

Team Aces Project Pitch

Group 32

[Pitch Group 32 Aces.pptx](#)



Statement of Purpose

Currently people live in a fast-paced society. With more and more time people spending on their work, rather than cooking by themselves, most people rely on fast food. Fast food is usually neither healthy nor delicious which motivates some people to have the idea of learning cooking. Although everyone can search anything they want from internet nowadays, it is still daunting for them to learn new recipes quickly and conveniently. From this point, we decide to develop our recipe app **Cook Easy**. Our app will be:

- Fast and simple
- Easy for following steps



Personas

Chad



Job Title
CS Student

Age
20 Years Old

Highest Level of Education
Pursuing a Bachelors

Social Networks



Organization Size
Self-employed

User Bio

This is Chad. Chad is a CS major who recently stopped working a minimum-wage job to focus on his studies and possibly pursue an internship opportunity. Chad is determined to set his life straight by deciding to finally start working out and eating healthy. That being said, Chad does not have the money to eat out every day.

Wants

Chad wants to cook delicious, nutritious meals with a good balance of meats, veggies, and carbs. He wants to be able to keep track of his daily intake as he is determined to take his physical health seriously this time around. Chad wants to do everything with a relatively economically friendly plan of action as he is quite frugal.

Skills and Resources

Unfortunately for Chad, he does not even know the basics of cooking. Furthermore, he lacks the basic kitchenware needed and has to purchase mostly everything. Some even say he cannot make an omlette.

That being said, Chad is quite technologically adept being a CS major, and thus his adaptability to new features and apps are quite high. He also has a car and the determination to go on a shopping spree to purchase everything he needs.



Job Title
College Student

Age
21 years old

Social Networks



User Bio

Ben enjoys running most evenings and wants to treat himself for the work he has done. After eating dinner he will often feel the need for something sweet but it is too expensive to buy cakes/brownies every night, so now Ben has decided to learn to bake for himself. He is always tired at this point in the evening so he wants to be able to make big desserts he can save for multiple nights and he wants it to be quick because he is new to baking and is not super motivated to do it, he is only doing it because he realizes he has spent too much on already made desserts. Ben needs simple recipes that are quick to make with easy to follow instructions.

Wants and Needs

- Pictures/Videos to help him through the baking process. Many good looking photos also keep him motivated.
- Recipes with few steps that are easy to follow so he will be able to fulfill his sweet tooth.
- Wants to be able to create large portions to spread out over multiple days.

Skills and Resources

- Spends a lot of time on Instagram and is therefore used to and understands its interface.
- He currently is not very skillful at baking or following any recipes in general.
- Lives in a student house and does not have a huge selection of kitchenware.

Baker Ben

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Frank



Job Title
Freelance Photographer

Age
24 years old

Highest Level of Education
Some college, no degree

Social Networks



Industry
Marketing

Organization Size
Self-employed

User Bio

Frank is a young and active male who lives in New York and is always on the go. Frank is also known to always be following the latest and greatest trends where that be in fashion, sports, culinary, etc. He is beginning to expand his taste palette and would like to find new recipes to try.

Wants and Needs

Due to the fact that Frank is a freelance photographer and enjoys travelling he would like for his recipe app to function like a social media app where he can check new posts, follow favorite chefs, save and share his recipes. Frank would also love to have his app to be cross platform and access it on his laptop, tablet, and mobile device.

Skills and Resources

Frank has some prior cooking skills from cooking easy to go meals for his younger siblings growing up and taking home economics class in Hlghschool. Due to his busy work schedule he has not reallt spent much time in the kitchen and more time dinning out. However, when he moved from home, he was gifted all the essential kitchenware from his family and is eagerly waiting to use them in his new adventures in the kitchen!



Job Title
Super mom!

Age
35 Years Old

Highest Level of Education
Bachelors of Science

Social Networks



User Bio

Lauren is a mother of 5 children. 2 of the kids are twins and the other 3 are triplets! As cute as they are, they are quite the picky eaters, so sometimes Lauren is forced to make numerous different meals for her kids. Lauren is quite distant from technology and has a difficult time using most of the apps on the app store.

Wants

Lauren already has a couple of staple foods that she makes which her kids like, however, they lack in nutritional value. Lauren wants to be able to look for healthy recipes using specific key ingredients such that her kids would not complain. Furthermore, she wants an easy-to-use recipe app with a user recipe upload feature such that she can put her unique recipes online for the world to see.

Skills and Resources

Lauren has been cooking for as long as she can remember, originally starting with helping her mother. She is quite the expert cook and has countless years of experience in numerous cooking styles. Most importantly, she is quite good at innovating already-existing recipes due to her kids picky nature. She has all the kitchenware one could dream of, and all that is missing are the recipes!

Lauren

https://miro.com/app/board/o9J_lpFNaz0=



Problem

From personas we can find these commonalities:

- Users have limited time and budget
- Users want the app to be simple and convenient
- Users have little to no experience with cooking
- Different dietary expectations for the app
- In general, people need a fast and convenient recipe app that they can search recipe, learn cooking, share experiences and manage their life status at the same time!



Solution

- From this point, the most important characteristic is simplicity
- Beyond that, people also want to eat healthy and build a community from the app.

In this way, our app will contain these features:

- ❑ Basic CREATE/READ/UPDATE/DELETE operations
- ❑ Multiple search filters (by keyword, by tags)
- ❑ Grocery list
- ❑ Cooking mode (easy-to-read mode)
- ❑ User page with photo gallery
- ❑ Calendar-based meal planning

Features



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Appetite

Project duration: 5 weeks

Essential features:

- Populate recipes from external websites
- HTML Pages
- Cooking Mode
- Recipe View
- Search by Keyword
- User Login
- Calendar
- Shopping List



Appetite

Project duration: 5 weeks

Secondary features (which still should be included):

- Search by tags
- Timer on cooking mode
- Favorite recipe list
- Reviews and ratings
- Auto-convert quantity based on serving size
- User's personal picture gallery
- Completed recipes list
- Add/edit recipe





No Go's

1. Meal plan auto-suggestion (based on favorited/viewed items)
2. Link to online shopping of a specific item
3. Nutritional facts
4. Custom tags
5. Subscription system among users
6. Per-step images or videos
7. List of cooking utensils
8. Private notes on existing recipes

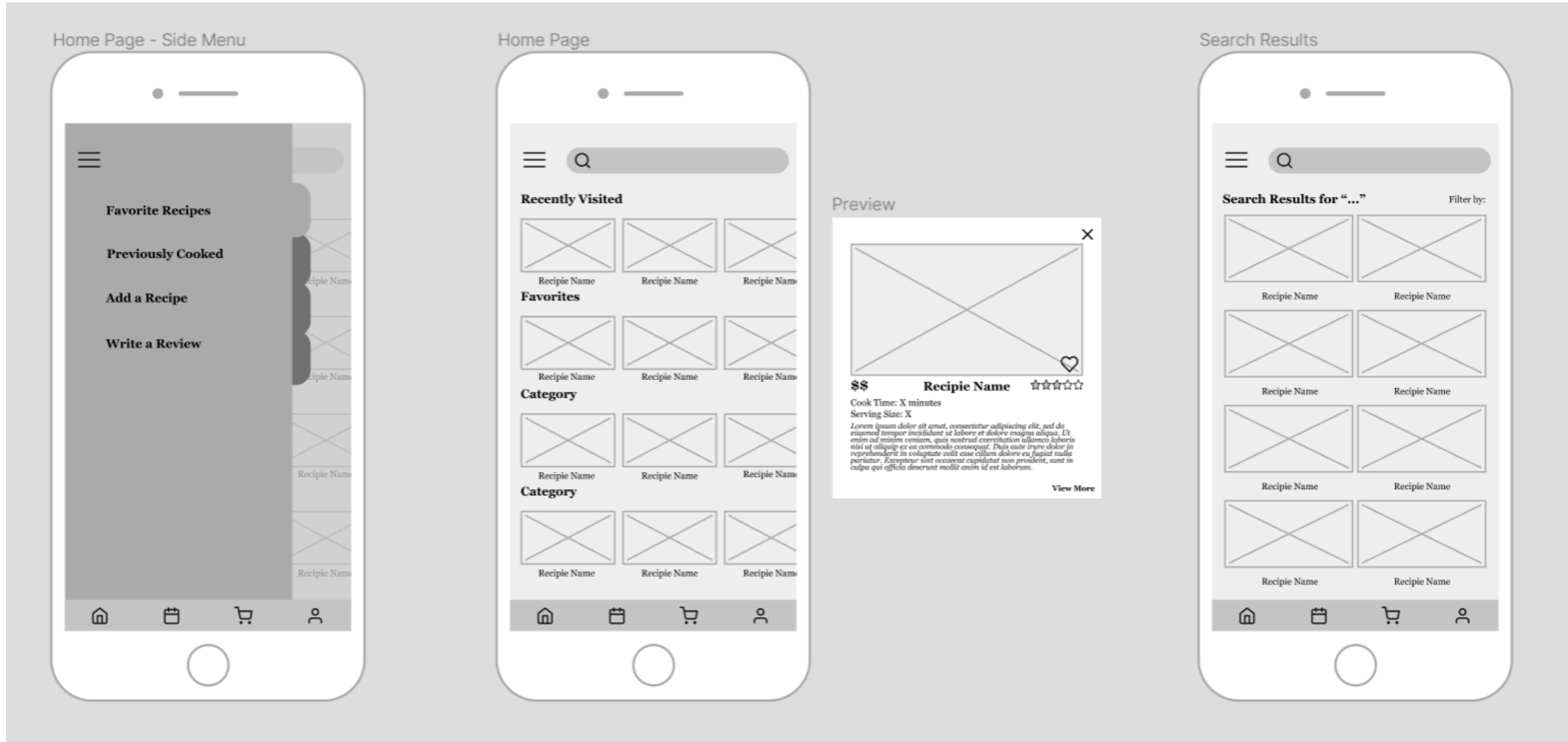


Rabbit Holes

1. Spending too much time on Search by Tags (potentially adding an overwhelming number of tags / too many search parameters may slow down searching or complicate database organization)
2. Increasing capacity of database without limitation
3. Details of serving size auto-calculation – conversions between units, standard vs. metric, float converted to fractional display, awkward units e.g. 1/7 of a lemon
4. Requesting too much information from the user (especially overcrowding UI on input pages e.g. add a recipe)
5. Spending too much time on CSS styling for dynamic viewing
6. Calendar UI – many moving parts with many size restraints (e.g. month display), can curtail this problem by trying to use existing libraries for both UI and time conversions

Wireframe

- Home Page

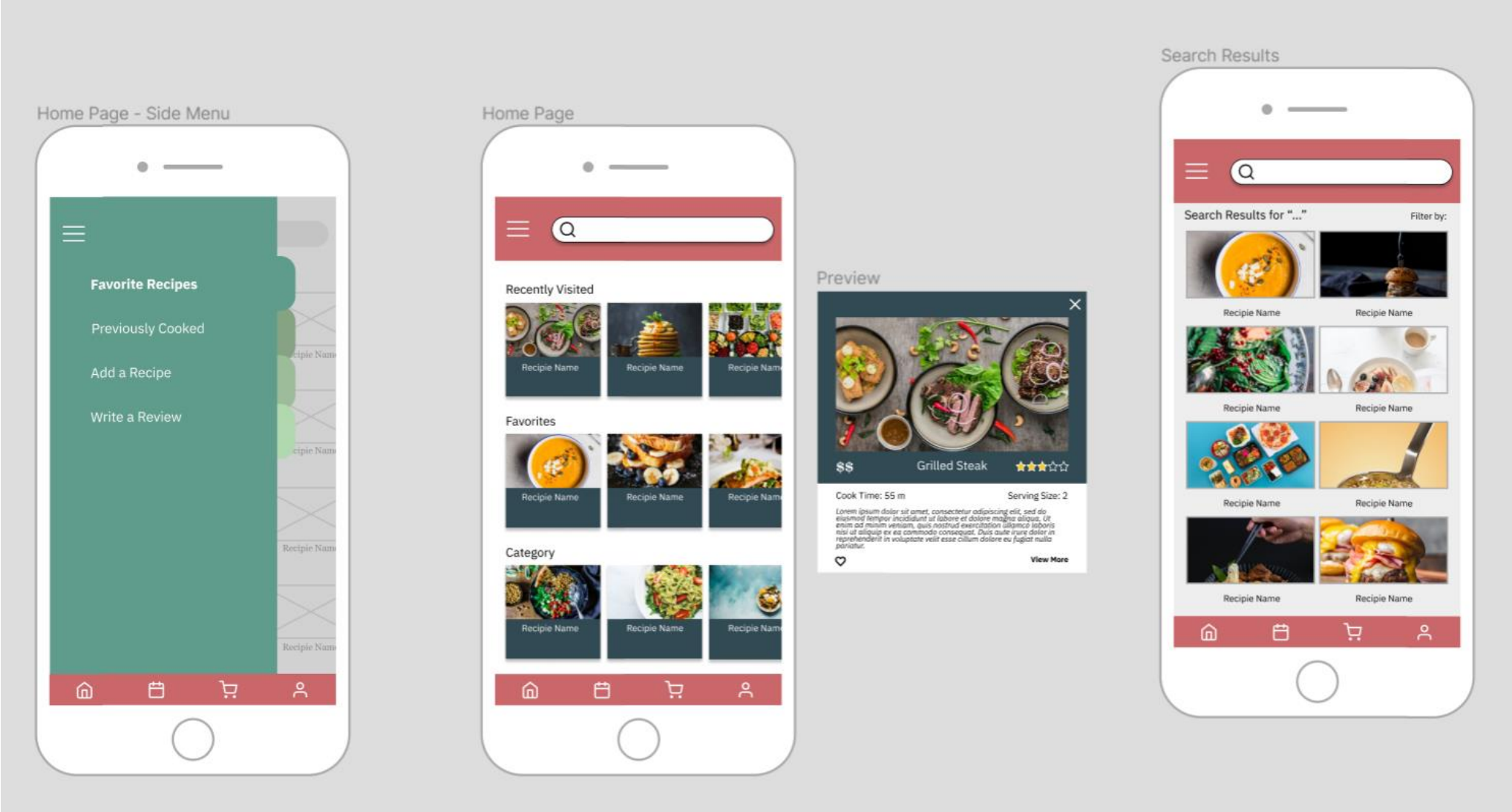


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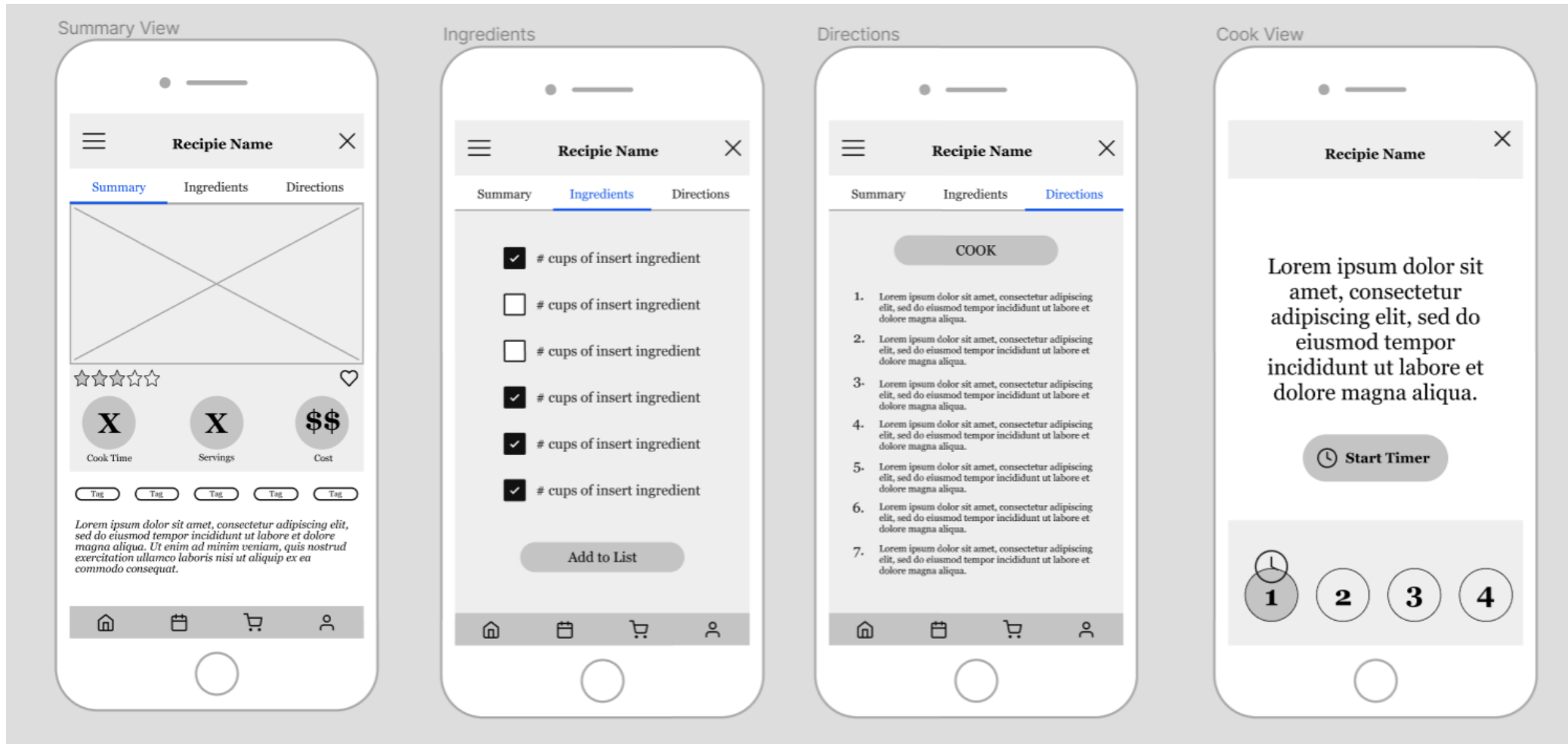


Illustration



Wireframe

- Recipe Page



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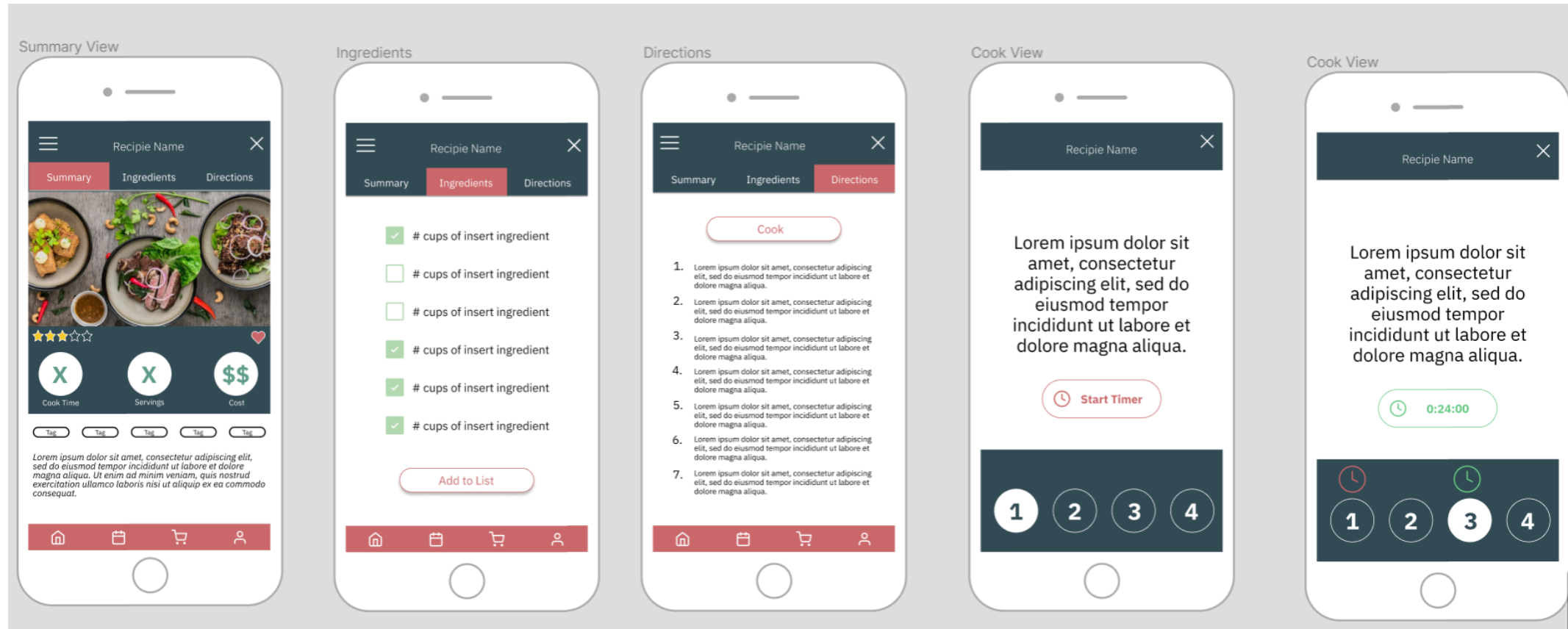
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Hifi Prototype

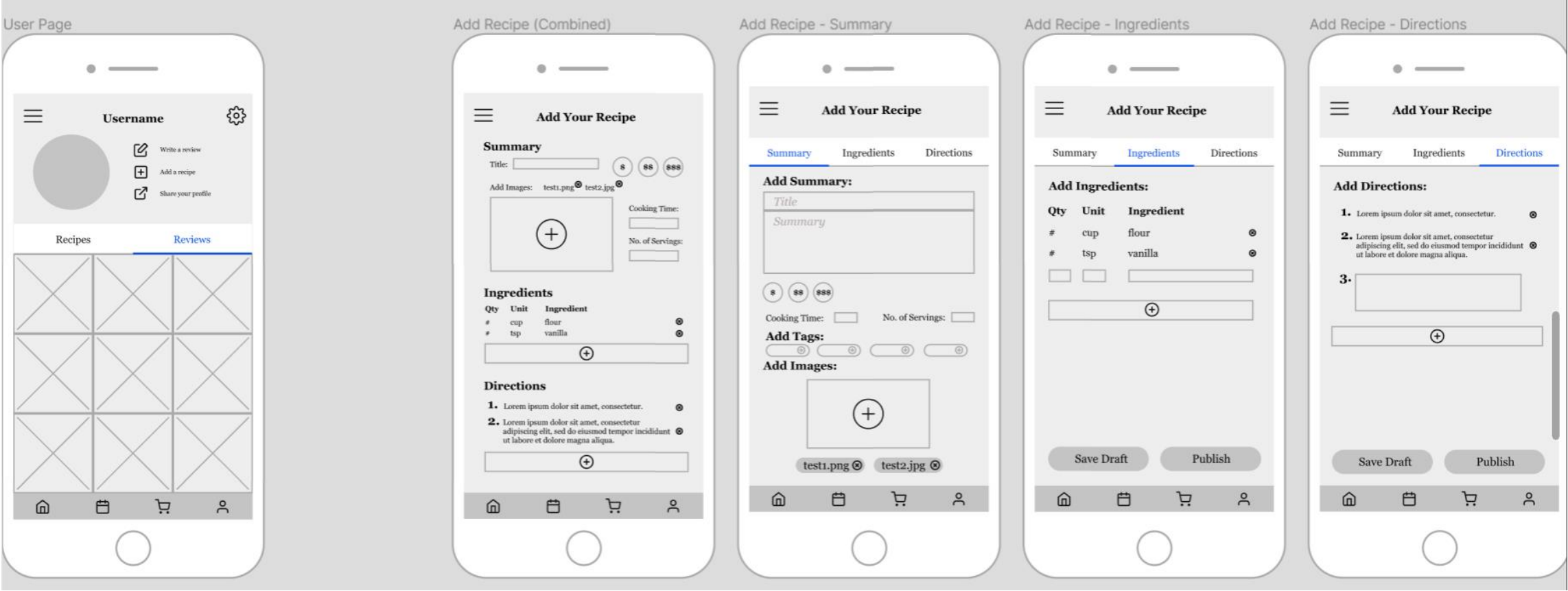


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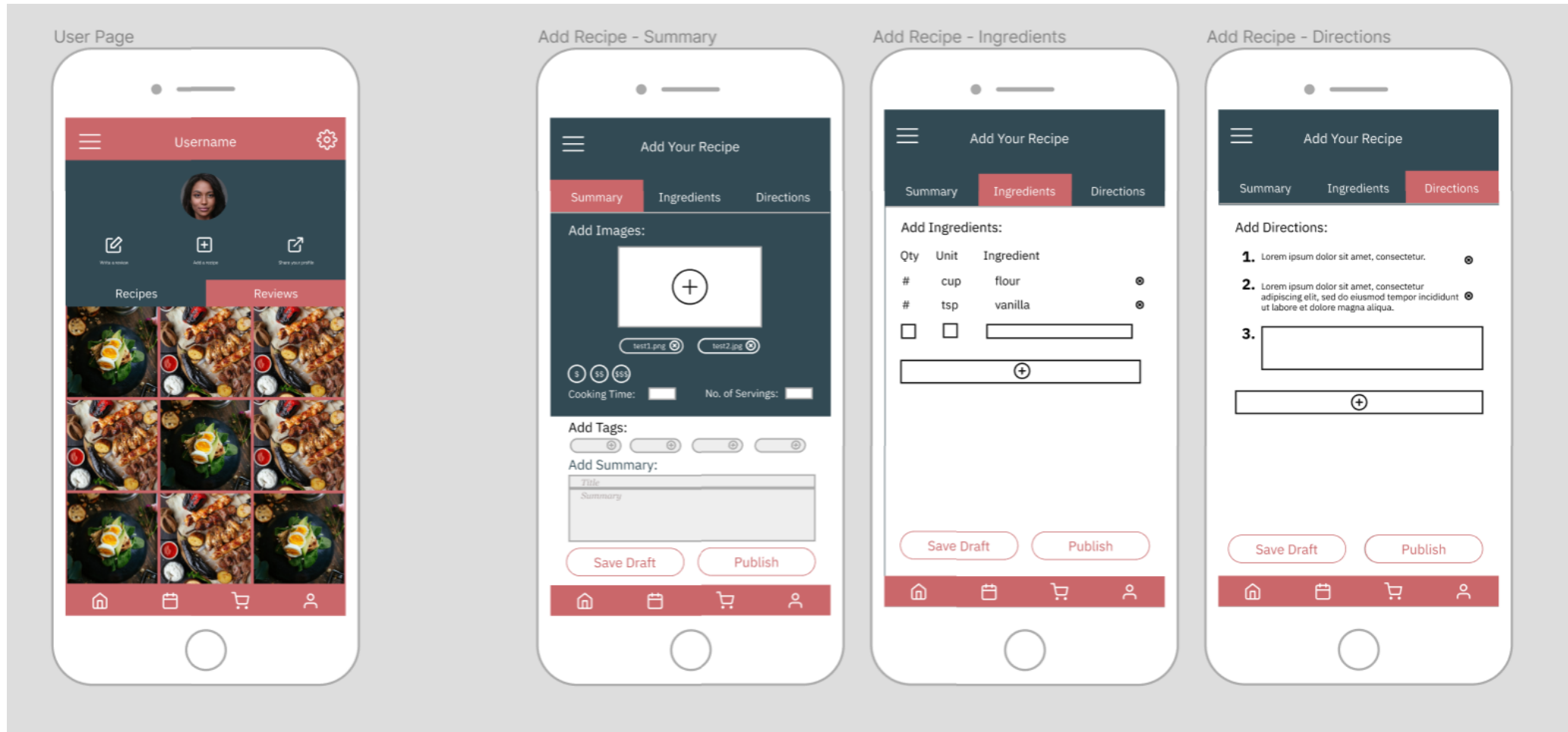


Wireframe

- User Page

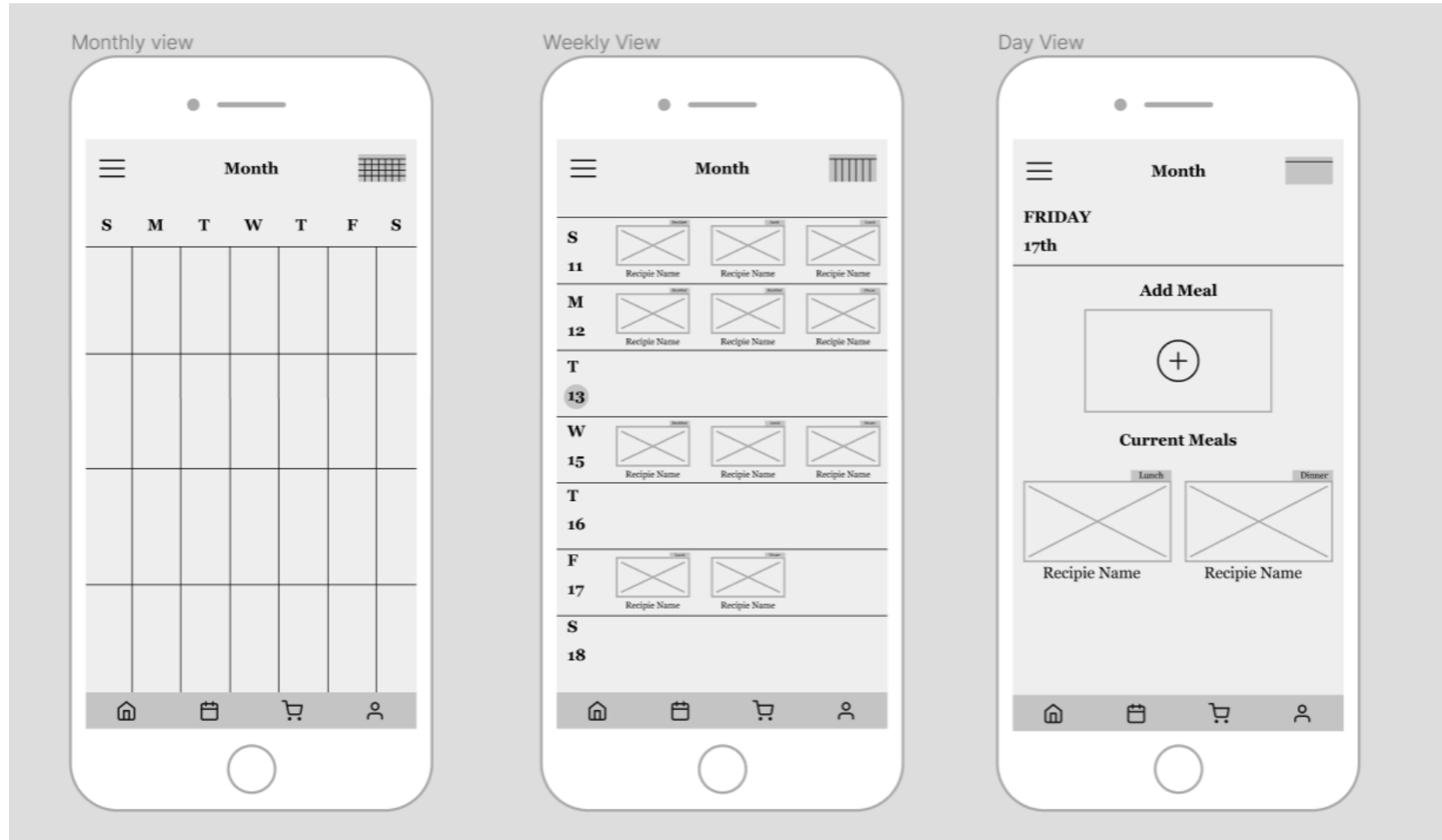


Hifi Prototype

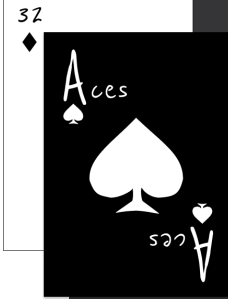
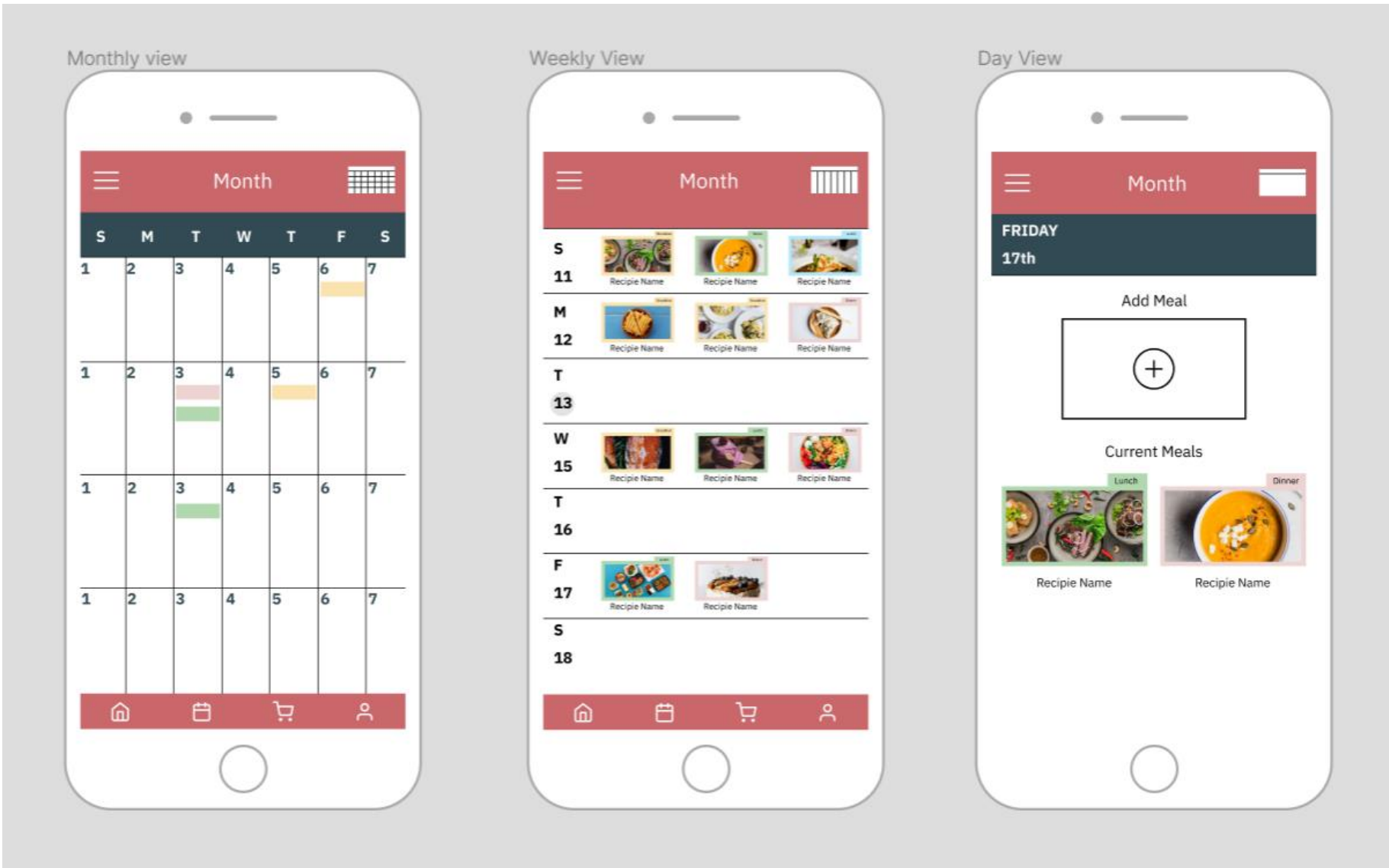


Wireframe

- Calendar

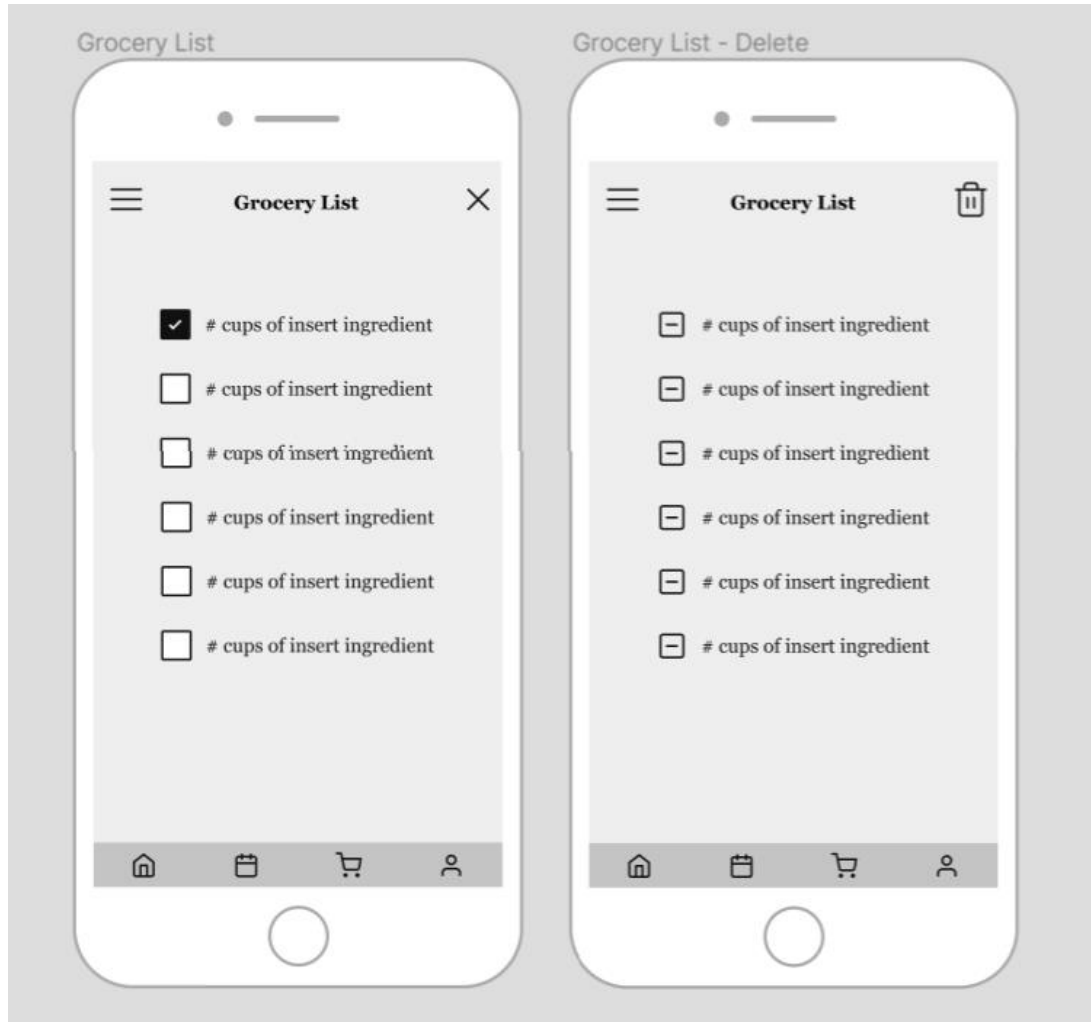


Hifi Prototype

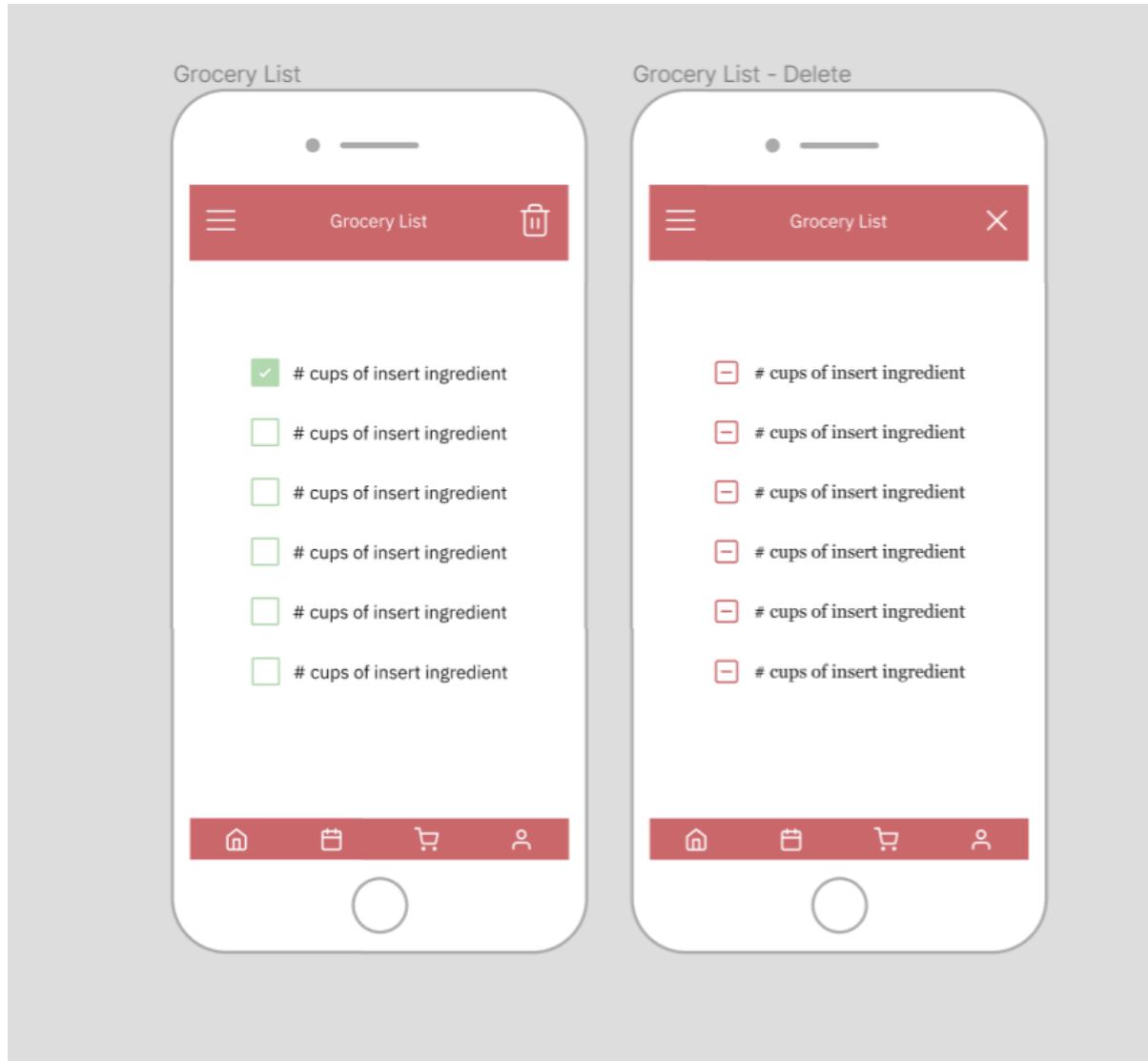


Wireframe

- Grocery List



Hifi Prototype

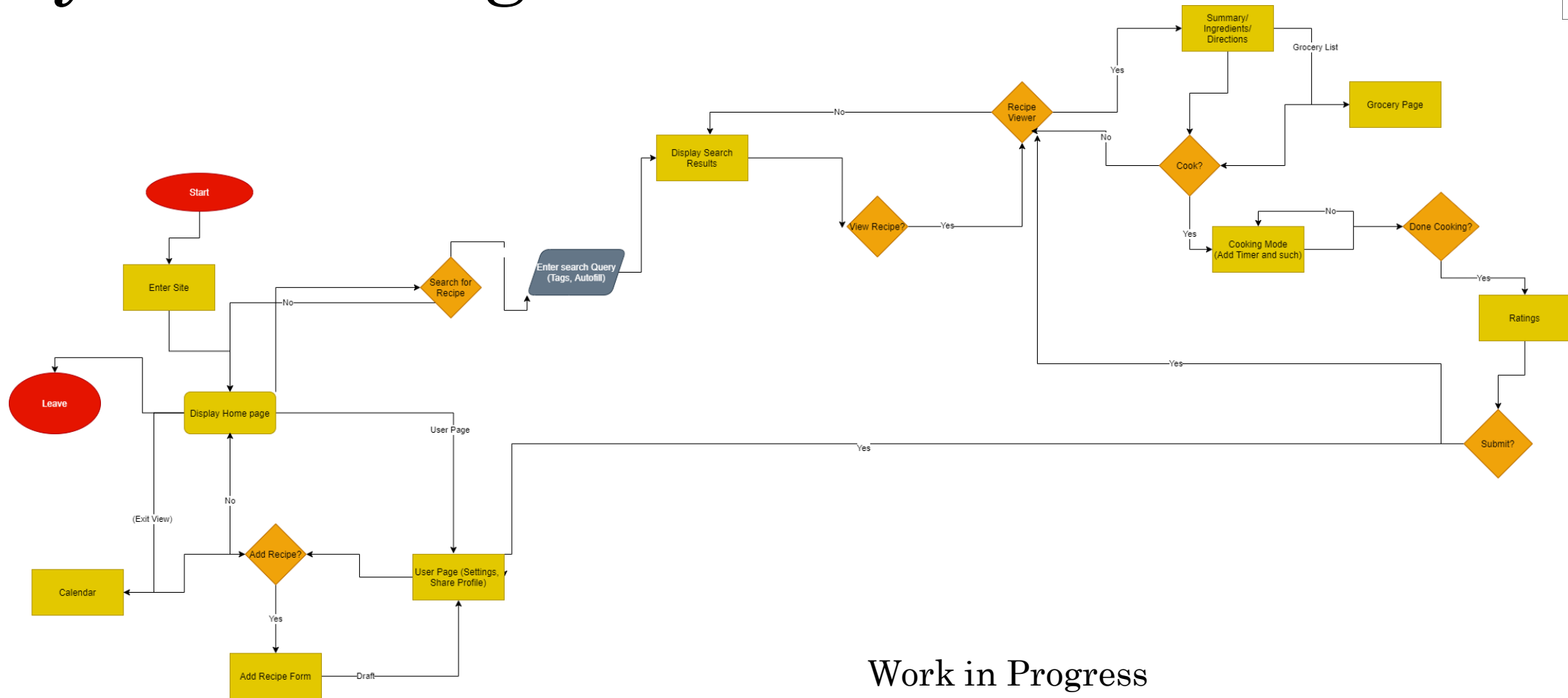


More Information:

[https://www.figma.com/file/PSAf2YqtTiUq8lf1sEb61v/Lo-fi-Wireframe-Kit-\(Community\)?node-id=105%3A0](https://www.figma.com/file/PSAf2YqtTiUq8lf1sEb61v/Lo-fi-Wireframe-Kit-(Community)?node-id=105%3A0)



System Design



Work in Progress

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Team Structure

Role Assignment

- Leaders: Zijian Zhang, Esther Qiu
- Product Manager: Hannah Hui
- UI/UX Design: Tiffany Zhong
- Frontend Developer: You Wu, Hannah Hui, Stuart Boynton
- Backend Developer: Eamon Aalipour, Bagrat Mikhaelyan, Ke Ou
- Quality Assurance/Testing: Martin Flores-Leon

Project Roadmap

- **Week 1 - 2**

- Start the course
- Form the team

- **Week 3 - 4**

- Role Assignment
- Brainstorm
- Background research

- **Week 5**

- **Preparation before actual coding**

- Project Pitch
- Interface design
- System Diagrams
- User centered documents: personas, user stories, etc.
- Roadmap
- ADR
- Split team into small groups for each assignment

- **Week 6**

- **Official start of coding**

- Get pitch approved
- CI/CD pipeline – unit tests, linting
- GitHub repo organization & rules
- Prototypes w/ libraries
- Style & naming conventions
- UML/Database design

Week 7

- ☐ Fetch and populate database with JSON LD recipes
- ☐ HTML skeleton (links + buttons)
- ☐ Recipe view – custom elements
- ☐ Search by keyword
- ☐ User login/account creation

Week 8

- ☐ Calendar
- ☐ Shopping list
- ☐ User page gallery
- ☐ Reviews/ratings

Week 9

Testing/Reviewing

- ☐ Favorite, recent history list*
- ☐ Search by tags, filter results by*
- ☐ Add a recipe*
- ☐ Integration testing

Week 10

- ☐ Integration testing
- ☐ Final project assignments





Project Future

- Personalization
 - Personalized feed to explore new recipes
 - More connections and interactions with other users (replying to recipes, question/answer, ranking reviews as helpful or not)
 - Options to permanently restrict recipes based on dietary preferences
- Cooking hands-free
 - Voice control options to view recipe directions without touching a screen
 - More visual (images, video) per step to guide user
- Establishing routines for consistent users
 - Saving presets for meal plans (if wanting to repeat)
 - Adding collaboration features for shared editing of calendar/shopping list

Thanks For Watching!

Team Aces