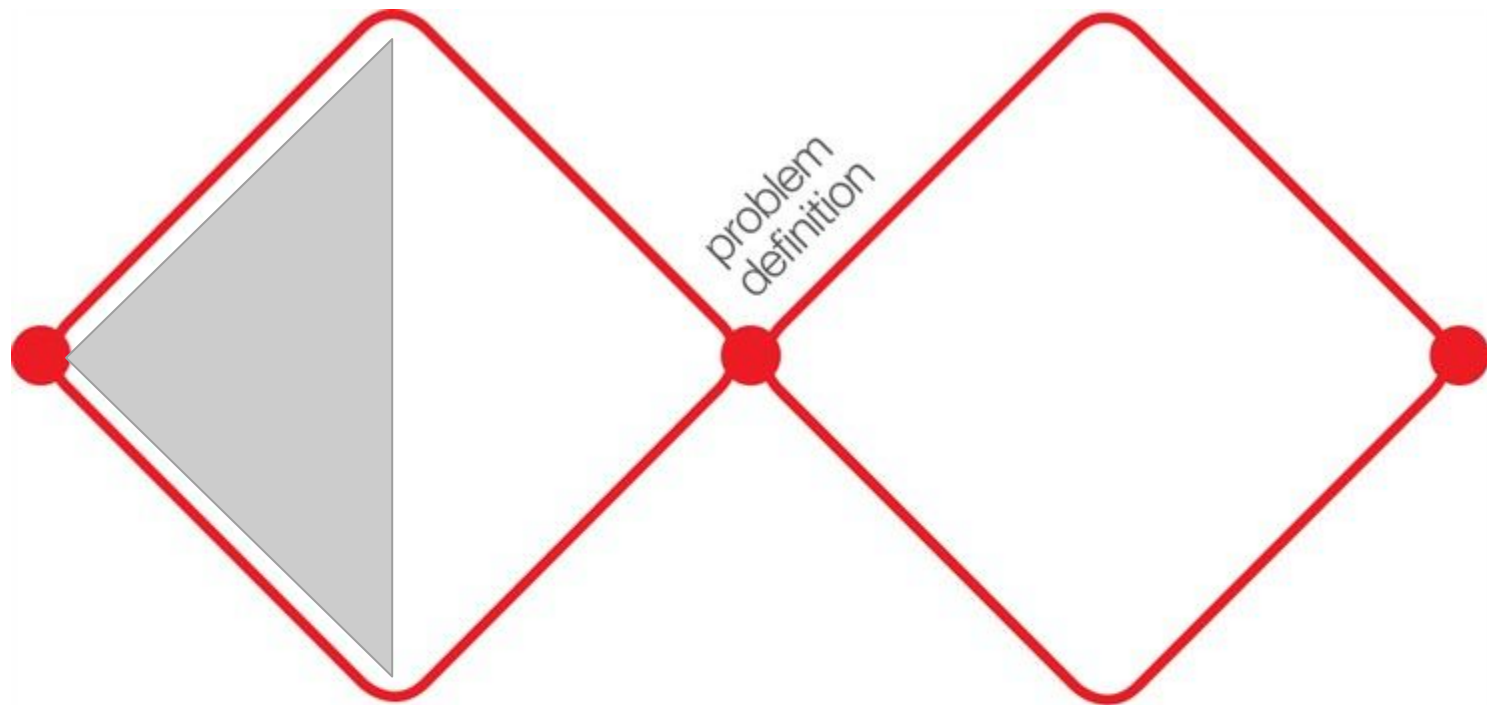# Good Eats.

bringing healthy & wholesome to university students, by university students

• • •

By Madison Weigand, Ajda Remškar, Akshay Chandiramani and Madeleine Boyle

problem definition

Discover
Behaviour-led
design research

Define
Creative work
shops and idea
generation

Develop
Review ideas
through culture
thinking and
design

Deliver
Prototyping,
selection and
mentoring

Identifying the problem:

only

25%

of Edinburgh Uni students, on average, consume their '5 a day', according to a 2015 survey by the Healthy University Project

Investigation

Survey: 47 undergrads in self-catered accommodations

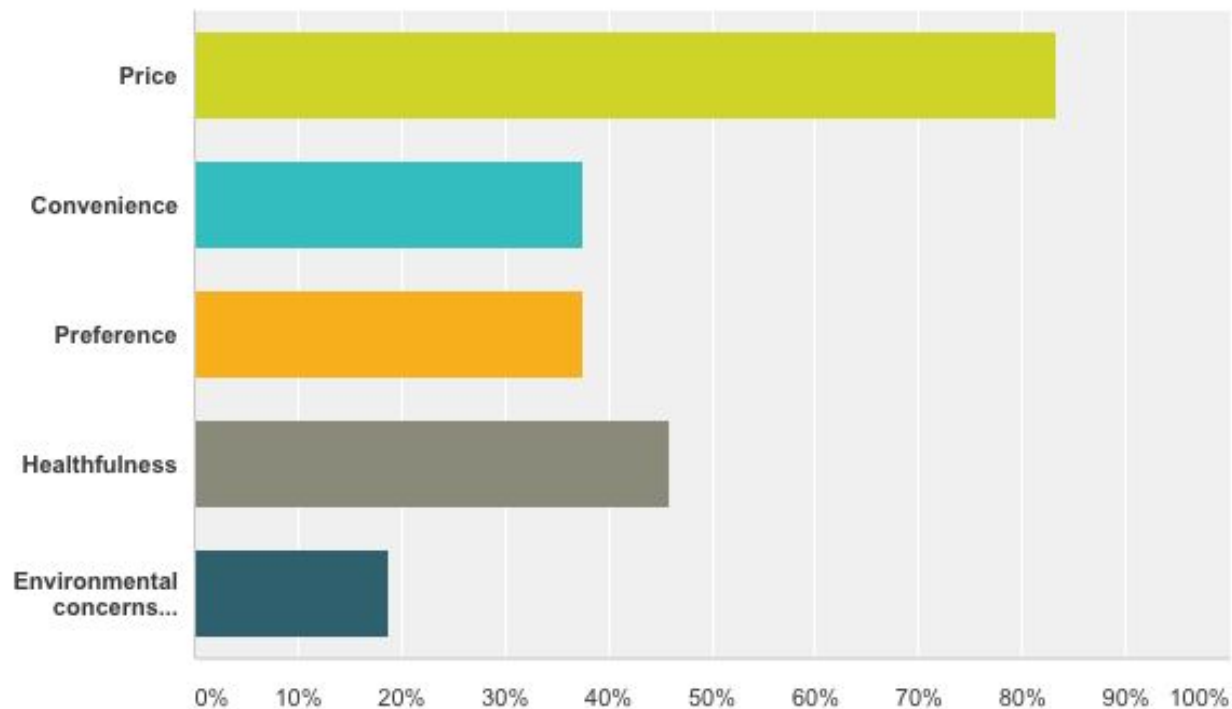Focus group: 5 students from 4 different housing units

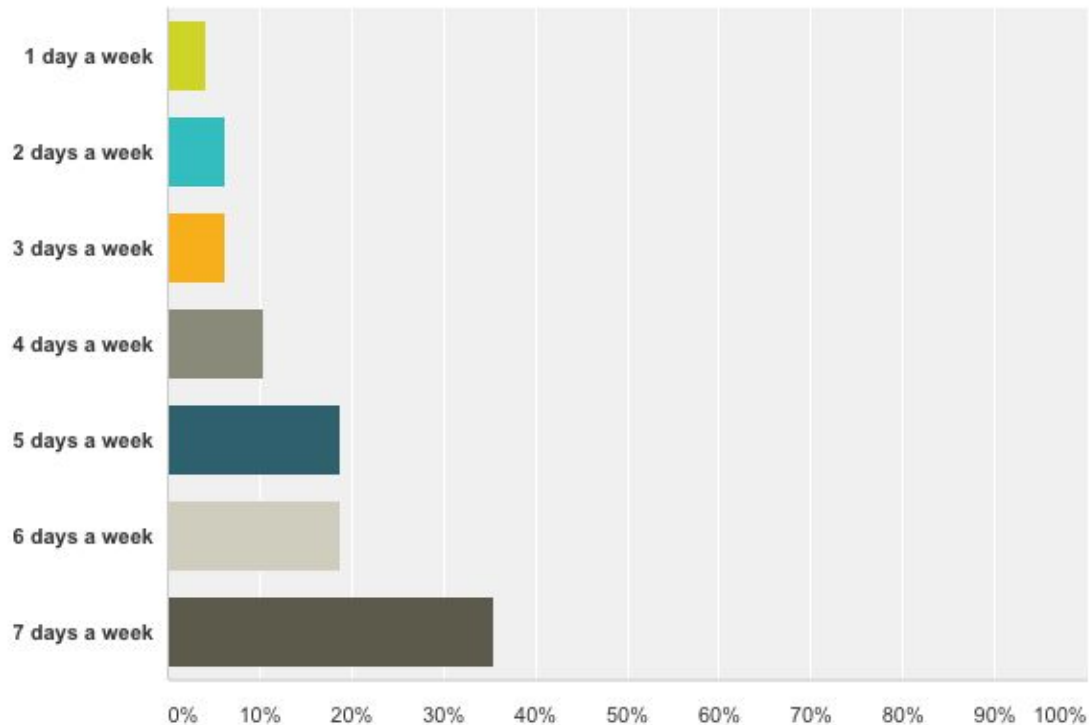If we know that students aren't getting the nutrition they need, the question is:

why?

___

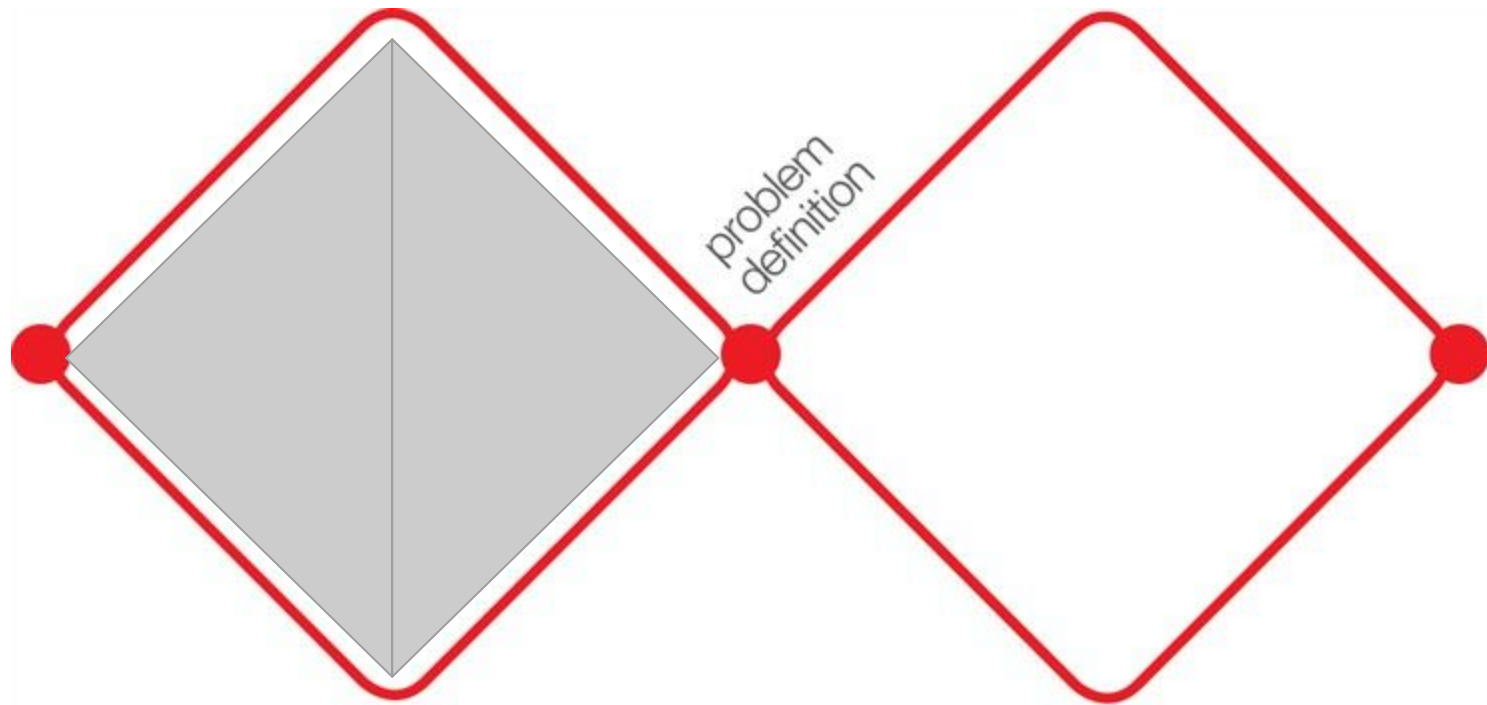# What factors most strongly influence your purchasing decisions?

Answered: 48   Skipped: 0

Factor	Percentage
Price	~83%
Convenience	~38%
Preference	~38%
Healthfulness	~46%
Environmental concerns...	~19%

How frequently do you cook for yourself?

Answered: 48   Skipped: 0

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From Focus Group findings to a solution

- Students do care about their food, would use resources about healthy & sustainable eating.
- Main limitations when cooking:
  cost, time, energy.
- 3 main aspects considered when designing a solution:
  healthy, quick and cheap.
- Considered several ways of conveying information (brochures, posters, website,...)
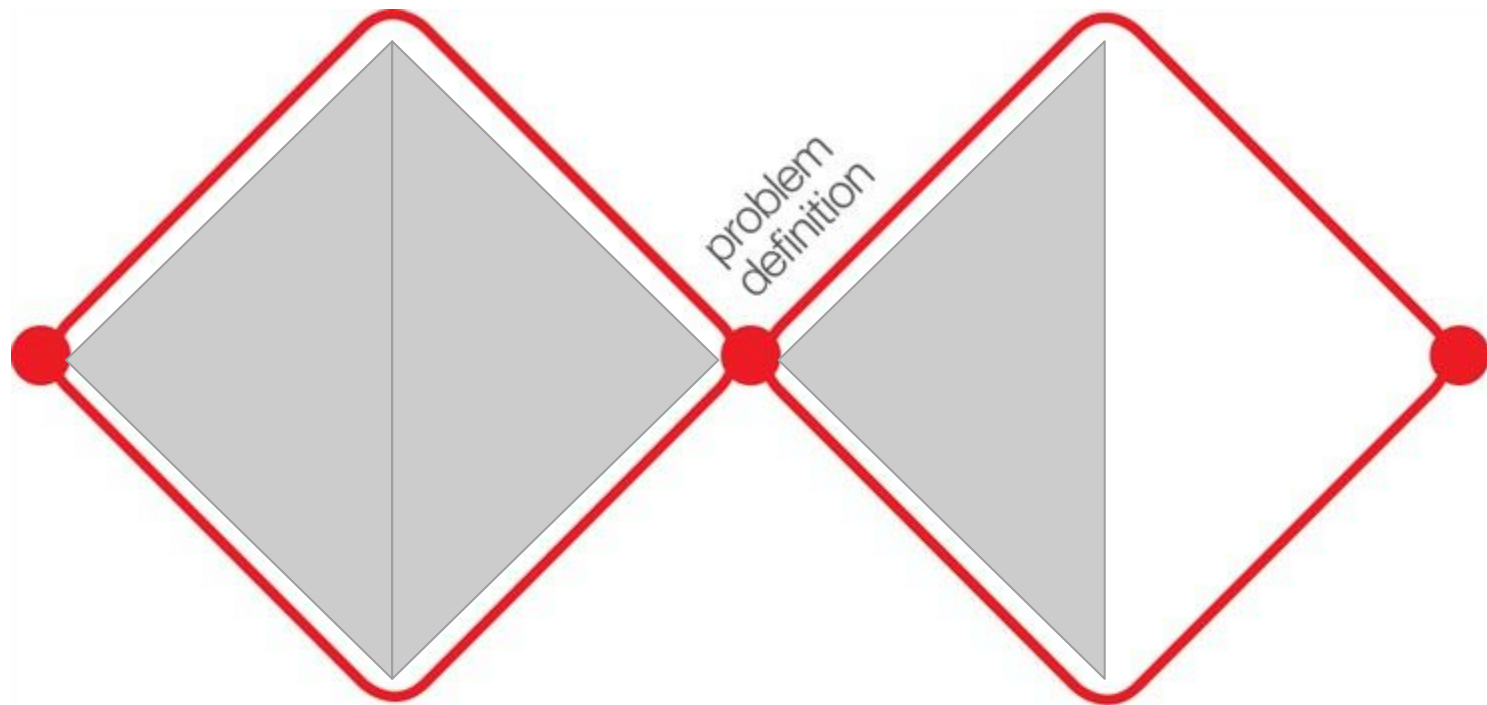
Why an app?

- Convenience
- Accessible
- Versatile
- Interactive
- Potential to incorporate more features (social media, comments, maps of stores…)

Initial app concept draft

A cookbook in your pocket.

Discover
Behaviour-led design research
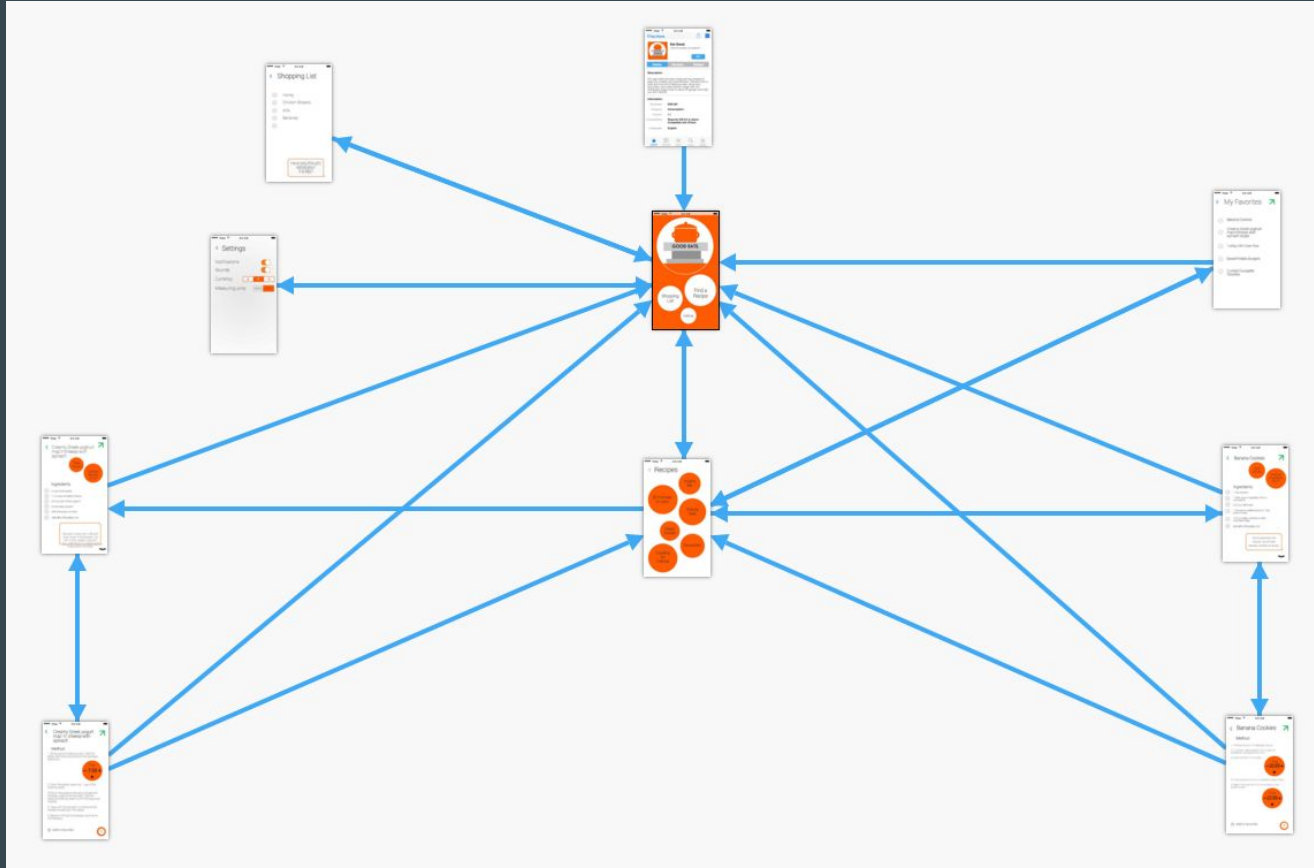
Define
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problem definition

An App for students, by students

Creamy Greek yogurt mac 'n' cheese with spinach

Method

1. Bring a pot of water to a boil. Add the pasta, and cook according to the package directions.

Timer

−12:00+

▶

2. Drain the pasta, reserving 1 cup of the cooking water.

3.Return the pasta to the pot, and add the cheeses, yoghurt and spinach. Add the reserved cooking water to thin the sauce as needed.
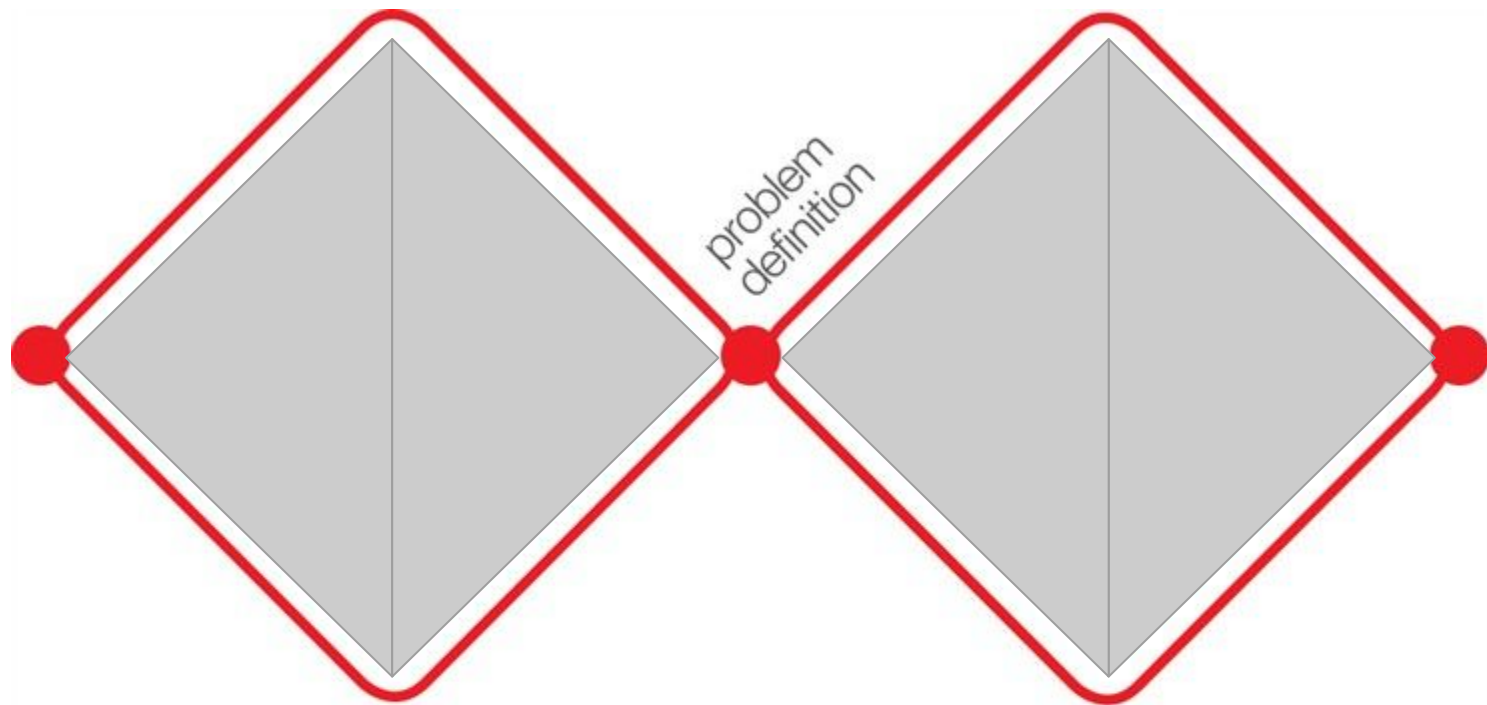
4. Toss until the spinach is wilted and the cheese is coating all the pasta.

5. Season with salt and pepper, and serve immediately.

☆ Add to Favourites

↑

problem definition

Discover
Behaviour-led
design research

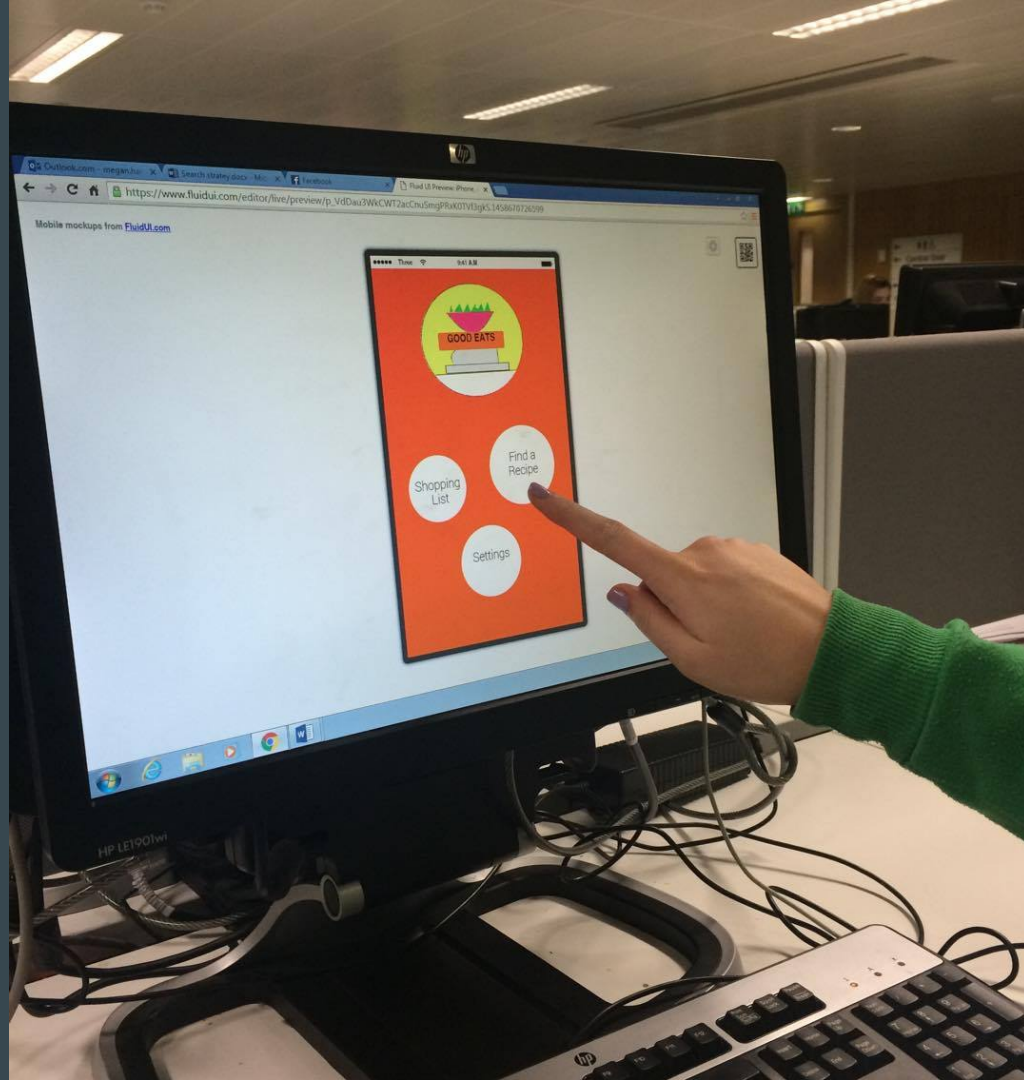**Define**
Creative work
shops and idea
generation

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"Can this please be a real thing!"

"I really like the convenience provided by the features."

To conclude...

- Users thoughts in terms of the general idea
- The realities of using the app in day to day life
- Further comments or constructive feedback

GOOD EATS.