ABOUT CONCEPT:
My concept stems from an everyday issue in my daily life, foodnapping; when somebody steals food. My idea is to create a stickered label system to allocate food to its rightful owner. This sticker system aims to create visual dialogue between household members to prevent food from being stolen. It also aims to create peaceful dialogue between members over food and to help identify whom the culprit is.

My concept involves a phone app where the user can create personalized stickers to represent members involved. This creates a personal dialogue sticker system. This sticker system will be placed on any food products to prevent it from being stolen.
WHERE IS MY FOOD?

PHONE APP ICON

STEP ONE: CREATE AVATARS

HEAD SHAPES & SKIN TONE

HAIR: STYLE & COLOUR

NOSE & LIPS: STYLE & COLOUR

HAIR: STYLE & COLOUR

STEP ONE: CREATE AVATARS

FACE SHAPES & SKIN TONE

HAIR: STYLE & COLOUR

STEP ONE: CREATE AVATARS
SELECTED AVATARS:

SELECTED STYLES:

QUANTITY:
(BLANK STICKERS) 12 PK 24 PK 36 PK

FIRST NAME:
LAST NAME:
EMAIL:
DATE OF BIRTH:
CARD NUMBER:
CARD HOLDER NAME:
END DATE MM/YY:
START DATE MM/YY:

CHECK OUT

SELECTED AVATARS:
SELECTED STYLES:
QUANTITY:

CHECK OUT

ORDER SUCCESSFULL
AVATAR AND DIALOGUE STICKER EXAMPLES:

BACK OFF!

DON’T TOUCH

OMN NOM NOM NOM

NO!

THINK AGAIN

HANDS OFF!