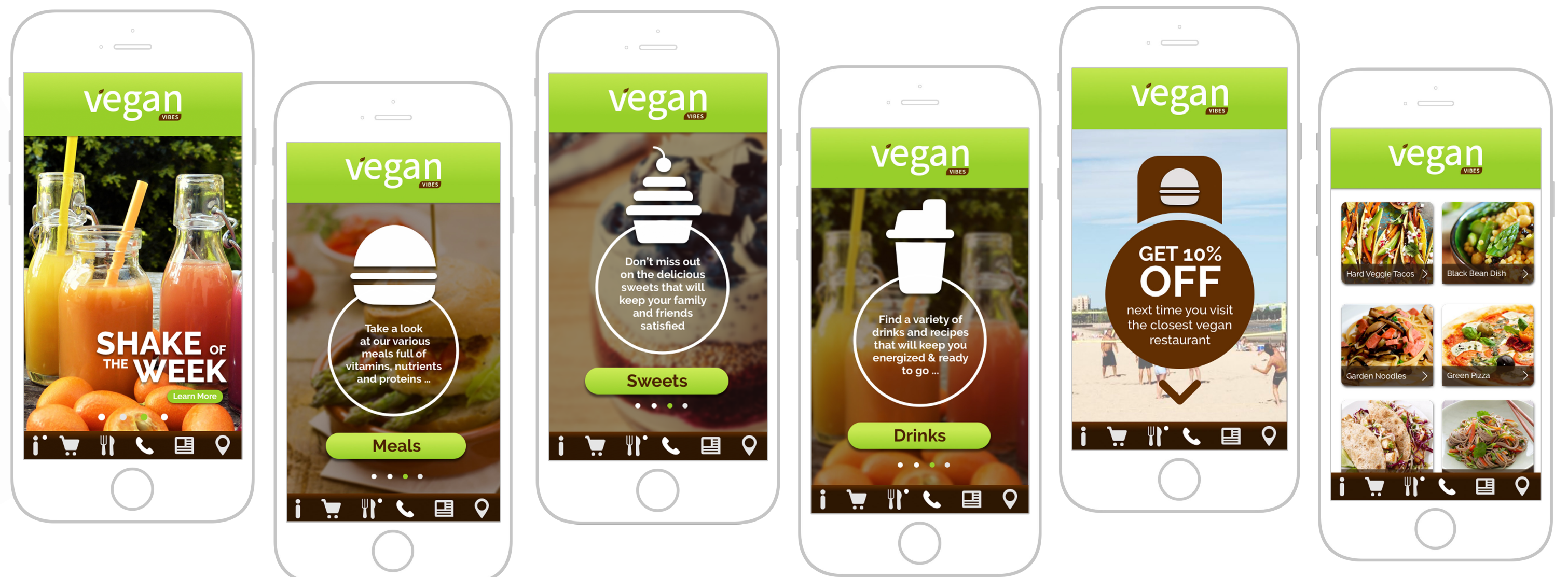


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# AN ECO-FRIENDLY LIFESTYLE IN YOUR HANDS

Society has begun to be more conscious about the products they consume on a daily basis. People are changing to plant-based diets or vegan lifestyles. The high demand of this market, motivated the idea to develop an eco-friendly and user-friendly app that will make people's life easier. By combining two concepts that are popular amongst this generation, an app was developed. This app contains all the sources and information one looks for during the transition into an eco-friendly lifestyle.



HOW MUCH TIME DO PEOPLE SPEND ON THEIR ELECTRONIC DEVICES?

WHAT'S THE BEST WAY TO BRING AWARENESS TO THE CRUELTY BEING DONE TO ANIMALS?

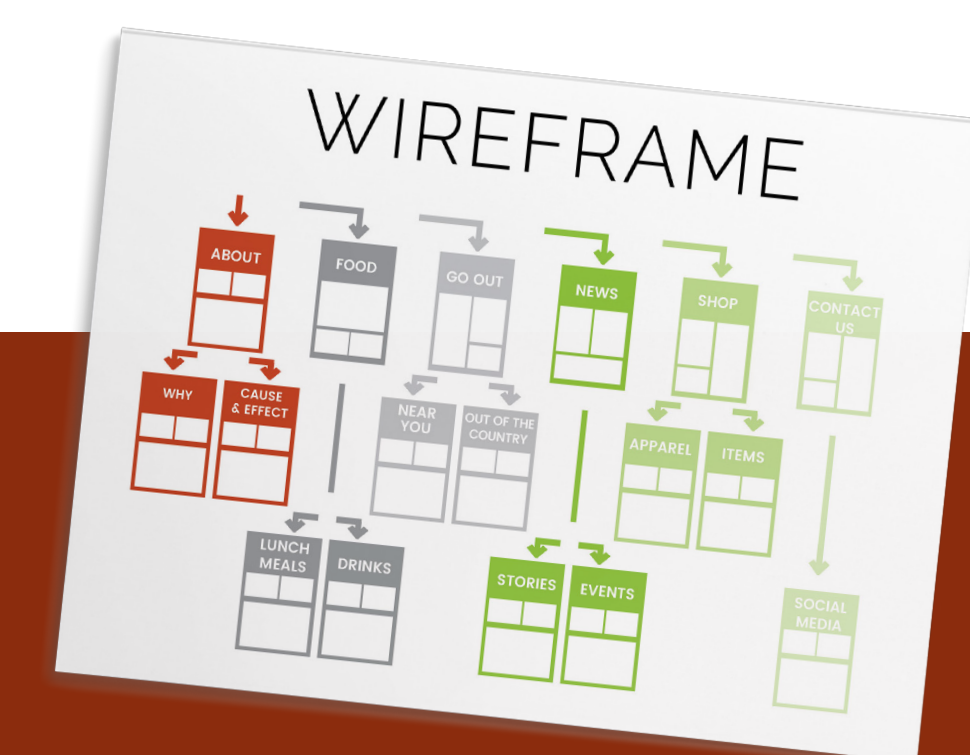
HOW MUCH HAS THE VEGETARIAN/VEGAN COMMUNITY GROWN IN THE PAST YEARS?



- Baum Whiteman says that Google has seen a 90% increase in vegan searches in the past year.
- The Harris Poll estimates the number of vegetarians (including vegans) in the U.S. adult population to be approximately eight million adults.
- Flurry and eMarketer's reports has shown we spend over 4 hours on our mobile phones every day.
- About 83 percent of U.S. consumers are adding plant-based foods to their diets.

## BACKGROUND

The entire app carries out a look and feel that portrays the feeling of "fresh". The color green was inspired from the color of produce. This color is used throughout the app to maintain consistency. The data collected helped develop the app. It focused on what people expressed to be some of the difficulties as a vegan. From the research vegans wanted to find meals that tasted like previous meals. The app promises to make your life easier as you transition into a vegan lifestyle.



## PROBLEM & CHALLENGE

Vegan Vibes is an app that focuses on making the food choices easier as you turn into a vegan. The App will offer the most popular and resourceful information. Including different recipes, restaurants and other related subjects.

## REFERENCES

- "Flurymobile." Flurry Blog, [flurymobile.tumblr.com/tagged/insights](http://flurymobile.tumblr.com/tagged/insights).
- "Vegan People." Switch to the Veganuary UK Site, [veganuary.com/people/](http://veganuary.com/people/).
- "Plant-Based Products Are Blossoming Quickly." 1010data, [www.1010data.com/company/blog/plant-based-products-are-blossoming-quickly/](http://www.1010data.com/company/blog/plant-based-products-are-blossoming-quickly/).

## ABSTRACT

Vegan Vibes' mission is to offer a variety of options that are 100% animal friendly. As well as bringing awareness to others who are not familiar with this lifestyle. The strategy includes a modern look and appealing concept.