



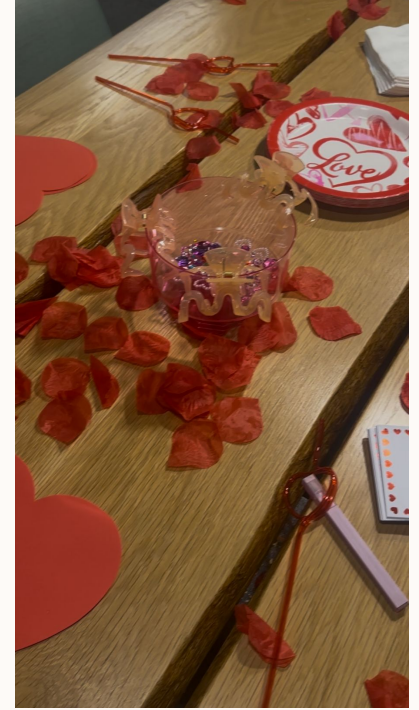
# Potluck Pal

The all-in-one solution. Simplify meal coordination, shopping, and cost sharing. Key features include recipe suggestion, group creation, grocery list generation, and Venmo integration.

Also includes QR code generation to integrate physical and digital world.

Helia Kia, Lilian de Melo Barbosa, Lizette De Arkos, Preetish Parikh  
Team 4

# Observation & Experience



# Broader Audience - Research & Assumptions

- ★ Let's assume around 10% of the U.S. population (approximately 33 million people) participates in potlucks annually.
- ★ If each participant attends an average of 2 potlucks a year, that results in approximately 66 million potlucks annually.

YEAR IN EATER FOOD AND RESTAURANT TRENDS FOOD CULTURE

## The Year I Embraced the Potluck

You don't have to do the most or spend the most, but you do have to make some effort

by [Bertina Makalintal](#) | Dec 19, 2024, 9:30am EST



## Millennial American Dream

### The Art of the Potluck Block Party

Rediscover the Joy of Shared Meals and Strengthening Neighborhood Bonds



MICHAEL MOORE  
AUG 22, 2023

# Persona

Sarah, a busy professional (35yo) who frequently hosts gatherings with friends and colleagues but **struggles** with coordinating dishes, tracking guest' dietary restriction, shopping, and payments.

Pain Point: Juggling dietary preferences, duplicated dishes, and awkward cost-splitting conversations.





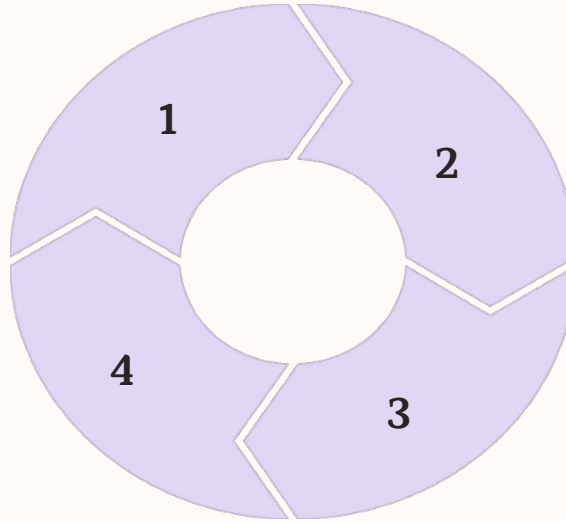
# Problems

## Coordination Chaos

Multiple text threads and  
duplicated dishes

## Recipe Roulette

Last-minute dish decisions and  
dietary conflicts



## Shopping Stress

Unclear quantities and forgotten  
ingredients

## Payment Pain

Awkward money conversations  
and uneven costs

# Potluck Pal Solution

1

## Create Group

Invite friends via text, email, or QR code

2

## Plan Menu

Suggest dishes and flag dietary restrictions

3

## Shop Smart

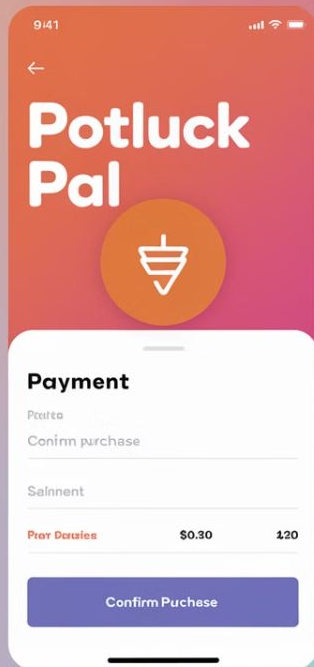
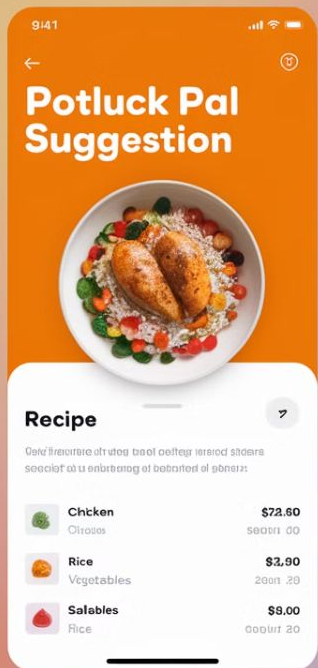
Generate optimized shopping lists

4

## Share Costs

Split expenses through Venmo integration





# Features

## Group Management

Create recurring potluck groups with saved preferences and history.

## Recipe Identification

AI-powered Recipe identification via QR code, where participants can share recipes and also Indicates allergens and nutritional information for each dish.

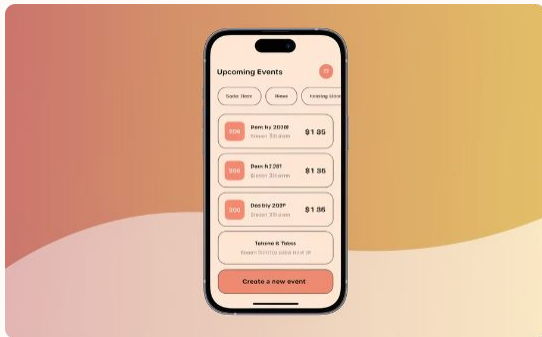
## Smart Shopping Lists

Consolidated ingredients with quantity calculations and store mapping.

## Seamless Payment

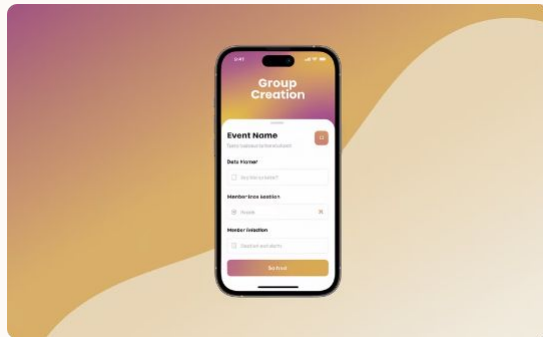
Integrated cost tracking and Venmo splits with minimal friction.

# App Wireframe: Home & Group Creation



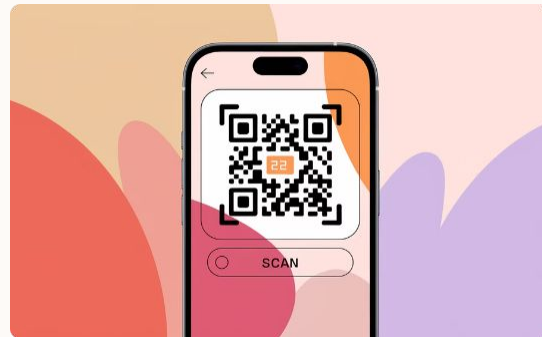
## Home Screen

Dashboard displays upcoming potlucks and quick-access buttons for core functions.



## Group Creation

Simple form captures event details and generates shareable invites.

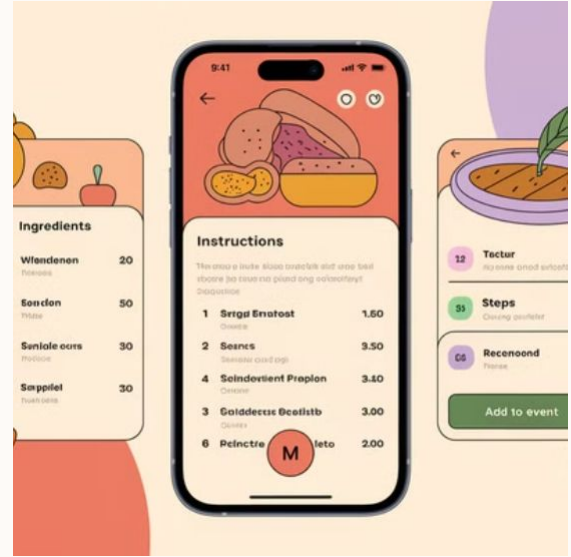
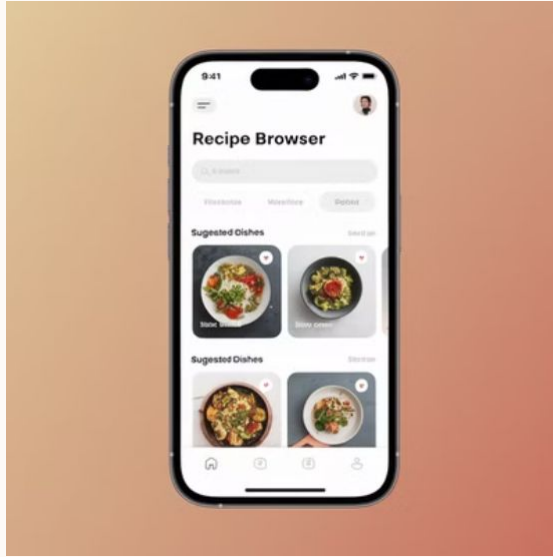


## QR Scanner

Built-in scanner reads recipe cards and event invitations.



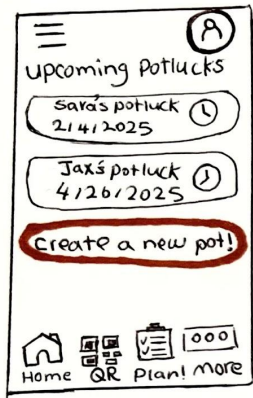
# App Wireframe: Menu Planning & Recipes



Our intuitive menu planning system helps organize dishes by category, suggests recipes based on event theme, and provides detailed cooking instructions.

# Wireframes:

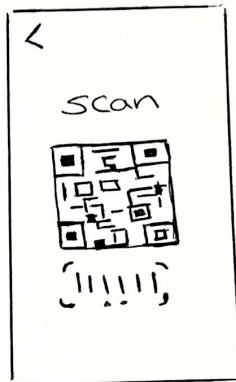
## Home Screen



## Group Creation



## QR Scanner



## Menu Planning



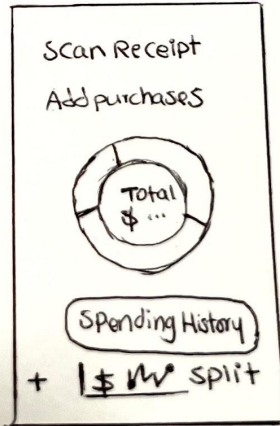
## Shopping List



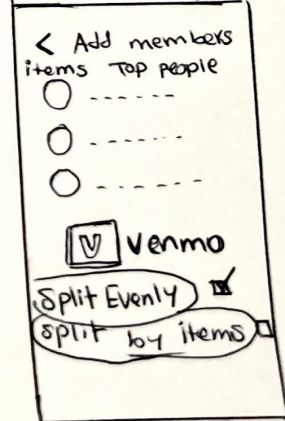
## Store Mapping



## Cost Tracking



## SPLIT Payment



# Physical Prototype: Smart Recipe Cards

- Template generated by Potluck Pal app
- Printed by host
- Recyclable
- Ease of use
- QR Code for recipe

## Preetish's Enchiladas



### Allergens

- Dairy

### Dietary Preferences

- Vegetarian

# Allergens

FDA's most common food allergens aka **The Big Nine** are:

- **Milk** 🥛
- **Eggs** 🥚
- **Peanuts** 🥜
- **Tree Nuts** 🌰
- **Soy** 🌱
- **Wheat** 🌾
- **Fish** 🐟
- **Shellfish** 🦞
- **Sesame** 🌰

# Dietary Preferences

The most common Dietary Preferences are:

- **Gluten-Free**
- **Halal**
- **Keto**
- **Kosher**
- **Paleo**
- **Vegan**
- **Vegetarian**

*Thank you!*

