

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) and User (state).

North-star metric: % of new users who cook ≥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 ≥1 dinner in week 1; 15–25% cook ≥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+date)
- 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_id)

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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('precooked', 'homemade', 'delivered'), 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 (≥ 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.