


Before we start this design challenge, take a minute to reflect about your own experiences. Chart your lunch experience below.



"I feel terrific!"


I feel good to be dismissed to lunch

Of, I like the options & sit down to eat in cafe w/ friends

I dislike the options presented, & choose to eat later at home.

We go outside to eat in the sun & fresh air

I spend the entirety of lunch on my phone in the writing center on a bed day.



"I feel terrible!"

Your Mission: **Redesign your partner's school lunch experience. Start by gaining empathy for your partner.**

1 Interview

8min (2 sessions x 4 minutes each)

Notes from your first interview Context: High School

Likes

- options: Unique in school & outside of + Cafe / Snack bar
- free mobility: Open campus
- Good quality food - wheat bread, hamburger meat, etc.
- Externally sourced food: Taco bell burritos

Dislike

none

Issues

- Salad bar could use warmers for select options
- soggy cold fries

d. 000000

Switch roles & repeat Interview

2 Dig Deeper

6min (2 sessions x 3 minutes each)

Notes from your second interview

Preferred going out to socialize

Loose "safety" regulation

- open campus = freedom
- student's express personal interests & freedoms w/ objection
- local food chains & restaurants
- incentivized external lunch dining

"Good enough to where teenagers wanted to eat it"
"a lot of it"

"Salad bar had salad, fruit salad, waffles, chicken sandwiches, cheeseburgers"

"Back in the 90's, they never ran out of food"

Switch roles & repeat Interview

Reframe the problem.

3 Capture findings 3min

Goals and Wishes: What does your partner need to accomplish during lunch?

*use verbs

- involved in club: Tiger Buddies
- hangs out & socialize with special ed kids
- eat
- socialize with friends
- go to & from school in time

Insights: New learnings about your partner's feelings and motivations. What's something you see about your partner's experience that maybe s/he doesn't see?*

*make inferences from what you heard

Overall good experience

Consider healthier food options

Forming habits (poor eating) early on?

Consider varied options in static servings (salad/smooth bar)

d.

4 Take a stand with a point-of-view 3min



Alice

partner's name/description

needs a way to

means of

healthier food choices

user's need

because (or "but..." or "Surprisingly...")

[circle one]

the school favors "junk" & fast foods and

make healthier options less compelling

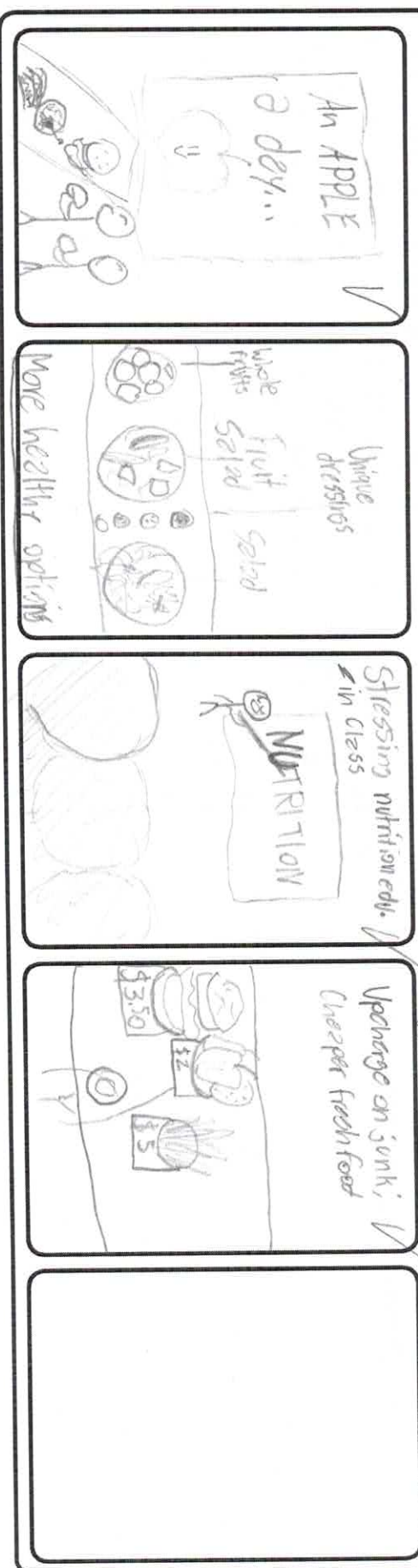
insight

Ideate: generate alternatives to test.

5 Sketch at least 5 radical ways to meet your user's needs. 5min

1 Predominant junk food choices at school lunch café outweigh healthier ones to students.

write your problem statement above



6 Share your solutions & capture feedback. 10min (2 sessions x 5 minutes each)

Notes

Poster & nutrition edu. - positive. Good to demonstrate what junk & additives do to body in long-run.
~~Elimination of junk options = good.~~ "Monday = both junk & fresh foods available" - to incentivize / uplift bad Monday moods. "Something to look forward to & reason to eat school lunch"

d. 100%

Switch roles & repeat sharing.

Iterate based on feedback.

7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!

- Nutritional infographic posters in café
- Emphasizing long-term physiological effects of junk/processed foods
 - in health class, or in assemblies / guest speaker
- Make fresh & healthy foods more accessible
 - more options w/ variety
 - Cheaper than junk = incentive
- Make Mondays great again
 - let students choose between either junk or fresh on Mondays; looser push for "healthy"

Build and test.

8 Build your solution.

Make something your partner can interact with!

*Presented 3 nutrition infographics
from online*

[not here]

7min



9 Share your solution and get feedback.

+ What worked...

*Good design, easy to
read info, captivating
colors*

- What could be improved...

- different medium/approach*
- Posters are easy to ignore
"tune out", not apply*
- Avoid food pyramid & outdated,
poorly informed types of info.*

? Questions...

X

! Ideas...

- Displays of fit, in-shape
eating healthy dish*
- Display of poor health, obesity
cancer, RX bottles, person
eating sunn*
- Aggressive message = captivating*

8min (2 sessions x 4 minutes each)

Reflect on your work.

10 Headline TWO next steps 2min

From Step 9 feedback, what are TWO aspects you would prototype next?

1) Designing aggressively-captivating posters relevant to nutrition that would genuinely be well-received among the youth

2) ~~Investigating~~ Comprehensive lectures on nutrition, long-term effects backed by studies & testimonies, & equipping students w/ info to influence their choices with a healthy conscience.

11 Redefine your point-of-view 3min

How does your interaction alter your P.O.V. from Step 4? Craft a new P.O.V. informed by testing.

Our interaction, fueled by discussion, made me realize the issue largely pertained to influencing decision making for a solution.

New P.O.V.

Students overall need a way to positively reinforce healthier decision-making because healthier foods are available, yet students prefer consuming junk food regardless.