

# EXPERIMENTATION



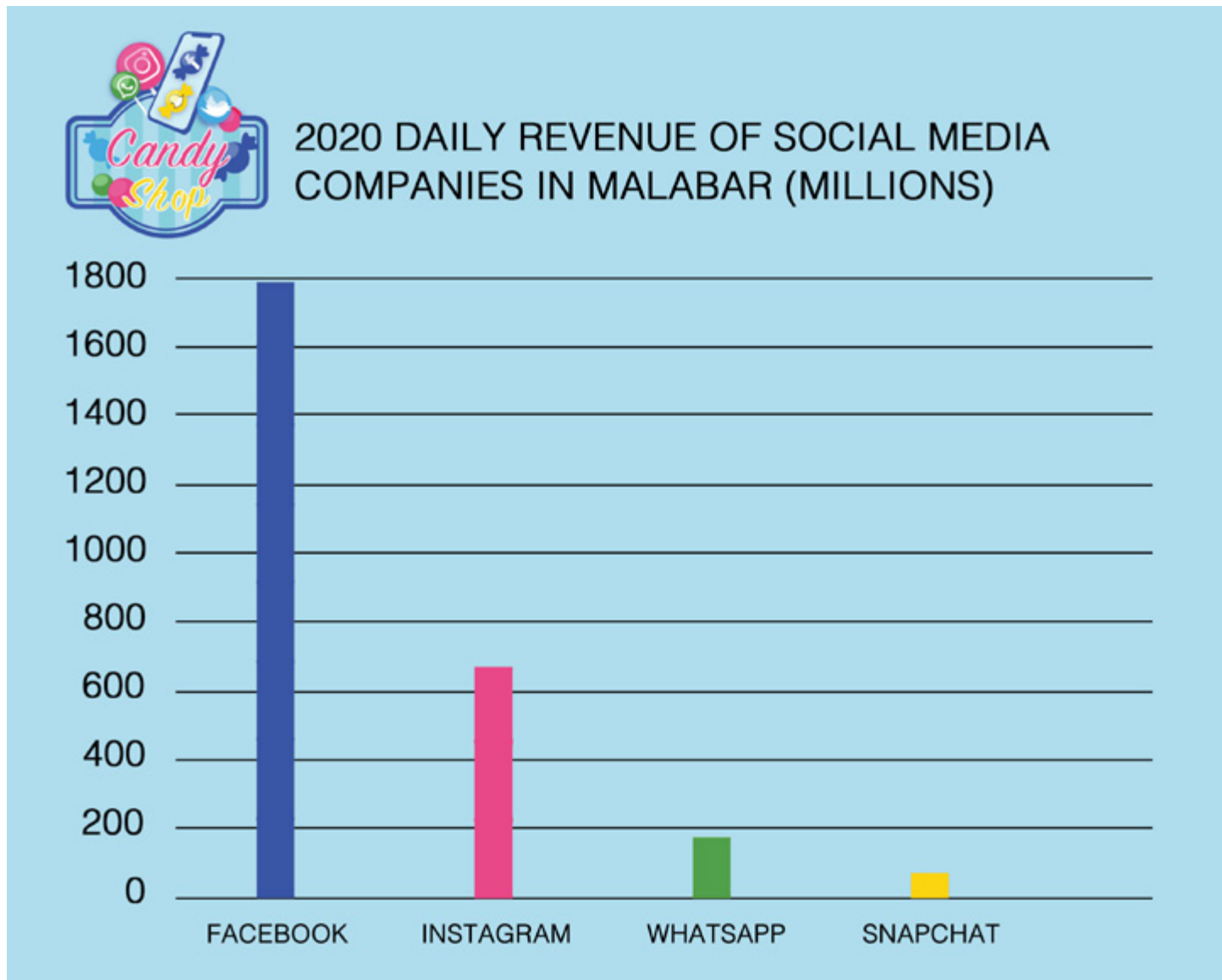
Video on ELP

# REVERSING THE METRICS



Nutrition Facts	Amount Per Candy
	%Daily Value*
Serving size: daily waking-hours (17 hrs) Size per candy: 48 mins	
*Percent daily values are based on the 17 waking-hours of an individual.	
	<b>Positive emotions</b> 4.7%
	happiness -
	tranquility -
	gratitude -
	<b>Human contact</b> 4.7%
	<b>Productivity</b> 4.7%
	<b>Physical activity</b> 0.6%

Negative calories replaced with positive ones



# EXPERIMENTATION



# AVERAGE USER: DAILY CONSUMPTION



**Total daily consumption**  
2.58 candies  
0.18 euros

58 mins on  
Facebook:  
0.98 candy  
0.07 euros

28 mins on  
Whatsapp:  
0.24 candy  
0.02 euros

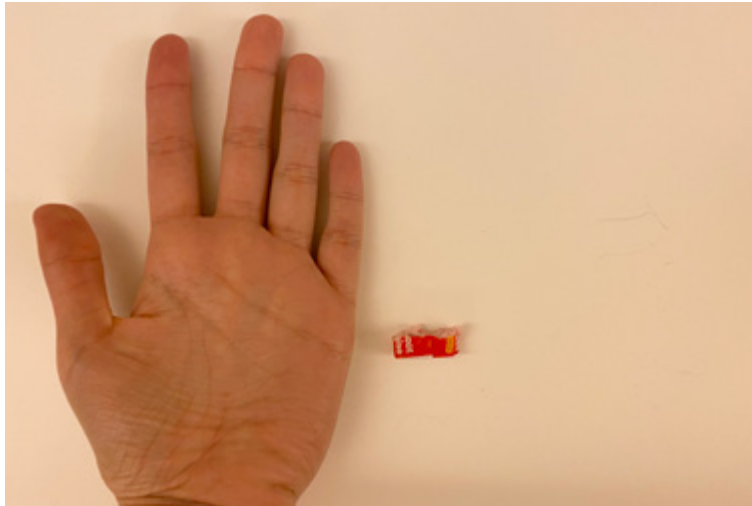
13 mins on  
Twitter:  
0.7 candies  
0.05 euros

53 mins on  
Instagram:  
0.36 candy  
0.02 euros

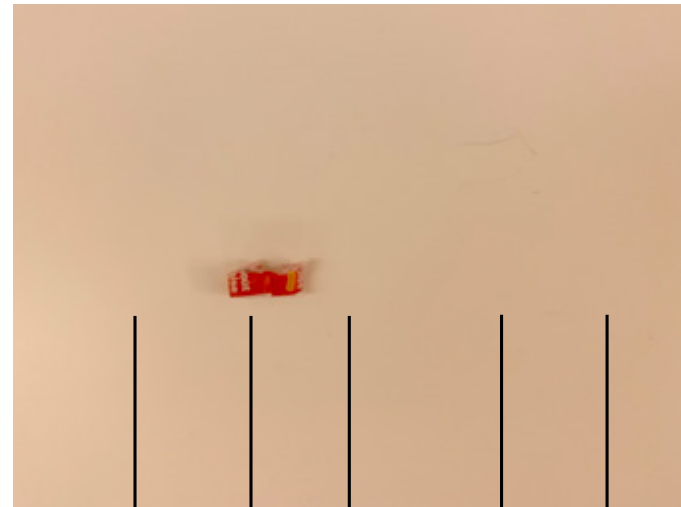
49 mins on  
Snapchat:  
0.3 candy  
0.02 euros

**MALABAR BUBBLE MIX**

# EXPERIMENTATION



# THALIA: DAILY CONSUMPTION



**Total daily consumption**  
0.37 candies  
0.03 euros

3 mins on  
Facebook:  
0.05 candy  
0.0038 euros

5 mins on  
Whatsapp:  
0.04 candy  
0.003 euros

0 min on  
Twitter:  
0 candies  
0 euros

56 mins on  
Instagram:  
0.37 candy  
0.03 euros

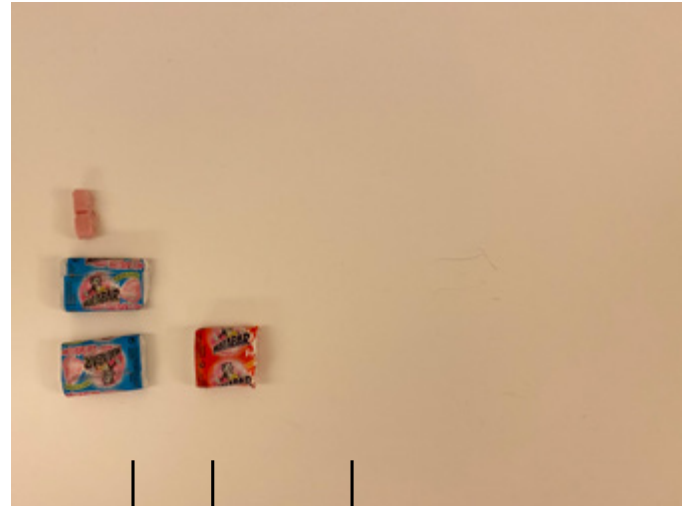
11 mins on  
Snapchat:  
0.07 candy  
0.0050 euros

**MALABAR BUBBLE MIX**

# EXPERIMENTATION



# THALIA'S MOM: DAILY CONSUMPTION



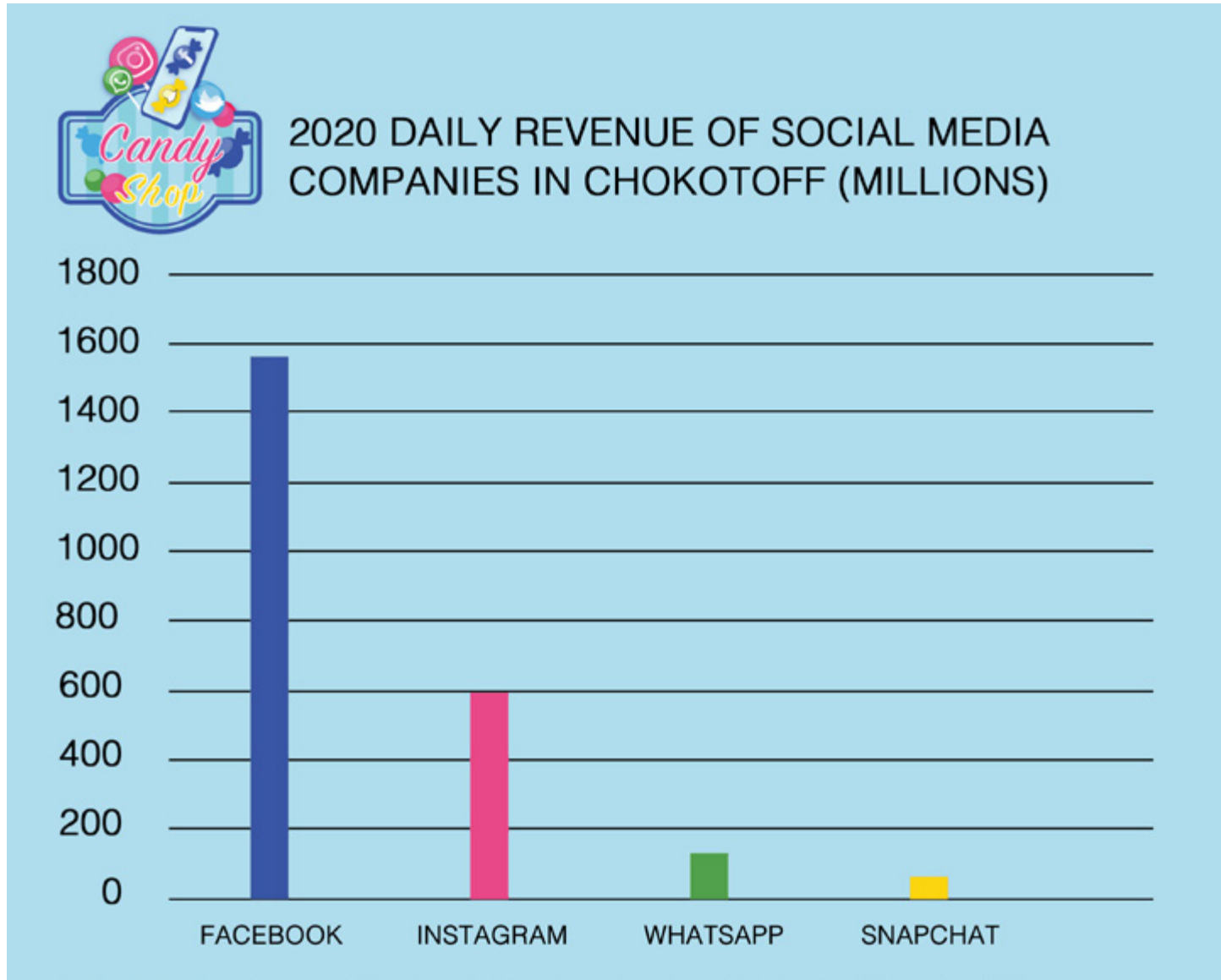
**Total daily consumption**  
3.46 candies  
0.24 euros

140 mins on  
Facebook:  
2.3 candies  
0.176 euros

12 mins on  
Whatsapp:  
0.1 candy  
0.008 euros

95 mins on  
Instagram:  
0.63 candy  
0.0475 euros

**MALABAR BUBBLE MIX**





# EXPERIMENTATION



# AVERAGE USER: DAILY CONSUMPTION



**Total daily consumption**  
2.23 candies  
0.18 euros

58 mins on  
Facebook:  
0.86 candy  
0.07 euros

28 mins on  
Whatsapp:  
0.2 candy  
0.02 euros

13 mins on  
Twitter:  
0.6 candies  
0.05 euros

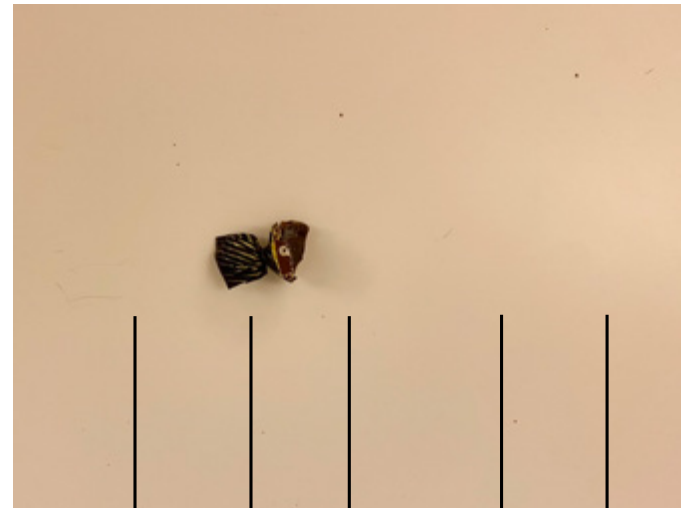
53 mins on  
Instagram:  
0.31 candy  
0.02 euros

49 mins on  
Snapchat:  
0.26 candy  
0.02 euros

# EXPERIMENTATION



# THALIA: DAILY CONSUMPTION



**Total daily consumption**  
0.32 candies  
0.035 euros

3 mins on  
Facebook:  
0.04 candy  
0.0038 euros

5 mins on  
Whatsapp:  
0.04 candy  
0.003 euros

0 min on  
Twitter:  
0 candies  
0 euros

56 mins on  
Instagram:  
0.32 candy  
0.03 euros

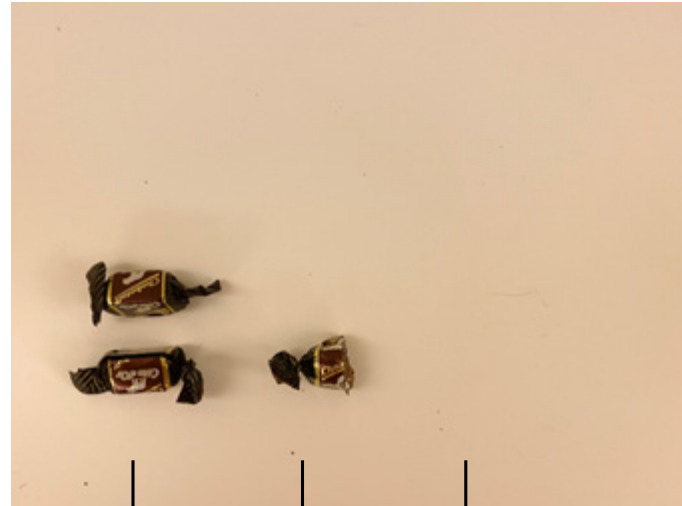
11 mins on  
Snapchat:  
0.06 candy  
0.0050 euros



# EXPERIMENTATION



# THALIA'S MOM: DAILY CONSUMPTION



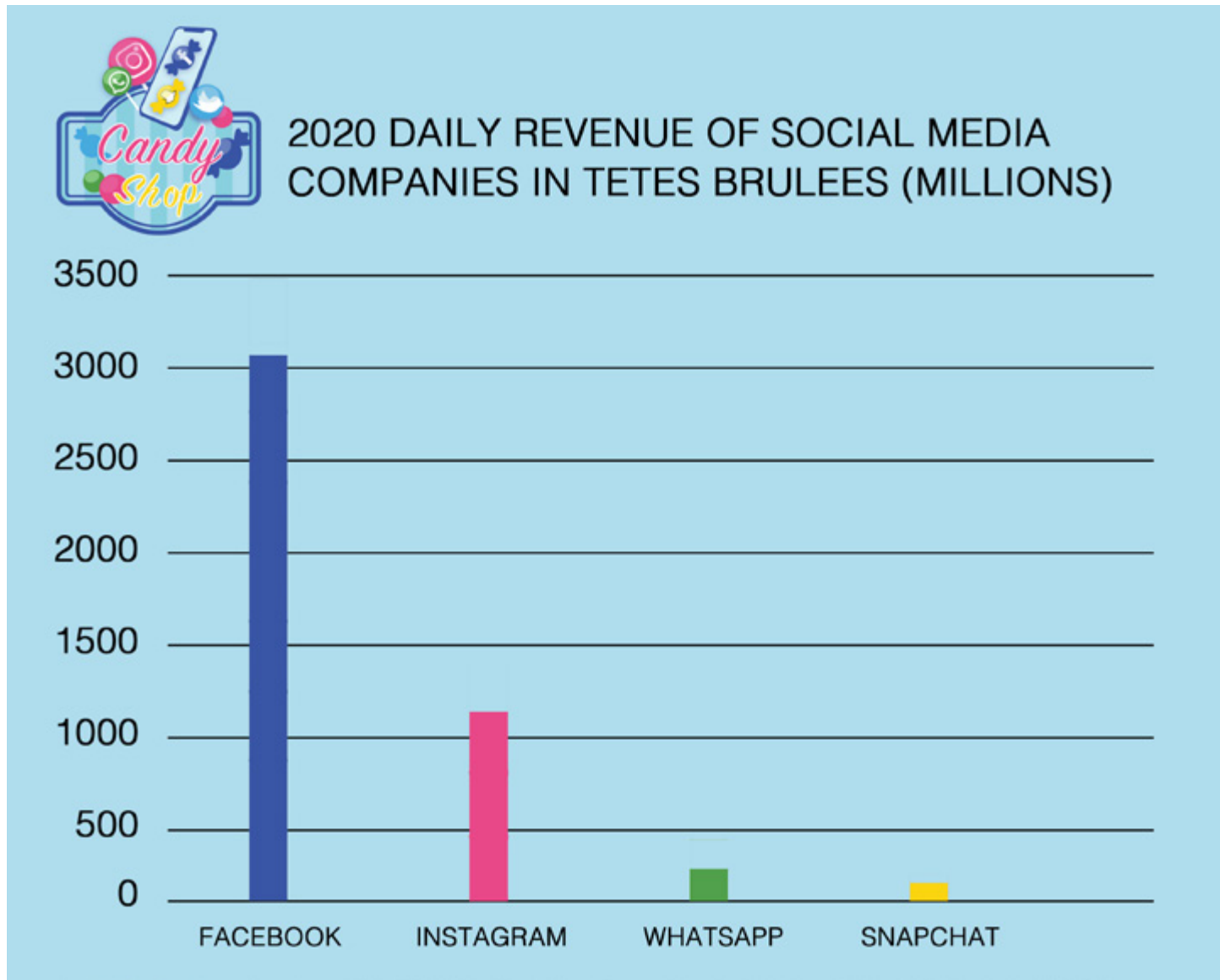
**Total daily consumption**  
2.5 candies  
0.24 euros

140 mins on  
Facebook:  
2 candies  
0.176 euros

95 mins on  
Instagram:  
0.56 candy  
0.0475 euros

12 mins on  
Whatsapp:  
0.09 candy  
0.008 euros

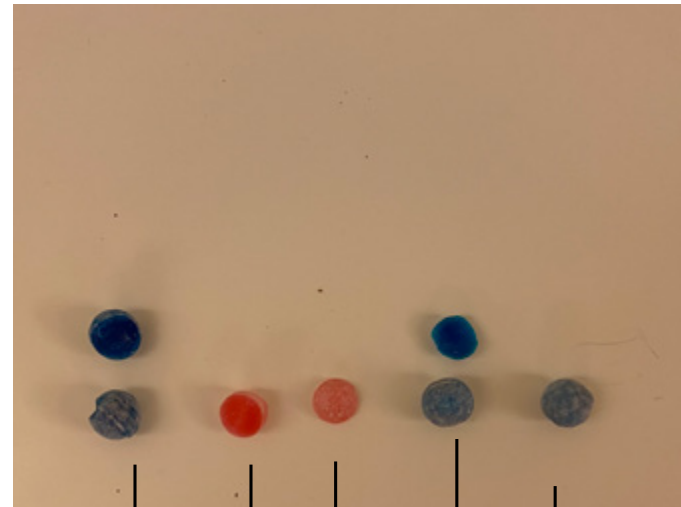
**CHOKOTTOFF**



# EXPERIMENTATION



# AVERAGE USER: DAILY CONSUMPTION



**Total daily consumption**  
5.2 candies  
0.18 euros

58 mins on  
Facebook:  
1.7 candies  
0.07 euros

28 mins on  
Whatsapp:  
0.4 candy  
0.02 euros

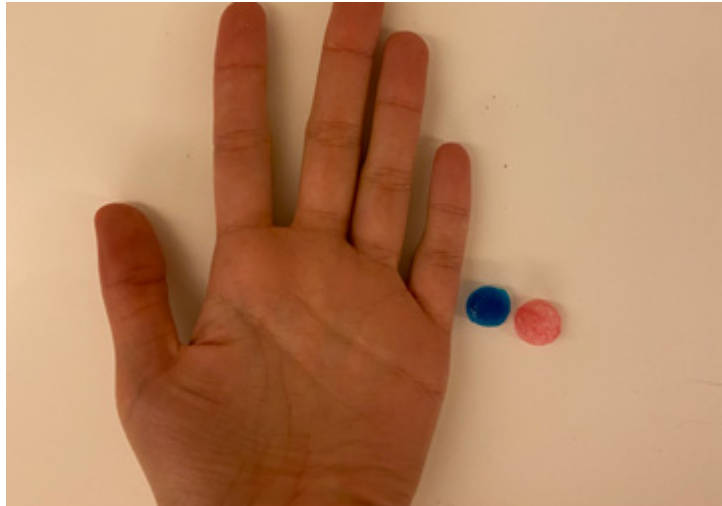
13 mins on  
Twitter:  
1.2 candies  
0.05 euros

53 mins on  
Instagram:  
0.6 candy  
0.02 euros

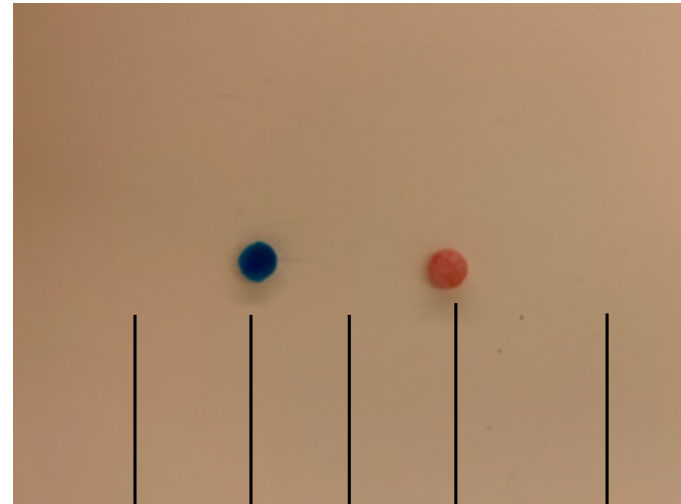
49 mins on  
Snapchat:  
1.3 candy  
0.02 euros

# TETES BRULEES PAINT BILLES

# EXPERIMENTATION



# THALIA: DAILY CONSUMPTION



**Total daily consumption**  
1 candy  
0.035 euros

3 mins on  
Facebook:  
0.087 candy  
0.0038 euros

5 mins on  
Whatsapp:  
0.07 candy  
0.003 euros

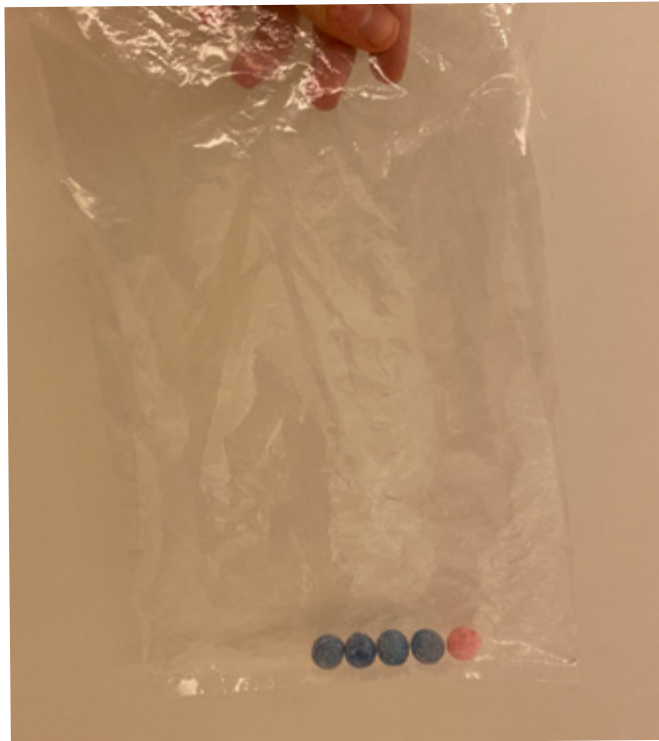
0 min on  
Twitter:  
0 candies  
0 euros

56 mins on  
Instagram:  
0.64 candy  
0.03 euros

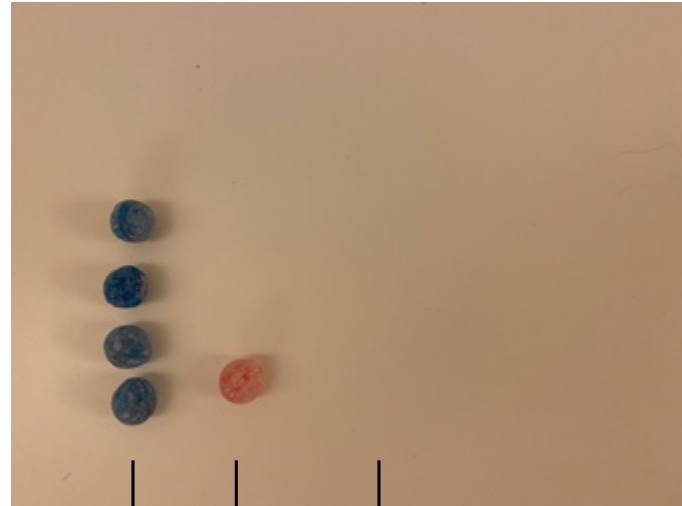
11 mins on  
Snapchat:  
0.297 candy  
0.0050 euros

# TETES BRULEES PAINT BILLE

# EXPERIMENTATION



# THALIA'S MOM: DAILY CONSUMPTION



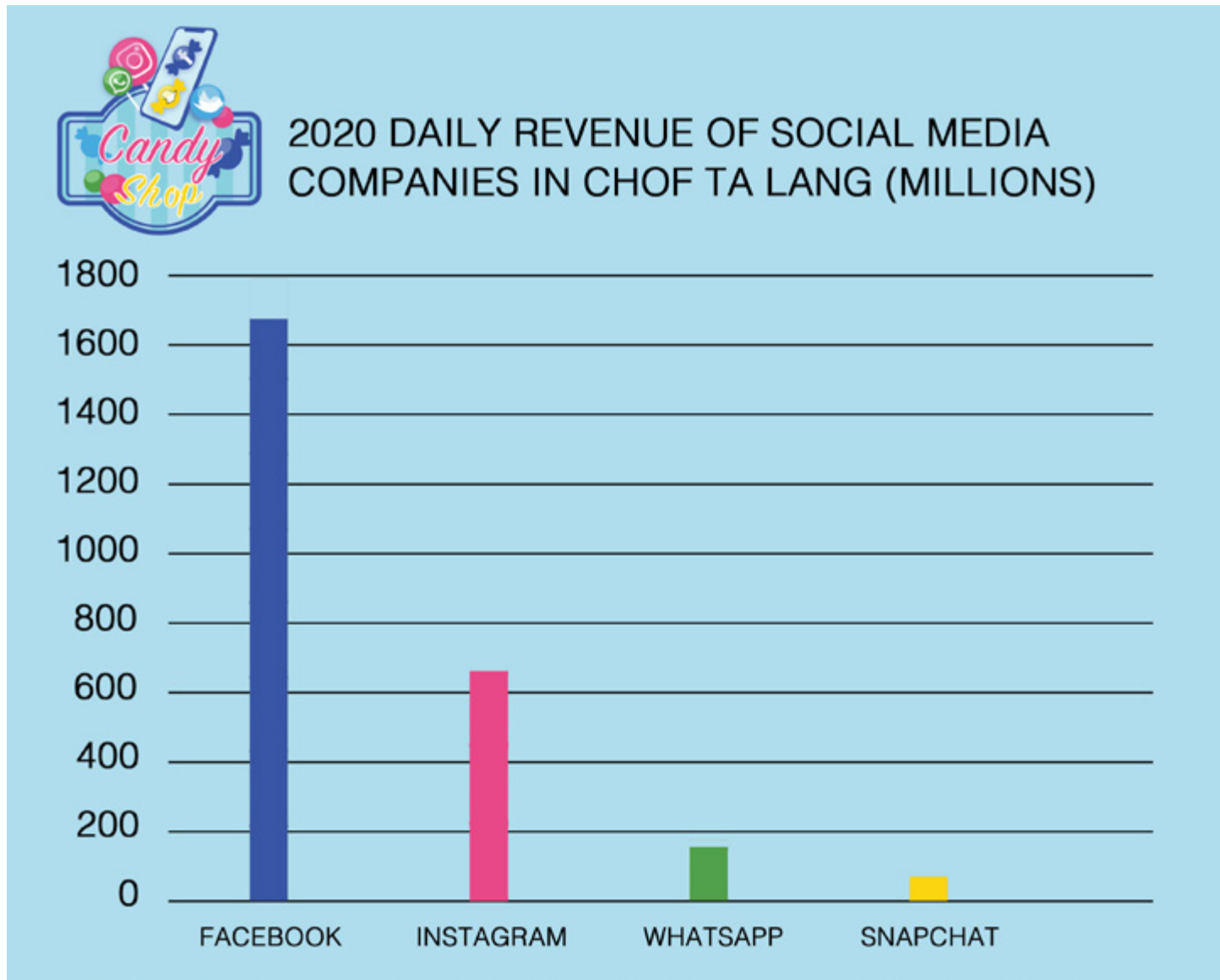
**Total daily consumption**  
5 candies  
0.24 euros

140 mins on  
Facebook:  
4 candies  
0.176 euros

12 mins on  
Whatsapp:  
0.177 candy  
0.008 euros

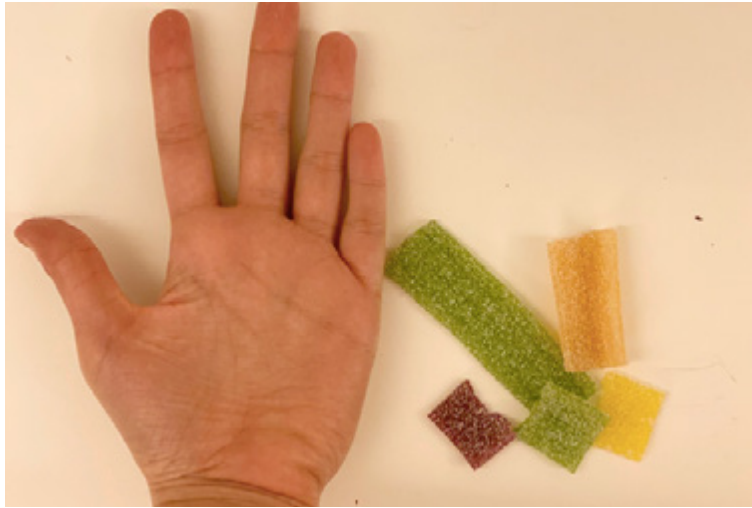
95 mins on  
Instagram:  
1 candy  
0.0475 euros

**TETES BRULEES PAINT BILLES**





# EXPERIMENTATION



# AVERAGE USER: DAILY CONSUMPTION



**Total daily consumption**  
2.1 candies  
0.18 euros

58 mins on Facebook:  
0.77 candy  
0.07 euros

28 mins on Whatsapp:  
0.19 candy  
0.02 euros

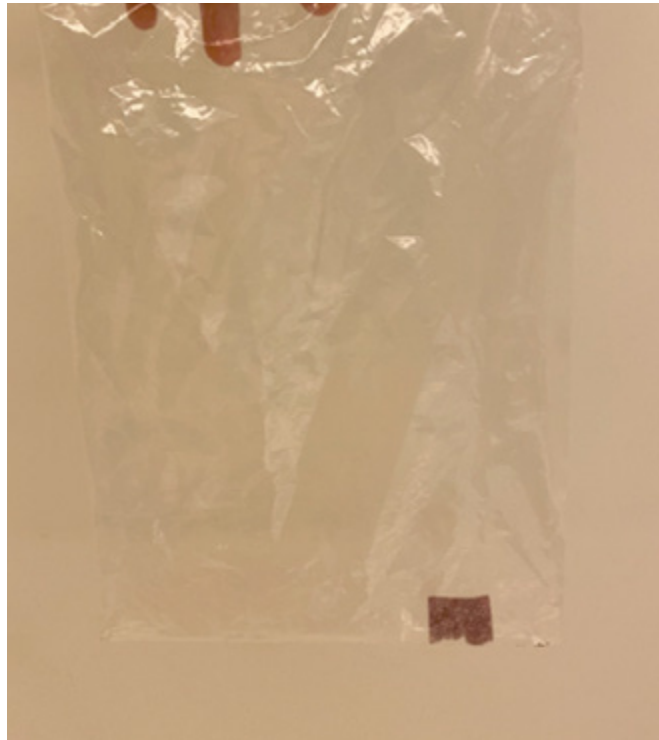
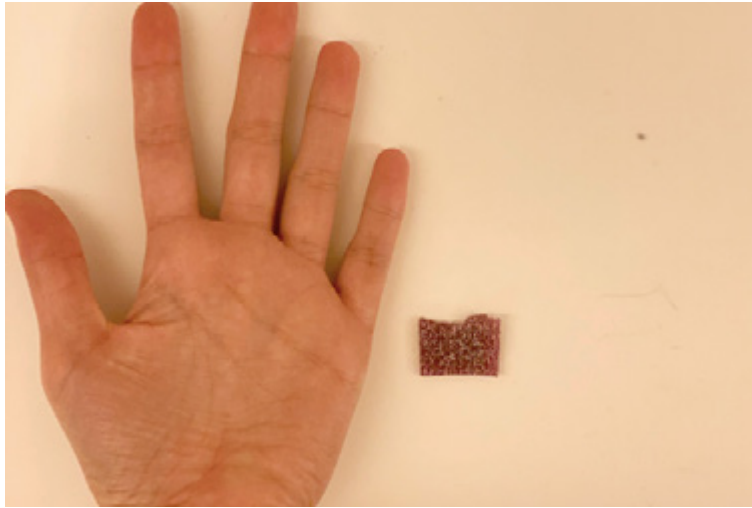
13 mins on Twitter:  
0.54 candy  
0.05 euros

53 mins on Instagram:  
0.27 candy  
0.02 euros

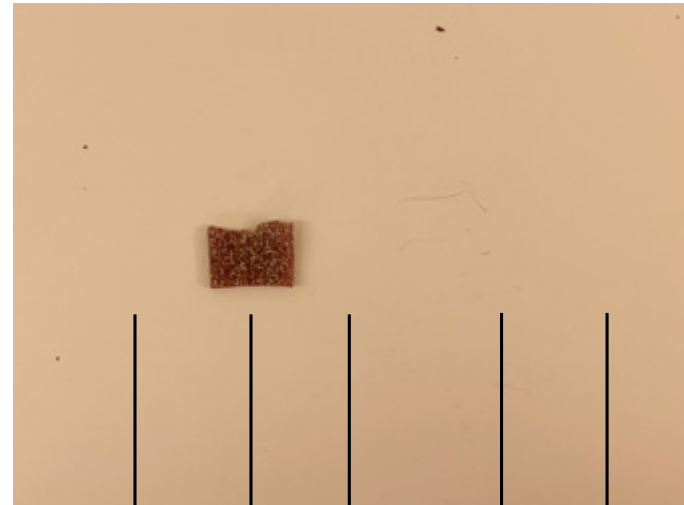
49 mins on Snapchat:  
0.24 candy  
0.02 euros

**TETES BRULEES CHOF TA LANG**

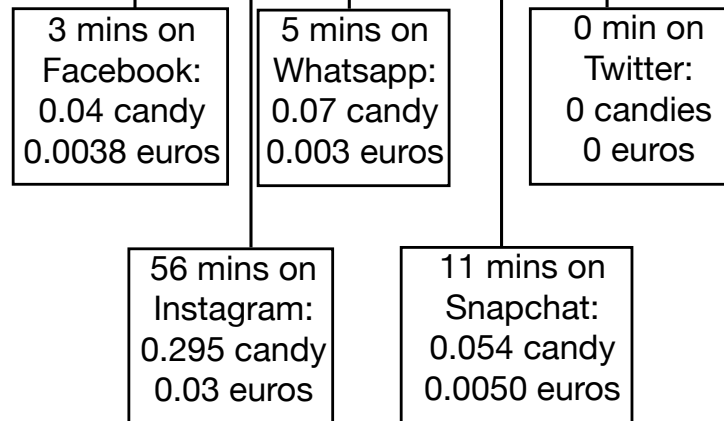
# EXPERIMENTATION



# THALIA: DAILY CONSUMPTION



**Total daily consumption**  
0.3 candy  
0.035 euros

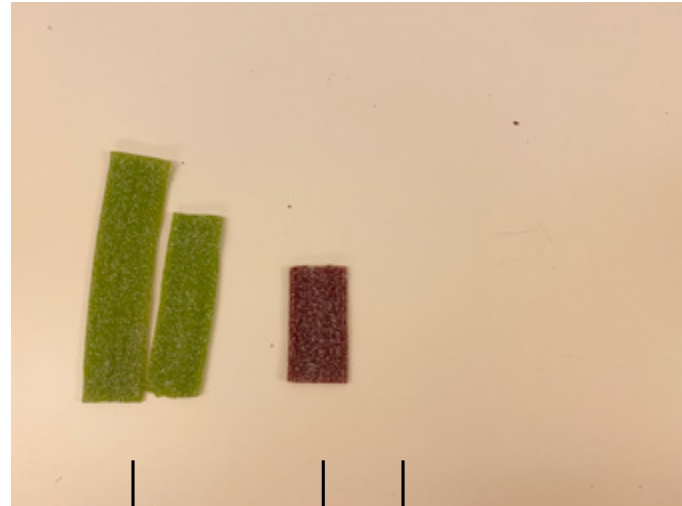


# TETES BRULEES CHOF TA LANG

# EXPERIMENTATION



# THALIA'S MOM: DAILY CONSUMPTION



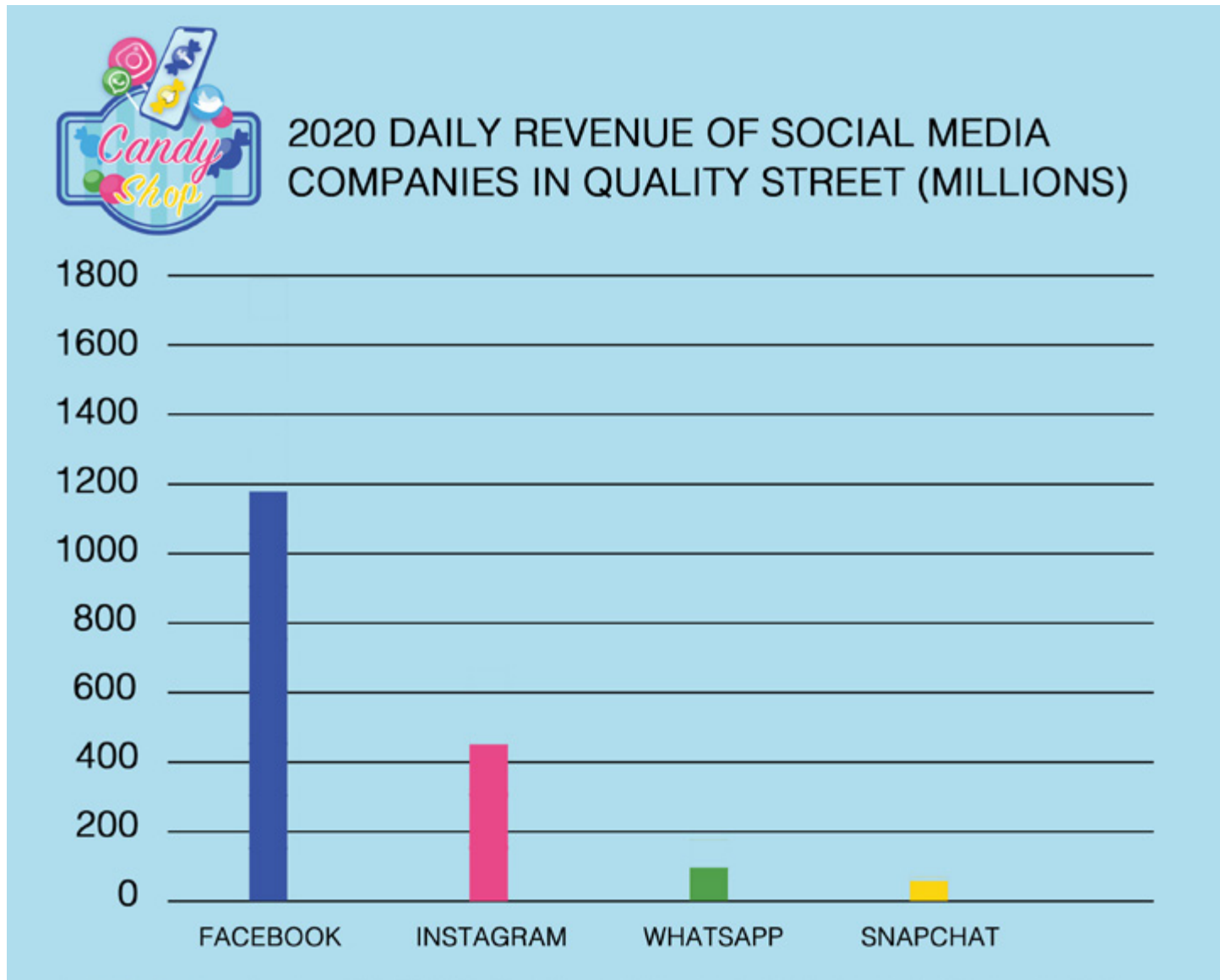
**Total daily consumption**  
2.4 candies  
0.24 euros

140 mins on  
Facebook:  
1.86 candies  
0.176 euros

12 mins on  
Whatsapp:  
0.08 candy  
0.008 euros

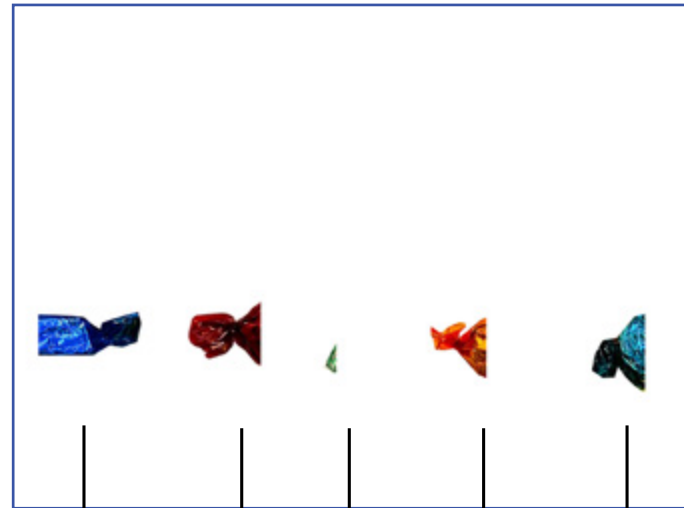
95 mins on  
Instagram:  
0.5 candy  
0.0475 euros

**TETES BRULEES CHOF TA LANG**



# EXPERIMENTATION

# AVERAGE USER: DAILY CONSUMPTION



**Total daily consumption**  
4.044 candies  
0.18 euros

58 mins on  
Facebook:  
0.64 candy  
0.07 euros

28 mins on  
Whatsapp:  
0.16 candy  
0.02 euros

13 mins on  
Twitter:  
0.45 candy  
0.05 euros

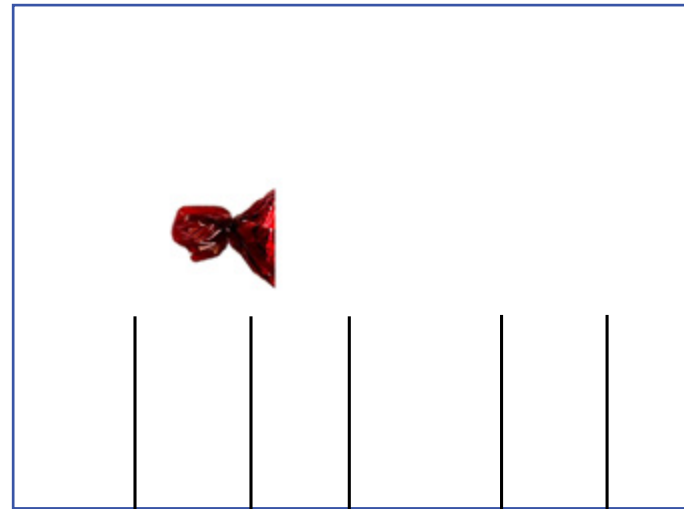
53 mins on  
Instagram:  
0.234 candy  
0.02 euros

49 mins on  
Snapchat:  
0.2 candy  
0.02 euros

**QUALITY STREET**

# EXPERIMENTATION

# THALIA: DAILY CONSUMPTION



**Total daily consumption**  
0.24 candies  
0.035 euros

3 mins on  
Facebook:  
0.033 candy  
0.0038 euros

5 mins on  
Whatsapp:  
0.02 candy  
0.003 euros

0 min on  
Twitter:  
0 candies  
0 euros

56 mins on  
Instagram:  
0.24 candy  
0.03 euros

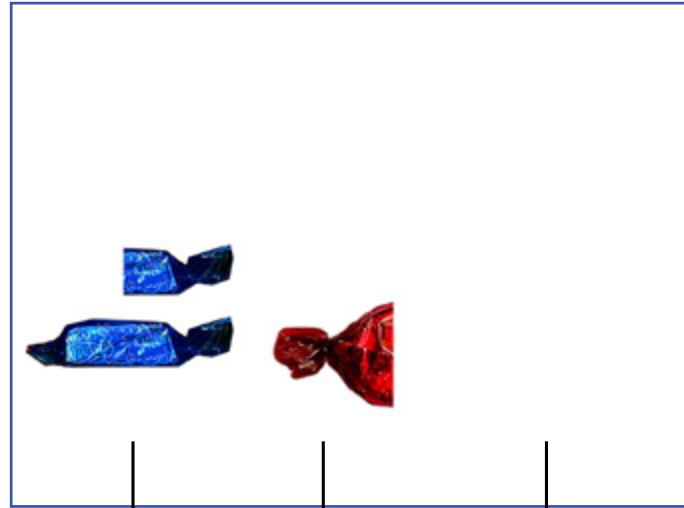
11 mins on  
Snapchat:  
0.045 candy  
0.0050 euros

**QUALITY STREET**



# EXPERIMENTATION

# THALIA'S MOM: DAILY CONSUMPTION



**Total daily consumption**  
2 candies  
0.24 euros

140 mins on  
Facebook:  
1.5 candies  
0.176 euros

95 mins on  
Instagram:  
0.5 candy  
0.4 euros

12 mins on  
Whatsapp:  
0.068 candy  
0.008 euros

**QUALITY STREET**

# PACKAGING UPDATES



## INGREDIENTS PER CANDY:

- 89.7 MINUTES OF SOCIAL COMPARISON, POTENTIAL STRESS, FEAR OF MISSING OUT, PASSIVE SCROLLING, EXPOSURE TO BLUE LIGHT, POOR POSTURE.**
- 149 MINUTES OF SOCIAL COMPARISON, POTENTIAL STRESS, FEAR OF MISSING OUT, PASSIVE SCROLLING, EXPOSURE TO BLUE LIGHT, POOR POSTURE.**
- 132 MINUTES OF SOCIAL COMPARISON, POTENTIAL STRESS, FEAR OF MISSING OUT, PASSIVE SCROLLING, EXPOSURE TO BLUE LIGHT, POOR POSTURE.**
- 203 MINUTES OF SOCIAL COMPARISON, POTENTIAL STRESS, FEAR OF MISSING OUT, PASSIVE SCROLLING, EXPOSURE TO BLUE LIGHT, POOR POSTURE.**

## INGREDIENTS PER CANDY:

- 89.7 MINUTES OF SOCIAL COMPARISON, POTENTIAL STRESS, FEAR OF MISSING OUT, PASSIVE SCROLLING, EXPOSURE TO BLUE LIGHT, POOR POSTURE.**
- 149 MINUTES OF SOCIAL COMPARISON, POTENTIAL STRESS, FEAR OF MISSING OUT, PASSIVE SCROLLING, EXPOSURE TO BLUE LIGHT, POOR POSTURE.**
- 132 MINUTES OF SOCIAL COMPARISON, POTENTIAL STRESS, FEAR OF MISSING OUT, PASSIVE SCROLLING, EXPOSURE TO BLUE LIGHT, POOR POSTURE.**
- 203 MINUTES OF SOCIAL COMPARISON, POTENTIAL STRESS, FEAR OF MISSING OUT, PASSIVE SCROLLING, EXPOSURE TO BLUE LIGHT, POOR POSTURE.**

# DISPLAY UPDATES

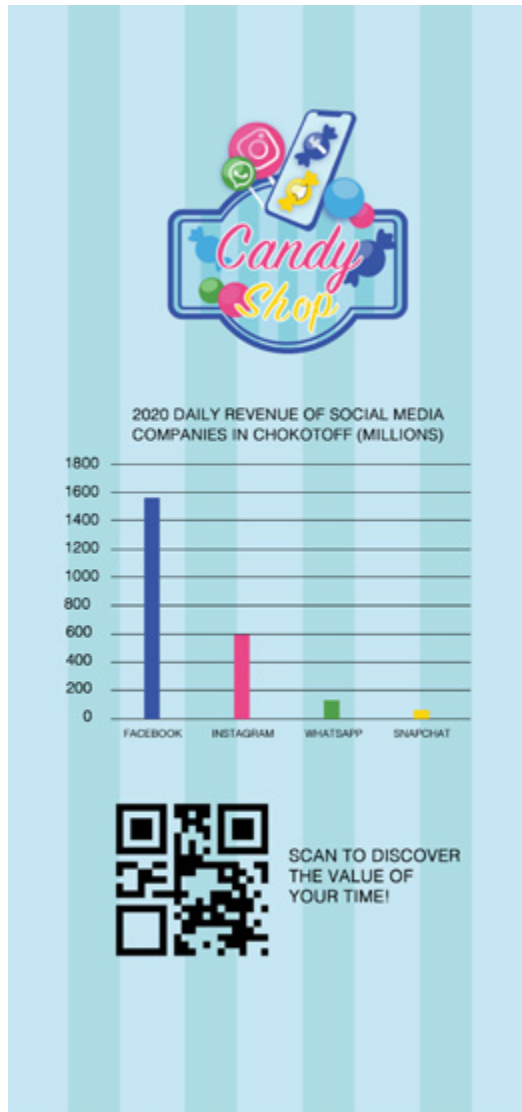
Candy bag  
basket    Cash register



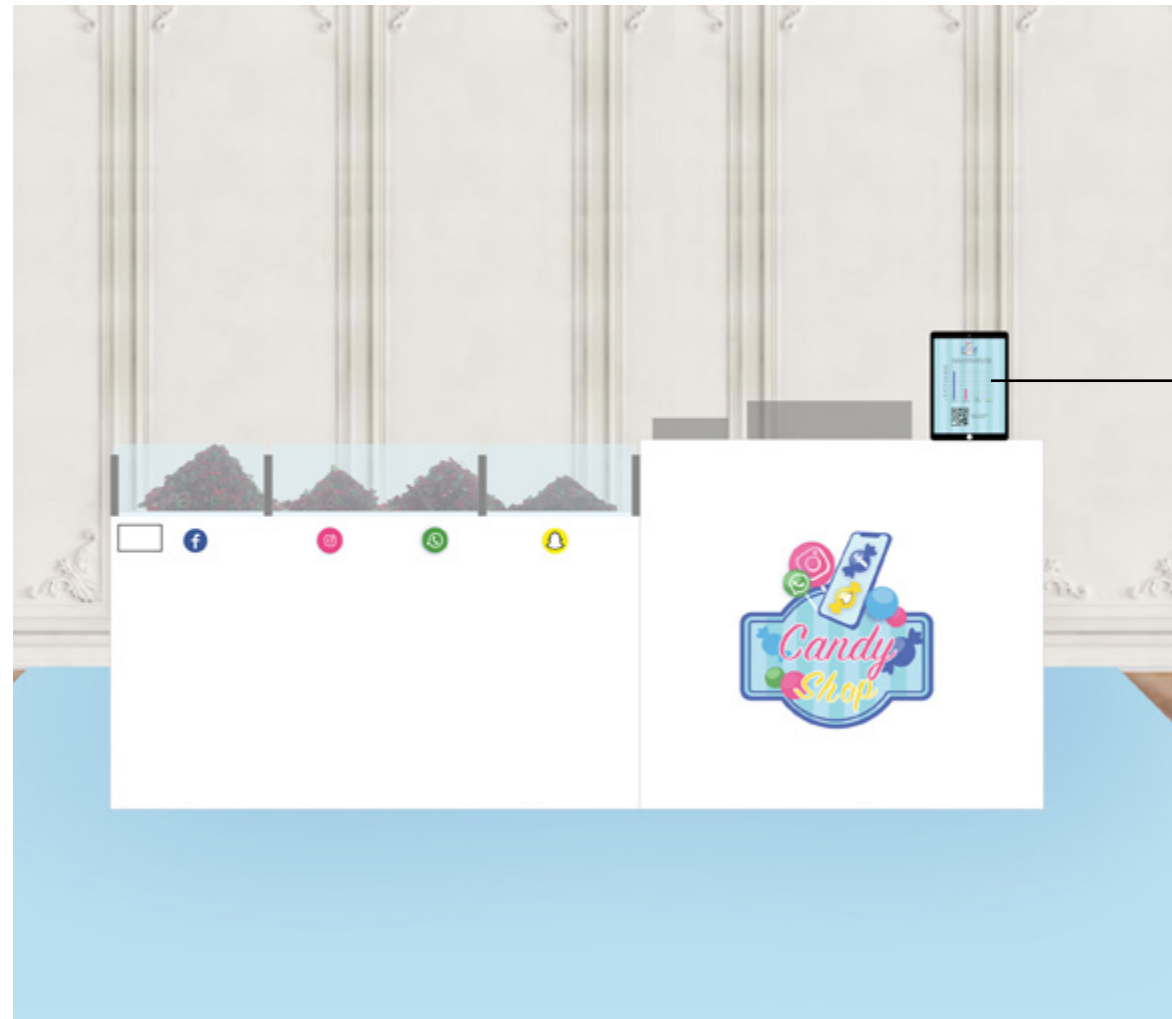
Panel showing revenues of social media companies in candies + QR code to access conversion platform

Display: 1 month of our lives on Facebook, Instagram, WhatsApp, & Snapchat. The pile losing volume is a metaphor for social media companies robbing our lives.

# DISPLAY UPDATES



Close up



# USER TESTING

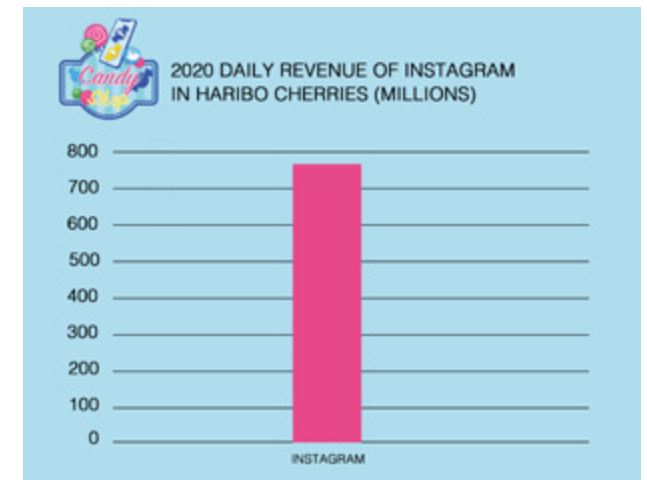
# 120 MINUTES OF INSTAGRAM (DAILY)



MINIMUM WAGE



REVENUES FROM SOCIAL MEDIA COMPANIES



# USER TESTING- PACKAGING CLOSE UP 120 MINUTES OF INSTAGRAM (DAILY)



Nutrition Facts		Amount Per Candy	
Serving size: 30 minutes		<b>Calories</b>	22 (or 6.6g)
Size per candy: 23 seconds		<b>Emotional Effort</b>	3.3g
		social comparison	1.1g
		stress	1.1g
		fear of missing out	1.1g
		<b>Physical Activity</b>	3.3g
		blue light absorption	1.65g
		poor posture	1.65g
		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.**

MINIMUM WAGE

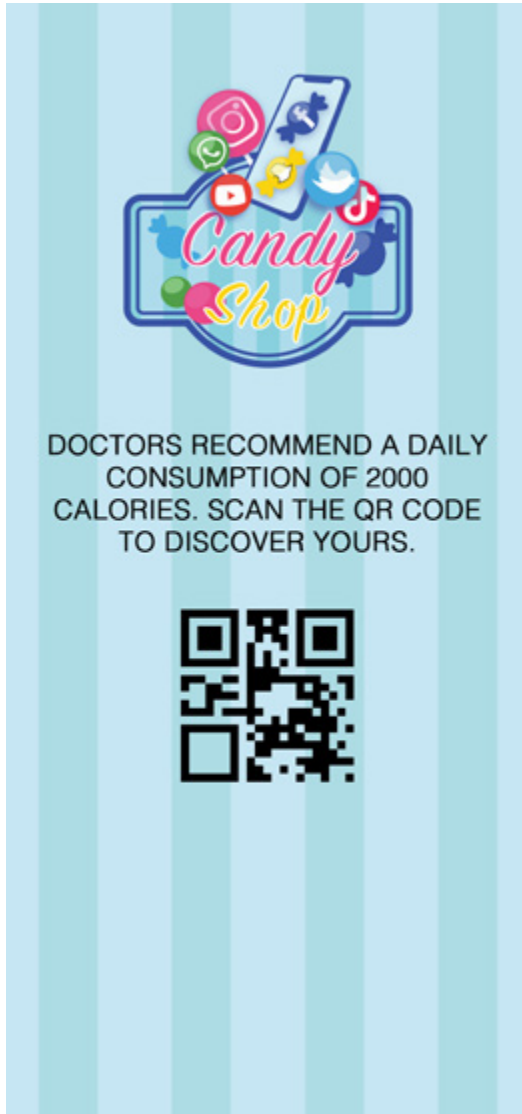


**INGREDIENTS PER CANDY: 133.3 MINUTES OF SOCIAL COMPARISON, POTENTIAL STRESS, FEAR OF MISSING OUT, PASSIVE SCROLLING, EXPOSURE TO BLUE LIGHT, POOR POSTURE.**

REVENUES FROM SOCIAL MEDIA COMPANIES



# DISPLAY UPDATES



Close up

Consumption of the average user on plint: 437 candies for 1.5 hrs

Candy bag basket

Scale



ACCUMULATION OF CANDY VERSION

## LAST MINUTE EMERGING IDEA

## USING CALORIES AS A METRIC INSTEAD OF MINIMUM WAGE

Recommended screen time: 2 hours

Recommended daily intake: 2000 calories

**For every 2 hours of consumption the user would get  
2000 calories of candy.**

- 2000 calories of candy=

90.9 Haribo Cherries

210.5 Haribo Chamallows

105 Haribo Croco