



i'm lovin' it ?

McDonald's Nutrition Visualization

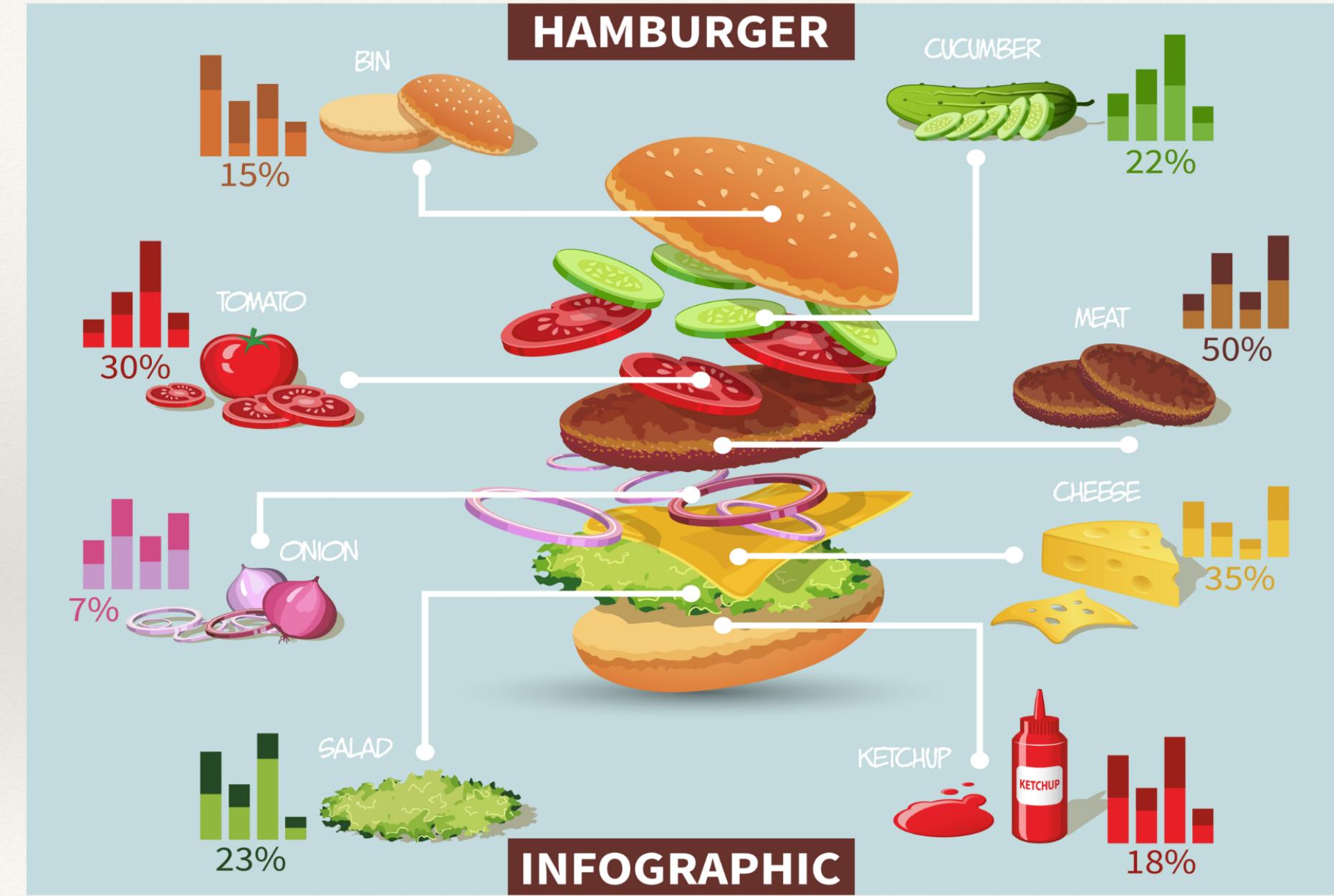
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Guang Li
Ting-Hsuan Lin



Is McDonald's Evil? Eating McDonald's
really that bad?

Why is our project interesting?





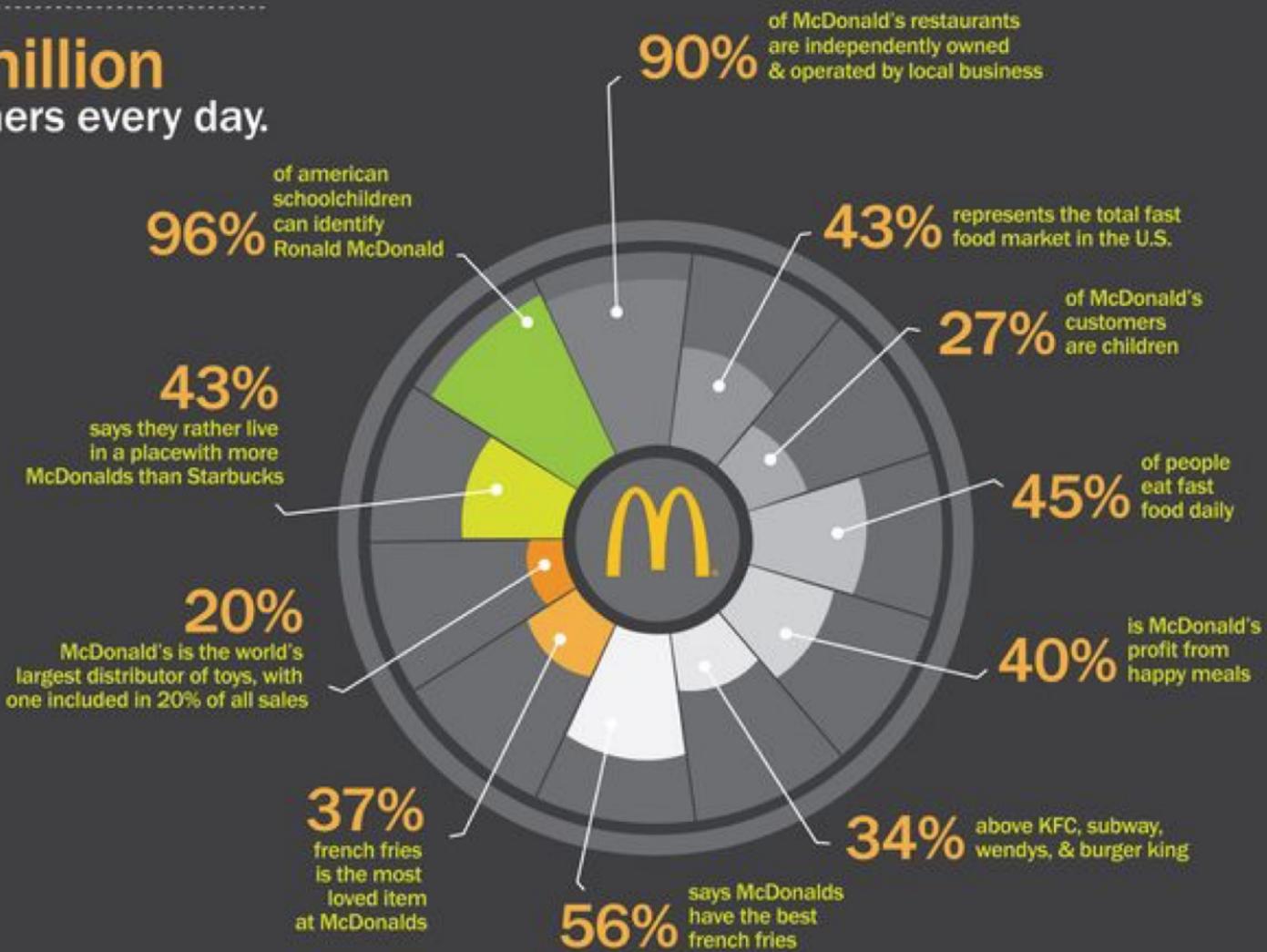


Who is the audience?

McDonald's Highlights

most loved items at mcdonald's

64 million
customers every day.



Why is our visualization useful and important?



Sample label for
Macaroni & Cheese

① Start Here →

② Check Calories

③ Limit these
Nutrients

④ Get Enough
of these
Nutrients

⑤ Footnote

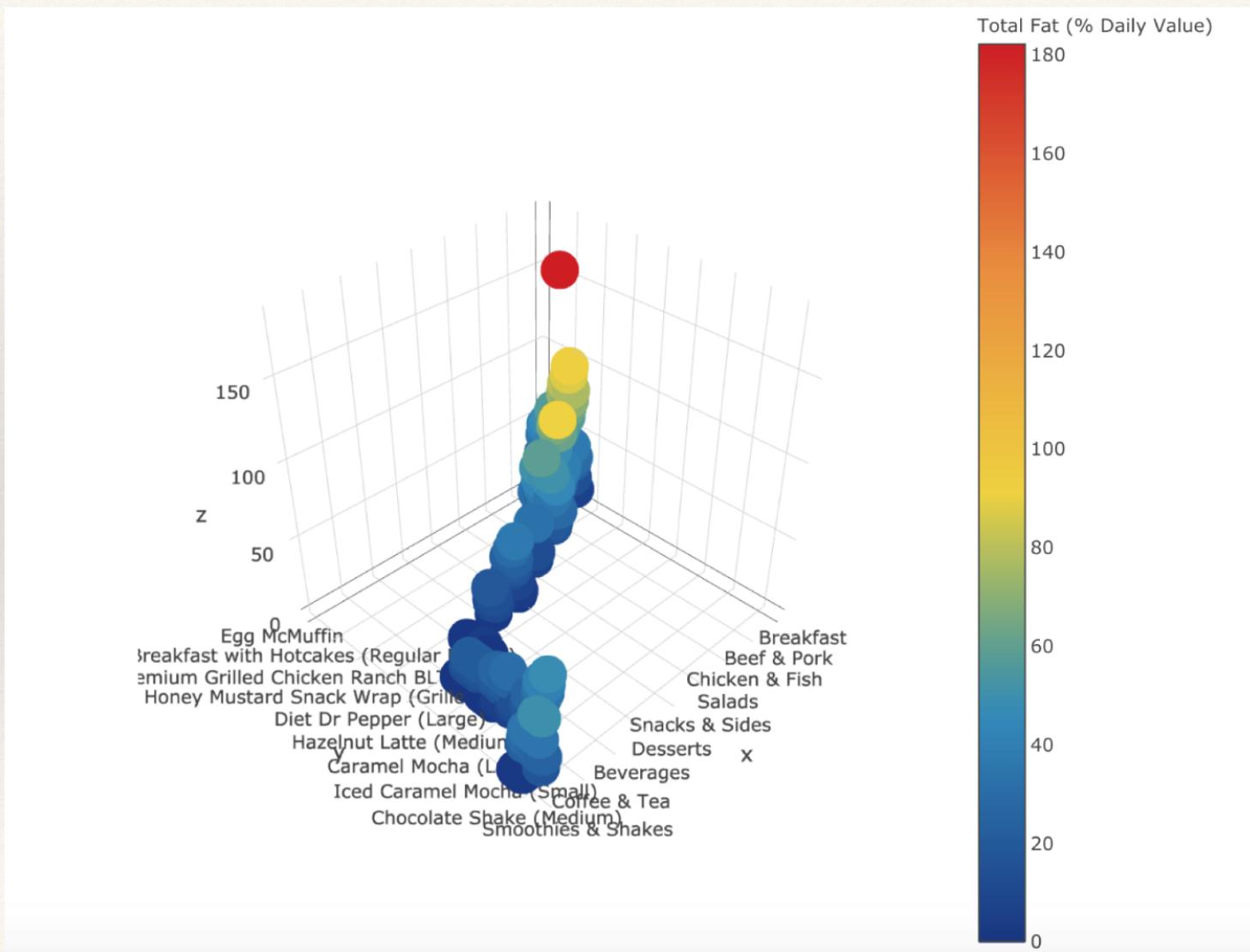
Nutrition Facts		
Serving Size 1 cup (228g) Servings Per Container 2		
Amount Per Serving		
Calories 250		Calories from Fat 110
Total Fat 12g		18%
Saturated Fat 3g		15%
Trans Fat 3g		
Cholesterol 30mg		10%
Sodium 470mg		20%
Total Carbohydrate 31g		10%
Dietary Fiber 0g		0%
Sugars 5g		
Protein 5g		
Vitamin A		4%
Vitamin C		2%
Calcium		20%
Iron		4%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.		
	Calories	2,000 2,500
Total Fat	Less than	65g 80g
Sat Fat	Less than	20g 25g
Cholesterol	Less than	300mg 300mg
Sodium	Less than	2,400mg 2,400mg
Total Carbohydrate		300g 375g
Dietary Fiber		25g 30g

⑥ Quick Guide
to % DV

- 5% or less
is Low
- 20% or more
is High



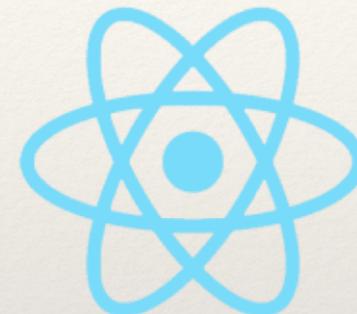
What others have done?



What are the technologies we plan to use?



Bootstrap



React



Data-Driven Documents

How do we Design/Build/Evaluate/Risk





HAMBURGERS

THE ECONOMICS OF AMERICA'S FAVORITE FOOD



● WHAT ARE AMERICANS SAYING
ABOUT THEIR FAVORITE BURGER?

■ HOW MUCH OF EACH INGREDIENT
IS CONSUMED ANNUALLY?

★ U.S. PRODUCTION AND VALUE
FOR EACH INGREDIENT ANNUALLY

● FAVORITE TYPE OF MUSTARD



41.3 MILLION POUNDS ★
OF MUSTARD VALUED AT
\$18.0 MILLION

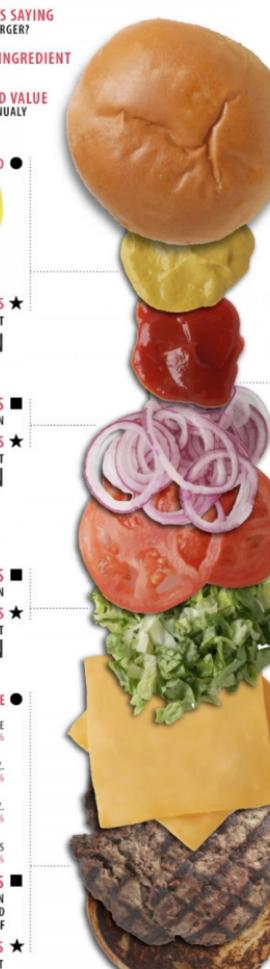
20.0 POUNDS ■
PER PERSON
7.4 MILLION POUNDS ★
OF ONIONS VALUED AT
\$843 MILLION

28.0 POUNDS ■
PER PERSON
9 BILLION POUNDS ★
OF LETTUCE VALUED AT
\$2.2 BILLION

● FAVORITE BURGER SIZE

7 OZ. OR MORE	32%
6 OZ.	16%
5 OZ.	28%
4 OZ. OR LESS	24%

61.2 POUNDS ■
PER PERSON
IN 2009, THE U.S. CONSUMED
26.9 BILLION LBS. OF BEEF
26.1 BILLION POUNDS ★
OF BEEF PRODUCED VALUED AT
\$2.2 BILLION
AMERICANS SPEND \$270 PER
PERSON ON BEEF EACH YEAR.



● FAVORITE BURGER BUN

POTATO ROLL	31%
SESAME SEEDS	23%
WHITE	16%
KAISER ROLL	10%
BRIOCHÉ	9%
OTHER	5%
CIABATTA	3%
ENGLISH MUFFIN	3%

■ 134.6 POUNDS PER PERSON
★ ONE BILLION BUSHELS
USED FOR FLOUR VALUED AT
\$6.64 BILLION

■ 71 POUNDS
PER PERSON
★ 12 MILLION TONS
OF KETCHUP VALUED AT
\$901 MILLION

■ 20.3 POUNDS
PER PERSON
★ 14 MILLION TONS
OF TOMATOES VALUED AT
\$1.2 BILLION

● FAVORITE CHEESE

AMERICAN	32%
CHEDAR	31%
PEPPER JACK	9%
BLUE	9%
SWISS	8%
Gouda	3%
PROVOLONE	2%
GOAT	2%
MOZZARELLA	1%
MONTEREY JACK	1%

■ 32.4 POUNDS
PER PERSON
★ 10.1 BILLION POUNDS
OF CHEESE VALUED AT
\$14 BILLION

SOURCES: ANT.SERIOUSESATS.COM ● AGMRC.ORG ■ ERS.USDA.GOV ★ USDA.MANHIB.CORNELL.EDU PHOTO: JIMMY PHAM



Cheeseburger

Chicken McNuggets
(6 pièces)

	100g/ml	portion
kcal	15%	300
Proteïnes	21%	16g
Lipides	19%	13g
Glucides	11%	30g
Sel	34%	1.7g
Graisses	27%	6g
Sucres	7%	7g
Fibres	8%	2g

	100g/ml	portion
Calories	13%	250
Proteïnes	23%	17g
Lipides	19%	13g
Glucides	6%	16g
Sel	26%	1.3g
Graisses	9%	2g
Sucres	0%	0g
Fibres	4%	1g



480	Calories	25 g	Protein	24 g	Fat	43 g	Carbs	910 mg	Sodium
					(37%)		(14%)		(38%)



440	Calories	27 g	Protein	22 g	Fat	35 g	Carbs	1110 mg	Sodium
					(34%)		(12%)		(46%)

Timeline

