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.

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.

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?

Problem & Challenge

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.

References


“Vegan People.” Switch to the Veganuary UK Site, veganuary.com/people/.


The Harris Poll estimates the number of vegetarians (including vegans) in the U.S. adult population to be approximately eight million adults.

Baum Whitteman says that Google has seen a 90% increase in vegan searches in the past year.

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.