

Trail Mix Customization

Author: Portia Plante

Problem Statement

Our users are frustrated because the easily available trail mix's do not contain their preferred ingredients and they feel the ratio of nuts to raisins is not correct. Our solution should provide users with a way to easily order customizable trail mix.

Who is experiencing the problem?

On the go individuals who want a healthy snack.

What is the Problem?

Trail mix's are not customizable.

Where does the problem present itself?

Typically at the grocery store either in person or during online ordering.

Why does it matter?

People need an easy way to obtain healthy food, so they can get their tasks done while feeling good.