

# Food Finder for College Students

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## Problem Statement

Finding food that is tasty, healthy, and affordable is difficult for college students. Restaurants with central locations on campus often charge more than ones even a small distance away. Convenient restaurants also tend to serve food that is unhealthy to eat regularly, like burgers, bagels, or breakfast biscuits. Our solution should provide a way for students to find food that is delicious, healthy, and affordable.

## Who is experiencing the problem?

Busy people, particularly busy college students, who are not obtaining tasty, healthy, and affordable food.

## What is the problem?

College students organize their own meals, and they tend to be inexperienced at making informed purchases. For that reason, they tend to spend more on food but eat less healthy and less tasty food.

## Where does the problem present itself?

The problem presents itself wherever a person makes poor purchasing decisions on food. The target user is an inexperienced decision-maker and planner. College students are often both, so college campuses and other places frequented by college students are hotspots for this issue.

## Why does the problem matter?

Poorly informed diners hurt their prospects by spending too much money on food, especially financially vulnerable groups like college students. Compared to informed diners, poorly informed ones tend to eat unhealthier food, which may cause poorer health. They also may be dissatisfied with the taste or quality of food they eat.