NUTRIONAL LABEL

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ABSTRACT

▶ Obesity and diet-related health issues have reached alarming proportions globally, necessitating innovative solutions to address the lack of nutritional awareness and informed food choices. This research study addresses the overarching problem of nutritional illiteracy and unhealthy dietary habits by proposing the development of a comprehensive nutrition label website. The primary purpose of this study is to design and implement a dynamic web platform capable of evaluating and critiquing nutrition labels, while also delivering educational content that empowers users with the knowledge needed to make healthier dietary decisions.

▶ The significance of this study lies in its potential to bridge the gap between the information presented on food packaging and the public's understanding of nutritional data, thereby promoting better eating practices.

ABSTRACT CONT.

▶ To achieve this goal, the research design will encompass an iterative development process involving user experience design principles, web development, and the integration of relevant nutritional databases. Data collection will involve user feedback, while data analysis procedures will focus on user engagement metrics and the effectiveness of the educational content in enhancing nutritional awareness.

▶ In due course, this research study aspires to contribute to the enhancement of nutritional literacy and the promotion of healthier dietary choices by offering an innovative and user-friendly online resource that evaluates nutrition labels and delivers educational materials, fostering a positive impact on public health and well-being.

KEYWORD

COMPETITOR ANALYSIS

▶ Competitor Analysis is the process of examining similar brands in your industry to gain insight into their offerings, branding, sales and marketing approach.

KEYWORD

DIETITIANS/ NUTRITIONISTS

- Dietitians and nutritionists counsel clients on nutrition issues and healthy eating habits. They are experts in the use of food and nutrition to promote health and manage disease.

KEYWORD

DATABASE INTEGRATION

▶ Database Integration involves combining data residing in different sources and providing users with a unified view of them. This approach makes data accessible across applications.

KEYWORD

WEB DEVELOPMENT

▶ Web development or website development refers to the tasks associated with creating, building, and maintaining websites and web applications that run online. This also includes web design, web programming, and database management.

METHODS

▶ Step 1: Literature Review/Background Research

A literature review consists of conducting research and becoming knowledgeable on already existing data collected on a particular topic.

This literature review will consist of researching if there are any similar studies or creations, related articles, background information on how fruits and produce are labeled for groceries, etc.

▶ Step 2: Competitor Analysis

The purpose of the competitor analysis is to gather information about competitors, their strengths and weaknesses, overall performance and more. Basically, seeing what other apps, or websites are out on the market and how can yours be better.

METHODS

- Step 3: Content Development

This step includes connecting with dietitians and nutritionists to create accurate and informative content for the website.

- Step 4: Database Integration/Web Development

This step includes identifying and integrating a reliable database to provide accurate information. It also includes beginning to create the actual website.
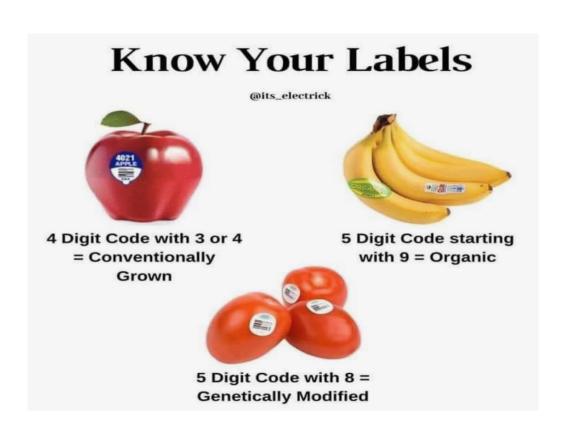
METHODS

▶ Step 5: Usability Test/Data Collection

The usability test is conducted to see how well your target audience uses the website and it the time for user feedback. With this step it is also important to do data collection, so you can collect data on user interactions, preferences and effectiveness of the content.

▶ Step 6: Interactive Development/Launch

This step includes taking the feedback from the previous step and making the improvements within the website to enhance effectiveness and then launch the website!

INTRODUCTION: LABELS

Know Your Labels

@its_electrick

4021 APPLE

4 Digit Code with 3 or 4 = Conventionally Grown

5 Digit Code starting with 9 = Organic

5 Digit Code with 8 = Genetically Modified

- ▶ The sticker is not only for checkout purposes, but the sticker also identify the produce, indicating size, growing method, type and variety.

- ▶ The number or the PLU code is known as the price-lookup code.

- ▶ The label lets you know whether you are purchasing organic or conventionally grown produce.

ORGANIC VS CONVENTIONAL GROWN

- Organically grown means relying on natural processes, biodiversity, and cycles rather than the use of synthetic input.
- Organic produce is usually grown without genetic engineering or modification.

- Conventional grown means refers to growing edible plants and products using technology.
- This may include the use of chemical fertilizers and pesticides, genetically modified organisms to deliver consistent crops, and more.

WHY IS THIS IMPORTANT?

- It is important to know what you are consuming for many reasons :

- Nutrition: different foods provide different nutritional values, so knowing what you are consuming can ensure a balanced diet.

- Health: Diet can contribute to many heath problems, like too much salt can lead to high blood pressure and more. If you are aware of what you are eating, it can lead to healthier decisions.

- Other reasons include allergies, ethical and personal considerations, etc. If the nutritional values, ingredients and more are more known to customers, people can better choices and be satisfied about what they are giving their body.

EXPECTED RESULTS

▶ Expected Results include a dynamic website capable of evaluating and critiquing nutrition labels while giving educational content.

▶ Users will be able to scan their label and be provided information on the ingredients and based off the report, it will tell the user a grade on the item.

▶ The website will also provide educational content about healthier items, health facts, and more.