

Long-Term Goal



Knowledge Breakdown

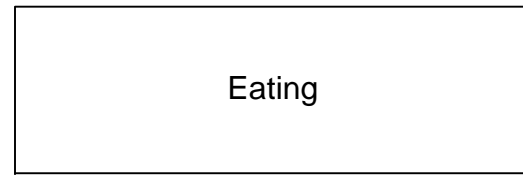
* Living situation
* What magnet best represents you?

* Typical Meal Make up
* How often do you eat...

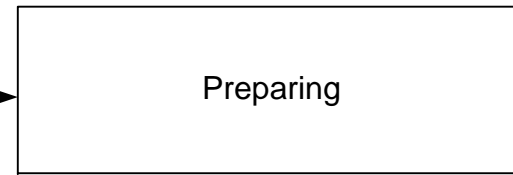
* Cooking for me is . . .
* Cooking Skill level → * Cooking Frequency

* If you were a fridge
└─┬─▶ *My crisper is . . .

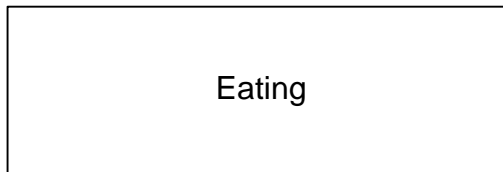
* Planning shopping trips



Meals



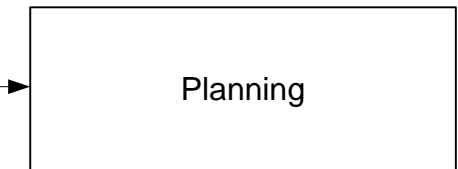
* Preparing & Cooking
* Warnings: Olive Oil & Salt
* Different ways to put food on the table.



Snacks

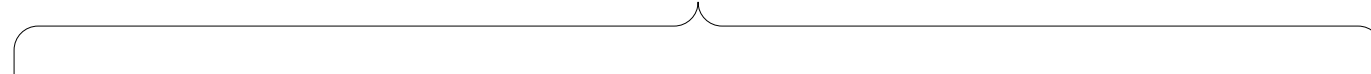


(combating setup for failure)



(at the mercy of the retailer)

KEY QUESTIONS



WHY

WHAT

SET UP

EXPECTATION

DISCOVERY

RESULTS

