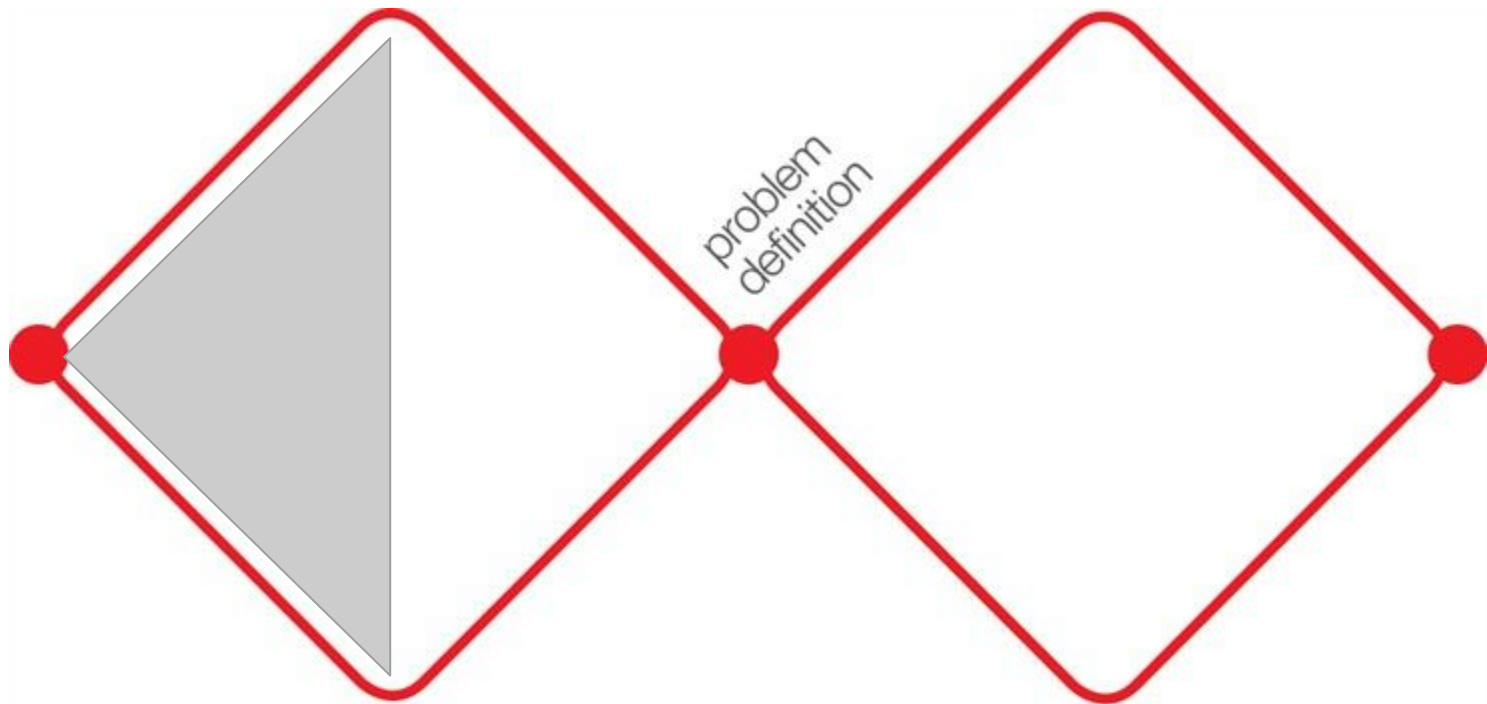


# Good Eats.

bringing healthy & wholesome to university students, by university students



By Madison Weigand, Ajda Remškar, Akshay Chandiramani and Madeleine Boyle



### **Discover**

Behaviour-led  
design research

### **Define**

Creative work  
shops and idea  
generation

### **Develop**

Review ideas  
through culture  
thinking and  
design

### **Deliver**

Prototyping,  
selection and  
mentoring

Identifying the problem:

only

25%

of Edinburgh Uni students, on average, consume their '5 a day', according to a 2015 survey by the Healthy University Project

# Investigation

Survey: 47 undergrads in self-catered accommodations

Focus group: 5 students from 4 different housing units

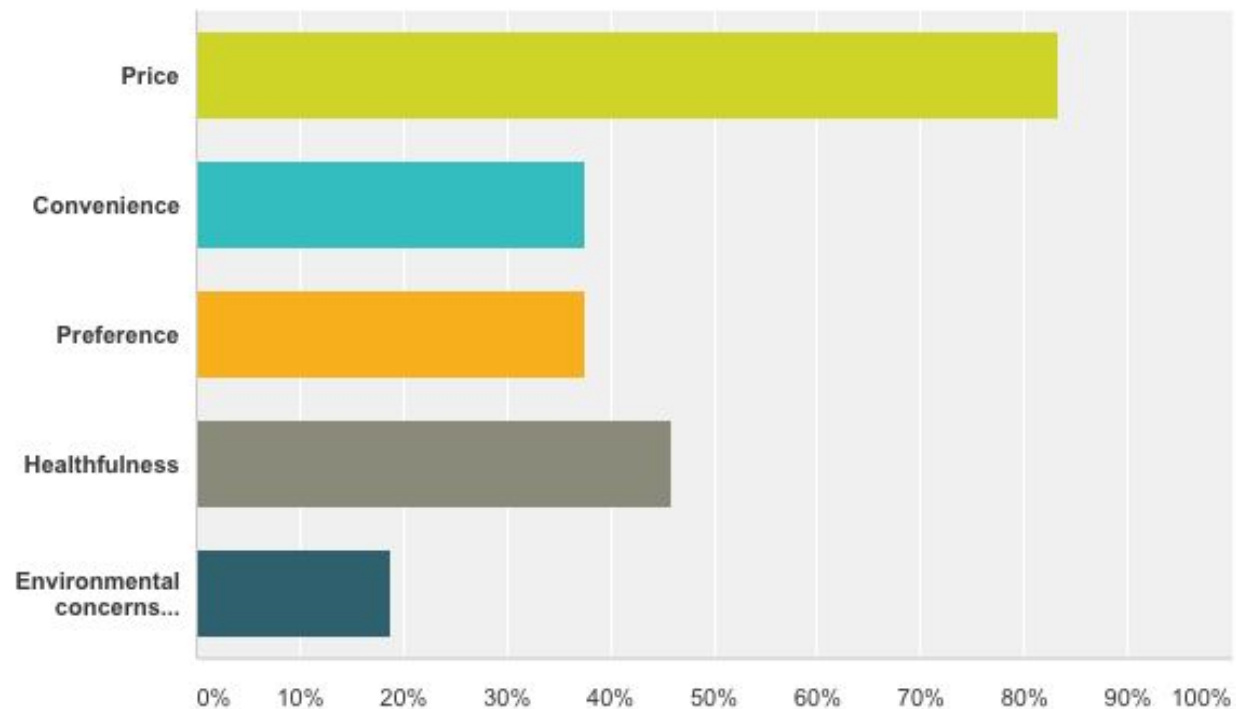
If we know that students aren't getting the nutrition they need, the question is:

why?

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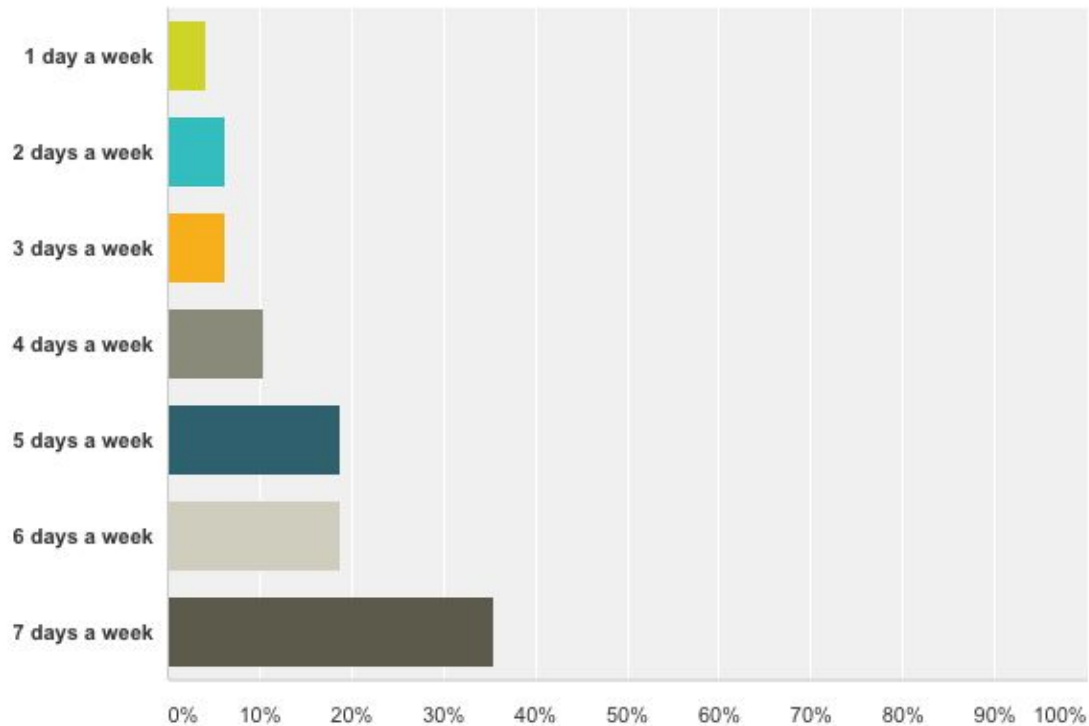
## What factors most strongly influence your purchasing decisions?

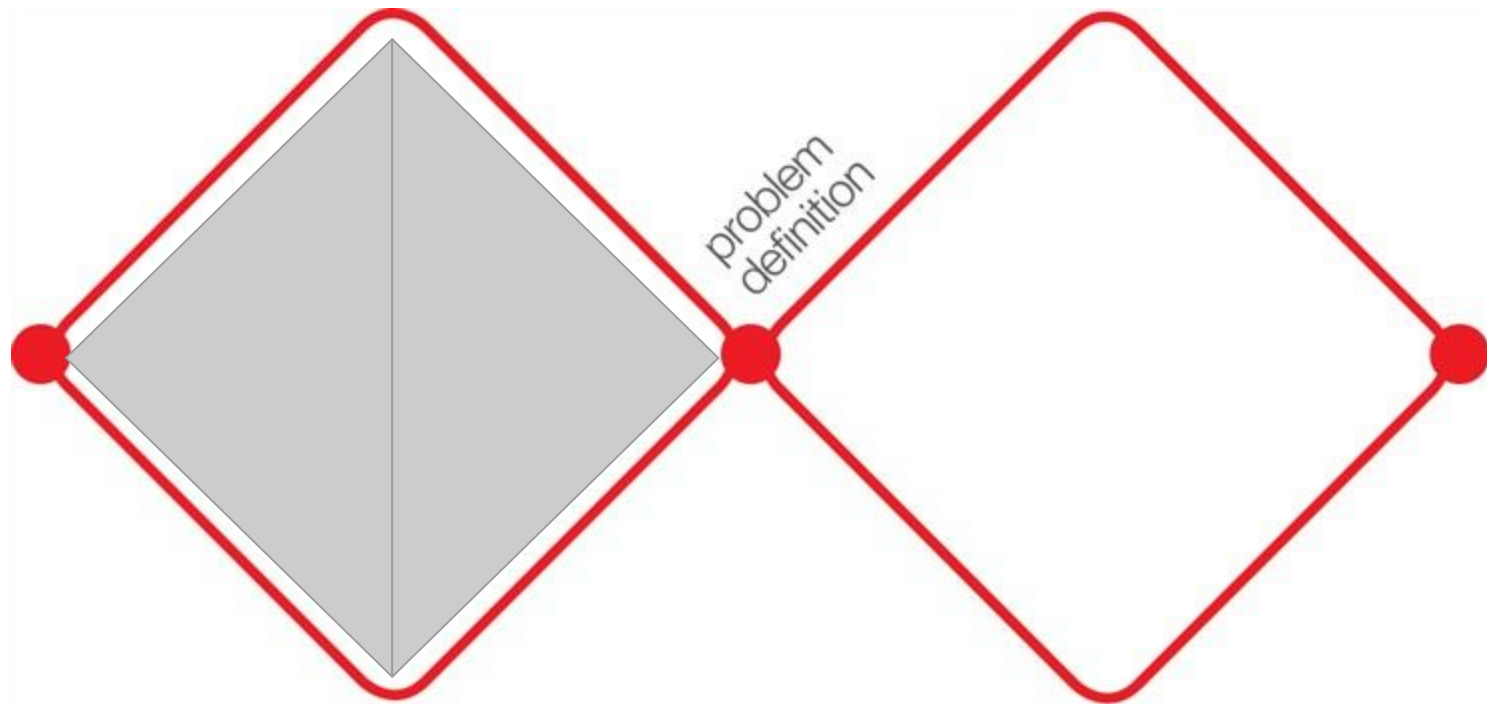
Answered: 48 Skipped: 0



## How frequently do you cook for yourself?

Answered: 48 Skipped: 0





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# From Focus Group findings to a solution

- Students do care about their food, would use resources about healthy & sustainable eating.
- Main limitations when cooking:  
cost, time, energy.
- 3 main aspects considered when designing a solution:  
healthy, quick and cheap.
- Considered several ways of conveying information (brochures, posters, website,...)



# Why an app?

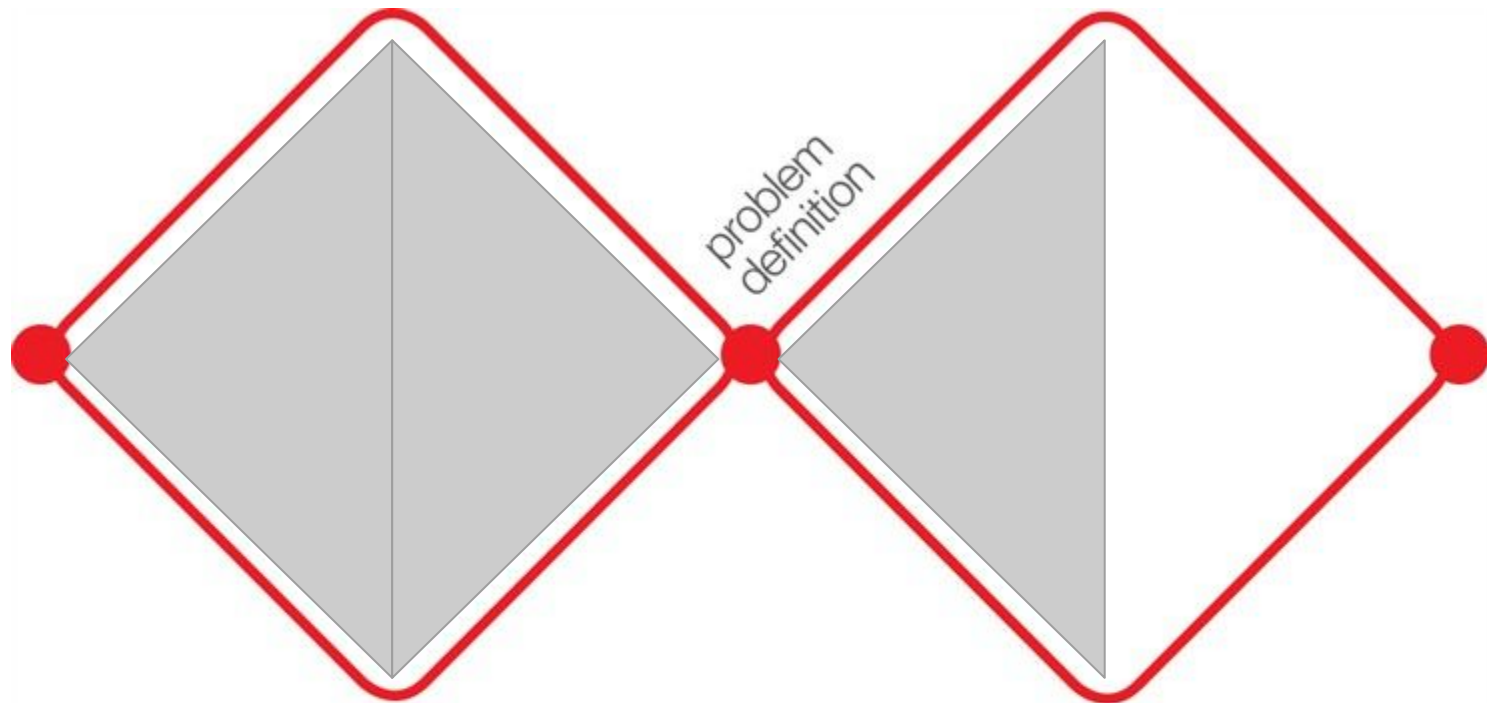
- Convenience
- Accessible
- Versatile
- Interactive
- Potential to incorporate more features (social media, comments, maps of stores...)



Initial app concept draft

A cookbook in  
your pocket.





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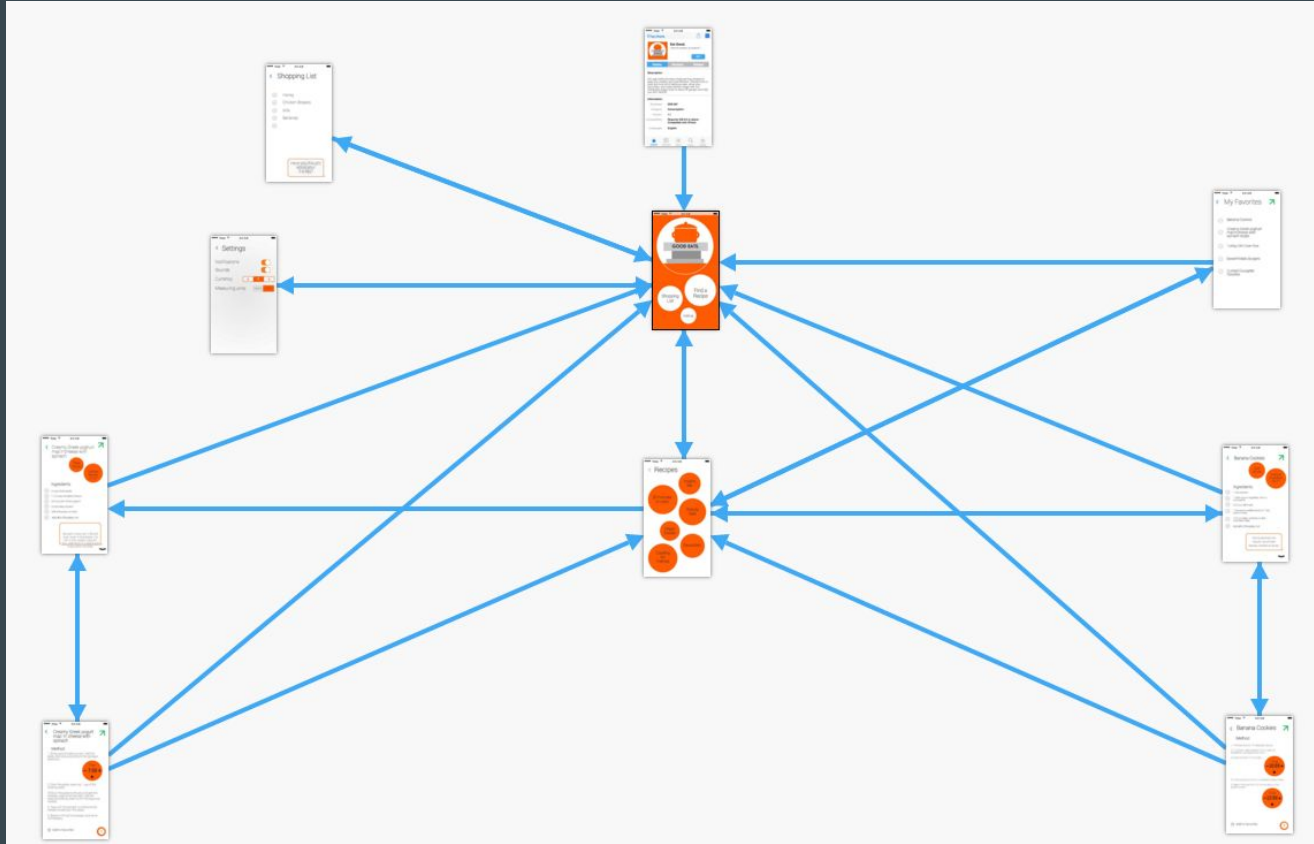
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# An App for students, by students



[← Top Charts](#)

## Good Eats.

Food for students, by students >

GET

Details

Reviews

Related

### Description

Our app holds the best single-serving recipes to keep you healthy and cost-efficient. Choose from a tried and true list of delicious eats, store your favourites, and make kitchen magic with our interactive recipe tools to stave off ganger and help you EAT GOOD.

### Information

Developer **DDS 007**

Category **Consumption**

Version **1.1**

Compatibility **Requires iOS 8.0 or above  
Compatible with iPhone**

Languages **English**



Featured



Top charts



Explore



Search



Updates



Shopping  
List

Find a  
Recipe

Settings

# < Shopping List

- Honey
- Chicken Breasts
- Milk
- Bananas
- +

Have you thought  
about your  
5 a day?



Shopping  
List

Find a  
Recipe

Settings



# < Settings

Notifications



Sounds



Currency



Measuring units





Shopping  
List






Find a  
Recipe

Settings

< Recipes

- Inspire Me
- 20 minutes
- Snacky Eats
- Vegan Foodie
- Favourites
- Cooking for Friends

< My Favorites 

-  Banana Cookies
-  Creamy Greek yoghurt mac'n'cheese with spinach recipe
-  Turkey Chili Over Rice
-  Sweet Potato Burgers
-  Curried Courgette Noodles

< Recipes







- Inspire Me
- 20 minutes
- Snacky Eats
- Vegan Foodie
- Favourites
- Cooking for Friends

# < Creamy Greek yoghurt mac'n'cheese with spinach

Time:  
18  
min

Cost per  
serving:  
£1.12

## Ingredients

-  2 cups elbow pasta
-  1-1/2 cups shredded cheese
-  2/3 cup plain Greek yoghurt
-  3 cups baby spinach
-  Salt and pepper, to taste
-  Add all to Shopping List

Spinach is very low in fat and even lower in cholesterol. It's rich in zinc, protein, calcium, iron, vitamins A, C, E and K and many other nutrients.



# < Creamy Greek yogurt mac 'n' cheese with spinach



## Method

1. Bring a pot of water to a boil. Add the pasta, and cook according to the package directions.



2. Drain the pasta, reserving 1 cup of the cooking water.

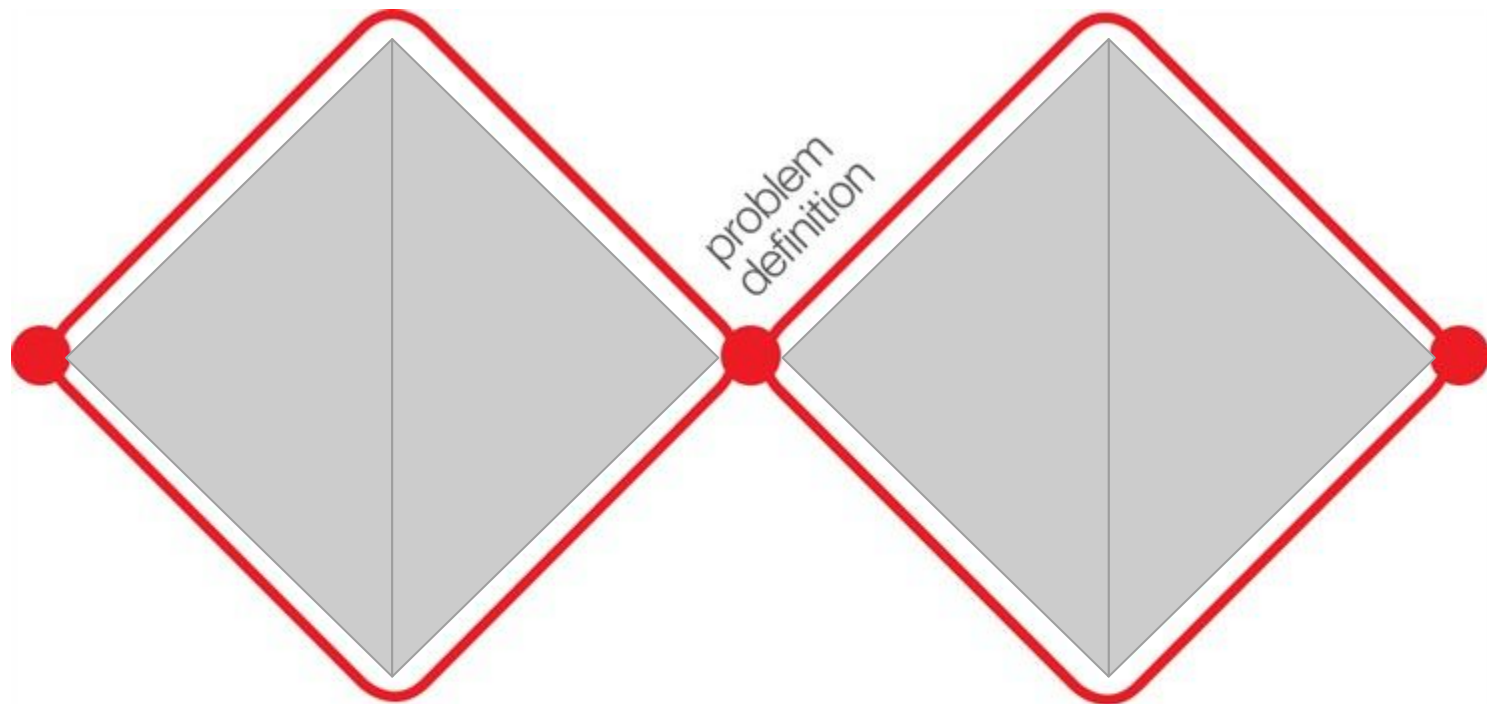
3. Return the pasta to the pot, and add the cheeses, yoghurt and spinach. Add the reserved cooking water to thin the sauce as needed.

4. Toss until the spinach is wilted and the cheese is coating all the pasta.

5. Season with salt and pepper, and serve immediately.

☆ Add to Favourites





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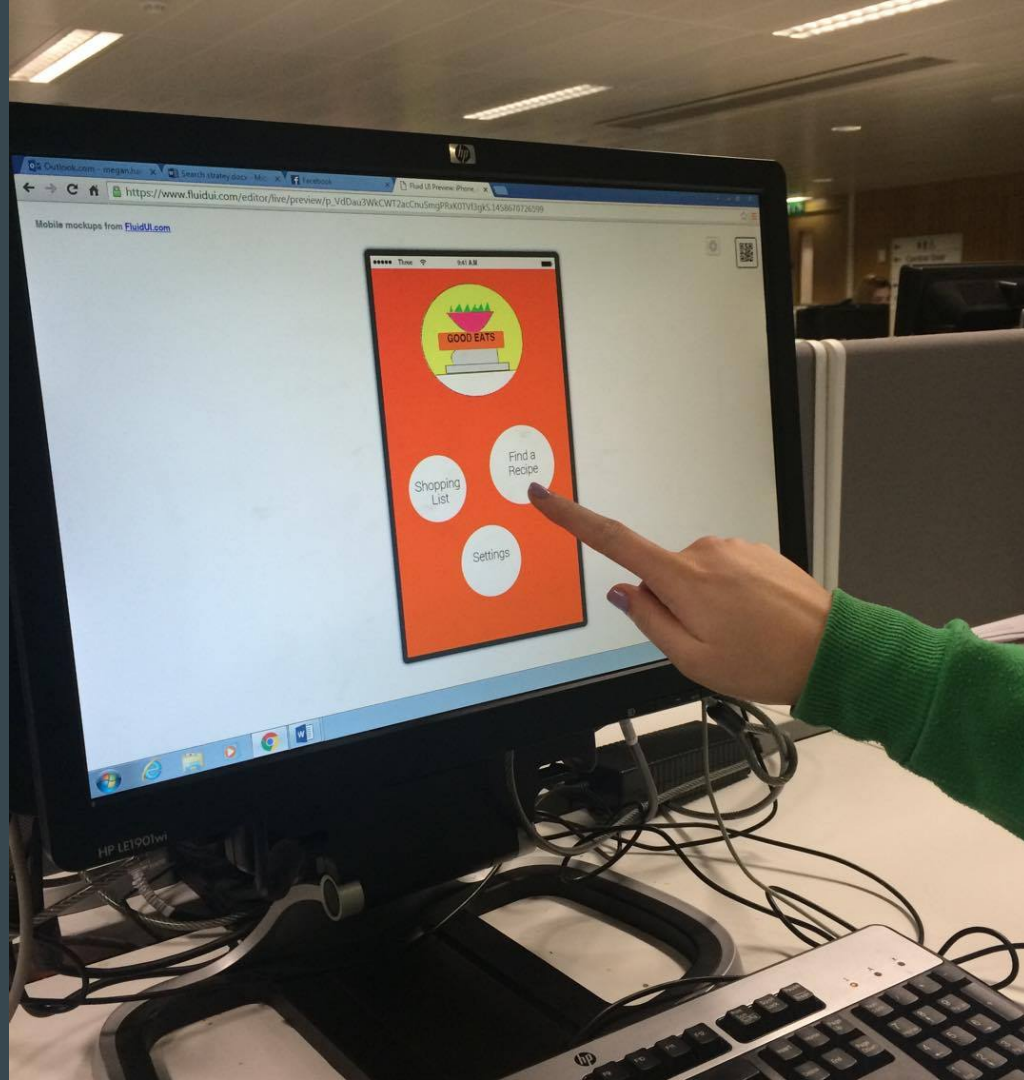
### **Deliver**

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mentoring



“Can this please  
be a real thing!”

“I really like the  
convenience provided  
by the features.”



# To conclude...

- Users thoughts in terms of the general idea
- The realities of using the app in day to day life
- Further comments or constructive feedback

