

# Activity Exemplar: Sketch to generate ideas for a mobile app



## Crazy Eights example problem

### 1. Identify your problem scenario

Here is the problem statement for the user Thierry and the Food Saver app:

Problem statement:

PROBLEM STATEMENT

Thierry

working student

is a/an

user name

user characteristics

who needs

reminders, suggestions, and coaching to cook more often with fresh ingredients

user need

because

they like to cook and want to make it a part of their routine

insight

### 2. Provide an image of your Crazy 8's drawing below

① What I have:

Add receipt

② Try this recipe

You have:

☒

You need:

☐

③ Recipe

☒

Ingredients:

☒

☒

☒

④ I have

1

2

3

4

servings left

to eat by

1

Dec

2

Jan

3

Feb

2021

⑤ Grocery list

x4

x2

x1

Need more?

☒

☒

☒

☒

⑥ You cooked

How was it?

☒

☒

How much is left?

⑦ Do you still have:

☒

☒

☒

Why not try:

⑧ We think you have

☒

x4

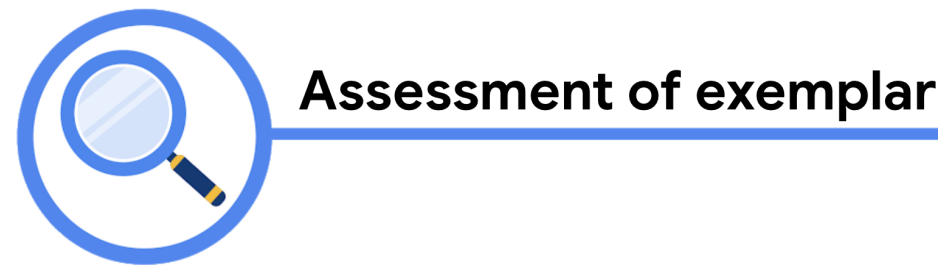
☒

x2

You can make:

### 3. Describe at least three of the ideas you generated with your Crazy Eights activity

- Keeping track of what the user has available in the house before suggesting a purchase
- Offering recipes that build off what's available as well as purchasing
- Recipes with ingredient lists that a user can flag as have or don't have
- Receipt upload after a shopping trip
- Reminders about what a user might not have enough of even if they have some
- Leftover and extra ingredient nudges



## How we completed our Crazy Eights example problem

### 1. Identify Gaps and Opportunities

Based on the competitive audit we did for Thierry, we identified gaps and opportunities:

Thierry is a working student who needs reminders, suggestions and coaching to cook more often with fresh ingredients because they like to cook and want to make it a part of their routine. No current app focuses primarily on this.

### 2. Complete the Crazy Eights exercise

We drew eight solutions to our problem scenario in eight minutes. Some of the best ideas included:

- Tracking of available ingredients from receipt upload through cooking a recipe
- Reminders about items that a user might have some of, but not enough of, for a recipe
- Nudges to remind users to eat leftovers and use all of a purchased ingredient

Mark as completed

