

The Comeback

By COFFEE BEAN



Riste K. - UP

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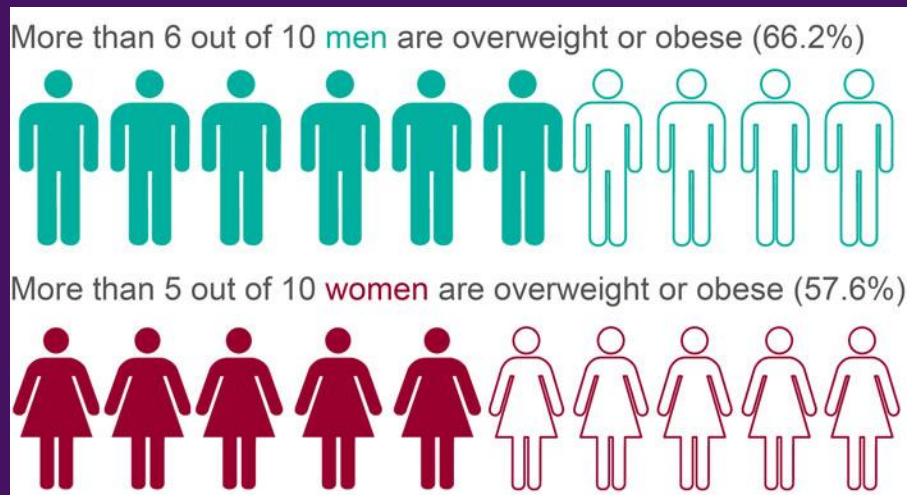
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The Comeback

— “Coming back to life.”

- **Worldwide obesity has nearly tripled since 1975.**
- **In 2016, more than 1.9 billion adults, 18 years and older, were overweight. Of these over 650 million were obese.**
- **Obesity is preventable.**



Sketches



1



Oh, my whole body is starting to shake. I'm starting to fade. I need to go to the hospital now.



It's twelve o'clock and Caico is eating for the 36th time today.

2



*Symptoms
= All

We are going to run a couple of tests. We will inform you about the results.



In the hospital.

3



We got your results Sir. We found out that you have Diabetes type 2. At this rate of eating you could die. You should change your diet and start exercising more frequently. Here is a prescription of the things you should take.



3 days later

4



I hate what I am seeing in the mirror right now. I feel a sudden rush of wanting to change my life. At this rate I could die!

5

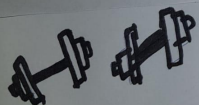
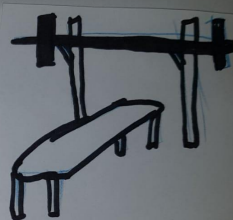
Bro, the results are really bad, take a look at them.

You should definitely start what you should've many years ago. From changing your bad eating habits, getting rid of your sedentary lifestyle to stepping out of your comfort zone mate!



In the pub

7



Training in the gym

6

tells his wife about the results



Well, I am really happy and pleasantly surprised that you decided to do this for you and for your loved ones. I am here for you. If you need any help and from now on, I will cook only healthy meals for us.



8



9



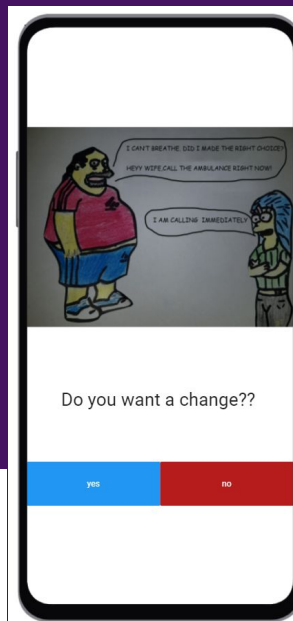
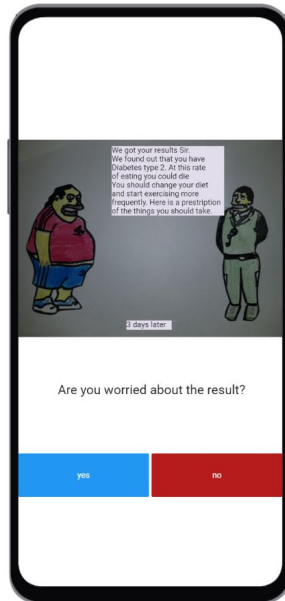
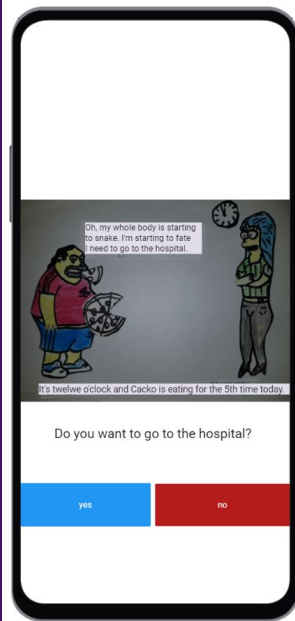
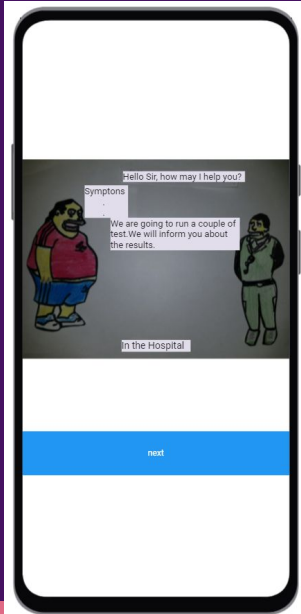
A year later, he is in optimal body shape and form. He hasn't consumed any alcohol and hasn't smoked any cigarettes since he started his healthy journey. ~~He~~ ~~is~~ ~~a~~ ~~different~~ ~~person~~ ~~now~~. He is truly happy, and his only regret is that he didn't start earlier. ~~He~~ ~~opens~~ ~~an~~ ~~institution~~. ~~He~~ ~~gives~~ ~~out~~ ~~any~~ ~~kind~~ ~~of~~ ~~advice~~ ~~for~~ ~~the~~ ~~people~~ ~~in~~ ~~need~~. He is a great person. From being in depression for several months to a guy who motivates ppl up close & home. He is forever grateful for the path he chose.



Reading books and educating himself with the purpose of changing his behaviour and his state of mind.

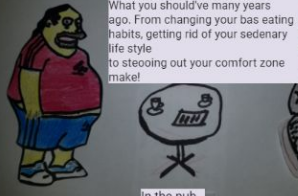
Sketches

Storyline



Storyline

Bro, the results are really bad, take a look at them



in the pub

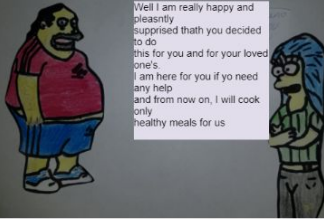
You should definitely start. What you should've many years ago. From changing your bad eating habits, getting rid of your sedentary life style to stepping out your comfort zone make!

Do you want to start a change?

yes

no

*Tells his wife about the results



Well I am really happy and pleasantly surprised that you decided to do this for you and for your loved one's. I am here for you if you need any help and from now on, I will cook only healthy meals for us

next



*Training in the gym

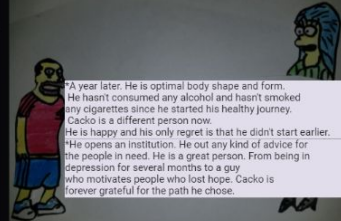
next



*Reading books and educating himself with the purpose of changing his behavior and his state of mind.

next

The result



*A year later. He is optimal body shape and form. He hasn't consumed any alcohol and hasn't smoked any cigarettes since he started his healthy journey. Cacko is a different person now. He is happy and his only regret is that he didn't start earlier. *He opens an institution. He out any kind of advice for the people in need. He is a great person. From being in depression for several months to a guy who motivates people who lost hope. Cacko is forever grateful for the path he chose.

finish

<https://youtu.be/BW1vIZEdS8A>

Testing

- 3 participants
- between the age of 19-22



Each of them was asked what are their thoughts on obesity.

After that, they were asked to navigate through the story by themselves.

Testing

At the end, they were asked if their perception was changed about this topic.

Severity ratings to the problems (out of 5):

Participant #1: 0

Participant #2: 0

Participant #3: 1

Prototype overview

Since the feedback was positive, no changes were made to the storyline.



The participant kept the same attitude regarding the topic.



Thank You!

-The COFFEE BEAN Team-