

# Recipe Sharing Website

**An ActivityPub Implementation**

# Agenda

- Statement of Purpose
- User Personas
- Topics of Risks and Rabbit Holes
- Details
  - The fat-marker sketches
  - Iteration skeleton
  - Wireframe
- Roadmap

# Statement of Purpose

Iteratively develop a user-serving, reliable and scalable recipe-sharing social media platform directed primarily toward grad students. It will cater to dietary restrictions and promote cultural diversity in its shared recipes. It aims to build meaningful bonds based on shared culinary enthusiasm .

# User Personas

- Users who:
  - Are short on time and looking to enhance simple cooking
  - Are less financially able to spend at restaurants and other eateries
  - Would like to making cooking a more social experience

**\*\*Graduate students fit this typecast!**

# User Persona: Charlotte Parker



Age: 28

Occupation: Biology PhD Candidate

Core Needs:

- **Time-Efficient Recipes:** As a PhD candidate who has to juggle studying, lab work, and socializing, Charlotte needs ways to discover quick and simple recipes that worked for her peers in similar living situations
- **Health and Environmental Consciousness:** As a vegetarian who is also trying to maintain an environmentally-friendly and nutritious diet, she needs to be able to sort recipes with these criterias with ease
- **Cooking as a Mother:** As a young mother, Charlotte would also want recipes for her children that are popular in her demographic

# User Persona: Caroline Ghahary



Age: 23

Occupation: Chemical Engineering Masters Student

Core Needs:

- **Food Prep:** As someone who is constantly on the move, Caroline needs recipes that she can cook at once but will last her several meals which she can take as packed meals
- **Saving and Sharing:** As a social person, Caroline loves to send recipes to her friends but also keep them somewhere where she can access them quickly herself
- **Cultural Food Inclusion:** As someone with an interest in various cuisines, she wants to use this platform to better understand those cultures by attempting cooking exotic dishes

# User Persona: Dan Akhmetov



Age: 31

Occupation: Software Engineer at Meta

Core Needs:

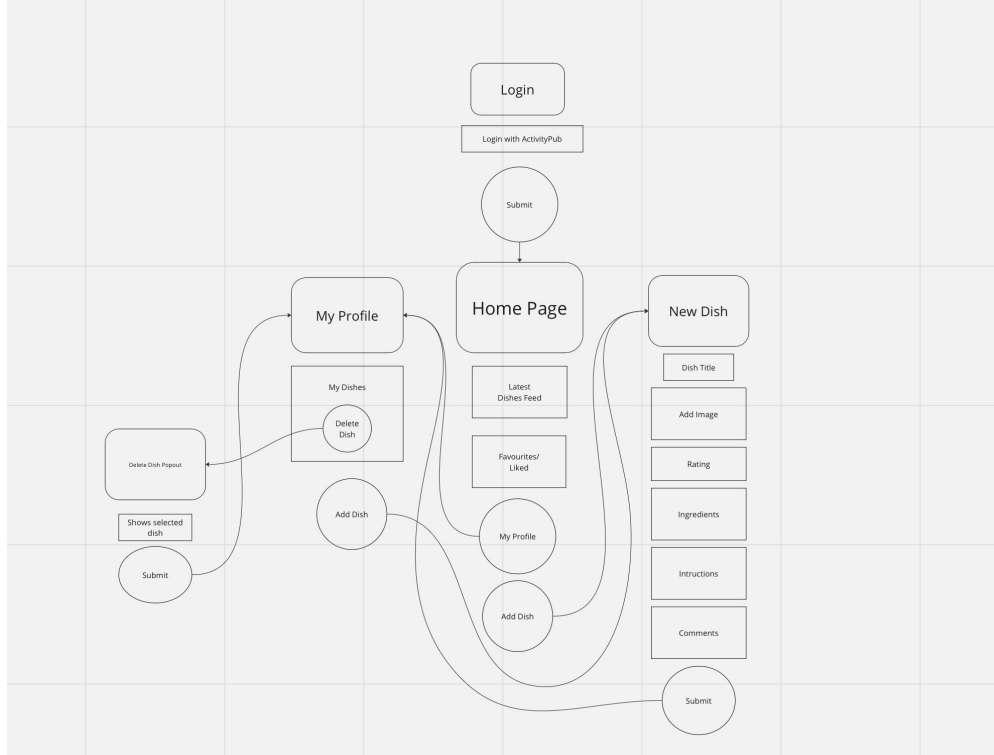
- **Portion Control:** Dan spends most of his day in front of a computer, so he needs recipes to accurate data on nutritional values to ensure he stays in shape
- **Code-Friendly Snacks:** As a software engineer, Dan would prefer to use the recipe app to make things he can eat while doing work over time-consuming, full-sized meals
- **Discussion:** As someone who frequently browses review sites and online discussion forums, Dan would want some comment and rating integration to see how people respond to certain recipes and to unlock extra tips

# Risks and Rabbit Holes

- Not catering to dietary restrictions (eg. vegan, lactose intolerant, gluten-free)
- Lacking cultural/religious diversity in recipes
- Enforcing user integrity with regard to recipe ownership\*
- Not standardizing recipe quality and format
  - Users with different levels of culinary experience may tend to use different language in their recipes rather than something universally understood (eg. handful of rice vs 2 cups)
- Not having a robust and easily-understood rating and review system

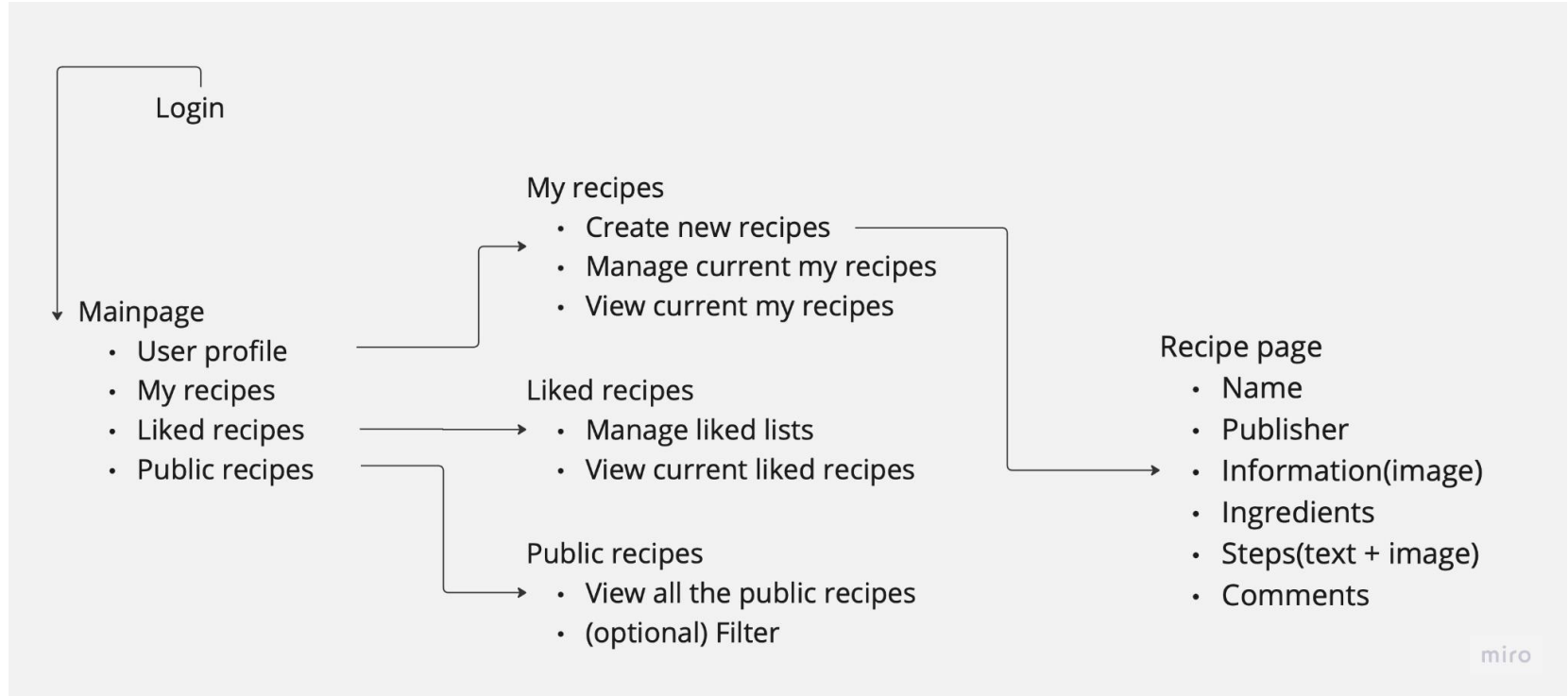


# Details - Interactions Skeleton



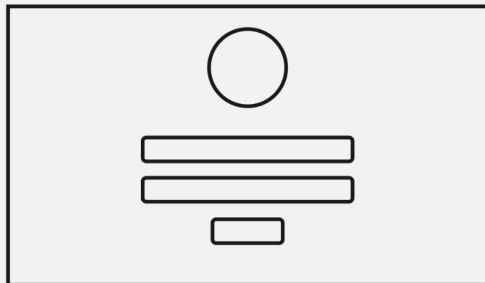
- We have 4 main pages – login, home, profile page, and new dish.
- Pages are shown in rounded boxes.
- Circles are buttons and have associated connections to pages.
- Rectangles are elements on each page.

# Details - Fat-marker

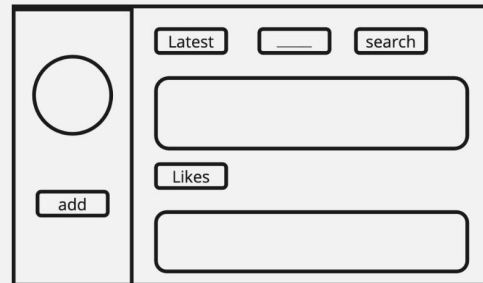


# Details - Wireframe

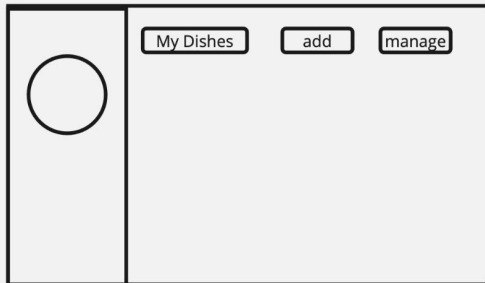
Login



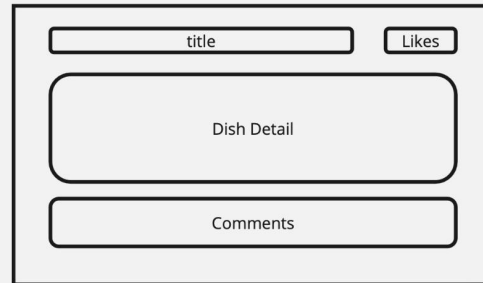
Mainpage



Profile

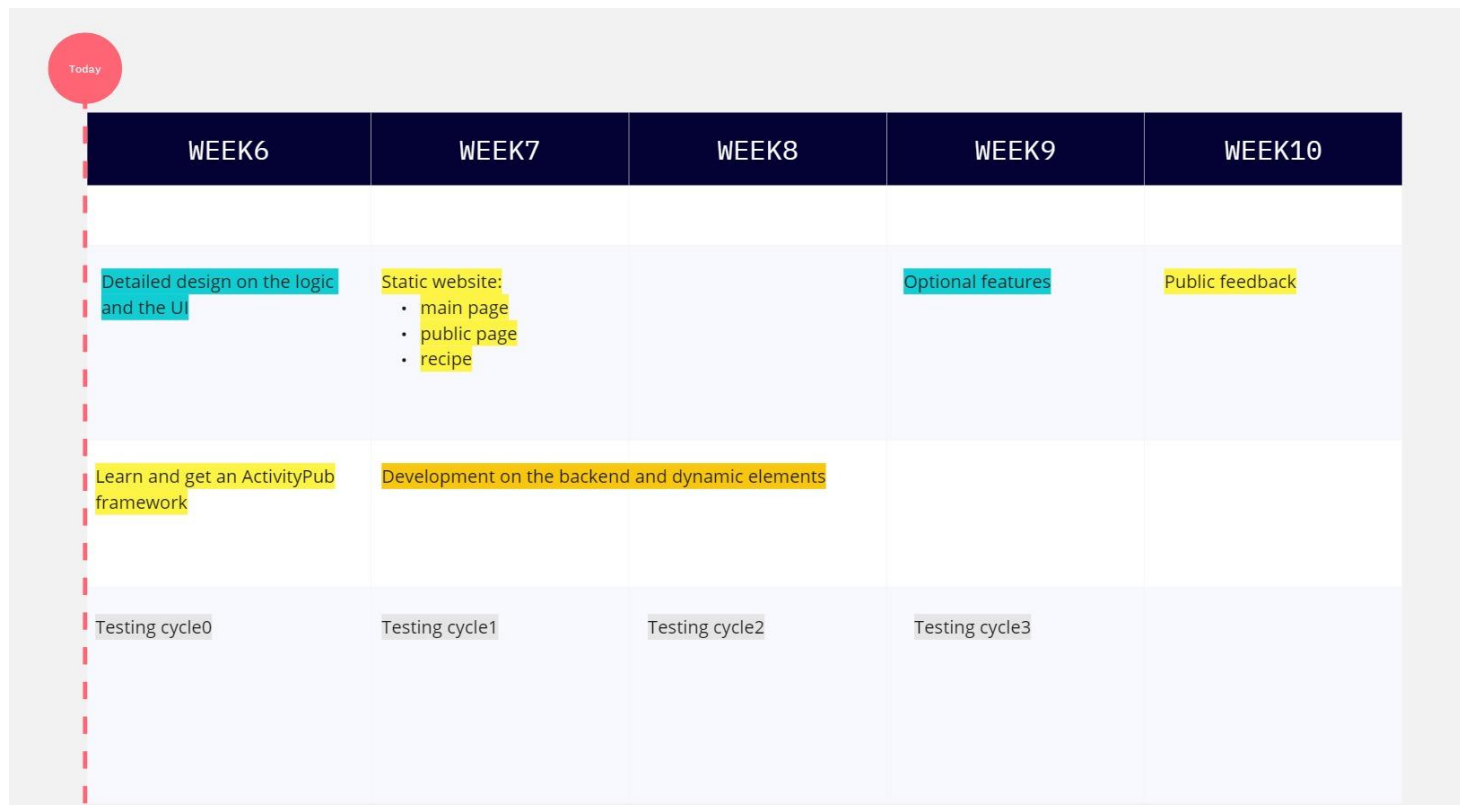


Dish



# Roadmap

In total 5 weeks – from week 6 to week 10.



*Thank You*