Opportunity Assessment – What's for Tea?

Importance vs Feasibility

Fifteen opportunities were identified and are presented in the table and graph within this section. Four were identified as of critical importance to the initial product, and a further three identified as of high importance to add value to the initial product. The remaining opportunities were not considered to be critical due to their feasibility of implementation during initial rollout or benefit to the product. All critical opportunities were achieved and a further high importance opportunity achieved with the remained re-assessed during initial production to ensure a timely roll out of the product.

Opportunity	Importance	Viability/Feasibility
Use non-relational database collections structure to store recipes, with collections for certain field tags such as meal classification and dish region origin	5	5
Include basic sign in functionality to assign recipe owners and allow unique users to share recipes directly with other unique users	5	5
Allow users to search through their recipes collection using keywords	5	5
Include on-site administration rather than solely back-end administration of the database/collections	3	5
Allow users to see all recipes based on owner	2	2
Allow users to see all recipes based on classification	2	2
Allow users to see all recipes based on region of origin	2	2
Allow users to see all recipes based on a specified ingredient	2	2
Allow users to see all recipes which exclude a specified ingredient	1	3
Generate a randomised weekly evening meal menu	5	5
Allow users to manually override individual choices within the randomised menu	3	5
Store the weekly evening meal menu in a database for the user to refer back to in the future	3	5
Create a consolidated weekly shopping list of each weekly menu	3	4
Store this weekly shopping list in a database for the user to refer back to	3	4
Export weekly shopping lists to 3rd party retailers shopping platforms	1	1

What's for Tea?, Strategy Component Importance/Feasibility Analysis

Opportunity Scroe

- Use non-relational database
- Include basic sign in functionality
- Search recipes using keywords
- Rrandom weekly evening meal menu
- On-site administration
- Manually override menu
- Store the weekly menu
- Create a shopping list
- Store this shopping list
- See recipes based on owner
- See recipes based on classification
- See recipes based on region
- See recipes based on ingredient
- See recipes which exclude an ingredient