

# Scranly — MVP Roadmap & Scope

v1.0

Goal: Ship a lean dinner-first loop (Discover → Plan → Cook → Track → Shop) to validate engagement and retention.

Principles: Small surface area, fast iteration, analytics from day one, and clean separation between Content (content) and User (state).

**North-star metric: % of new users who cook  $\geq 1$  dinner in week 1.**

Supporting metrics: Time-to-first-plan, likes per session, day-7 retention, weekly cooks/user.

## Phases (high level)

- Phase 0 — Scope & Success Criteria
- Phase 1 — UI/UX Implementation (iOS only)
- Phase 2 — Data & API (Catalog + User DBs)
- Phase 3 — Analytics & Reco Signals
- Phase 4 — Beta, Polish & Launch

## Phase 0 — Scope & Success Criteria

- Dinner-only MVP; breakfast/lunch later.
- Loop: Plan dinner → Cook → Track calories → Shop list.
- Success: 25-35% of new users plan  $\geq 1$  dinner in week 1; 15-25% cook  $\geq 1$ .
- Constraints: iOS front-end; Google Cloud for data; 2-DB architecture.

## Phase 1 — UI/UX Implementation

Home:

- Stat carousel (saved £, time saved, meals cooked), fun fact, next dinner.

Discover:

- Daily Bites (3 recs/day, no swipe), Chef Insights (weekly teaser),  
Netflix rails with Cook/Bin, Liked modal.

Plan (dinner-only):

- Week scroller (prev/next/Today), One-Tap Plan (stub), Customised plan,  
quote + hero card, time-saved bar.

Shop:

- Aisle-grouped list from latest plan, export, manual add.

Track:

- Today calories ring, 7-day bars (floor 1000) + goal line, macros bars,  
Quick Add kcal, Edit Goals.

## Phase 2 — Data & API (thin services, two-DB)

Catalog DB (catalog.db):

- recipes(recipe\_id PK, title, calories, protein, carbs, fat, time\_minutes, image\_url)
- ingredients(ingredient\_id PK, name, aisle, unit)
- recipe\_ingredients(recipe\_id, ingredient\_id, qty, unit, PK: recipe\_id+ingredient\_id)

User DB (user.db):

- planned\_dinners(user\_id, date, recipe\_id NULL, title, kcal, time\_hhmm, PK: user\_id+recipe\_id)
- user\_likes(user\_id, recipe\_id, created\_at, PK: user\_id+recipe\_id)
- user\_events(event\_id PK, user\_id, type, recipe\_id NULL, extra\_json, created\_at)
- user\_stats(user\_id PK, saved\_gbp, time\_saved\_minutes, meals\_planned, personalisation)

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- user\_goals(user\_id PK, daily\_calorie\_goal)
- user\_nutrition\_logs(id PK, user\_id, date, kcal, protein, carbs, fat, source ENUM('p

recipe\_id NULL)

## Thin API (examples)

GET /home/summary → { nextDinner, stats }

GET /discover/daily-bites → [recipe\_id]

GET /discover/rails → { rail\_name: [recipe\_id] }

POST /likes/{recipe\_id}, DELETE /likes/{recipe\_id}

## Phase 3 — Analytics & Reco Signals

Events:

- discover\_impression, daily\_bites\_view, rail\_open, like, plan\_onetap, plan\_set, cook\_start, cook\_done, quick\_add\_kcal, shop\_export.

Dashboards:

- Funnel (install → plan → cook), cohort retention, likes/session, cooks/week.

Reco (MVP):

- Mix of last-like similarity, quick picks, high protein; weight by recency.
- Daily Bites sourced once/day and cached per user.

## Phase 4 — Beta, Polish & Launch

- Closed beta (50-100 users) → fix onboarding & empty states.
- Performance polish (images, caching, offline for plan + shop).
- App Store assets (screenshots, copy, privacy labels), TestFlight feedback.
- Launch criteria: target conversion & retention thresholds met.

## Non-goals (post-MVP backlog)

- Breakfast/Lunch planning • Barcode scanner • Basket pricing/integration
- Advanced embeddings • Full swipe deck • Cross-platform app

# MVP Scope by Screen

## Home:

- Stat carousel (saved £, time saved, meals cooked), fun fact/quote, next dinner card.

## Discover:

- Daily Bites (3 dinners/day), Chef Insights teaser (no stats until open), Netflix rails, Cook & Bin actions, Liked modal.

## Plan (Dinner only):

- Week scroller, One-Tap Plan, Customised plan, hero card, time-saved bar.

## Shop:

- Aisle-grouped list from latest plan, export/share, manual add.

## Track:

- Today ring, 7-day gray bars ( $\geq 1000$  baseline) + goal line, macros bars, Quick Add kcal, Edit g

## Milestones & Acceptance

M1 — Plan running (dinner-only):

- ✓ Week scroller functions (prev/next/today), One-Tap picks 7 dinners, replace per-day.
- ✓ Cook marks logs; Track shows today ring & 7-day bars.

M2 — Discover feed live:

- ✓ Daily Bites and rails render; likes and impressions tracked.

M3 — Shop list live:

- ✓ Aisle grouping and export; manual add works.

M4 — Beta & polish:

- ✓ Crash-free sessions > 99.5%, cold start < 2.5s, images optimized.

## Risks & Mitigations

- Scope creep → Phase gates + backlog discipline.
- Reco quality → Start rule-based; iterate with signals.
- Data model churn → Two-DB separation; migrations per DB.
- iOS-only lock-in → Backend on GCP; Android-ready APIs.