**CookBook: Your Virtual Kitchen Assistant**

**Ideation Phase**

**Empathize & Discover**

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| Date | 31 January 2025 |
| Team ID | SWTID1741257978145975 |
| Project Name | COOK BOOK |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

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**Empathy Map for Master Chef: Virtual Kitchen Assistant**

**User Persona: Home Cooks, Beginners, Health-Conscious Individuals, Busy Professionals, Parents**

**SAYS**

* **"I need easy-to-follow recipes without distractions."**
* **"Most recipe sites have too many ads and unnecessary stories."**
* **"I wish I could filter recipes based on my diet."**
* **"I always forget ingredients while shopping!"**
* **"Meal planning would make my life so much easier."**

**THINKS**

* **"Is this recipe going to turn out well?"**
* **"Will this dish fit my dietary needs?"**
* **"I don’t have time to read long descriptions before cooking."**
* **"I hope I don’t waste ingredients on a bad recipe."**
* **"Cooking should be fun, but it's becoming a chore."**

**FEELS**

* **Frustrated with cluttered recipe websites.**
* **Overwhelmed by too many cooking steps.**
* **Anxious about missing ingredients.**
* **Excited when discovering a quick and easy recipe.**
* **Satisfied when a meal turns out great.**

**DOES**

* **Searches for recipes online or in apps.**
* **Watches cooking videos for better understanding.**
* **Tries meal prepping but struggles to stay consistent.**
* **Saves recipes but forgets where to find them later.**
* **Struggles to create grocery lists based on selected meals.**

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