### **Project Title: To Develop a Digital Solution Using Design Thinking Principles**

**Project Objective:**

* Use the principles of Design Thinking involving Empathy, Expansive Thinking and Experimentation
* Create User Personas with the help of User Research
* Collate ideas and chose the ones most applicable
* Identify the problem space and craft relevant solutions
* Apply Design Thinking techniques and use them at every stage
* Write User Stories based on the needs of the user

**Problem Statement:**

Breakfast, the meal typically eaten between 7 am and 11 am, has many definitions across the world. As people hurry to school, work, and other places in the mornings, many are unable or unwilling to cook and eat a nutritious breakfast. In many metro areas, such people include:

* Singles or people living alone
* Parents of young children
* Families with senior citizens and children with varying food needs.

Many medical organizations have said that breakfast is the most important meal of the day and skipping breakfast can lead to health issues.

**Description:**

A reputed fast-food eatery, Healthy Mind Healthy Body (HMHB) has recognized the market need for delivery of freshly prepared, nutritious breakfast items and wants to create a breakfast delivery solution combining technology and food delivery. This is the first time that the eatery is looking at a technology solution.

You are a part of the tech company that has been engaged by the food provider to design and create the solution.

This project uses the principles of Design Thinking, keeping in mind the needs of the Customer Persona and the service provider. As an HMHB team member, you are expected to do the following:

* Discover User Personas
* Identify and create Customer Journeys
* Develop User Stories based on User Personas and Customer Journeys

**Assumptions:**

**This problem set assumes that the learner:**

* Is experienced in using Design Thinking techniques or has some background in Design Thinking
* Understands that the context and implementation of Agile are unique to a company. We recommend that the facilitator acts as a client from HMHB.
* Understands that there is no "one size fits all" solution and that all the solutions provided are indicative only
* Is encouraged to learn and independently investigate the applicability and usefulness of the content

**Guidelines to the Facilitator for Evaluation:**

* Based on the indicative solution, check for gaps in the learner’s submission and provide necessary guidance. For example, while creating user personas, it is important to give each persona a name and to understand the goals, motivations, and concerns, with at least three points under each.
* The Customer Journey Maps must contain a "phygital" (both physical and digital) representation of the customer journey along with actions, thoughts, feelings, and experiences for each stage of the customer journey. As each learner presents the customer journey, use the sample to provide feedback.
* Assess the following in the User Stories developed:
  + How the User Story relates to the Customer Journey Map
  + How the learners have applied the INVEST criteria to write the stories
* Ask the learners which areas they found the most challenging. *[Tip: Typically, for discovering user personas, people find it challenging to talk to customers.]*
  + Note what kind of questions were used in customer interviews (open-ended v/s closed-ended questions)
  + Find out whether the learners were able to get responses
  + Ask where they faced difficulties