After the chalange statement was found based on the primery data and the secondery data w did a brain storming   
  
our idea is .....

which will achieve all the needs of users which are the cafeterias and the end users which will also achieve our main goal which is to reduce the plastic waste by targeting the persona’s emotions.

This idea will solve multiple problems and achieve the needs of the customers such as simplicity of the use and loss and the need of multiple supplement and flavours in small quantities also it solves other problems such as the package user friendly and the material that it is used for the capsules which is sustainable