

# Project Pitch

Recipe Manager

# Problem

As people with active lives do not have ample time to leisurely approach the complicated process of learning to cook, they need a system to help them integrate cooking into their lives in a more organized fashion.

Simply surfing the web and bookmarking recipes may not scale well for those looking to be long-term cooks as there will be a loss of what distinguishes your favorite recipes, whether it be nutrition, difficulty, or the severity of the food coma! The mix of complex and simple recipes on the internet may be discouraging for those looking to start cooking as well. In general, the internet is not a friendly place for health-conscious individuals looking to weed out the healthier recipes from the indulgent ones with so many options and differences between recipe sites. Ultimately, without a centralized platform for tracking the progress of your cooking journey, you might feel lost and helpless as a cook.

# Target Audience

## Demographic | 3

Younger (20's), more active people

Working a job, have money (not a lot, but comfortable)

Beginner to intermediate cooking levels

## Identifiers | 4

High energy

Health-conscious

Social

Active - low idle time

## Motivations | 4

Nutrition

Convenience

Planning (meal prep)

Learning cooking simple recipes



# Persona: Fresher Cory

## Profile

Corey is an international student as well as the fresher in the University, this means it's his first time to leave his hometown and parents, and he needs to be independent and learn how to take care of himself.

## Goals

- Learn easy recipe that can help him to prepare for a meal in a short period of time
- Learn some traditional food according to Corey's cultural background to impress his parents

## Motivation

- Learn how to cook to help him survive in his college life
- Learn some traditional food that fits his cultural background to impress his parents

## Frustrations

- He's new to the city so it will be tough for him to collect all the ingredients
- He's totally new to cooking so he does not know where to start



# Persona: Stylist Stacy

## Profile

Full-time UI/UX Designer for Apple working and living in the Bay Area. Has been in the Bay Area for four years since starting.

## Goals

- Learn to cook easy meals as an alternative to take out
- Create dishes from what she has in her fridge and doesn't want to buy more as she wouldn't end up using everything

## Motivation

- Usually eats at company cafeteria or orders take out
- Not the best at cooking but very interested in learning
- Wants to have a few dishes down so she can cook for friends

## Frustrations

- Other applications require too many ingredients that she doesn't have
- Hard to tell the difficulty / actual time commitment for recipes



# Persona: Athlete Jason

## Profile

He is a student athlete and he wants to get into a nutritious meal plan for his athlete career. Most of his days are spent away from home at class or practicing/competing in his sports.

## Goals

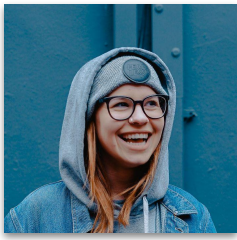
- Learn some great recipes to cook on a consistent basis
- Stick to a consistent meal prep schedule with healthy meals throughout the day
- Lose fat and gain muscle

## Motivation

- Wants to partake on a healthy and consistent diet to keep in top shape for sports.
- Wants to be able to meal prep to maintain healthy meals away from home

## Frustrations

- He spends a lot of time training, so he don't have much time to cook many of the recipes online
- Hard to tell the nutritional facts of online recipes to see if they are healthy



# Persona: Mid-20's Mindy

## Profile

Used to working full-time in LA and is tired of eating takeout so often. Has a well managed schedule so that she is productive while still having a decent amount of free time.

## Goals

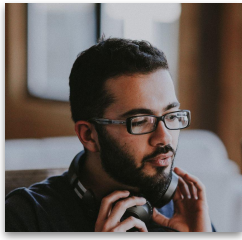
- Perfecting some solid recipes from different cuisines
- Being able to cook consistently and in a timely manner throughout the week

## Motivation

- Wants to take on cooking as a hobby to fill up some of her free time
- Wants to explore the flavors of other cultures through authentic homemade meals

## Frustrations

- Hard to find which recipes and dishes to try from the many different options online
- Hard to organizing recipes from different cuisines just by browser bookmarks



# Persona: New Grad Nick

## Profile

Nick just started his first job out of college on a stable salary. He is adjusting to the 40 hour work week while trying to stay healthy, fit, and financially stable. Doesn't have a ton of time outside of his work hours on the weekdays.

## Goals

- Get better at cooking as independent adult life approaches
- Nail down reliable recipes for staying healthy
- Get used to a consistent cooking schedule in between work obligations

## Motivation

- Wants to remain healthy and not get too complacent with takeout nearby
- Wants to keep cooking quick & cheap - starting simple & easy while he is still adjusting to the work expectations

## Frustrations

- Grocery shopping can be unorganized and wasteful without organized planning
- Not enough time to distinguish the fancy vs. beginner recipes online



# Appetite

Our time is fixed to only a few weeks - how does that constrain our solution & inform our approach?

- A focus on the core features of a recipe manager - organization & convenience
- Limit add-on features to a few crucial ones for our target audience
  - Nutritional information
  - Meal prep calendar
  - Grocery list
- Prioritize thorough functionality over refined styling & customization
- Accessible and minimalistic UI
- Basic tech stack - HTML/JS/CSS, lightweight frameworks

**Ultimately, simplicity done well over unfinished complexity!**

# Solution

## • Statement of Purpose

We aim to create a recipe manager that provides **personalization and organization to keep cooking efficient and productive for newer cooks & active and health-conscious individuals**. The recipe manager is designed to help users on their mission to improve their long-term diet in favor of homemade meals rather than takeout & junk food through the week. In addition, the recipe manager addresses important micro-level concerns like following a recipe's ingredients & steps while cooking, tracking necessary ingredients for recipes in a grocery list, and easily performing CRUD operations on recipes.

## Features

### Core

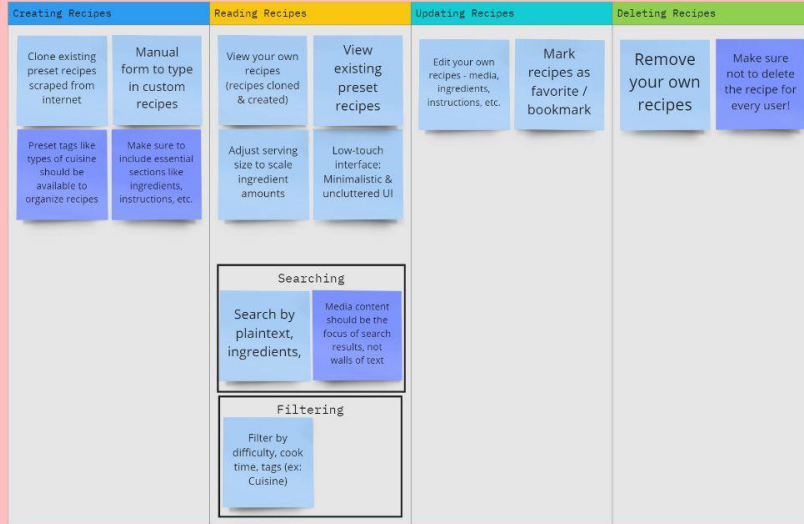
- Creating recipes
  - + Preset recipes tailored to the beginner level & time commitment of target audience
- Reading recipes
  - + User-friendly & low-touch interface
- Editing recipes
- Deleting recipes

### Add-on

- Nutritional information
- Meal prep calendar
- Grocery list

# Feature Breakdown

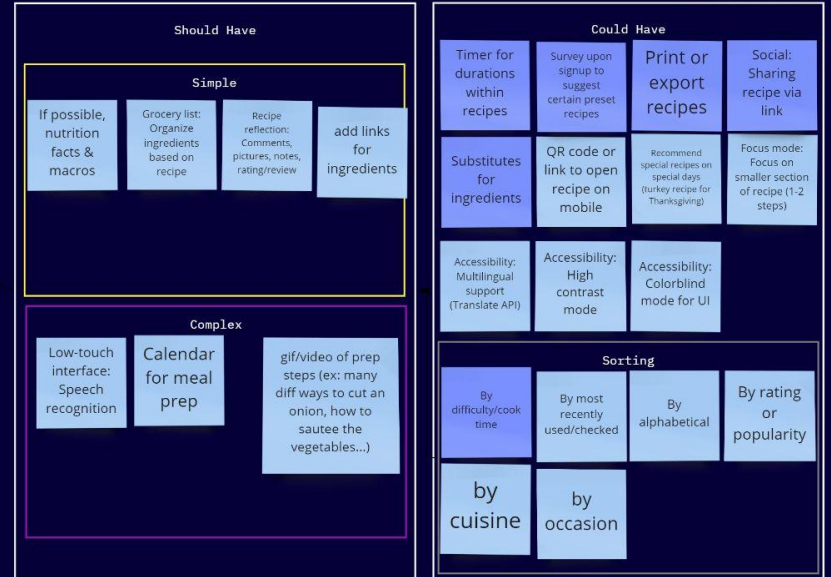
## CORE Features



## Add-on features

Could Have Section Key

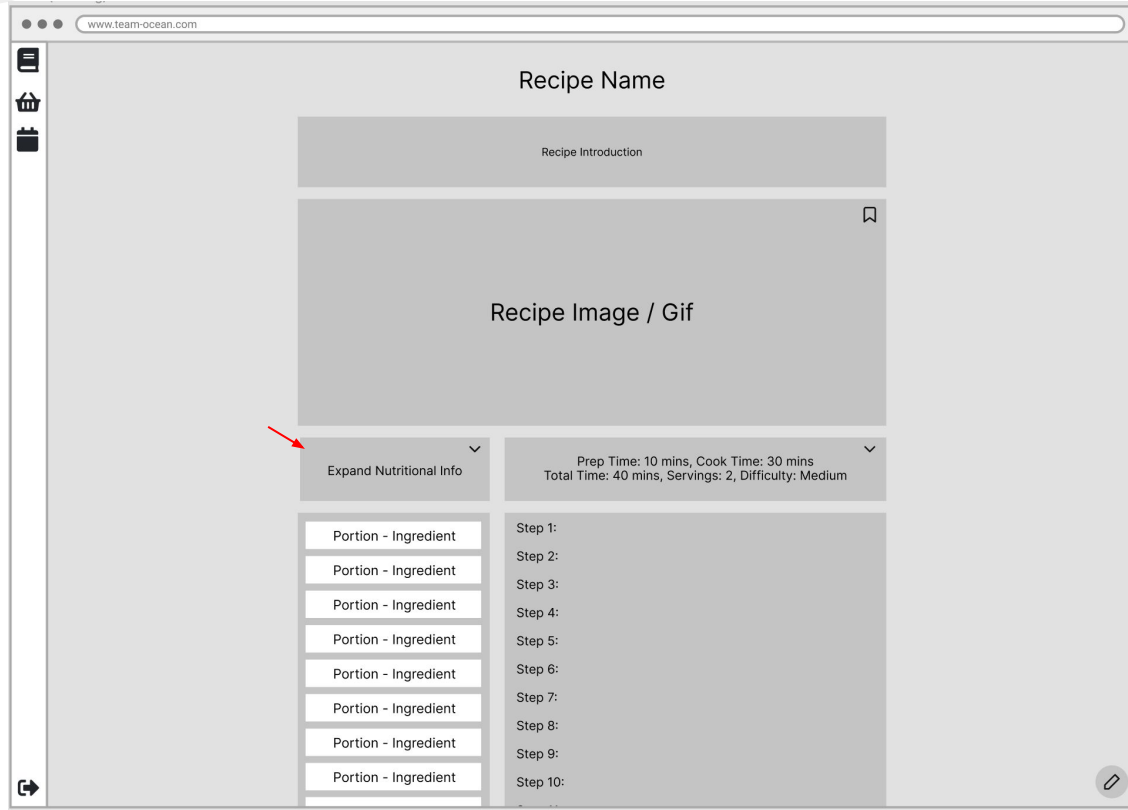
Unnecessary or Extra	Feasible or Has Potential
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# Wireframes

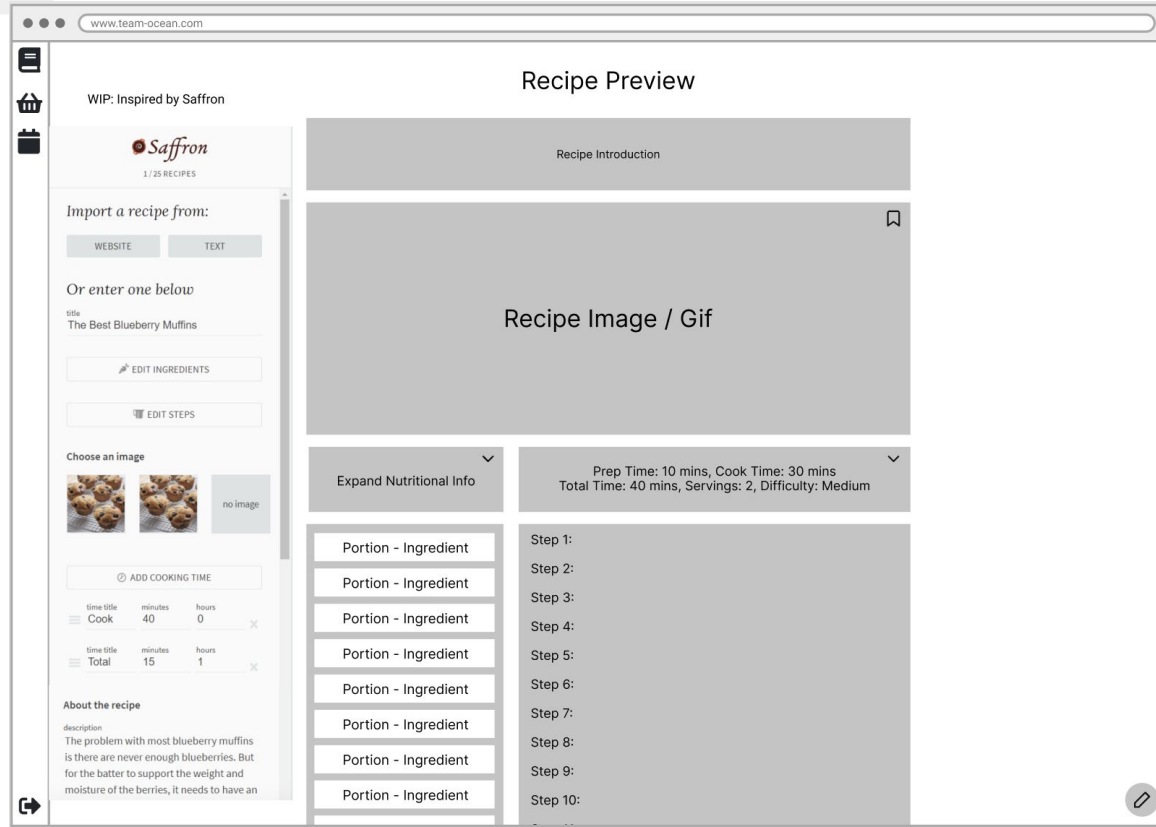
Reading a Recipe (WIP) - [Figma](#)

**Note:**  
Inspired by  
Paprika &  
Saffron



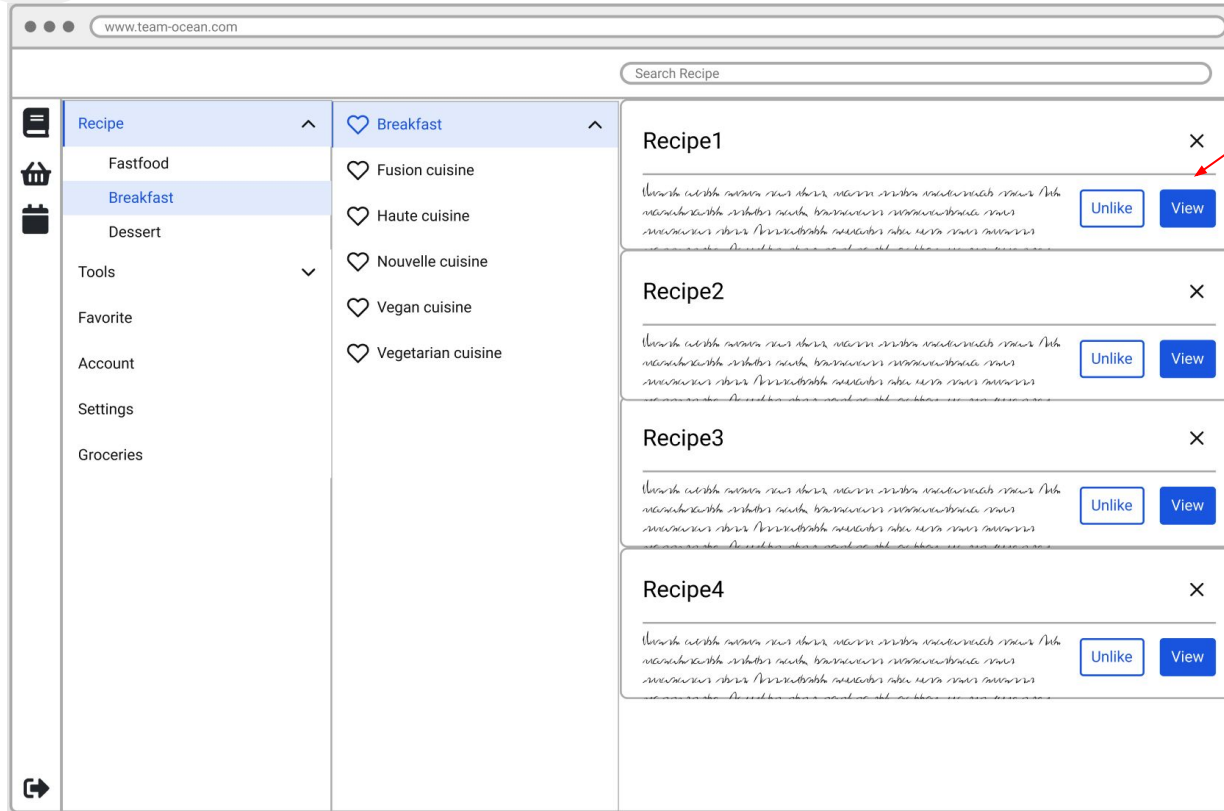
# Wireframes

## Editing a Recipe (WIP) - [Figma](#)



# Wireframes

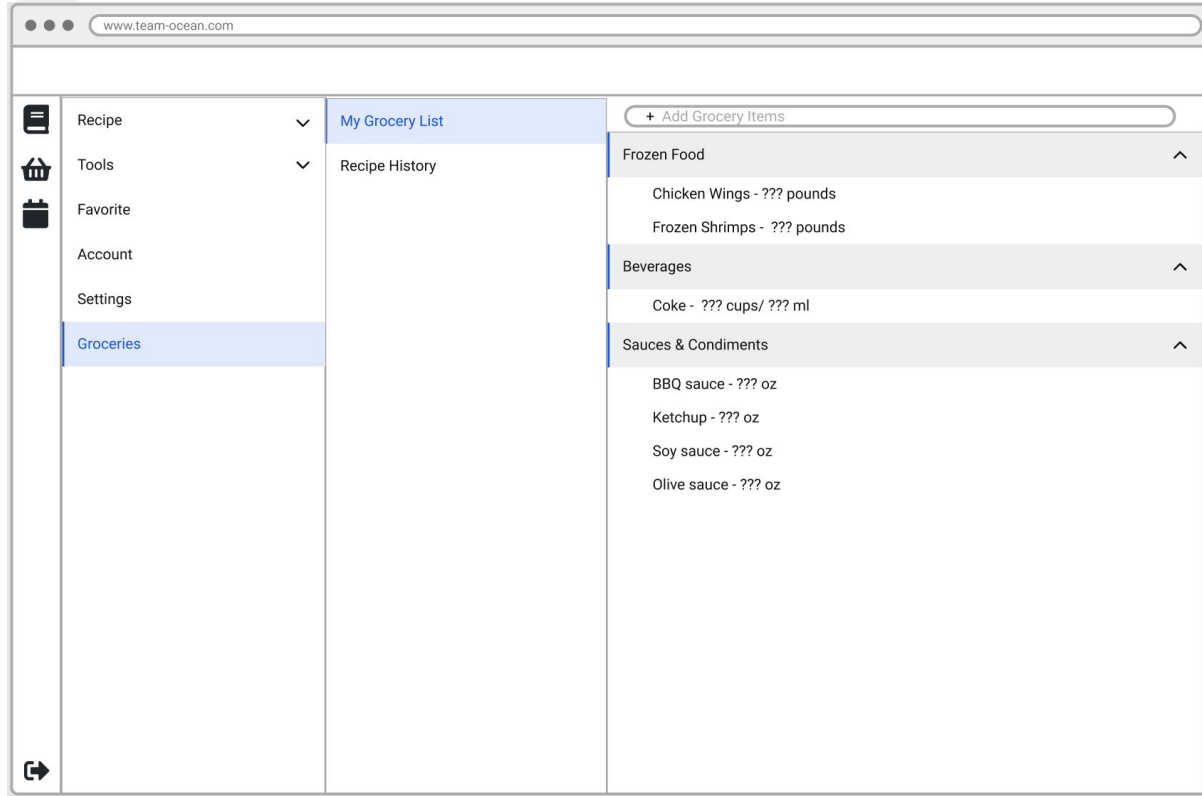
## Viewing Recipes (WIP) - [Figma](#)



TODO:  
More  
image-based  
representation

# Wireframes

## Grocery List (WIP) - [Figma](#)



# Wireframes

## Meal Planner (WIP) - [Figma](#)

The wireframe shows a web application for a meal planner. It features a sidebar on the left with navigation links: Recipe, Tools (highlighted), Meal Plan Tool, Favorite, Account, Settings, and Groceries. The main content area is divided into three sections. The top section contains date pickers for 'From' and 'To' (both labeled 'dd/mm/yy'), 'Average Calories per day' (set to 1800), and 'Number of Meals per day' (set to 3). Below this is a 'Filter' section with expandable categories: Grains (with sub-options Breads, Cereals, Rice, and Other) and Meat (with sub-options Chicken and a selected 'Chicken Wings & Thighs'). The rightmost section displays a list of meals for each day of the week, from Monday to Friday. Each day's section is headed by the day name and contains three entries: 'Meal1 - recipe (example: 2 eggs, 4 pieces of bread, 1 cup of Greek yogurt)', 'Meal2 - Recipe', and 'Meal3 - Recipe'. A red arrow points from the text 'TODO: More visual representation w/ calendar view' to the right side of the meal list.

Recipe	From: dd/mm/yy	To: dd/mm/yy	Average Calories per day: 1800	Number of Meals per day: 3	Monday
<b>Tools</b> Meal Plan Tool Favorite Account Settings Groceries	<b>Filter</b> Grains Breads Cereals Rice Other Meat Chicken Chicken Wings & Thighs				Meal1 - recipe (example: 2 eggs, 4 pieces of bread, 1 cup of Greek yogurt)
					Meal2 - Recipe
					Meal3 - Recipe
					Tuesday
					Meal1 - recipe
				Meal2 - Recipe	
				Meal3 - Recipe	
				Wednesday	
				Meal1 - recipe	
				Meal2 - Recipe	
				Meal3 - Recipe	
				Thursday	
				Meal1 - recipe	
				Meal2 - Recipe	
				Meal3 - Recipe	
				Friday	
				Meal1 - recipe	
				Meal2 - Recipe	

TODO:  
More visual  
representation w/  
calendar view

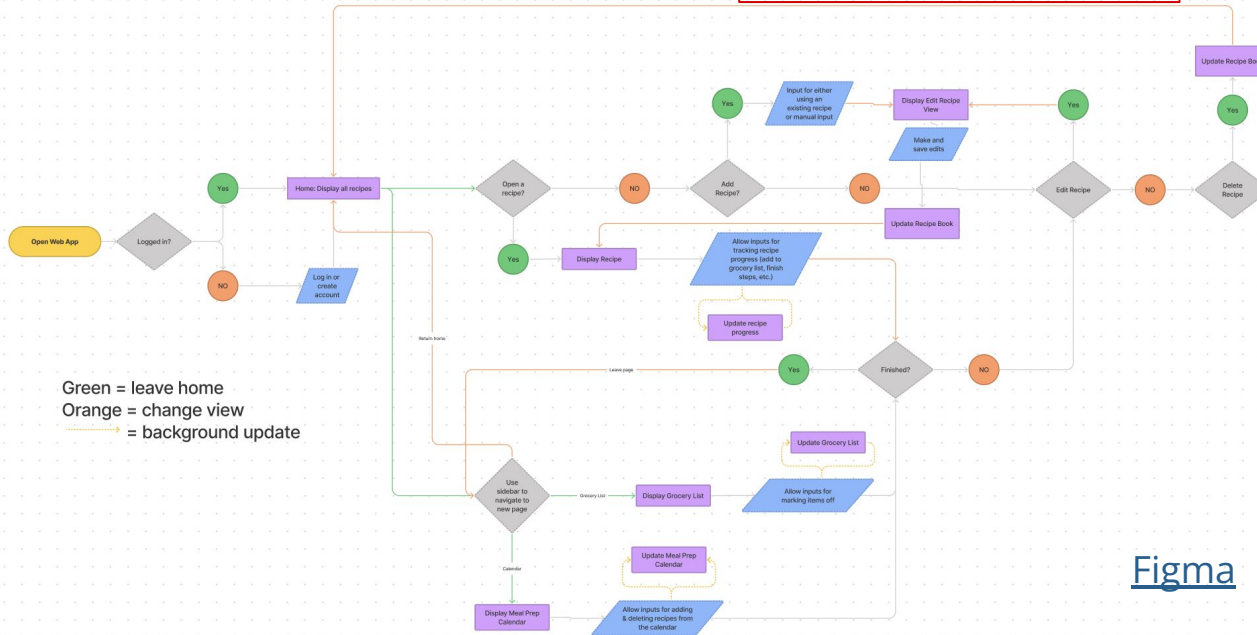


# User Flowchart

## Our Recipe Manager

### Processes/Views:

- Signup/Login
- Reading a recipe
- Editing a recipe
- Viewing recipes (can filter between own & preset)
  - ex inputs: Can search, delete/hide, filter by tag
- Grocery list
- Meal prep calendar



Figma

# Rabbit Holes

## Tags

- Searching for recipes might always not be accurate due to different keywords used by different users - make sure to nail down preset tags & organization vs. customization
- Balancing an overwhelming abundance of tags vs. having the necessary tags

## External Sources

- Scraping recipes from too many different sources could lead to inconsistencies that may confuse users
- Focusing too heavily on scraping nutrition information and using that for nutrition stats might be a heavy time investment for a small feature - use prototyping & exploratory code to test API's early
- May be difficult to ensure correctness when adding macronutrients/calorie count
- If we add external links then might have to keep them updated somehow

## Personalization

- Make sure to keep design and features focused on the target audience
- Make sure to carefully pick the recommended recipes for users - not too many & not too different

# No-gos

- Not implementing any prices or cheap recipe functionality - our target audience is not low budget
- Not implementing extra accessibility features - not a priority for target audience
- Not initially using a database for storage - high learning curve & not necessary for target audience
- Not using custom tags - target audience are too active to worry about them, preset tags are sufficient
- Not using heavyweight frameworks or advanced technologies like ML/AI - too much overhead

*If anything comes into question about feasibility or the scope of the project as defined by the course restrictions, contact Sanat ASAP!*