

Information Redesign

the Publix Pasta Nutrition Label

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Principles of Information Design

Introduction

The project is based around the idea of redesigning a design that we identified as flawed. We took upon the challenge to redesign the nutrition label, more specifically the one on a Rigatoni Pasta box from Publix. The whole idea was to try and display the information on a more balanced and simple way, which would appeal to and draw attention from the users. The first steps involved brainstorming and identifying the people that we wanted to focus on during the project.

Nutrition Facts
Serving Size: 1 cup (56g) uncooked
Serving Per Container 8

Amount Per Serving

Calories 210	Calories from Fat 10
---------------------	----------------------

	% Daily Value*
Total Fat 1g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 41g	14%
Dietary Fiber 2g	8%
Sugars 2g	
Protein 7g	

Vitamin A 0%	•	Vitamin C 0%
Calcium 0%	•	Iron 10%
Thiamine 30%	•	Riboflavin 15%
Niacin 20%	•	Folate 25%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: DURUM SEMOLINA, NIACIN, FERROUS SULFATE (IRON), THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID.

CONTAINS WHEAT INGREDIENTS.

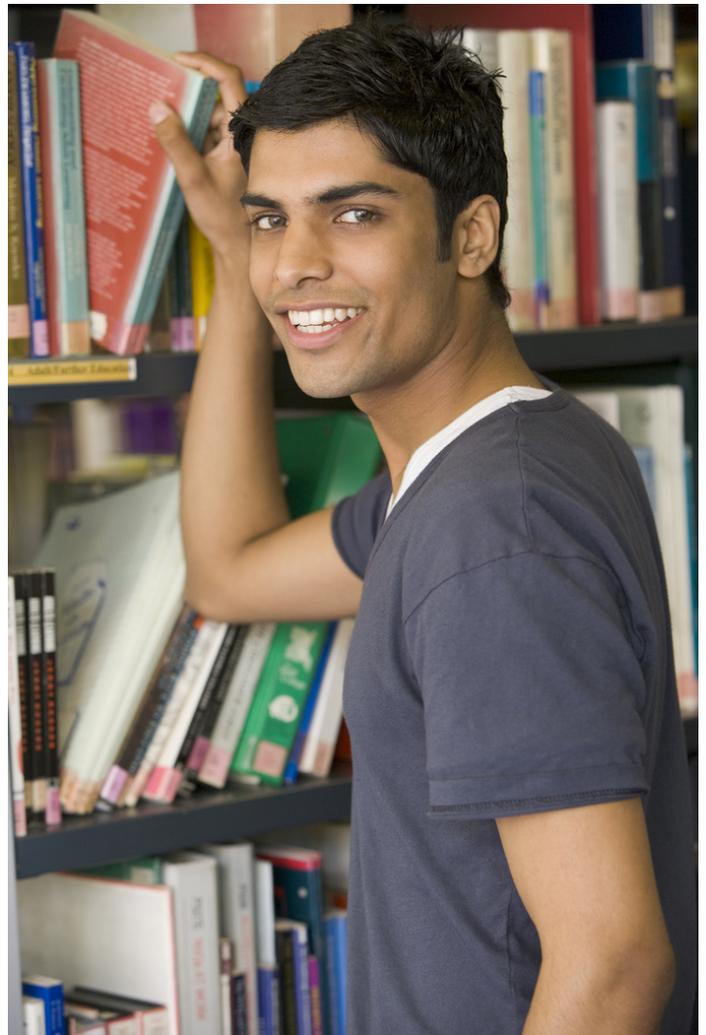


Persona / Use-Cases

We decided to redesign the current nutrition label that is found on all American products that are related to food. The reason behind the selection of this exact item was that we found the information on the label to be confusing if not directly relevant for the consumer. The realization we had while trying to come up with, and sketch different design ideas was that the target audience differed in relation to the chosen direction we approached the redesign with. We wanted to identify some apparent flaws within the design in order to define how we wanted and did not want the information in our redesign to be conveyed. The process was lead by the IDEO redesign video in mind, where we tried to convey different options in terms of different audiences. This lead to 3 chosen personas.

Persona 1

Adam Johnson is a sophomore at Georgia Tech, currently aged 19. He keeps a part-time job in a web-design firm, where he basically helps with optimizing and making sure that the simple things work. Due to his studies and his job, he currently doesn't have a lot of spare time. Despite Adams dedication to his professional life, he still manages to find time to be active and works out roughly 3 times a week. The only thing that doesn't concern him is primarily his diet. He's not very focused on the exact calories and nutrition's that he consumes, as he cannot find time nor place to do the needed research.



Persona 2

The second persona is 35-year-old Kristy Miller. She is currently a stay at home mom, where her primary focus is her two children, Malcolm and Carol aged 4 and 6. Kristy has a lot of chores around the house, which includes but isn't limited to the laundry, driving the kids back and forth from their day cares, and the daily grocery shopping. She is lactose intolerant, which results in her sticking to the products she knows. Due to the fact that Kristy has a lot of things to take care of during the day, she has a planned schedule, where she places the different tasks into different categories, and asserts a specific amount of time for everything to be taken care off.



Persona 1

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Use-Case - Persona 1

Adam, the 19 year old Georgia Tech sophomore is stopping by the nearest Publix on his way home from school.

As Adam doesn't have a car, he transits using MARTA whereas his bus only leaves once every hour. This leaves Adam with no other option than to rush through the aisles of the store as he does not have any food at home and he cannot afford to eat out.

Adam knows that today is the wrong day to stop and compare products in details so he simply goes with whichever seems fancy and reasonably priced.



Use-Case - Persona 2

Kristy, the 35 year old stay at home mom is doing her daily grocery shopping on her way back from picking up her kids. Malcolm is impatiently sobbing whilst sitting in the basket whilst Carol is pinching her pants excitedly every time she sees candy or snacks, to put it short Kristy is under pressure.

All Kristy wants to do is to leave the grocery store as quickly as possible to reduce the chances of Malcolms sobbing turning into a full blown storm of tears and loud crying. In spite of that Kristy still flips the groceries in search for nutrition labels as she unfortunately has to maintain her body figure and lactose intolerance.



Use-Case - Persona 3

In this scenario, Sam Goodman, the 68-year-old retiree is in Publix doing his regular shopping. Unfortunately his visual disability, is giving him a hard time reading the nutritional declarations. He doesn't have much of a choice though as he has to maintain his blood pressure. The current nutrition labels are hard to read and the text is too small. All around he is having a hard time locating and reading the information that he needs.

He wants something that is easy to identify and where he has direct access to the core nutrition of the product.

Pre-Sketching

Before we began working on our design we decided to define exactly what information we considered necessary to convey. Therefore we decided to take picture of the nutritional label and highlight the information we considered essential (green), not relevant (red) and relevant but inappropriately presented (yellow). When we had done this, we then questioned each other what we used the nutritional label for and under what circumstances we would be looking at it.

We both agreed that we mainly used it to check the composition of carbohydrates, proteins and fats as well as checking what ingredients that were and were not in it. We also came to the conclusion that neither of us really drew out much information from the list, as it was all rather abstractly presented and not immediately very easy to interpret.

Therefore we decided to exclude the information we considered irrelevant and agreed that we should try to convey the fat, carbohydrate and protein content in a sense that is easier compared and interpreted.





Sketches

The first iteration process was focused mainly around trying to come up with ideas on how to portray the nutrition facts in a new and optional way, without extracting the essential information from the original design.

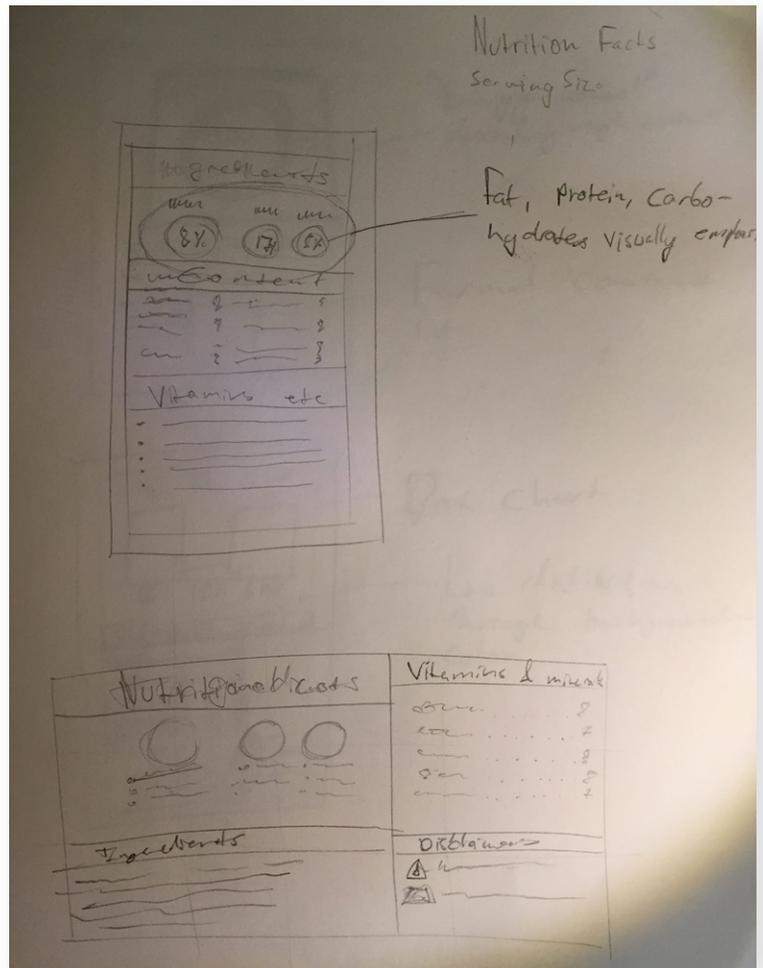
In this step of the process we chose to brainstorm together and then split to do our sketches separately.

To us it was essential that we got to work on our ideas separately as we both have very different approaches and design ideals.

At this point in the process our focus was to bring forth ideas in the rough rather than nitpicking our way to a final design.

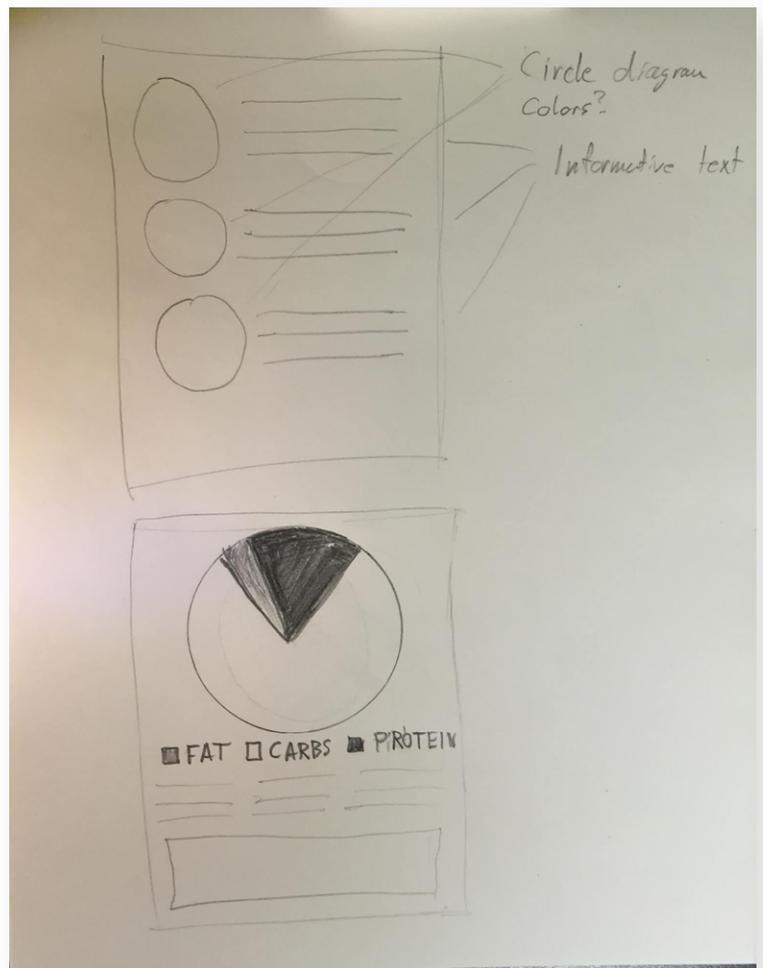
Sketch 1

The first sketch was simply to try and get some inspiration and workflow going. We went with the idea of trying to scope in on the three big categories and try to bring them into focus



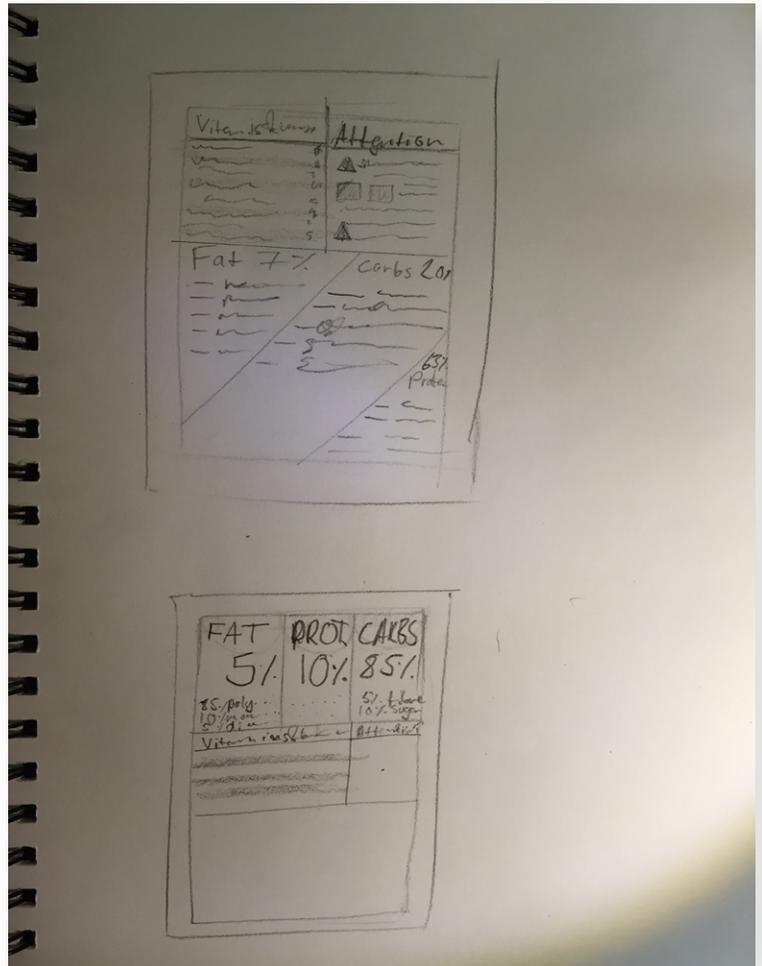
Sketch 2

The second sketch went with a more visual iteration, where we focused on bringing the pie chart into focus. This was also one of the main inspirations for the final design.



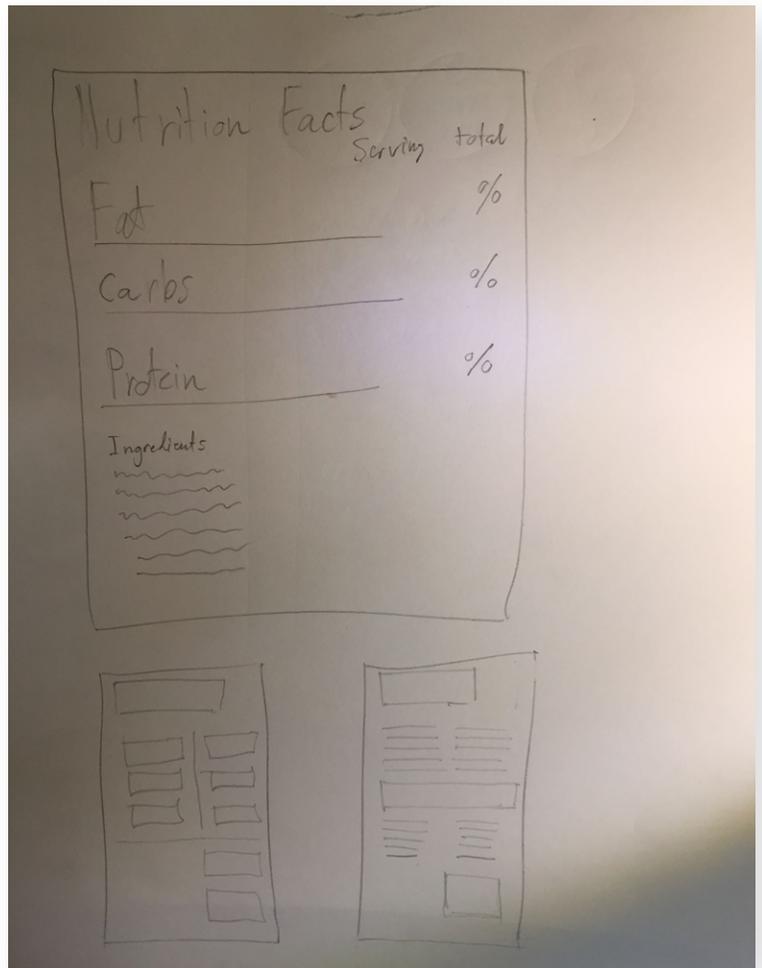
Sketch 3

The third sketch went with a more information based design, where we focused mainly on displaying all the relevant information and tried to establish a form of hierarchy.



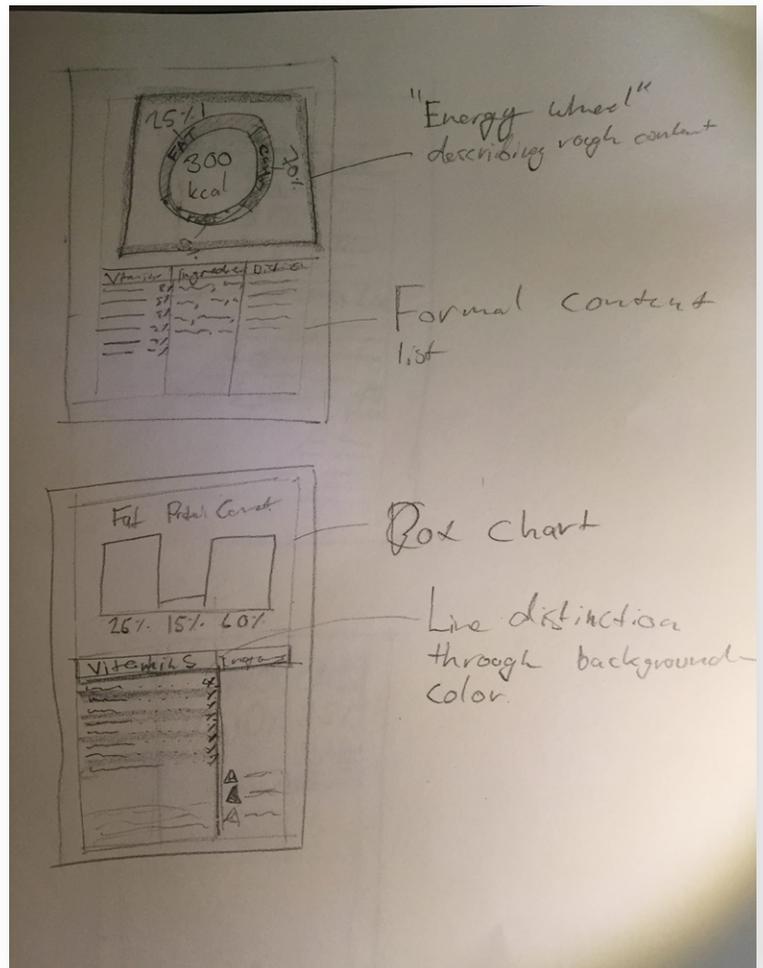
Sketch 4

The fourth sketch was also with hierarchy in mind, where we wanted to show the percentage of the given groups.



Sketch 5

The fifth sketch we worked with a donut chart and basic bar chart. This sketch heavily impacted the final design and how the portraying of the information came about.





First Iteration Round

The first iteration process was focused mainly around trying to come up with ideas on how to portray the nutrition facts in a new and optional way, without extracting the essential information from the original design.

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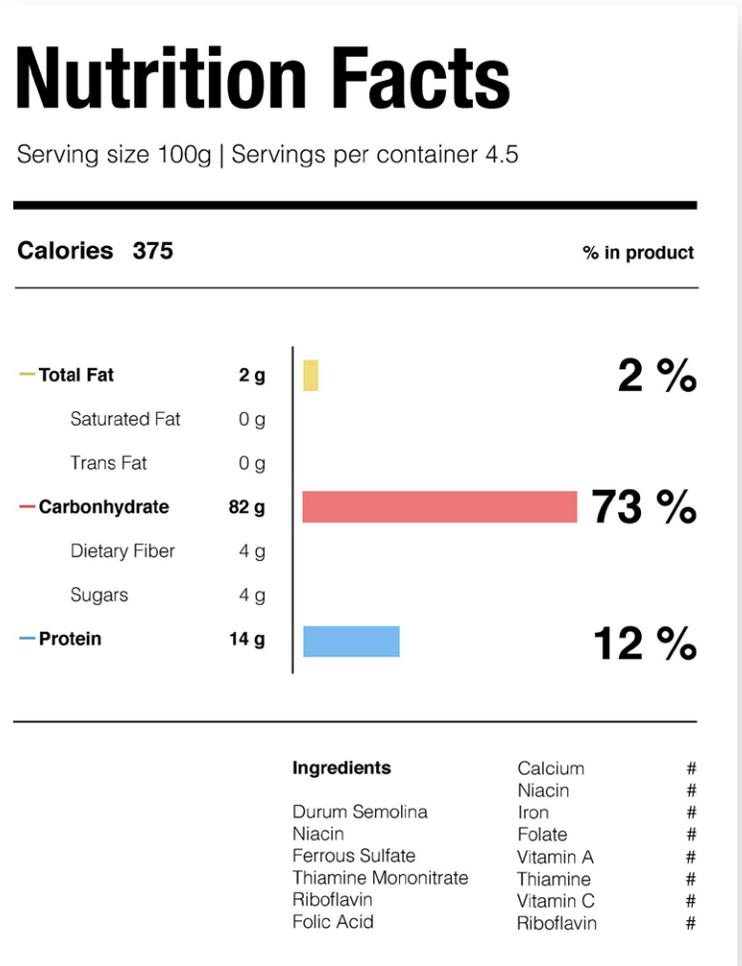
Iteration 1.1 // Milos

The first concept of the first iteration round. I tried to keep the design **recognizable** to the existing nutrition label, but with emphasis on the three big categories. **No colors**, just shades of black/grey.

Nutrition Content		
	Pr. 100 g	Total %
Fat	2 g	1.8 %
Saturated fat	0 g	
Trans fat	0 g	
Carbohydrate	82 g	73.2 %
Dietary Fiber	4 g	
Sugars	4 g	
Protein	14 g	12.5 %
Ingredients	Vitamin A	#
Durum Semolina, Niacin,	Thiamine	#
Ferrous Sulfate, Thiamine Mononitrate,	Vitamin C	#
Riboflavin, Folic Acid	Riboflavin	#
	Calcium	#
	Niacin	#
	Iron	#
	Folate	#

Iteration 1.2 // Milos

The second concept of the first iteration. While still trying to maintain a **simple look**, I added some colors and a percentage bar. The idea was to try and create a **diagonal eye movement** from top left to bottom right.



Iteration 1.3 // Thomas

My first iteration was **very tangential** to the original design. With the change that the nutrients that we considered most important (Fat, carbohydrate and protein) were particularly emphasized by framing them in grey **isolated circles**.

Nurtitional content

Fat

1.8%

Carbohydrate

73.2%

Protein

12.5%

Saturated Fat #.#%
Trans Fat #.#%
Cholesterol #.#%

Sugars 3.6%
Dietary Fibers 3.6%

Minerals and vitamins*

Sodium #.#%
Vitamin A #.#%
Vitamin C #.#%
Calcium #.#%

Iron #.#%
Riboflavin #.#%
Niacin #.#%
Folate #.#%

*Percent Daily Values are based on a 2,000 calories diet.
Your daily values may be higher or lower depending on your calorie needs

Ingredients

Durum, Semolina, Niacin, Ferrous Sulfate, Thiamine Mononitrate, Riboflavin, Folic Acid

Iteration 1.4 // Thomas

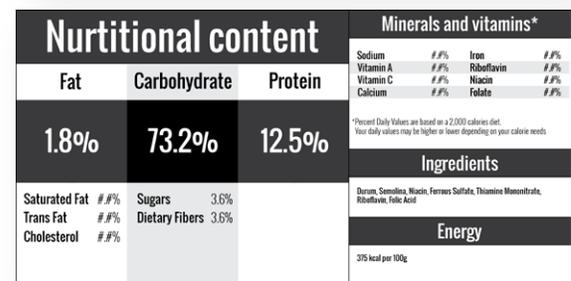
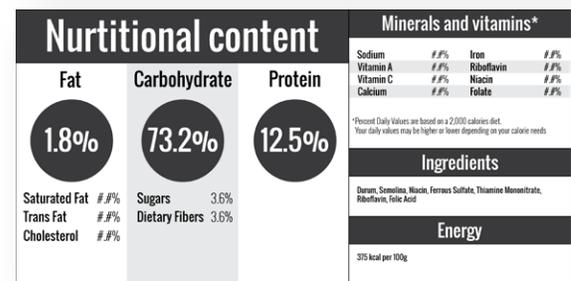
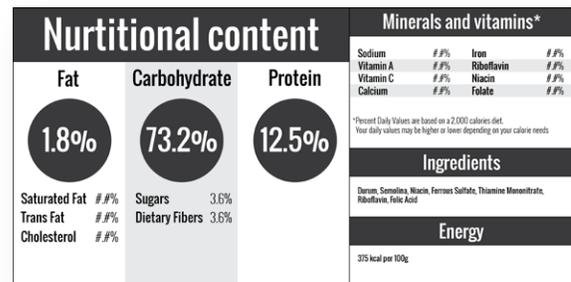
I decided to part the bottom half of the first iteration as I found the **ingredients** section to be **easily overseen**. By having it take over the outermost third of the bottom half I was hoping that it would acquire a **position that corresponds better to its relevance**.

Nurtitional content		
Fat	Carbohydrate	Protein
1.8%	73.2%	12.5%
Saturated Fat #.#%	Sugars 3.6%	
Trans Fat #.#%	Dietary Fibers 3.6%	
Cholesterol #.#%		
Minerals and vitamins*		Ingredients
Sodium #.#%	Vitamin A #.#%	Durum, Semolina, Niacin, Ferrous Sulfate, Thiamine Mononitrate, Riboflavin, Folic Acid
Vitamin C #.#%	Calcium #.#%	
Iron #.#%	Riboflavin #.#%	
Niacin #.#%	Folate #.#%	
*Percent Daily Values are based on a 2,000 calories diet. Your daily values may be higher or lower depending on your calorie needs		

Iteration 1.5 // Thomas

The three last iterations I did in this iteration round were done in landscape rather than portrait. The reason for this is that I found that there was only so and so much freedom to the portrait one, as it was too narrow to do any meaningful vertical information segmentation.

In these three iterations I played around with **shapes, colors and forms**. What I attempted to do was **increase readability** and **reduce ambiguity** - particularly the ambiguity associated with how the fat, cholesterol, sugar and fibers could be interpreted as additional content rather than parts of the fat and carbohydrate content.





Feedback - Round one

The feedback from the first iteration resulted in critique of the **lack of whitespace** within the labels. Generally we also had an issue with the **lack of "new"** in our concepts, as they were not very distinguished from the original.

Some of our designs also had an issue with **lack of hierarchy**.

The positive criticism was that we had a couple of designs with **great colors** and a **couple of designs with a good use of hierarchy**.



Second Iteration Round

In the second iteration round we wanted to work with the feedback that we received. **Color, hierarchy** and **whitespace** was the main focus.

We also wanted to try and bring in a more **clear focal point**, to guide the user within the design.

In the process we **researched** the specific demands from the FDA and tried to come up with a new way of portraying the **servicing sizes**.

Iteration 2.1 // Milos

The first concept of the second iteration. While focusing on the **color-coding** critique from last time, I tried to make the information **more visual** instead of mainly text. The biggest issue in this iteration was the **lack of whitespace** as we did some research on the information that had to be included in the nutrition label.

Nutrition Facts

Product
**Pasta
Rigitoni**

Calories
210

Contains



Serving size
1 cup (56g)

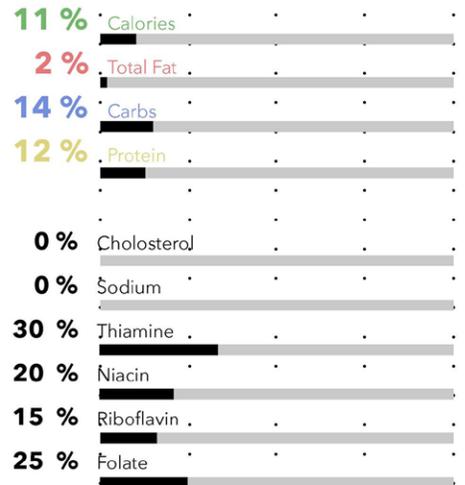
Servings per
container

8

Ingredients
Durum Semolina,
Niacin,
Ferrous Sulfate,
Thiamine Mononitrate,
Riboflavin, Folic Acid

Daily Values* in %

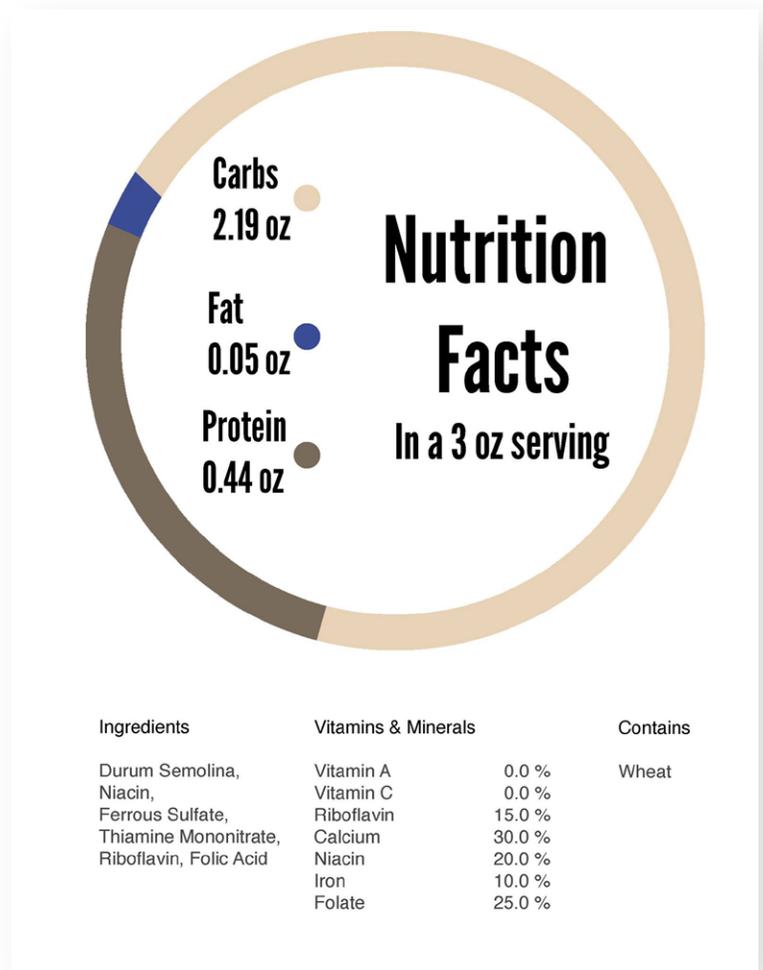
0 % 25 % 50 % 75 % 100 %



Percent Daily Values
is based on a 2,000
calorie diet.

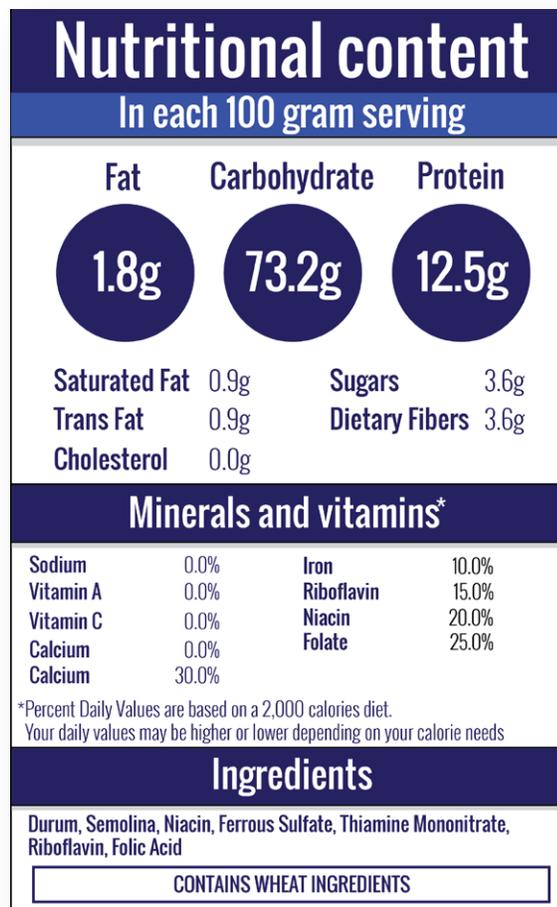
Iteration 2.2 // Milos

The second concept of the second iteration. This concept was mainly focused on the **use of whitespace** and a visual effect that felt pleasing to the consumer, with a sense of **clear hierarchy**. From our personas and use-cases I tried to bring what we believe is the three most important elements from the nutrition label into the **focal point**.



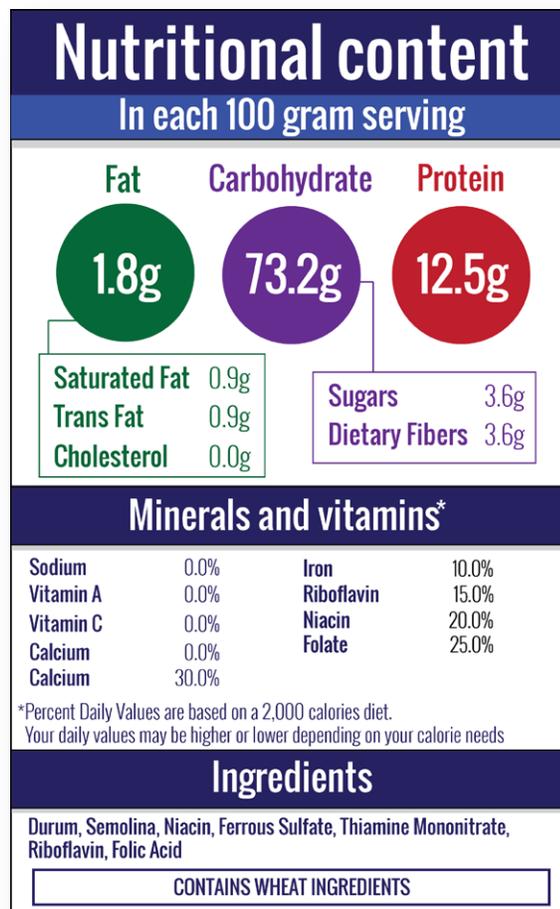
Iteration 2.3 // Thomas

In order to break the dullness of the grayscale color-scheme, I decided to **add colors** to the design. Additionally I listened to the feedback and made the data **less abstract**, by adding a serving size rather than having it represented merely as percent. Lastly attention was paid to **allergies** by adding a box mentioning attention-worthy content.



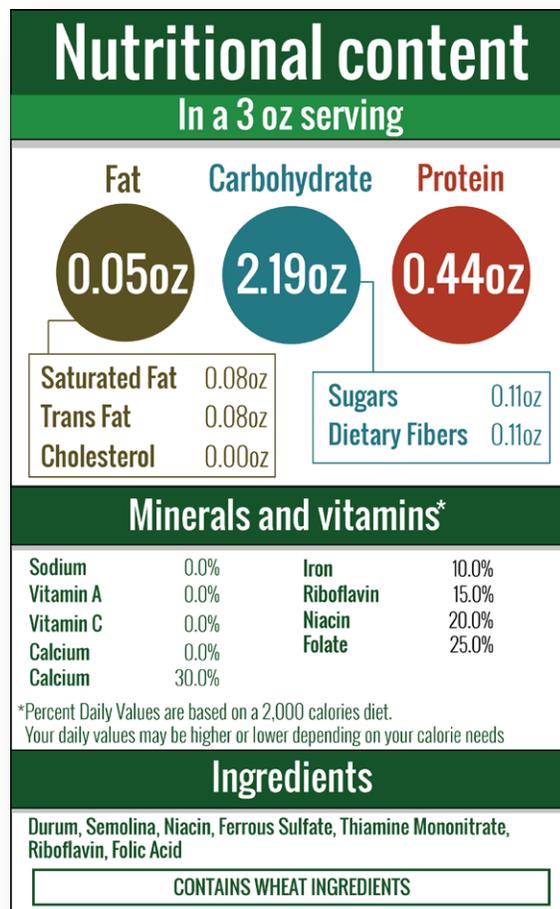
Iteration 2.4 // Thomas

I decided to use the colors more actively, and did so by **color coding** the part-content of fat and carbohydrates and their respective parent. Furthermore I made the **grouping more disambiguated** by containing them in a box and drawing signifying lines from their parents.



Iteration 2.5 // Thomas

For this iteration I decided to **play around** with the **color-scheme** in order to find a more interesting **alternative**. I did my best to find a set of strong colors that harmonized without looking like an **80s disco party**.





Feedback - Round two

During the second round of feedback we got praised for the **elegance** and **use of whitespace** in our organic design. This praising was followed by a notion that in spite of the great visual appearance it **did not convey information clearly**. The bar chart was told to be great idea of conveying information, yet it was much **too clustered and non-hierarchical**.

Our conservative designs were found to be neat looking though much **too conservative**. The color-scheme and the structure was appreciated, but it did not add a lot to how information the was conveyed. We also had to **reconsider** the need for big labeling lines.

Lastly we were told that we had been **too excluding**, when we removed the daily values and calorie count, as it seemed to be the most graspable values to the common user.



Third Iteration Round

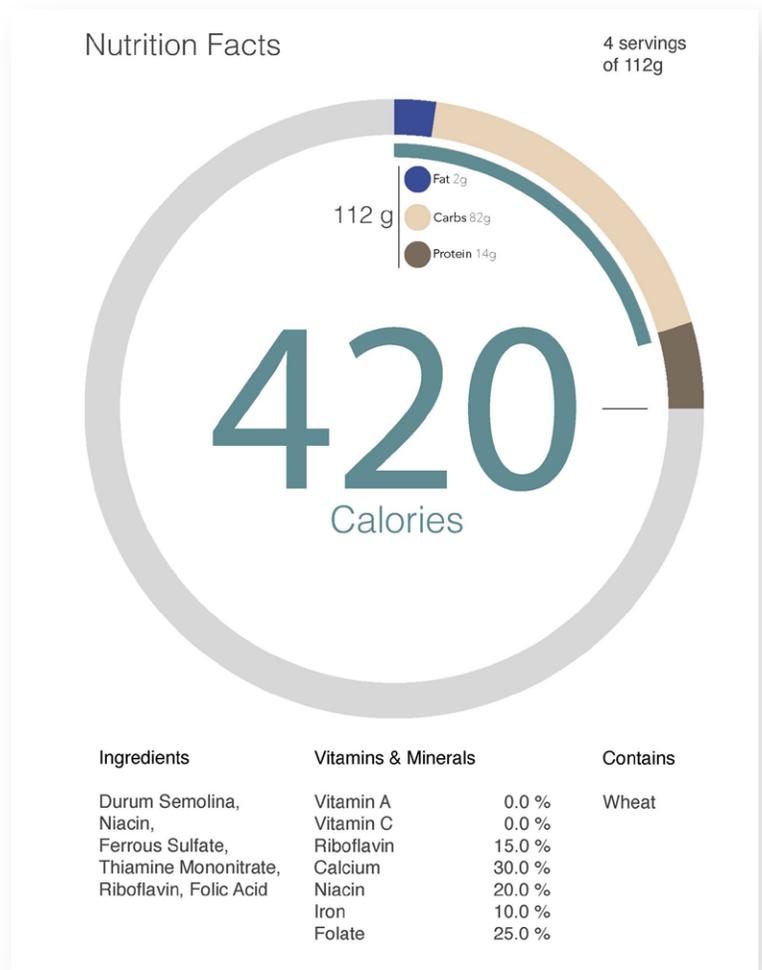
The last iteration round was based upon the feedback that we received from both the first and the second round. We wanted to create a **strong sense of hierarchy** by taking **advantage of whitespace**.

The difficulties within this round were mainly that the **amount of information** we had to include, provided a difficulty in terms of the **simplistic and calm designs** that we wanted.

We **discussed** how we wanted the last iteration process to move forward and talked about ideas that would lead to the **final design**.

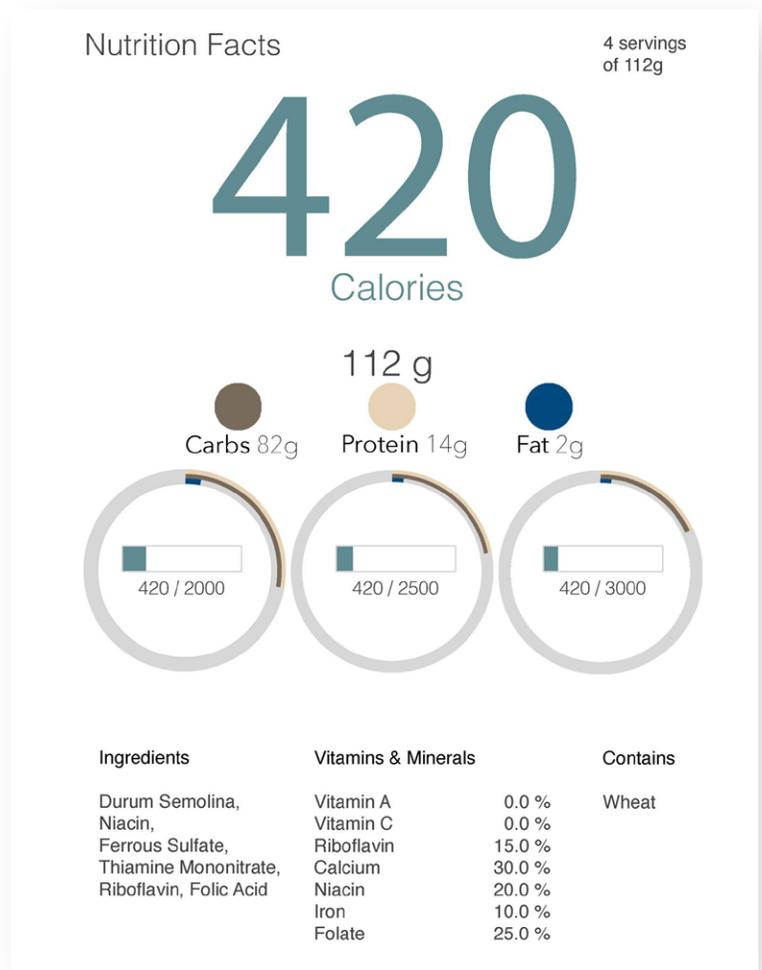
Iteration 3.1 // Milos

The first concept of the third iteration. The first concept tried to draw from the second iteration process and include the feedback. I wanted to separate the volume of the box into **4 servings**, to show the consumer the percentage of 1 serving. By showing 1 serving and greying out the other 3 parts, I thought this would add a **relatable situation** for the consumer. The calorie count is used as a focal point, and the percentage of that number is shown by the green line within the circle (based on a 2000 calorie diet).



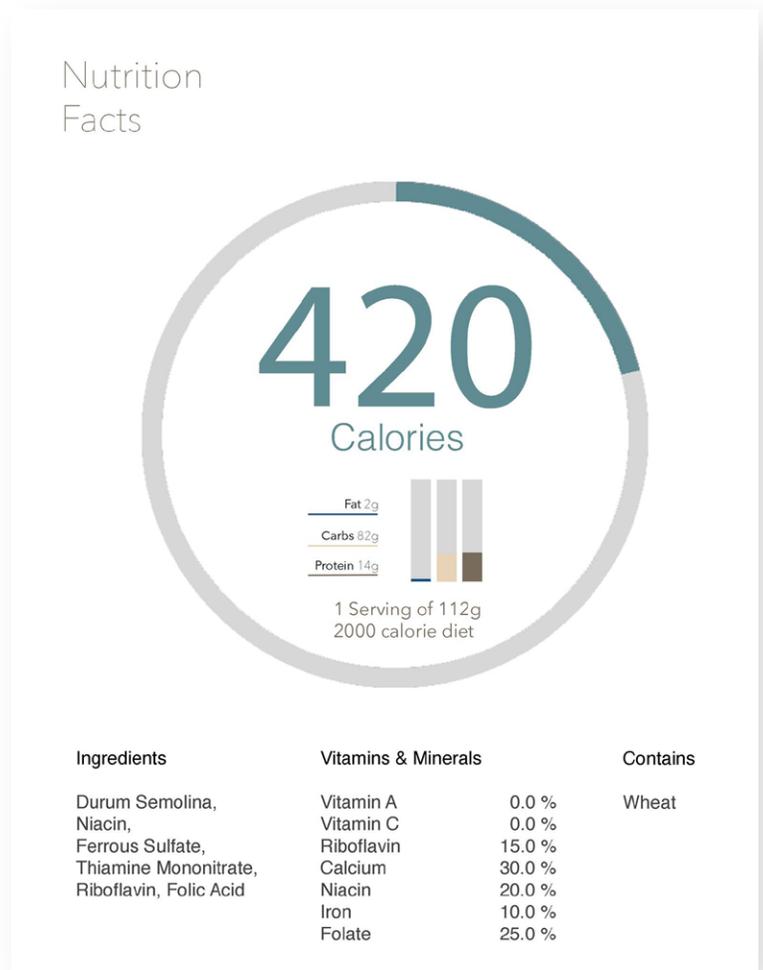
Iteration 3.2 // Milos

The second concept of the third iteration. With this design I tried to show **three different diets** based on calorie counts (2000, 2500, 3000). The design was inspired by the previous one, but instead of the serving size, the three circles show the percentage of the pasta, **compared to the daily value** that these three diets need.



Iteration 3.3 // Milos

The third concept was focused on portraying the daily values in terms of calories in a 2000 calorie diet. The nutritions that 1 serving contains, are shown in a **bar chart** underneath - though still within the circle. I tried to create a very **peaceful** and **calm** design, while still having the needed information.



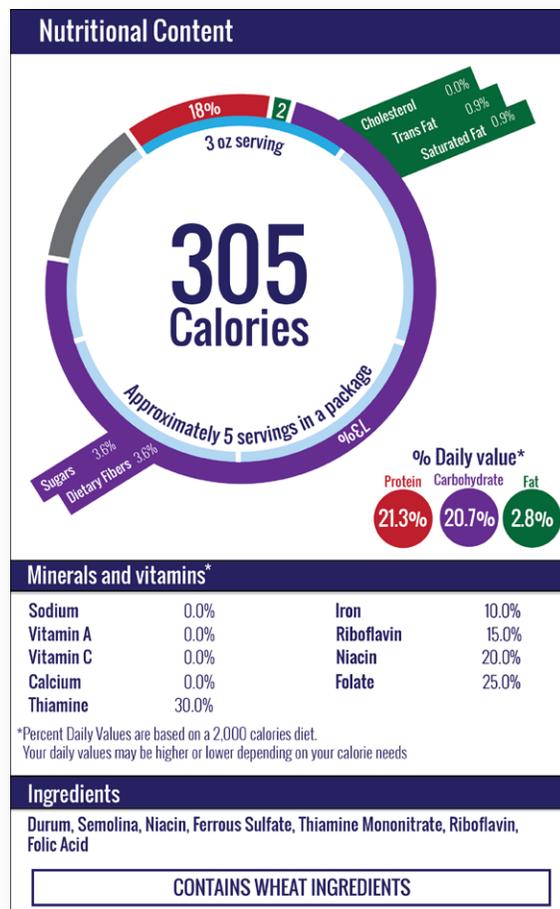
Iteration 3.4 // Thomas

Moving on to this design I changed design to make it more **organic** and **interesting** to read.

My focus was to convey abstract numbers in a **graspable visual**. Therefore I got inspired by some of the previous designs to use a circle as a mean of indicating a whole. I generated two circles; an inner and an outer. The inner indicated the amount of servings and the respective size of the servings. The outer indicated the percentage of carbohydrates, fat and protein.

In order to assure that the circles do **not get too abstract**, the inner and the outer circles are respectively emphasized by text describing the servings and numbers plus boxes that explains their content.

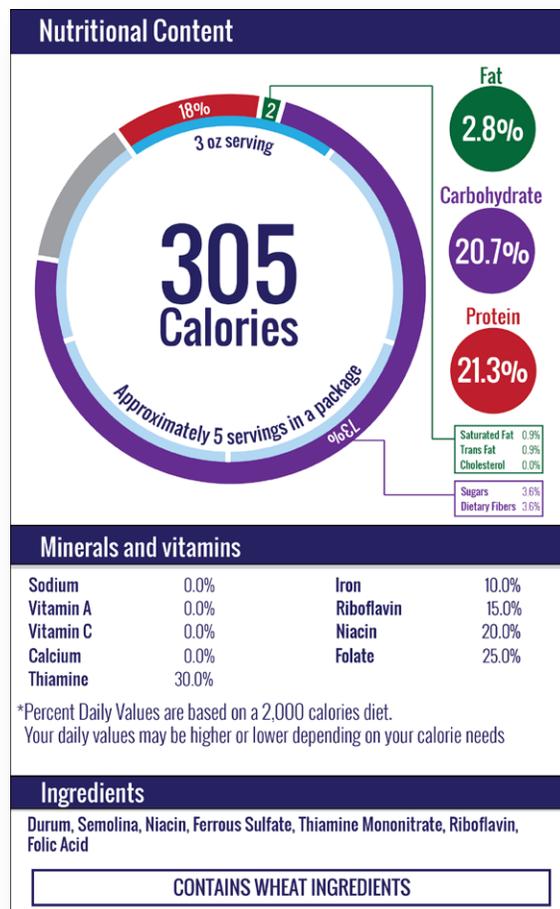
Lastly the size of the container labels have been **reduced** significantly as they do not have as essential a part as the information contained in them.



Iteration 3.5 // Thomas

In this design I tried to convey the information in a **less cluttered** way. I did so by **removing** the lines and **reducing the size** of the fat, carbohydrate and protein circles and moving them to the bottom of the container.

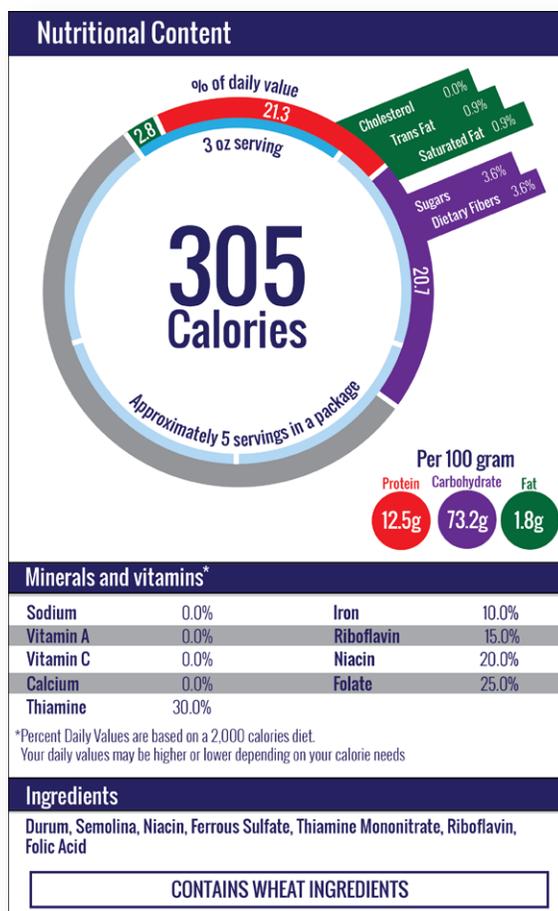
Lastly I took a **more graphical** approach to conveying the part-content, by putting them in slanted bars color-coded to their **appropriate parent**.



Iteration 3.5 // Thomas

The main change to this iteration is the information of which it conveys, as it **conveys the percent of daily value**, which you receive from the respective nutrient type.

Furthermore I've allowed for more whitespace by **moving the slanted bars** onto the same side of the circle. Personally I think this did a big difference in **lightening up the left side** of the container.





Feedback - Round three

The last critique session provided us with the final inspiration for the final design.

The colors in the first concepts were too dull and faded, in spite of supporting the elegancy. The bottom section needen structure and felt out of place. Thought the use of whitespace and flow within the overall design was praised.

The second concepts were too cluttered and it was hard to identify the potrayed information. The colors did provide a satisfying devide between the information, but still feel short.



Final Design // Thomas & Milos

The final design draws inspiration mainly from the last iteration process. We received feedback and tried to **combine the two design** that we had created.

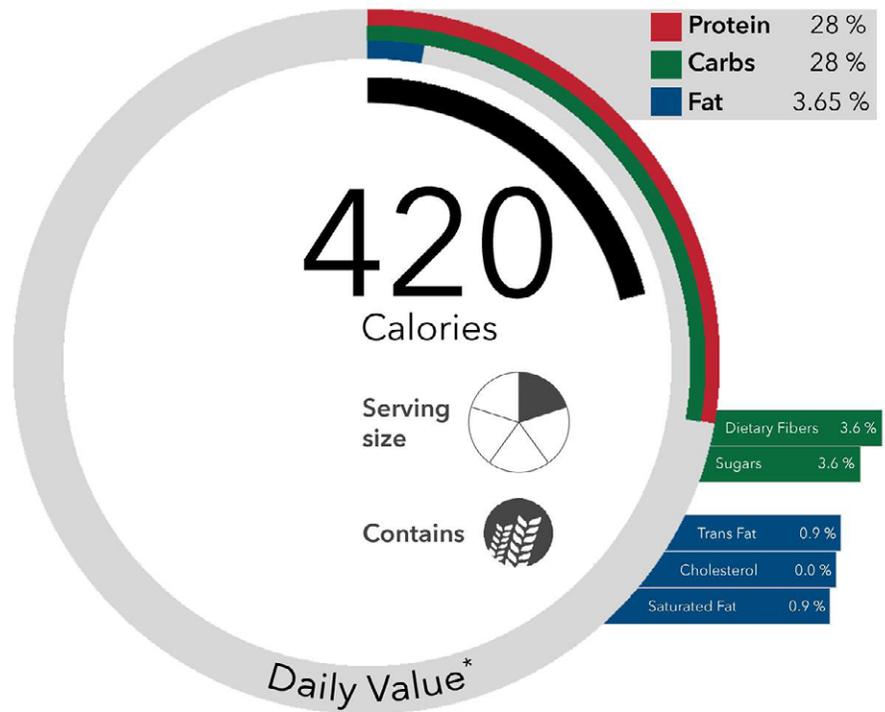
We wanted to use the **whitespace** layering that was used in the first concepts. and the **color-scheme** from the second one. The circle combined with the **informative bars** added a form of stability and provided the consumer with the appropriate **amount of information**, without being too busy and demanding.

The Vitamins & Minerals section was a combination of the hierarchy that resided within the second concept, while keeping the **simplicity** of the first.

Even though this design might be **difficult to impliment** in a real-life-setting, we still feel confident that the process and the overall effort we put into it, showed some satisfying results. We learned how to **use critique constructively** to enhance our design. The process provided us with the capability to show how **two very different design ideas**, can be **combined into one**.

Final Design

Nutritional Content



Vitamins & Minerals

Vitamin A	0.0 %
Vitamin C	0.0 %
Riboflavin	15.0 %
Calcium	30.0 %
Niacin	20.0 %
Iron	10.0 %
Folate	25.0 %

Ingredients

Durum Semolina, Niacin, Ferrous Sulfate, Thiamine Mononitrate, Riboflavin, Folic Acid

* Percent Daily Values are based on a 2,000 calories diet. Your daily values may be higher or lower depending on your calorie needs.