

# product | diet shopping pills

## ● behavior/attitude

- entitlement
- chic to have an “addiction”
- self-importance

## ● location

- physical world
- not private, goal is to be seen taking

## ● look & feel

- prescription bottle?
- large, hard to swallow capsules
- not discreet, bold colors

## ● user/role/functionality

- curbs users appetite for all things retail
- lets others know that you have an addiction
- important enough to be medicated

## ● implementation

- label design in photoshop
- design and build container

