

EMPATHY QUESTIONS

FOOD AND HEALTH



1. When I say “healthy food” what do you think of?
2. Do you eat healthy food? Why / why not?
3. Do you find it easier to eat healthy food at home, at school or with friends? Why?
4. When do you eat the most unhealthy food and why?
5. Who chooses the bulk of what you eat every day? How do you/they choose what kinds of food to buy?
6. Do you prepare your own food? Why / why not? If yes, what type of dish would you normally prepare for yourself?
Rate its healthiness on a scale of 1-10.
7. On a scale of 0 to 10, how affordable is food to you?
8. Other than price, what challenges do you face in finding, buying and cooking healthy food?
9. Can you describe a recent situation where you wanted to choose a healthier option but couldn't? What barriers did you face?
10. How does where you live affect your ability to access healthy food?
11. What are your main concerns about the quality and affordability of healthy food in your area?
12. Are there any specific health conditions or dietary restrictions that influence your food choices or those of your family? (e.g. gluten free / diabetes)
13. How do cultural or dietary preferences impact your food choices, and how can we better cater to those preferences?
14. What are the main reasons people in your family or community may not prioritise healthy eating?
15. Are there any misconceptions or lack of awareness about healthy eating in your community that you want to address?
16. Complete this sentence: “children would be healthier if...”

EMPATHY QUESTIONS

CONNECTION AND JOY THROUGH FOOD



1. What situations are you in sometimes that are stressful for you?
2. What is your favourite memory that involves food? Why was it special?
3. When you watch tv shows and movies, what moments or celebrations involving food would you love to introduce into your own life?
4. Do you have any cultural or family traditions involving food that brings you closer? What are they?
5. Are there any special occasions in your life where food is a central part of the celebration?
6. Are there any particular foods or flavours that instantly remind you of happy moments or people you love?
7. Do you have any stories about making new friends or becoming closer through shared food experiences?
8. How do food preferences or dietary restrictions affect your ability to connect with others through food?
9. In your daily routine, how do you find moments to enjoy your food, even in busy or stressful times?
10. Can you describe a time when food helped you bond with people from different backgrounds or cultures?
11. Do you have any food traditions or customs that help you connect with your heritage or culture?
12. How do you think technology, such as social media or food-sharing apps, impacts the way we connect and find joy through food?
13. How could connection be improved in your community through food?
14. What problems in your community do you think could be better solved through food and connection?

EMPATHY QUESTIONS

FOOD SUSTAINABILITY



1. What did you have for dinner last night? Do you know how that food was produced? Do you know where it comes from? Tell me what you know about it.
2. What sort of effects do you think food production has on the environment? (e.g. water usage, transportation, food waste, etc.)
3. Do you think it's important for people to understand how their food is produced? Why?
4. Do you currently grow or produce any food for yourself? e.g. veggie garden. If yes, tell me more about that. If not, what is stopping you?
5. Where do you buy most of your food? (e.g. do you get any fruit or vegetables delivered?)
6. Do you pay attention to if your food is made locally or from overseas?
7. What changes in food packaging and labelling would help you make more sustainable choices?
8. Finish this sentence, " I want my food to be produced sustainably but I..."
9. How does your awareness of sustainability issues influence your food choices and shopping habits?
10. Can you describe a time when you consciously chose a sustainable food product? What motivated that choice?
11. What motivates or inspires you to take action toward a more sustainable food future?
12. If you could change one thing about the way we produce and consume food to make it more sustainable, what would it be?

EMPATHY QUESTIONS

FOOD AND TECHNOLOGY



1. What food technology do you use at home? What do you find most useful in your kitchen? (e.g. blender, sandwich press)
2. What technology do you wish you had at home?
3. Can you name any types of technology that helps us grow, eat, and dispose of food in a better way? (e.g. 3D printed food, hydroponics, vertical farming).
4. Do you use technology to make your food choices? If yes, how?
5. Can you share a time when technology helped you make healthier food decisions?
6. How does your access to technology impact your ability to make informed food choices?
7. Are there specific apps, websites, or devices that have been particularly helpful in your pursuit of healthy eating?
8. Can you describe any successful projects (charity/business/social enterprise) that have helped Australians access healthy or more affordable food? (e.g. Online Grocery Delivery Services). Can you list what types of technology this project would use?
9. Can you give me an example of a way technology is used to help Australians make healthy food CHOICES? (e.g. barcode scanner apps to identify nutritional information in food products)
10. What role do social media and online communities play in influencing your food choices, and how can they be more beneficial?
11. If you had access to the latest technology, what food problem would you solve?

EMPATHY QUESTIONS

REGIONAL AND RURAL FOOD GROWTH AND PRODUCTION

*this theme is suitable for youth living in regional areas



1. Do you know any farming families or are you part of one yourself?
2. What are the top 3 challenges for farmers? Of those 3 issues, which one do you think needs to be solved first? Why?
3. Can you share a recent experience that has had a significant impact on your farming community?
4. What types of support or resources do you believe are lacking for farming families and communities?
5. Can you describe any successful projects that have positively impacted your farming community?
6. Are there any skills or knowledge gaps that you think could benefit your farming community if addressed?
7. What community-building activities or events have been most effective in uniting your farming community?
8. Can you share any stories of resilience and innovation within your farming community?
9. If you could solve one problem to improve the lives of farming families and communities, what problem would you solve?

EMPATHY QUESTIONS

NATIVE FOOD & AGRICULTURE



*this theme is suitable for those teams with one or more Indigenous team members

1. Tell me about your connection with native foods? What foods do you eat regularly? What is it about them that you enjoy?
2. Where do you see the native foods available?
3. What do you know about native foods? Can you name some?
4. Who's taught you about native foods?
5. What do you wish other Australians knew about these foods?
6. In what ways would you like to see native foods used in Australia?
7. Do you know of any sustainable practices that have been used in your culture to produce food?
8. How does your cultural background influence your food choices and preferences?
9. Can you share a traditional dish or cooking method from your culture that is special to you?
10. Are there specific challenges you face in accessing traditional or culturally significant food items?
11. Have you seen a sustainable food-related cultural event or tradition? What was it like?
12. What cultural aspects, such as storytelling, art, or rituals, can be used to engage people in sustainable food practices?
13. Are there any challenges or conflicts that arise when trying to balance cultural traditions with sustainability goals?
14. What are the key values and teachings from your cultural heritage that should be used to make our food more sustainable?
15. How can local markets and food producers support traditional and culturally significant foods?
16. If you could change one thing about how we use Aboriginal culture to make our food more sustainable, what would that be?

3. EMPATHY INTERVIEWS



INTERVIEW NOTES:

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4. EMPATHY INTERVIEW INSIGHTS



SUMMARISE THE MOST IMPORTANT THINGS YOU LEARNED:

What did they like?

What didn't they like?

What did they want to see that currently doesn't exist?

PROBLEM DEFINITION

WRITE YOUR PROBLEM STATEMENT

e.g. "Oliver is concerned about the impact of his food choices on the environment but struggles to make informed decisions about sustainable eating habits."

YOUR TURN:

4. PROBLEM DEFINITION: FIVE WHYS



ASK "WHY" TO UNCOVER THE DEEPER CAUSES OF THE PROBLEM

The main causes of this problem are ...

Cause 1

Cause 2

Cause 3

Now, for each cause, ask yourself "why" this is a problem up to 5 times:

Why?

Why?

Why?

Why?

Why?

Why?

Why?

Why?

Why?

Why?

Why?

Why?

Why?

Why?

Why?

Circle the root causes of the problem.

4. REFRAMING



TURN THE PROBLEM INTO A "HOW MIGHT WE..." QUESTION

Pick a root cause and reframe it as a question, e.g. "There is no standard in displaying environmental & health impacts on food brands," might become: "How might we help Oliver make informed decisions about sustainable eating habits?"

PROBLEM

HOW MIGHT WE?

YOUR PROBLEM

YOUR HOW MIGHT WE



5. IDEATION



IDEATION: COME UP WITH 15 RADICAL SOLUTIONS TO THE PROBLEM!

6. VALIDATION

SHARE BACK: Share your ideas with your partner. Circle their favourite idea! What was it they liked about this idea? What did you learn? Write notes in the box



Now share the top idea with two other people. What feedback did they have and what did you learn that might help you improve your idea? Write it out in the box

7. PROTOTYPING



PROTOTYPE: DRAW UP YOUR CHOSEN IDEA – THIS IS YOUR FIRST PROTOTYPE!

WELL DONE! DON'T FORGET TO SUBMIT YOUR IDEA TO THE COMPETITION!