

What is actually in your food?

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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.

Who is experiencing the problem?

Health conscious individuals who care about their health and wellbeing and people who have a food allergy and require a modified diet.

What is the problem?

It is hard to determine how healthy the ingredients for food products are and also in some cases what exactly is in the products a person is consuming. Some users feel a lack of adequate communication from major food companies regarding the exact ingredients being used in food products.

Where does the problem present itself?

When buying packaged or processed food products.

Why does it matter?

Knowing what is in the food your eating is important considering the health of individuals and there should be clarity with major food companies with what is actually in their products. This becomes especially important in regards to people who have food allergies and with people who have to tailor their diet around specific products or items.