

Name of project: Sharing is Caring

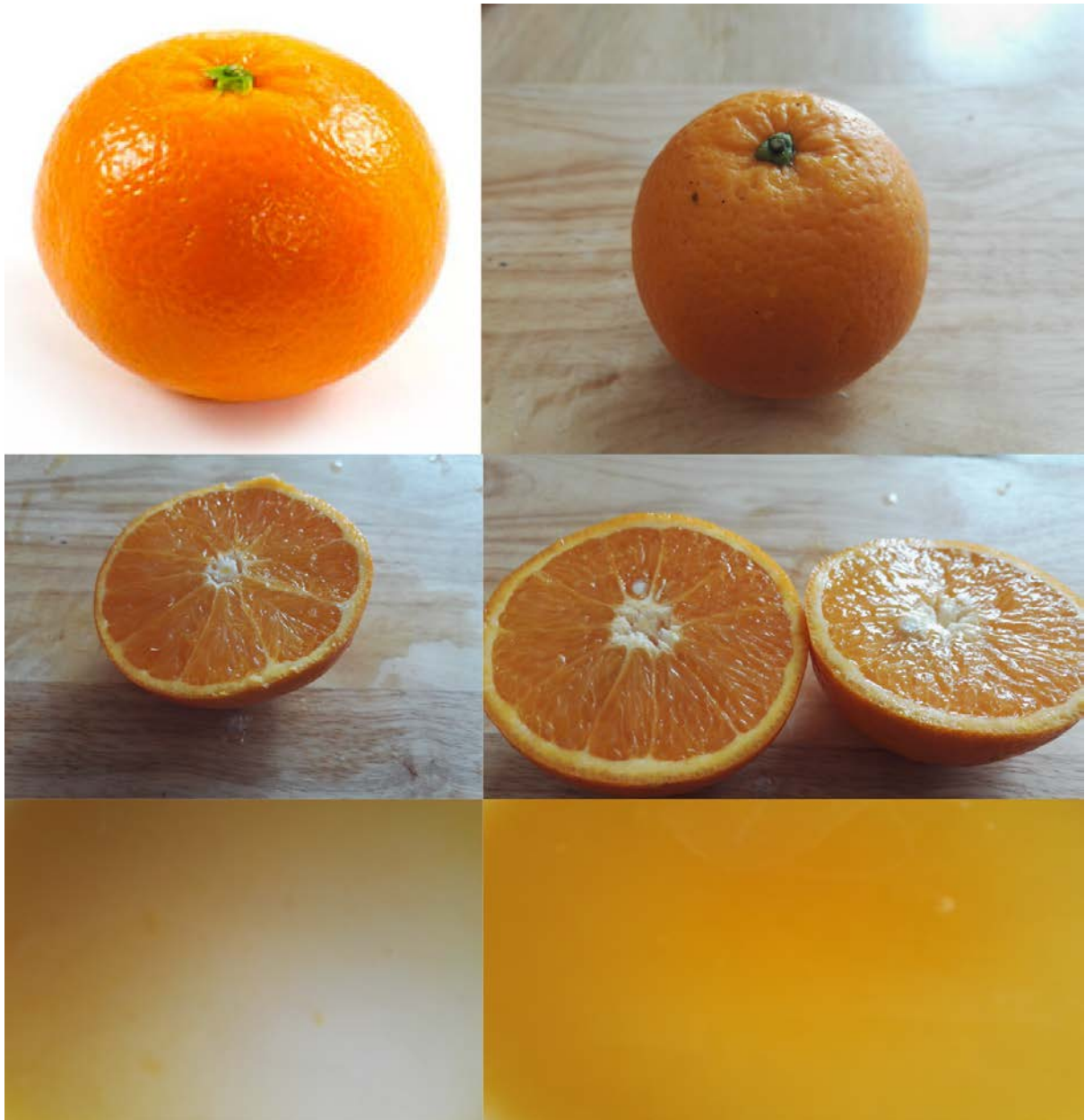
Name of my Organisation: Boycott GMO

My audience is people age 18 to 74. That age group usually do their own shopping and prepare meal for themselves. They also use internet most and have jobs. Most of them will be able afford organic foods.

<https://www.ons.gov.uk/businessindustryandtrade/itandinternetindustry/bulletins/internetusers/2016>

## Primary Research

Those images are from my primary research. Left hand side images are GMO and right hand side is organic. In my primary search, I have discover that organic fruits have better wonderful smell, better test, high quality color, texture and shape. On the other hand, GMO fruits is completely opposite of organic fruits. Organic fruits are heavier in weight than GMO.



## Secondary Research

Eating genetically modified corn (GM corn) and consuming trace levels of Monsanto's Roundup chemical fertilizer caused rats to develop horrifying tumors, widespread organ damage, and premature death. That's the conclusion of a shocking new study that looked at the long-term effects of consuming GMO Food.

[The study, led by Gilles-Eric Seralini of the University of Caen, was the first ever study to examine the long-term (lifetime) effects of eating GMOs.]

The above fact has been backed up by King's College London. "This research shows an extraordinary number of tumors developing earlier and more aggressively - particularly in female animals. I am shocked by the extreme negative health impacts."

[Dr Michael Antoniou, molecular biologist, King's College London.]

Organic food has more of the antioxidant compounds linked to better health than regular food, and lower levels of toxic metals and pesticides, according to the most comprehensive scientific analysis to date.

The team, led by Prof Carlo Leifert at Newcastle University, concludes that there are "statistically significant, meaningful" differences, with a range of antioxidants being "substantially higher" – between 19% and 69% – in organic food. It is the first study to demonstrate clear and wide-ranging differences between organic and conventional fruits, vegetables and cereals. Organic food has more of the antioxidant compounds linked to better health than regular food, and lower levels of toxic metals and pesticides, according to the most comprehensive scientific analysis to date.

## Wireframe, Moodboard and visual design

LOGO

title

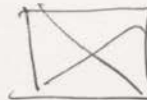


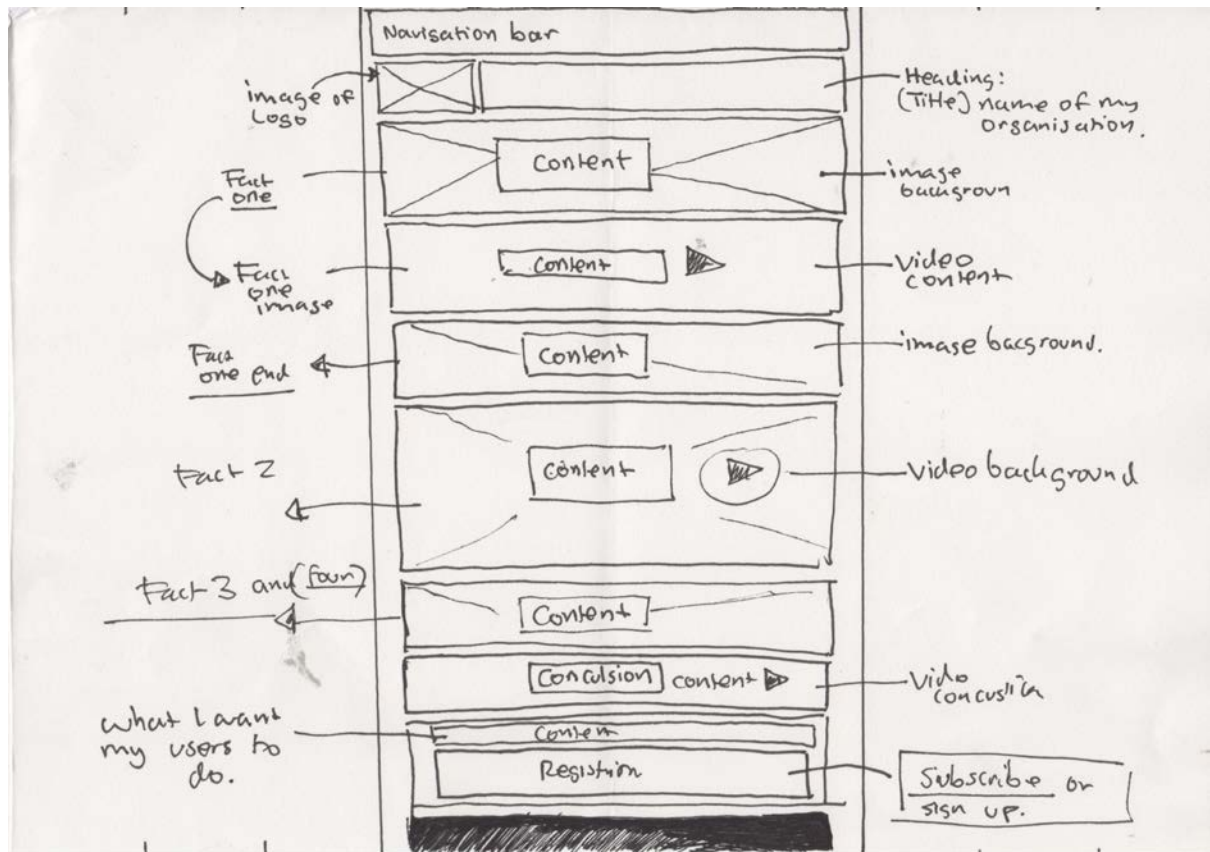
Stories

Event

Sign of Petitions.

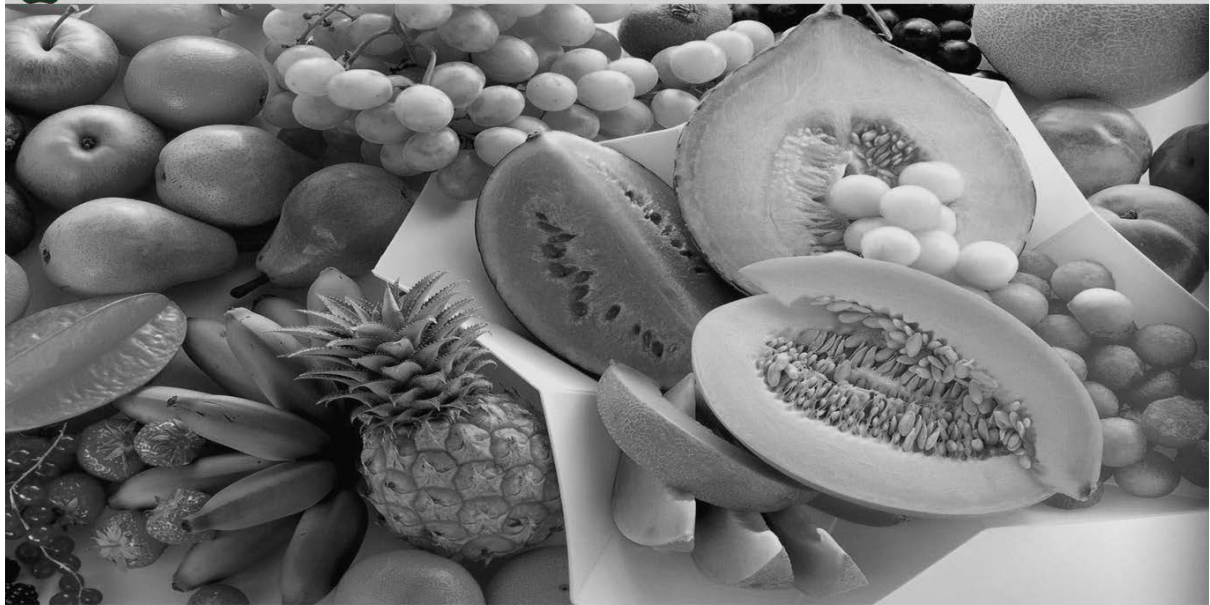
About US







**WE WANT ORGANIC BOYCOTT GMO**



I have done some hand drawn wireframe and visual design by using Adobe creative softwares to get some general ideas of UX and UI of my website.

I have created a Moodboard and consider different website to get inspirations. I have tried my best within time I had to create modern website for my project.

<https://www.kitkat.com/android/#/home>

<http://www.bistroagency.cz/work/skoda-4x4/web/#vyhody>

<http://spacetimelabs.co/#creative-agency-for-science>

<https://trionndesign.com/>





Link to formative: <https://www.youtube.com/watch?v=BUt4KVVthqM>

Link to blog post:

<http://fourthfloor.raveweb.net/mhossain/2017/06/05/sharing-caring-boycott-gmo/>

<http://fourthfloor.raveweb.net/mhossain/2017/01/25/javascript/>

<http://fourthfloor.raveweb.net/mhossain/2017/05/08/web-development-y1-t3-personas/>

<http://fourthfloor.raveweb.net/mhossain/2017/01/24/sharing-is-caring/>

<http://fourthfloor.raveweb.net/mhossain/?p=280&preview=true>

<http://fourthfloor.raveweb.net/mhossain/?p=282&preview=true>

<http://fourthfloor.raveweb.net/mhossain/?p=284&preview=true>

<http://fourthfloor.raveweb.net/mhossain/2017/05/09/web-development-y1-t3-w5-design-is-about-making-a-website-look-good/>

<http://fourthfloor.raveweb.net/mhossain/?p=285&preview=true>

<http://fourthfloor.raveweb.net/mhossain/?p=286&preview=true>

<http://fourthfloor.raveweb.net/mhossain/?p=287&preview=true>

<http://fourthfloor.raveweb.net/mhossain/?p=288&preview=true>