**1. Industry Overview**

**Background**

The cooking industry is a multi-billion dollar industry. It is an industry that is composed of the masses in the world, from professional chefs to everyday regular moms. Food is a basic necessity for human survival and it is what sustains us on a day-to-day basis. Canadians spent more than $92 billion alone on food and beverages in 2007.[[1]](#footnote-1) The food and beverage industry is an important component in any country’s economy. Nowadays the organic food industry is booming as well since people are becoming more health conscious by eating food that is healthy and doesn’t contain any external additives like hormones or preservatives. Tastes are getting more diverse as countries around the world are becoming more multicultural and incorporate cuisines from a wide variety of different cultures.

People are always looking for ways to get the best recipes from several cuisines. We decided to cater to the people’s needs by creating a mobile application that will make searching and sharing recipes with the rest of the world.

In terms of business and profitability, the spending on the food and beverage industry has displayed a drastic growth from 1961 to 2008 as portrayed in a Statistics Canada report. [[2]](#footnote-2) As for our application, we can monetize this in the future by placing ads. The app itself will be free to use, however we can tie up with companies that make cooking accessories and advertise their products via our app.

To learn more about the cooking industry, our group researched by using statistics Canada.

**Glossary**

**Cooking**: The act of food preparation, which is often considered an art by many people around the world. Different techniques and ingredients were incorporated to modify the taste of the food that was consumed throughout the millions of years that humans have existed.

**User**: Is any external entity (a person) that is using our application regardless of whether they are logged in or not.

**Recipe**: A recipe is a set of detailed instructions that outline how to prepare or make a culinary dish.

**Like**: A *like* in our application is the user’s fondness of a recipe and a way to store favourite recipes.

**Dislike**: A *dislike* in our application is when the user is no longer fond of a certain recipe and wishes to no longer see this recipe in his liked list.

**Rate**: A form of expressing the user’s evaluation or assessment of the culinary dish that the recipe is describing.

**Sorting**: Sorting is a feature in our application where the *User* can sort by certain filters or options such as Recipe difficulty, cuisine, preparation time, and date published.

**Core Value Proposition**

Our team has performed through research of the food and beverage industry and after careful consider we have come up with a strict CVP (Core Value Proposition) to outline the core benefit our business provides to the general public (the masses, since everyone in the world cooks food or makes beverages of some sort).

*“To provide a FREE medium of exchange where the public can share their love for the culinary art of cooking.”*

**2. Product Overview**

**2.1 General Description**

The goal of our software is to be a social platform like *Facebook* (a general social platform) or *GitHub* (a social hub to share open source software) but cater our primary focus towards the food and beverage industry. This means that we wish to be a social hub where people enthusiastic and passionate about cooking can come and share their culinary delights and interact with others who share the same ideals, principles, and passion about cooking.

**The ChefsHub Cooking Application will provide primary stakeholders with the ability to share their culinary passion by:**

* Offering the **User** the ability to share his/her culinary creations in the form of recipes for the world to see.
* The **User** has the ability to sort by several different options such as cuisine, preparation time, and etc.
* Supplying **Corporate** (Administrators) with ability to moderate content by disableusers’ accounts if their actions are deemed to be abusive to user environment.

This system will be designed in such a way that it will be heavily scalable in future with little to no tweaks in terms of core architecture and technology used as it is the latest and most up to date web architecture. This will allow the company to flourish should we wish to monetize this application in the future by adding advertisements to generate a some form of revenue to function as a real-time profit generating company.

Our product will better the current high demand for sharing food and beverages in pictographic and text format. There is already a huge market for people taking picture of their food prior to eating and uploading it on popular image sharing websites (Ex. Twitter, Facebook, and Instagram [the most prominent food sharing application currently]). Thus, we wish to capture these ***foodies*** and provide them with an ability to share their food and beverage images and their own culinary dishes by publishing recipes. We feel as if we are at an advantage here because the target market is so large and limitless since **EVERYONE** is a *foodie* of some sort.

**2.2 Goals and Objectives**

The agreed upon goals and objectives by our team were:

* Provide a platform for sharing recipes.
* Create an online experience the users cherish and cause them to return several times throughout the day. In a way, it is like checking your phone for text messages or Facebook messages, we want the same level of commitment and interaction.
* Provide the ability to show satisfaction and dissatisfaction of recipes by the users.
* Reduce the time spent by users for searching for recipes, we will offer a quick and easy search that will generate a list of related matches to the user provided search keyword.

**2.3 Identification of ChefsHub’s Needs**

We have determined that ChefsHub has certain needs but as in reality each *need* has a corresponding *want*.

* **Wants:** We want users to sign up prior to using.
* **Needs:** To have users login to nudge them in the direction of sharing content and becoming truly “involved” in our product.

**Rationale**: We determined there is a divide here and a possible *flaw* or *issue* that might cause certain users to become dissatisfied if we forced sign in upon them. We have seen certain applications fail because they forced registration and signup down users’ throats and it all went down hill from that point on. We have come up to the equilibrium point where we will allow users to view recipes publicly without sign in or a registered account however, we will limit the recipe interaction such as rating, liking, and creating to only registered accounts.

1. http://www.statcan.gc.ca/pub/16-201-x/2009000/part-partie1-eng.htm [↑](#footnote-ref-1)
2. http://www.statcan.gc.ca/pub/16-201-x/2009000/ct044-eng.htm [↑](#footnote-ref-2)