Outline

# Business / Market Analysis

Review client and background

* Who are they?
* What are their goals and objectives?
* Who are their market competitors?
* What do they do?
* SWOT

# Project Context

Background of project and request

# Brainstorming

Combine goals and objectives and project brief to come up with ideas and possibilities.

* Gap analysis

# User Stories

Include user stories for use cases.

# Requirements and Features

Set out concrete requirements and features not covered by user stories.

* Functional
* Non-functional requirements

Information

Weekly food delivery service

**Business Goals**

* Fresh healthy food
* Alleviate choice of what to eat
* Delivery of food to homes to avoid shopping.
* Grow their customer base via easy-to-use platforms.
* Current website/apps? Website but not app.

Market competitors – Dinery, Hello fresh, marly spoon

* Good opportunity to understand if a website exists and see if it's been done before. Learn from their mistakes.

SWOT

# Context

* Create a web and native app that can improve the customer experience and increase the customer base for Freshly Dropped.
* Make it easy to look at, order, and prepare recipes.

# Brainstorming

* Easy recipe navigation and formatting/filtering
  + What does filtering look like – Break down recipes and look at how to sort them. (and by proxy store them)
  + Grid? What size?
  + What does a recipe look like for them?
  + Personalisation
    - Favorites
    - Suggestions and recommendations based on history / preferences?
    - Yes and no cuisines
  + Social aspects?
    - Upload recipes?
    - Add or customise recipes?
    - Like or “i’ve tried this and it was great!” button
  + Searching
    - Categories
    - How we sort recipes (what is in a recipe)
* Ordering process
  + “add recipe”
  + Shopping cart / Weekly view?
  + See whats coming up?
  + How early in advance can see what we’re eating? 1-2 weeks, 3+?
  + Payment processing
  + My Account?
* Technologies and implementation
  + Flutter – Cross platform includes all possibilities fro the client.
  + Relational database / noSQL? - What is data.. (recipes)

...Etc etc

# User Stories

* As a customer I want to be able to view recipes so I can pick what I want for the week
* As a customer I want to be able to sort recipes so I can easily hide or choose from a subset of recipes.
* As an admin I want to be able to add new recipes to the list for customers to choose from.
* As an admin I want to be able to suggest / edit / remove recipes to get rid of stale recipes.
* As a customer I want to be able to search for a particular recipe by name (dish) to find dishes I'm familiar with
* As a customer I want to filter out recipes so that I can avoid recipes with allergens.
* As a customer I can manage and edit my weekly or next weekly delivery from the native app.

Requirements

* Must be web and native. Not webapp.
* Must have a bottom navigation bar for movement between pages
* It has favorites, shopping cart / orders and an about.
* Has a light green theme (matches company style) - Do we have a style guide?
* Easy to order? - One click order button?