Our team's Design Challenge:

How might we provide healthier food options for people in need?

The goal of our user research was to plan, conduct, and analyze interviews in the community as a first step toward identifying potential opportunities for design.

I1 - As a team, we reviewed the interviews we had conducted and identified the key findings from each one.

I2 –I3 - We grouped the findings according to theme (e.g., cost, "feeling good," control/awareness, routine, etc.).

I4 - We collectively voted for the themes we thought were the most important and promising for the purposes of our project. These formed the basis of our Insight Statements (see next photo).

I5 - We related the major themes we chose (taste; routine/habit; and understanding/knowledge) back to our design challenge by describing why they pose a problem to the members of the community we spoke with.

I6 - The resulting Insight Statements formed the basis of the "How Might We..." questions we came up with in order to address them.