Business Requirements Document (BRD)

Project Title: Recipe Extractor & Cookbook Builder App

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Date: July 14, 2025

Version: 0.3 (Updated)

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1. Executive Summary

The Recipe Extractor & Cookbook Builder App is a cross-platform tool designed to analyze content from Instagram, TikTok, and YouTube (shorts and long-form videos), extract recipe-related data (including ingredients, steps, and descriptions), and allow users to save and organize these into personalized digital cookbooks.

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2. Business Objectives

- Automate extraction of recipes from video-based content
- Enable users to save recipes into custom, shareable cookbooks
- Support cross-platform content (Instagram, TikTok, YouTube)
- Create a seamless user experience to revisit, edit, and categorize saved recipes
- Generate monetization potential through premium cookbook themes, cloud syncing, and affiliate marketing

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3. Scope

In Scope:

- Upload/Link content from supported social media
- App shows up in native "Share" menus for Instagram, TikTok, and YouTube
- Automatic extraction from shared content URLs
- Text extraction (speech-to-text and description scraping)
- Visual recognition to extract ingredients from video overlays
- Recipe parsing from audio, visual, captions, and descriptions
- Custom cookbook creation and categorization
- Cloud-based storage for user profiles and data
- Chrome Extension, iOS App, Android App support

Out of Scope (for MVP):

- Full video hosting/streaming within the app

• Multilingual support (initial release in English only)

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4. Key Features

1. **Content Input**
2. User can input a video link (Instagram, TikTok, YouTube)
3. App integrates with mobile "Share" functionality — when a user taps "Share" on a video, they can select this app to auto-import the link and trigger data extraction
4. Chrome extension to capture links while browsing

5. Option to upload video manually

6. **Recipe Detection & Extraction**

7. Speech-to-text transcription
8. Visual parsing for on-screen ingredients and steps
9. NLP parsing to extract ingredients, quantities, and cooking steps

10. Pull metadata (description, title, hashtags)

11. **Recipe Editor**

12. Auto-formatted recipe editor with editable fields
13. Tags (e.g., "vegan," "30-min meal")

14. Manual editing support

15. **Cookbook Builder**

16. Users can create cookbooks with names and covers
17. Drag-and-drop interface to organize recipes
18. Export to PDF/print

19. Public/private visibility settings per cookbook

20. **User Account & Data Sync**

21. Account sign-up/login (email/social login)

22. Real-time cloud sync for recipes and cookbooks

23. **Search & Filtering**

24. Search by ingredient, platform, creator, or tag

25. Filter recipes by time, cuisine, or difficulty

26. **Sharing & Collaboration (Future Feature)**

27. Share cookbooks with friends

28. Collaborate on group cookbooks

29. **Monetization (Future Feature)**

30. Premium themes or fonts for cookbooks
31. Affiliate links for ingredients/tools

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5. User Personas

- **Home Cooks**: Looking for inspiration and easy saving
- **Content Creators**: Want to showcase their recipes in a structured way
- **Meal Planners**: Create weekly cookbooks for meal prep

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6. Success Metrics

- X number of recipes saved per user/month
- Average session duration
- Conversion rate to premium features (once launched)
- Reduction in manual editing time post extraction

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7. Assumptions & Dependencies

- YouTube/TikTok/Instagram APIs allow metadata and public video access
- Users will input publicly accessible content or use the Share integration
- High-quality audio and visuals improve extraction accuracy
- iOS and Android platforms allow registering app as a target in native Share sheet
- Chrome extension APIs allow tab scraping and link recognition

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8. Open Questions (Answered)

- **What video duration limits should we support?** Max 20 minutes.
- **Should we support full cookbook export or individual recipes?** Support both full cookbook export and the option to select individual recipes.
- **Will we support anonymous users or require accounts from day one?** Only registered users can access the app. Sign-up/sign-in via email/password or Google, Apple, and Facebook.
- **Should we use a 3rd party NLP/transcription tool or build custom ML models?** Use whichever option is free to use.
- **Will cookbook structure support chapters/sections (e.g., Mains, Sides, Desserts)?** No. Cookbooks will function as simple folders that store individual recipes.

9. Next Steps

- Define tech stack and architecture
- Prioritize features required for MVP launch
- Design wireframes for key user journeys:
- Share-to-app video input flow
- Recipe editor interface
- Cookbook organization and privacy settings
- Conduct competitor analysis (e.g., Whisk, Tasty, Paprika)
- Start API access validation with Instagram, YouTube, TikTok
- Validate Share Intent/Extension registration for iOS and Android
- Plan Chrome Extension UX flow
- Research free or open-source NLP/transcription tools

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