CookPad

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# Problem Statement

What problem are you trying to solve?

In daily life, I find it hard to decide what recipes can be made with the ingredients I have, and what options I have to use those ingredients effectively so they won't end up going to waste.

# Target Personas

Who is this product for? List and describe the customer or user personas that are your target audience.

Our target audience will be students, housewives, and people who don’t have enough time to think about what they can make with the ingredients they have.

# Vision or Story

Describe your vision for the product, or tell your story of the product from the eyes of a customer that is your target persona. This should include the experience that this customer has using your product. In addition, it can include the unique value proposition including product features.

In a fast-paced life, I found cooking for self kind of tedious and hectic so, with the help of this application, I can find the easy and quickest way to cook food from the ingredients I have. This application helps me to find various recipes from the database and gives every option that way I can make proper use of ingredients and not waste it.

All the recipes will be provided in the video and audio format and there will be options for the customer where they can insert ingredient names and choose different options of cuisine they want to choose.

Multicultural cuisines will be available in this one application and will be managed and sorted by its category distinctively.

# Customer Needs

What are the needs of the customer within the specified target personas? What problems does it solve?

* Less time spent searching for recipes, thinking about what to make (more personal time)
* Less time spent cooking
* Quick access to a database of relevant recipes with consideration to what ingredients the customer has
* Less waste of unused food
* More creative/unique ways to incorporate food items into recipes
* Adding to customer’s arsenal of recipes

# Market Opportunities and Trends

List or describe any market opportunities that you feel this product might take advantage of. From the list of competitors that the target personas are exposed to, are there defined problems that we know of that are not being solved by competitors that we can solve, either by designing solutions or re-using solutions from other products or industries? Do you see a trend in the industry that you feel could be exploited with this product? Include any information you feel would support this ie. Market Analytics, User Research, Product Analytics, Articles, etc.

**Current Trends**

* There are many Apps and Websites available which provides similar services.
  + Youtube
  + Yummly
  + SideChef

**Enabling Technologies**

* Over millions of recipes stored on Cloud-based database
* Hybrid mobile app development frameworks

**Barriers - Consumers**

* There are few websites which provide these type of services with some extra features but most of them are paid features. On another side, in this app, all the features are free for the customers

**Barriers - Developers / Designers**

* Managing the Huge database is a main concern for the developers

**Barriers - Business**

* Reaching out to the different customer segments

**Opportunity**

* The whole new vision of learning platform for people who want to learn cooking and find out more about recipes
* Creating a better community for chefs around the world.

**Technology Trends**

* Blockchain
* Hybrid web/app development
* Rapid Cloud development
* Cloud database

# Value or Goal

Describe the value, goals, or metrics that this product could achieve. For example, access to new customers, increased customer engagement, value-added for existing customers, new revenue, etc.

**Value**

* Access to a all segment of customers (Independent Professionals)
* Creating a better community for users who want to learn new ways to cook.

**Goals**

* 1,000 users in 3 months
* Provide fluid performance on the app
* Minimize Cost of Customer Acquisition and Maximize Active User Base (increase in the margin between the two)
  + Digital Marketing
    - Referrals
    - Advertising

# Competitors

List any competitors that have product offerings for the same target persona. What are they charging for their product? Where do their customers find them?

* Yummly
* Tasty
* BigOven
* Food Network in the Kitchen
* Allrecipes dinner spinner
* Epicurious
* Side chef
* Weber Grills

# Product Name

This can be the actual, project or provisional name for the product

* Project Name: Cookpad
* Product Name: Cookpad

# Product Description

Short description of the product

* Software tools for everyone to learn about cooking with real time professionals.
* This app is going to become a new platform for all types of individuals to learn new ways of cooking with what ingredients they have and create a new community which helps beginners learn and grow their skills.

# Product Category

# Categories of products include either: Hardware, Mobile App, Desktop Software, or Cloud Infrastructure

* Mobile Apps (Android, iOS)
* Web App

# Product Type

What type of product is this? Audio Interface, MIDI Controller, Marketing Website, Web Portal, Web Service, Web App, Mobile App, Plugin, Event, Book, Published Content, etc.

* Mobile App
* Web App

# Sales Channels

How will customers find you and your product?

* Direct-to-Customer (B2C)
* Product Website
* Facebook
* Twitter
* YouTube Channel

# Product Costs

If you were to itemize the costs involved in developing this product what would they be? For example, internal or external resources, key activities, etc.

**Fixed Costs:**

* Development cost
* Utilize open-source software
* virtual work environment

**Variable Costs:**

* Cloud hosting infrastructure
* Estimated $100 per month

# Revenue Model

What is this customer willing to pay for this product?

* For Premium Subscription Monthly fee: $9.99 for no ads in the App.
* 1,000 customers x $9.99 = $9,990 per month

# Risks

What risk factors might exist that could prevent you from delivering this product? For example, limited supply of components, lack of available expertise, lack of knowledge in a specific area, lack of funding, not enough known about the target customer, etc.

**Early Risks**

* Unable to reach a target segment of customers via digital marketing and social media.
* Inadequate product experience (UI, UX, Performance, etc.)
* Lack of understanding to use all features provided in the app.
* Too costly to maintain during the building of critical mass (first 1,000 customers)
* Attracting target users towards creating a new community.
* Lack of understanding for new users and adopting it.

# Advantages

What do you have that can’t be easily copied or bought?

* We provide services which can help the targeted customers in many ways
* We have the best team of people who worked smartly to achieve this goal to deliver the product, and they are capable of maintaining its highest standards to provide better performance and quality work to our customers
* This app will create a new community for future chefs and benefits newly joined users who want to learn new ways to cook.

# Design Specifications

Describe the solution in detail including technical specifications, features, etc.

**Product Features**

* Features (Ideation/Discussion)
  + Personal customizable account for every user.
  + Access to upload recipes on the database.
  + Rating system which helps users to vote for best recipe tutorials.
  + “Surprise me” feature helps users to find out what they can cook with the ingredients they have.
  + Discussion page where users can create discussion topics.
  + Categorized structure for cooking recipes by culture
  + News feed for users who are following their friends or other channels will see their recipe posts on the main page.

# Evaluation Criteria

Develop a set (or list) of criteria that you can use to evaluate your design solution. This can be a combination of the Customers functional or emotional needs, limitations set out by the Organization or Product Team, etc.

* Can be understood how to use in 7 seconds or less
* A user can search recipes right on their fingers within a minute.
* Leaves the user satisfied but always wanting more
* It will release worldwide market and will have multiple language versions
* It should work across all users devices and in real-time