1: TIME & FRICTION (Make food easy)

Theme: Time scarcity, decision fatigue, friction

- How might we make accessing food as quick and effortless as grabbing coffee between classes?

- How might we embed food access into students' existing routines instead of adding another task?

- How might we reduce the time and effort required to find and get food on campus?

- How might we design food solutions that work for students with unpredictable, overloaded schedules?

- How might we help students avoid sacrificing food quality for financial survival?

2: RELIABILITY & TRUST (Make systems dependable)

Theme: Uncertainty discourages action

- How might we make accessing food as quick and effortless as grabbing coffee between classes?

- How might we make food availability predictable and reliable so students can depend on it?

- How might we eliminate uncertainty about whether food will be available before students go?

- How might we build trust in food resources so students don't feel like they're wasting time?

- How might we ensure consistent access to food across different times and locations?

3: INFORMATION & VISIBILITY (Make it clear)

Theme: Awareness ≠ Access

- How might we provide real-time, clear information about what food is available and where?

- How might we centralize food resource information into one simple, easy-to-use system?

- How might we make food resources visible at the exact moment students need them?

- How might we reduce confusion about how to access food support?

- How might we identify and support students before food insecurity becomes severe?

4: STIGMA & DIGNITY (Make it human)

Theme: Stigma + self-qualification + hidden need

- How might we create food access experiences that feel normal, dignified, and stigma-free?

- How might we design systems where students don't feel like they are "asking for help"?

- How might we encourage students to access support earlier, before reaching crisis points?

- How might we make food support feel like a shared campus resource rather than a last resort?

- How might we shift food access from reactive to proactive?

5: INCLUSIVITY & LIFE FIT (Make it relevant)

Theme: One-size-fits-all systems fail

- How might we design food systems that reflect diverse cultural preferences and needs?

- How might we support students who are not "typical" (e.g., parents, grad students, commuters)?

- How might we create solutions that work for both individuals and families?

- How might we offer food options that are both culturally relevant and practical to prepare?