I need to save money wherever I can, especially on food.

I wish there were more ways to reduce waste and still eat well.

> I don't want to rely on unhealthy fast food all the time just because it's cheap.

It's tough to find affordable, good-quality meals near campus.

> Cooking at home can be cheaper, but I don't always have time or energy for it.

Expensive prices in grocery stores and restaurants near their university.

Friends or

classmates sharing

tips on saving

money, like meal

prepping or

splitting groceries.

Limited time and energy to cook meals due to a busy class and study schedule.

Wasteful practices, such as unsold food being thrown away at local restaurants or stores.

> Promotions and discounts that often don't align with their needs or schedule.

Thinks

Feels



College Student

(Customer)

Does

Sees

Occasionally skips meals to save money or stretches food supplies longer than ideal.

Curiosity: about how they could benefit from smarter shopping or meal deals.

managing a tight budget while balancing school expenses. Stress: about managing a tight budget while balancing school expenses.

Stress: about

Helplessness: when food prices keep rising, making it harder to stay within budget. Helplessness: when food prices keep rising, making it harder to stay within budget.

Frustration: with the lack of affordable and convenient meal options nearby. Frustration: with the lack of affordable and convenient meal options nearby.

Hope: for a solution that would help them eat well and save money. Hope: for a solution that would help them eat well and save money.

Looks for student discounts at local eateries or shops.

Relies on meal prepping when possible but often ends up eating instant or processed food for convenience.

Asks friends or family for budget-friendly recipes or strategies to save on food.

Guilt: about wasting food when they can't finish groceries before they spoil. Guilt: about wasting food when they can't finish groceries before they spoil.

Tries to buy cheap groceries in bulk, even if it means sacrificing variety or quality.