The goal of our brainstorming was to come up with a myriad of possible solutions to the "How Might We.." questions we had identified from our analysis of user resarch.

I1-I4 Throughout our brainstorming, we were guided and grounded by our "How Might We" questions, Insight Statements, themes, and findings of our user research.

After voting on our brainstormed solutions, we settled on our winning idea:

Encouraging people in need to eat healthier by suggesting recipes for healthy meals in grocery stores. The ingredients of these recipes would be discounted, and an employee would provide live cooking demonstrations and samples of the recipe in-store.