

**I DON'T KNOW, I DON'T KNOW**

**How Do I Know What's Good For Me**

**Foody Contradictions**

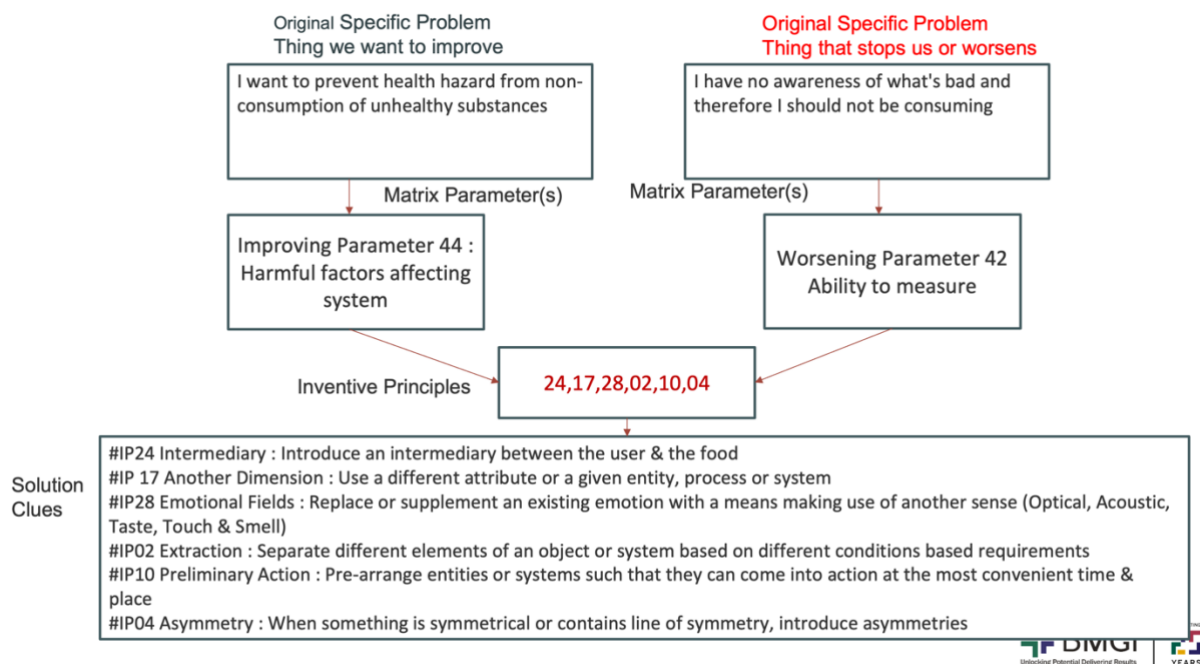
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Many people are ignorant of how many calories or bad stuff they are consuming, till they come up with a health hazard or start showing up signs of weight gain. Now many will argue that we just don't know how much bad things we are consuming. People don't know how much sugar they are consuming when they pick up a bottle or can of a soft drink. There are declaration of ingredients & quantity of each provided by the manufacturers but they are really not legible or at least they don't attract your attention which will help you avert their consumption.

Now the thing that we are trying to improve here is '*reducing harm caused by consumption of unhealthy substances*'. One of the reasons that stop us from non-consumption is lack of awareness on these unhealthy substances.

If we put this pair of contradiction in the 'TRIZ contradiction matrix' to educate us on the possible inventive strategies that other innovators have used to solve similar kind of a problem.



### Ideas in action using inventive principles



Principle 2 : Extraction : Sugar extracted from the drink and presented here in physical form to highlight the danger

Principle 24 : They have added intermediary in the form of plastic bag putting actual sugar into it to bring in user awareness as to how much sugar they will be consuming once they have the drink

Principle 17 : Use a different attribute of a given entity, here they have used the physical form of the sugar instead of a dissolved form to alert the user

Principle 10 : Preliminary action, informing well before the consumption

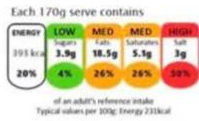
Principle 24 : Transparency : Use transparent packet to display the quantity of sugar for user to know quantity of sugar in the drink before she picks it up

Nutrition Facts	
Servings per container	1 2 3 4 5 6 7 8
Grade per serving	
<b>Calories</b> 342	<b>C</b>
<b>Fat</b> 8%	<b>B</b>
<b>Cholesterol</b> 15%	<b>C</b>
<b>Sodium</b> 3%	<b>A</b>
<b>Fiber</b> 5%	<b>D</b>
<b>Sugars</b> 35%	<b>F</b>
<b>Vitamin A</b> 12%	<b>A</b>
<b>Iron</b> 15%	<b>C</b>
<b>Eco Footprint</b>	<b>B</b>
Distance traveled 160mi	
Sustainability Index 83%	

Example of healthy food item



Example of unhealthy food item



Multiple Traffic Lights

Reference Intakes

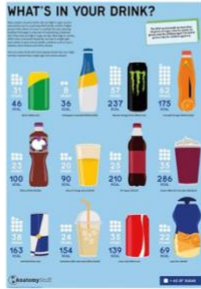
Warning symbol



Nutri-Score



Health Star Rating system



Principle 24 : Intermediary in the form of labels, which is not a new thing, what's new is use of colors to attract attention on the content (Principle 32), extraction of important thing to know (for e.g., Principle 17 : Another attribute for e.g., NUTRI-SCORE, Health Star Rating etc). This will inform user well before consumption and in the least amount of time by making information stand out

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