**[Killers in Food]**

Website Proposal

| **Context** |
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| As technology rapidly evolves across industries, our interference and engineering in the food sector is no exception. Throughout the decades, foods have been artificially altered to include controversial and dangerous chemicals and ingredients at the expense of our health for purposes that serve the producers. These purposes include shelf life, presentation, taste, and more. However, these advances are being made at the cost of our health such that they contribute to the development of diseases such as cancers, high blood pressure, diabetes, cardiovascular disease, death, and so much more. Common ingredients that cause these include harmful artificial colors, artificial sweeteners, nitrates, and much more. Furthermore, many people are not aware either of their existences or the gravity of the issues these ingredients produce, and therefore the spread of awareness and advocation against these ingredients need to be promoted. |

| **Purpose** |
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| The purpose of this website is to:   * Inform the public that what they consume everyday could be the reason for premature death and sickness in our society, and to identify these foods/ingredients. * Offer alternatives on how to pick the right food for consumption that doesn’t include these ingredients. |

| **Stakeholders** |
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| **Direct stakeholders:**   * Consumers * Food industry * Health professional   **Indirect stakeholders**   * Communities * Policy makers |

| **Benefits for Stakeholders** |
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| :   * The direct stakeholders will benefit from the website by learning from the site, they will be able to make better choices to improve their diets and quality of life. * Indirect stakeholders will benefit by the effects of the movement the website supports, growing stronger from people leading healthier lives. |

| **Corresponding Values** |
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| Our websites addresses the human welfare issue of physical health. The issue in focus is that food companies are harming our health at the expense of profit and our website exposes the many ways it’s being done and provides the stakeholders information on how to avoid said harm. |

| **Information Requirements** |
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| * Ingredients that are harmful to consumers * Companies that are including these ingredients in their products * The harmful effects these ingredients have on the consumers * Common products that have these ingredients * Categories of food that often include these ingredients |

| **Wireframes** |
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**References**

https://www.ewg.org/consumer-guides/ewgs-dirty-dozen-guide-food-chemicals-top-12-avoid