

Gokce Okandan  
Kiran Sajwani  
Palmwood

# DES 480-02 - Design Thinking

Team 2.2 - P4.2  
Final Report

Fatma Almeheiri - g00078831  
Latifa Al-Ali - g00079970  
Asma Alblooshi - g00079635  
Hind Albannai - g00080499

# Table of Contents

**01**

**Introduction**

**02**

**Primary Research**

**03**

**Secondary Research**

**04**

**Insights &  
Synthesis**

**05**

**Solution**

**06**

**References &  
Appendix**



# About

How might we shed light on topics such as mental health and overcoming addiction among the youth ?

## Food addiction

## What Is Food Addiction



A compulsive or uncontrollable urge to eat food that does not relate to feelings of hunger. This behavior may occur in response to an emotion, such as stress, sadness, or anger.

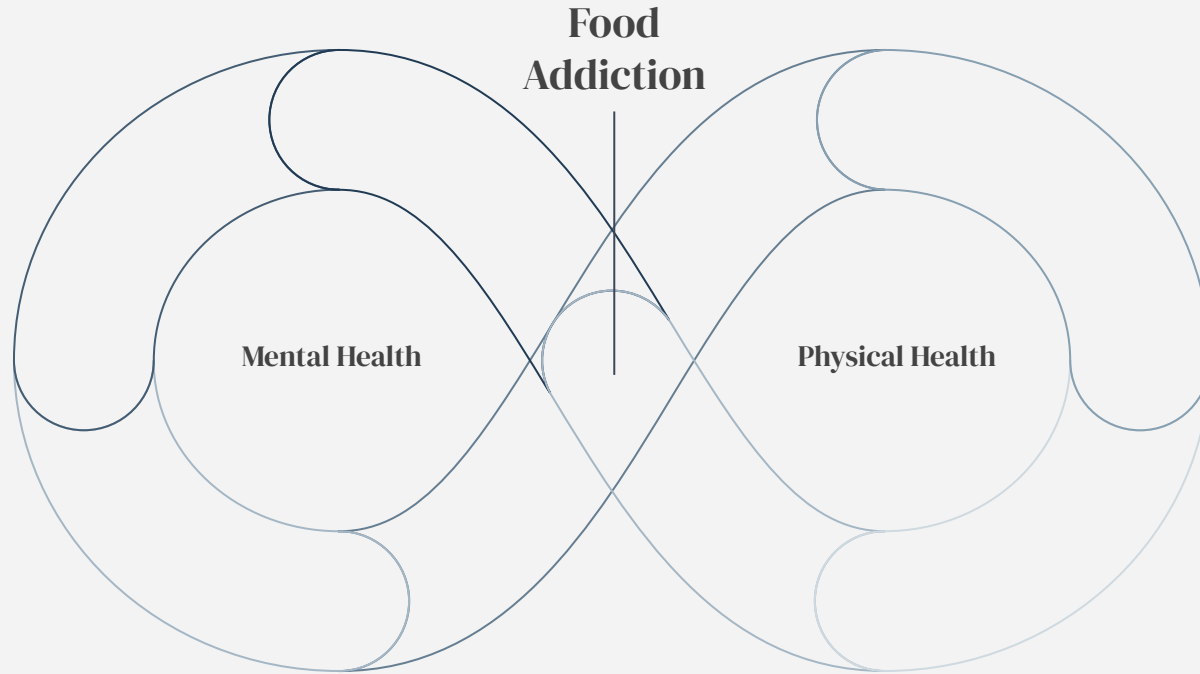
**Food  
Addiction**



Diets high in sugars, saturated and trans- fats, low fibre foods and high-sugar drinks

**Unhealthy  
Diet**

## Our Focus



**Primary  
Research**

**02**

01

Introduction

## Forms of Primary Research



Ages in the Focus Group, Survey, and Q&A range from 12 to 25



## Interview



Big companies and media targets vulnerable children and teenagers

**Name: Fatma  
Almajed**



Not enough awareness regarding this topic, some people are starting to become aware

**Profession: Clinical  
nutritionist**



Practice mindful eating and learn about psychology of food

**Owner of  
NutriSoul**

## Interview



Addiction to food is indeed linked to emotional eating, as well as stress and vitamin deficiencies, which all play a part in this addiction.

**Name: Dr. Dana  
Hamwi**



Emotional eating disorder is more prevalent among youth and teenagers, particularly girls

**Profession: Medical  
doctor, clinical dietitian,  
author and tv presenter**



Replace your favourite foods with healthier alternatives.

**Owner of Dr.  
Dana Diet Clinic**

## Interview



Nutrition and exercise are similar to a marriage in that they both need to be present in order for things to work well.

**Name: Ana Imane**



To create awareness and provide guidance, all schools and universities should offer a nutrition course.

**Profession: Fitness Instructor**



Replace food in a steady manner, gradually integrating healthful, nutritious foods. Begin by eating one nutritious snack or meal, then work your way up.

**Personal Trainer**

## Q&A Responses

During the first presentation we asked the students to write down one thing they would like to change about the food industry in the UAE and the responses are show accordingly.

- Cheaper healthy food
- Affordable healthy food
- Healthier Alternatives that are affordable
- Reduce prices for healthy food
- More clean food
- Add calorie count to the menu
- Excess, spectacle, waste
- More tasty healthy food
- Promote healthy options
- Healthier options in educational institutes
- Freshness of the food
- Fast food that is healthy
- Faster food delivery
- More emphasis on healthy diet
- All the preservatives used in our food
- Healthy options to be more cheaper
- Make healthier options more affordable for people of all incomes and ages, as well as, easily available
- More sustainable.

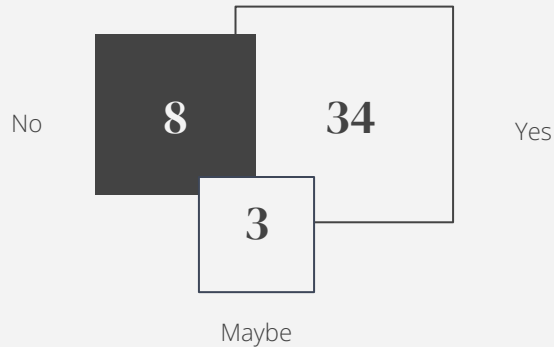


## Survey Results

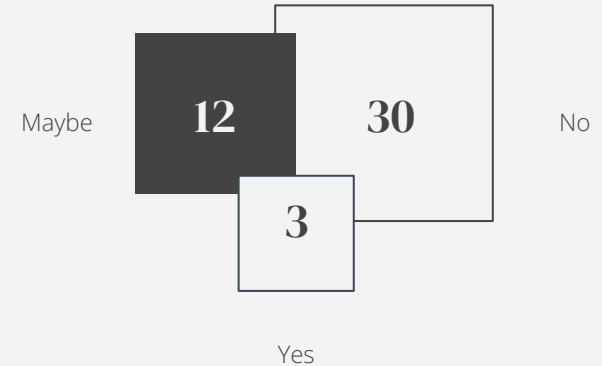
Age Group 17 - 25

Participants 45

**Do you believe that the current food market targets people with bad food habits?**

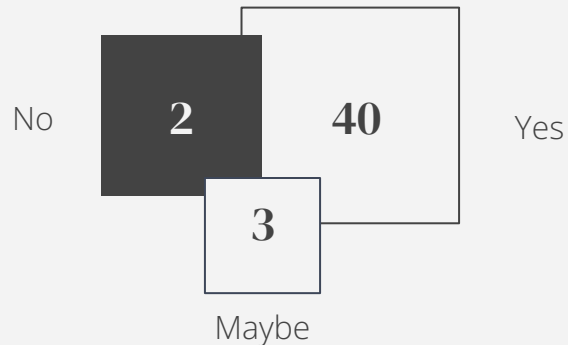


**Do you believe that there is enough awareness about food addiction in the UAE ?**



## Survey Results

**Do you believe that the youth are more prone to food addiction ?**



**How would you describe the connection between food addiction and mental health ?**

I would change the portion sizes, I feel like they lean on being a bit more than the average person needs. We're taught from a young age to finish our plate and not waste food and I feel like the portions we're being served are too big and you're faced with this guilt of I shouldn't be eating this much vs I shouldn't be wasting food, etc.

Stop encouraging people who think entrepreneurship is opening a coffee or a burger business and think of diversifying nutritional food maybe in a traditional style. Encourage mindful eating.

Limiting the number of fast food chains, increase healthy food brands , raise awareness starting from young people for proper nutrition and a healthy lifestyle.

## Survey Results

### If you could change one thing in the food industry ( In the UAE ) what would you change?

They are directly connected and eating disorders (e.g., Food addiction, Binge eating disorder, Anorexia nervosa, etc.) are considered mental issues and required therapy.

Fills a void or makes one feel better disregarding what's upsetting them.

Some especially in our society dont fathom the idea that eating habits can stem from deep rooted issues such as depression and ptsd

Healthy food makes you happier and reduce mood swings

Food addiction can cause many adverse effects such as dependency and depression

Bad mental health can cause stress eating habits

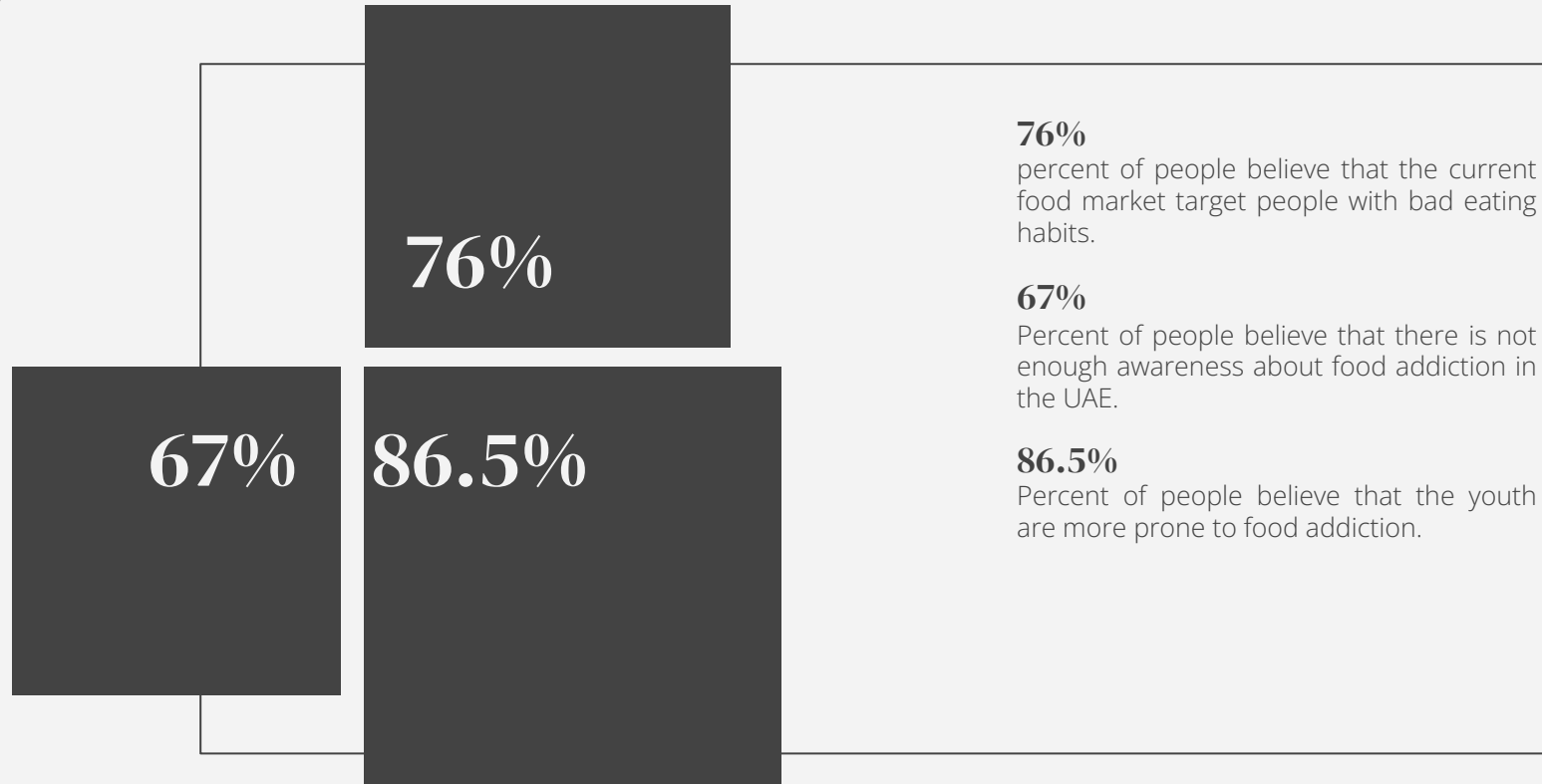
Strong connection, you are what you eat, good addiction leads to bad mental health

Related and directly proportional

### Primary Research

\*The open ended questions we clustered according to similarity and we summarized them and wrote the main findings.

## Survey

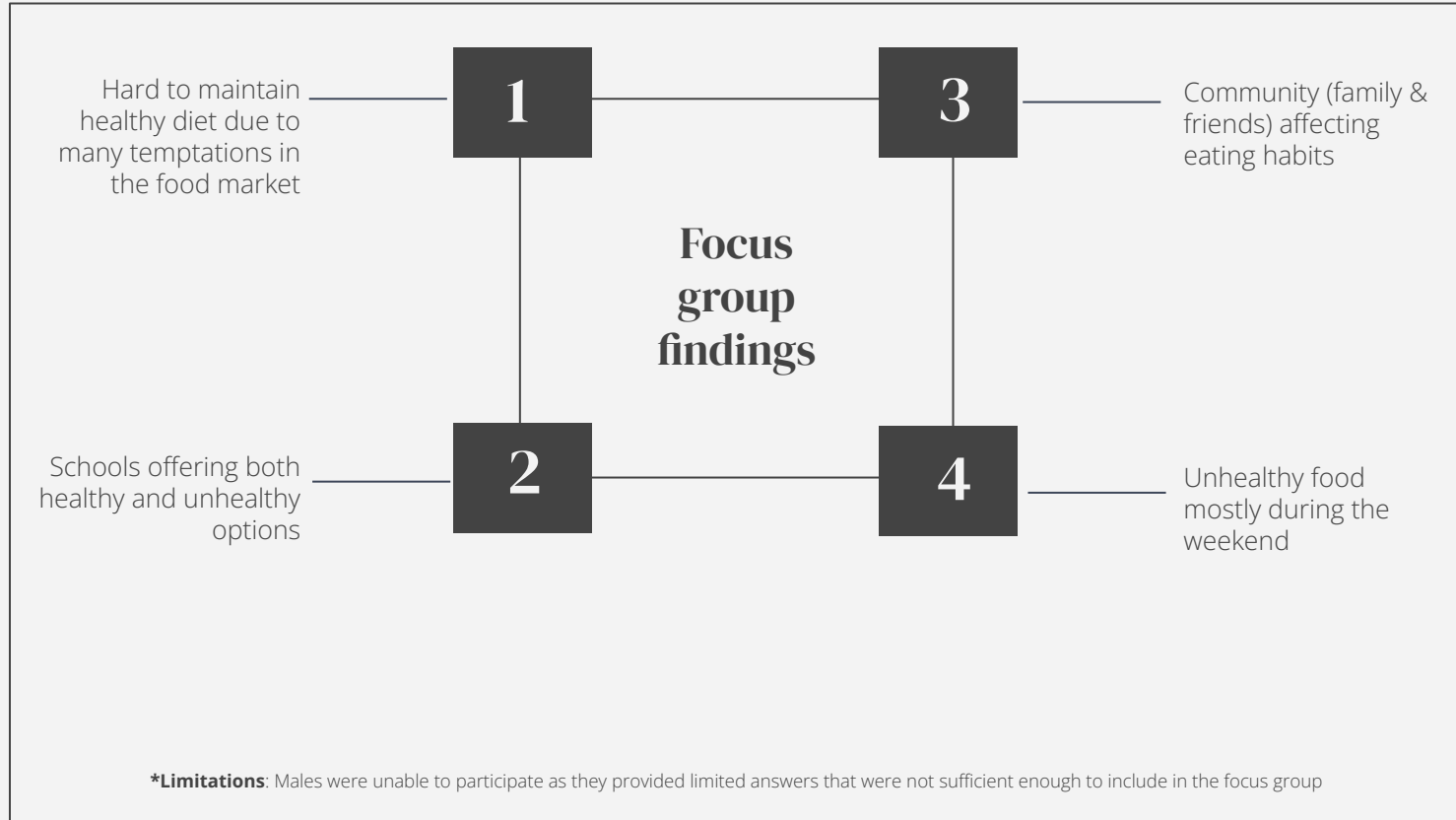




# Focus Group

## Participants

Maryam	12
Aisha	15
Alia	15
Mahra	16
Shamma	16
Hessa	16
Khawla	17



## Primary Research

**Secondary  
Research**

**03**

## Secondary Research

### **The rise of eating disorders in the UAE.**

Research carried out found some 66 percent of males and 60 percent of females were overweight.

The American Center for Psychiatry and Neurology in Abu Dhabi admits an average of two new patients with eating disorders every week.

### **Foods of abuse? Nutritionists consider food addiction.**

People diagnosed with food addiction on the Yale scale exhibit other similarities to people addicted to drugs.

Some researchers contend that food craving isn't really a substance abuse disorder like alcoholism, but rather a behavioral addiction, like uncontrolled gambling.

### **Food Addiction: Implications for the Diagnosis and Treatment of Overeating.**

People diagnosed with food addiction on the Yale scale exhibit other similarities to people addicted to drugs.

Some researchers contend that food craving isn't really a substance abuse disorder like alcoholism, but rather a behavioral addiction, like uncontrolled gambling.

### **Are you a food addict?**

Brain imaging scans have found that foods with high levels of fat and sugar show the same brain activity as do heroin, opium or morphine and, high-fat and sugary foods trigger the release of opioids - the brain's natural pain-killers.

## Secondary Research

### **Is food addiction contributing to global obesity?**

Evidence is growing that highly processed foods are capable of triggering addictive processes akin to addictive drugs like tobacco. highly processed foods and addictive drugs are often consumed for the same reason—to experience a sense of pleasure and to reduce negative emotions.

Whether it is a highly processed food or a drug, a substance can become so highly rewarding that it can trigger compulsive behavior.

### **Could food cravings be addiction?**

This suggests a link between consuming fatty or sugary food and so-called opioids - chemicals that give morphine-like drugs their addictive qualities.

Proof that some food are addictive could change all that, however. it would result in the food industry acquiring the mantle of tobacco firms, who knew that the addictive nature of their product was good for profit but bad for public health.

Few people believe that the case against the food industry has reached that stage, but the evidence is accumulating.

### **Overeaters Anonymous UAE**

An online platform that connects people with bad food habits and hosts meetings to help with overcoming addiction.

# Yale Food Addiction Scale

## Yale Food Addiction Scale

Gearhardt, Corbin, Brownell, 2009  
Contact: ashley.gearhardt@yale.edu

This survey asks about your eating habits in the past year. People sometimes have difficulty controlling their intake of certain foods such as:

- Sweets like ice cream, chocolate, doughnuts, cookies, cake, candy, ice cream
- Starches like white bread, rolls, pasta, and rice
- Salty snacks like chips, pretzels, and crackers
- Fatty foods like steak, bacon, hamburgers, cheeseburgers, pizza, and French fries
- Sugary drinks like soda pop

When the following questions ask about "CERTAIN FOODS" please think of ANY food similar to those listed in the food group or ANY OTHER foods you have had a problem with in the past year

IN THE PAST 12 MONTHS:	Never	Once a month	2-4 times a month	2-3 times a week	4 or more times or daily
1. I find that when I start eating certain foods, I end up eating much more than planned	0	1	2	3	4
2. I find myself continuing to consume certain foods even though I am no longer hungry	0	1	2	3	4
3. I eat to the point where I feel physically ill	0	1	2	3	4
4. Not eating certain types of food or cutting down on certain types of food is something I worry about	0	1	2	3	4
5. I spend a lot of time feeling sluggish or fatigued from overeating	0	1	2	3	4
6. I find myself constantly eating certain foods throughout the day	0	1	2	3	4
7. I find that when certain foods are not available, I will go out of my way to obtain them. For example, I will drive to the store to purchase certain foods even though I have other options available to me at home.	0	1	2	3	4
8. There have been times when I consumed certain foods so often or in such large quantities that I started to eat food instead of working, spending time with my family or friends, or engaging in other important activities or recreational activities I enjoy.	0	1	2	3	4
9. There have been times when I consumed certain foods so often or in such large quantities that I spent time dealing with negative feelings from overeating instead of working, spending time with my family or friends, or engaging in other important activities or recreational activities I enjoy.	0	1	2	3	4
10. There have been times when I avoided professional or social situations where certain foods were available, because I was afraid I would overeat.	0	1	2	3	4
11. There have been times when I avoided professional or social situations because I was not able to consume certain foods there.	0	1	2	3	4
12. I have had withdrawal symptoms such as agitation, anxiety, or other physical symptoms when I cut down or stopped eating certain foods. (Please do NOT include withdrawal symptoms caused by cutting down on caffeinated beverages such as soda pop, coffee, tea, energy drinks, etc.)	0	1	2	3	4
13. I have consumed certain foods to prevent feelings of anxiety, agitation, or other physical symptoms that were developing. (Please do NOT include consumption of caffeinated beverages such as soda pop, coffee, tea, energy drinks, etc.)	0	1	2	3	4
14. I have found that I have elevated desire for or urges to consume certain foods when I cut down or stop eating them.	0	1	2	3	4
15. My behavior with respect to food and eating causes significant distress.	0	1	2	3	4
16. I experience significant problems in my ability to function effectively (daily routine, job/school, social activities, family activities, health difficulties) because of food and eating.	0	1	2	3	4

IN THE PAST 12 MONTHS:	NO	YES
17. My food consumption has caused significant psychological problems such as depression, anxiety, self-loathing, or guilt.	0	1
18. My food consumption has caused significant physical problems or made a physical problem worse.	0	1
19. I kept consuming the same types of food or the same amount of food even though I was having emotional and/or physical problems.	0	1
20. Over time, I have found that I need to eat more and more to get the feeling I want, such as reduced negative emotions or increased pleasure.	0	1
21. I have found that eating the same amount of food does not reduce my negative emotions or increase pleasurable feelings the way it used to.	0	1
22. I want to cut down or stop eating certain kinds of food.	0	1
23. I have tried to cut down or stop eating certain kinds of food.	0	1
24. I have been successful at cutting down or not eating these kinds of food	0	1

25. How many times in the past year did you try to cut down or stop eating certain foods altogether?	1 or fewer times	2 times	3 times	4 times	5 or more times
--	------------------	---------	---------	---------	-----------------

## Reference:

Gearhardt, A.N., Corbin, W.R., & Brownell, K.D. (2009). Preliminary validation of the Yale Food Addiction Scale. *Appetite*, 52, 430-436.

## The Role of Media



### Social media

Food critics & Food blogs promote restaurants and cafes which pushes people to try the places that are being promoted, whether healthy or unhealthy.



### Influencers

Influencers post unrealistic photos that are edited, this sets expectations for people that are following them. For example editing body images.



### Trends

During the start of covid, when everyone started quarantining. Chloe Ting workout videos became on trend and many people started following her videos which led many people to get food disorders.

# PESTLE Analysis

## Political

Some companies use ingredients that make people become addicted to the food.



## Economic

Consumers spend more on food and this affects the market.



## Social

Lifestyle attitudes in the UAE  
Cultural barriers  
Awareness  
Media



## Environmental

Weather  
Recycling  
Pollution



## Technological

The amount of research regarding food addiction in the UAE are minimal.



## Legal

Food safety Authorities  
Consumer safety

Insights &  
Synthesis

04



# Insights

Sugar, fat and salt can trigger the brain and become addictive in the same way that narcotics do.



Influenced by genetic, environmental, and developmental factors.

Food industry practices contribute to overeating and obesity.



Media Influences People's eating habits.

## Brainstorming Process



## Direction

**Based on the insights and the brainstorming process, our future solution will be something that will raise awareness and educate the youth about food addiction.**



## Design Principles

**Design with  
intention of  
mental  
awareness**

**Design for a  
Better you  
physically and  
mentally**

**Design for  
a conscious  
& healthy  
community**

We are using those design principles to guide us to our solution

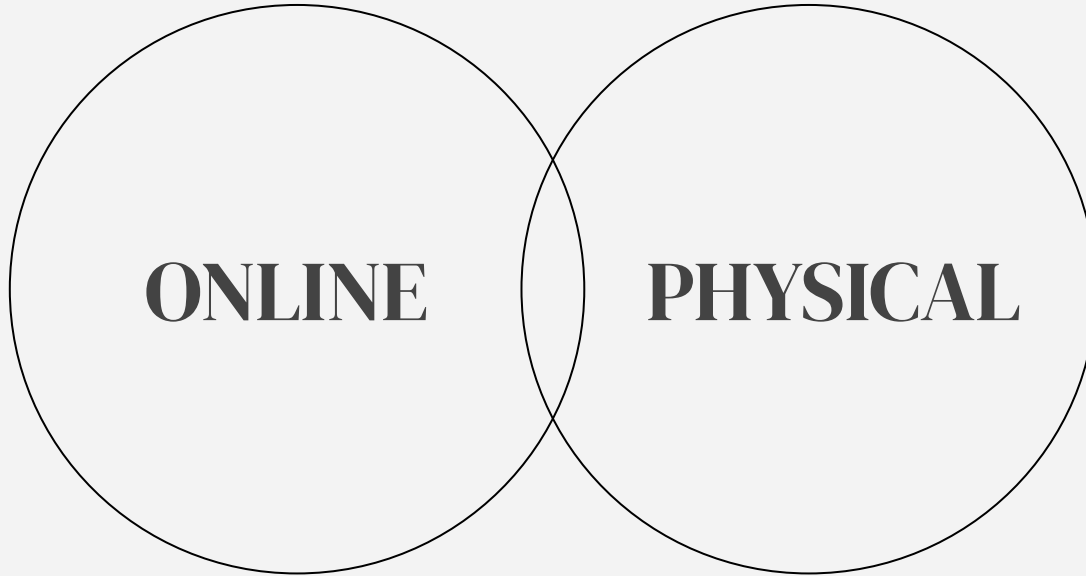
## Re-framed HWM Question

**How might we raise awareness and educate the youth about food addiction?**

05

Solution

## Ideation



We opted to integrate primary and secondary research findings into an online and physical solution. This concept will raise awareness among the youth and make it easier for them to seek help for any issue or addiction without fear of being condemned.

## Brand Guidelines

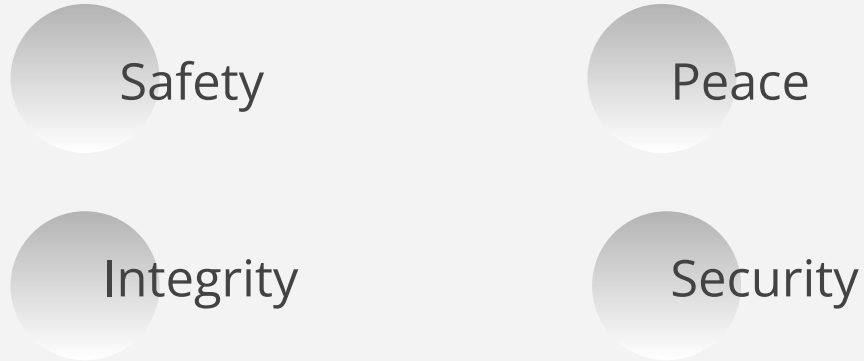
SALAMA



We opted to highlight SALAM with a distinct color to symbolize peace, which translates to salam. The colors chosen for the logo symbolizes stability and safety.



## Salama Meanings



The meaning of Salama varies and through this name we invite the user to define it in a way that resonates with them , the possible meanings are : safety, peace, integrity, and security

## Vision Statement

Providing a positive, engaging environment focused on the well-being of the mind and body

## Mission Statement

To ensure that it is a well rounded experience, which will allow members to engage, support and learn from each other.

# Persona Canvas



**Maryam**  
25 yrs  
BA  
Junior Manager

## Interests

- Cooking
- Reading
- Trying out new types of food

## Goals

- Increase her productivity
- Maintaining a healthy lifestyle
- Acheiving her goals

## Needs & Expectations

- A place that can help her overcome food addiction
- Surrounding herself with healthy foods
- Lean on professionals to get started
- Connecting with people

## Challenges

- Over Eating
- Over Working
- Maintaining a healthy lifestyle

## Motivations

- Healthy body weight
- Improved mental health
- Increased life quality

The persona canvas allows us to connect with our user and better understand their needs and habits. Maryam, is a 25 year old manager who is passionate about cooking but struggles with maintaining a balance, therefore she tries to overcome her food addiction.

# Storyboard

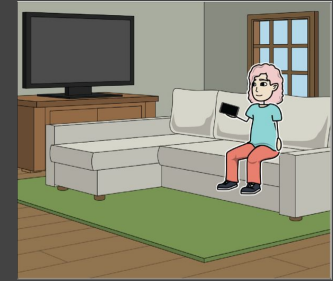
In this storyboard, we visualize the journey the user Maryam goes through, she begins eating and she then realizes that it is an issue she must take care of. Later on, she visits the center where she socializes and learns from others.



Maryam binge eating while watching tv, food all over the place.



Empty plates all over the place.



Saw an advertisement about Salama on tv and checked out the website/app on her phone.



Planned her visit to the center.



Decided to join, and started filling out registration forms.



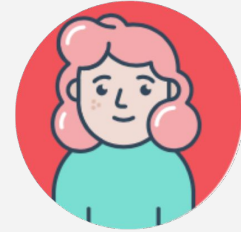
Maryam socializing with people and learning more about their journey with food addiction.

## Journey Map : Pre-

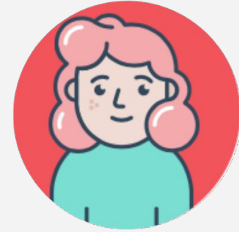
This is a simplified version of our journey map. Which is referenced in the appendix. This map depicts Maryam's journey from suffering from food addiction to discovering "Salama" and overcoming her addiction.



## Journey Map : During-



## Journey Map : Post-



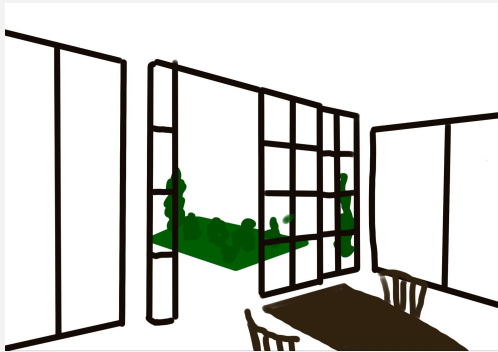
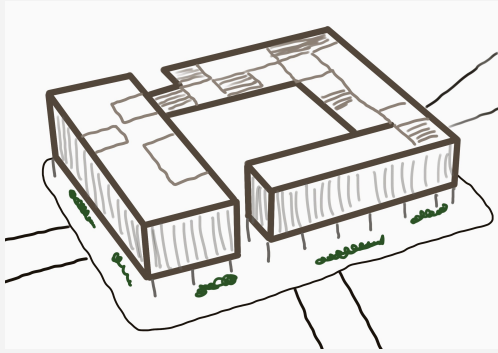
6

Maryam leaves the center satisfied

7

Maryam starts changing her habits slowly

## Solution - Low Fidelity Prototypes

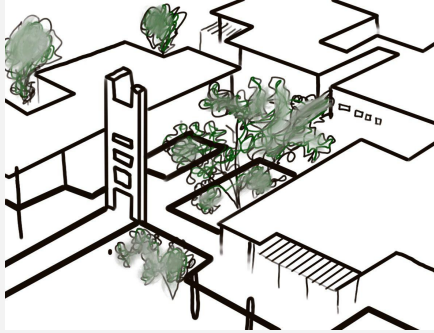


The low fidelity prototypes show some characteristics of the solutions that we are aiming to achieve. The different aspects of the wellness center are sketch out to give an overview of the center and to produce the prototype and test broad concepts.



## Solution - High Fidelity Prototypes

Spacious  
Greenery

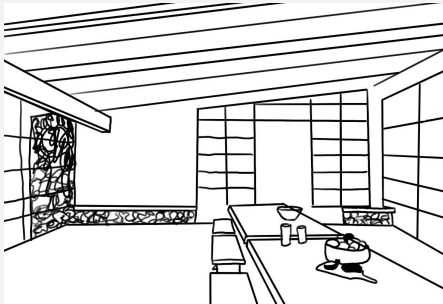


Workshops &  
trainings



PHYSICAL

Cooking  
classes  
workshops

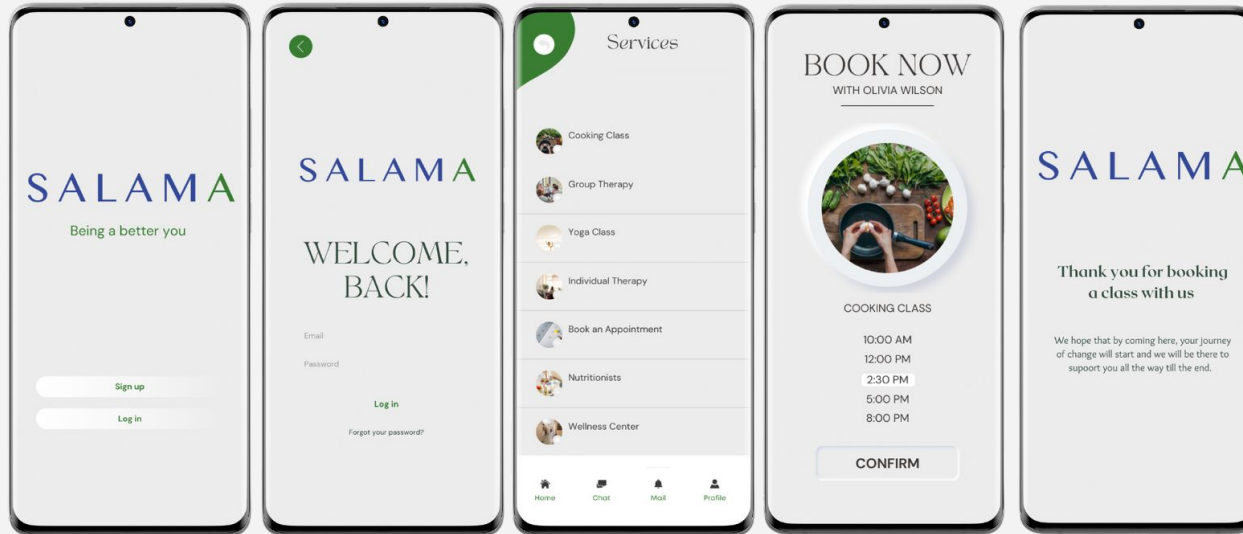
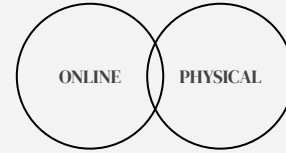


Therapy

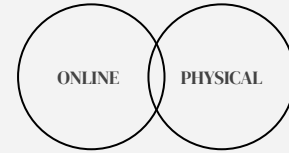


With the high fidelity prototypes we are able to show the interaction and functionality of the center and create a more realistic look into what the center would look like. Exploring the possibilities of our solution assisted us into creating the different activities that the center will provide and also being a supporter for positive change in the individuals.

# Application



With the application we are aiming to create an online community for the users where they can look at the different services that the center offers, get expert help and we want everyone to feel comfortable that's why many users of the center are able to remain as virtual users but still get the same assistance that the physical user will get in the center.



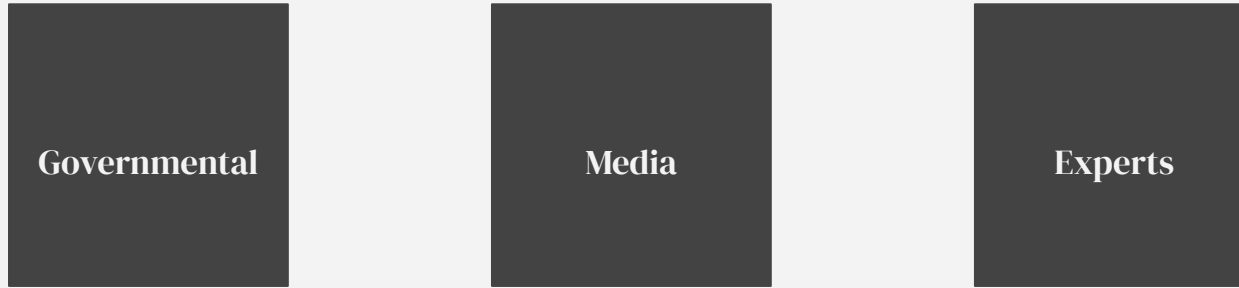
## Branding

In order to support our center we are planning to give out items for both online and physical users that will allow them to feel that they belong in a community and that we are always there to help them. Also by doing so we will be able to create a sense of identity for our center in the community.



## Solution

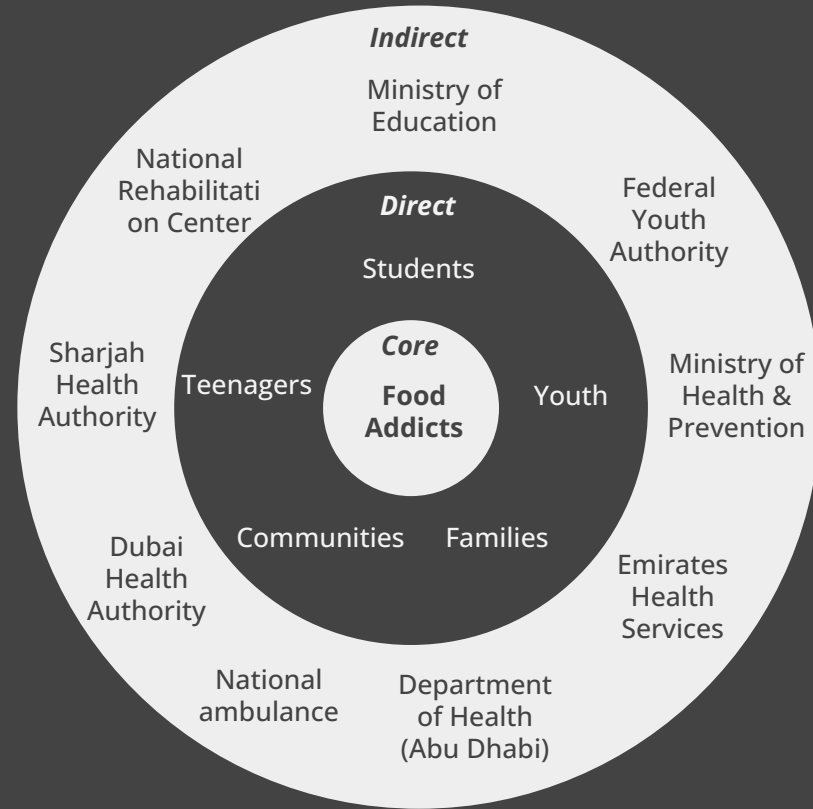
## Reaching Out



As part of the awareness and engagement of the community we will be reaching out to many governmental institutes that will assist us into raising awareness and shedding light on the topic of food addiction. Social media will play a huge role in the awareness as it is one of the most used platforms. We will be reaching out to experts that will help us by conducting workshops, talks and much more in the center, and will also aid the online user and guide them.

# Stakeholder Map

Through this stakeholder map we examine the direct and indirect environment of our user. This allows us to understand the surroundings and provide a better design that is not only suitable to the user but also taking into consideration their environment.



## Collaborations

Based on the stakeholder map that we created we chose the important governmental institutes that we want to collaborate with that will help us progress as a center and spread awareness throughout the community.



وزارة الصحة ووقاية المجتمع  
MINISTRY OF HEALTH & PREVENTION



UNITED ARAB EMIRATES  
MINISTRY OF EDUCATION

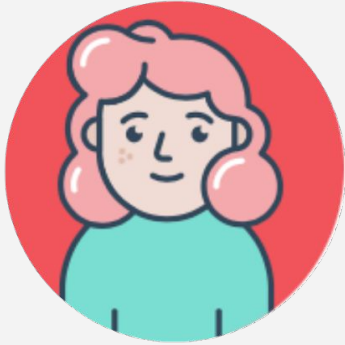


وزارة الصحة  
MINISTRY OF HEALTH



UNITED ARAB EMIRATES  
MINISTRY OF CULTURE & YOUTH

## Epilogue



As Maryam progresses through her rehabilitation at Salama's wellness center, she notices positive changes in her life and begins to feel comfortable in this environment that inspires her to become a better person, making stability her top priority, which requires commitment and a conscious effort to make it happen.

References &  
Appendix

06



## References

Drury, C. (2014, August 12). *The rise of eating disorders in the UAE*. Friday Magazine.

<https://fridaymagazine.ae/life-culture/the-rise-of-eating-disorders-in-the-uae-1.1383720>

<https://www.centrahealth.com/sites/default/files/yale-food-addiction-scale.pdf>

<https://knowablemagazine.org/article/mind/2021/foods-abuse-nutritionists-consider-food-addiction>

Kuttab, J. A. (2017, October 29). *UAE doctors warn of rise in eating disorders among youth*. Khaleej Times.

<https://www.khaleejtimes.com/health/uae-doctors-warn-of-rise-in-eating-disorders-among-youth>

Matthews, R. (2021, July 12). *Could food cravings be addiction?* The National.

<https://www.thenationalnews.com/uae/could-food-cravings-be-addiction-1.392371>

Oxford University Press. (2021, September 23). *Is food addiction contributing to global obesity?* OUPblog.

<https://blog.oup.com/2021/10/is-food-addiction-contributing-to-global-obesity/>

*Overeaters anonymous | United Arab Emirates*. (n.d.). Oaintheuae. <https://www.oaintheuae.com>

Tashakova, O. (2015, April 7). *Are You a Food Addict?* Khaleej Times.

<https://www.khaleejtimes.com/wknd/are-you-a-food-addict>

**\*Please refer back to slide 20,21, 22, 23 and 24**

# Journey Map



\*Please refer back to slide 36,37 and 38