

Eating Disorder Web Deisgn

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Agenda



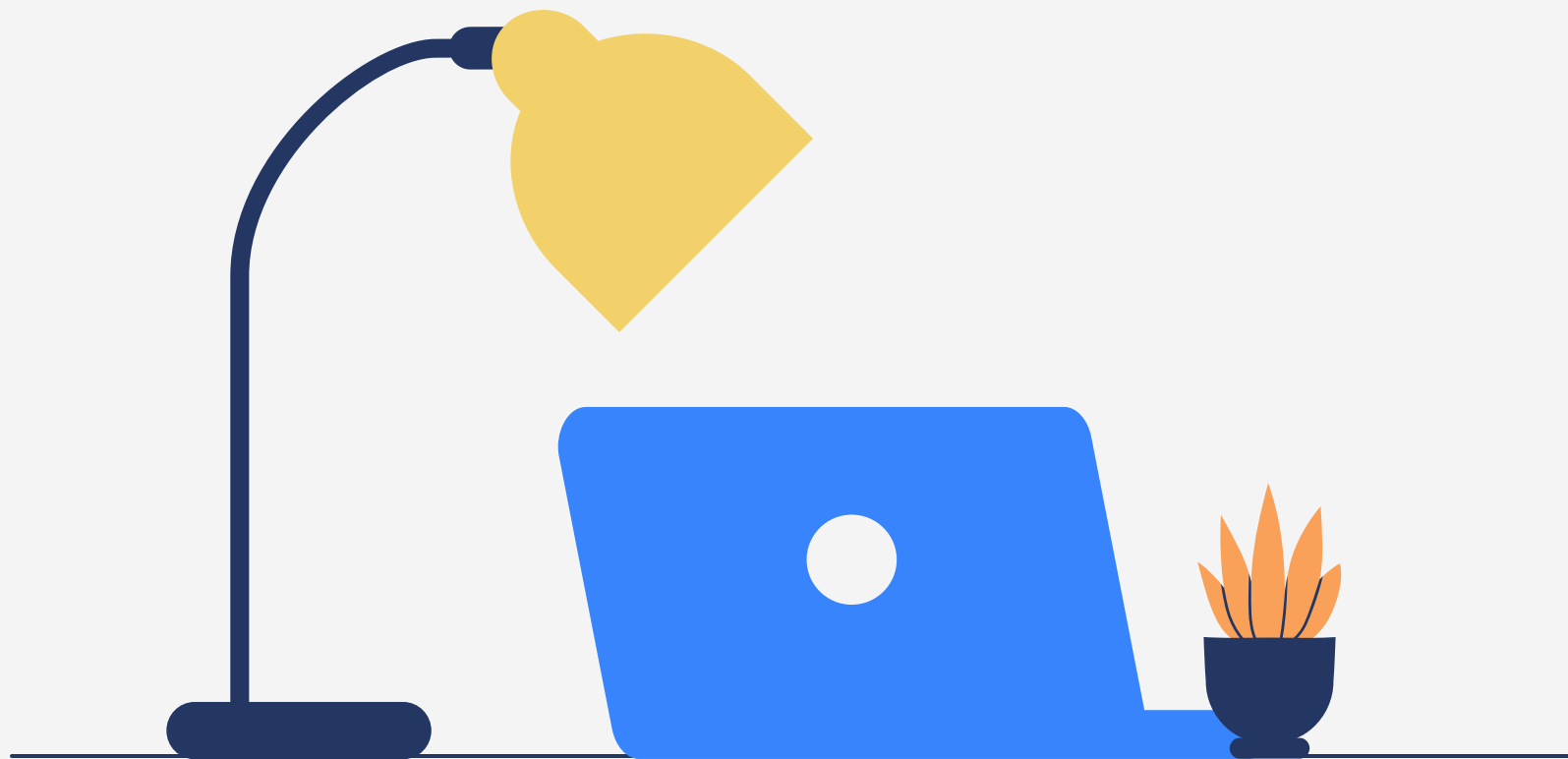
BACKGROUND



OUR SITE



DESIGN PRINCIPLES



Data

- Eating disorders affect at least **9%** of the population worldwide.
- **9%** of the U.S. population, or **28.8 million** Americans, will have an eating disorder in their lifetime.

01

They said..

"I often eat after 12:00 pm this semester."

--- Anonymous

"I eat two to three times as much as the average person, and I can't control myself."

--- Anonymous

02

Facts

- **10,200** deaths each year are the direct result of an eating disorder—that's **1** death every **52** minutes.
- About **26%** of people with eating disorders attempt suicide.
- The economic cost of eating disorders is **\$64.7** billion every year.

03

For them...

- **42%** of 1st-3rd grade girls want to be thinner.
- **81%** of 10 year old children are afraid of being fat.
- **46%** of 9-11 year-olds are “sometimes” or “very often” on diets.
- **35-57%** of adolescent girls engage in crash dieting, fasting, self-induced vomiting, diet pills, or laxatives.

04

Purpose

We propose to educate people on different eating disorders, in order for them to learn more about each disorder, and help them to understand if they, or someone they know is struggling.



Accessibility

Anyone with a laptop or mobile device can visit our website



Convenience

Concise design and layout allows users to quickly find the information they need



Engagement

Quiz game makes the browsing and learning process more engaging

Target Users

Our target users are Gen Z:



Teenagers

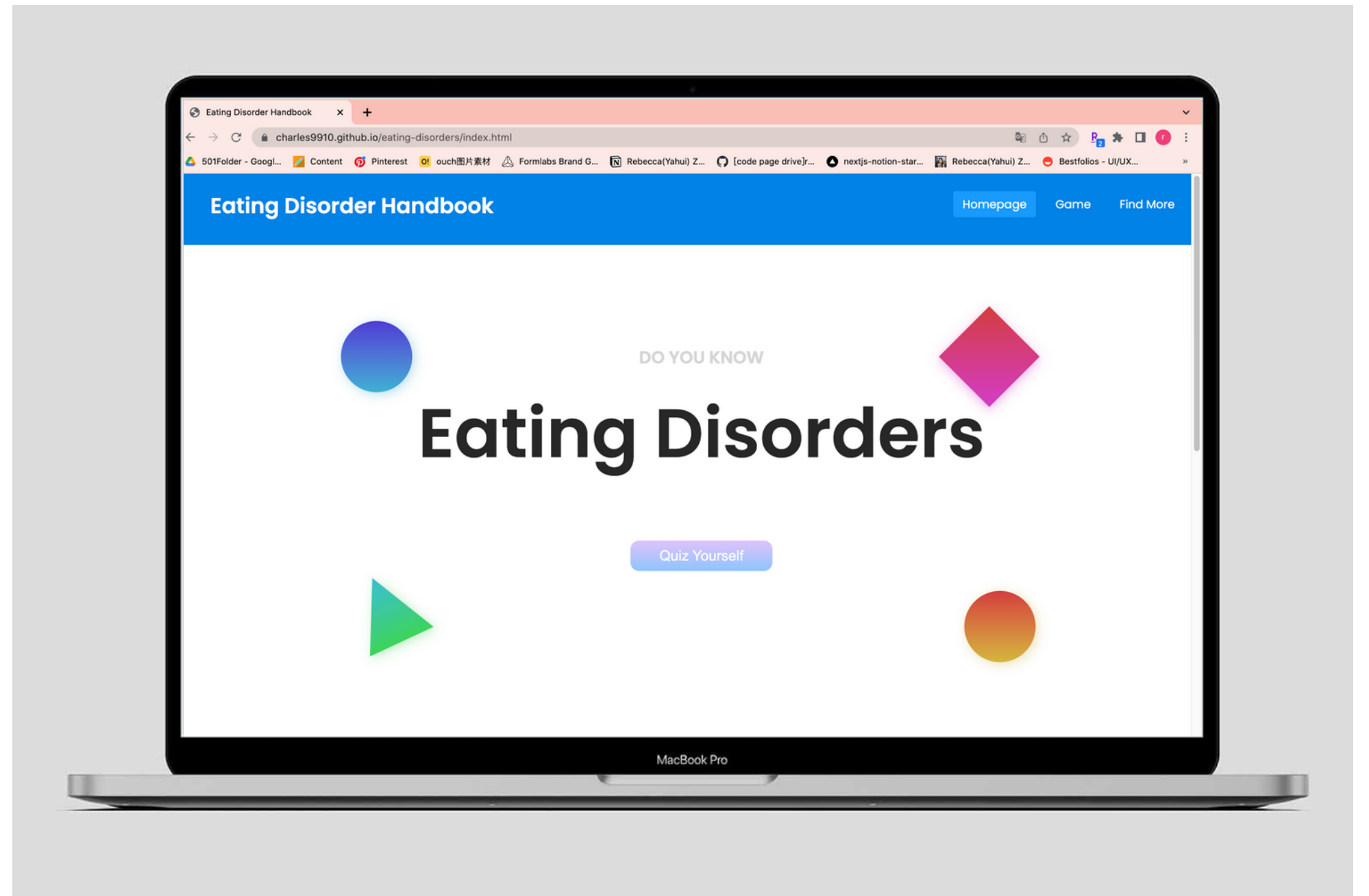


Young adults

Our target audience is Gen Z teenagers and young adults who may not know about eating disorders, and need to know the symptoms of each in order to help understand if they, or a friend, may have one of the disorders, so they can get help.

It's time to
see our
site!

PLAY



Design Principles



Zeigarnik Effect

People remember uncompleted or interrupted tasks better than completed tasks.

Aesthetic-Usability Effect

Users often perceive aesthetically pleasing design as design that's more usable.

Jakob's Law

Users spend most of their time on other sites. This means that users prefer your site to work the same way as all the other sites they already know.

Thank you!



Proposal



Wireframe & Prototype



Design Document



UX report