

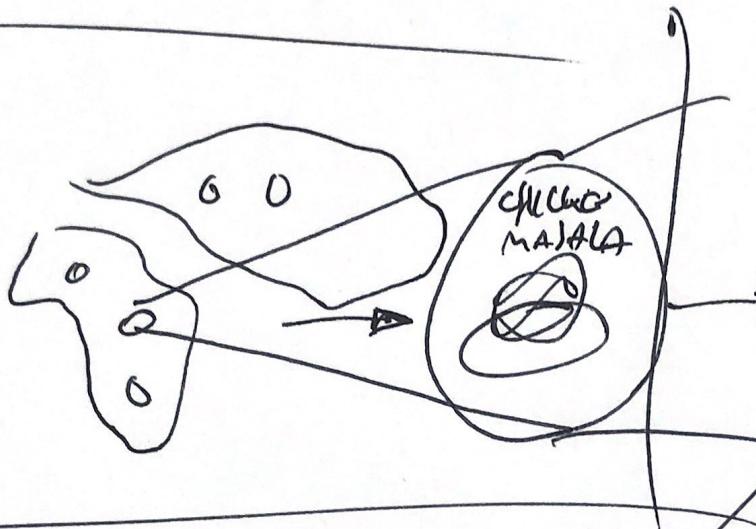
2018

C2: Design Ideation

FOOD FOR THOUGHT

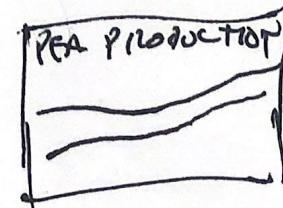
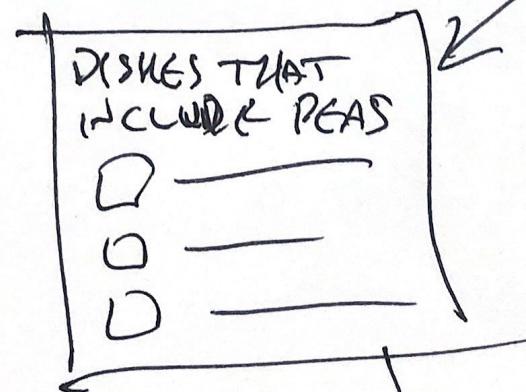
SUMAN BHAGAVATHULA, MONIQUE BI, IAN L PAGE-ECHOLS,
ANKIT TANDON, YEVA TYNKOVA

Brainstorming Pages



47% PROTEIN
25% CARBS
10% SUGARS

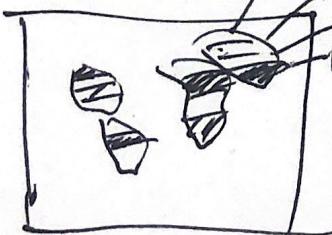
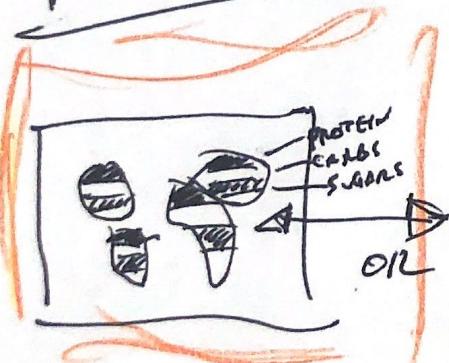
CHICKEN
CARROTS
PEAS

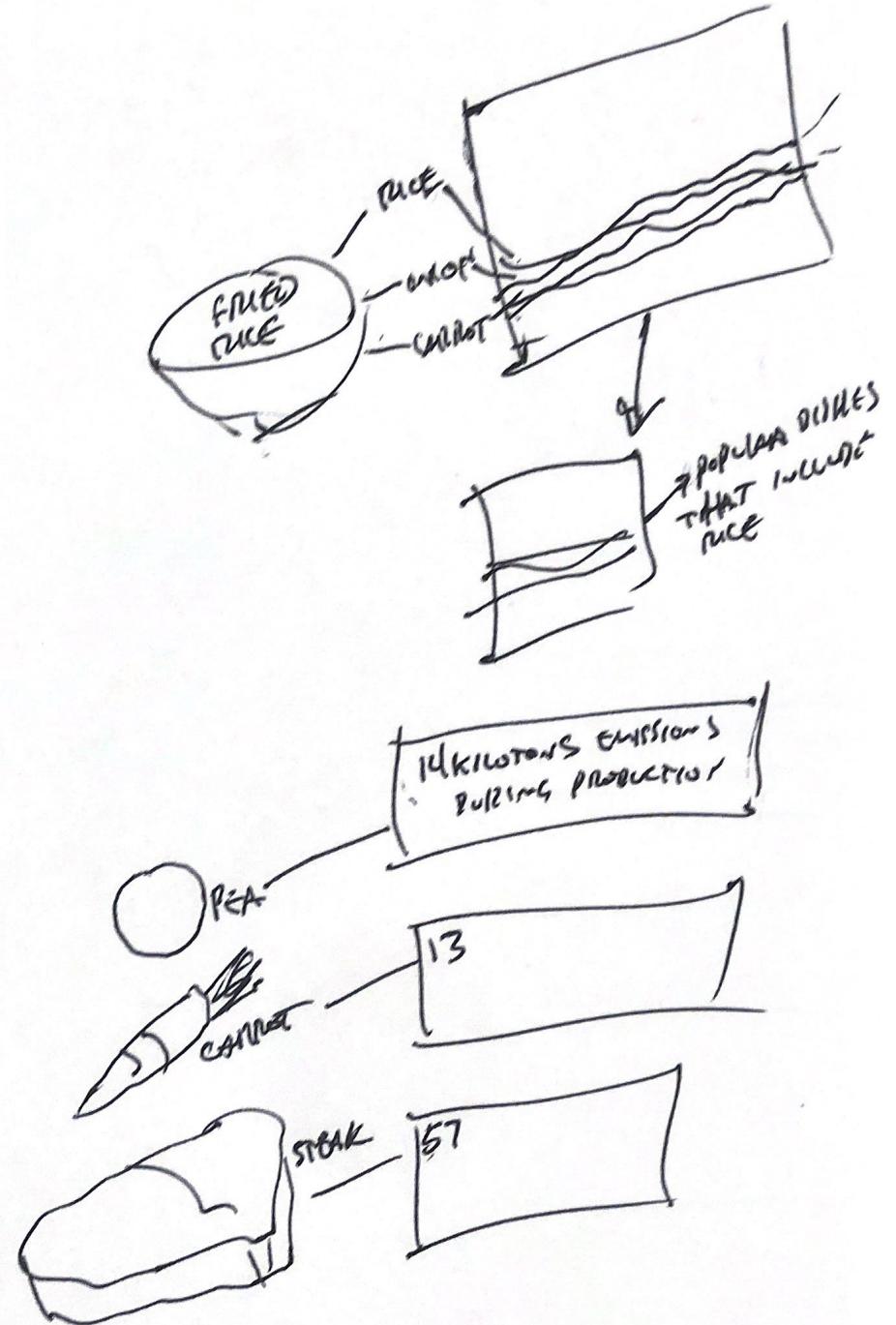
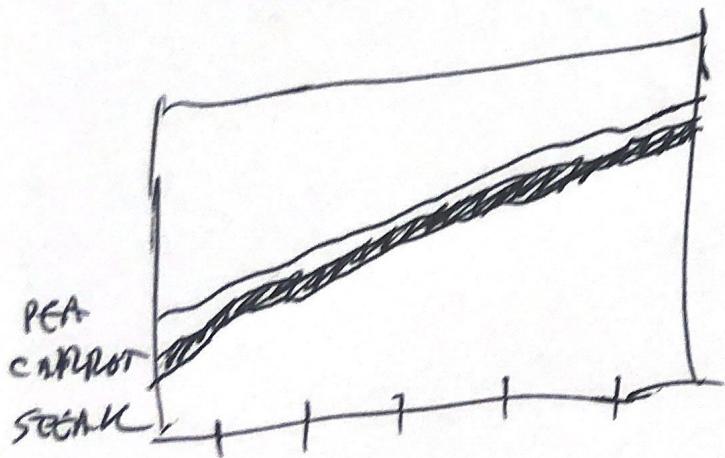


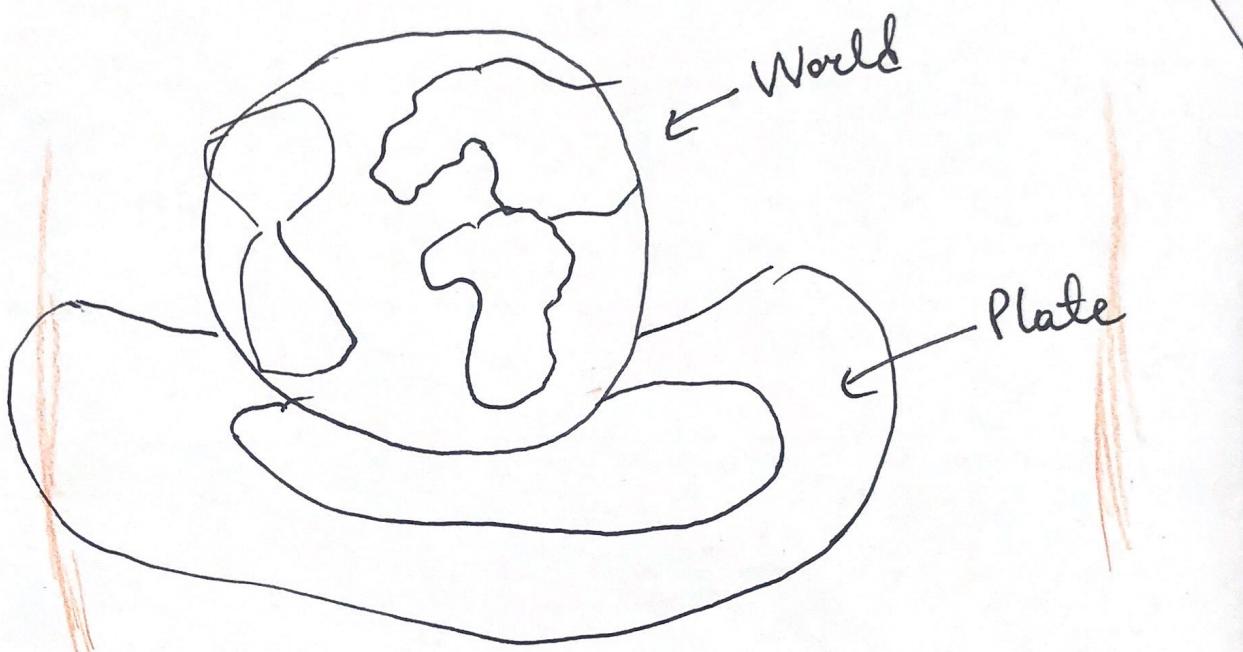
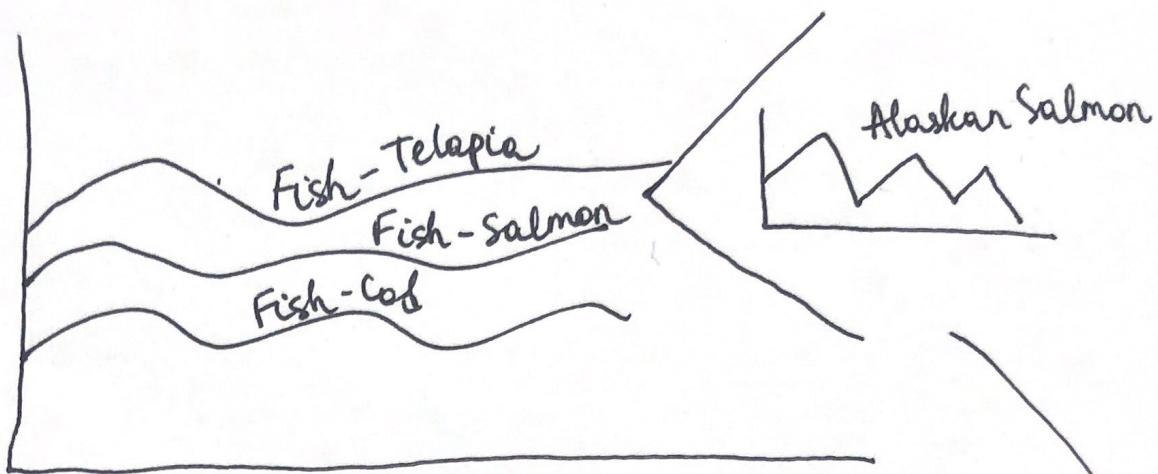
WHEAT
RICE
CARROTS
PEAS
MAYON
CROPS

PREVALENCE OF THIS DISH
PREDOMINANCE OF THE SAME INGREDIENTS

EMISSIONS

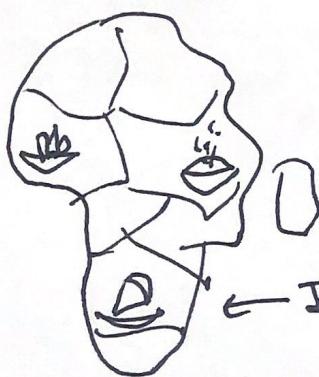






Zoom on
a continent

Africa

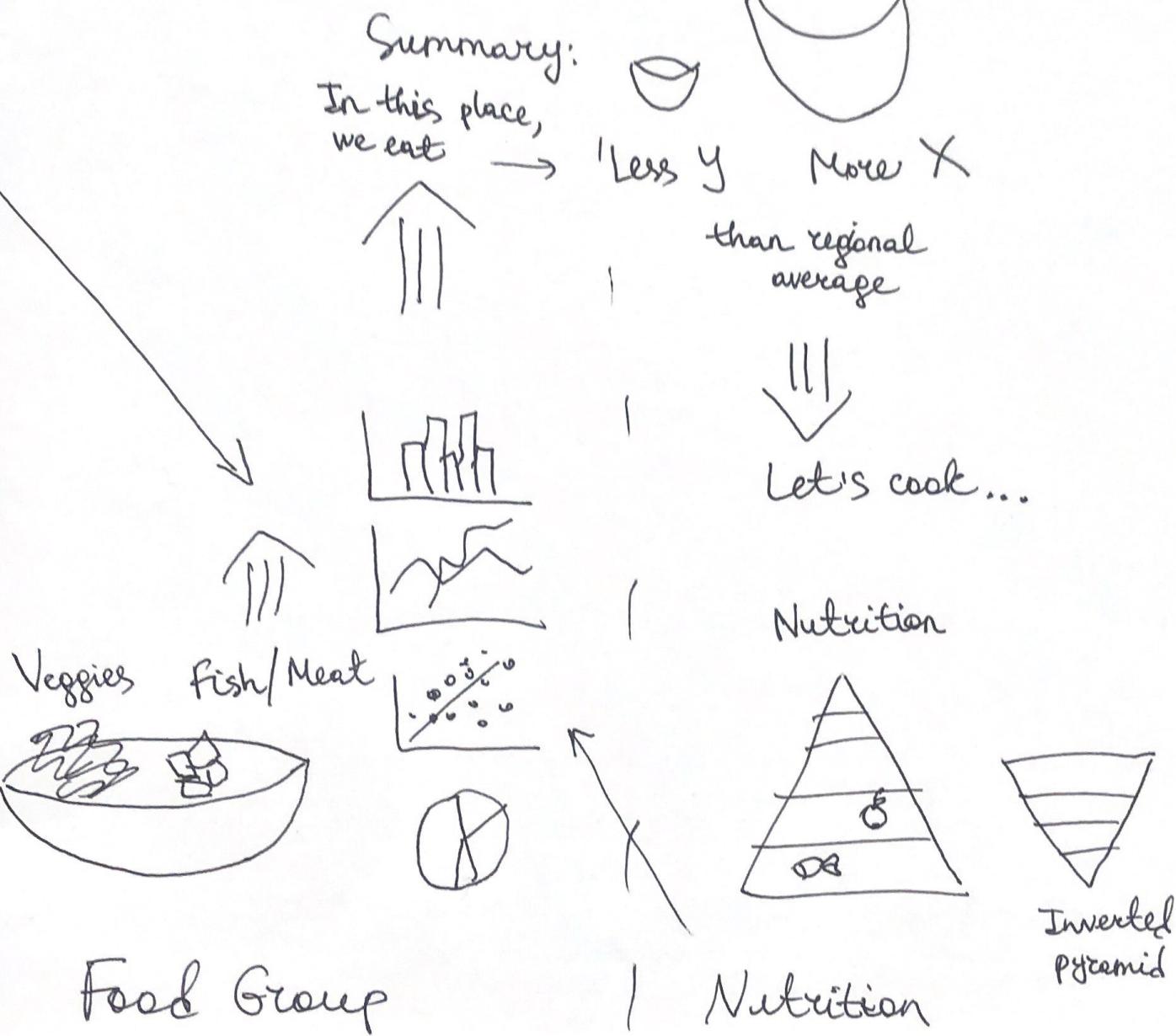


Individual
plates

Zoom
on a plate

Country

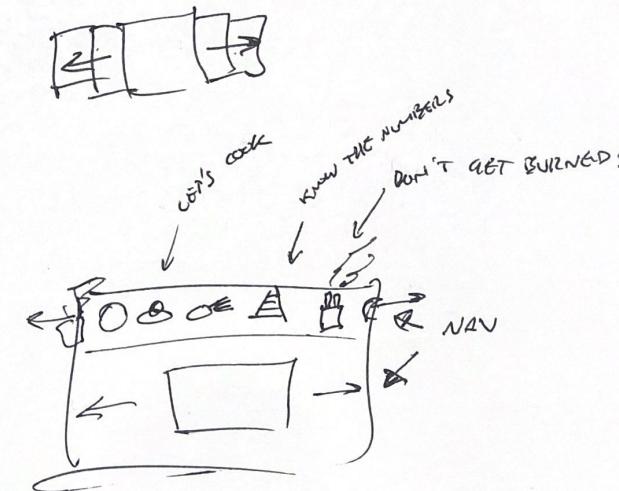
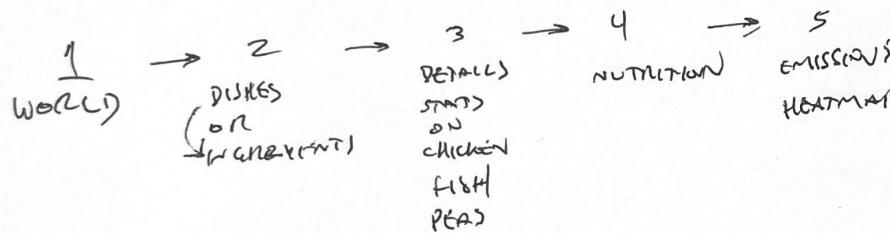
Food for Thought: The World on a Plate



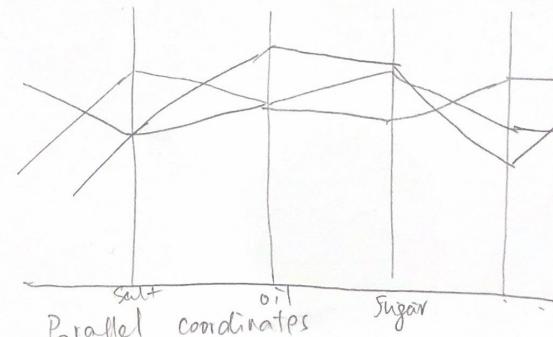
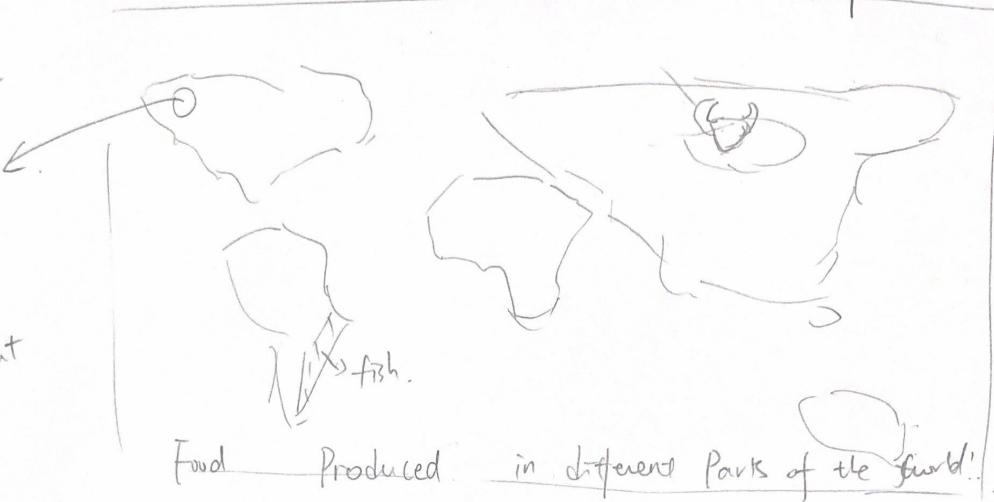
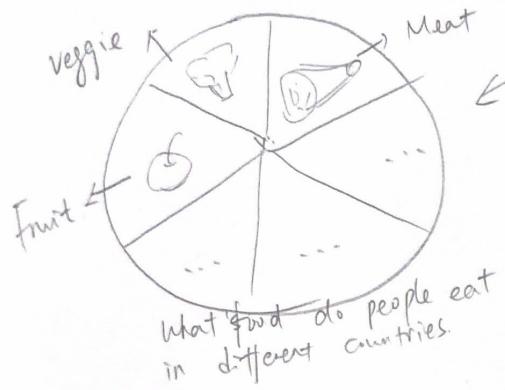
FLOW - WORLD → COUNTRY → DISH → INGREDIENTS → EMISSIONS
 SPIDER - COUNTRY SHOWING INGREDIENTS
 GLOBE at PLATE (ENTRY)

HEATMAP for EMISSIONS OF INGREDIENTS
 OIL DISHES

COUNTRY - EITHER POPULAR DISHES OR INGREDIENTS

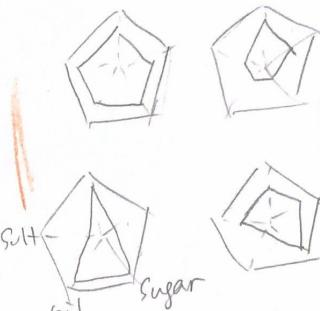
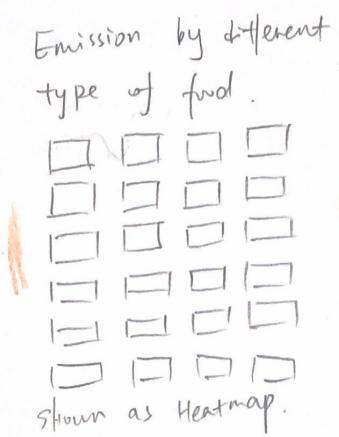


Food For Thoughts.

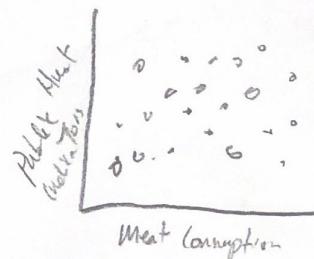
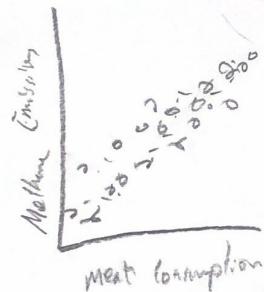
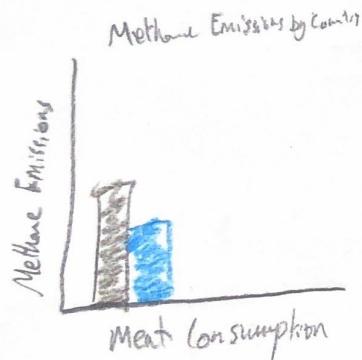
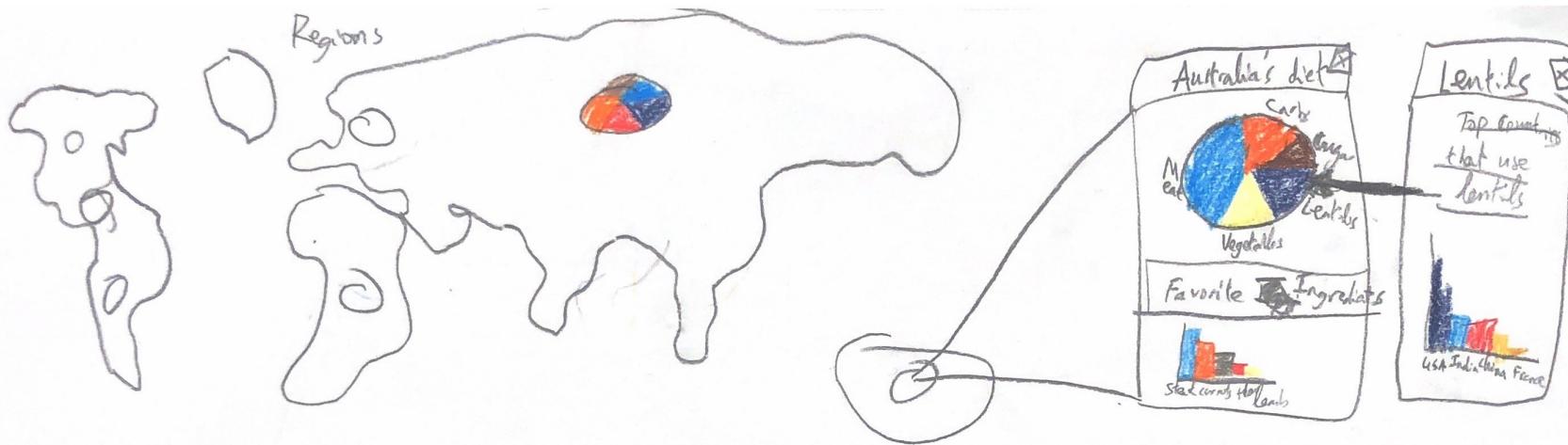


Show % of ingredients used by country.

Grouped by income level / Region



Behavior Profiles by country

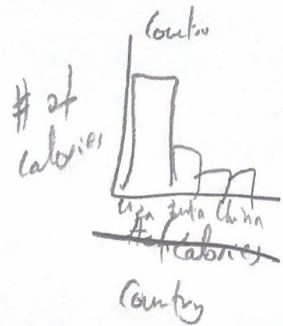
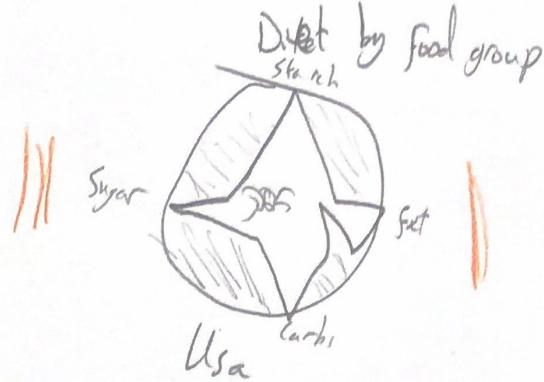
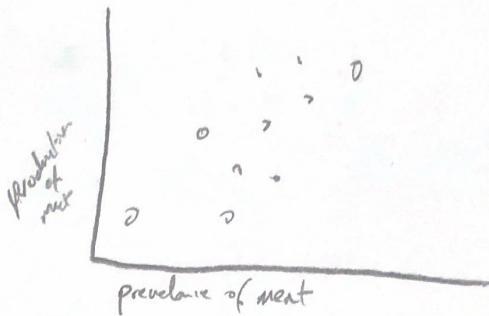


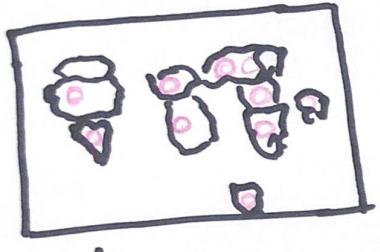
eggs cheese broiled meat
Ingredients



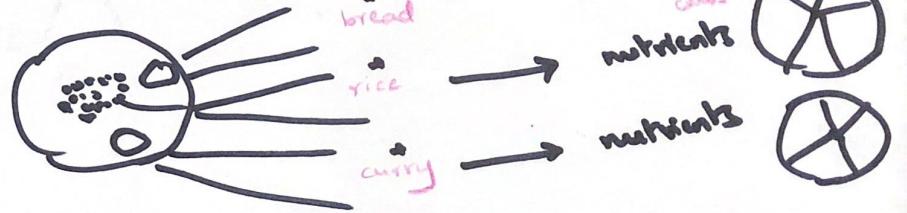
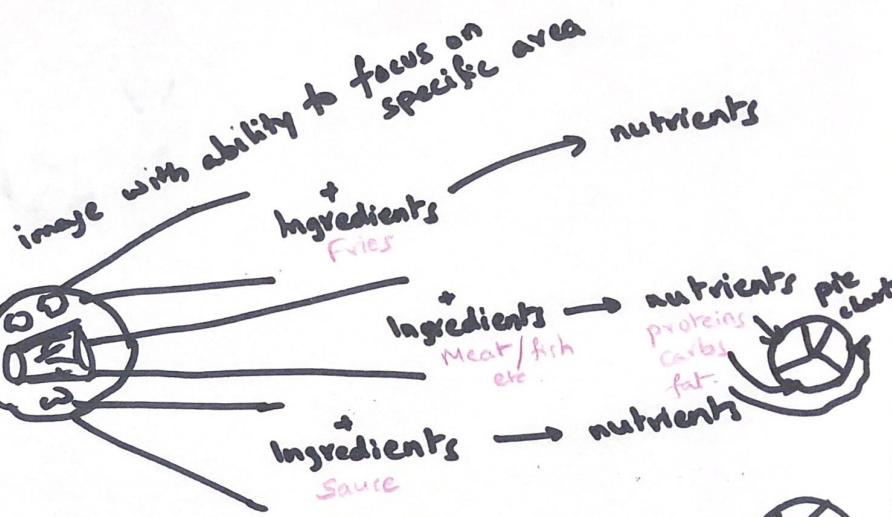
Carbs fat starch

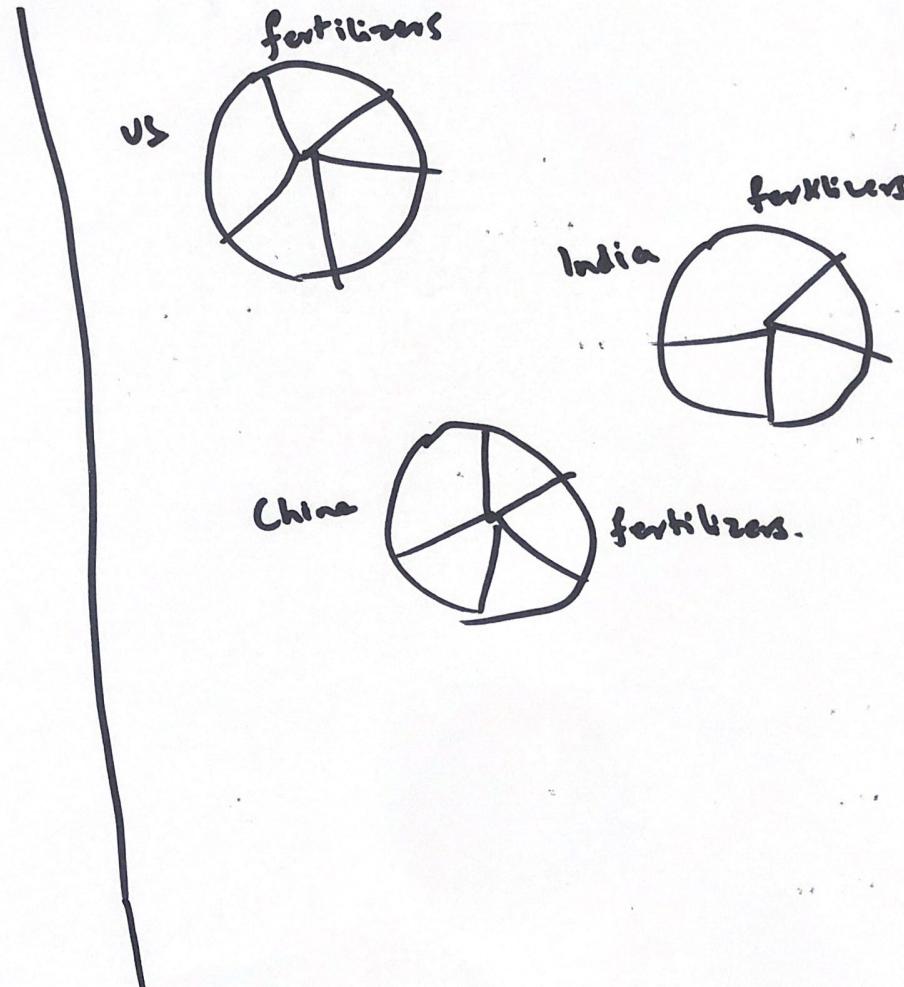
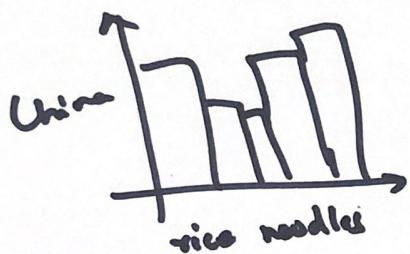
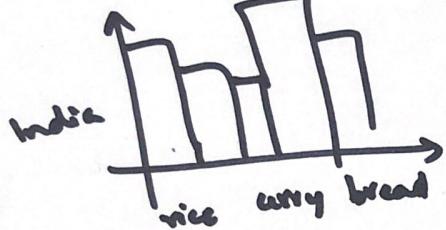
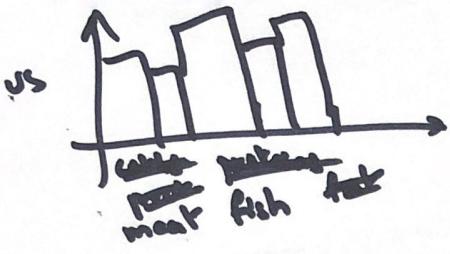
Prevalence of ingredients in recipes vs. production of ingredient





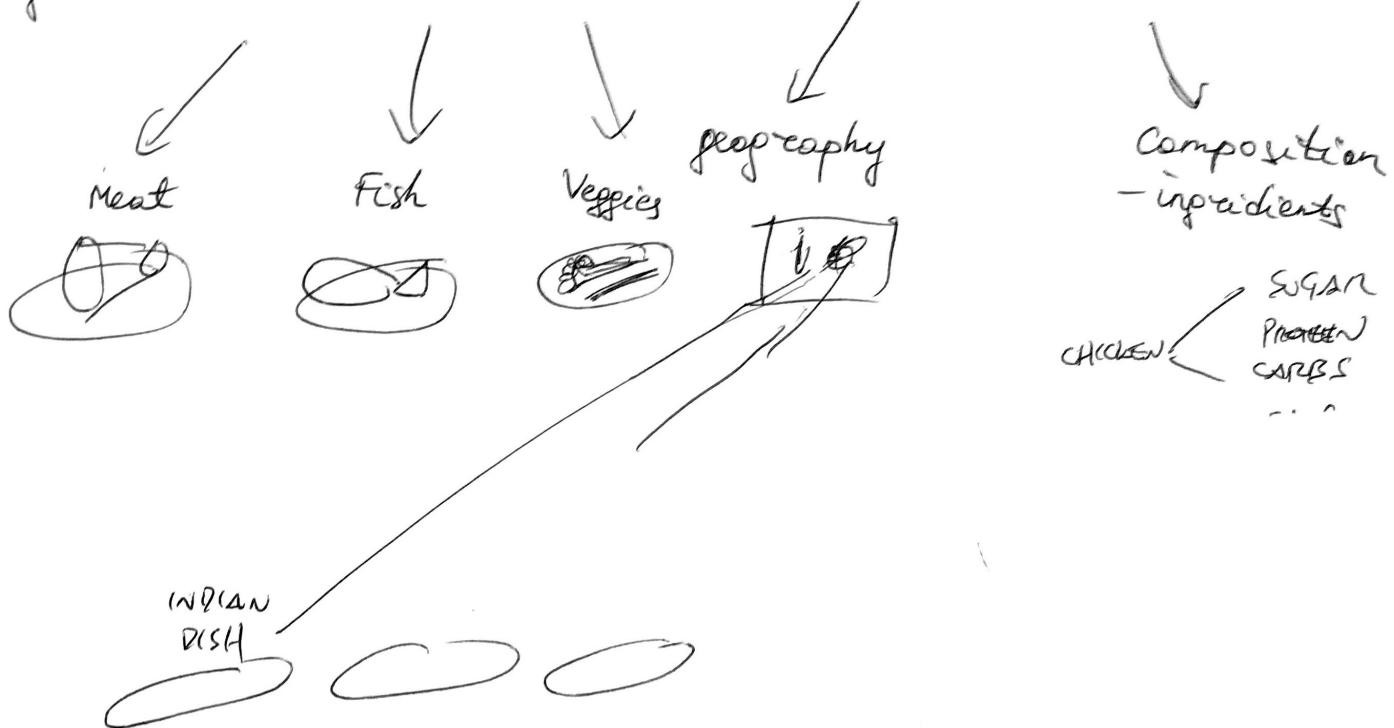
- + Americas
 - + Canada
 - + US
 - + Mexico
 - Latam
- + Europe/UK
- Russia
- Africa
- + Asia
 - + India
 - + China
- + Australia





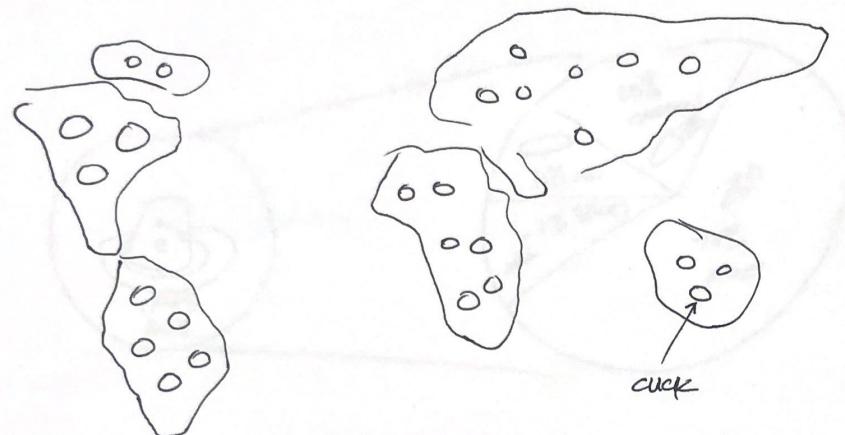
We mean what's for dinner?

Food for thought: what's on your plate? Where does it come from?

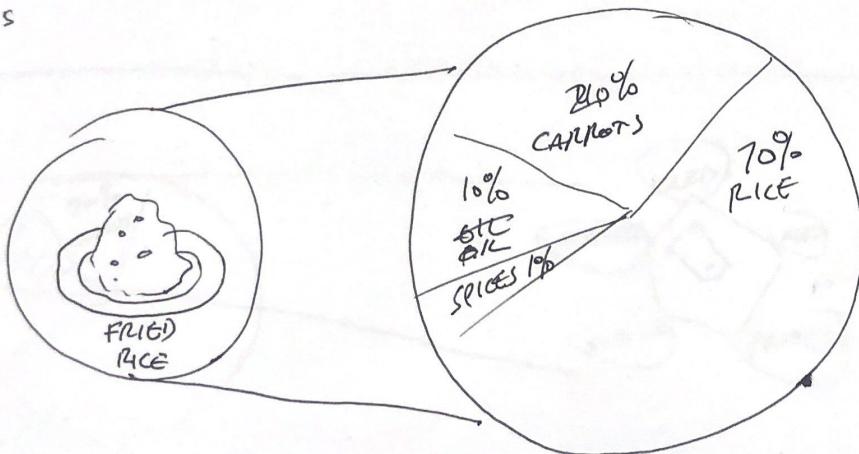


Design Sheets

LAYOUT



Focus



TEAM : Feed for Thought

Sheet : 2

Task: Taking a user from the geographic overview to a specific dish and its ingredient breakdown

OPERATIONS / TASKS

SELECTING A DISH PREVALENT TO A REGION

- Click
- Zoom in/out
- Hover
- Pan
- Focus & context

All the above operations should help a user explore the ingredient-level components of a plate.

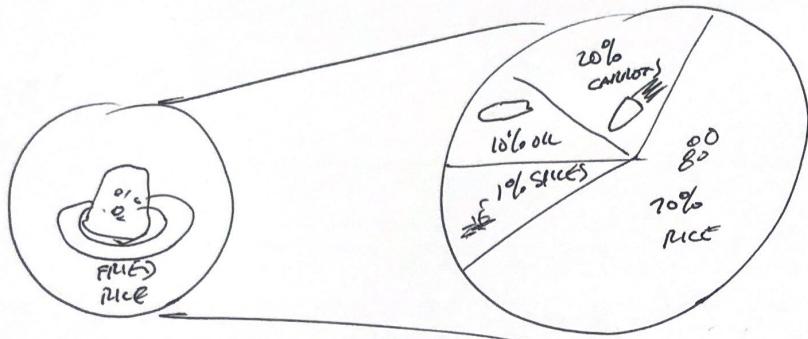
DISCUSSION / DATA / USE CASE TAKEN AWAY

- Algorithms
- Math
- Conditional logic
- Lookups
- Filtering

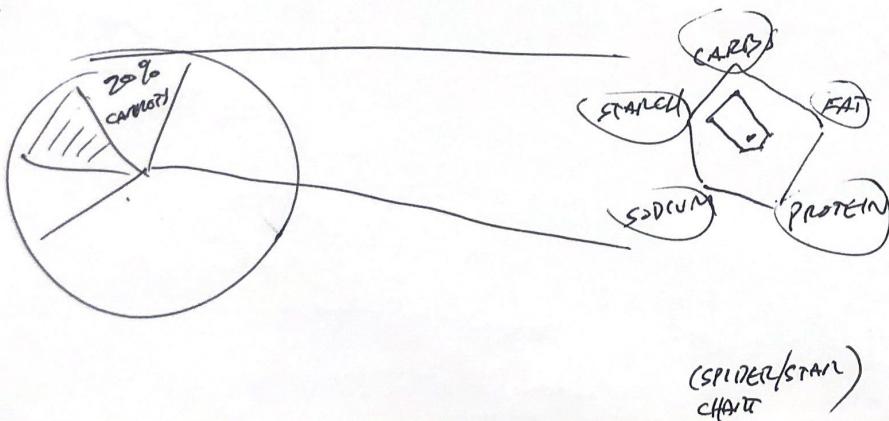
More detailed understanding of ingredient composition of a dish + interactive exploration.

* Potential lack of data \Rightarrow filtering

Layout



Focus



Team: Food for thought

Sheet: 3

Task: Drilling down from ingredient information to food groups.

Operations/tasks

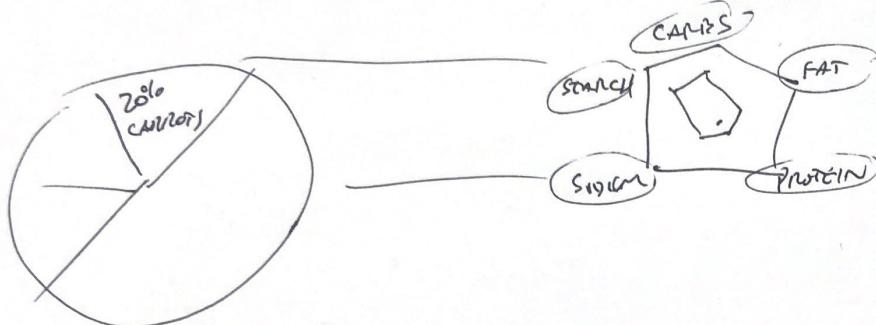
Click on a specific part of the pie chart to drill down into a spider chart showing the food group view for the specific ingredient.

Detail/Discussion/User takeaway

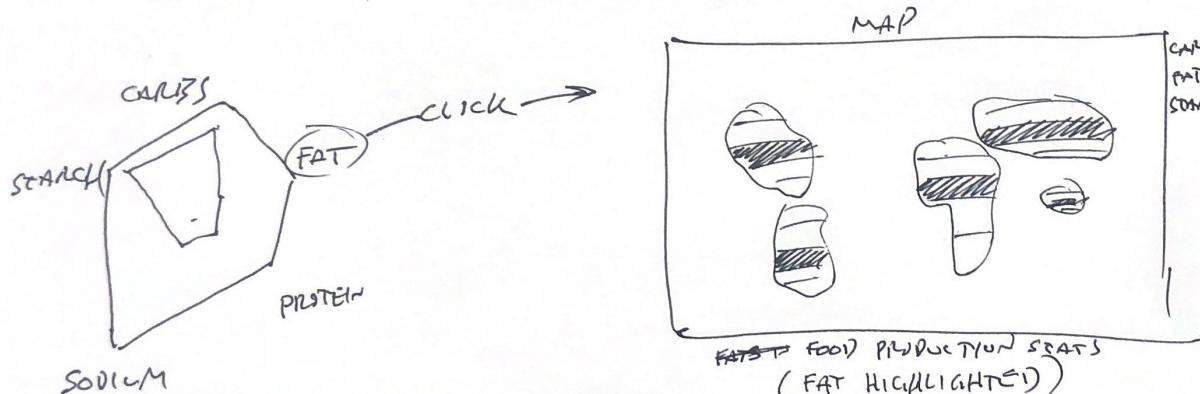
x Potential lack of food group information at all ingredient levels.

x Potential lack of percentage information of each food group

layout



Focus



TEAM Food for Thought SHEET 4

TASK: TAKING A USER FROM FOOD GROUP VIEW TO A GEOGRAPHIC DEPICTION OF FOOD PRODUCTION STATISTICS.

OPERATIONS

CLICK

ZOOM IN/OUT

HOVER

PAN

FOCUS & CONTEXT

DETAIL / DISCUSSION / USER TAKEAWAY

- Algorithms

- Math

- Potential lack of data

- A user will explore global consumption patterns per food group.

- Avoiding redundancy in map representation.