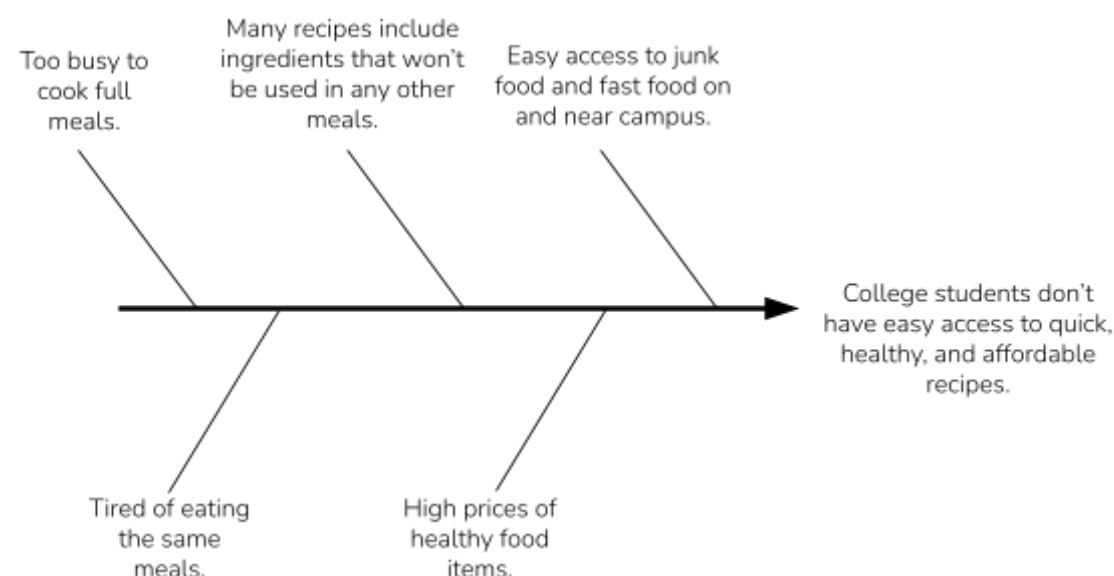


Problem Background

- Many college students are prone to irregular meals and unhealthy dietary habits due to time constraints, easier access to junk food, expensive food items, and a lack of motivation in food preparation.
- A study published by the American Journal of Health found that students who eat fast food a minimum of 7 times a week reported lower academic achievements and significantly lower GPAs. Students who ate breakfast at least 5 times a week reported higher GPAs than students who ate breakfast 3 times a week or less.
- Not only does skipping meals negatively affect students' ability to learn, but also students who skip meals are more prone to negative mental health effects. This can then become a vicious cycle for a student.

Target

The goal to be achieved is to help college students feel like they have enough time and resources to eat a healthy amount of meals a day. Additionally, the students will feel comfortable buying items that will be used in various recipes rather than only one.

Causes**Countermeasures**

- Various recipes to spice up instant food items that are quick and easy to prepare. This will put a twist on classic college student staples such that students do not get tired of repeating the same meals.
- Curated list of recipes containing a group of the same ingredients with the intention of them cooking different meals with the same ingredients. Therefore, no food is wasted and money is used wisely.
- Simple recipes that contain healthy ingredients and can be made quickly for students low on time.
- List of recipes under \$10.00 USD.
- Allow users to contribute their own recipes to encourage platform growth.

Check/Evaluate

- In order to measure the success of the platform, users will be allowed to provide feedback and ratings on the recipes. An increase in user activity and generation of user accounts will demonstrate inspired users are making home cooked meals using the recipes suggested on the platform.
- To prove the root causes have been counteracted, a survey will be conducted to see how the platform has influenced their daily eating habits.
- In the case that the countermeasures put in place do not counteract the causes, the intended audience will not have engaged with the platform and user activity will be low.

Act/Standardize

- To ensure the project continues to work as intended, levels of user activity, such as sharing their own recipes, should remain continuous.
- The team will continue to ensure that recipes cater to the specified audience.
- To keep users engaged, implementation of an email subscription service will be available to notify users of new recipes.
- The platform can be presented to college freshmen during orientation week presentations to ensure longevity of the project.
- Local supermarkets can offer prepared kits of ingredients pertaining to the curated list of recipes with common ingredients.
- The ideas presented can also be applied to busy young professionals.