

Problem Statement & Ideation

Core Problem

"Despite access to diverse food options, students often make unhealthy dietary choices that impact their academic performance and long-term health."

Key Factors

- Taste preference over nutrition
- Lack of nutritional awareness
- Time constraints
- Budget limitations
- Social influences

Empathy Map

Hostel Students

Limited cooking facilities, rely on mess/canteen

Day Scholars

Home meals + campus food, more variety

Vegetarians

Limited protein options, nutritional gaps

Athletes

Higher caloric needs, performance focus