What is the App?

The app is primarily a tool for building and formatting personal recipes. It will allow pictures of the final product to be added to the recipe and have social integration for sharing.

Who is it for?

The app is for the foodie; the person that loves to cook, invent and modify recipes to their liking. It allows them to take recipes from cookbooks and old family recipes that they have modified or just keep a record of it digitally. It will also allow them to share their recipes with the world via social networks. This app is also for the budding restaurateur starting their own place and needs and easy way to store and share their recipes with their staff.

Name: Craig

Age: 24

Gender: male

Occupation: cook

Income: low

Marital Status: single

Likes: Gaming, cooking, Hulu, Netflix, metal music

Devices: iPhone, iPad

Uses for App: storing and modifying new recipes, Organizing recipes

Craig is a 27 yr. old young Sous Chef and has been cooking for over ten years now. He is very creative and skilled in the kitchen, he loves to cook and try new things. He wants to open his own restaurant one day with all of his creations. He wishes there was an easy way to create and store his recipes and make adjustments if needed. And possibly have the recipes on multiple devices so that his staff could have easy access to said recipes.

Name: Becky

Age: 37

Gender: female

Occupation: Tax preparer

Income: low

Marital Status: Married

Likes: wine, food, TV

Devices: Android phone, iPad, PC

Uses for App: create recipes, store old family recipes

Becky is a 37 yr. old loving mother of 3 who spends much of her time working to provide for her family. She primarily does all of the cooking, her husband helps out from time to time but her cooking is usually preferred. Her house is the host of most of the big events from birthday celebrations to thanksgiving that is the house you want to be at. She has tons of recipes from ones she has had to remember because it was never written down to ones she has written on paper or gotten from a slew of cook books. She wishes there was a way to just collect all of these recipes in one easy to manage location. Something she can share or save to hand down to her kids.

What does it do?

It takes in the user inputs to provide a formatted recipe. It will allow the user to add photos of the final product to the recipe. It will allow the user to share full recipes on social media. And it will allow users to organize recipes by category.

What does it not do?

It will not feature any ads. It will not have in app purchases.

As a Chef, I want to be able to create new recipes with ease and have a consistent format.

As a Chef, I want to be able to organize recipes by categories.

As a Chef, I want to be able to let my staff have access to the recipes

As a Chef, I want a picture of the finished product to be part of the recipe

As a Mom, I want to store old and new family recipes.

As a Mom, I want to make adjustments to recipes in the future.

As a Mom, I want to share recipes with family.

There are numerous recipe apps out on the market most of which aggregate recipes from a particular or collection of sites. Examples include Food Networks many offerings, the Cooking Channel and Allrecipes all have recipe applications. These do not necessarily pose direct competition since they do not really allow the user to build their own recipes. The market for recipe building apps is fairly congested but not as much as the aforementioned recipes apps. The two main competitors will be Recipe Keeper and My Recipe Book. Many of the features are shared between these apps including sorting recipes by category, social integration and a clean design. They will be our biggest competitors.