

Know trition



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Knowtrition – healthtech and food retail innovation

CHALLENGE

More than 50% of the world lives with preventable chronic diseases. Moreover, 75% of all healthcare in the UK costs stem from chronic diseases, such as diabetes. In 25 years, the number of people with diabetes worldwide is expected to almost double. How might we prevent people who have urban lifestyle from type II diabetes and other chronic diseases? A healthy, balanced diet is the most important factor to prevent it. We identified food shopping as a decision making point. The selection of food products we buy in a supermarket determinantes what we eat later at home.

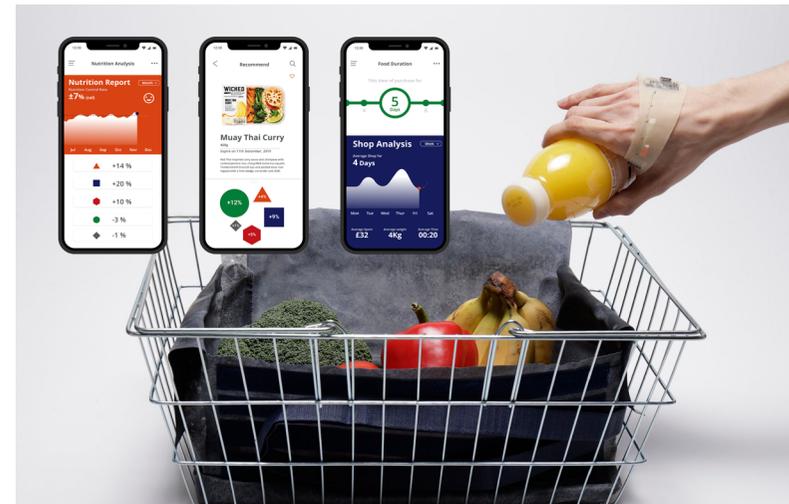
CONTEXT

A project is an interdisciplinary collaboration between Royal College of Art students: Agata Juskiewicz (MA Service Design), Anya Muangkote (MA Design Products), Yi-Fan Hsieh (MA Innovation Design Engineering), ZhiYi Zhang (MA Textiles) and CERN, the birthplace of the World Wide Web and the Large Hadron Collider. We were examining how innovative and disruptive technologies can help address the world's most intractable challenges, by design.

Project has been awarded as a winning project in a RCA x CERN Grand Challenge (among 74 teams, 374 students from across the School of Design) and we have presented the project at CERN in Switzerland.

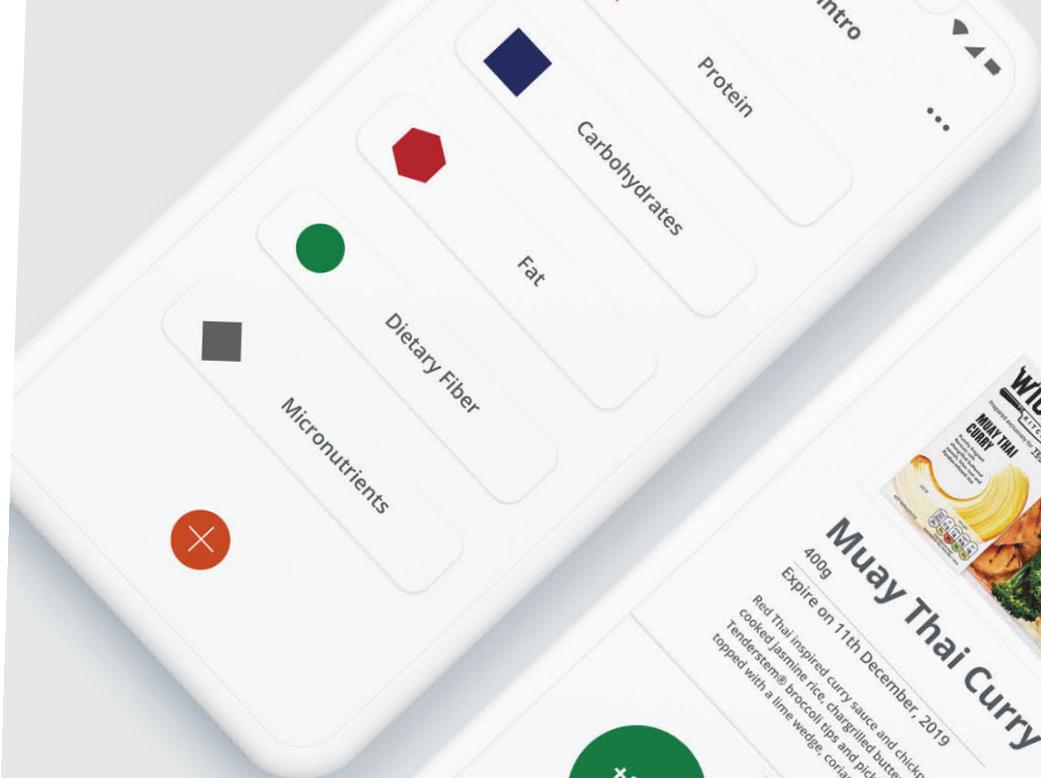
OUTCOME

Knowtrition is a preventive healthtech and food retail innovation designed for people who aim to maintain a well-balanced diet routine, in order to prevent potential chronic diseases in the future. This consists of a scanner in a form of transformable bag made of bioplastic which is biodegradable; a skin patch that monitors nutrition data in the body and displays a real-time information about the food; and an app that calculates nutritional needs of the user based on food purchasing history and health data, as well as generating a personalised products suggestion.









Recommend

WICED
WICED
MULTI-TASK
CURRY

Muay Thai Curry
400g
Expire on 11th December, 2019

Red Thai inspired curry sauce and chickpeas with cooked jasmine rice, chargrilled butternut squash, Tenderstem® broccoli tips and pickled lotus root topped with a lime wedge, coriander and chilli.

- +12%
- +7%
- +5%
- +4%
- +9%

Knowtrition

maintaining a well-balanced diet routine to prevent potential chronic diseases.

SIGN UP

LOG IN



Your Nutrition

Jason Juszkote
15/01/1995
1'83 m
75 Kg

- > 10% (cal)
- > 30% (cal)

Grams: 98.0

Calories: 40

Knowtrition

A smart diet for your future self

USER EXPERIENCE

BEFORE SHOPPING



1 Unfold Knowtri Bag in a basket



2 Put Knowtri Patch on your hand

DURING SHOPPING



3 Scan a barcode of a product in Knowtri Bag



4 Check how it will affect your nutritional need



5 Decide if the product is suitable for you



6 See an updated nutrition indicator



7 Monitor a nutrition level while shopping



8 Fill up a green bar and watch out for the red

AFTER SHOPPING



9 Pack up your food

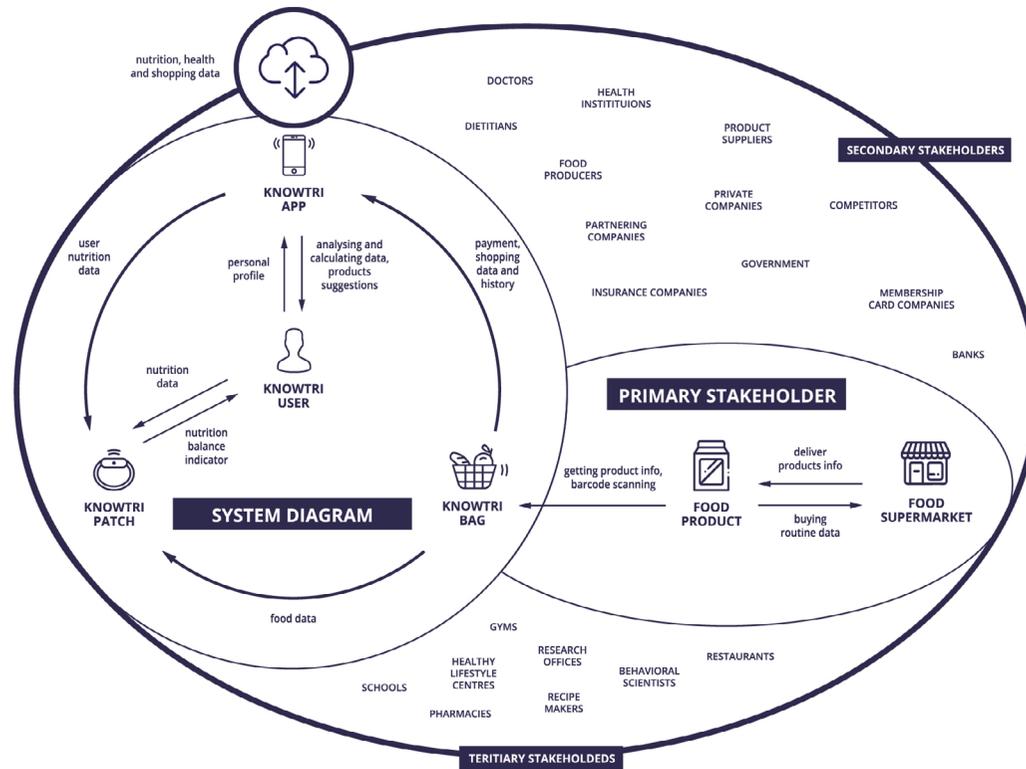


10 Go home - payment is linked to the Cloud



Knowtrition is analysing and calculating data

ECOSYSTEM



INTERFACES

