

Cover page: Attention grab

Scroll down to
reveal introduction

?



Introduction: Anchoring in bananas

Do you what it takes to produce
X amount of **bananas**?

1 human

2 gallons of water

5 acres of land

10 acres of soil

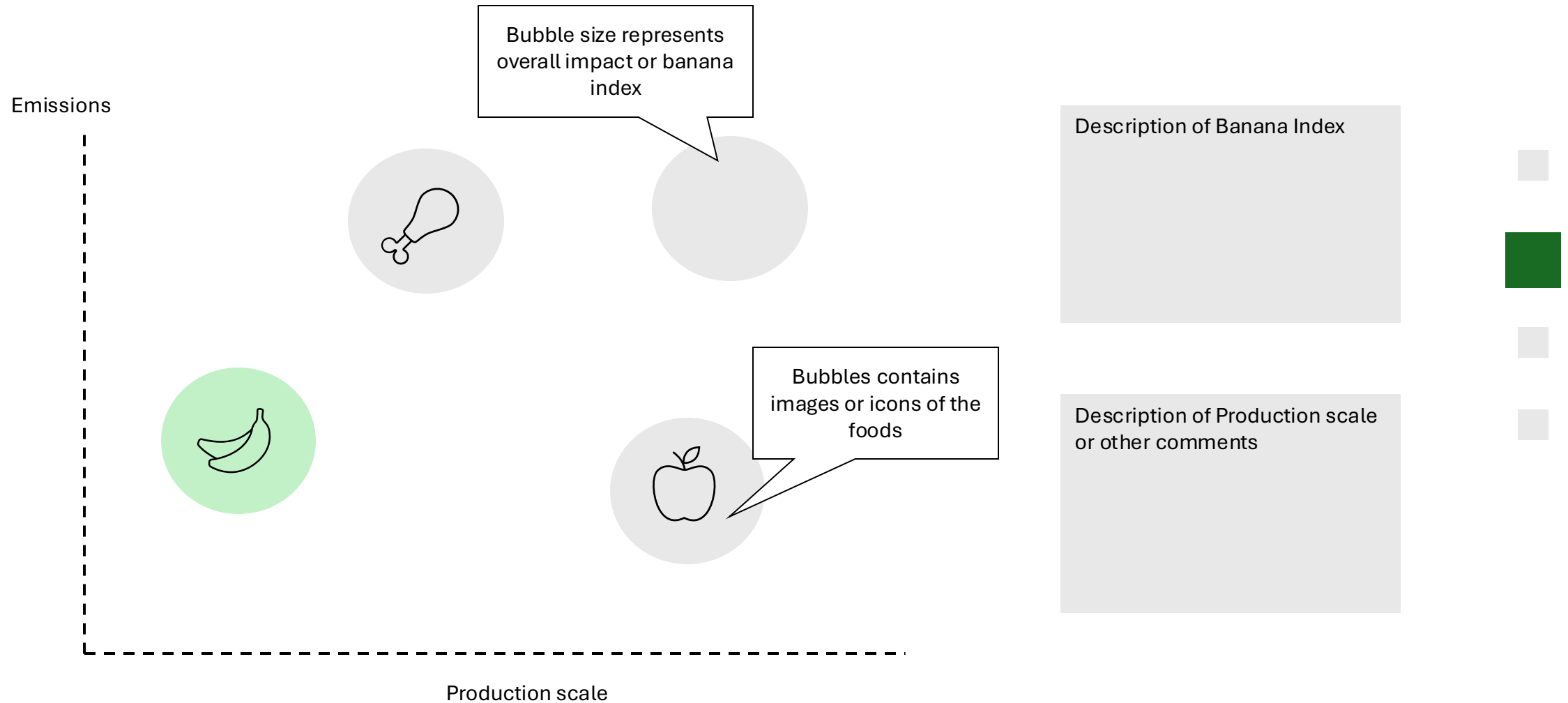
Once an option is
selected the right
answer appears as a
big number



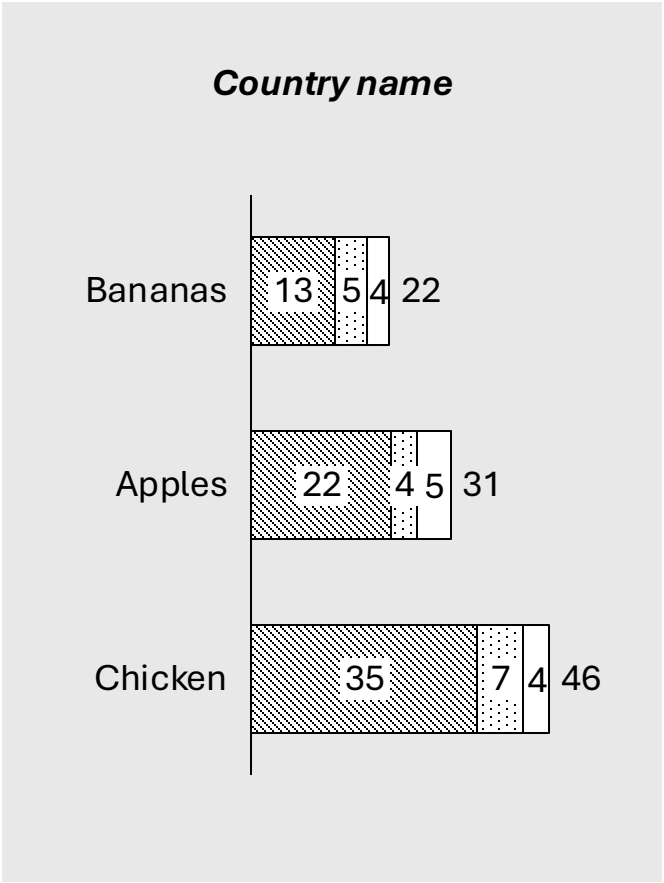
Slider to select
pages

Background colours may
vary based on image and
later on based on other
factors

Comparison: “Do you know how much emissions other foods produce?”



Exploration: “Do you know where these foods are produced?”



Exploration: “Do you know where these foods are produced?”

Select food dropdown menu

Apples

Bananas

Chicken meat

...

Recent news on production conditions (optional)



Ending: “Next time you’re buying food, think about the journey it went through”



Placeholder image