

1. Formulate Points of View (POVs)

From the interview insights, here are three potential user POVs:

1. **Fitness Enthusiasts:** They track calories and nutritional intake regularly and need precise meal recommendations to help them stay within their calorie limits.
 - **POV:** "As a fitness enthusiast, I need personalized meal suggestions based on my daily calorie intake and nutritional goals so that I can achieve my health objectives without spending too much time searching for meals."
2. **Busy Professionals:** They don't have the time or energy to plan meals but need simple, quick meal ideas that match their dietary needs and available ingredients.
 - **POV:** "As a busy professional, I need easy-to-make meal suggestions based on the ingredients I already have so that I can save time while maintaining a healthy diet."
3. **Health-Conscious Individuals:** They want to make informed dietary choices, focusing on nutritional balance rather than just calories.
 - **POV:** "As a health-conscious individual, I need a meal planning tool that provides detailed nutritional breakdowns and meal options based on what I have available at home."

2. Generate "How Might We" (HMW) Statements

1. **For Fitness Enthusiasts:**
 - **HMW:** How might we make it easier for fitness enthusiasts to find meals that meet their specific calorie and nutritional goals?
 - **HMW:** How might we personalize meal recommendations to support users in achieving their fitness goals while considering the ingredients they have?
2. **For Busy Professionals:**
 - **HMW:** How might we make meal planning faster and more convenient for busy professionals by focusing on the ingredients they already own?
 - **HMW:** How might we help busy professionals stay within their calorie limits while offering easy-to-prepare recipes?
3. **For Health-Conscious Individuals:**

- **HMW:** How might we present detailed nutritional information alongside meal suggestions to ensure users make healthy food choices?
- **HMW:** How might we provide meal suggestions that balance both nutrition and taste while accommodating available ingredients?

3. Brainstorm Solutions

1. For Fitness Enthusiasts:

- **Solution 1:** Implement a feature where users can set fitness goals (e.g., weight loss or muscle gain) and receive meal recommendations that are specifically tailored to those goals.
- **Solution 2:** Integrate a smart filter that matches meals with users' specific nutritional requirements, like high protein or low carb, in addition to calorie count.

2. For Busy Professionals:

- **Solution 1:** Offer a quick "Recipe of the Day" feature, which automatically provides a meal suggestion based on available ingredients and the user's calorie preferences.
- **Solution 2:** Introduce a "Meal Prep Mode" that suggests easy meals users can prepare in bulk for the week, saving time on daily cooking.

3. For Health-Conscious Individuals:

- **Solution 1:** Display detailed nutritional information for each meal, including macro and micronutrient breakdowns, to help users make informed choices.
- **Solution 2:** Include a "Health Score" for each recipe, evaluating how well the meal meets general health guidelines (e.g., balanced macronutrients, vitamins, and minerals).

4. Top 3 Best Solutions

1. **Personalized Meal Suggestions for Fitness Enthusiasts:** Tailoring meal plans based on fitness goals (weight loss, muscle gain).
2. **Quick "Recipe of the Day" for Busy Professionals:** A time-saving feature that instantly provides a meal suggestion based on available ingredients and calorie goals.
3. **Nutritional Breakdown for Health-Conscious Individuals:** Offering detailed information about meals to help users make balanced dietary choices.

