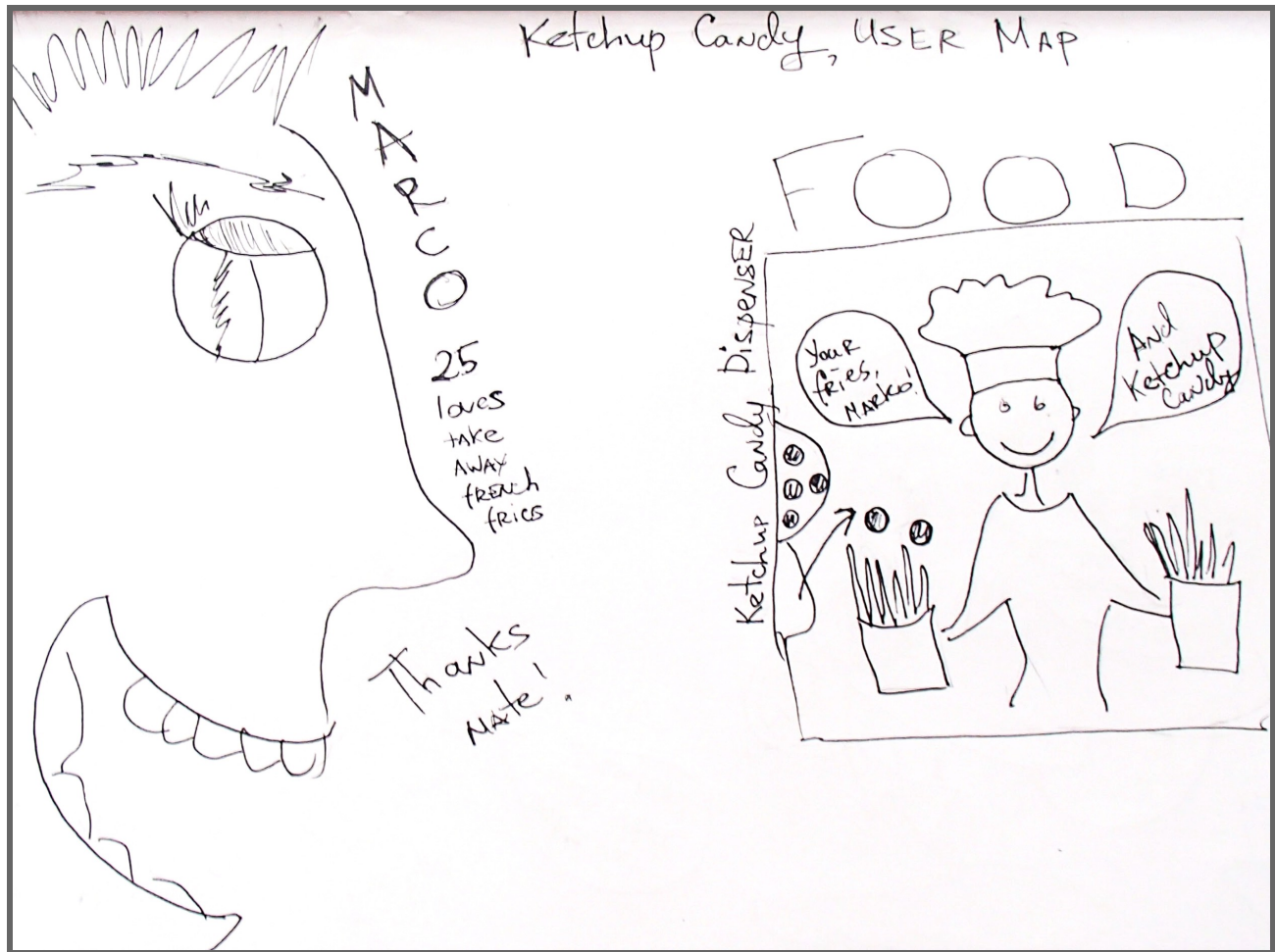
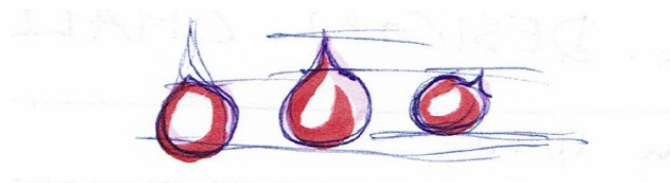


Ketchup Candy User Journey



Marco, 25 y.o., lives and work in a big city and eats fast food couple of day a week.

Food Van near his work serves the best fries in the area, and Marco has a good relationship with the owner, they often chat and discuss things. When Food Van introduce the Ketchup Candy to serve the sauce Marco is willing to try because it's fun and he wants to do the right thing for the environment.





Marco and Evelyn decided to enjoy their food near the lake nearby.



Evelyn dropped the Ketchup Candy Shell in the water, she is glad to know that it will biodegrade quickly and won't do any harm. Marco likes the taste of the shell and usually eats it. He prefer to use the recycling bin for his fries packaging and finds it satisfying that with Ketchup Candy his fries experience are waste free.