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Interactive Storytelling Website of Health Impacts from Processed Food Consumption

IMDES 2025 STUDENTS

Foodie

Choose Better, Live Healthier!

Research Process

Data Gathering
Collecting data to gain insights such as users' needs through interviews, focus group discussions, questionnaire and literature studies.

Conceptualization
Exploring visual concepts through brainstorming with mindmaps, big idea, tone of voice, moodboard, stylescape, collecting references to decide the visual identity.

Design Methodology

Design Thinking – Tim Brown (2009)
a method for identifying human needs and developing innovative solutions using the tools and mindset of design practitioners.

Emphatize – Define – Ideate – Prototyping – Test

Prototype Link
https://bit.ly/PrototypeFoodie



ID 448 Interactive Storytelling Website of Health Impacts from Processed Food Consumption

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Processed food refers to food that has been modified in shape, taste, or by the removal of certain parts for consumption. Processed foods are consumed by many people primarily productive young adults, because they are affordable, practical, tasty, and highly accesible. However, despite their convenience, the consumption of processed foods can lead to negative health impacts, such as increasing the risk of non-communicable diseases. Unfortunately, there is currently no information media that specifically addresses processed foods, coupled with the limited knowledge of the Indonesian people. Therefore, the design of interactive information media is aimed at 18-25 year olds to raise awareness of healthy food choices. This research uses mixed methods involving interviews, focus group discussions (FGDs), and questionnaires to collect data. The design will be developed based on Design Thinking method. Based on the research, an information media was designed in the form of an interactive storytelling website as an effective media in delivering information to educate the public about processed foods from the impact, types, dangerous composition, tips and discussion forums. This design is expected to provide information content that helps improve the target audience's understanding of the topic of processed foods.