

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