INFO[OD]GRAPHICS

a socially responsive design for:
FOOD DEMOCRACY

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17/05/2013 14:33:16

THANK YOU. PLEASE COME AGAIN.
The Problem:
From the research conducted* I found that there is a disconnection between the individual consumer choices we make in the supermarket and the collective sum of how those choices are making an impact.

The Concept:
The first step to democracy is an informed decision.
The concept I propose in this document is how these individual choices can be combined to visually communicate a person’s consumer behaviour.
Thus allowing the consumer to reflect upon their own behaviour in order to encourage them to change it.

*a research document can be provided upon request
An intervention of the modern ‘hunter / gatherer’

Our daily lives and decisions can be dictated by our routine.

This design concept attempts to interrupt our daily habits and decisions we make in the supermarket.

I propose the supermarket receipt be used as a medium of communication that can bring together the individual decisions we make in a supermarket. The summary of products (consumer decisions) we receive on a receipt can be re-interpreted to offer information about our consumer behaviour.

By arming people with the information about their own consumer behaviour we can encourage a change in the routine that dictates our decisions.
I found it to be very important that I choose what to communicate to the consumer. Based on my research I focused on issues around food transport, the amount of packaging and the amount of fresh and processed food in a person's consumer choices. This results in a consumer that is better informed about the kinds of decisions and the impact they are making in the supermarket.
HERE'S HOW IT WORKS:
The items you purchase at a supermarket can be tagged with information about place of origin, weight according to its product and packaging and whether or not it is fresh or processed.
This information is processed through a system, just as your total price and GST is calculated on your receipt and separated into percentages. These percentages are displayed via the information graphics I have designed.
Your receipt is printed with the graphics displayed.
The information is presented to the consumer in an engaging and thoughtful way.

The graphics are designed to be bold and subversive to the consumers understanding of what they believe to be their shopping.
These pieces of communication can add up to be a collective resource for the consumer to refer to and help understand their own habits and behaviour.
This medium of communication can not only effect a single person's perspective but because of the ubiquity of the common receipt....
... it could bring about social change.
THANK YOU