



The Pitch

Group 19

Problem

The pace of modern life is getting faster and faster, and as a result people often choose to optimize their time by getting take out as opposed to making food at home. However we believe that there exists a large group of students and busy overworked professionals who love cooking and homemade food but are unable to pursue their passion due to lack of time. They need to find a way to:

- Cook food under time constraints
- Quickly Sort/find recipes based on their preferences
- Easily find new and innovative recipes without worrying about time constraints
- Utilize the ingredients they already have

Therefore, our problem is to find a way to manage a user's recipe collection in a way that maximizes time efficiency.

Problem Part 2: User Personas:

Name: Alex Zhao

Bio: A recent graduate who is looking for a job with major Urban planning and management and always changes his mind after each decision.

Goals: find a job with OPT and start to live independently without the help of parents.

Eat healthy and Eat happy.

Frustrations: Because his internship salary is lower than regular salary so he needs more cost-efficient recipes.

He can't tolerate even a little spicy food.

Name: Kelly

Bio: A mother of two children will work during the week and the elderly will help to look after the children, but to improve the parent-child relationship, they will cook dinner for the whole family, especially the two children, after work.

Goals: Promote parent-child bonding through cooking. Cook easy, delicious and healthy meals for the whole family.

Frustrations: Children are picky and do not like to eat vegetables. She doesn't want to put all her time and energy into cooking for the whole family, and she needs a good rest to prepare for tomorrow's work.

Name: Jessica

Bio: freshman undergraduate student with a major in math-econ. She is really lazy but has plenty of time to cook for herself because her courses are easy this quarter.

Goals: Sometimes ignore school canteen and cooks one meal for herself. Breakfast is in the highest priority lists since her courses in the morning are too early and she doesn't have time to go to the canteen.

Frustrations: She is really lazy.

She needs attractive recipes and some cooking motivations.

Name: Betty

Bio: She is a complete vegetarian. She chooses to get all the nutrients she needs from vegetable products. She's a government worker who leaves on time every day to buy food and cook for herself and her husband.

Goals: Her husband has not yet become a full-fledged vegetarian and she hopes to gradually change his diet to a full-fledged vegetarian one.

Frustrations: Her husband still occasionally wants to eat meat, but every time she touches it, she feels very uncomfortable.

Name: Annie

Bio: She has been working in the fund industry for five years and is an avid hamburger lover after work. After tasting a variety of burgers in the restaurant, she wants to recreate the taste of the burger at home. Busy at work but on time.

Goals: Make a variety of eaten burgers with her boyfriend at home and enhance their relationship.

Frustrations: Sometimes she finds it hard to find the same recipe, and she needs a burger to cure herself after working so hard every day.

Name: Jason

Bio: A startup owner. Since his career has just started, he needs his personal guidance and care for everything. He needs to be busy with all kinds of things until late at night.

Goals: Since it is already late to get home every day, I just want to spend a little time cooking a simple dinner for myself and then go to bed.

Frustrations: He eats by himself so he can't cook too much because he can't eat it all

Problem Part 3: User Stories

-User Story 1:

- As an impatient person
- I want to find recipes for food I like quickly
- So that I can make something I like for my next meal with minimum time spent on browsing the web.

-Acceptance Criteria

- Given a impatient person
- When they use Quick Bytes online cookbook
- They will find a recipe they like in no time, because of a intuitive filtering process and recommendations.

-User Story 2:

- As a student
- I want to find healthy and inexpensive food which can be used as meal prep the next day.
- So that I can have a nutritious diet without spending too much.

-Acceptance Criteria

- Given a student who wants to make healthy and inexpensive food.
- When the person uses the Quick Bytes online cookbook
- The person can filter based on calories, price and suitability for meal prepping

-User Story 3:

- As a person who likes to remake my favorite recipes.
- I want to be able to store my favorite recipes
- So that I can find all my favorites at a press of a button.

-Acceptance Criteria

- Given a person with favorite recipes.
- When they use the "My favorites" function
- They will be able to mark a certain recipe as a "favorite" making it easy to find these recipes at a later time.

-User Story 4:

- As a person who struggles to decide what I should make for a meal
- I want to find a way of simplifying this process.
- So that I don't have to make my mind up by myself

-Acceptance Criteria

- Given an indecisive person.
- When they use "My next meal"
- The person will be given a "meal of the day" based on certain metrics.

-User Story 5:

- As a person who likes to make food but have very little time
- I want to be able to find recipes that take a set time to make
- So that I can maximize the complexity of the recipe within a given timeslot.

-Acceptance Criteria

- Given a person who wants to find recipes based on how much time it takes to prepare.
- When they use the "time filter" in the application.
- The person will see all recipes which take a set time to make.

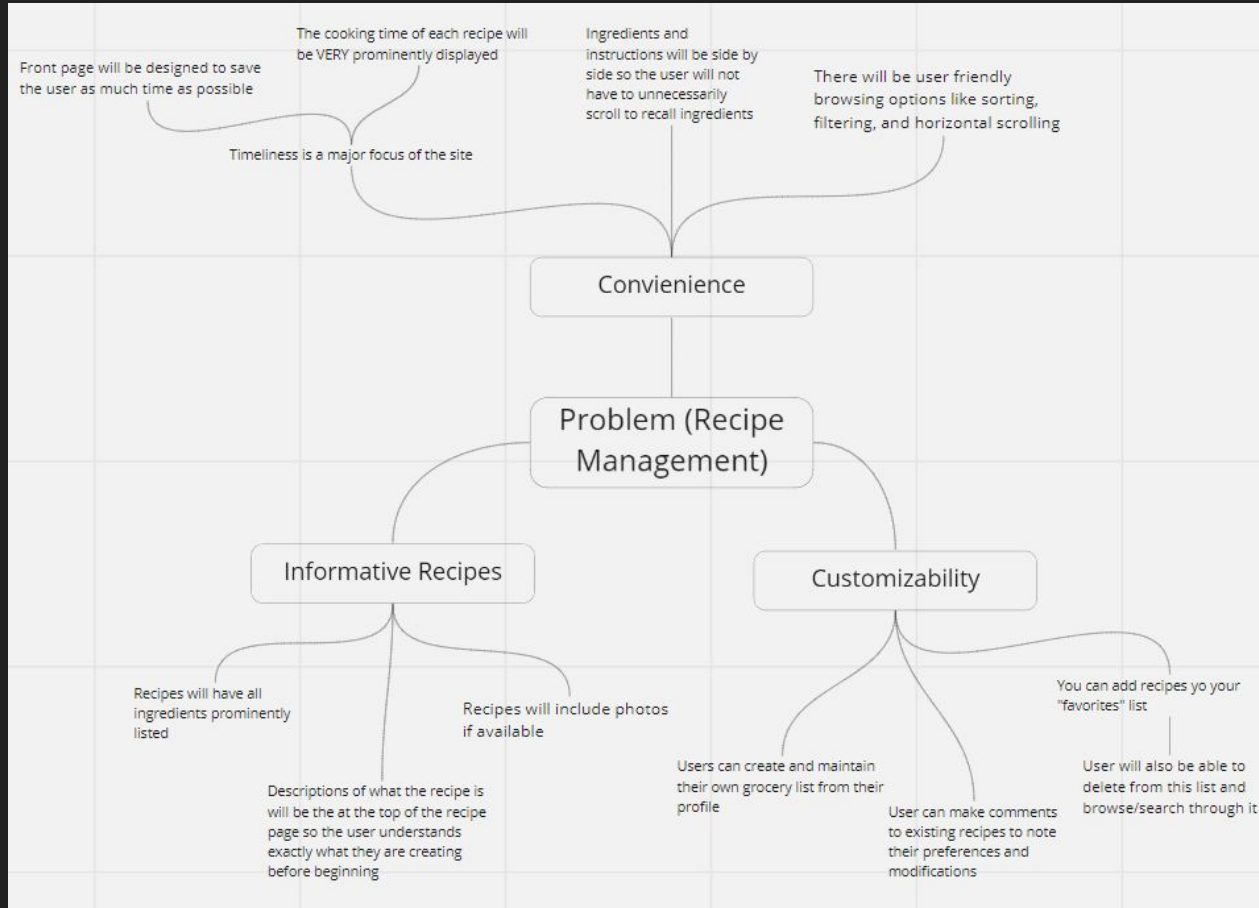
-User Story 6:

- As a person who struggles to keep track of cook-times etc.
- I want a function which simplifies the process of making food.
- So that it's easier for me to keep track of everything.

-Acceptance Criteria

- Given a person who struggles to keep track of cook-times etc.
- When they use the timers which are integrated into the recipes.
- They will be able to track the time of specific component of a recipe.

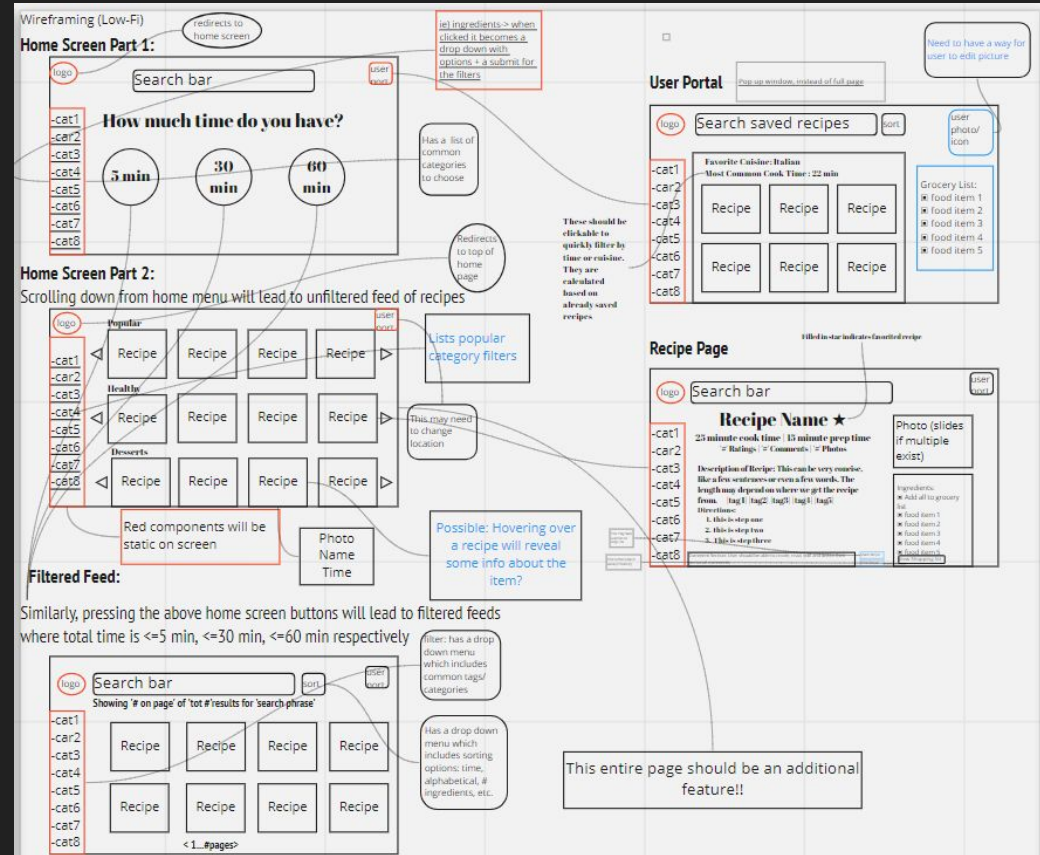
Problem Statement part 4. Diagram



SOLUTION

With the simplistic, efficient design of our app, we intend to provide the user with exactly what they need without them having to dig for it. Being in a time crunch is stressful, and since time is of the essence we get right to the point in asking the user how much time they can dedicate to the necessary task of feeding yourself. This will open a feed of categories that fit the user's time availability.

On the other hand, we still provide a search bar and user portal for experienced users that know exactly what they are looking for. Within the user profile, you can access a list of your favorites which you frequently crave.



Solution

Part 2:

Research

Research

General research.

What are recipe managers? Definitions? Essential Features?

What is a recipe manager:
It should organize many recipes for the user to choose from

They are modern, web-based cookbooks that are updated per season, trends, and user preference

Essential features:
-Removing recipes from existing favorites
-Separating all recipes from your own personal recipes

Essential features:
-Editing recipes, this can be through comments
-Adding recipes to personal favorites

Essential features:
-Searching for recipes
-Reading full instructions
-Browsing displayed recipes

Food Network Recipes, Dishes and Cooks
- What sites: Food Network
Budget Bytes Recipe, Dishes and Cooks
- What sites: Budget Bytes
Simply Recipes Recipe, Dishes and Cooks
- What sites: Simply Recipes
Recipe Box Recipe, Dishes and Cooks
- What sites: Recipe Box

Research

Other recipe manager apps, their features, similarities, distinctiveness, examples

Similarities (1/3):
-A feed of recipes to browse through
-Ability to sort feed
-Ability to filter feed
-categorization of recipes
- recipe card layout is uniform throughout site

Similarities (2/3):
-Recipes can be saved
-Recipes have descriptions
-Site has featured recipes
-Instructions are given as an ordered list
-Ingredients are displayed above or alongside instructions

Similarities (3/3):
-Recipes are printable
-Important info is at top of recipe (ie. cook time and yield)

Differences:
-Home page is unique for most sites, sets tone for the uniqueness of the site:
>simple search bar
>featured recipe list
>categories
> your personal account

Differences:
-Recipe page has different significant features
>Some display the difficulty level
>Some have lengthy descriptions
>

Food Network

Target user: people who watch Food Network
What? Find recipes, potentially relating to the network Food Network stars
When? When they are cooking or preparing to cook
During free time (usually after work hours)

When? All day
Home videos, large updates, or correspond the same type thing
Find recipes
Use on laptop while cooking
Save and use and inspiration

Little good features:
-New photos
Add to meal plan
Categorized ingredients and recipes
Categories
Private home
Time immediately visible
Reviews
Search filters

Domain specific features:
Search by TV show
Search by Chef
Selling Photo: Has user cook things you saw on TV or not
Cookbook improvement: Have longer organization tools
Video of how without great categorization or direction
Ingredients available to make dishes
Suggestions to make dishes

Budget Bytes

Target User: People on a budget
What? Find meals to save money
When? During mealtimes or free time (after work hours)
Where? Kitchen, Home

How? Printable recipes
On device while cooking
Skimming for inspiration
Grocery list organization

UI/UX good features:
Main subcategories are all immediately available so you don't have to search for them
Equipment needed

Domain specific features:
Featured on every recipe thumbnail is the price per recipe & price per serving
Price per ingredients
Selling point:
Budget based

Yummly

Target User: Users who need personalized recipes
What? Customize their recipe feed and save their favorite recipes
When? Same as above

When? Same as above
How? Same as above
UI/UX good features:
Take and learn for different recipe to inspire
User's customized feed to watch through saved recipe inspiration
Recipe
All recipe and all ingredients are seen from user's feed using a unique categorization process

Domain specific features:
Highly personalizable, allergies, preferences, diet, cooking skills, all on home page
Just for you page
They allow you to dislike personalization

Selling point:
"Personalize your experience"
Precision improvements
Ingredients are not visible while reading directions, they could be clumped to fix this.

Epicurious

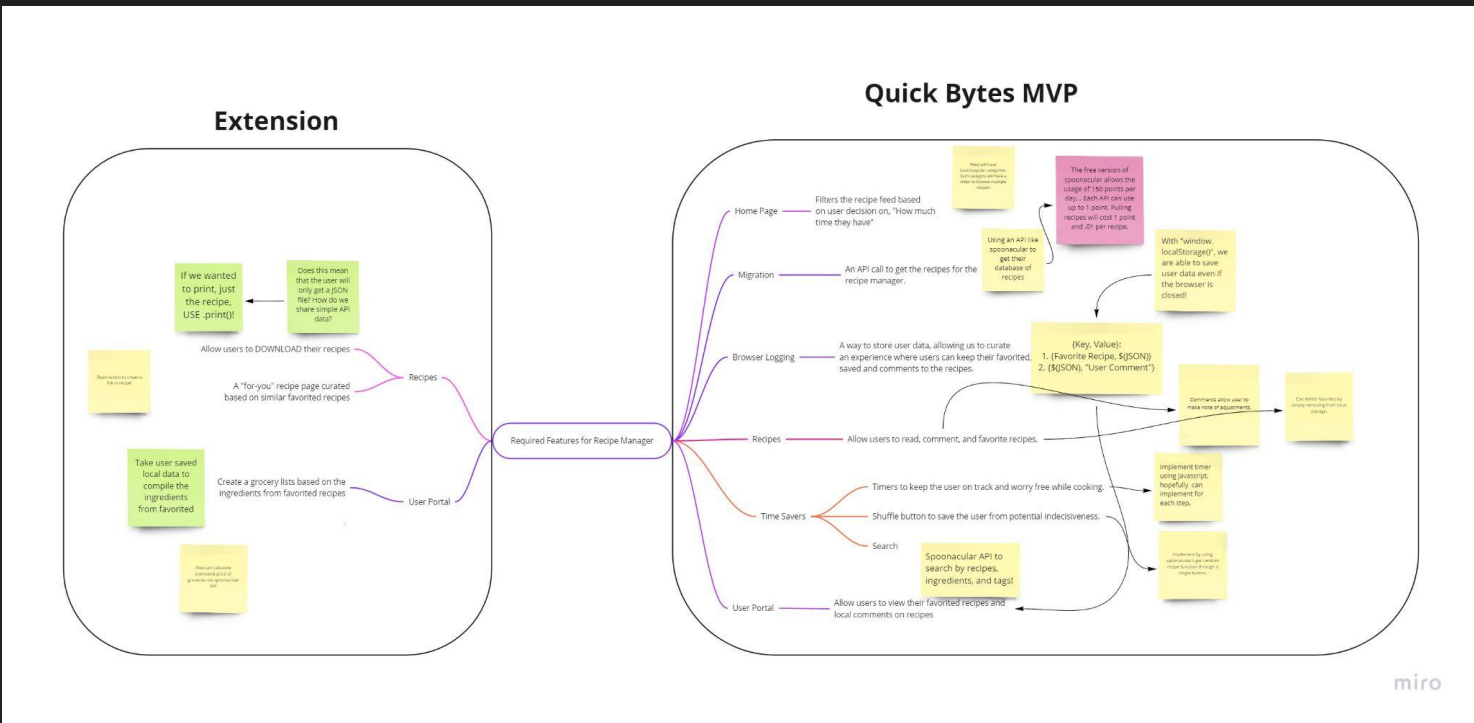
Target User: Home chefs who prefer simplicity
What? A feed and back like a browser with a search bar and easy to comprehend and access through recipes
When? Same as above

When? Same as above
How? Same as above
UI/UX good features:
They don't load you with featured recipes, search bar is the only thing you see upon opening, then scroll for featured

Domain specific features:
Add recipe by URL from other websites
Customization of results is easy and encouraged through selection of
Selling point:
Simplicity

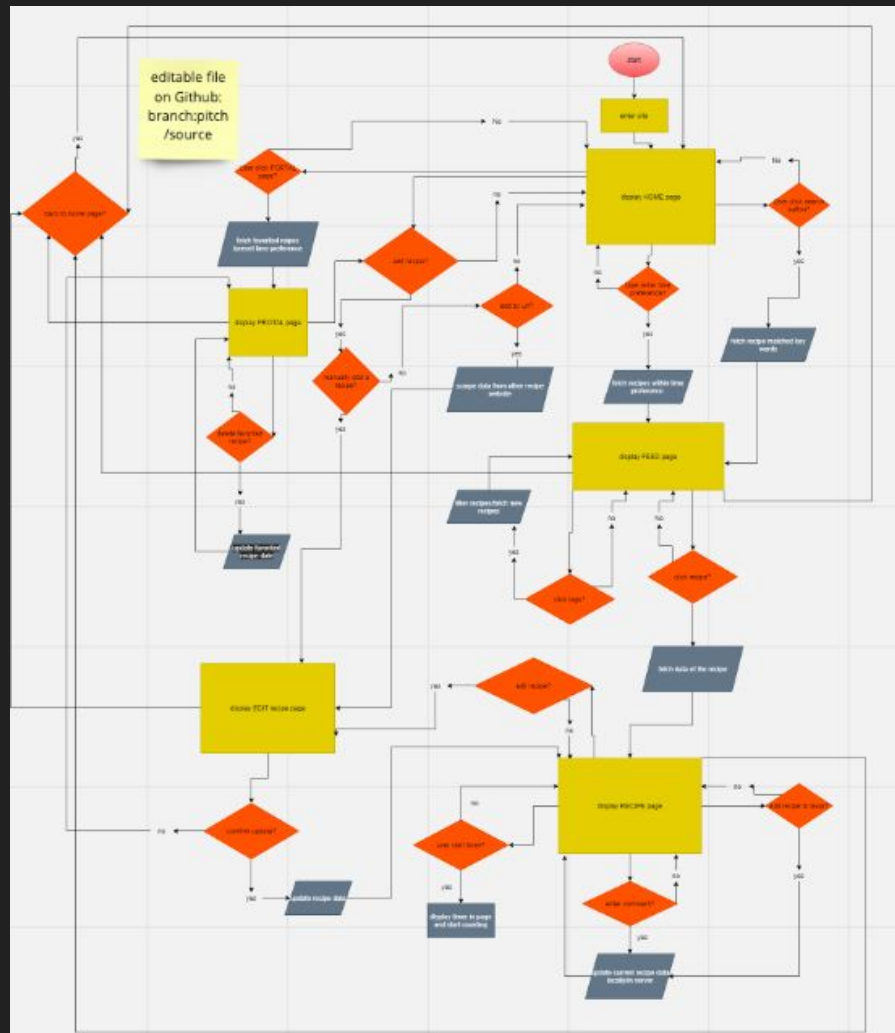
Solution part 3: Features

With a variety of search options, we give user flexibility in how they arrive at their decision. We plan to accommodate more indecisive users with a customizable random recipe generator to quickly give the user something to cook up.

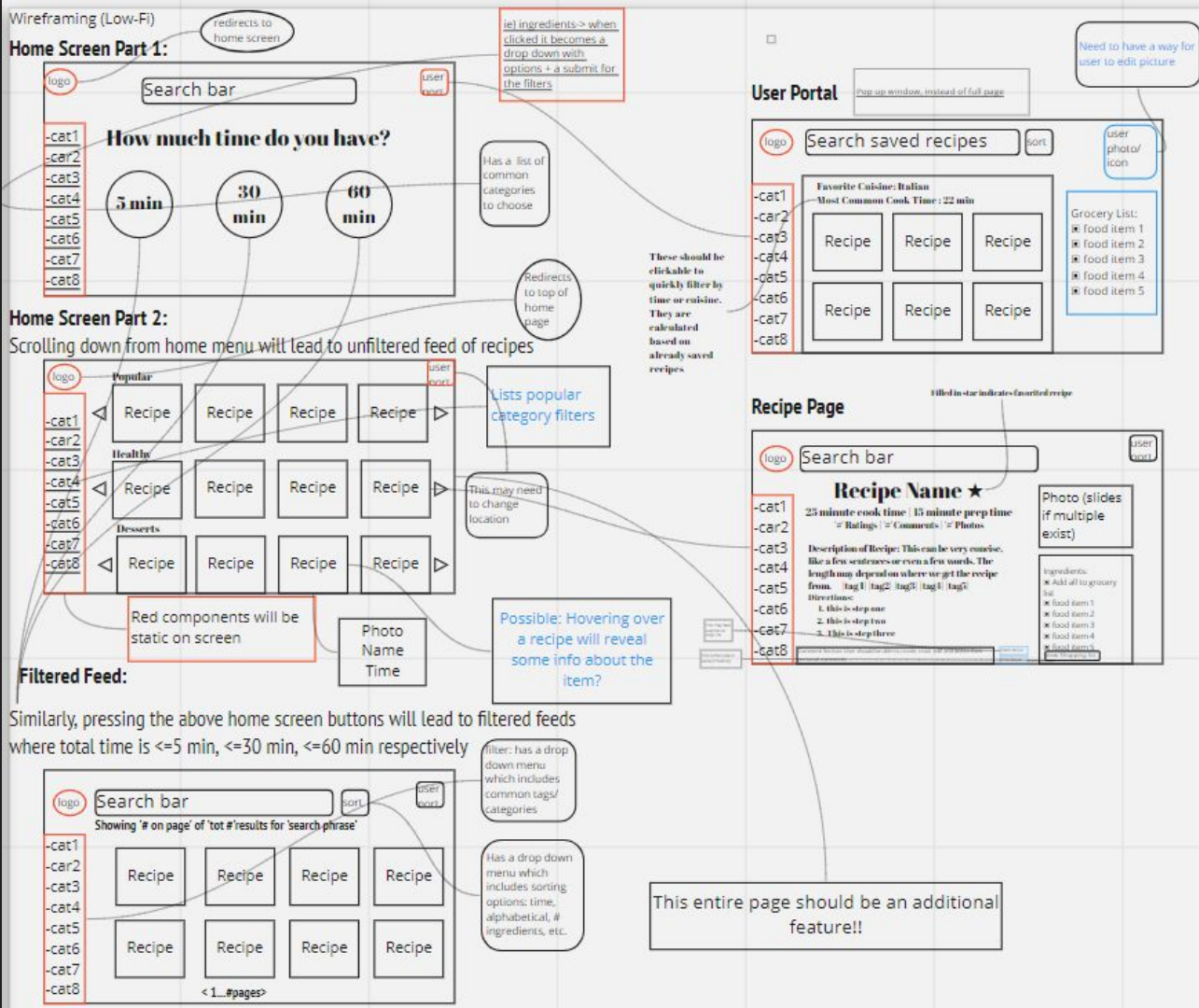


We aim to add built in timers to keep the user on top of time and keep them on schedule all in one place.

Solution Part 4: UML Interface Diagrams

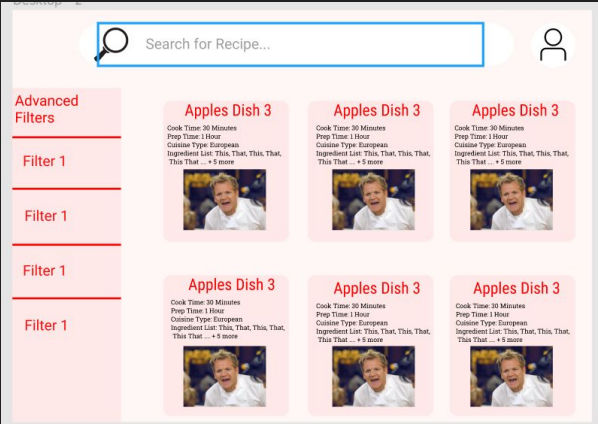
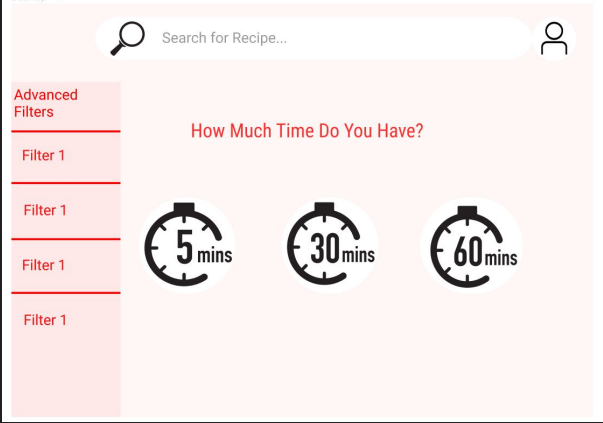
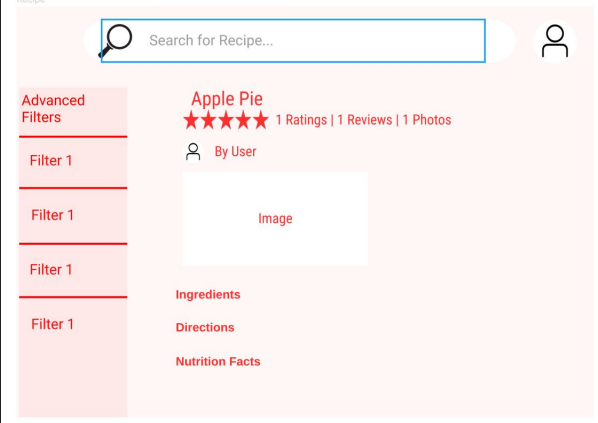


Solution Part 5 Wireframes



Solution Part 6: Figma

<https://www.figma.com/file/gKhyJhvxqkANrnSba9CQLh/Untitled?node-id=3%3A3>



Appetite

With only 5 weeks to implement our ideas, we've had to consider this constraint in the design of our application.

With this in mind, we have rejected several brainstorming ideas including creating predictive feeds, counting the views per recipe, and estimating clean up time.

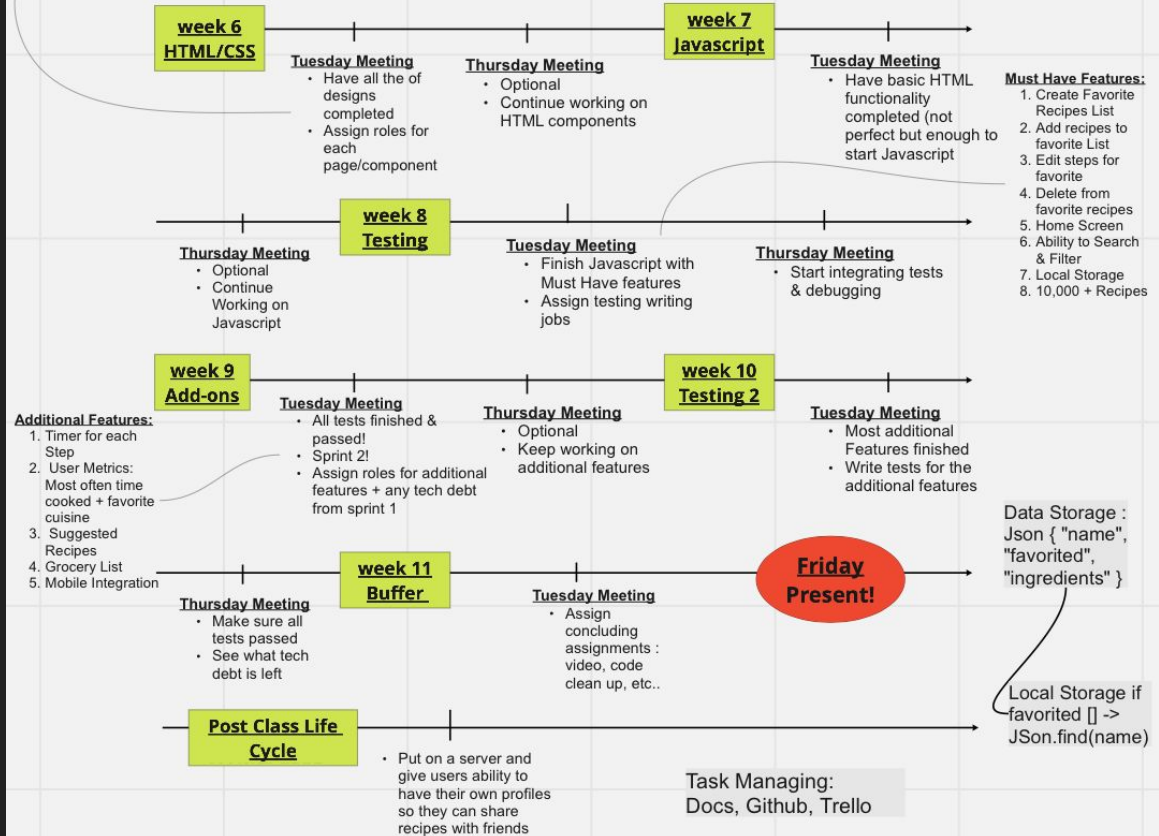
Our development time, instead, will be focused on creating a clean, minimal, and easy to navigate application with solutions that emphasizes convenience, includes well formatted and easy-to-read recipes, and some customizability through the essential CRUD features.

Appetite part 2:

Project Roadmap

Roles:

1. Data Scraper (1) -> get recipe data from spoonacular API (Research) + figure out how to filter for only fast recipes!
2. User Portal (2) -> HTML Layout, Edit Favorite Recipes List
3. Home Screen (2) -> HTML Layout for Home + Feed
4. Recipe page (1) -> Create a template for all recipes (HTML heavy)
5. Search (1) -> Sort & Filter by categories
6. Components (2) -> Design recipes thumbnails, Local Storage for liked recipes
7. Integration (1) -> Figure out how to connect all pages + publish website + assign tasks on GitHub



RABBIT HOLES

It is possible that we run into an unanticipated problem, we have several people working together and we want to make sure to not assign a very difficult task to only one person

We can get ahead of this problem by calling out specific potential rabbit holes.

Specifically one major rabbit whole is making the app overly overly-customizable which is also emphasized by our lack of knowledge of global storage.

We did settle down some hard decision that brought some features from “need to do list” to “can do list”.

Focusing too much on the exciting features can distract us from achieving the essential results. While maximum customizability and unique recommendation features seem like they will make our team outshine the rest, they can send us into a rabbit hole where we neglect the basis of our project. **To avoid this hole, we conclude to focus solely on our minimum viable product before putting serious effort into additional features, and also focusing on local storage instead of global.**

NO-GOs

- The Quick Bytes recipe application is aiming to simplify the process of making food. In order to meet this objective we will have to accept some trade-offs which might make the application less attractive to some users.
- One such trade-off is **reducing the amount of filters and recipes shown to the viewer**. Done correctly, less flexibility and optionality might make it easier for users to choose a recipe, but might make the site less usable for the “choosy” chefs out there.