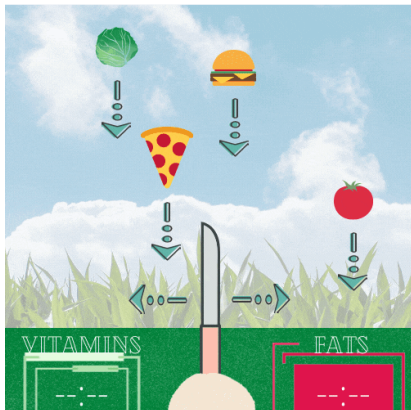
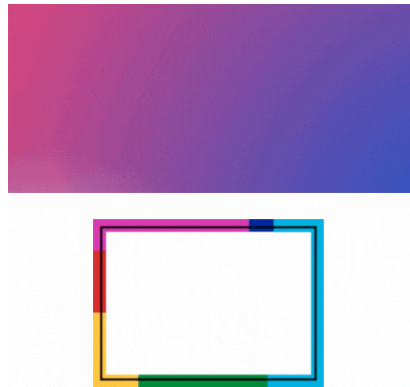


THE BIG IDEA

We have all been taught repetitively of the importance of healthy eating. Healthy Eating is an invaluable habit, as it keeps you from some worrisome developments like obesity, Diabetes, Fatty Livers...the list is endless. Through the integration of Leaderboards, a positive and negative score system and the concept of success and failure, FoodBall incentivises fondness towards healthy food choices by tying it to a globally credible measure of success.



The selection of either a healthy or unhealthy ball, adds/removes points(which are recorded at the bottom left and right of the screen). Play velocity is adjustable to build a decision-making reflex via stimulus requiring high speed decisions. Red and green are used to highlight vitamins as "good:



After the player has played through a level, an interface of the following type appears with evidently superior aesthetics, so as to somewhat formalise the awarding process. Aesthetic appeal is also amplified through contrast and synchronised transitions.



FoodBall

GOOD CHOICES, GOOD FUTURE



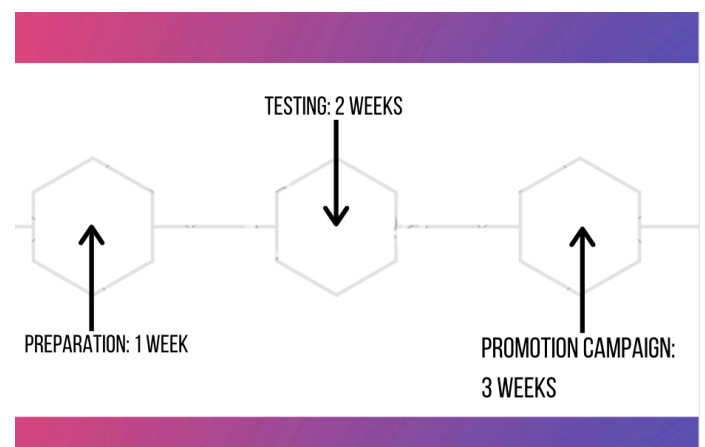
GLOBAL LEADERBOARD

RANK	PLAYER	NET SCORE
—	—	—
—	—	—
—	—	—
—	—	—
—	—	—

Based on the Net score that players collect from the main interface, a global leaderboard is compiled for players to compare and compete. A formal setup is best for this sort of feature to lend some importance to the idea.

TIMELINE

The very first step is to code the game interface. This will be done through the use of HTML and should take no longer than two weeks. Adding to that the movement of objects in the game will require a week or so more. After the HTML code is ready, the game can be tested and refined to remove bugs in the code—a process requiring perhaps two weeks. When the game is ready, it will be released on App Store with the inclusion of the three interfaces above as well as a description of the game's controls and objectives. It can be promoted on the company's products(a wide selection of toys)



KEY STAKEHOLDERS:

This app is aimed at developing a habit which is only to ever remain if taught at a young age. It is a subtle form of positive reinforcement, and therefore is suitable for children between the ages of 5-11. This includes children who aren't fond of vegetables and fruits, or aren't aware of the concept of a balanced diet. Additionally, it is important to persuade parents that their children will be benefitted by this application, as children in the given age bracket don't yet work with technology with complete freedom, and therefore some approval would be required from the parents.