CookingSteps – Learn International Dishes Step by Step

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Overview

- Situation & Problem
- Solution & Value Proposition
- Functionalities & Screens
- Acquisition & Retention
- Market Study
- Detailed Analysis of Users' Behavior
- Users Problem and App

Situation and problem

- **Situation & User:**
  Nur, 23 years old, novice home cook, wants to prepare international dishes such as Indian butter chicken or Palestinian *maqlouba*.

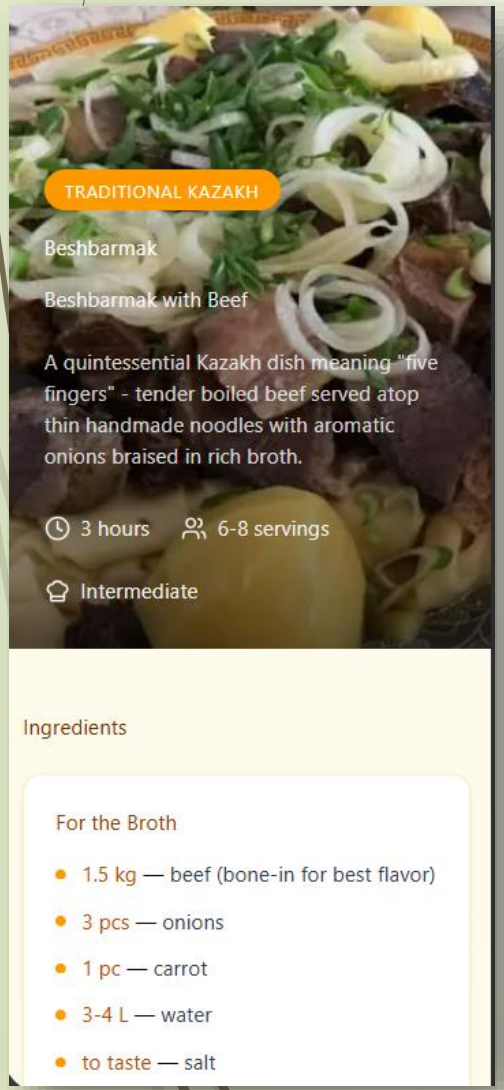
- **Problem:**
  Online recipes contradict each other and often skip essential technique steps. Beginners cannot know which version reflects real home cooking in the dish's culture. This leads to failed attempts, wasted ingredients, and loss of confidence.

Solution and value proposition

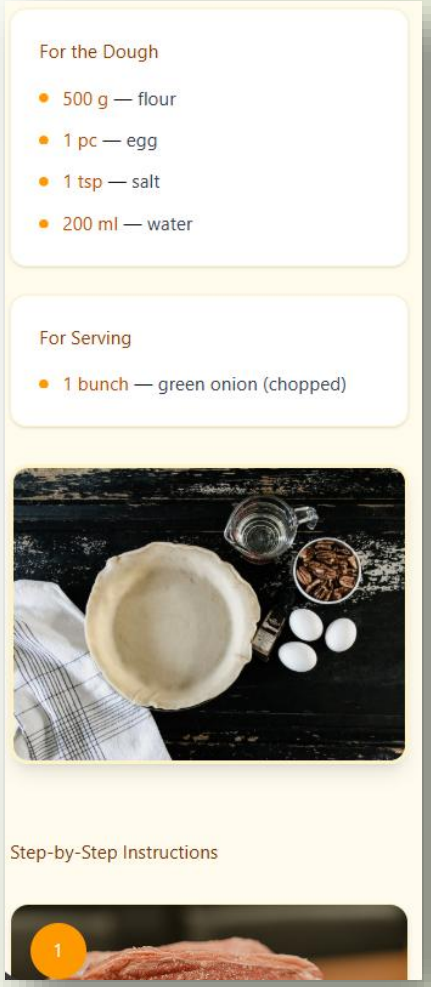
- **Solution:**
  A mobile app providing step-by-step cooking guidance for international dishes, created directly by people who grew up cooking them. Each recipe includes clear photos/videos, precise timing, real texture/heat instructions, and small cultural notes.

- **Value Proposition:**
  Reliable, culturally faithful instructions that help beginners cook dishes successfully on the first try.

Functionalities and screens



- **Features**
  - No registration/login
  - When user opens app:
    - User selects a dish to cook
    - Ingredient list
  - Step-by-Step Guidance
    - First step in the cooking process is displayed clearly
    - Next step shown by swiping screen down
    - Cultural tips at the end
  - Timer per step (CountDownTimer)
  - Push notifications suggesting new dishes
- **Future features**
  - Unlock achievement badges for milestones
  - Rating and Comments allow to get user feedback



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CookingSteps traditions kept!

CR: Acquisition and Retention – Strategy, Accounting and Analysis

- **Acquisition – QR codes:**
  • Flyers with unique QR codes
  Accounting: scan count + timestamp
  Analysis: location performance + best time slots
- **Acquisition – Word of mouth:**
  • Personal sharing links
  Accounting: unique QR code per user
  Analysis: compare family/friends/student clubs
- **Retention – Push notifications:**
  Accounting: delivery + open + interaction rates
  Analysis: opened vs ignored → impact on return
- **Retention – Achievement system:**
  Accounting: badge unlock logs
  Analysis: badges correlated with ongoing usage

Market Study: Users/Customers – Qualitative & Quantitative

Market Study: Competitors – Qualitative & Quantitative

Detailed Analysis of Users' Behavior w.r.t. the Problem

Users Problem and App: Conclusion and Decision Regarding the Project

2b. Appendix Overview

- BMC
- Java code
- Manual prototype
- Application tests
- Users list (acquisition/retention)
- Interviews & questionnaires
- Market studies
- Feedback analysis
- Financial plan

3b. BMC, including revenue streams, price

5b. Java code + Demonstration

```
package com.example.beshbarmak;

import android.os.Bundle;

import androidx.appcompat.app.AppCompatActivity;

public class MainActivity extends AppCompatActivity {

    @Override
    protected void onCreate(Bundle savedInstanceState) {
        super.onCreate(savedInstanceState);
        setContentView(R.layout.activity_main);
    }
}
```

5c. Manual Prototype: Detailed Design

- **Goal:** simulate app behavior without coding
  Tools: printed recipe steps, notebook, phone timer, SMS

- **Data:** ingredients list, steps, durations, cultural notes stored in notebook (app database simulation)

- **Process:**
  • User chooses dish from printed menu
  • Follows printed step-by-step sheet
  • Team member triggers timers manually
  • SMS sent when each step's timer ends
  • Photos/videos replaced by small printed images

- **Purpose:** validate clarity, timing, user understanding before coding

5d Application (Website/Mobile App): Technology Chosen, Team Tests and Team/External Interface Tests

- **5d.1 – Application: Technology Chosen**
  - **Platform:** Android mobile app
  - **Language:** Java (Android Studio)
  - **Data storage:** Local JSON files + SharedPreferences
  - **Media:** Local images / short clips
  - **Timers:** Android CountDownTimer
  - **Notifications:** Local push (AlarmManager)

  Why: fully offline, simple, fast to prototype, no server dependency

6b. CR: Acquisition & Rétention – Users List

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- Lina +213 656434781
- Saja +972 592953522
- Niko 0766367520
- Tyler +1 7607074082

7b. Interviews: Questions & Results

7c. Questionnaire: Questions & Results

7d. Market Study (Users/Customers) – Sources & Additional Elements

8b. Market Study (Competitors) – Sources & Additional Elements

9b. User Behavior & Feedback – Manual Prototype (Team & External)

9b. User Behavior & Feedback – Application (Team & External)

10b. Financial Plan (Limited): Expenses, Break-even Arguments