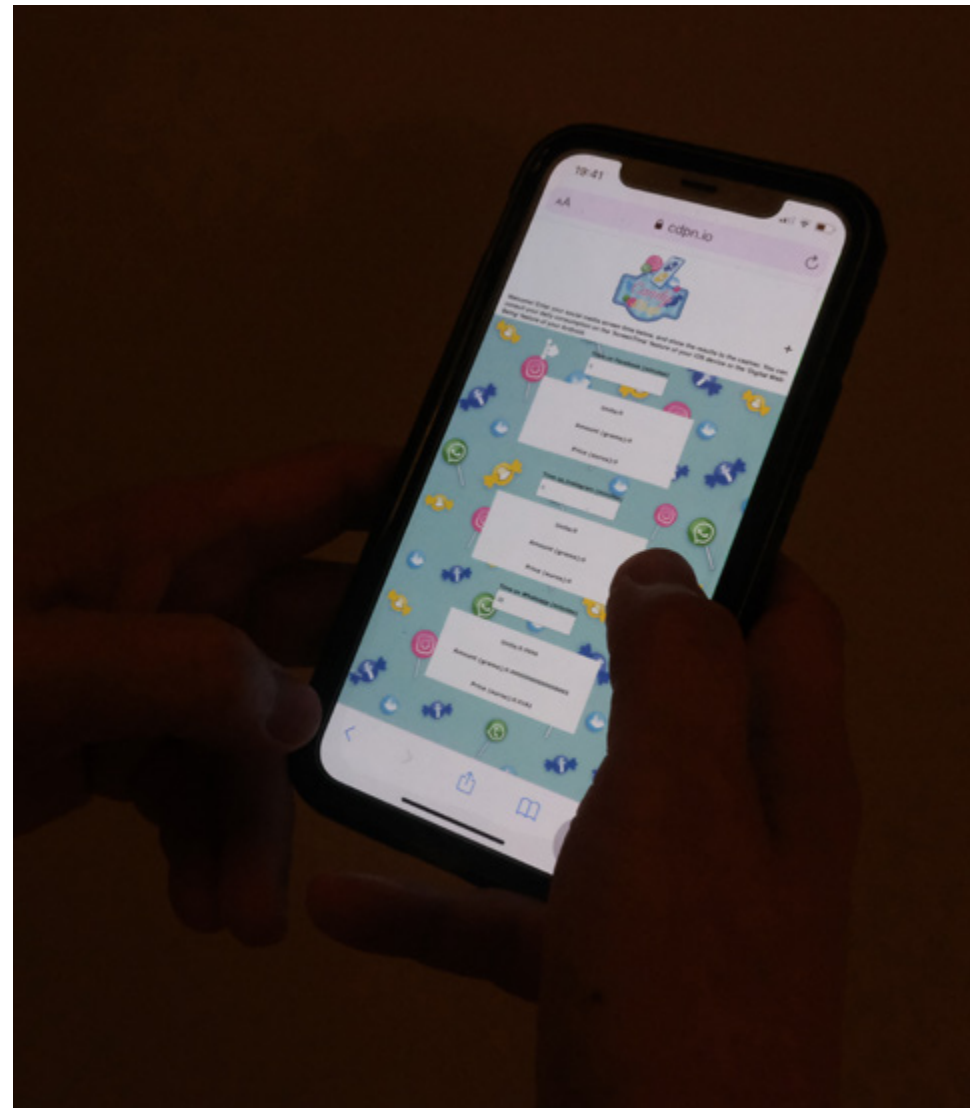


PLATFORM



<https://codepen.io/thaliakassem/pen/RwoNjwW>

PACKAGING UPDATES



Sticker



Nutrition Facts		Amount Per Candy	
Serving size: 30 minutes		Calories	for g
		Emotional Effort	g
		social comparison	≈ g
		stress	≈ g
		fear of missing out	≈ g
		Physical Activity	g
		blue light absorption	g
		Privacy	?

COMMON SIDE EFFECTS
HEADACHES, EYE STRAIN, POOR SLEEP, TEXT NECK, ATTENTION DEFICIT DISORDER, ANXIETY, LONELINESS, POTENTIAL – TRIGGER FINGER, SUICIDAL THOUGHTS.

FOR A HEALTHY LIFESTYLE, KEEP YOUR DAILY SCREEN TIME UNDER 30 MINUTES.

NUTRITION LABEL

Nutrition Facts

Serving size:
30 minutes

Size per candy:

- 38 minutes
- 25 minutes
- 22 minutes
- 57.5 minutes
- 16.6 minutes

<i>Amount Per Candy</i>	<i>%Daily Value*</i>				
Emotional Effort	126%	83%	73%	191%	55%
social comparison	-	-	-	-	-
stress	-	-	-	-	-
fear of missing out	-	-	-	-	-
Physical Activity	126%	83%	73%	191%	55%
blue light absorption	-	-	-	-	-
poor posture	-	-	-	-	-
Privacy	?	?	?	?	?

COMMON SIDE EFFECTS
HEADACHES, EYE STRAIN,
POOR SLEEP, TEXT NECK,
ATTENTION DEFICIT
DISORDER, ANXIETY,
LONELINESS.
POTENTIAL— TRIGGER
FINGER, SUICIDAL
THOUGHTS.

***Percent daily values are based on a recommended 30 minute screen time diet.**

Last week:

Nutrition Facts

Serving size:
30 minutes

Size per candy:

- 33 minutes
- 56 minutes
- 59.5 minutes
- 2 minutes
- 76.5 minutes

<i>Amount Per Candy</i>	
Calories	19 for 5.5g
Emotional Effort	3g
social comparison	≈ 1g
stress	≈ 1g
fear of missing out	≈ 1g
Physical Activity	2.5g
blue light absorption	1.25g
poor posture	1.25g
Privacy	?

COMMON SIDE EFFECTS
HEADACHES, EYE STRAIN, POOR
SLEEP, TEXT NECK, ATTENTION
DEFICIT DISORDER, ANXIETY,
LONELINESS, DEPRESSION.
POTENTIAL— TRIGGER FINGER,
SUICIDAL THOUGHTS.

FOR A HEALTHY LIFESTYLE, KEEP YOUR DAILY SCREEN TIME UNDER 30 MINUTES.

METRICS

APP	REVENUE PER USER PER MINUTE
FACEBOOK	€ 0.00126
INSTAGRAM	€ 0.00050
SNAPCHAT	€ 0.00051
WHATSAPP	€ 0.00065
TWITTER	€ 0.00398

CALCULATION: Average Revenue per User per Year/ Average Number of Minutes per User per Year

RESULTS: NUMBER OF CANDIES PER MINUTE

	SKITTLES/min	CARAMBAR MINI/min	HARIBO GOLDBEARS/min	HARIBO CROCO/min	HARIBO CHERRY/min	HARIBO CHAMALLOWS/ min	TIC-TAC/ min
FACEBOOK	0.0994	0.0268	0.0865	0.0429	0.0189	0.0262	0.0584
INSTAGRAM	0.0394	0.0106	0.0343	0.0170	0.0075	0.0104	0.0231
SNAPCHAT	0.0403	0.0109	0.0351	0.0174	0.0077	0.0106	0.0237
WHATSAPP	0.0515	0.0139	0.0448	0.0222	0.0098	0.0514	0.0302
TWITTER	0.3153	0.0851	0.2744	0.1361	0.0600	0.1694	0.1852

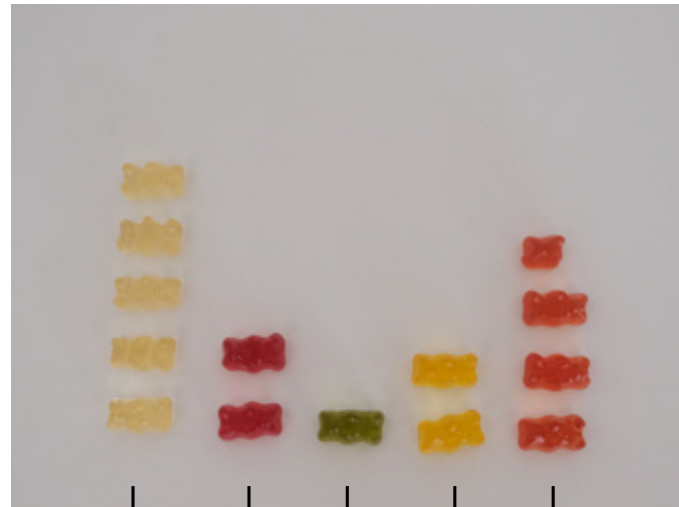
UPDATED CONCEPT

My thesis project reflects upon the little value social media companies accord to human life, and the companies' motives to generate revenues from addictive screen usage. The race for the user's time is detrimental to society's health and productivity. In order to address the unwholesome quality of our time spent on the platforms, my work is a candy shop rendering the revenues social media companies make from our time into purchasable candies. Through the disappointing experience of shopping bits of sweets, the users are prompted to question their unhealthy commitment to their screens.

EXPERIMENTATION



AVERAGE USER: DAILY CONSUMPTION



Total daily consumption
13.5 candies
0.18 euros

58 mins on
Facebook:
5 candies
0.07 euros

28 mins on
Whatsapp:
1.25candies
0.02 euros

13 mins on
Twitter:
3.5 candies
0.05 euros

53 mins on
Instagram:
1.8 candies
0.02 euros

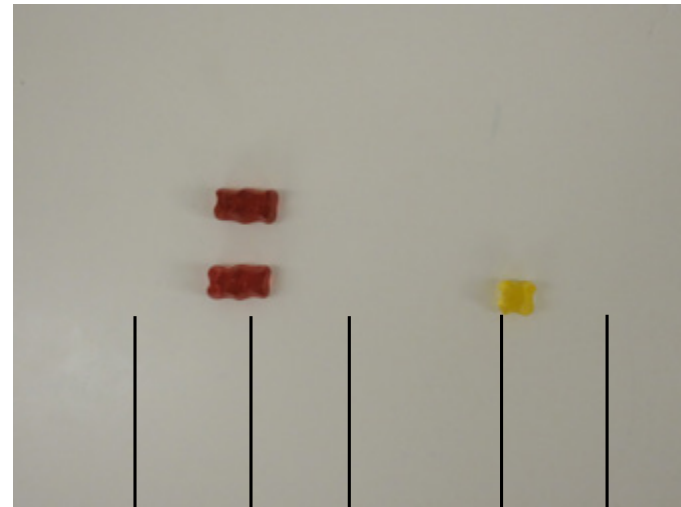
49 mins on
Snapchat:
1.7 candies
0.02 euros

HARIBO BEARS

EXPERIMENTATION



THALIA: DAILY CONSUMPTION



Total daily consumption
2.5 candies
0.035 euros

3 mins on
Facebook:
0.2 candies
0.0038 euros

5 mins on
Whatsapp:
0.2 candy
0.003 euros

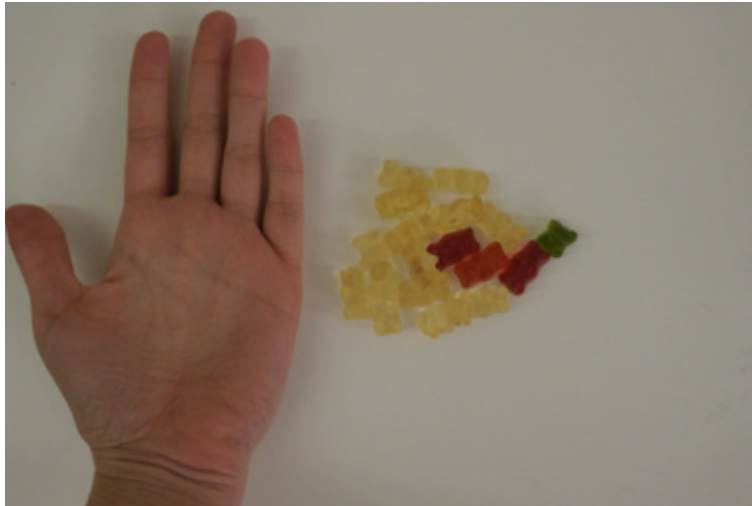
0 min on
Twitter:
0 candies
0 euros

56 mins on
Instagram:
1.9 candies
0.03 euros

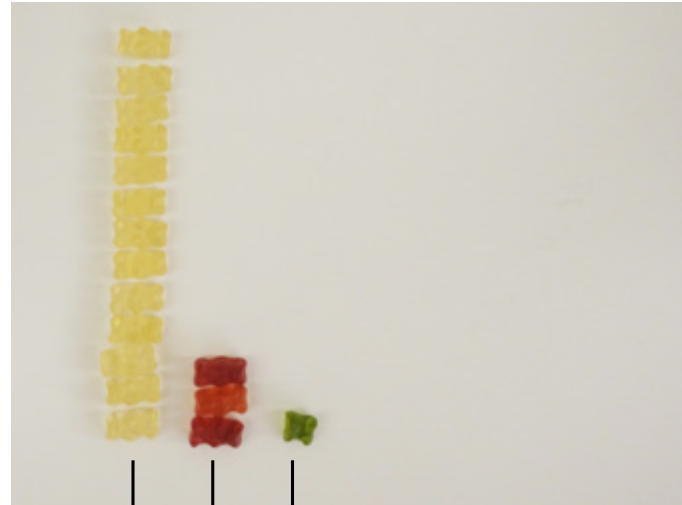
11 mins on
Snapchat:
0.39 candy
0.0056 euros

HARIBO BEARS

EXPERIMENTATION



THALIA'S MOM: DAILY CONSUMPTION



Total daily consumption
15.5 candies
0.24 euros

140 mins on
Facebook:
12 candies
0.176 euros

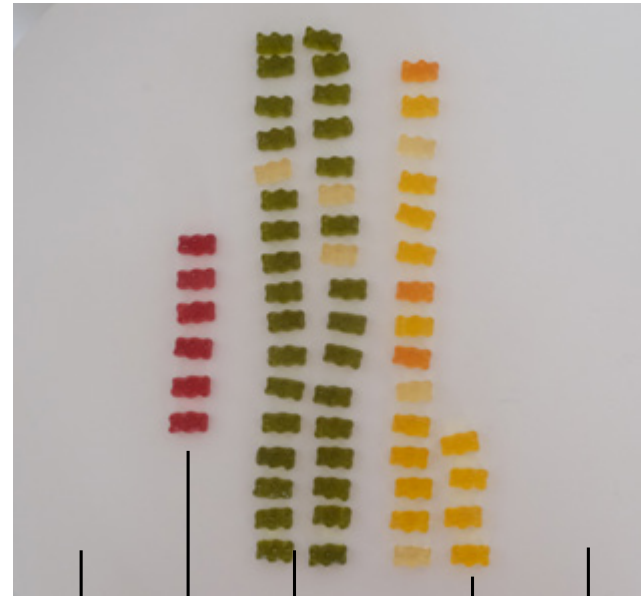
12 mins on
Whatsapp:
0.5 candy
0.008 euros

95 mins on
Instagram:
3.26 candies
0.0475 euros

HARIBO BEARS

EXPERIMENTATION

THALIA'S FRIEND: DAILY CONSUMPTION



Total daily consumption
61 candies
0.87 euros



2 mins on
Facebook:
0.173 candies
0.0025 euros

791 mins on
Whatsapp:
35.4 candies
0.5 euros

1 min on
Twitter:
0.27 candy
0.00398

173 mins on
Instagram:
5.9 candies
0.0865 euros

546 mins on
Snapchat:
19.1 candy
0.28 euros

HARIBO BEARS

EXPERIMENTATION



AVERAGE USER: DAILY CONSUMPTION



Total daily consumption
15 candies
0.18 euros

58 mins on
Facebook:
5.7 candies
0.07 euros

28 mins on
Whatsapp:
1.44candies
0.02 euros

13 mins on
Twitter:
4 candies
0.05 euros

53 mins on
Instagram:
2 candies
0.02 euros

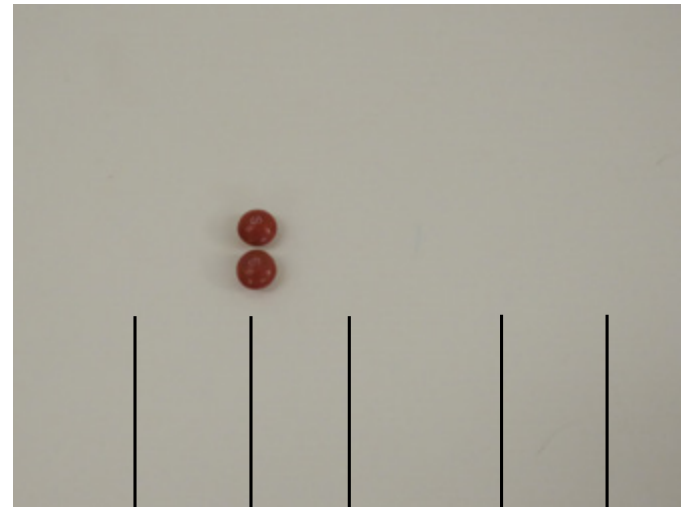
49 mins on
Snapchat:
1.9 candies
0.02 euros

SKITTLES

EXPERIMENTATION



THALIA: DAILY CONSUMPTION



Total daily consumption
2 candies
0.03 euros

3 mins on
Facebook:
0.3 candies
0.0038 euros

5 mins on
Whatsapp:
0.26 candy
0.003 euros

0 min on
Twitter:
0 candies
0 euros

56 mins on
Instagram:
2.2 candies
0.03 euros

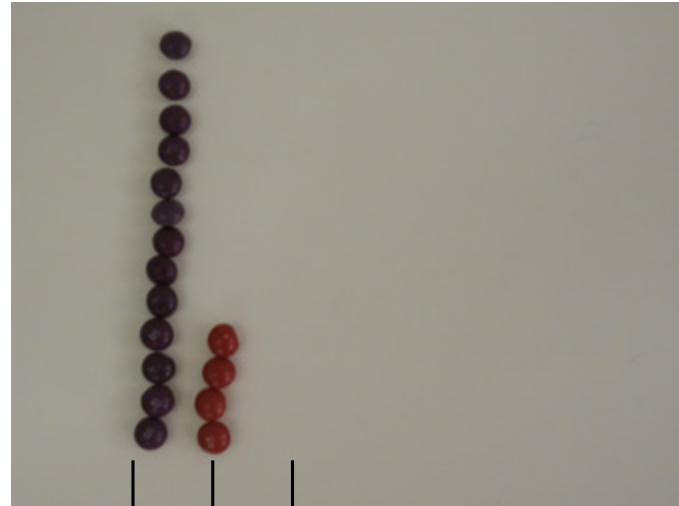
11 mins on
Snapchat:
0.39 candy
0.0056 euros

SKITTLES

EXPERIMENTATION



THALIA'S MOM: DAILY CONSUMPTION



Total daily consumption
18 candies
0.22 euros

140 mins on
Facebook:
13.9 candies
0.176 euros

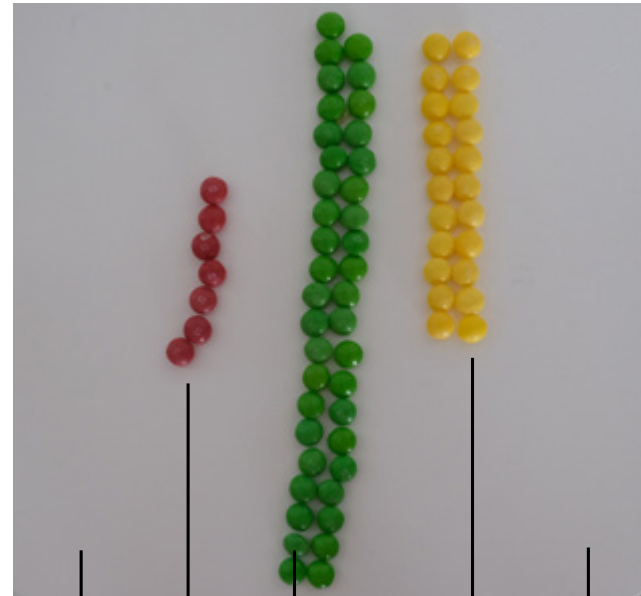
12 mins on
Whatsapp:
0.6 candy
0.008 euros

95 mins on
Instagram:
3.74 candies
0.0475 euros

SKITTLES

EXPERIMENTATION

THALIA'S FRIEND: DAILY CONSUMPTION



Total daily consumption
70 candies
0.87 euros



2 mins on
Facebook:
0.19 candies
0.0025 euros

791 mins on
Whatsapp:
40.7 candies
0.5 euros

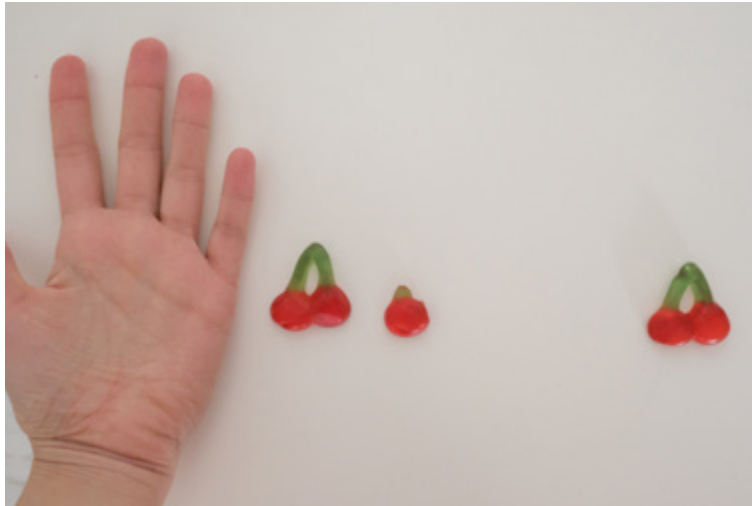
1 min on
Twitter:
0.3 candy
0.00398 euros

173 mins on
Instagram:
6.8 candies
0.0865 euros

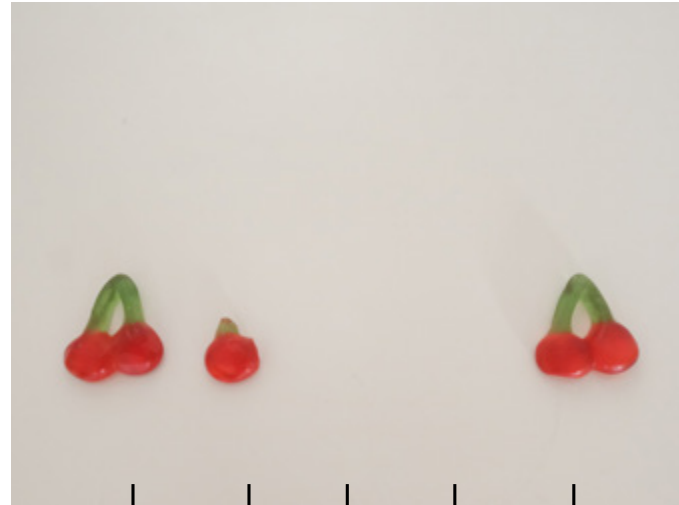
546 mins on
Snapchat:
22 candies
0.28 euros

SKITTLES

EXPERIMENTATION



AVERAGE USER: DAILY CONSUMPTION



Total daily consumption
2.5 candies
0.18 euros

58 mins on
Facebook:
1 candy
0.07 euros

28 mins on
Whatsapp:
0.27candy
0.02 euros

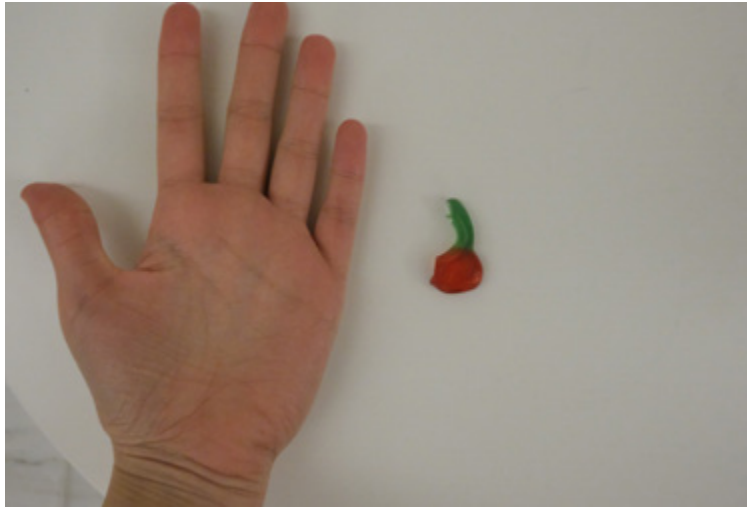
13 mins on
Twitter:
0.78 candy
0.05 euros

53 mins on
Instagram:
0.42 candy
0.02 euros

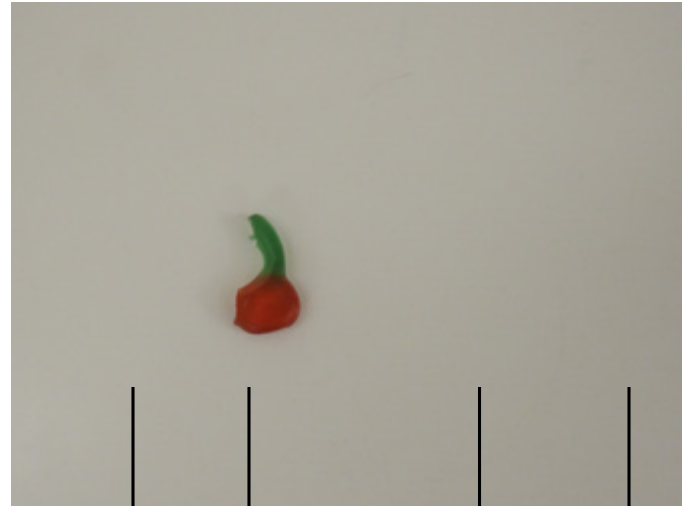
49 mins on
Snapchat:
0.02 candy
0.02 euros

HARIBO CHERRY

EXPERIMENTATION



THALIA: DAILY CONSUMPTION



Total daily consumption
0.5 candies
0.03 euros

3 mins on
Facebook:
0.37 candies
0.0038 euros

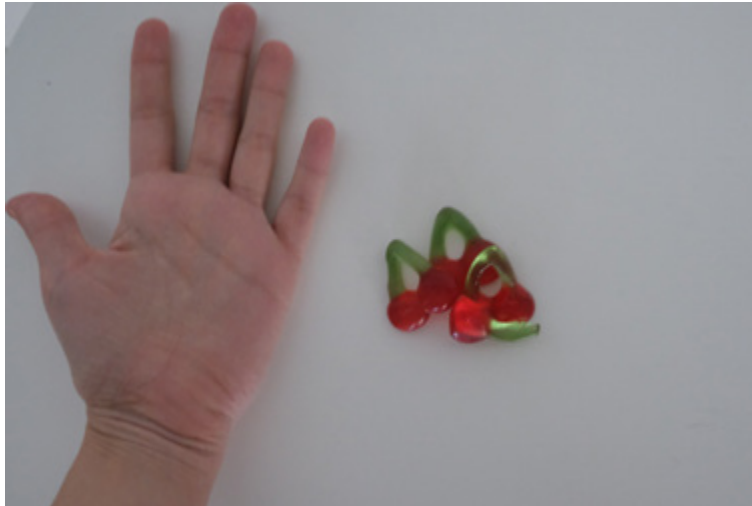
5 mins on
Whatsapp:
0.049 candy
0.02 euros

56 mins on
Instagram:
0.42 candies
0.03 euros

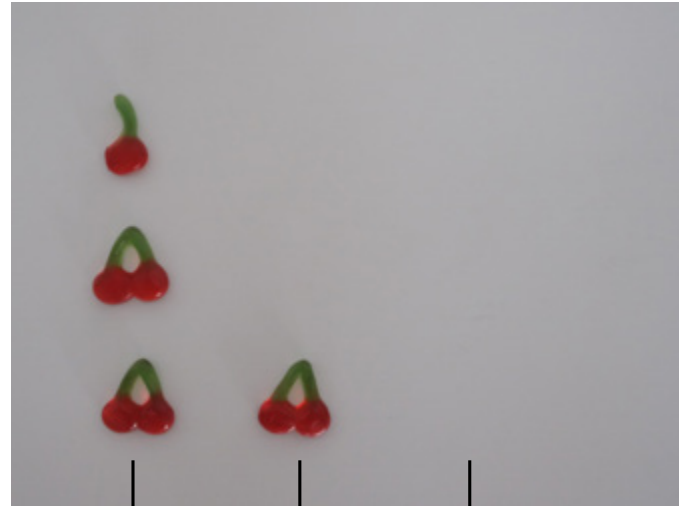
11 mins on
Snapchat:
0.08 candy
0.0056 euros

HARIBO CHERRY

EXPERIMENTATION



THALIA'S MOM: DAILY CONSUMPTION



Total daily consumption
3.5 candies
0.22 euros

140 mins on
Facebook:
2.6 candies
0.176 euros

95 mins on
Instagram:
0.7 candies
0.0475 euros

12 mins on
Whatsapp:
0.1 candy
0.008 euros

HARIBO CHERRY

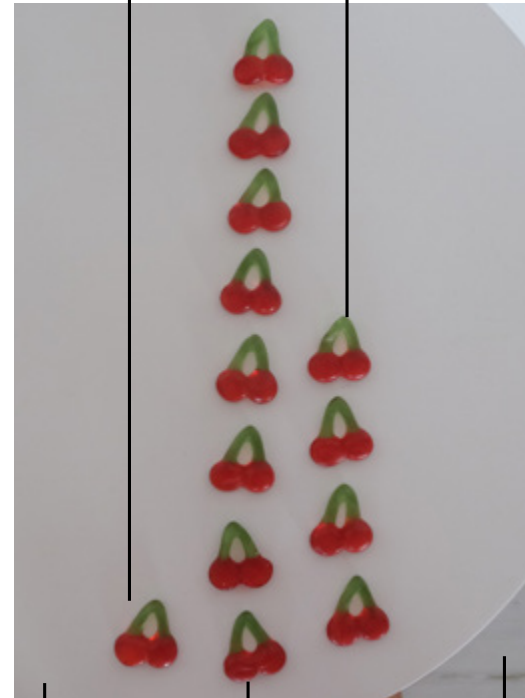
EXPERIMENTATION

THALIA'S FRIEND: DAILY CONSUMPTION



173 mins on
Instagram:
1.29 candies
0.0865 euros

546 mins on
Snapchat:
4.2 candies
0.28 euros



Total daily consumption
13 candies
0.87 euros

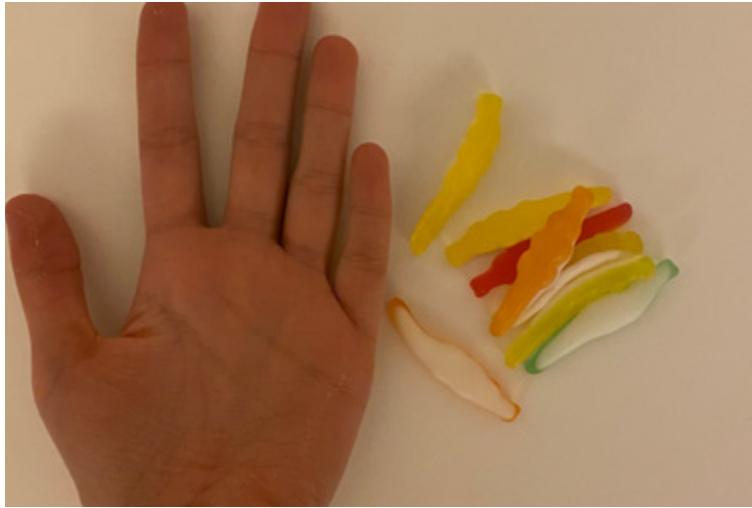
2 mins on
Facebook:
0.0378 candies
0.0025 euros

791 mins on
Whatsapp:
7.75 candies
0.5 euros

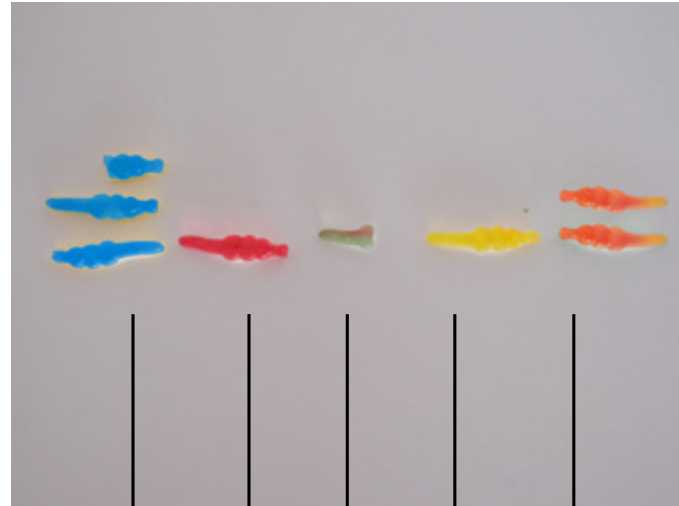
1 min on
Twitter:
0.06 candy
0.00398 euros

HARIBO CHERRY

EXPERIMENTATION



AVERAGE USER: DAILY CONSUMPTION



Total daily consumption
7 candies
0.18 euros

58 mins on
Facebook:
2.48 candies
0.07 euros

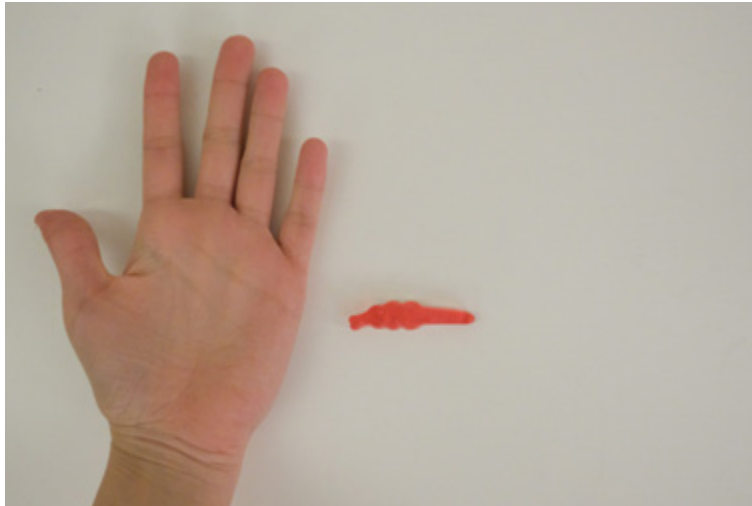
28 mins on
Whatsapp:
0.6 candy
0.02 euros

13 mins on
Twitter:
1.76 candy
0.05 euros

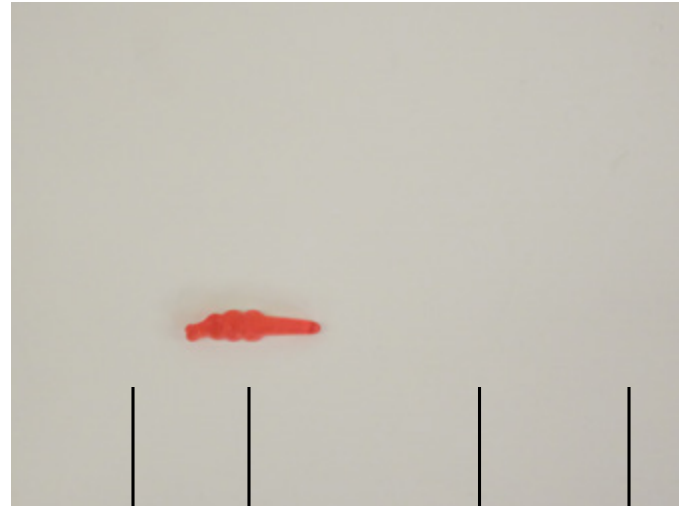
53 mins on
Instagram:
0.9 candy
0.02 euros

49 mins on
Snapchat:
0.85 candy
0.02 euros

EXPERIMENTATION



THALIA: DAILY CONSUMPTION



Total daily consumption
1 candy
0.03 euros

3 mins on
Facebook:
0.13 candies
0.0038 euros

5 mins on
Whatsapp:
0.11 candy
0.003 euros

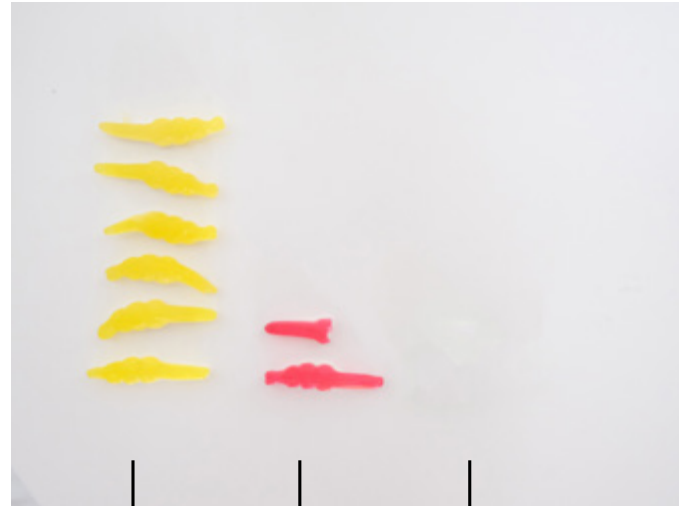
56 mins on
Instagram:
0.95 candies
0.03 euros

11 mins on
Snapchat:
0.08 candy
0.0056 euros

EXPERIMENTATION



THALIA'S MOM: DAILY CONSUMPTION



Total daily consumption
3.5 candies
0.22 euros

140 mins on
Facebook:
6 candies
0.176 euros

95 mins on
Instagram:
1.6 candies
0.0475 euros

12 mins on
Whatsapp:
0.27 candy
0.008 euros

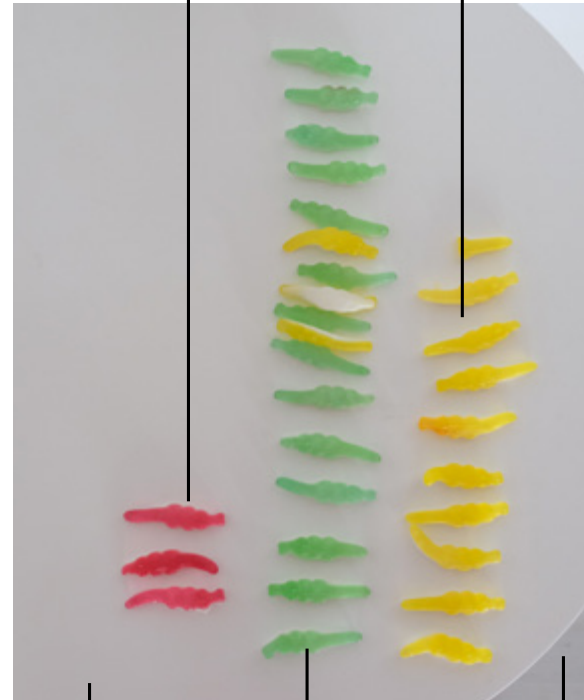
EXPERIMENTATION

THALIA'S FRIEND: DAILY CONSUMPTION



173 mins on Instagram:
2.94 candies
0.0865 euros

546 mins on Snapchat:
9.5 candies
0.28 euros



2 mins on Facebook:
0.0858 candies
0.0025 euros

791 mins on Whatsapp:
17.5 candies
0.5 euros

1 min on Twitter:
0.13 candy
0.00398 euros

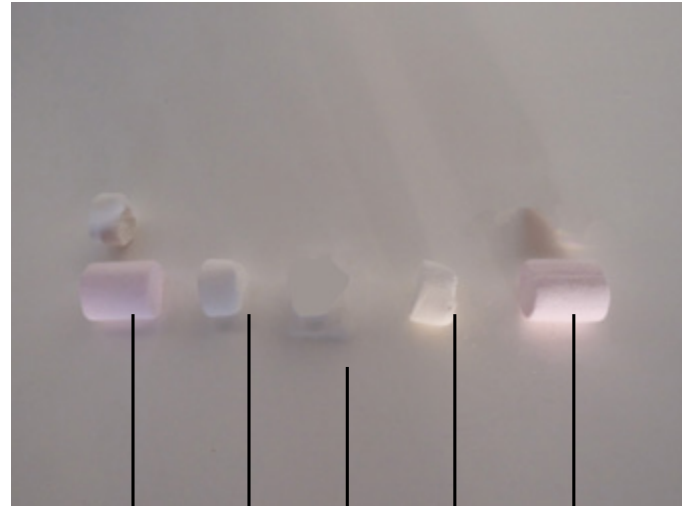
Total daily consumption
32.5 candies
0.87 euros

HARIBO CROCO

EXPERIMENTATION



AVERAGE USER: DAILY CONSUMPTION



Total daily consumption
3.5 candies
0.18 euros

58 mins on
Facebook:
1.5 candies
0.07 euros

28 mins on
Whatsapp:
0.378
candies
0.02 euros

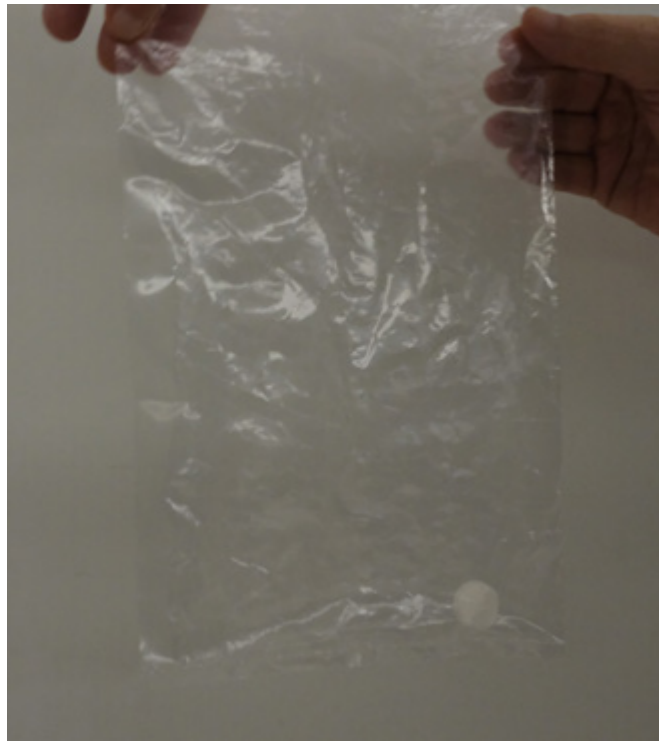
13 mins on
Twitter:
1 candy
0.05 euros

53 mins on
Instagram:
0.55 candy
0.02 euros

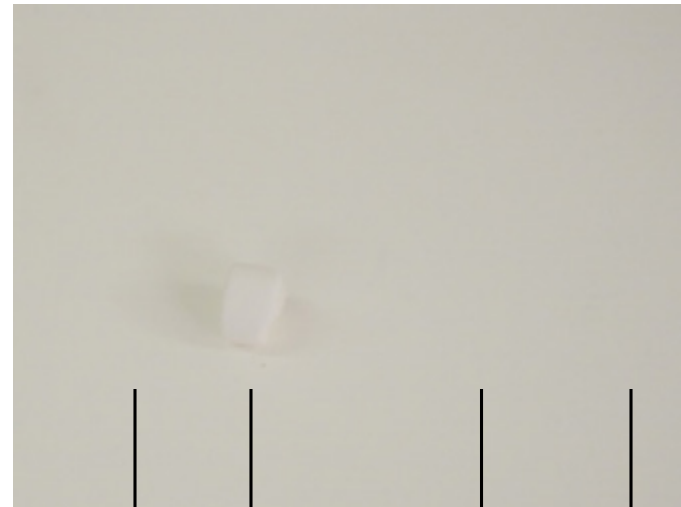
49 mins on
Snapchat:
0.52 candy
0.02 euros

HARIBO CHAMALLOWS

EXPERIMENTATION



THALIA: DAILY CONSUMPTION



Total daily consumption
0.5 candy
0.035 euros

3 mins on
Facebook:
0.08 candies
0.0038 euros

5 mins on
Whatsapp:
0.068 candy
0.003 euros

56 mins on
Instagram:
0.58 candies
0.03 euros

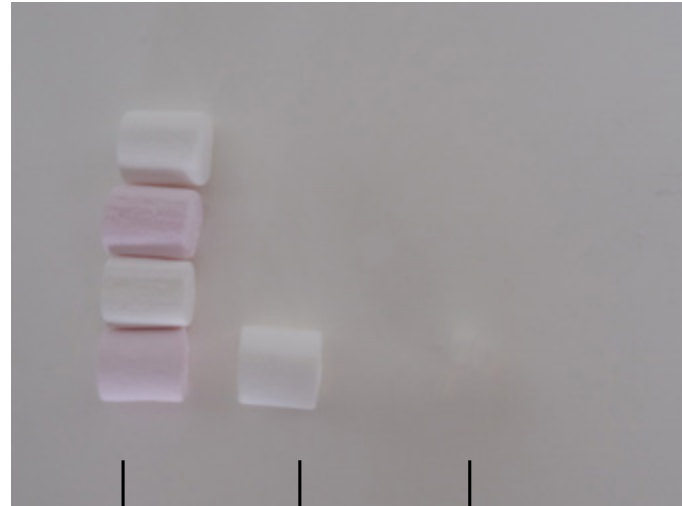
11 mins on
Snapchat:
0.11 candy
0.0056 euros

HARIBO CHAMALLOWS

EXPERIMENTATION



THALIA'S MOM: DAILY CONSUMPTION



Total daily consumption
5 candies
0.22 euros

140 mins on
Facebook:
3.67 candies
0.176 euros

12 mins on
Whatsapp:
0.16 candy
0.008 euros

95 mins on
Instagram:
0.98 candies
0.0475 euros

HARIBO CHAMALLOWS

EXPERIMENTATION

THALIA'S FRIEND: DAILY CONSUMPTION



173 mins on Instagram:
1.8 candies
0.0865 euros

546 mins on Snapchat:
5.79 candies
0.28 euros



Total daily consumption
19 candies
0.87 euros



2 mins on Facebook:
0.0524 candies
0.0025 euros

791 mins on Whatsapp:
10.67 candies
0.5 euros

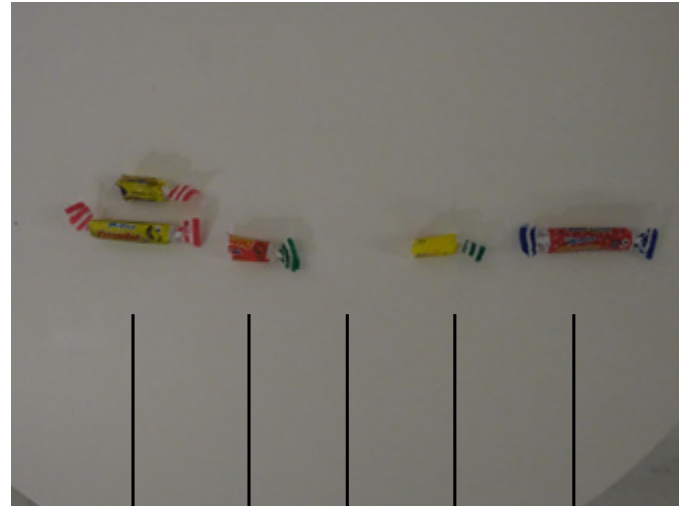
1 min on Twitter:
0.083 candy
0.00398 euros

HARIBO CHAMALLOWS

EXPERIMENTATION



AVERAGE USER: DAILY CONSUMPTION



Total daily consumption
3.5 candies
0.18 euros

58 mins on
Facebook:
1.5 candies
0.07 euros

28 mins on
Whatsapp:
0.4 candy
0.02 euros

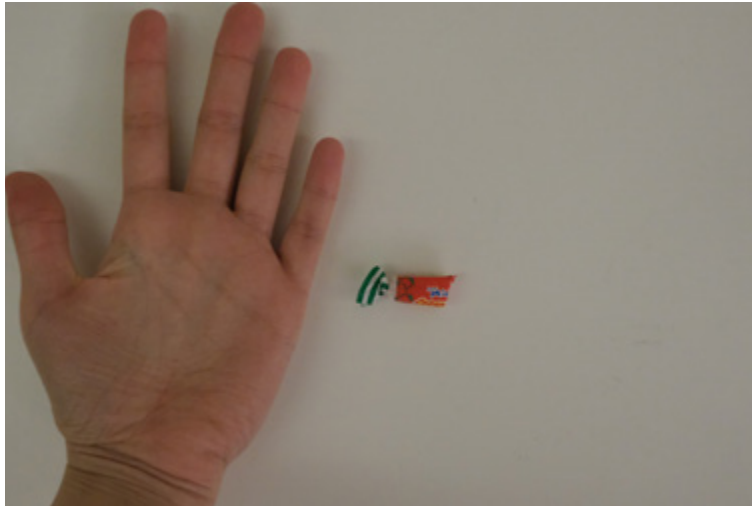
13 mins on
Twitter:
1.1 candies
0.05 euros

53 mins on
Instagram:
0.56 candy
0.02 euros

49 mins on
Snapchat:
0.53 candy
0.02 euros

HARIBO CHAMALLOWS

EXPERIMENTATION



THALIA: DAILY CONSUMPTION



Total daily consumption
0.5 candy
0.035 euros

3 mins on
Facebook:
0.08 candies
0.0038 euros

5 mins on
Whatsapp:
0.07 candy
0.003 euros

56 mins on
Instagram:
0.59 candies
0.03 euros

11 mins on
Snapchat:
0.12 candy
0.0056 euros

CARAMBAR MINI MIX

EXPERIMENTATION



THALIA'S MOM: DAILY CONSUMPTION



Total daily consumption
4 candies
0.22 euros

140 mins on
Facebook:
3.75 candies
0.176 euros

95 mins on
Instagram:
1 candy
0.0475 euros

12 mins on
Whatsapp:
0.17 candy
0.008 euros

CARAMBAR MINI MIX

EXPERIMENTATION

THALIA'S FRIEND: DAILY CONSUMPTION



173 mins on Instagram:
1.83 candies
0.0865 euros

546 mins on Snapchat:
5.95 candies
0.28 euros



Total daily consumption
19 candies
0.87 euros

2 mins on Facebook:
0.0536 candy
0.0025 euros

791 mins on Whatsapp:
10.99 candies
0.5 euros

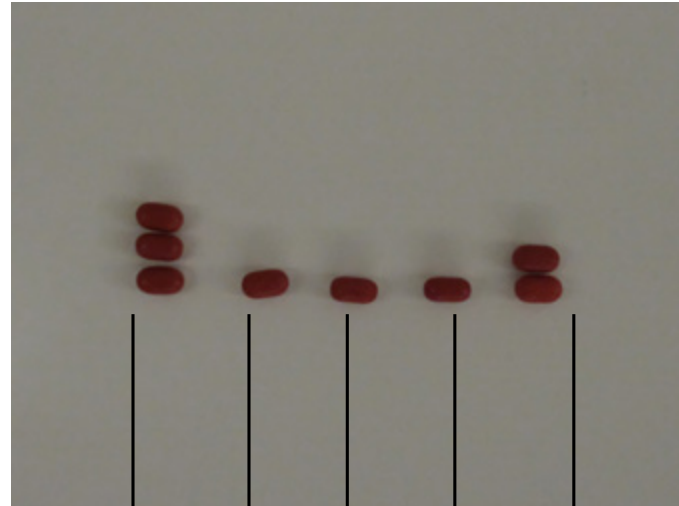
1 min on Twitter:
0.085 candy
0.00398 euros

CARAMBAR MINI MIX

EXPERIMENTATION



AVERAGE USER: DAILY CONSUMPTION



Total daily consumption
8 candies
0.18 euros

58 mins on
Facebook:
3.38 candies
0.07 euros

28 mins on
Whatsapp:
0.84 candy
0.02 euros

13 mins on
Twitter:
2.4 candies
0.05 euros

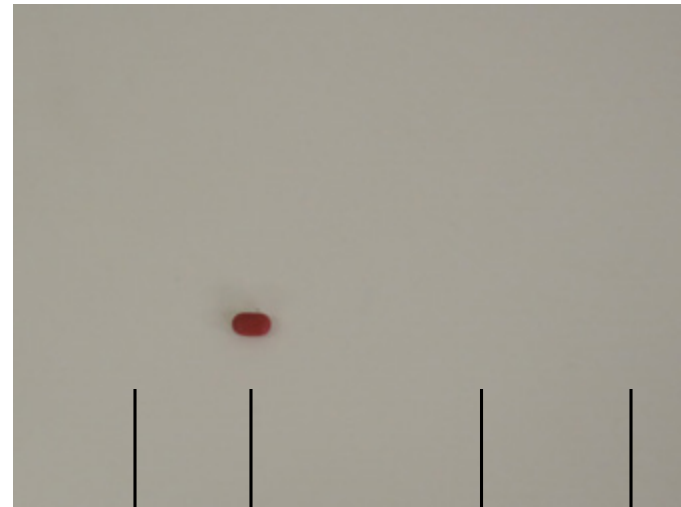
53 mins on
Instagram:
1.22 candy
0.02 euros

49 mins on
Snapchat:
1.16 candy
0.02 euros

EXPERIMENTATION



THALIA: DAILY CONSUMPTION



Total daily consumption
1 candy
0.035 euros

3 mins on
Facebook:
0.18 candies
0.0038 euros

5 mins on
Whatsapp:
0.25 candy
0.003 euros

56 mins on
Instagram:
1.29 candies
0.03 euros

11 mins on
Snapchat:
0.26 candy
0.0056 euros

EXPERIMENTATION



THALIA'S MOM: DAILY CONSUMPTION



140 mins on
Facebook:
8.17 candies
0.176 euros

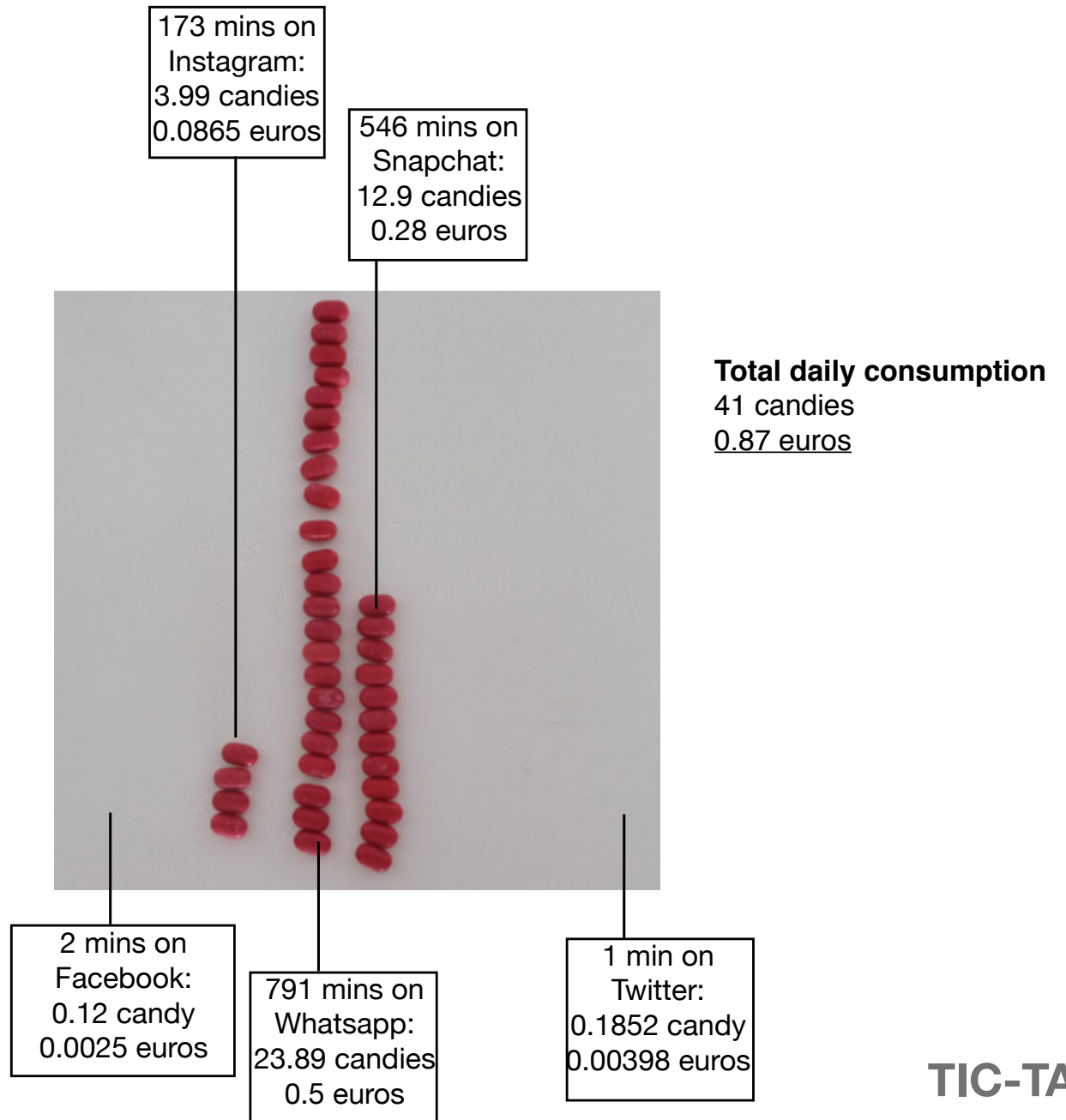
95 mins on
Instagram:
2.19 candies
0.0475 euros

12 mins on
Whatsapp:
0.36 candy
0.008 euros

Total daily consumption
10 candies
0.22 euros

EXPERIMENTATION

THALIA'S FRIEND: DAILY CONSUMPTION



EXPERIMENTATION



AVERAGE USER: DAILY CONSUMPTION



Total daily consumption
6.5 candies
0.18 euros

58 mins on
Facebook:
1.51 candies
0.07 euros

28 mins on
Whatsapp:
1.25 candy
0.02 euros

13 mins on
Twitter:
0.78 candies
0.05 euros

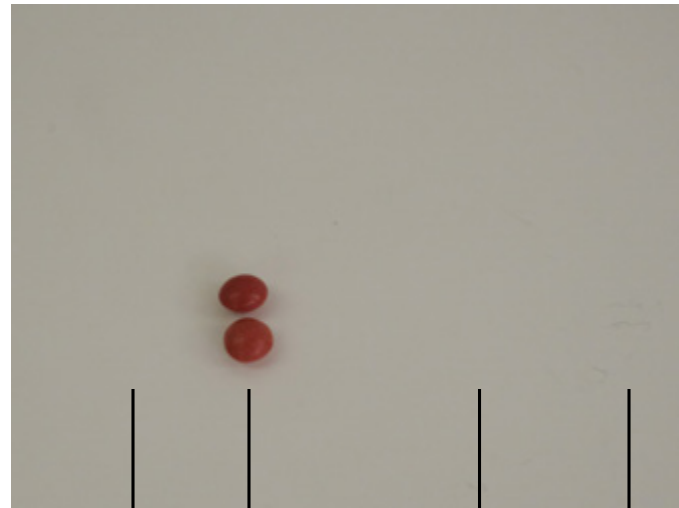
53 mins on
Instagram:
2 candies
0.02 euros

49 mins on
Snapchat:
0.85 candy
0.02 euros

EXPERIMENTATION



THALIA: DAILY CONSUMPTION



Total daily consumption
2 candies
0.035 euros

3 mins on
Facebook:
0.08 candies
0.0038 euros

5 mins on
Whatsapp:
0.22 candy
0.003 euros

56 mins on
Instagram:
2.2 candies
0.03 euros

11 mins on
Snapchat:
0.19 candy
0.0056 euros

EXPERIMENTATION



THALIA'S MOM: DAILY CONSUMPTION



Total daily consumption
8 candies
0.22 euros

140 mins on
Facebook:
3.6 candies
0.176 euros

12 mins on
Whatsapp:
0.5 candy
0.008 euros

95 mins on
Instagram:
3.7 candy
0.0475 euros

EXPERIMENTATION

THALIA'S FRIEND: DAILY CONSUMPTION



173 mins on Instagram:
6.81 candies
0.0865 euros

546 mins on Snapchat:
9.5 candies
0.28 euros



Total daily consumption
19 candies
0.87 euros



2 mins on Facebook:
0.0524 candy
0.0025 euros

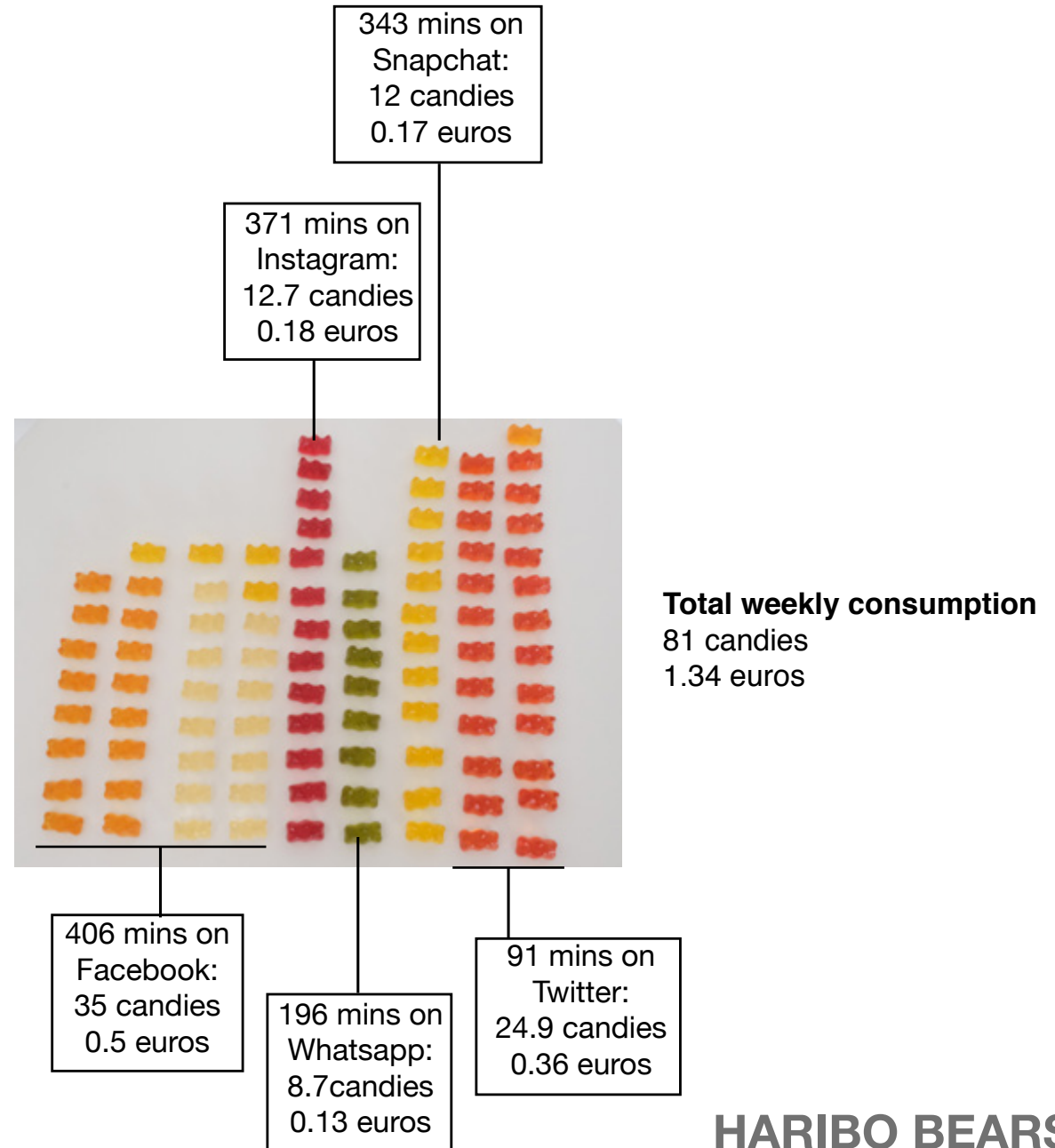
791 mins on Whatsapp:
35.43 candies
0.5 euros

1 min on Twitter:
0.06 candy
0.00398 euros

EXPERIMENTATION



AVERAGE USER: WEEKLY CONSUMPTION

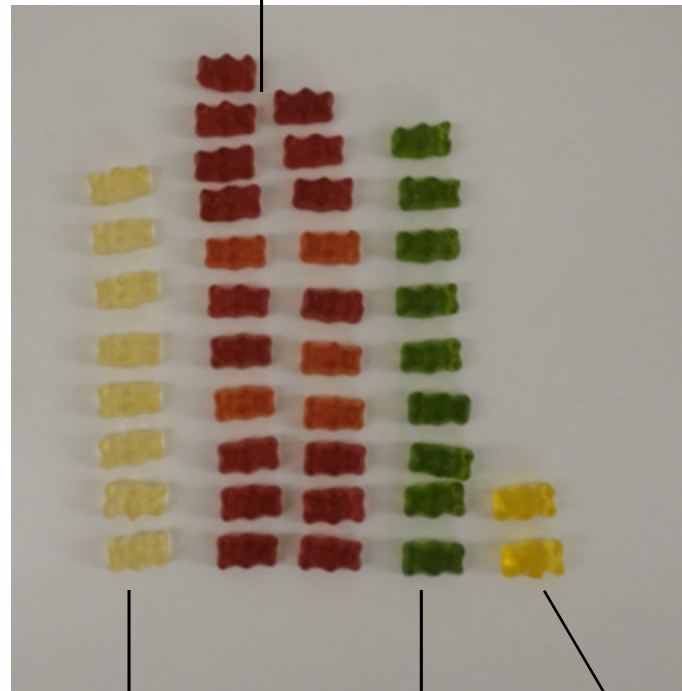


EXPERIMENTATION



THALIA: WEEKLY CONSUMPTION

566 mins on Instagram:
19.4 candies
0.28 euros



Total weekly consumption
41 candies
0.56 euros

90 mins on Facebook:
7.78 candies
0.11 euros

209 mins on Whatsapp:
9.36 candies
0.14 euros

65 mins on Snapchat:
2.28 candies
0.03 euros

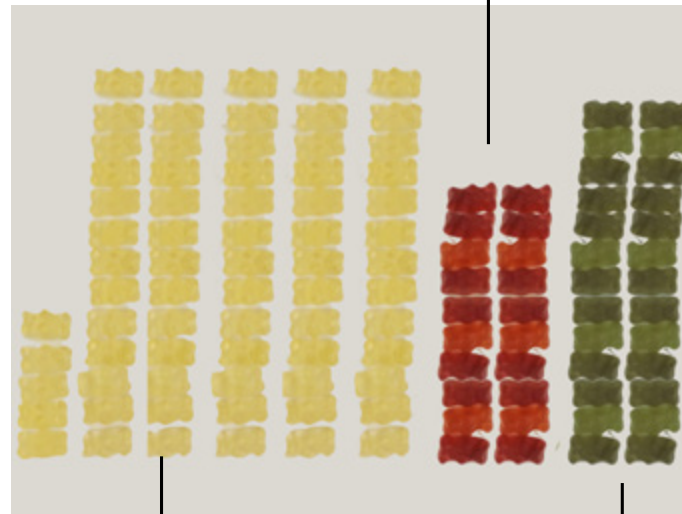
HARIBO BEARS

EXPERIMENTATION



THALIA'S MOM: WEEKLY CONSUMPTION

587 mins on Instagram:
20.13 candies
0.29 euros



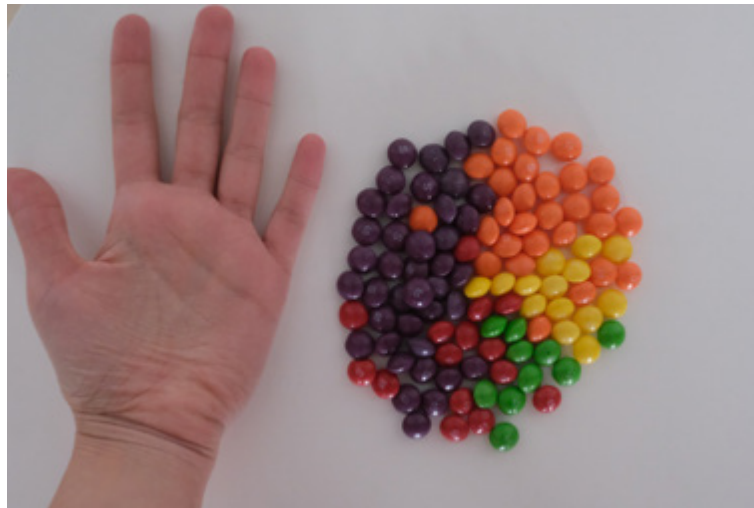
Total weekly consumption
117 candies
1.7 euros

819 mins on Facebook:
70.8 candies
1.03 euros

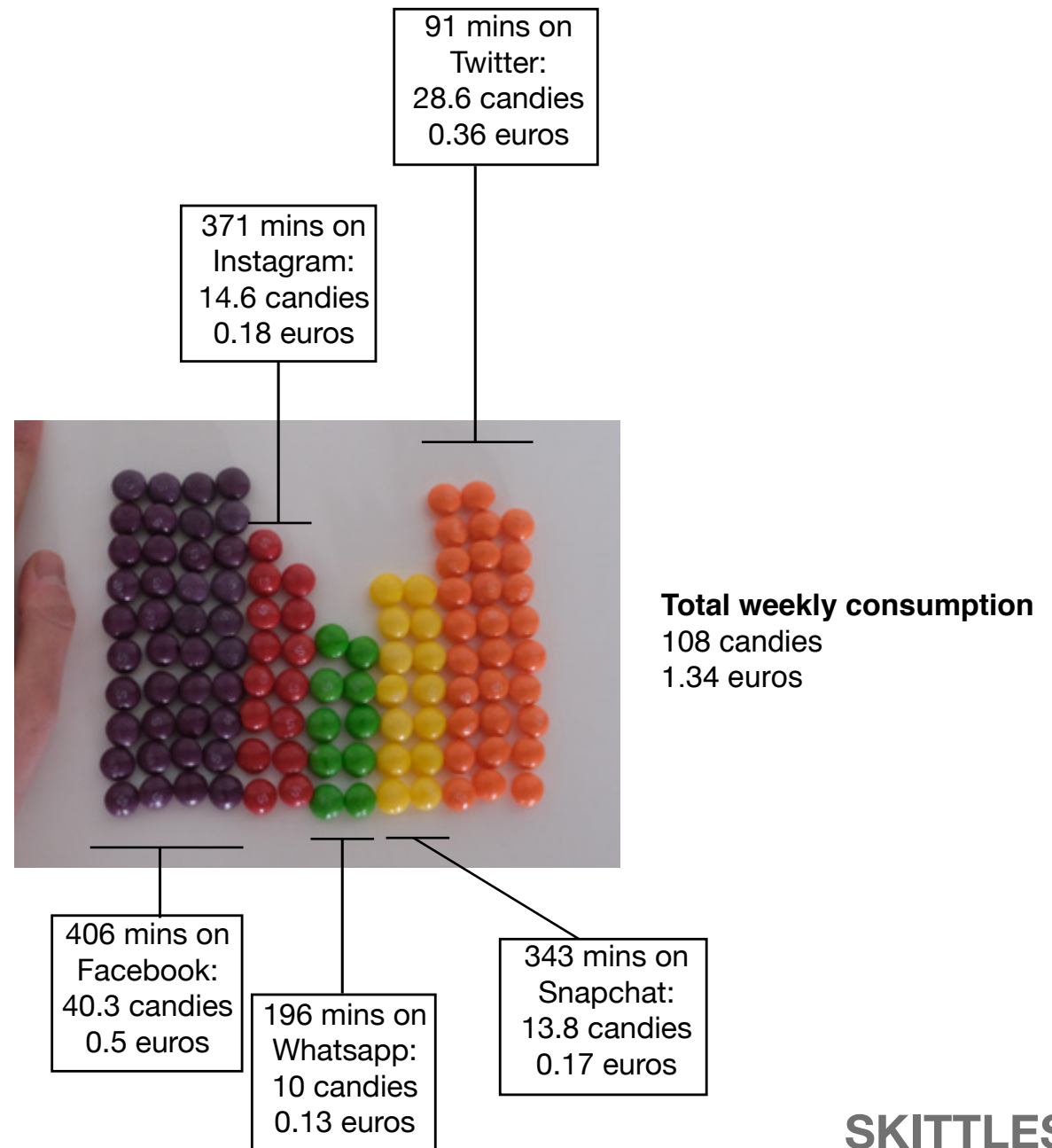
589 mins on Whatsapp:
26.39 candies
0.38 euros

HARIBO BEARS

EXPERIMENTATION

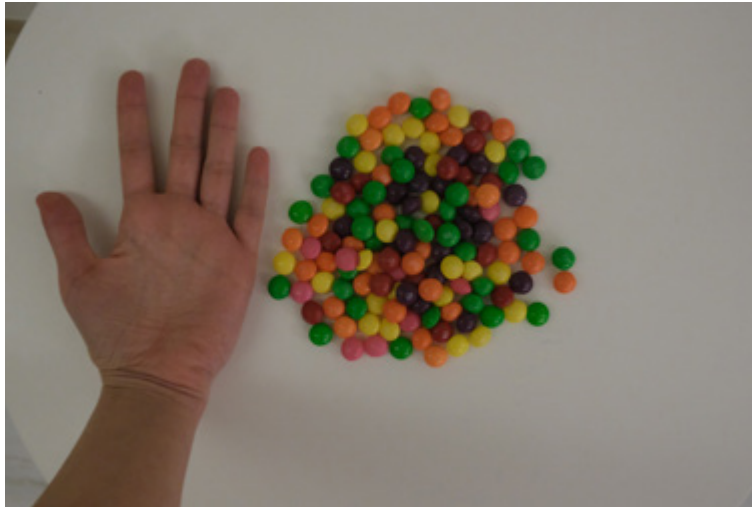


AVERAGE USER: WEEKLY CONSUMPTION



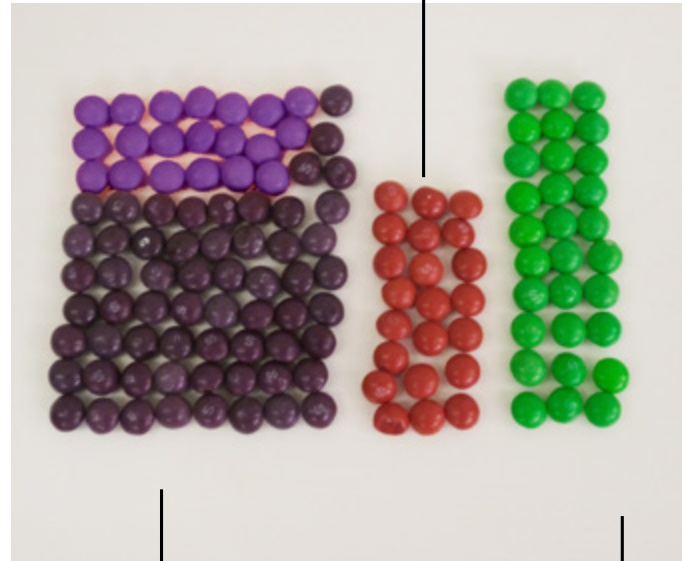
SKITTLES

EXPERIMENTATION



THALIA'S MOM: WEEKLY CONSUMPTION

587 mins on Instagram:
23.1 candies
0.29 euros



Total weekly consumption
134 candies
1.7 euros

819 mins on Facebook:
81.4 candies
1.03 euros

589 mins on Whatsapp:
30.39 candies
0.38 euros

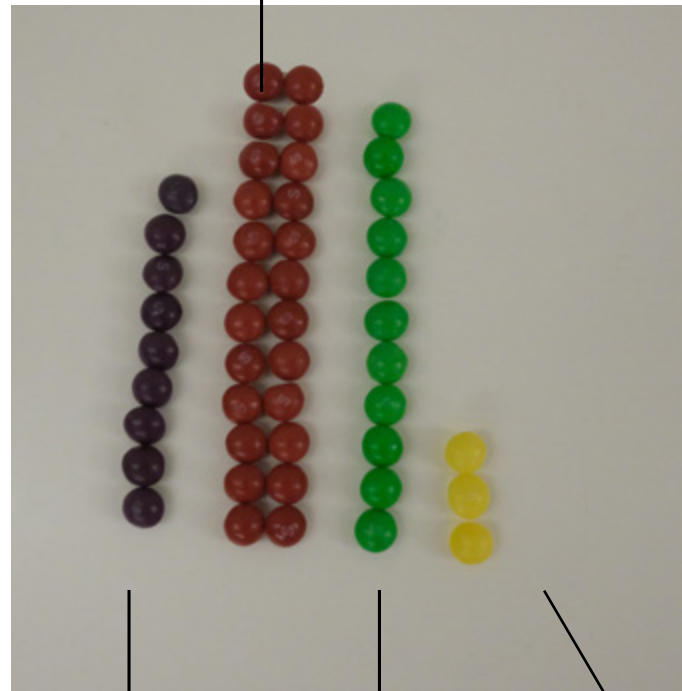
SKITTLES

EXPERIMENTATION



THALIA: WEEKLY CONSUMPTION

566 mins on Instagram:
22.3 candies
0.28 euros



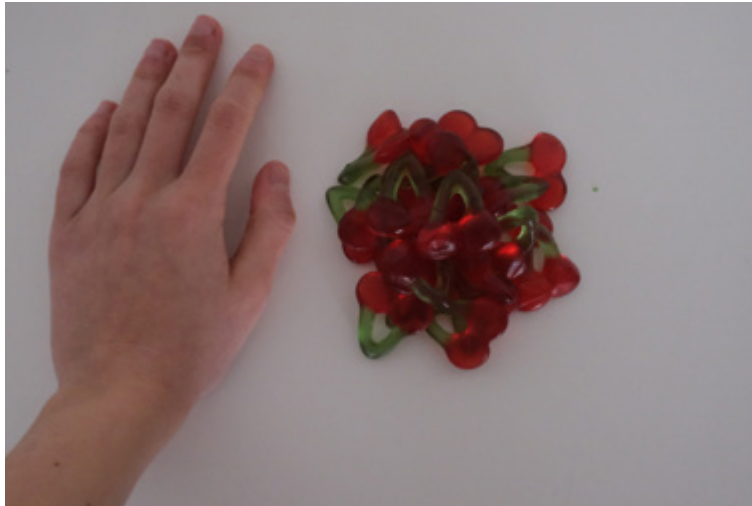
Total weekly consumption
41 candies
0.56 euros

90 mins on Facebook:
8.9 candies
0.11 euros

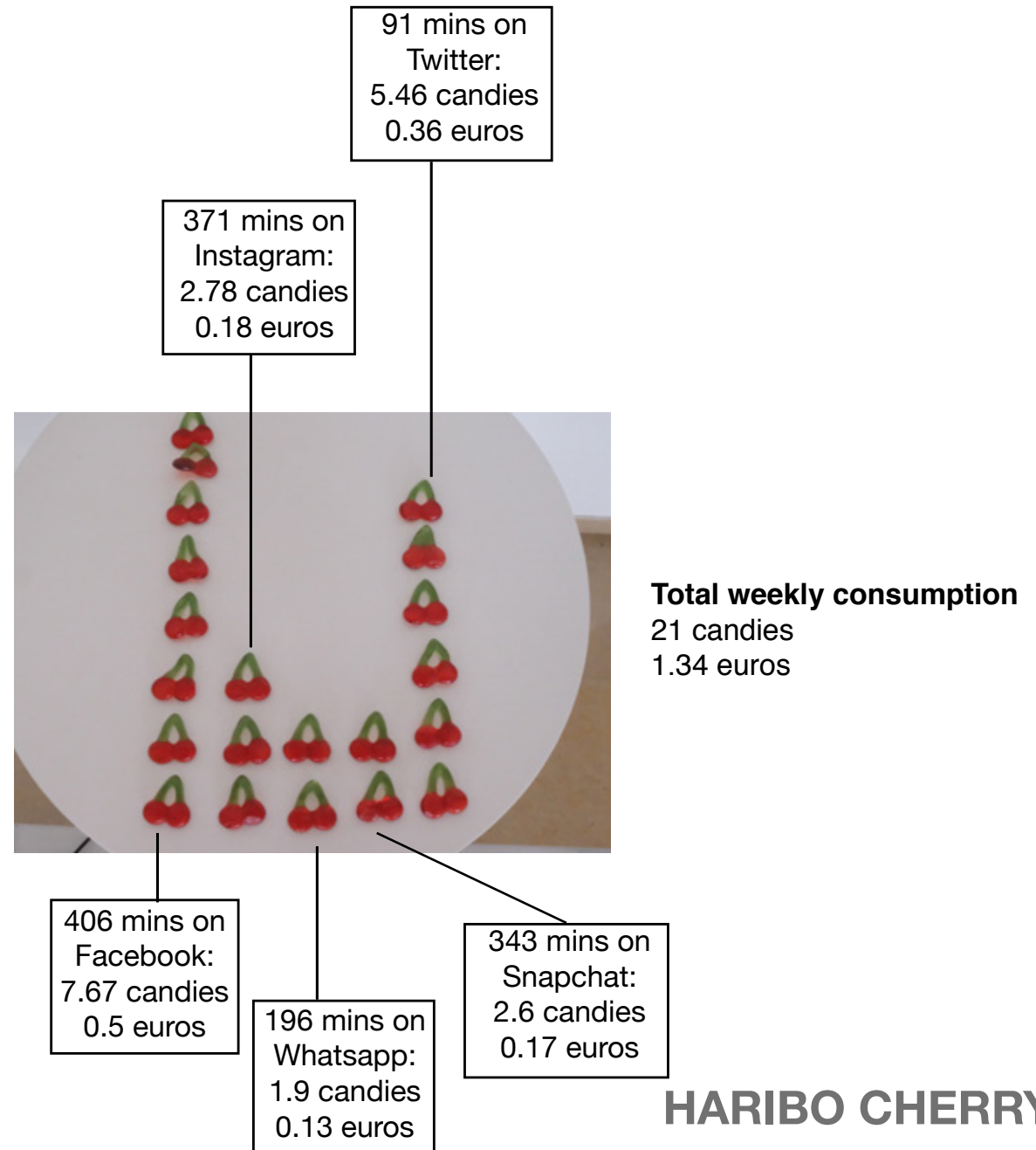
209 mins on Whatsapp:
10.76 candies
0.14 euros

65 mins on Snapchat:
2.6 candies
0.03 euros

EXPERIMENTATION



AVERAGE USER: WEEKLY CONSUMPTION

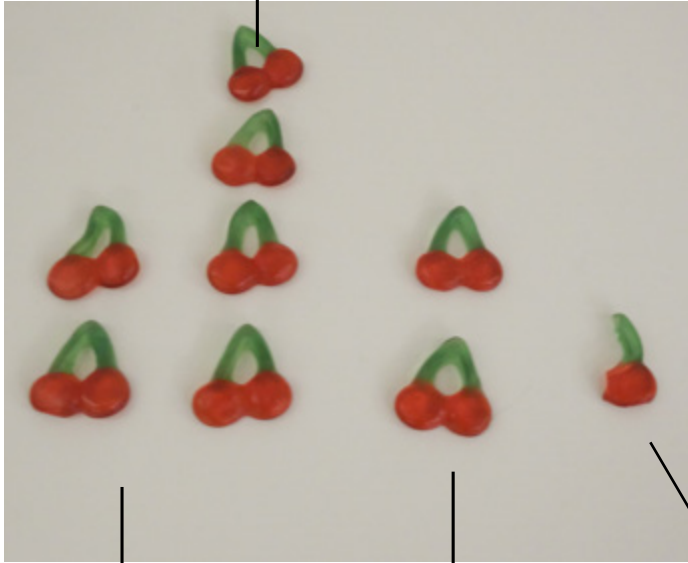


EXPERIMENTATION



THALIA: WEEKLY CONSUMPTION

566 mins on Instagram:
4.2 candies
0.28 euros



Total weekly consumption
8.5 candies
0.56 euros

90 mins on Facebook:
1.7 candies
0.11 euros

209 mins on Whatsapp:
2 candies
0.14 euros

65 mins on Snapchat:
0.5 candies
0.03 euros

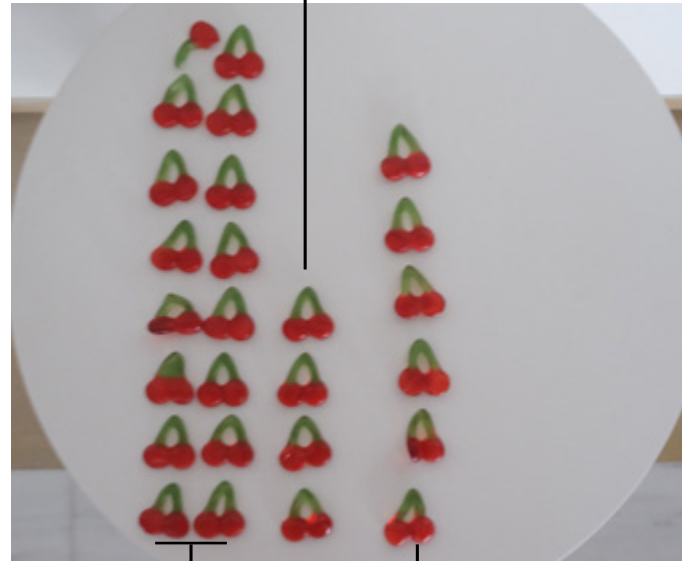
HARIBO CHERRY

EXPERIMENTATION



THALIA'S MOM: WEEKLY CONSUMPTION

587 mins on Instagram:
4.4 candies
0.29 euros



819 mins on Facebook:
15.5 candies
1.03 euros

589 mins on Whatsapp:
5.7 candies
0.38 euros

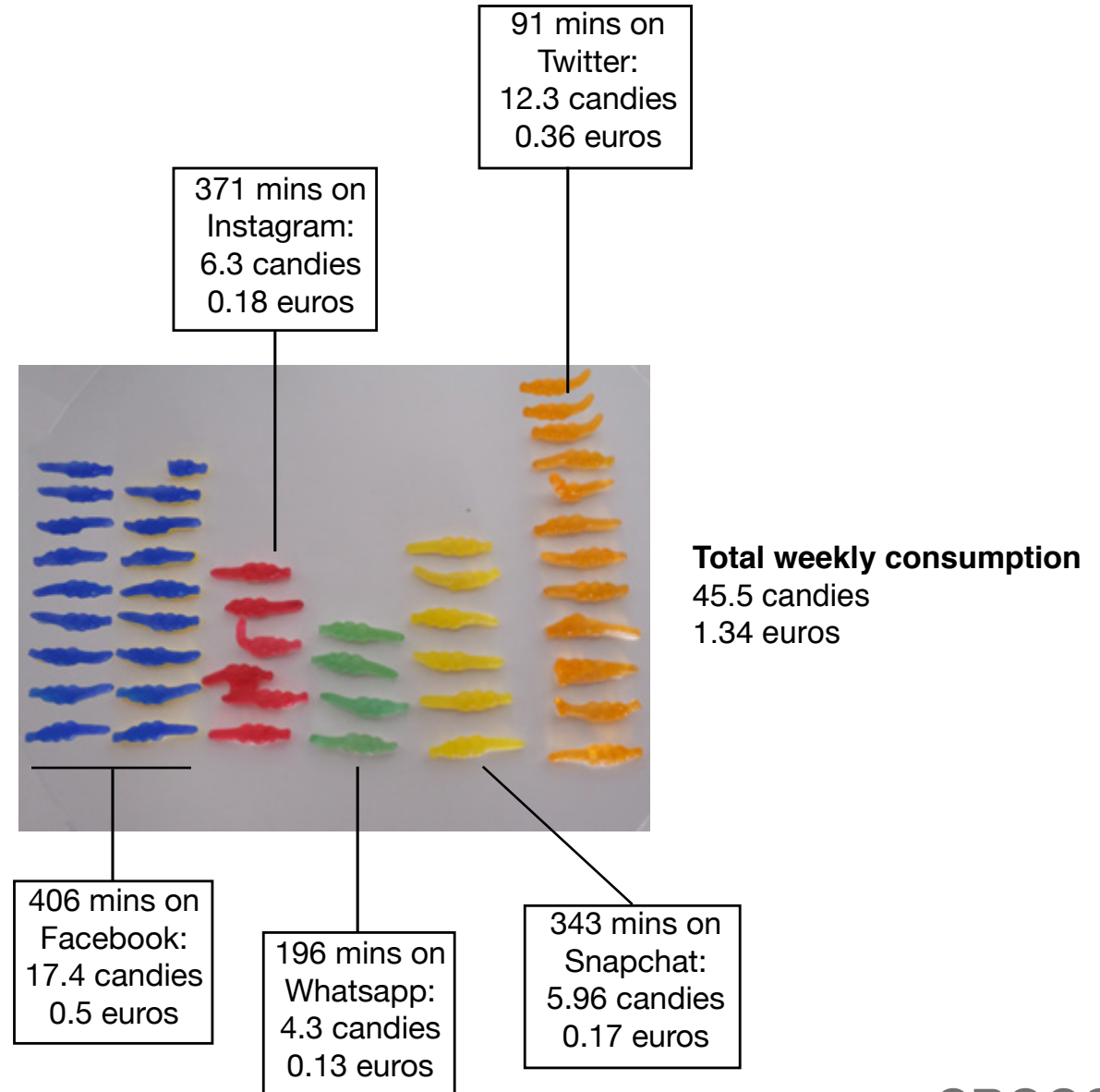
Total weekly consumption
25.5 candies
1.7 euros

HARIBO CHERRY

EXPERIMENTATION



AVERAGE USER: WEEKLY CONSUMPTION

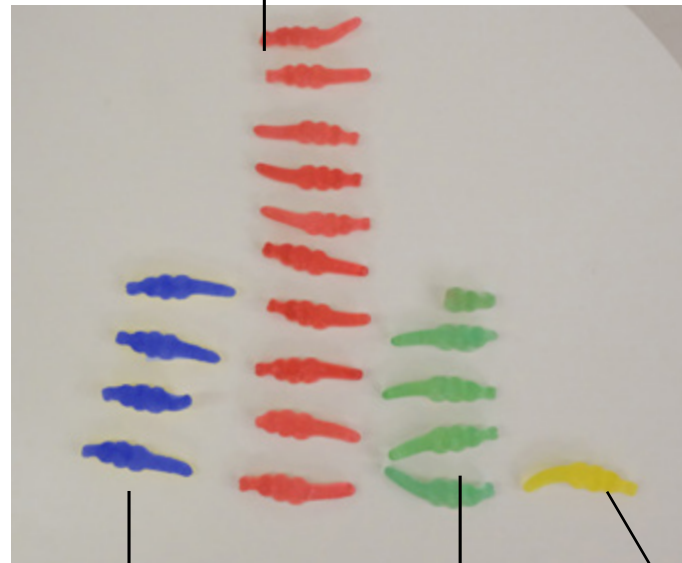


EXPERIMENTATION



THALIA: WEEKLY CONSUMPTION

566 mins on Instagram:
9.6 candies
0.28 euros



Total weekly consumption
19 candies
0.56 euros

90 mins on Facebook:
3.8 candies
0.11 euros

209 mins on Whatsapp:
4.6 candies
0.14 euros

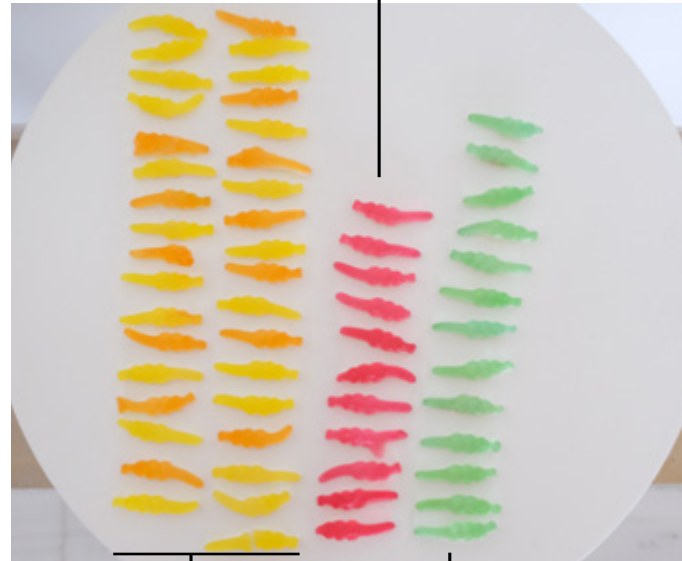
65 mins on Snapchat:
1.1 candies
0.03 euros

EXPERIMENTATION



THALIA'S MOM: WEEKLY CONSUMPTION

587 mins on Instagram:
9.99 candies
0.29 euros



819 mins on Facebook:
35.1 candies
1.03 euros

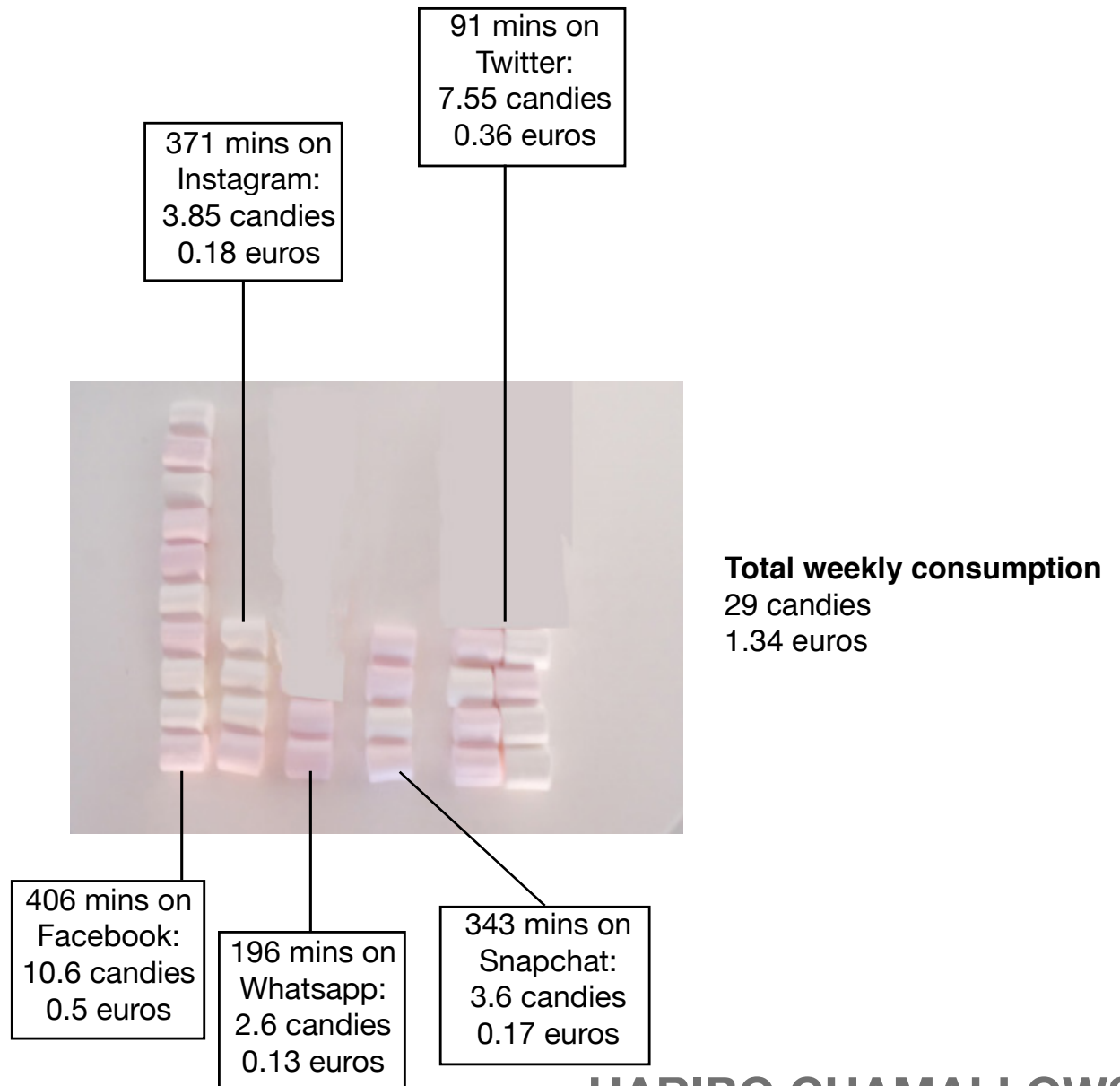
589 mins on Whatsapp:
13 candies
0.38 euros

Total weekly consumption
58 candies
1.7 euros

EXPERIMENTATION



AVERAGE USER: WEEKLY CONSUMPTION



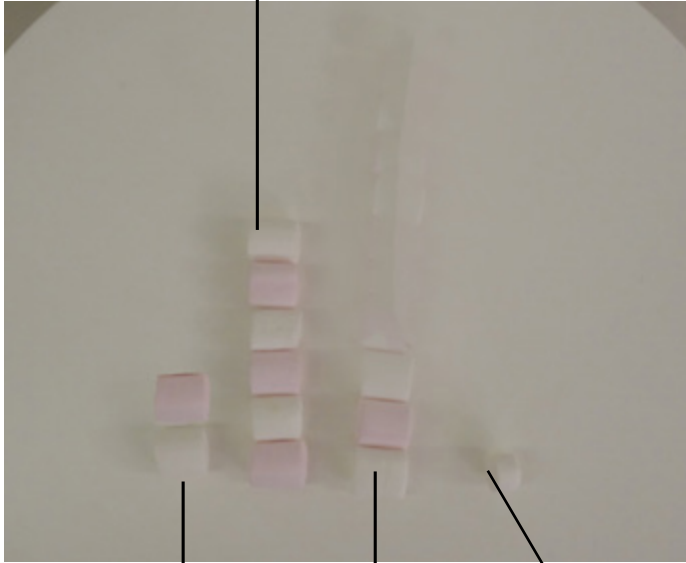
HARIBO CHAMALLOWS

EXPERIMENTATION



THALIA: WEEKLY CONSUMPTION

566 mins on Instagram:
5.8 candies
0.28 euros



Total weekly consumption
11.5 candies
0.56 euros

90 mins on Facebook:
2.36 candies
0.11 euros

209 mins on Whatsapp:
2.8 candies
0.14 euros

65 mins on Snapchat:
0.68 candies
0.03 euros

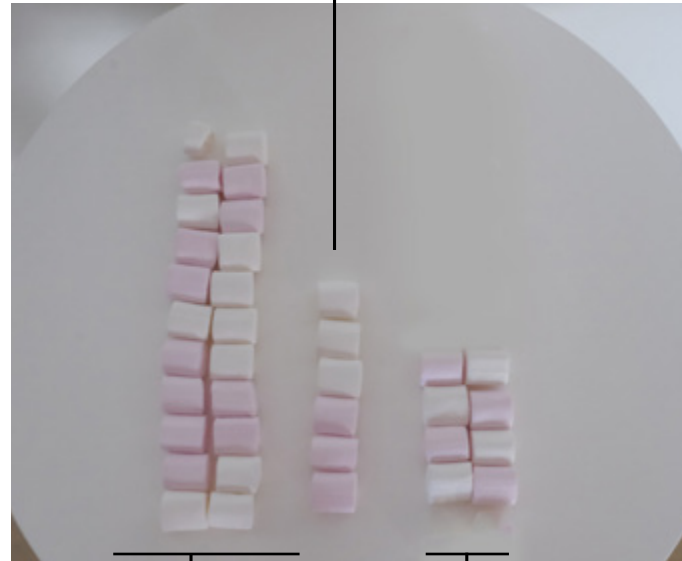
HARIBO CHAMALLOWS

EXPERIMENTATION



THALIA'S MOM: WEEKLY CONSUMPTION

587 mins on Instagram:
6.1 candies
0.29 euros



819 mins on Facebook:
21.46 candies
1.03 euros

589 mins on Whatsapp:
7.95 candies
0.38 euros

Total weekly consumption
35 candies
1.7 euros

HARIBO CHAMALLOWS

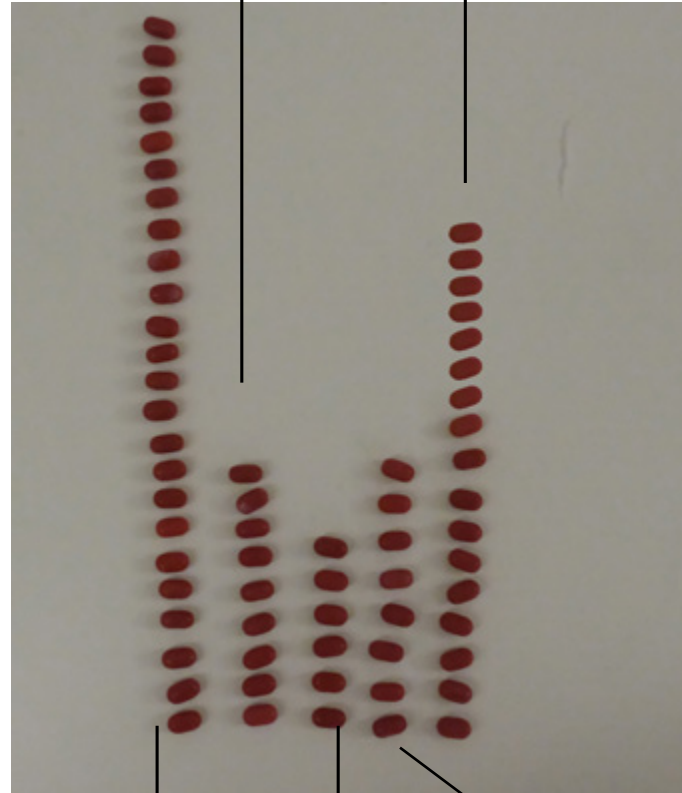
EXPERIMENTATION



AVERAGE USER: WEEKLY CONSUMPTION

371 mins on Instagram:
8.75 candies
0.18 euros

91 mins on Twitter:
16.85 candies
0.36 euros



406 mins on Facebook:
23.7 candies
0.5 euros

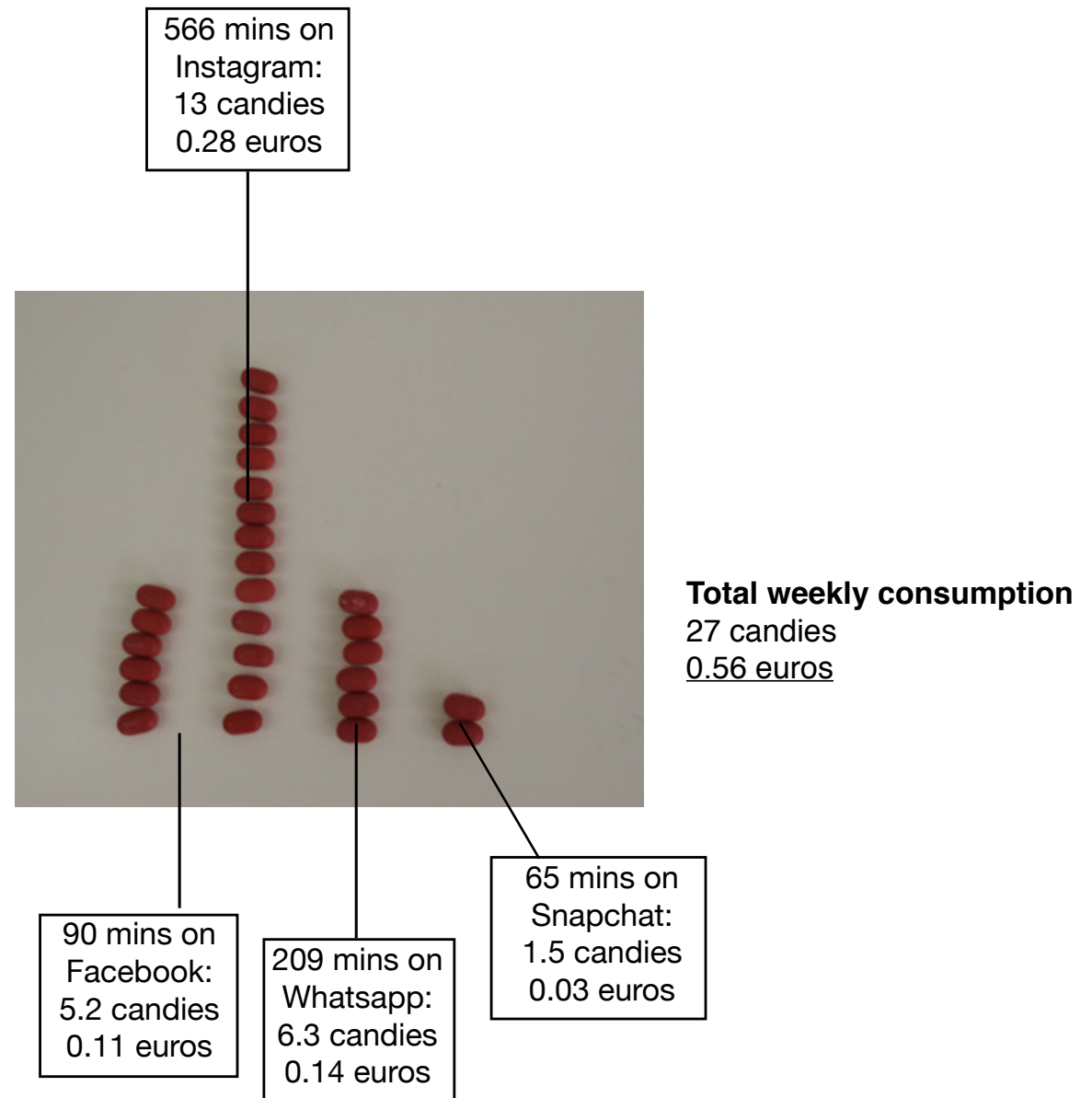
196 mins on Whatsapp:
5.9 candies
0.13 euros

343 mins on Snapchat:
8.1 candies
0.17 euros

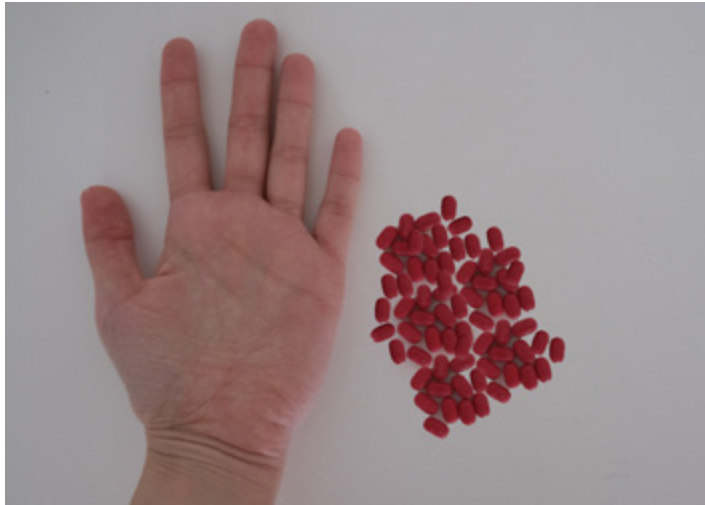
Total weekly consumption
64 candies
1.34 euros

EXPERIMENTATION

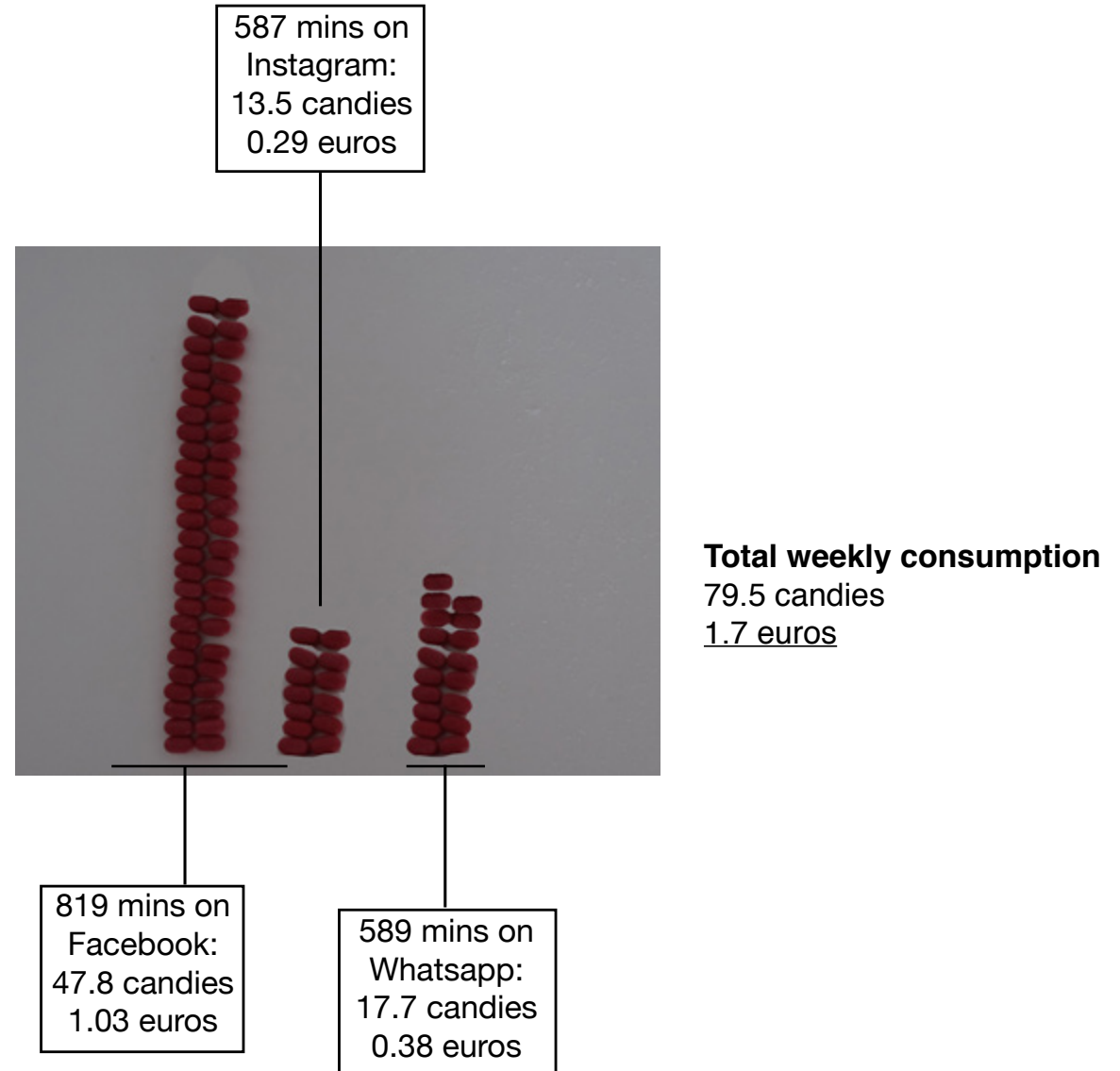
THALIA: WEEKLY CONSUMPTION



EXPERIMENTATION



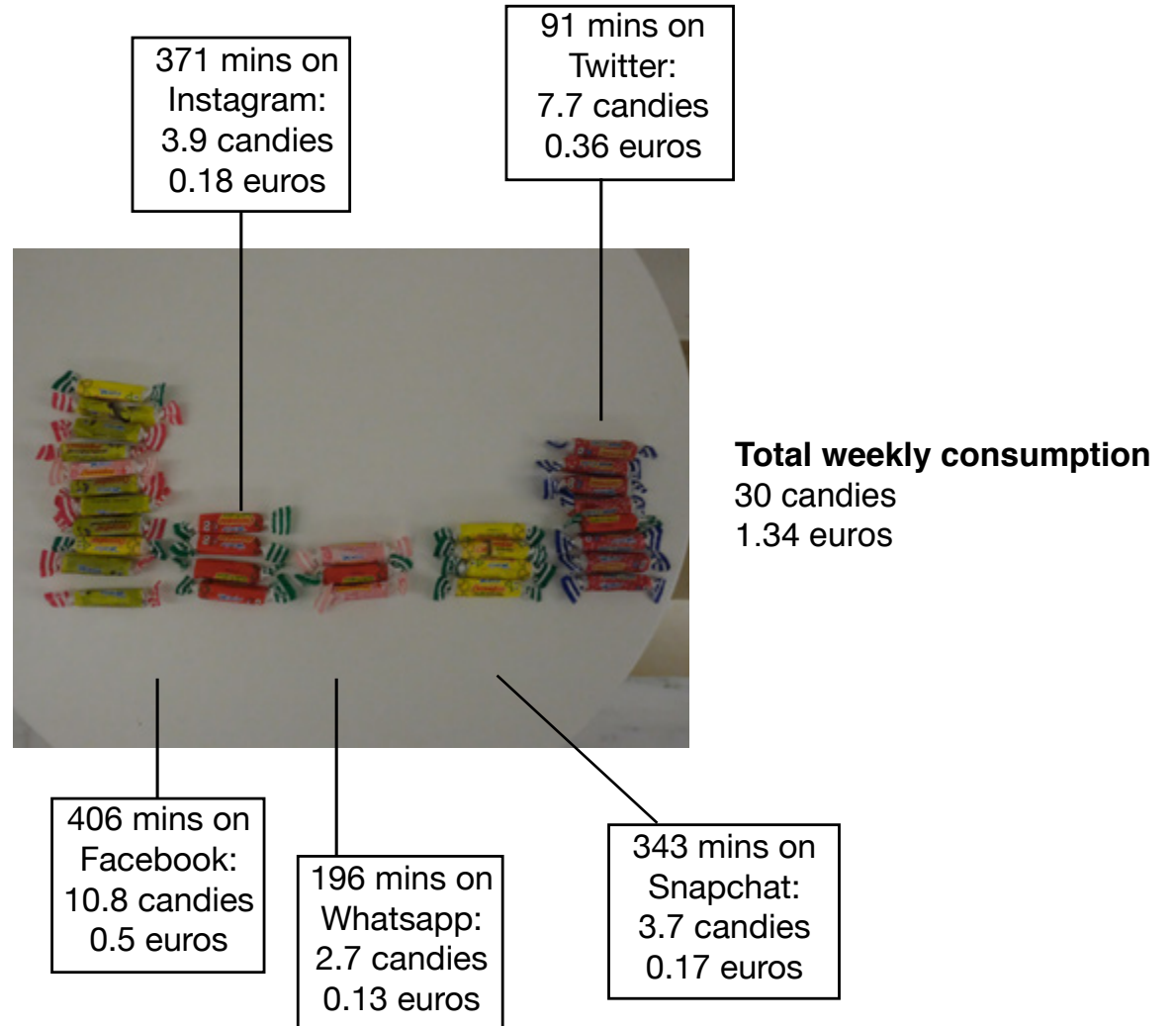
THALIA'S MOM: WEEKLY CONSUMPTION



EXPERIMENTATION



AVERAGE USER: WEEKLY CONSUMPTION



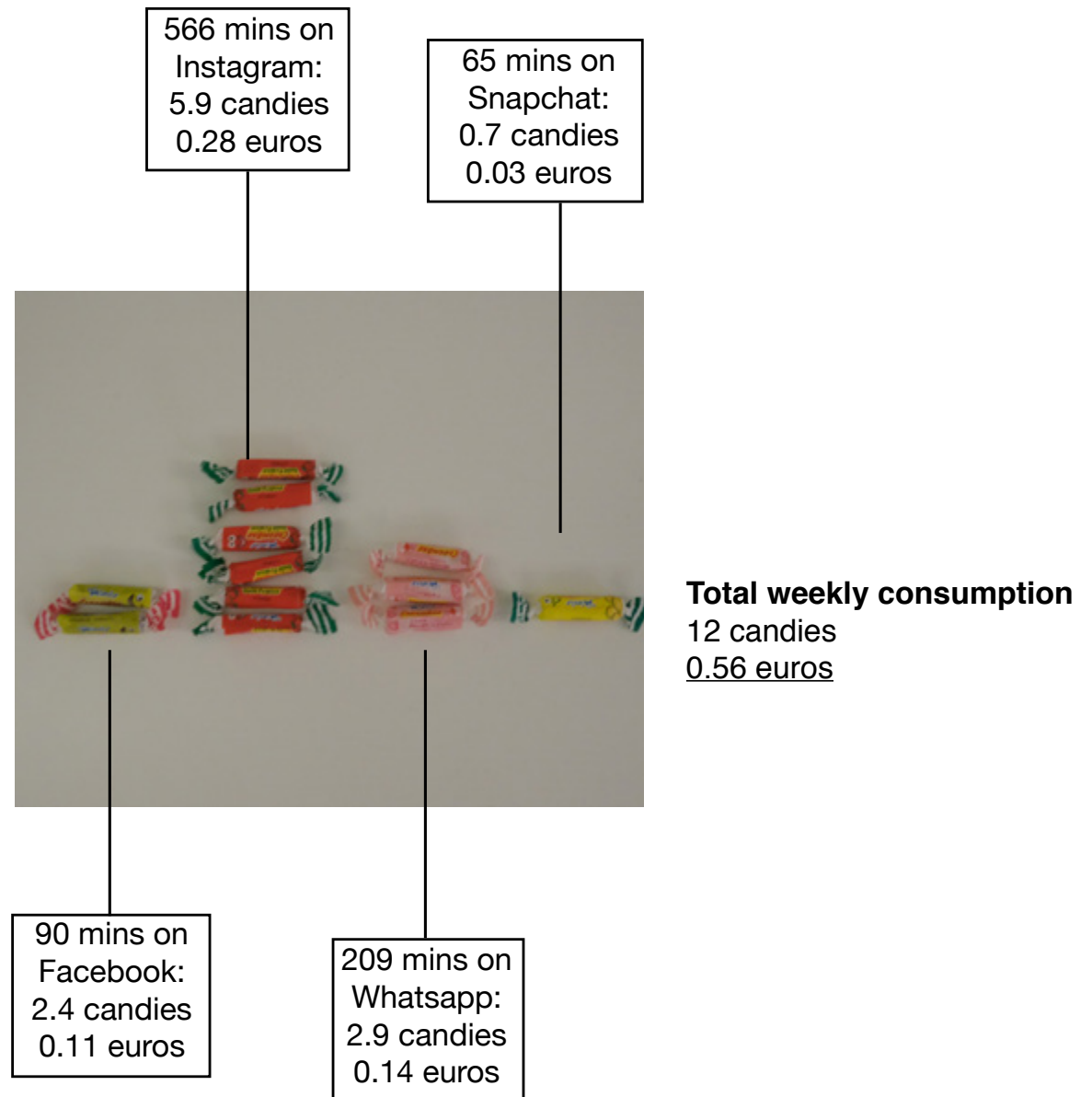
Total weekly consumption
30 candies
1.34 euros

HARIBO CHAMALLOWS

EXPERIMENTATION



THALIA: WEEKLY CONSUMPTION

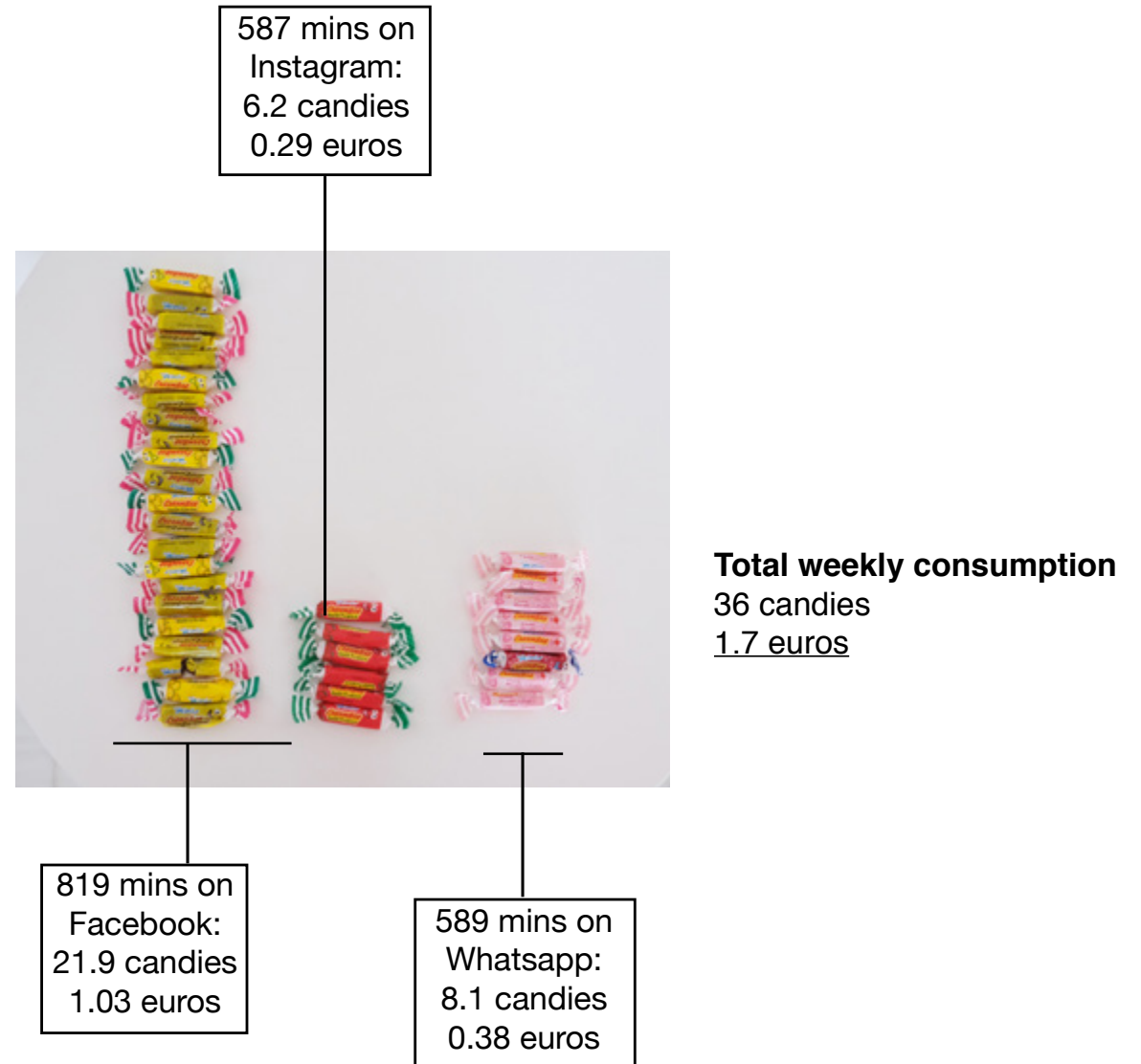


CARAMBAR MINI MIX

EXPERIMENTATION



THALIA'S MOM: WEEKLY CONSUMPTION



CARAMBAR MINI MIX

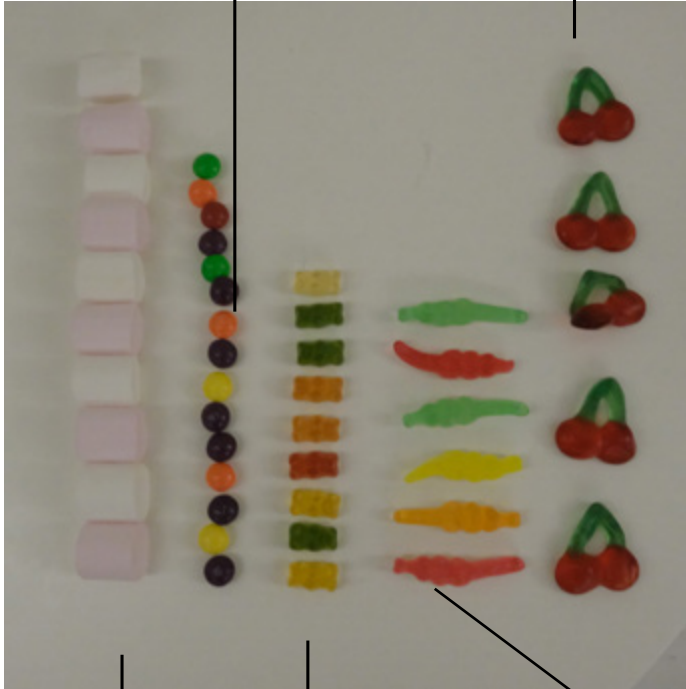
EXPERIMENTATION



AVERAGE USER: WEEKLY CONSUMPTION

371 mins on Instagram:
14.6 candies
0.18 euros

91 mins on Twitter:
5.46 candies
0.36 euros



406 mins on Facebook:
10.6 candies
0.5 euros

196 mins on Whatsapp:
8.78 candies
0.13 euros

343 mins on Snapchat:
5.96 candies
0.17 euros

Total weekly consumption
45 candies
1.34 euros

EXPERIMENTATION



THALIA: WEEKLY CONSUMPTION

566 mins on Instagram:
22.3 candies
0.28 euros



90 mins on Facebook:
2.36 candies
0.11 euros

209 mins on Whatsapp:
9.36 candies
0.14 euros

65 mins on Snapchat:
1.1 candies
0.03 euros

Total weekly consumption
35 candies
0.56 euros

EXPERIMENTATION



THALIA'S MOM: WEEKLY CONSUMPTION

587 mins on
Instagram:
23 candies
0.29 euros



819 mins on
Facebook:
21.4 candies
1.03 euros

589 mins on
Whatsapp:
26.4 candies
0.38 euros

Total weekly consumption
68 candies
1.7 euros

COMPARISON: MONOPRIX vs CARREFOUR

AVERAGE USER

0.0145 euros/ piece

0.012 euros/ piece

0.0145 euros/ piece

0.012 euros/ piece



DAILY

WEEKLY

COMPARISON: MONOPRIX vs CARREFOUR

AVERAGE USER

0.013 euros/ piece

0.0095 euros/ piece

0.013 euros/ piece

0.0095 euros/ piece



DAILY

WEEKLY

COMPARISON: MONOPRIX vs CARREFOUR

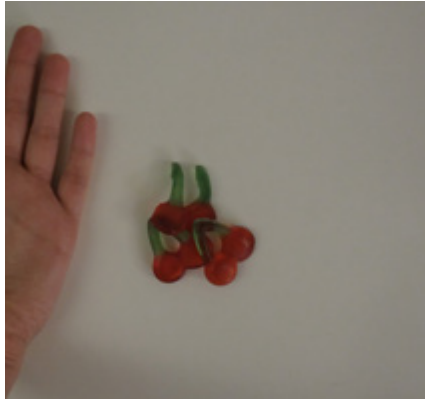
AVERAGE USER

0.066 euros/ piece

0.054 euros/ piece

0.066 euros/ piece

0.054 euros/ piece



DAILY

WEEKLY

COMPARISON: MONOPRIX vs CARREFOUR

AVERAGE USER

0.029 euros/ piece



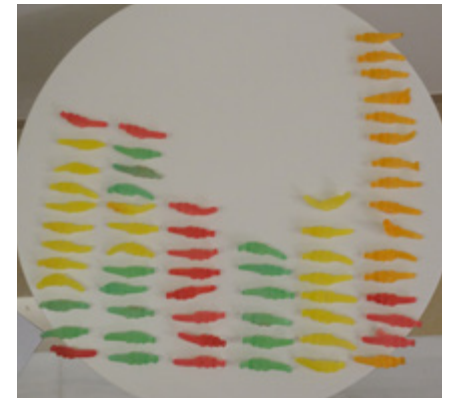
0.021 euros/ piece



0.029 euros/ piece



0.021 euros/ piece



DAILY

WEEKLY

COMPARISON: MONOPRIX vs CARREFOUR

AVERAGE USER

0.048 euros/ piece

0.0126 euros/ piece

0.048 euros/ piece

0.0126 euros/ piece



DAILY

WEEKLY

COMPARISON: MONOPRIX vs CARREFOUR

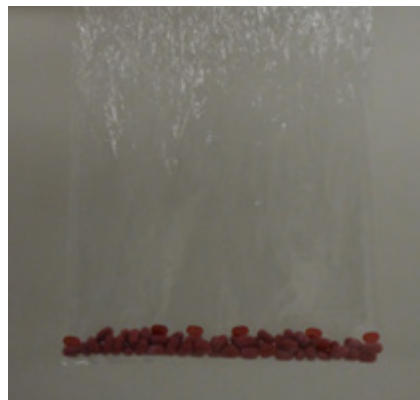
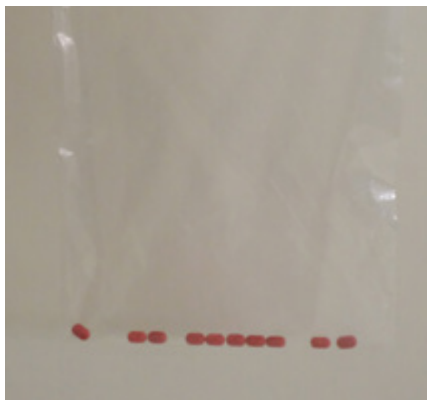
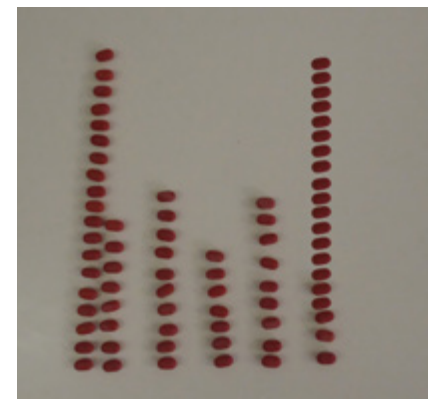
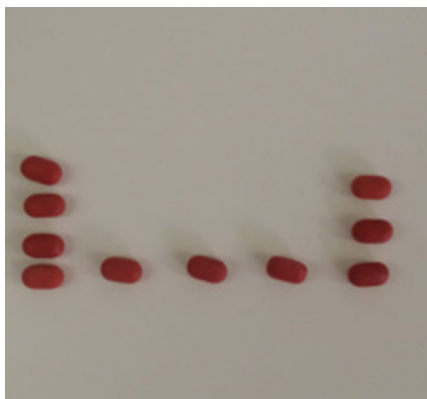
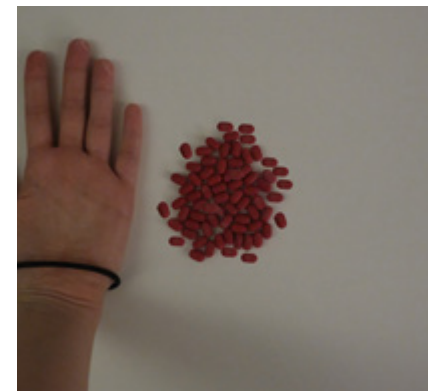
AVERAGE USER

0.0215 euros/ piece

0.018 euros/ piece

0.0215 euros/ piece

0.018 euros/ piece



DAILY

WEEKLY

COMPARISON: FRANPRIX vs CARREFOUR

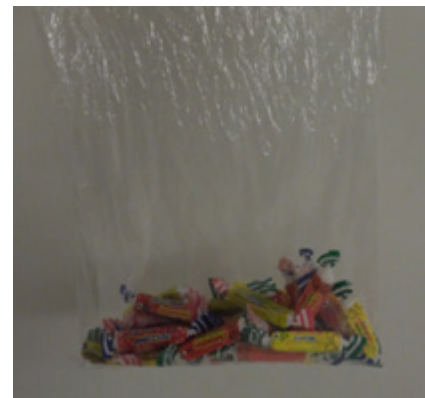
AVERAGE USER

0.047 euros/ piece

0.032 euros/ piece

0.047 euros/ piece

0.032 euros/ piece

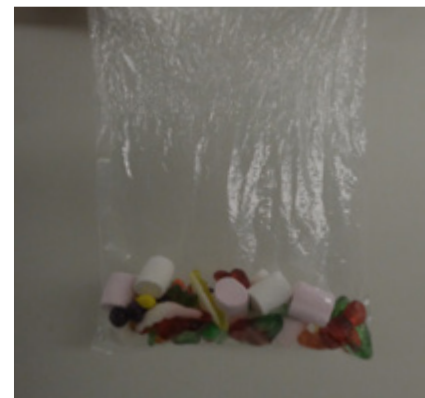


DAILY

WEEKLY

COMPARISON: MONOPRIX vs CARREFOUR

AVERAGE USER



DAILY

WEEKLY