

Character Profiles Background, Lifestyle, etc

<p>Allison Archison</p> <ul style="list-style-type: none">• A woman that works occasionally in free-lance architecture• Is very dedicated to maintaining peak athletic performance and often goes to the gym• Prepares meals that are rich in protein and nutrition• Has a lot of free-time due to the flexibility of her work schedule	<p>Billie Jean:</p> <ul style="list-style-type: none">- college student living on campus- works a part time job, but has little money- not much time to spend cooking- only has 1 pot + pan- only has access to simple, over-priced ingredients- is good with pre-prepared food and/or unhealthy food as well- likes having items to-go / that can be carried to class and the gym-occasionally cooks for roommates	<p>Denise in Data Entry</p> <ul style="list-style-type: none">• On a budget saving for a house• Lives in a small apt with little storage• New to cooking and has very few tools• Mostly cooks for herself but occasionally has guests over for dinner• Doesn't have much time to cook after work on Tues & Thurs because she attends night classes for a master degree• Not good at keeping track of what she has in her cabinets (often buys duplicates of items like spices)	<p>Eddie the Engineer:</p> <ul style="list-style-type: none">-New grad with full time job-Lives in 1 bedroom apartment-Cooks for only themselves in the morning before work and at night after work-Trying to not eat out as much-Doesn't like to spend a lot of time cooking/wants a quick meal-Wants to prepare meal to bring to lunch while at work
<p>Bored Robert</p> <p>Robert watches 7 different food YouTubers daily, and has exhausted all their recipes. He no longer knows what to cook every day, and is tired of reverse seared steaks, sous-vide eggs, and vinegar legates. He would like to be able to find new, fresh recipes from different cultures.</p> <ul style="list-style-type: none">• Wants to rediscover his love for food and cooking• Is willing to spend a premium on ingredients, especially different ones• Has basically all common appliances with which people cook with	<p>Bob</p> <p>college student living out of campus</p> <p>free time:</p> <ol style="list-style-type: none">1.before leaving for school at 9am2.after returned home at 7pm <ul style="list-style-type: none">- can't afford going out for food 3 meals a day- very busy, when returned home, have lots of work- don't like cleaning lots of dishes and pans- might not have all sorts of fancy ingredients	<p>Fergus Hemingway</p> <ul style="list-style-type: none">• Young adult in his mid twenties with a busy 8-6p job• Has little time to prepare for breakfast and has little energy to prepare for dinner• The free time he has he spends playing the guitar and taking walks• Has always had an interest in learning how to cook but was always overwhelmed by complicated recipes and lack of experience	<p>Fuze just graduated from college. Have a job that took him an hour on commute. He doesn't want to waste time but also wants to save money. He opens his browser, looks up some easy recipes. He randomly choose recipes that used the least ingredient and marked as "10 min" cooking time. Not like his mom, he measures every ingredient precisely, and clocks every second, like working in a bio lab.</p>
<p>Sous Vide Sam</p> <p>Sam has far too many kitchen appliances, from vacuum sealers, immersion circulators, sausage machines, coffee grinders, and even an outdoor smoker. Sam would like to finally use all these appliances more than once, and find decent recipes for each of these tools.</p> <ul style="list-style-type: none">• Money is not an object• Needs to use niche tools	<p>Melissa</p> <ul style="list-style-type: none">- 60 yrs old woman who tries to cook something new since retired- Loves gardening- Cook for the whole family- Want to keep a healthy eating style (calorie, diverse...)- Want recipes that can be understood easily and can be cooked for a bunch of people like during the family gathering...	<p>Bernard from Biotech</p> <ul style="list-style-type: none">• A working class male in his 30s that is dedicated to his job• Spends most of his time working or thinking about work• Wants to spend as little time as possible on tasks not work-related• Is strictly a vegan to maintain a healthy lifestyle•	<p>Allen with Allergies</p> <ul style="list-style-type: none">- does free lancing so he has more time to cook- It is important for him to make his own food because of a number of food sensitivities- grew up with some level of knowing how to cook- needs to be able to easily check the ingredients of recipes

User group(Age)	User Profiles	When?	How much time they will speed on our app/web	Where? PC? Phone?	Features
<div>College Students (Ages 17-24)</div> <div>People interested in getting into cooking</div> <div>Family</div> <div>Young adults avoiding fastfoods</div> <div>young Working adults that has no experience on cooking</div> <div>Kid</div> <div>There are a lot of tools for remote workers</div> <div>elderly</div> <div>People on a diet</div> <div> <div>- Young Working adults and college students (17-24ish)</div> <div>- No/little cooking experience</div> </div>	<div>beginner cook looking to discover new recipes</div> <div>college student with little time to cook, wants quick recipes</div> <div>advanced chef looking for a specific recipe</div> <div>obsessed with health, cares about nutritional value</div> <div>everyday cooking (daily meals)</div> <div>interested in learning about food in one specific culture</div> <div>restaurant manager</div> <div>Average working adult that needs quick and easy recipes for before/after work</div> <div>user who likes to cook in bulk (meal preppers)</div> <div>cook that wants to reduce their waste by planning out meals</div> <div>needs one specific meal (breakfast foods only)</div> <div>only has certain ingredients available (wants to just use them without more shopping)</div> <div>Vegetarian looking for more recipes that meet their needs</div> <div>amateur cook that wants to try new recipes/combinations</div> <div>interested in seeing highly rated recipes</div>	<div>easy recipe in morning</div> <div>every day, with quick access (i.e., after work)</div> <div>cooking for a fancy meal</div> <div>Video calls</div> <div>Video for Youtube channel</div> <div>facetime</div> <div>Attach interview with power users</div> <div>easy recipe in morning</div> <div>For casual occasions (hanging out and gatherings)</div> <div>fast recipes for after work/school</div> <div>night time snack</div> <div>Elaborate new recipes</div>	<div>15-30 min</div> <div>Up to an hour</div>	<div>phone</div> <div>gaming pc</div> <div>non-gaming pc (laptop, etc.)</div> <div>poor wifi signal (slow connection)</div> <div>ipad</div> <div>printed out (hard paper)</div> <div>At the store (for grocery shopping)</div> <div>minimum spec, run fast</div>	<div>sort recipes alphabetically</div> <div>view top rated recipes</div> <div>filter recipes by meal</div> <div>pantry list</div> <div>youtube/tiktok</div> <div>Recommended Recipes</div> <div>suggest related recipes</div> <div>suggest a random recipe</div> <div>Easy way to view ingredients without scrolling through the whole recipe</div> <div>divide recipes by meal type, time of day, day of week</div> <div>sends notifications</div> <div>Ingredient warning (for allergies, etc)</div> <div>Favorite recipe function</div> <div>input what ingredients you have, it tells you what's missing, recipes you can make with what you have, etc.</div> <div>categorize by "genre"/culture</div> <div>Filter by specifics (calories, ingredients, etc)</div> <div>print recipe</div> <div>meal planning calendar</div> <div>Buy and delivery</div> <div>grocery list</div> <div>sort by calorie count</div> <div>time managing recipes in portfolio, looking up, etc. in addition to cooking</div>
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Similarity

little
time

Easy
recipes

either really
wants to think
about cooking
or not much

little
experience

not a lot
of
money

Minimal
Tools (less
\$\$, space
and
cleaning)

Has certain
requirements
for diets

healthy

allergies

easy access
ingredients
likely
preferred

K

Core Features (MVP)

Display
Available
Recipes

Keep screen
on when
starting a
recipe?

embedded
recipe
videos

Delete entirely or flag
showing unfavorite
recipes

recipe
schema
(similar/same
format)

use this for
importing
recipes

Schema
websites:
schema.org
, hrecipe

Search for
recipe

Search for
name/ingredients/
cook time...

Filtering

filter
by
culture

filter
by type
of meal

Filter by
specifics
(calories,
ingredients,
etc)

pantry list
(filter by
available
ingredients)

Update

user modification to
recipes (looking
ingredients to
number of people
favoriting/unfavoriting
a recipe)

scaling
ingredients
for different
serving sizes

Save/Favorite Recipes
(Bookmarks)

Sorting

sort by
time to
make

Sort by
categories
(vegetarian,
vegan,
etc), alphabetic
ally

sort by
calorie
count

view top
rated
recipes
(sort by
rating)

view
trending

sort recipes
alphabetically

initially base
on survey

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Extra Features

Cooking
Timer

print
recipe

meal
planning
calendar

grocery
list

use camera
to add
pictures

type of
meal

particular
occasion
(e.g.,
holidays)

media of recipe
(youtube
embeddings,
images); visuals
emphasized over
plain text

Numbered
directions

Create/delete
recipes

Recommendations

suggest a
random
recipe

suggest
related
recipes

user
ratings
and
reviews

Conversions
for
measurements

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