

In most foods but bad in excess or may need to be monitored

Sugar

Sodium

Fats

Carbohydrates

Artificial
trans fats

GMOs

Artificial
coloring

Artificial
sweetener

Genetically
engineered or
human altered food
that could be
nondisclosed to the
consumer

What is actually in your food?

Problem Statement

Our users are frustrated because many of their everyday food products contain unhealthy ingredients and they feel like major food companies are manipulating them. Our solution should provide users with the information to be more knowledgeable when selecting their future food supplies.

healthy
options

sugar--
Stevia

fats--jam
on bread

carbs rooted
from chips-
kale

Serving sizes /
servings per
container

daily
percentage
values

mystery
ingredients

what
nutrients a
food is low in,
has a good
amount of,
and high in

Which
nutrients do
you want
more / less of

Interpreting the
nutrition facts label

