Team: The Spice Girls

Peyton Fisher, Winn Wahl, Zachary Ziehl, Karcin Bush, Jordon Cooke

Problem Statement: Many individuals are producing unnecessary amounts of food waste because expiration dates and the food itself can easily be forgotten to be consumed. Our solution should create a simple and efficient way for users to know what needs to be consumed before it goes to waste.

- **Who is experiencing the problem?** In other words, who is your target user; who will be the focus of your problem statement?

  Everyone-- families, people who often cook and grocery shop, etc.

- **What is the problem?** Based on the observations you made during the empathize phase, what are the problems and pain-points that frequently came up? What task is the user trying to accomplish, and what's standing in their way?

  Food is going to waste and not being efficiently used because it is easily forgotten about until it is expired and no longer suitable to be eaten.

- **Where does the problem present itself?** In what space (physical or digital), situation or context is the user when they face this problem? Are there any other people involved?

People would experience the issue in the kitchen when they are hungry and trying to figure out what they should eat.

- **Why does it matter?** Why is it important that this problem be solved? What value would a solution bring to the user, and to the business?

It is important that this problem be solved so that no food ends up going to waste. A solution would bring value to the user because the user would save money, save food, save time.