

# Business Requirement Document

## Table of Contents

<b>Preface</b>	<b>2</b>
<b>Appendix</b>	<b>2</b>
<b>Strategy</b>	<b>3</b>
<b>SWOT Analysis</b>	<b>4</b>
<b>Segment Profile</b>	<b>5</b>
<b>Market Segment</b>	<b>6</b>
<b>Primary Research</b>	<b>6</b>
Questions	6
<b>User Feedback</b>	<b>6</b>
Feedback as of 9/9/2019	7
<b>Secondary Research</b>	<b>7</b>
Competitor	9
<b>Commercialization Strategy</b>	<b>10</b>
<b>Monetization Strategy</b>	<b>10</b>
<b>Solution</b>	<b>10</b>

# Preface

Cooking is essential in everyday life and there's nothing more frustrating than having to go through multiple Google searches as well as a ton of filler text before the actual recipe. Even while cooking, it's easy to forget about the process when things come up. Our product aims to solve the problem of useless text filling up the screen and only focusing on what's important as well as a method to keep users notified. The product allows users to quickly search for recipes with only a simple keyword as well as a simple and interactive UI for easier navigation throughout the cooking experience.

# Appendix

User Personas:

- Students
- Households
- Restaurant businesses

# Strategy

Problem	Solution	Value Proposition	Unfair Advantage	Customer Segment
Finding recipes online can be lengthy, and people have a hard time following the instructions when recipe pages are full of filler text	Creating an application that quickly searches recipes based on keywords and allows easy navigation through the instructions	This would allow people to easily search for any recipe they want and be able to follow the instructions easily through the simple navigation UI, thus saving them a lot of time		Customers consist of: Students, households, restaurant businesses
	Key Metrics		Channels	
	<ul style="list-style-type: none"> <li>- Daily User Count</li> <li>- Number of recipes viewed</li> <li>- Recipe that is viewed the most to keep it the most popular in other searches</li> </ul>		The best path is social media. If there are only a couple users, it would be able to compete against the other kitchen aids in the Chrome store.	
Cost Structure			Revenue Stream	
Users can purchase this application as a Google Chrome Extension for a low price			We could charge a negligible subscription fee such as 0.99 to 1.99 after a trial period.	

# SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Provides an all-in-one recipe lookup as well as an interactive UI to help with concentration and time management</li><li>• Large amount of recipes to choose from</li><li>• Competitive since there are a lack of Kitchen aid extensions</li></ul>	<ul style="list-style-type: none"><li>• Reliance on recipe database API for searches</li><li>• Difficult to put all necessary info in a compact list without leaving some details out</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• Expand to other platforms</li><li>• Be able to work on other recipe like instructions</li><li>• Encourage others to give home-cooking a try</li></ul>	<ul style="list-style-type: none"><li>• Unsupported API</li><li>• User not allowing notification</li></ul>

## Segment Profile

Geographic	Demographics	Behavioral	Buyer Power
Unrestricted to one place	People that like to cook	Be able to identify trends from searches and if the user enjoys the interface.	Judging from the rating of the extension store, people tend to go for extensions that save recipes in addition to simpler recipe display.
Size		Growth Potential	
This segment is very small, only amounting to 16 extensions when sorting by Kitchen Companions		Looking at all the extensions in the store, our product won't be competing against much	
Competitive Activity		Risk	
From the Chrome Web Store, there are not many competitors that do exactly the same thing that our product does. However, there are multiple extensions that do part of our product. Like adding a manual timer and clipping recipes. Our biggest competitor would be Pinterest. Although Pinterest isn't exactly what our product delivers, a lot of people use it to find recipes.		Since the only competitor is Pinterest, it should not be too hard. Though Pinterest is no laughing product, Pinterest and our product do different things.	
Approach			
Most of the extensions in this category only do simple things. If we are able to combine the timer and recipe clipper in addition to adding our own stuff into the mix like an easy-to-follow recipe UI, we would be able to surpass the other products.			

## Market Segment

- Our main demographics would be students or anyone in the education field living on their own. According to the National Center for Education Statistics about 19.9 million students will attend colleges and universities in the fall 2019. The New York Times reports that 87% of students in the New York area alone live off campus. Meaning that they all have access to kitchens which can significantly reduce food expenses.
- Aspiring cooks can also use our software. Culinary school can cost tens of thousands of dollars and our software can help those people learn to cook, so well in fact that they might be able to do entry level line cook jobs which would be the start of a professional resume.

## Primary Research

### Questions

- How often do you or someone in your family cook meals at home?
- Have you ever searched up recipes in preparations of a dish?
- Have you or a family member ever used a delivery service (ie. Grubhub, Postmates, DoorDash) or pre-prepped meal kits (ie. Blue Apron, Green Chef, HelloFresh)?
- What would be some important features that you would like to see in this type of application?
- Based on our current project ideas, which ones are the best?
- Which ones are the worse?

Google Survey -

[https://docs.google.com/forms/d/1uGO8fI0zJHfwGpQ8xONxDZSSB-48Gz1JWNxgPpGvYIE/viewform?edit\\_requested=true](https://docs.google.com/forms/d/1uGO8fI0zJHfwGpQ8xONxDZSSB-48Gz1JWNxgPpGvYIE/viewform?edit_requested=true)

### User Feedback

- A common pattern was noticed when questioning our users: users most often would state that they rely on others to cook in their family as it is often very intimidating to learn to cook something new and others are often times too busy to teach them thoroughly.
- Some stated that there is also a daunting amount of sources to look at as well which is very discouraging in terms of finding which source to learn from.

Feedback as of 9/9/2019

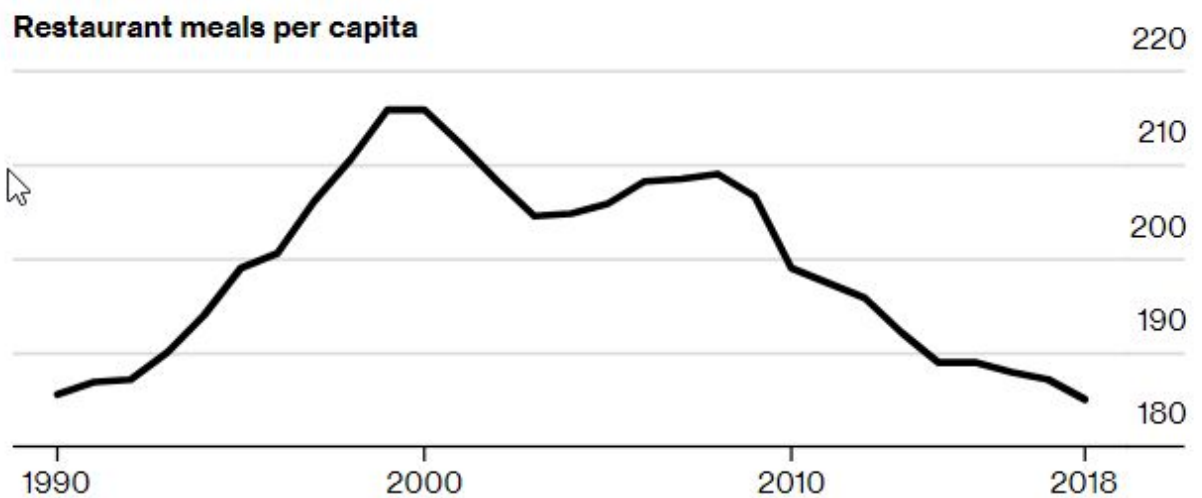


## Secondary Research

- Cooking is shifting from using traditional cookbooks to digital and online recipes. Many people, more specifically millennials, are choosing to bring their tablet, phone, or other electronic devices into the kitchen with them over printing out recipes. These people generally start their recipe search online with broad terms like “healthy recipes”, or turn to Youtube to find cooking tutorials on certain dishes. The use of electronic devices allows people to cook more efficiently and easily by utilizing online features such as text-to-speech recipe instructions or simply following along a video tutorial, in contrast to having to shift through physical books and paper just to follow the recipe instructions.  
Link:

<https://www.thinkwithgoogle.com/consumer-insights/cooking-trends-among-millennials/>

- One of the biggest factors that plays a role when it comes to cooking at home versus fast-food/restaurant delivery would be money. This puts you in control of healthier ingredients, reasonable portion sizes, and in this case, money. According to research done by the NPD Group Inc., an American Market Research company, 82% of American tend to prepare meals at home rather than eating out. The highest peak of restaurant meals would be in 2000 and that number has been steadily alternating but more so decreasing.



Source: NPD Group

1. The rise of millennials, who are starting families. The impact of student debt caused many new millennials, who are starting their own families, become conscious of their spending, causing supermarket prices to become more appealing.
  2. The influences of Netflix/home-stay entertainment, pre-made/pre-prepped meals & ingredients, and online grocery shopping are also possibilities that impacted the rise of home cooking  
<https://www.bloomberg.com/news/articles/2018-09-11/fast-food-s-got-a-netflix-problem-as-americans-prefer-to-dine-in>  
<https://www.foodnetwork.com/fn-dish/news/2018/9/americans-are-cooking-more-meals-at-home--eating-out-less>
- Another study featuring home cooking versus restaurant meals share similar results to the previous study. According to the results of Peapod's national survey, an online American grocery delivery service, regarding home cooking:



- 73% of adults currently make dinner at home at least 4 nights a week with Millennials being the most contributing factor of that percentage due to the desire of saving money
- Over half of those surveyed (~52%) stated that healthier eating habits was the reason for it.
- Roughly a third (~43%) of those surveyed stated that cooking at home resulted in more quality time with family, with Millennials being the most supportive of this (48%)
- Kids/Teen Factors:
  - % Teenagers (79%) surveyed desire the need of wanting their parents cooking more often
  - 59% of teens enjoy the cooking process with their families
  - 32% of teens reported that express a desire to help their family eat healthier

<https://about.peapod.com/peapod-releases-annual-meal-planning-predictions-millennials-and-families-to-drive-rise-in-home-cooking-in-2018/>  
<https://www.foodnavigator-usa.com/Article/2018/12/11/Consumers-prefer-and-prioritize-cooking-at-home-Peapod-finds>

- A survey also shows the reasoning why people favor cooking at home instead of eating out. In the age of social media, many people share photos of their home-cooked dishes, and this has proved to be sources of inspiration for people and makes them want to cook at home. In this survey the following results were gathered:
  - 22% of cooks and 44% of millennials would post pictures of their finished home cooked dinners
  - 17% of the respondents say that they've gotten inspiration from what they found in cookbooks, but 34% of the respondents say that their inspirations came from social media
  - 50% of the respondents typically turned to social media such as Instagram for their cooking inspirations

Link: <https://www.foodandwine.com/news/american-dining-habits-survey-plated>

## Competitor

- Pinterest: The main competitor is Pinterest. Pinterest is a more of an image sharing social site than a kitchen aid. Although most people do use Pinterest to find cooking ideas and to get recipes, it is not the same product that ours is.

## Commercialization Strategy

1. Target audience to sell the product
  - a. Students
  - b. Aspiring chefs
  - c. Stay-home parents
2. Sales and Promotions:
  - a. Website launch
  - b. Advertisements
  - c. Product presentations to companies that may be enticed by such a product

## Monetization Strategy

1. One method could be to charge a negligible amount such as one dollar a month for access to our database of recipes and software after a free trial period of a month.
2. Another method could be selling it to culinary schools as a way to market their own course curriculum as an “online culinary school” or an extension of their services.

## Solution

1. A streamlined teaching experience that makes it easy for new people to follow any recipe while remaining interactive and engaging.
2. A way for users to not become bogged down by anecdotes and other extra information. This makes the recipe easily digestible as opposed to a webpage that’s stagnant and littered with extra information.
3. Solution alternatives and trade-offs: