

EZ KITCHEN

AN KITCHEN INVENTORY APP

WHAT IS OUR APP?

Here we are with an inventory management app. Our app aims to provide solution to people who have a problem managing there kitchen inventory.

HOW ARE APP HELPS THEM?

Our app will keep a check on your daily grocery and will regularly notify if something essential is needed. So you need not to worry what’s not in your fridge.

FOR WHOM ARE WE MAKING THIS?

We are making this app by keeping in mind the need and perspective of a graduate living outside the home town.

WHY OUR APP OUTPLAYS?

The distinction which keeps our app different from other such apps is that our other competitors majorly focus on inventory management for restaurants and hotels therefore these app are not as useful for bachelors.



COMPETITIVE ANALYSIS

Competitor	Market %
Chefsheet	15-20%
KitchenSync	15-20%
MarketMan	10-15%
BevSpot	10-15%
Toast Inventory	5-10%

USER PERSONAS



Ram

B I O

- 26 year old, B.tech MBA graduate.
- Lives in Bhopal alone and he has a flat of his own.
- He works in a government job.
- Cook his own food.
- Likes to watch TV shows and Web series.

PAINPOINTS

- Doesn't have a proper schedule of what to make and eat each day.
- Many times items gets expired before even using them.
- Gets confused in recipe of a dish and makes something that's not according to expectation .

GOAL

- To eat tasty food.
- Want to have a proper schedule of dishes and the list of ingredient required to make them.
- To know which item is about to expire soon.



Laxman

B I O

- 24 year old, B.Com graduate.
- Live in Pune and shares a flat with two other bachelors.
- He works in a private company.
- They have hired a cook.
- Likes to go clubbing, Partying and playing different sports

PAINPOINTS

- Sometimes can't judge how much amount of item to buy which will be enough for all three.
- Cook has a routine and doesn't make variety of Dishes.

GOAL

- To eat healthy food.
- Don't want a monotonic schedule of dishes.
- Want to have a list of items and how much quantity of item is required which will enough for all three.

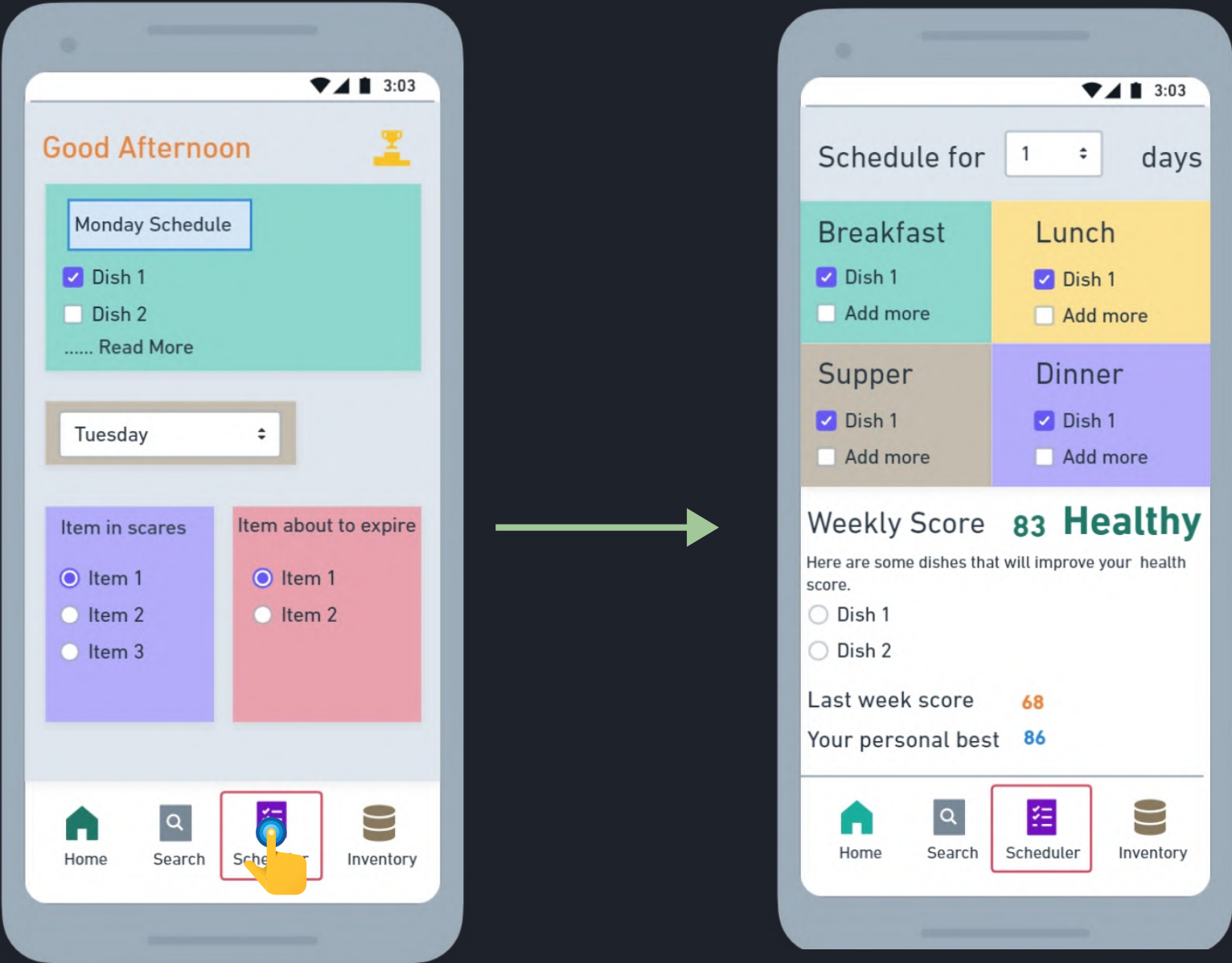
FEATURE 1 FOOD SCHEDULER

The app will feature a "Scheduler" icon, which will take the user to a separate screen. Here, they can input the dishes they want to eat at different times of the day. The feature will then provide an optimal recipe and a list of required ingredients to make these dishes. Users can customize the recipes to their liking, and the app will provide the nutritional value of each dish.

Additionally, the app will track the data of dishes made on a weekly and monthly basis, and it will generate a health score out of 100 to indicate if the user is eating healthy foods. The app will also recommend different diet plans and dishes to help the user maintain a healthy diet..

Problem it solves

- Make proper schedule for each day.
- How much quantity of item to buy.
- Is the user eating healthy food or not in weekly basis.
- Give suggestion for new dish to make.

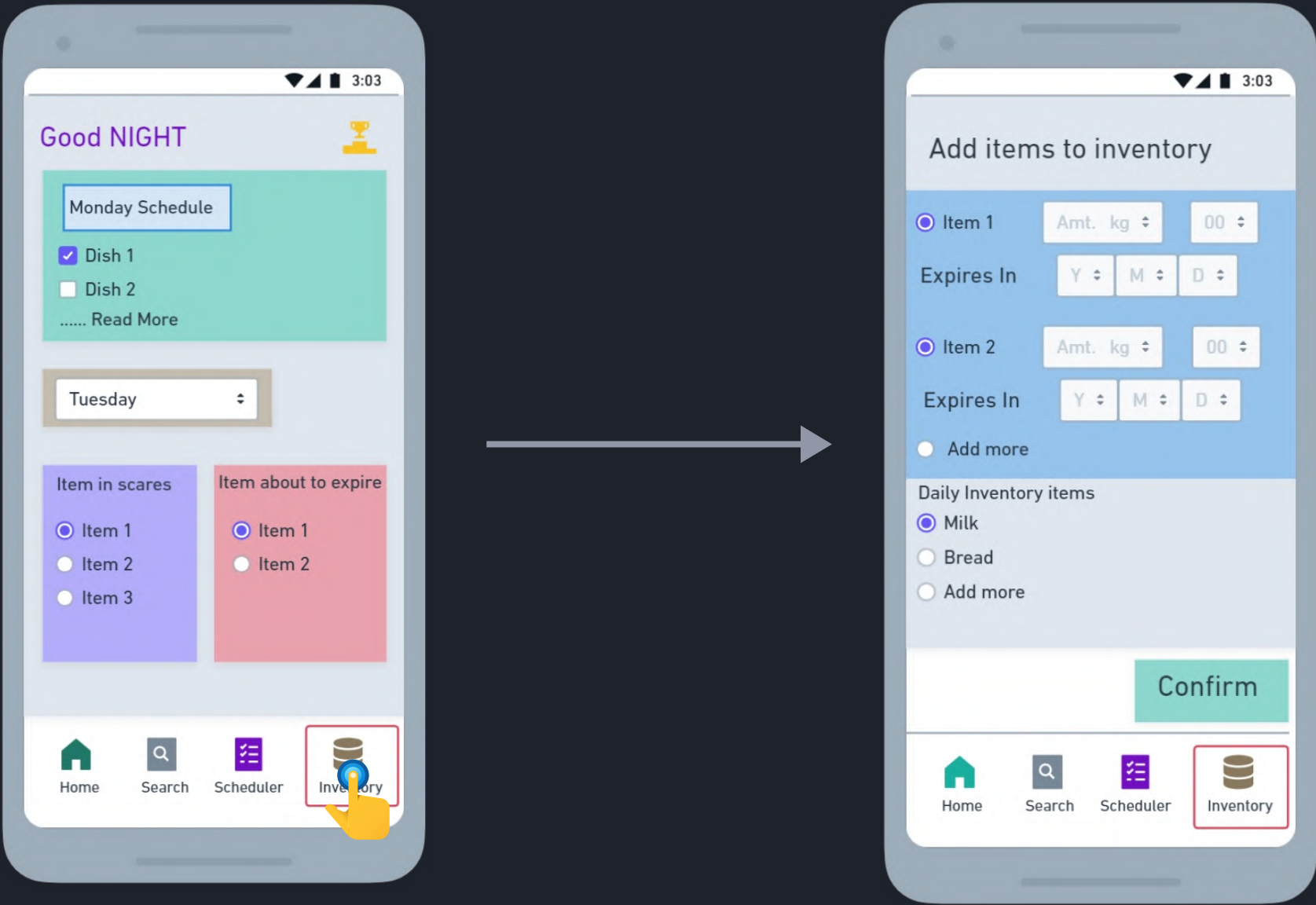


FEATURE 2 VIRTUAL INVENTORY

The app will feature an inventory icon that, when tapped, will open a new screen where users can add items along with their amount and expiry time. This information will automatically sync with the scheduler feature. Users will receive notifications when any item is about to finish, and they will get personalized notifications based on the time set by them to remind them to purchase these items. Additionally, the app will remind users when any item is about to expire soon so that they can use it before it goes bad. The app will also recommend recipes to users to help them utilize these items before they expire.

Problem it solves

- User will know if any item will expire soon and can use it by seeing suggested recipe
- User will know which item he should buy before it gets over.

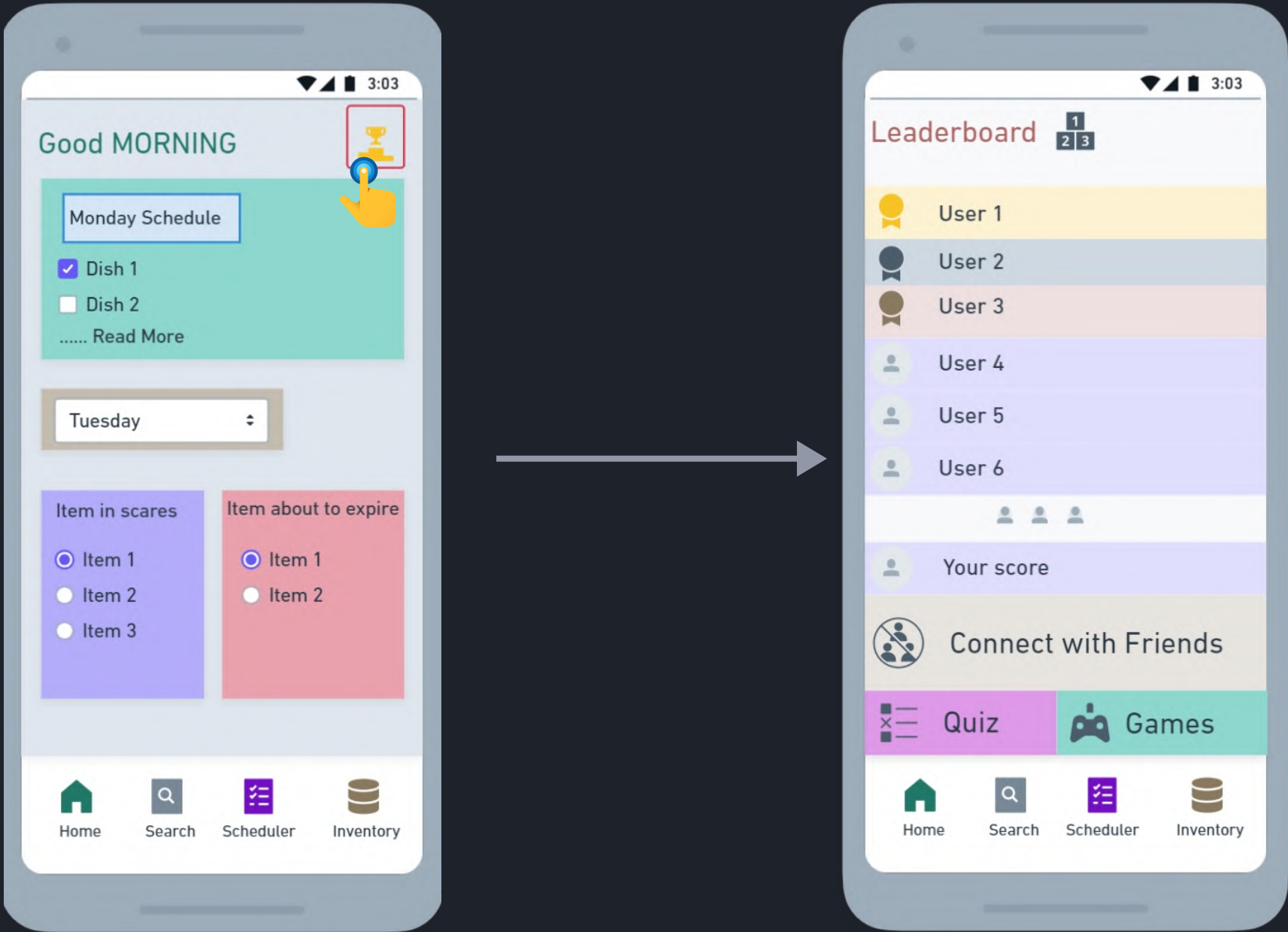


FEATURE 3 LEADERBOARD

The app will include a leaderboard that will redirect the user to a separate screen displaying users ranked according to their health scores. The leaderboard will be updated weekly and top-ranking users will be eligible for prizes and coupons. Additionally, the app will feature a quiz and games section where users can participate to win gift coupons. They can even connect and make friends and compete together.

Problem it solves

- Provide competitive ground so user will return to check score and increase engagement and retention.
- Also increase the referral rate.



PRIORTIZATION



Feature	REACH <small>(100,000) Users</small>	IMPACT <small>Out of 5</small>	CONFIDENCE <small>Out of 100%</small>	EFFORT	SCORE
FOOD SCHEDULER	50,000	4.5	85%	30	6,735
VIRTUAL INVENTORY	30,000	4	70%	40	2,100
LEADERBOARD	20,000	3.5	80%	10	5,600

METRICS TO BE MEASURED FOR FOOD SCHEDULER

- Click through rate.
- Average time spent on the feature by user.
- Number of dishes entered by user weekly.
- Churn rate at each step after clicking on feature.
- Return rate.