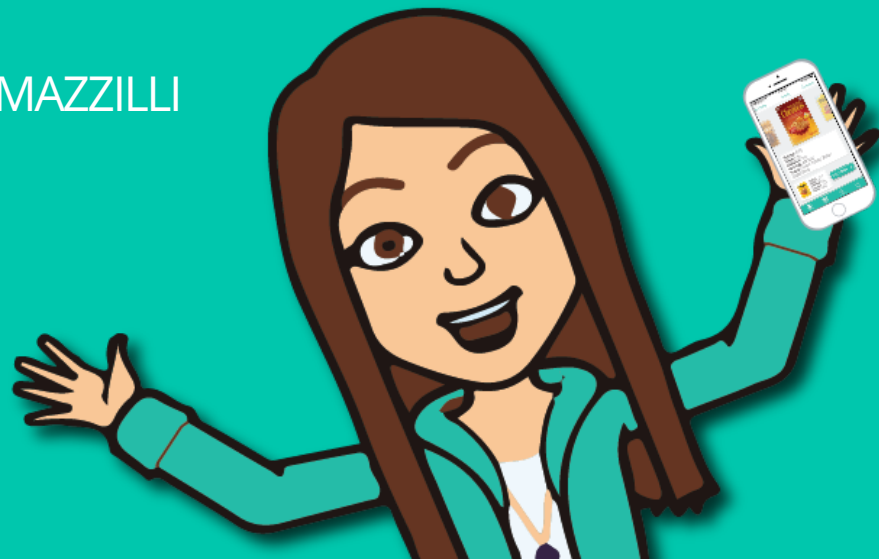


# A SMARTPHONE APP FOR SUGAR- FREE SHOPPING

BY JANINE DENNEY-MAZZILLI





# A WALK DOWN THE AISLE

**THOUSANDS OF  
OPTIONS**

**THOUSANDS OF  
LABELS**



# A LOOK AT THE BOX

LARGE NAME

MASCOT

KID MARKETING

FREE PRIZE

DESSERT IDEAS

NUTRITION OVERVIEW

HEALTH CLAIMS



# A LOOK AT THE BOX

NUTRITION LABEL

LONG LIST OF VITAMINS

SMALL FONT

OVERWHELMING BACK

MARKETING TO KIDS

CANDY PRIZE

ADVERTISEMENT





# **IT TAKES AN EDUCATION TO UNDERSTAND A NUTRITION LABEL**

**LABEL FORMAT**

**COMPLEX WORDS**

**SHELF LOCATION**

**WEALTH**

**SNAP/WIC**

# **MAKE THE HEALTHY CHOICE, THE EASY CHOICE**

**NUTRITION**

**OBESITY**

**INFLUENCE BEHAVIOR**

**DIGITAL DESIGN**

**TANGIBLE PRODUCT**



# SUGAR?

**NO NUTRITIONAL  
BENEFITS**

**HARD TO MEET  
NUTRIENT NEEDS**

**10% ➤**

**DAILY CALORIES**



# CEREAL?

**AMERICAN BREAKFAST  
STAPLE**

**HIGHLY MARKETING**

**5<sup>TH</sup>**

**HIGHEST SOURCE  
OF ADDED SUGAR**





# APP?

**ACCESSIBLE**

**MILLENIALS AND  
YOUNG PARENTS**

# 77%

**AMERICANS OWN A  
SMARTPHONE**

# METHODOLOGY

**1**

**BACKGROUND RESEARCH**

**2**

**EVALUATION OF AVAILABLE APPS**

**3**

**APP DEVELOPMENT**

# BACKGROUND RESEARCH

**36%**

of adults are obese

**17%**

of children are obese

**92%**

of cold cereals  
contain added sugars

**2.5G>**

or less per serving to  
market to children

**34%**

of calories in children's  
cereal from added sugar

**30%**

of children's added  
sugar intake

# METHODOLOGY

**1**

**BACKGROUND RESEARCH**

**2**

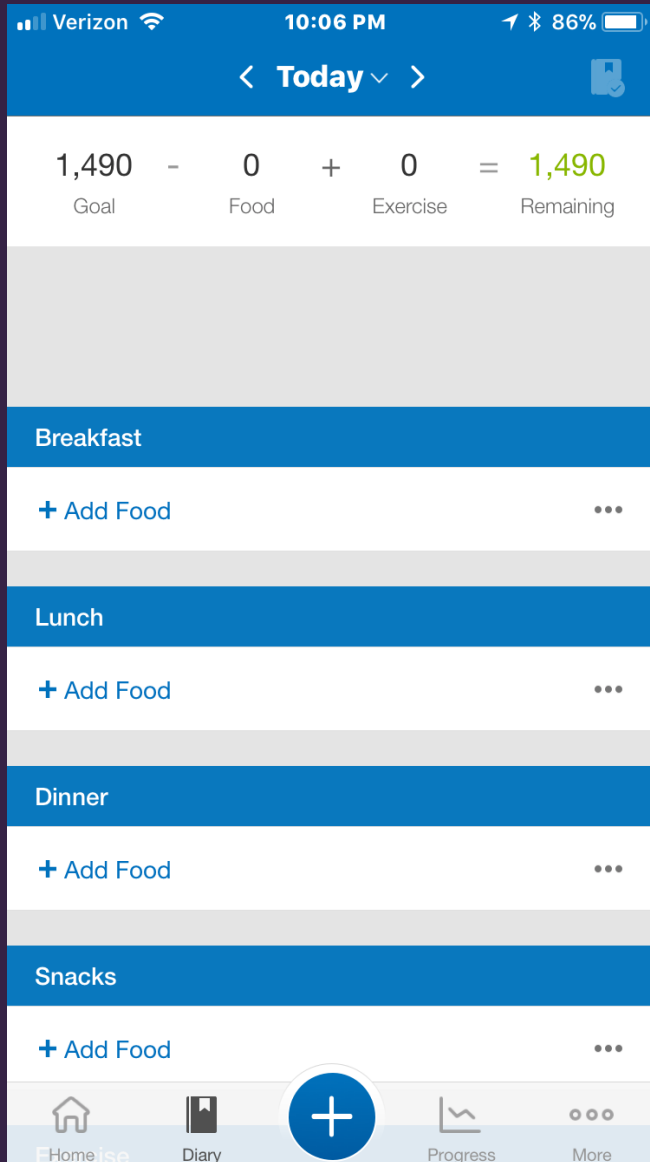
**EVALUATION OF AVAILABLE APPS**

**3**

**APP DEVELOPMENT**



# APP EVALUATION



## MYFITNESSPAL

- CALORIE TRACKER
- SEARCH DATABASE
- NEWSFEED
- GOALS
- BARCODE SCANNER
- WEBSITE
- MEDIA PRESENCE

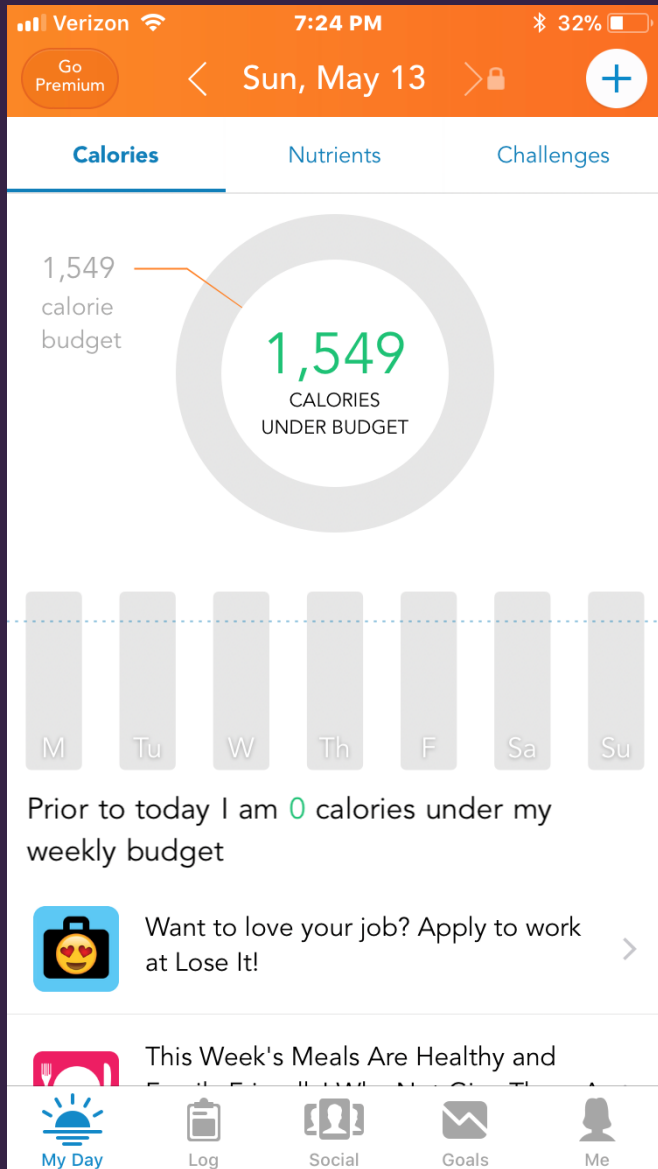
# APP EVALUATION



## FOODUCATE

- CALORIE TRACKER
- SEARCH DATABASE
- FUN INTERFACE
- RANKINGS
- TIPS AND TRICKS
- WEBSITE
- ADVERTISEMENTS

# APP EVALUATION



## LOSE IT!

- CALORIE TRACKER
- SEARCH DATABASE
- WEEKLY OVERVIEW
- GOALS
- CHALLENGES
- ADVERTISEMENTS
- SOCIAL

**CURRENT APPS FOCUS ON WHAT HAPPENS  
WHEN YOU LEAVE THE STORE**

**MAKING THE HEALTHY  
CHOICE, THE EASY  
CHOICE SHOULD  
HAPPEN AT THE STORE**



# METHODOLOGY

**1**

**BACKGROUND RESEARCH**

**2**

**EVALUATION OF AVAILABLE APPS**

**3**

**APP DEVELOPMENT**

# APP DEVELOPMENT

## KEY FEATURES

NEWS & EDUCATION

BARCODE & SEARCH

ENGAGING INTERFACE

OFFLINE ACCESS

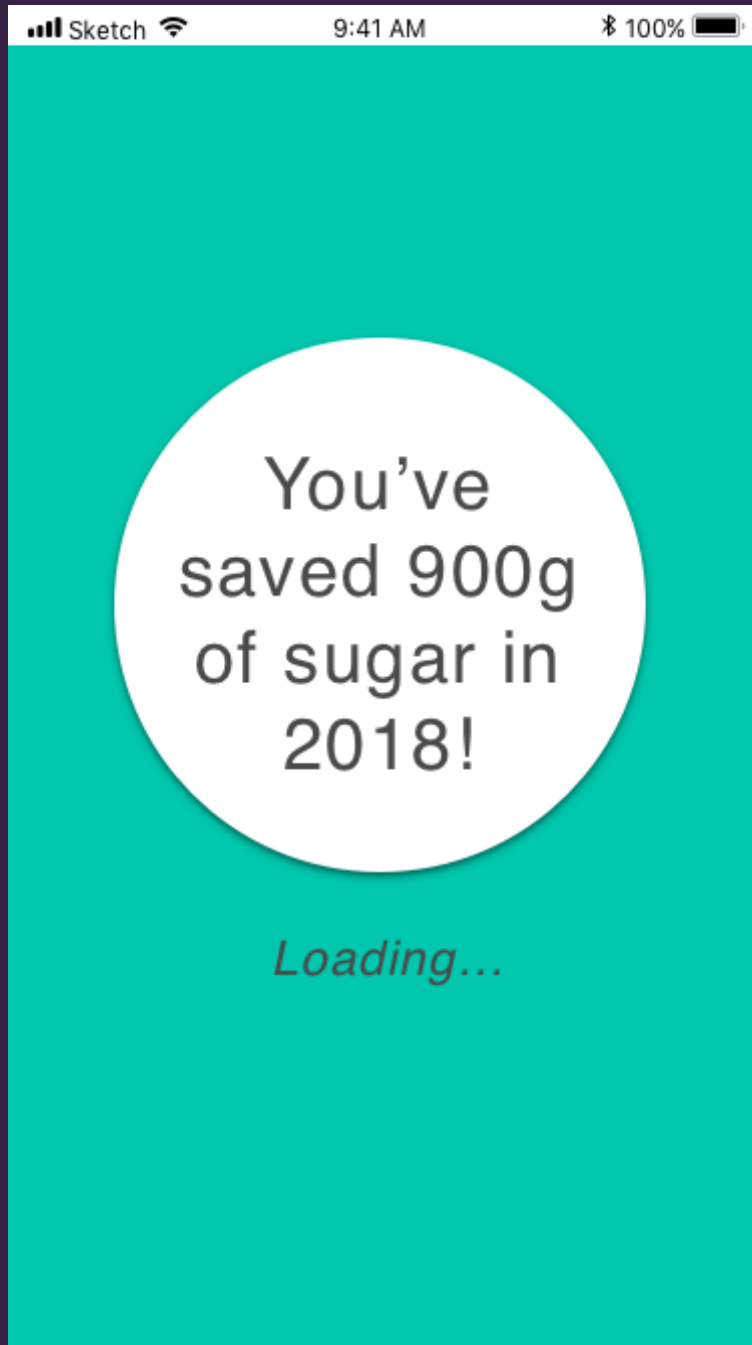
## PROCESS

DRAWINGS

DESIGNING

FEEDBACK

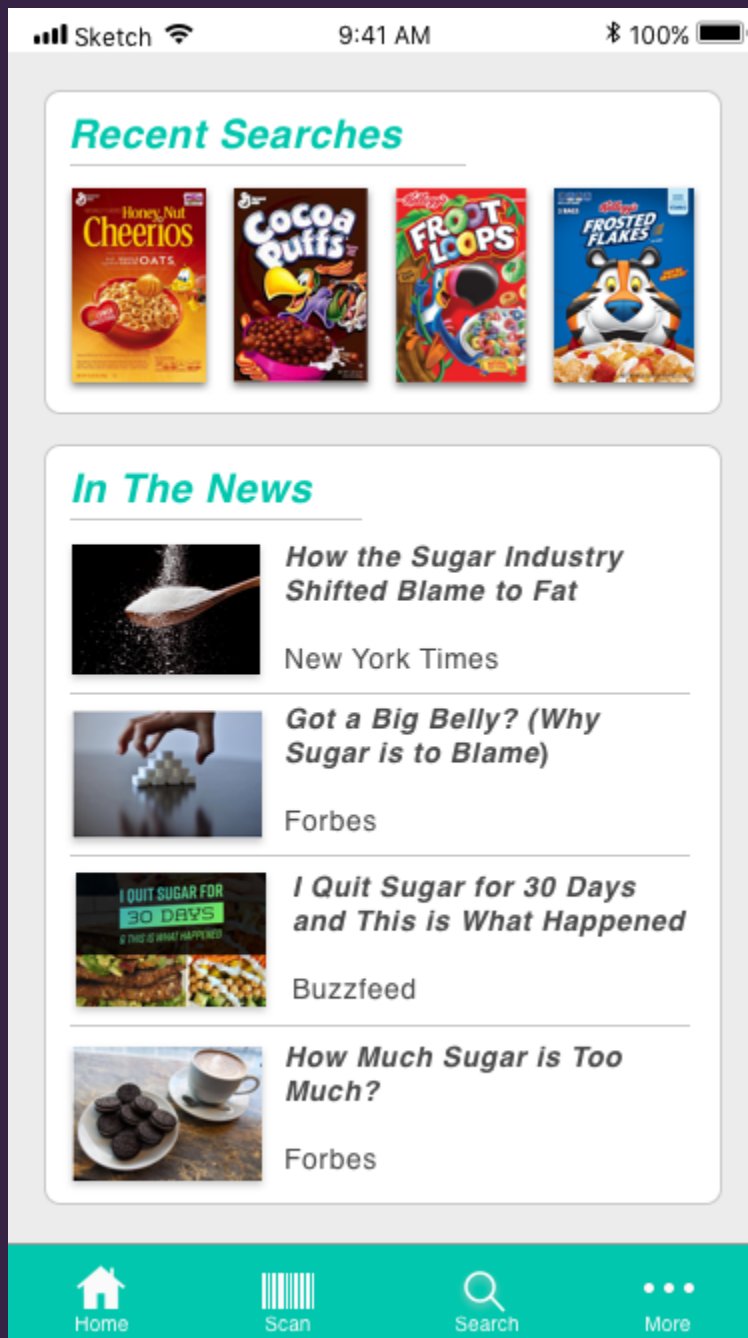
EXPERT MEETING



# LOADING...

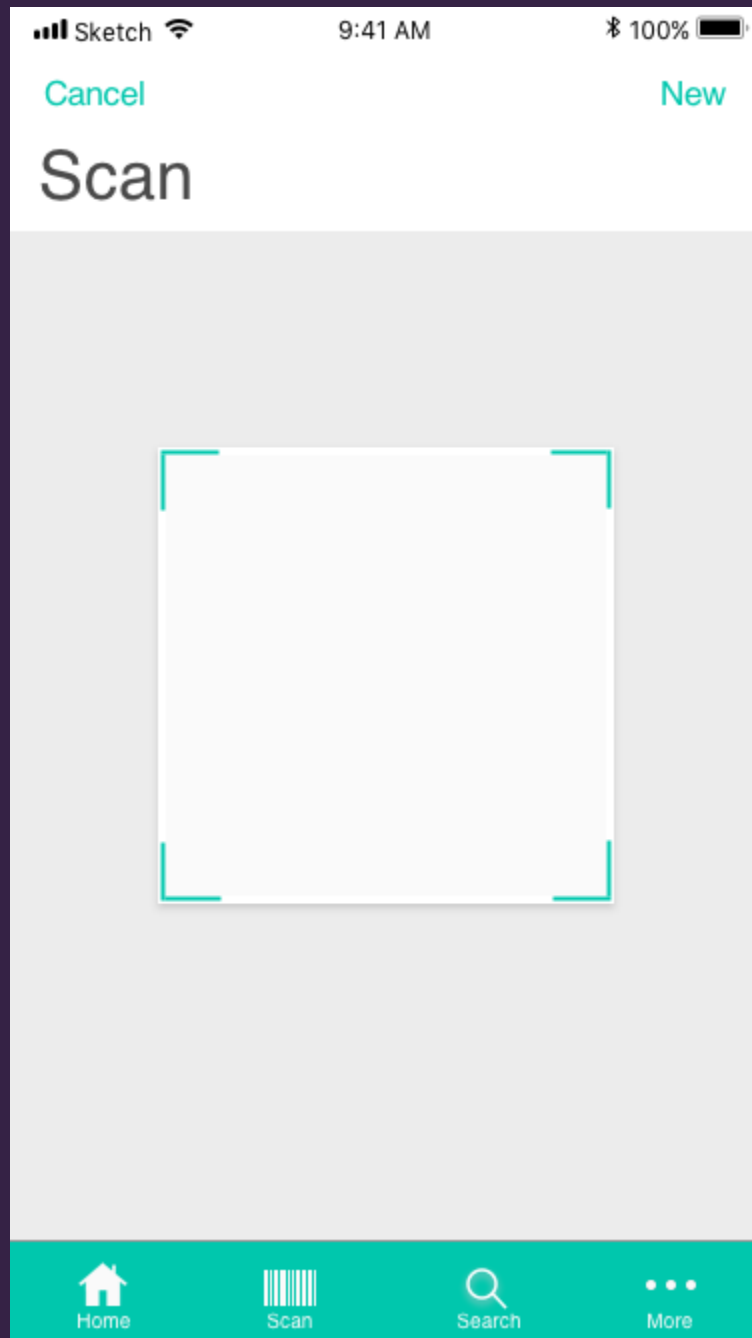
**WHILE THE APP  
LOADS, USERS ARE  
CONGRATULATED**

# HOME



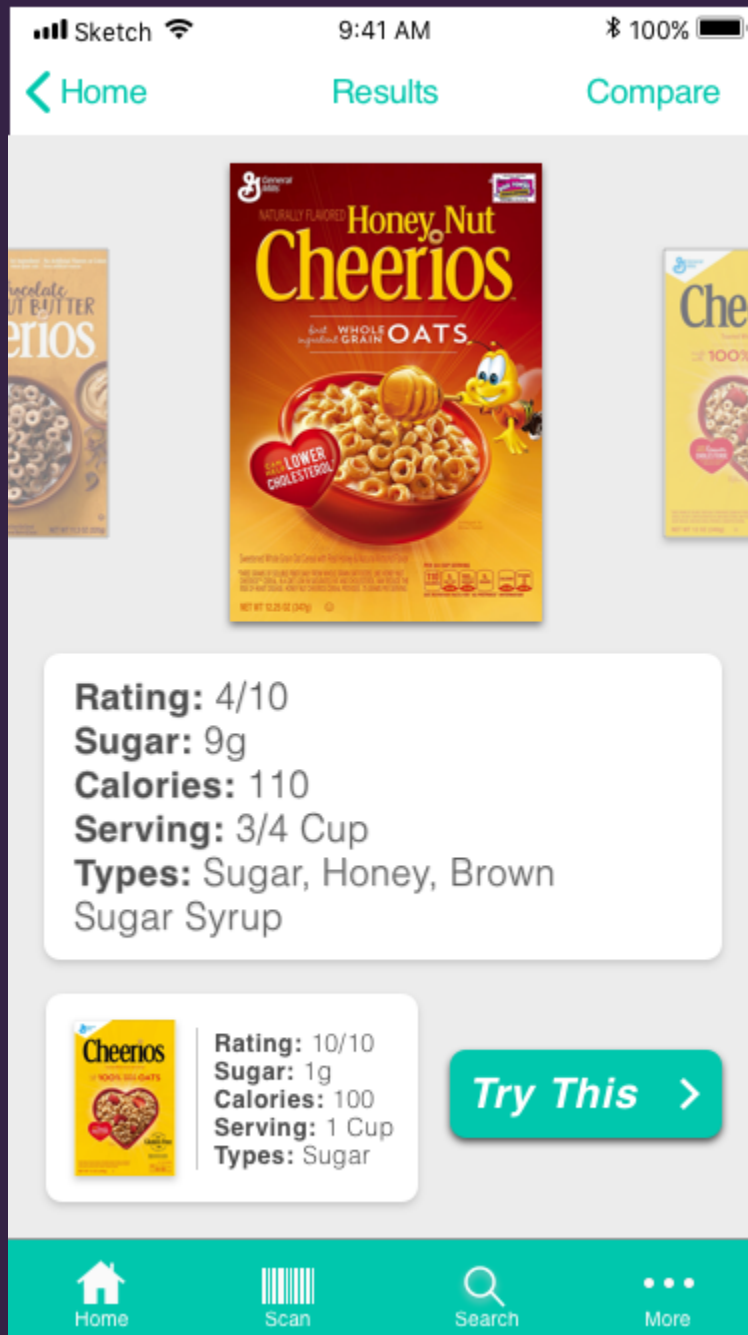
## NEWSFEED WITH RECENT SEARCHES AND ARTICLES





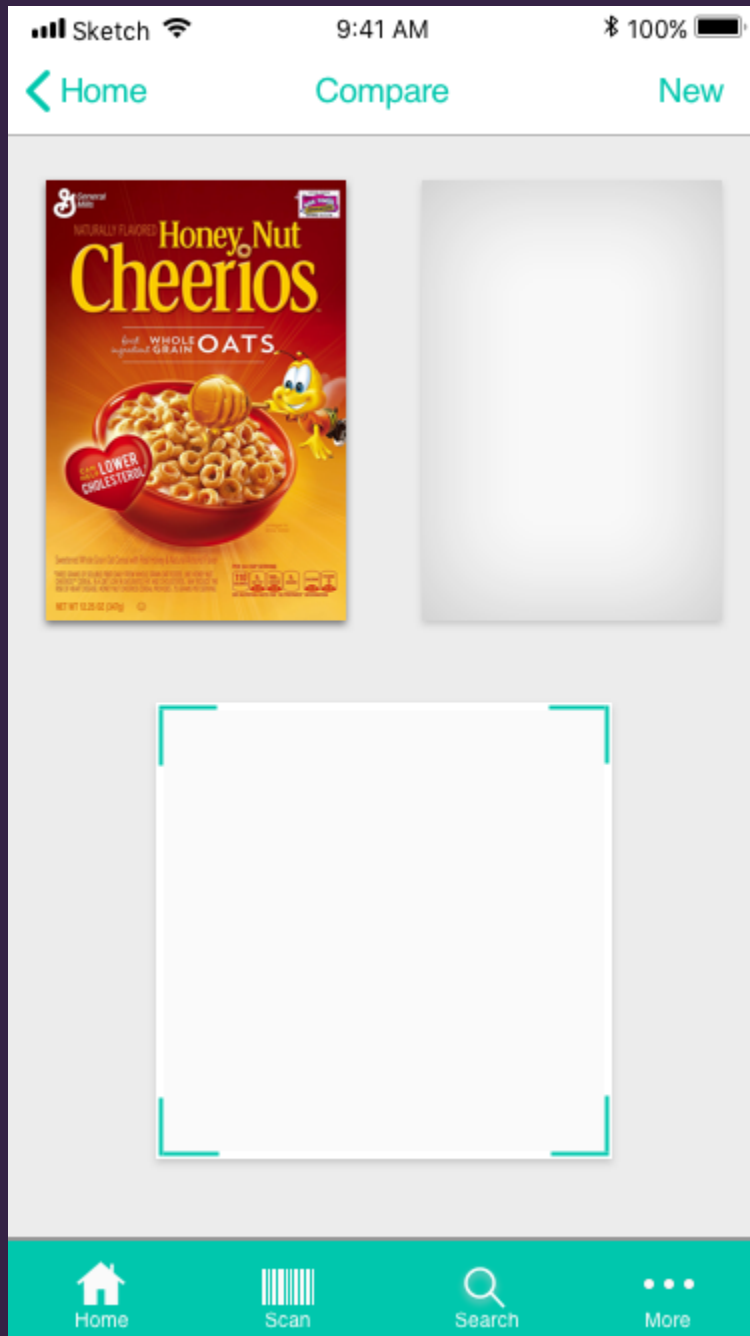
# SCAN

**SCAN A PRODUCT IN  
THE STORE TO VIEW  
STRAIGHTFORWARD  
RESULTS**



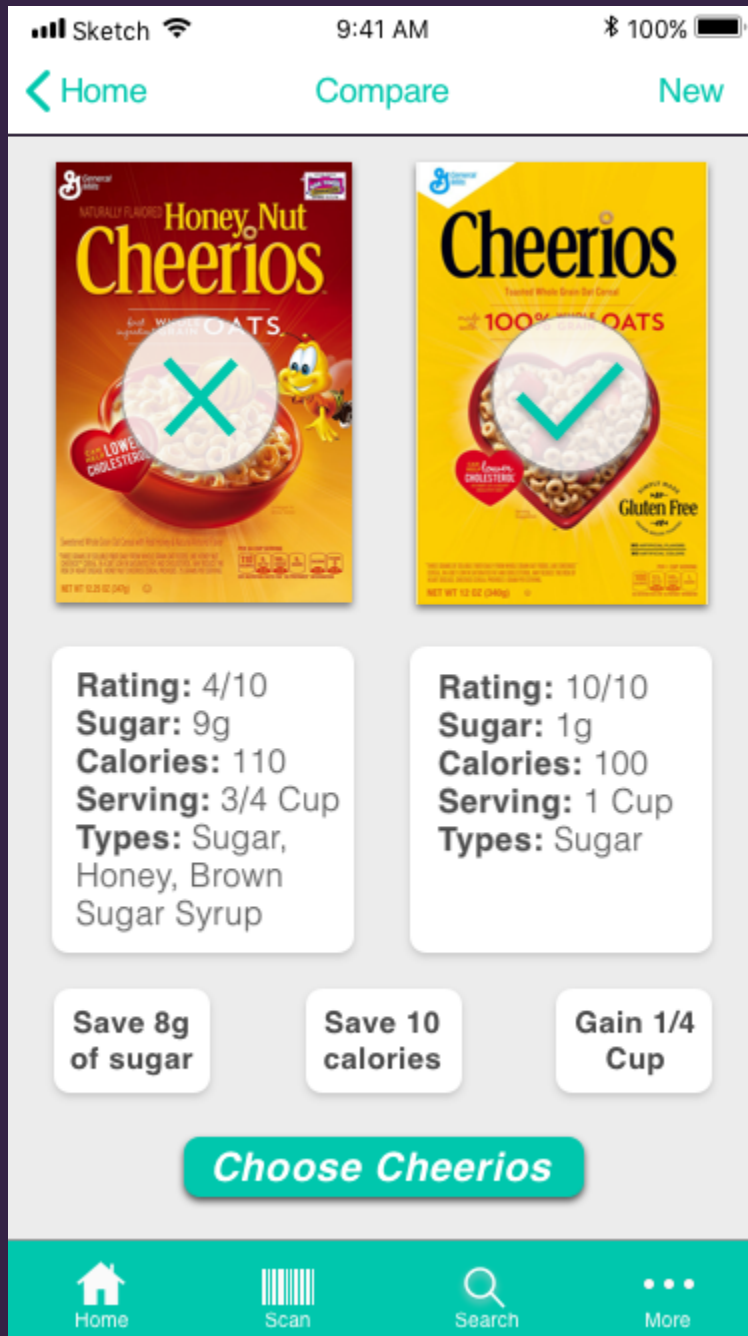
# SCAN RESULTS

## NUTRITION, SWIPE FOR MORE, OR SEE RECOMMENDATION



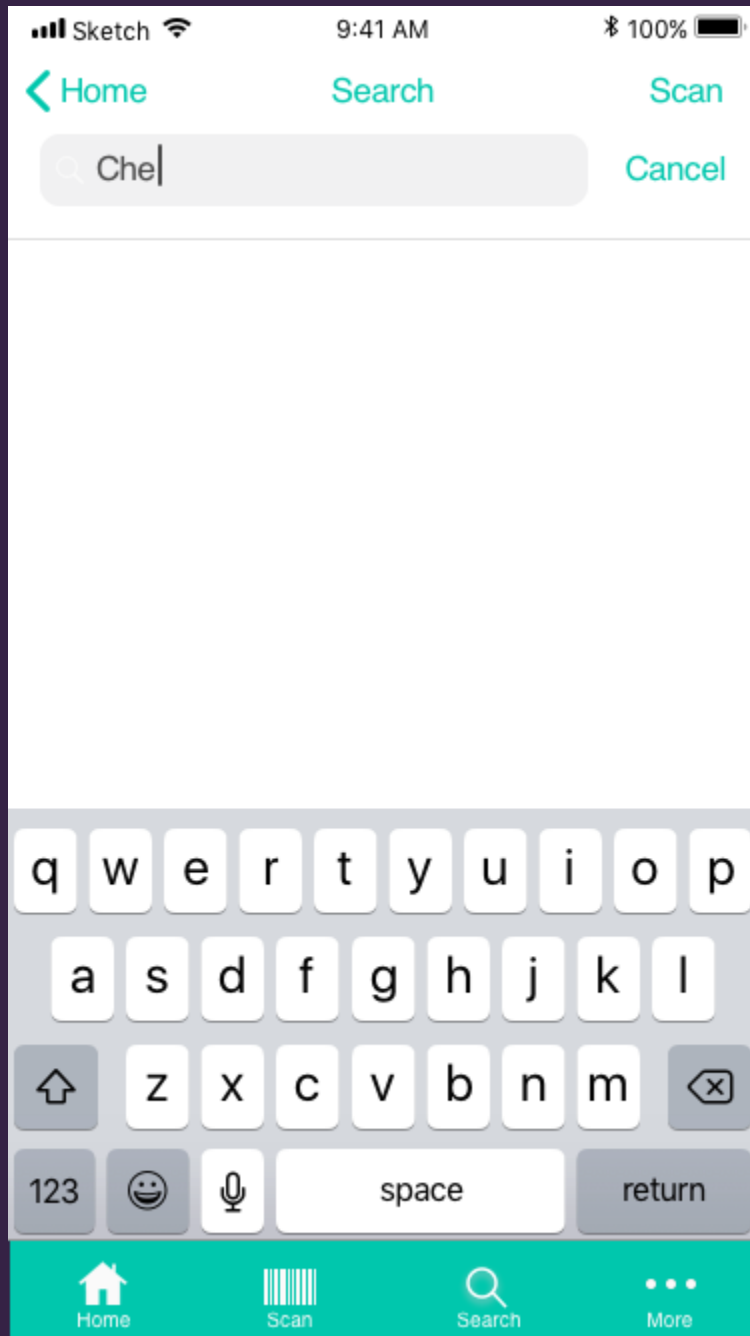
# SCAN TO COMPARE

## COMPARE PRODUCTS (PREVIOUS SCAN STILL VISIBLE)



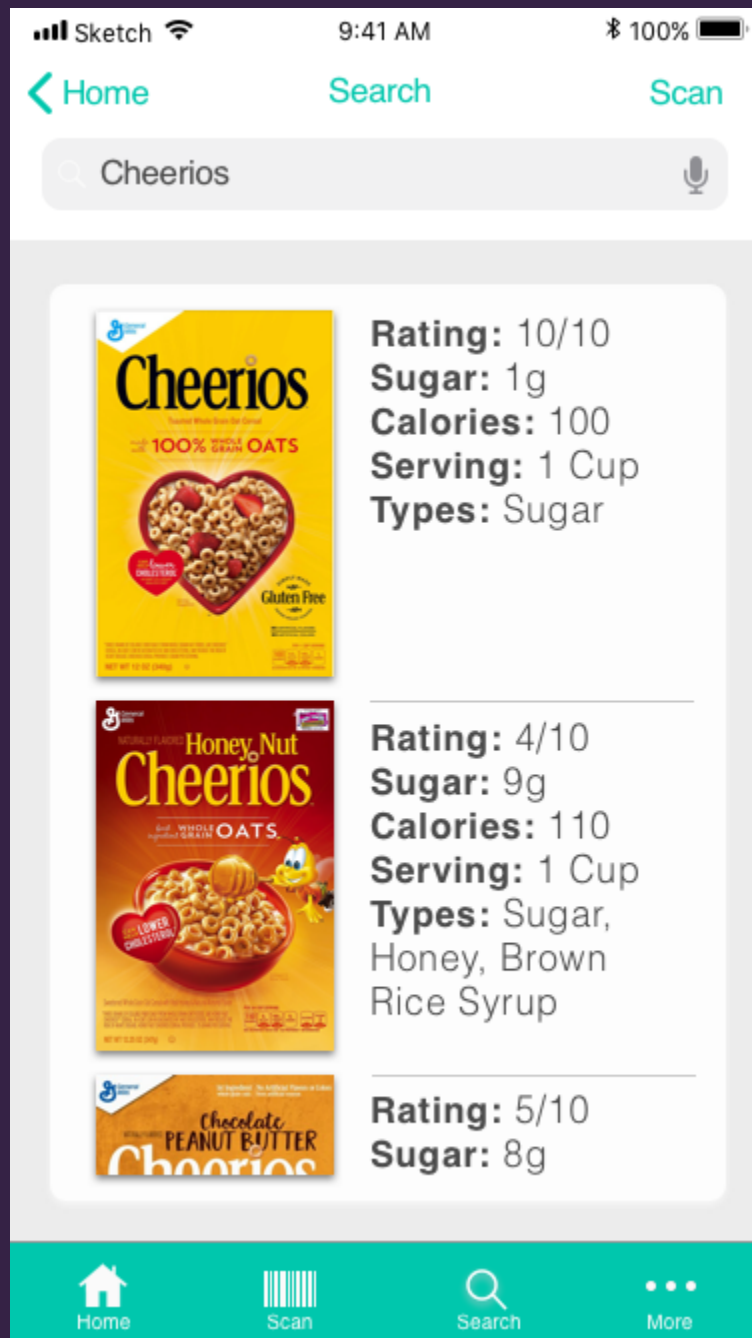
# COMPARE RESULTS

RECOMMENDATION,  
NUTRITION, AND  
JUSTIFICATION



# SEARCH

## START TYPING

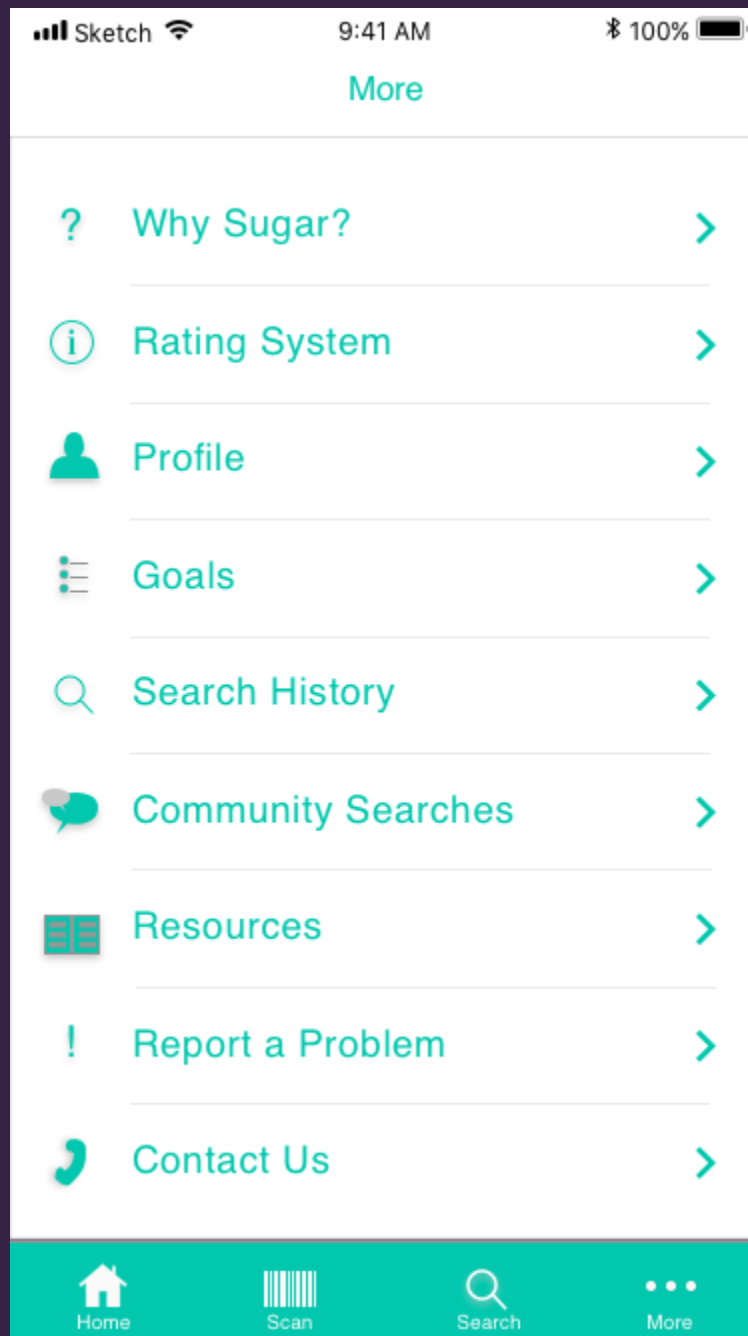


# SEARCH RESULTS

VIEW OPTIONS AND QUICK INFORMATION

# MORE

**ACCESS TO  
RESOURCES,  
HISTORY, AND  
PROFILE**





# NEXT STEPS

- Meet with Registered Dietician to develop ranking system
- Focus groups with young parents and millenials
- Program the app
- Expand the scope
- Media campaign to gain momentum

# WHAT I LEARNED

- Obesity requires multi-sector solutions
- Smartphone apps and technology have great potential
- Marketing is influential and policy has not caught up
- Digital design is challenging, but rewarding
- I want to learn more about behavior versus education

# THANK YOU

JANINE DENNEY-MAZZILLI

