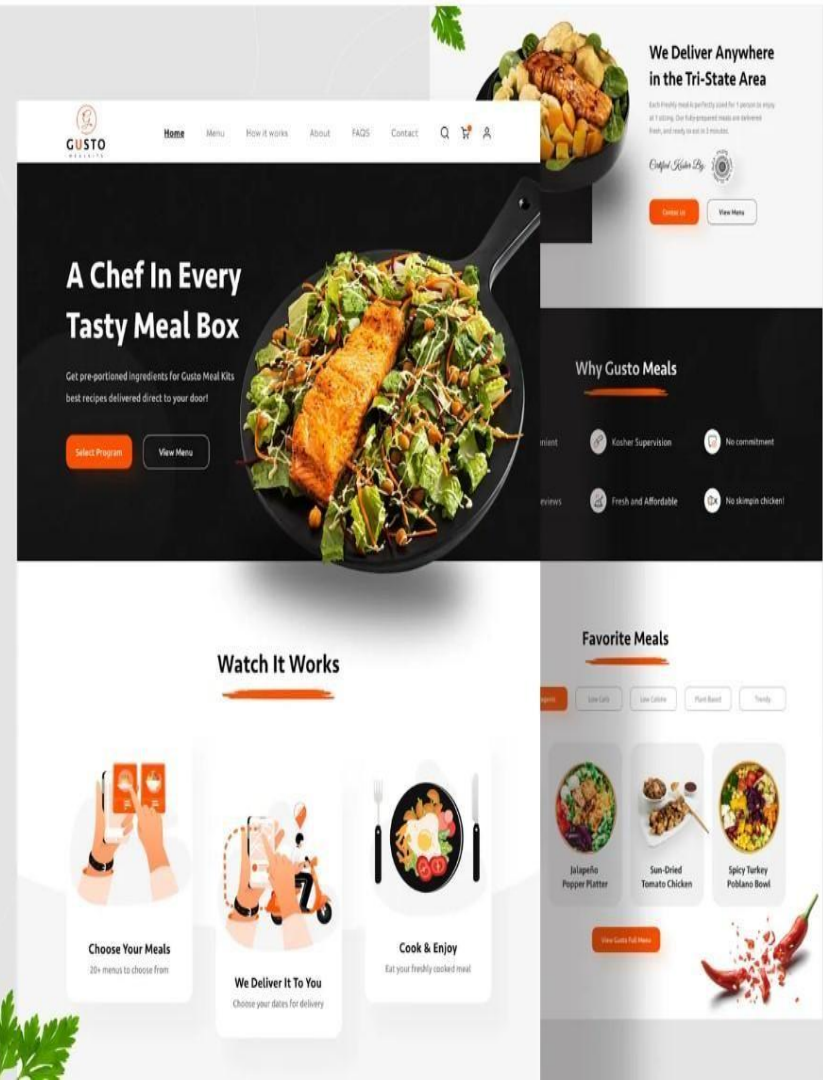


Minimalist Recipe sharing App

Team Members:

Ragavi R
Prasanthi R
Pavithira R.S
Varsha R
Swathi S



Problem Statement

In today's digital world, cooking enthusiasts rely heavily on mobile apps and websites to find and share recipes. However, most existing recipe-sharing platforms are cluttered with advertisements, pop-ups, excessive features, and confusing layouts that overwhelm users. This cluttered experience distracts from the main purpose — **discovering and sharing recipes easily and enjoyably**.

Users often struggle to quickly locate simple recipes, follow clear instructions, or upload their own creations without being interrupted by unnecessary content. Additionally, many apps lack a clean, organized interface that promotes focus, creativity, and community connection.

Objectives

- Create a **distraction-free platform** for discovering and sharing recipes.
- Encourage **community engagement** through likes, comments, and minimalistic user profiles.
- Support **easy recipe uploads** with clean formatting and beautiful presentation.
- Allow users to **save favorite recipes** and organize them by meal type or dietary preference.

User Interview Questions

notes

Would you like to share your own recipes with others?

Many prefer apps that focus only on **recipes**, not unrelated features.

Users want **clean, ad-free recipe browsing**.

Offline viewing and **quick filtering** (by ingredients, diet, or time) are highly desired.

They value **trustworthy community content** over brand promotions.

Would you like the app to suggest recipes based on the ingredients you already have at home?

User Interview Question

notes

How do you usually find new recipes?

Do you prefer step-by-step visuals, videos, or text-based recipes?

What frustrates you most about current cooking or recipe apps?

How important is simplicity and visual appeal when following a recipe?

User Persona



Emma Lewis
Home Chef & Food Enthusiast

 BORCELLE

Age: 35 years

Sex: Female

Marital status: Married

Country: Spain

Education: Culinary Arts Graduate

Occupation: Freelance Food Blogger

BIOGRAPHY

Emma is a passionate home chef who loves creating simple, healthy meals. She prefers clean, clutter-free recipe platforms where she can share her creations and discover new minimalist dishes. Emma enjoys connecting with like-minded food lovers who value simplicity and quality ingredients.

GOALS AND OBJECTIVES

- Find simple, healthy recipes easily
- Share her recipes with the community
- Save time while cooking
- Build a digital recipe collection

PERSONALITY



TASTES AND HOBBIES



COOKING



PHOTOGRAPHY



TRAVEL



BUSINESS



BOOKS

COOKING HABITS

Emma cooks at least five times a week and enjoys trying new recipes that use fewer ingredients. She prefers short instructions, clear visuals, and recipe apps without unnecessary ads or distractions.

SOCIAL NETWORKS

social media



SKILLS



User Persona



EMMA LEWIS

HOME CHEF & FOOD
CREATOR
CONTACT



+123-456-7890



www.reallygreatsite.com



hello@reallygreatsite.com



123 Anywhere St., Any City

PROFILE

Passionate home chef and minimalist lifestyle enthusiast who loves creating and sharing simple, healthy recipes. Emma enjoys exploring new ingredients and helping others cook effortlessly through clean, ad-free recipe platforms. She values clarity, visual appeal, and community sharing in digital recipe experiences.

EDUCATION

Bachelor in Culinary Arts

- London Culinary Institute (2013–2016)

Diploma in Nutrition & Healthy Living

- Open University (2017–2018)

SKILLS

- Recipe Creation & Food Styling
- Photography & Content Writing
- Nutrition & Meal Planning
- Social Media Engagement

LANGUAGES

- Indonesian

- French

- Spanish

WORK EXPERIENCE

Food Blogger & Recipe Creator

Simple Plates Blog (2018–Present)

- Created and shared 200+ minimalist recipes focused on clean eating

- Grew blog audience by 60% through engaging food stories and visuals.
- Collaborated with sustainable food brands for healthy cooking campaigns.

Community Moderator

Healthy Kitchen App (2016–2018)

- Managed recipe-sharing discussions and guided new members.
- Collected user feedback to simplify recipe categorization and filters.
- Helped increase community engagement by 40% within six months.

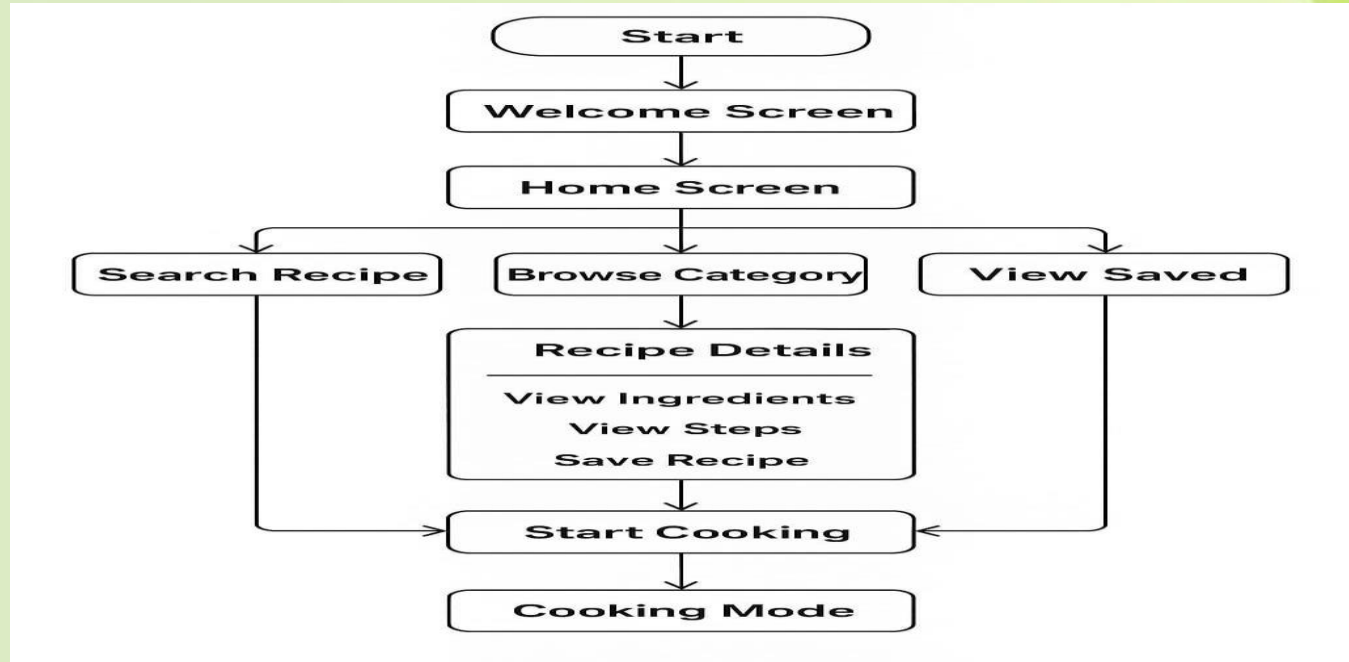
Competitive Analysis

Take way

App Name	Key Features	Pros	Cons
Tasty	Video-based recipes, step-by-step guides	Fun interface, visual learning	Too many ads, not minimalist
Yummly	Smart recommendations, ingredient filters	Personalized suggestions	Overly complex interface
AllRecipes	Large recipe database, ratings	Community-driven	Outdated design
Pinterest	Visual inspiration, sharing boards	Wide reach, aesthetic	Not focused purely on recipes
Whisk	Save & organize recipes, meal planner	Clean design, easy sharing	Some features behind sign-in

Flow Chart

Take way



Google stitch

google stitch



SimplePlates
Share. Cook. Simply.

- Discover easy recipes.
- Share your own.
- Cook stress-free.

Get Started



Acai Smoothie Bowl

Avocado Toast



Creamy Pasta

Rainbow Salad Bowl



Recipe Name

e.g. Chocolate Chip Cookies

Category

Select category

Ingredients

Enter each ingredient on a new line

e.g.
2 cups flour
1 cup sugar
3 eggs

Instructions

Enter each step on a new line
e.g.



My Recipes

Saved



Acai Bowl



Pasta Carbonara



Creamy Spinach Pasta

A delicious and healthy pasta dish that's perfect for a quick weeknight dinner. Packed with nutrients and flavor.

Healthy Vegetarian Quickies

Ingredients

- 2 cups all-purpose flour
- 1 cup fresh spinach
- 1 large egg
- 1/2 cup olive oil
- 2 cloves garlic, minced

Instructions

- Preheat your oven to 375°F (190°C) and

Figma Make

figma make



SimplePlates

Share. Cook. Simplify.



Discover easy recipes



Share your own



Cook stress-free



Avocado Toast & Egg



Classic Tomato Soup



Spaghetti Carbonara



Lemon Herb Chicken



A simple, delicious, and healthy breakfast that's ready in minutes. Perfect for a quick start to your day.

Healthy

5 Ingredients

Quick Meal

Ingredients

- ☐ 2 Slices - Sourdough Bread
- ☐ 1 - Ripe Avocado
- ☐ 2 - Large Eggs
- ☐ 1 tsp - Chili Flakes
- ☐ Salt and Pepper to taste

Steps

1. Toast the sourdough bread slices until golden brown and crisp.

Recipe Name

e.g., Classic Lemonade

Category

Select a category

Ingredients

List your ingredients, one per line...

Steps

Describe the preparation steps...

Loading recipe, one dish at a time

My Recipes

Saved



Avocado Toast



Pasta Primavera



Berry Smoothie



Chicken Stir-fry

Competitive Analysis-1

tasty

Kiyana

RECENTLY VIEWED



Matcha Green Tea Swiss Roll



One-Pan Shrimp Fajitas



Gluten-Free Flatbread

LIKES



The Ultimate Funfetti



Strawberry Lemonade



Dust the dough with more flour and roll out into a 10-inch (25-cm) round, or whatever size will fit the pan you're working with.



Strawberry Lemonade Cake



Rainbow Crepe Cake



Matcha Green Tea Swiss Roll



Banana Split Ice Cream Pie



Gluten-Free Grilled Flatbread Pizza 🍕



Ingredients
for 8 servings



TRENDING



Competitive Analysis-2

yummely

Welcome to Yummely

Your personalized path to a healthier you

Get meal & workout plans created by nutritional experts, tailored just for you.

-  **Personalized Meal Plans**
Tailored to your dietary preferences and goals
-  **Custom Workout Routines**
Designed for your fitness level and schedule
-  **Expert Guidance**
Access to certified nutritionists and trainers

Today's Schedule

-  **Sardine and Tomato Tofu Scramble**
Morning
-  **Mediterranean Chicken Quinoa Bowl**
Afternoon
-  **Chickpea and Spinach Curry**
Evening
-  **Edamame Hummus Snack Platter**
Anytime
-  **Mountain Climbers**
Anytime
-  **Habit: Tracked Habit**
Anytime
-  **Read: Visualize Victory: Using Mental Imagery to Achieve Your Weight Loss Goals**








Whether you should eat three or five times a day can depend on your personal preferences, lifestyle, and nutritional needs. Both approaches can be effective for maintaining a healthy diet and managing weight, as long as the total caloric intake and quality of food are appropriate for your needs. Here are some factors to consider for each option:

****Eating 3 Meals a Day****

- ****Simplicity****: This pattern can fit easily into a busy routine and reduces the need for frequent meal planning.

- ****Larger Meals****: You might feel more satisfied with larger meals, which can reduce the urge to snack.

- ****Digestive Rest****: Longer breaks between meals might help some

-  **Confidence for Weight Loss Achiev...**
Mindset - 8 min read
-  **Mindset Matters: The Role of Thought Patterns in Weight Loss Pr...**
Mindset - 8 min read
-  **The Courage to Change: Embracing Vulnerability on the Path to Weight...**
Mindset - 5 min read
-  **Emotional Mastery: Managing Feelings and Triggers in Your Weig...**
Mindset - 8 min read
-  **The Influence of Environment: Creating a Mindset for Weight Loss...**
Mindset - 5 min read
-  **From Overwhelm to Calm: Mindfulness Techniques for Weight...**
Mindset - 6 min read
-  **The Role of Mindful Reimagining**

Day	Sun	Mon	Tue	Wed	Thu
3	4	5	6	7	8

Snack



Edamame Hummus Snack...
Approx. 200 kcal



Breakfast



Sardine and Tomato Tofu Sc...
Approx. 526 kcal



Lunch

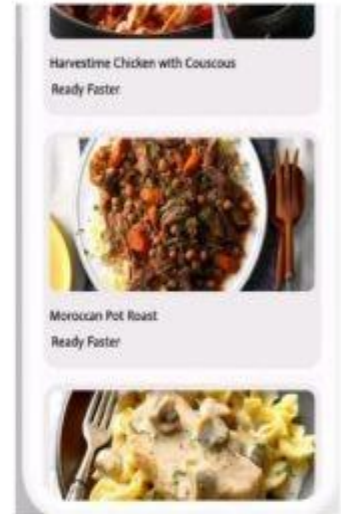
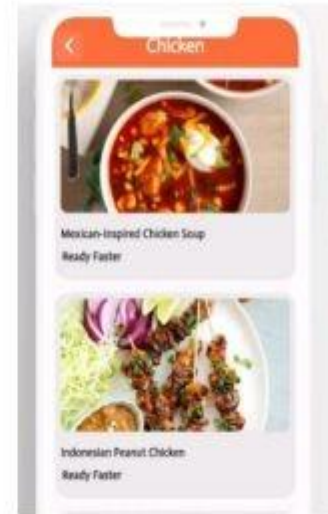
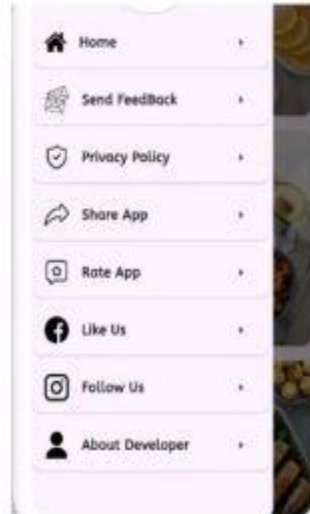


Mediterranean Chicken Quinoa...
Approx. 888 kcal



Competitive Analysis-3

all recipes



Prototype Link

Google stitch:

<https://www.figma.com/proto/nP9Y3FH2XIIUnZqhKr6P29/Untitled?node-id=0-1&p=f&t=hN6Bc09AsqY3xphl-0&scaling=scale-down&content-scaling=fixed&starting-point-node-id=1%3A2>

Figma Make:

<https://www.figma.com/proto/PG2gdNZ7uqseZDrx1w9a1q/Untitled?node-id=0-1&p=f&t=hN6Bc09AsqY3xphl-0&scaling=scale-down&content-scaling=fixed&starting-point-node-id=1%3A2>