Deliverable 1: Inception

Group 2 - foodWeb

Date: September 19th, 2020

Group Members: Zach DeHaven, Ethan Green, Tyler Lockwood, Nazhem Jones, Eduardo Martinez, Dylan Anderson

Introduction

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foodWeb is an app designed to streamline the sharing and organizing of recipes for
cooks, chefs, fitness enthusiasts, and food heads. We plan to make working with
recipes simpler in every aspect. Often when you search for a recipe in google you
are met with articles and ad walls that have nothing to do with the recipe you
need. We will connect people via our app in order to turn using recipes into a
more convenient and social experience.
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Initial Value Proposition and Consumer Segment

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Consumer Segments: Anyone who cooks using recipes.
Value proposition:  Fast, easy, and accessible way to find, organize and share
recipes.
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Interview Summaries

1. Interviewee: Jennifer Morales (Nurse)

   - Interviewer: Eduardo Martinez
   - When: September 14th; 9:20 pm
   - Consumer Segment :
     - Nurse on a busy schedule who cooks on a daily basis for her family.
     - Age: 23
     - Interest: health and fitness
     - Where they find recipes: social media platforms and some research through google
     - Daily Activities: work, taking care of children, studying.
   - Key Insights :
     - Researches through social media to find recipes
     - Trendy recipes are more appealing
     - Simplistic recipes are appealing and most likely to be used more often
     - Budget recipes are appealing
     - Doesn't store recipes
     - Does not actively look for new recipes

- Representative Quotes :
    - "I would say I use social media and see something interesting pop up on my page"
    - "There are pretty consistent for at least 6 months but sometimes i get bored of it so I try to switch it up"
    - "In the beginning I used different apps to store my meals and track my calories but I don't use them anymore"
- Assessment: *Nice to Have*

2. Interviewee: Karina Ayala (Olive Garden Waitress)

- Interviewer : Eduardo Martinez
- When: September 17th; 10:00 am
- Consumer Segment :
    - Young Adult who cooks on a daily basis
    - Age: 20
    - Interest : health, fitness, fashion
    - Where they find recipes: only social media platforms
- Key Insights :
    - Researches through social media to find recipes
    - Trendy recipes are mostly the ones used and tested
    - Simplistic recipes are appealing. Long recipes are never looked at
    - The budget does not matter if the recipe is simplistic
    - Relatively easy to find ingredients
    - Stores recipes with screenshots
    - Does not actively look for new recipes
- Representative Quotes :
    - "Mainly through social media like tik tok, instagram, or facebook, usually something will pop up on my page"
    - "I will usually screenshot recipe and keep it on my phone and pull it up whenever i use it "
    - "yeah if there too long, I don't bother to keep it or event try it"
- Assessment: *Nice to Have*

3. Interviewee:Zach Smith (Software Engineer)

- Interviewer: Zach DeHaven
- When: September 16th; 5:00 pm
- Consumer Segment:
    - Age: 21
    - Interest: Cooking/Baking, planning meals, programming
    - Where they find recipes: Cookbooks
    - Daily Activities: work, school, cooking/baking
- Key Insight:
    - Would benefit from ingredient tracking
    - Expects a meal prep app to allow searching by ingredients
- Representative Quote:
    - "I plan meals on a digital notepad, it'd be easier if it calculated which ingredients i actually needed and what quantities."
- Assessment: *Must Have*

4. Interviewee: Zak Jenkins (Construction Inspector)

- Interviewer: Tyler Lockwood
- When: September 15th; 4:00 pm
- Consumer Segment:
  - Age: 24
  - Interest: Cooking and climbing
  - Where they find recipes: Google and cookbooks
  - Daily Activities: Work, taking care of dog, and relaxing
- Key insights:
  - Most recipes are made for larger serving size
  - Cookbooks are still used
  - That there is certain recipes that be reused
  - Budget is not really a concern
  - Doesn't keep track of the recipes unless they are in cookbook
  - Does not actively look for new recipes
- Representative quotes:
  - "I like to return to certain recipes that I really enjoy every week or so." "One issue I have when looking for recipes is that they are for a larger serving size, I usually cook for myself so smaller yield size is important."
- Assessment: *Nice to Have*

5. Interviewee: Sara Winstead (Clinic Manager)

- Interviewer: Tyler Lockwood
- When: September 16th; 6:00 pm
- Consumer Segment:
  - Age: 42
  - Interest: Traveling, reading, cooking
  - Where they find recipes: Google and cookbooks
  - Daily Activities: Work, taking care of dogs, make dinner
- Key insights:
  - Most recipes are made for larger serving size
  - Food allergies are not taken into account for a lot of recipes
  - Really uses the recipes for volumes as opposed to the specific ingredients
  - Cookbooks are still used
  - That there is certain recipes that be reused
  - Budget is not really a concern
  - Doesn't keep track of the recipes unless they are in cookbook
- Representative quotes:
  - "I find it hard to find certain recipes that are food allergy friendly."
- Assessment: *Nice to Have*

6. Interviewee: Faith Wills (Psychology)

- Interviewer: Dylan Anderson
- When: September 16th; 12:17pm
- Consumer Segment:

- Age: 19
- Interest: fitness and muscle growth
- Where they find recipes: all through google
- Daily Activities: work, studying.
  - Key Insights:
    - Prefers healthy recipes
    - Would like to see calories and protein with recipes
    - Sort recipes by difficulty
  - Assessment: *Must Have*

7. Interviewee: Omar Jones

   - Interviewer: Nazhem Jones
   - When: September 15th; 5:15pm
   - Consumer Segment:
     - Age: 20
     - Full-time Student
     - Digital Artist and fitness enthusiast
     - Meal preps weekly
   - Key Insights:
     - An organized way of saving/storing recipes would be a useful function for the app
     - It will be important to make the app usable for all levels of cooking skill, by making it easy to separate professional recipes and novice recipes"
   - Representative quotes:
     - "I don't really have an organized way to save my recipes"
     - "I think I would use an app like that, It would be really helpful to find recipes that are simple"
     - "It would be helpful to be able to see nutritional information"
   - Assessment: *Nice to Have*

8. Interviewee: Marysela Alvares

   - Interviewer: Nazhem Jones
   - When: September 15th; 7:13pm
   - Consumer Segment:
     - Age: 22
     - Full-time Student
     - Speech-Language Pathologist
     - Meal preps sometimes
     - Interests: Outdoor activities, Fitness guru, Netflix, Music
   - Key Insights:
     - Prioritize a seamless way to organize a recipe post
     - Add appeal both for people who cook rarely and who cook often.
   - Representative quotes:
     - "When I would post my recipes on Instagram, it was hard to make all the information needed for the recipes clear without using video."
   - Assessment: *Must Have*

9. Interviewee: Tessa Kissick (Artist)

- Interviewer: Zach DeHaven
- When: September 15th; 7:00pm
- Consumer Segment:
  - Age: 20
  - Interest: art and eating healthy
  - Where they find recipes: family members
  - Daily Activities: work, school
- Key Insights:
  - Usually sticks to recipes she already knows and likes
  - Writes down a plan for meals
  - Would like a searchable list of recipes
- Representative Quotes:
  - "I usually just write them down but I think it would be cool to have a searchable one where you input the name and it pops out the ingredients"
- Assessment: *Nice to Have*

Final Value Proposition and Consumer Segments:

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Value proposition: A convenient way to find, organize and share recipes.
Consumer segment: People who want a planned and organized approach to recipe usage
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