Introduction

The Baked mobile application will be a food and recipes-based app, that will allow users to search food items or recipes by keyword and allow them to save and favorite for items for ordering and review while preparing their favorite meals. There will be an image for the users to view for each recipe.

Project & Portfolio II (MDV228)
Baked – Food & Recipes App
Finding food fast or new…for you…

Table of Contents

Food ordering and recipe apps are new and popular ways for consumers to order, pickup or have their orders delivered to their homes and workplaces even. With this mobile app, a user can search for a recipe and add that recipe or recipes to a favorites list.

Example

- An Italian recipe can have the following keywords:
  - Fresh baked bread, Pasta, Marinara
- An American recipe can have the following keywords:
  - Chicken wings, French fries, Hot dogs
- A French recipe can have the following keywords:
  - Baguette, Croissant, Au jus

Currently, there are two competitors with the Baked app.

The first competitor would be **DoorDash,** an online food service which allows users to place an order for delivery or pickup.
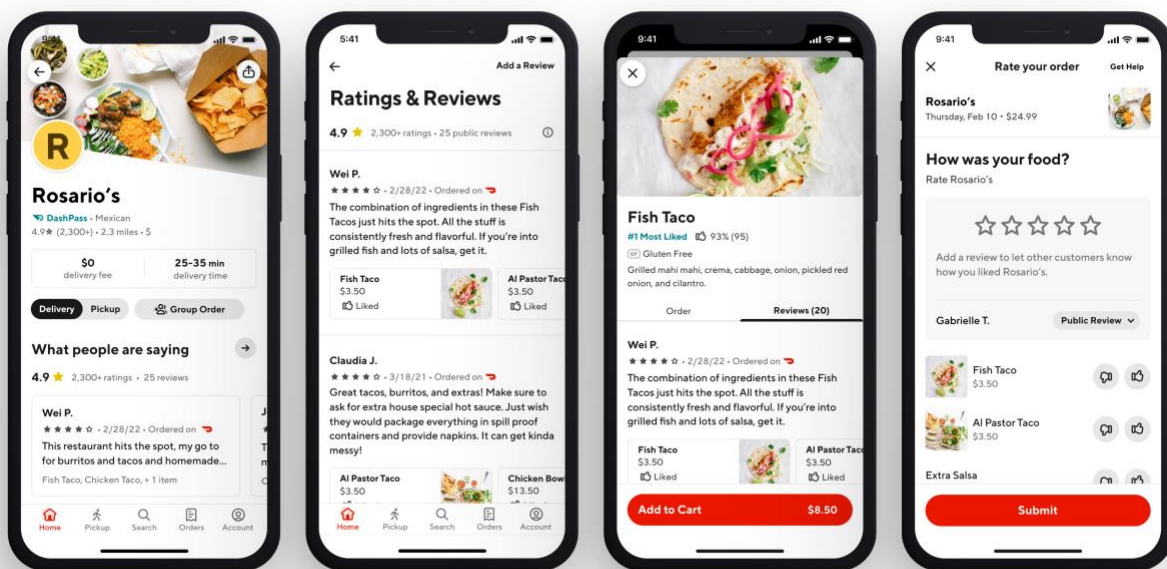
View the iOS version

View the Android version

Figure 1. Malik, A. (2022) TechCrunch iOS App & Icon. Retrieved from https://techcrunch.com/2022/06/13/doordash-app-features-including-written-reviews-item-ratings/

Currently, there are two competitors with the Baked app.

The second competitor would be **UberEats**, an online food delivery and takeout service that is used by comsumers that also use their ride sharing app, **Uber**.

<div align="center">

View in iOS version

View in Android version

</div>

Figure 2. Guszkowski, J. (2020) Restaurant Business iOS App & Icon. Retrieved from https://www.restaurantbusinessonline.com/technology/uber-eats-updates-app-focus-discoverability

User Stories

Below are user stories for the application that will be used when developing and testing the application.

- I want to **search** for recipes by ingredient, cuisine, or keyword(s).
- I want to **sign into** the app.
- I want to **sign up** for an account if I do not have one.
- I want to **sign out** of the app when not using it.
- I want to **favorite** or **save** my favorites recipes.
- I want the **app to look** *modern* and *easy to use.*

API Information

Doordash.com - https://developer.doordash.com/en-US/

Spoonacular - https://spoonacular.com/food-api

UberEats - https://developer.uber.com/docs/eats/introduction

The required data for the Baked app will include:

- One image per recipe
- Recipe Cuisine
- Recipe Ingredients

API Key: b80080ed71a84458b9d9f3f7e0b7fa66

App Icon & Splash Screen

For the Baked icon, I created a simple logo for the mobile app to keep my idea as simple as possible for this portfolio project.

Using a graphic of an oven and Helvetica text font, I was able to create a splash screen to display when opening the mobile app.
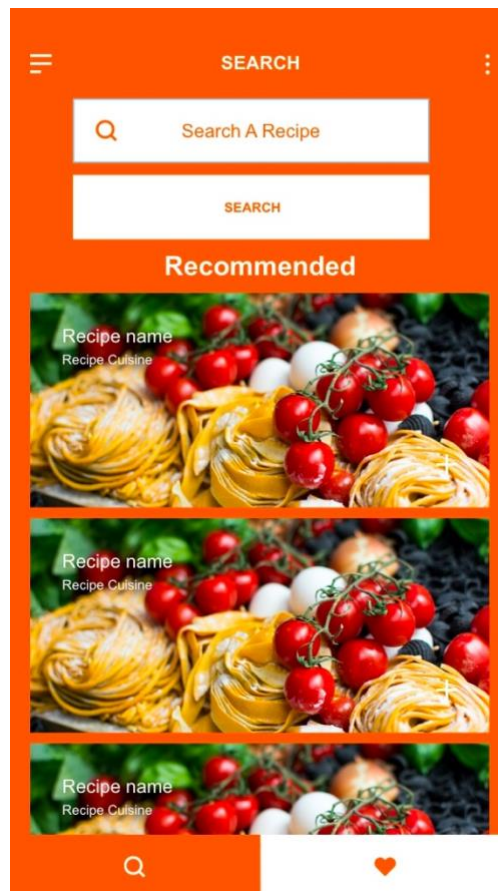

Color Palette
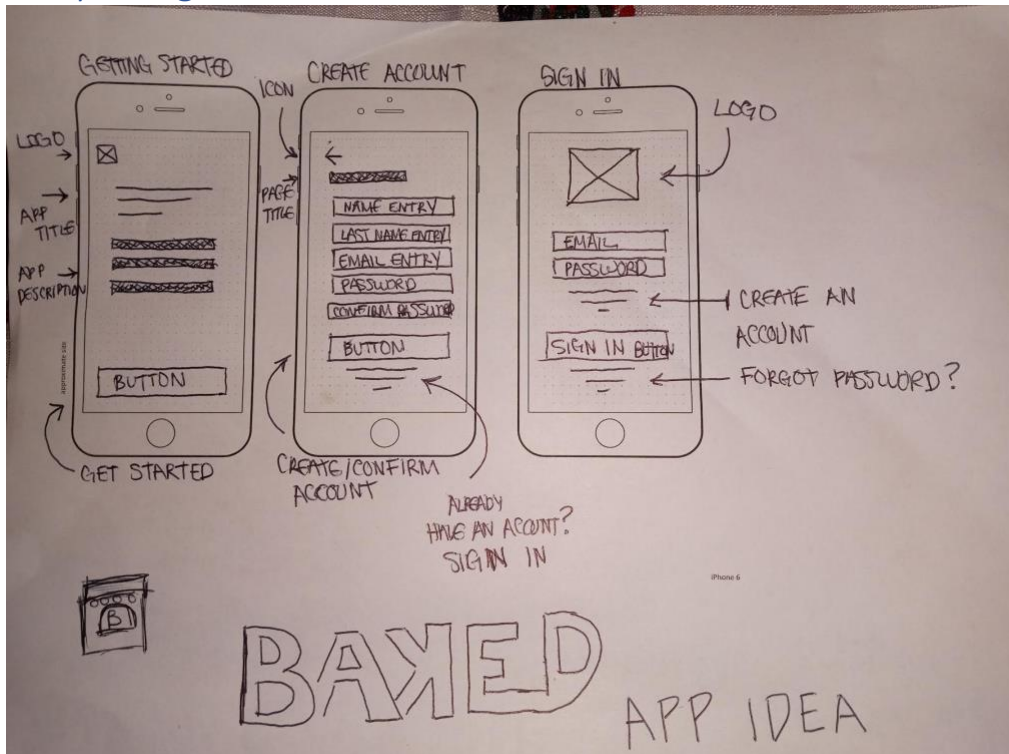
The application will have a 3-color palette:

- **Border Color** (White) - #ffffff

- **Background Color** (Medium Orange or White) - #FF6000/#FFFFFF
- **Text Color** (White, Black or Medium Orange) - #FFFFFF, #000000, #FF6000
- **Highlight Color** (Medium Orange) - #FF6000
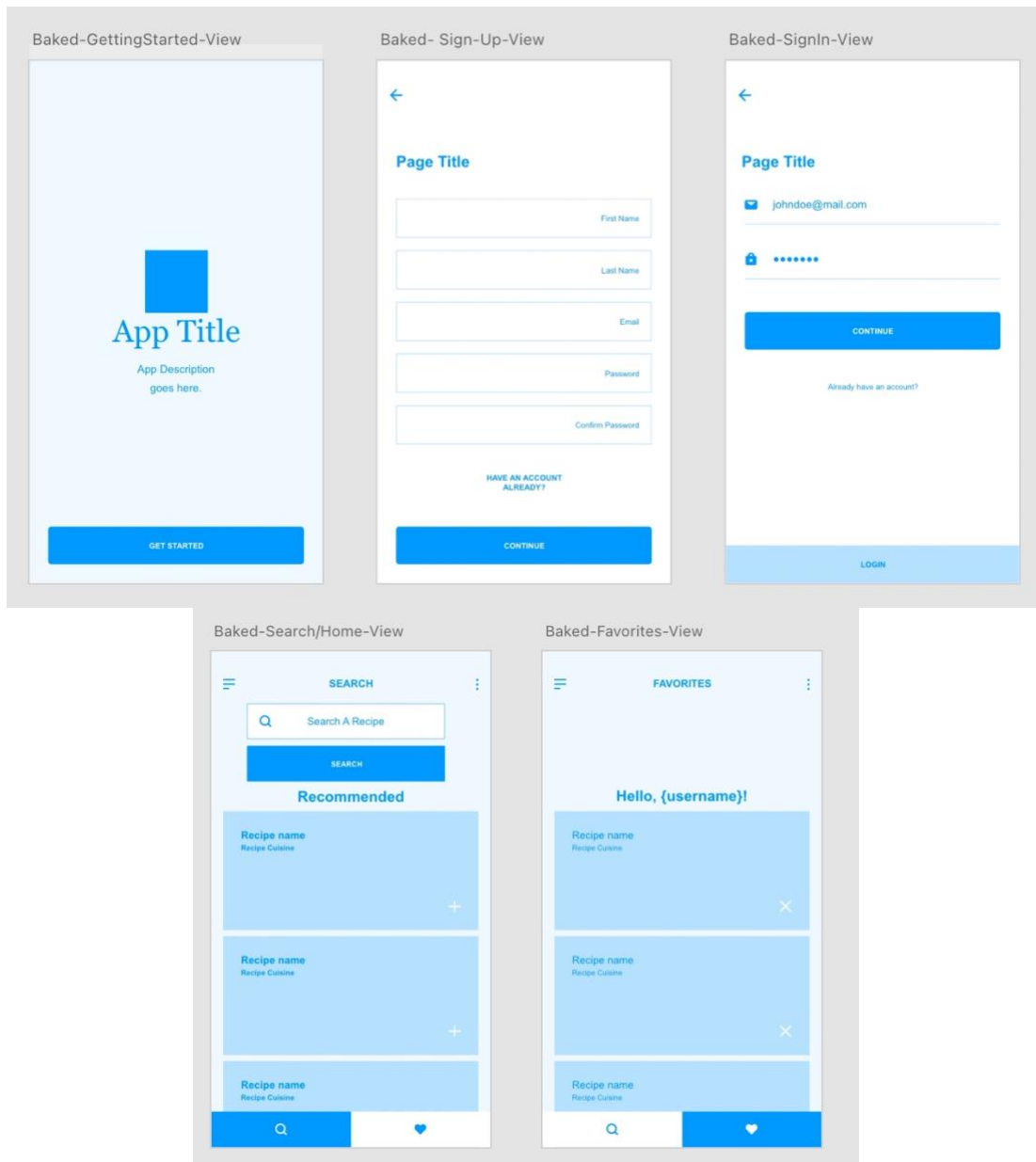- **Extra Color** (Black) - #000000

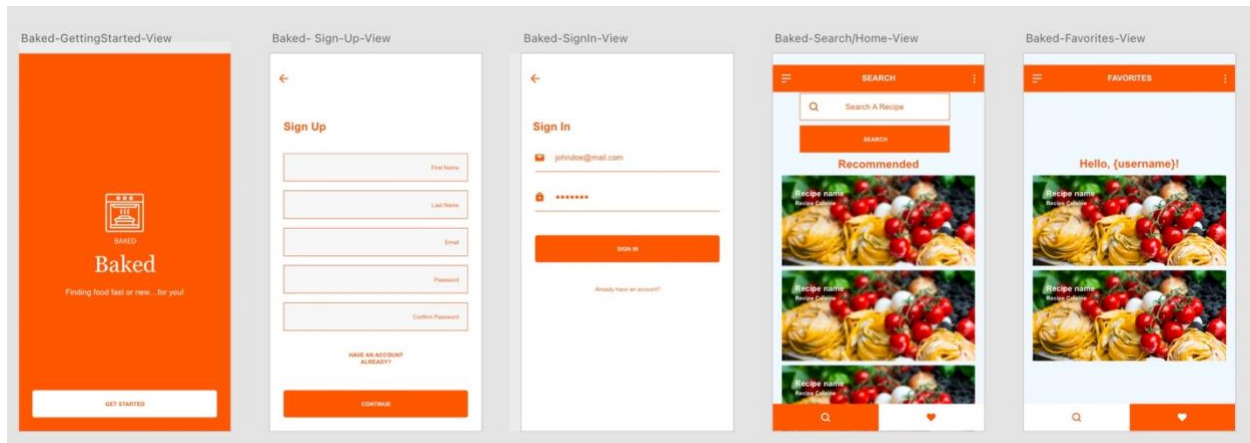Below is an example of how the final app will look:

Low Fidelity Design

Low Fidelity Digital Design

Baked-GettingStarted-View

App Title
App Description goes here.
GET STARTED

Baked- Sign-Up-View

Page Title
First Name
Last Name
Email
Password
Confirm Password
HAVE AN ACCOUNT ALREADY?
CONTINUE

Baked-SignIn-View

Page Title
johndoe@mail.com
••••••••
CONTINUE
Already have an account?
LOGIN

Baked-Search/Home-View

SEARCH
Search A Recipe
SEARCH
Recommended
Recipe name
Recipe Cuisine
Recipe name
Recipe Cuisine
Recipe name
Recipe Cuisine

Baked-Favorites-View

FAVORITES
Hello, {username}!
Recipe name
Recipe Cuisine
Recipe name
Recipe Cuisine
Recipe name
Recipe Cuisine

High Fidelity Final Design

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Alpha Version

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