Heart Bakers' Starting Pitch

Statement of Purpose

Problem

Our goal is to design a recipe app that caters to our user's hobby of cooking. We will prioritize making an accessible cookbook for our young adult users to have a simple way to organize their complex recipes. Current recipe manager apps have complex organization and too many recipes.

User Stories

I'm a college student and I need to cook dinner but I have to cram for a midterm tonight! I need a way to find some easy to cook meal, fast!

Acceptance Criteria:

There should be an "easy to make" tag to sort through the recipes this student wants.

I'm having my boss over for dinner but he has a gluten allergy. I need to make sure the recipe I choose doesn't upset his stomach and get me fired.

Acceptance Criteria:

The user should be able to mark recipes that have certain allergy-prone ingredients.
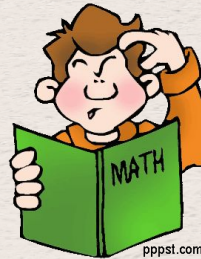
User Stories

Last year I made a fantastic pumpkin cheesecake and I want to make it again! But I found the recipe on a random website and I have no idea how to get it again.
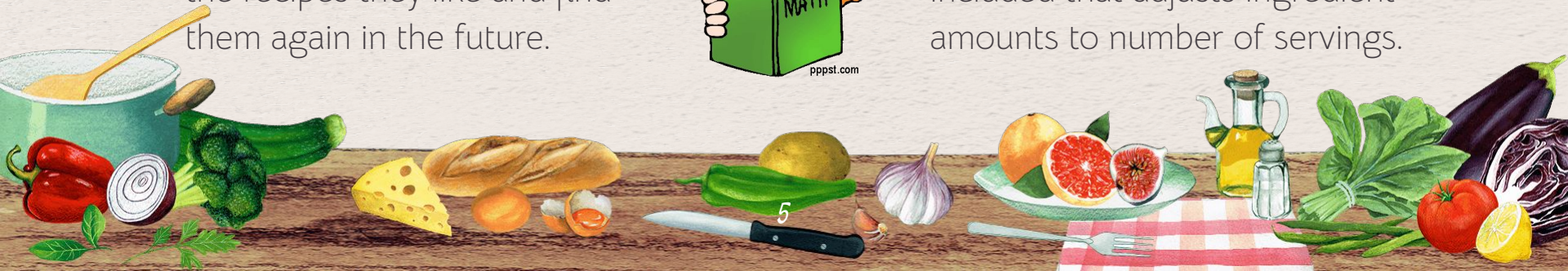
Acceptance Criteria:

Users need to be able to store the recipes they like and find them again in the future.

I usually make this dish for just me and my friend but this week we're having a whole dinner party so I need to triple the recipe. All this math is so complicated though...

Acceptance Criteria:

There should be a scaling feature included that adjusts ingredient amounts to number of servings.

User Personas

Rebecca

Bio: Rebecca is a responsible, hard-working college student who likes to cook in her free time to de-stress. She likes to try different cuisines so she does a lot of experimenting in her cooking.

Goals: Graduate, own a restaurant in the future

Frustrations: Difficult to find/keep recipes organized.

Alex

Bio: Alex is a social butterfly who likes having friends over to his apartment often. He also enjoys cooking so he either cooks for them or he and his friends cook together as an activity.
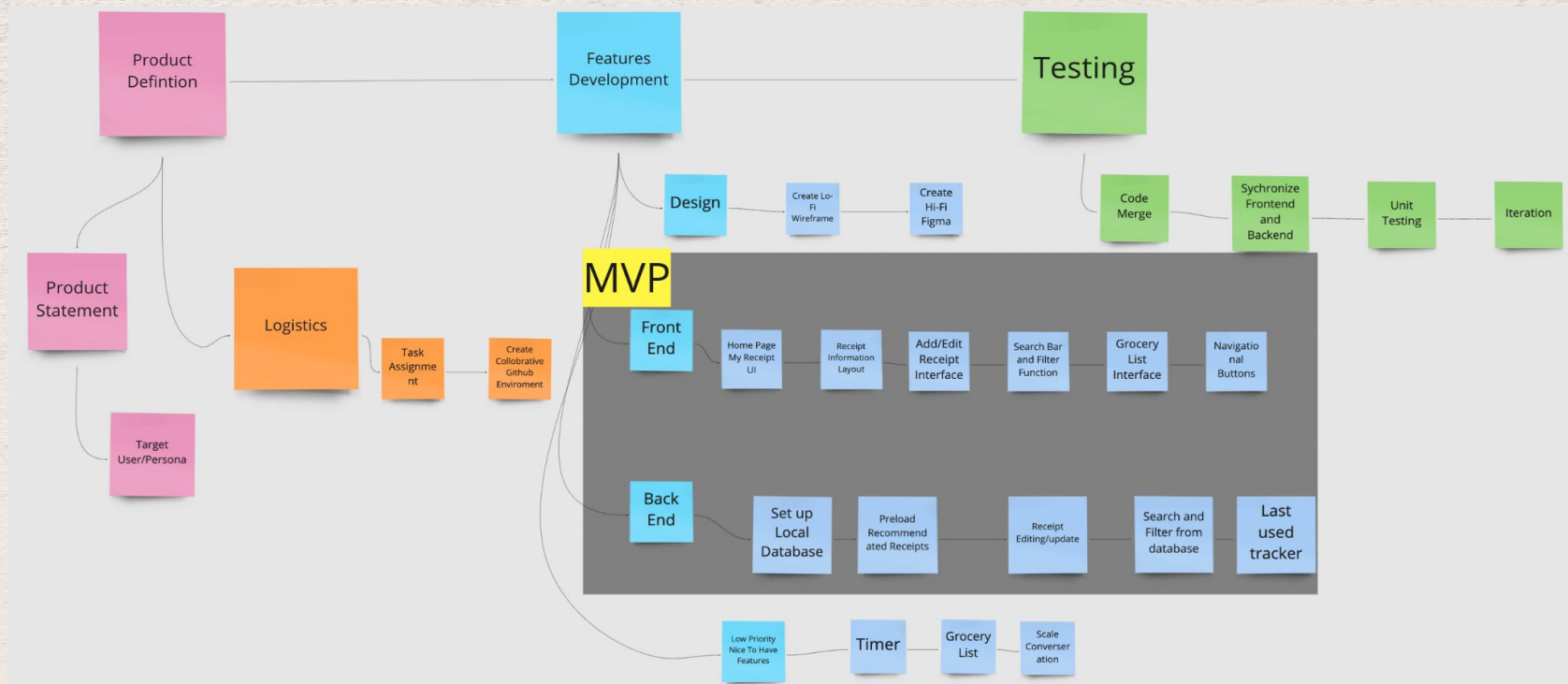
Goals: Become a master chef

Frustrations: Makes mistakes with portion size often; forgets to buy some ingredients.

Appetite

In four weeks, we want to build an intuitive and searchable user interface that will consist of user custom recipes and recipes scraped from popular recipe sites. We will achieve this by creating actionable and high-fidelity wireframes that are efficient to implement.

Product Defintion

Features Development

Testing

Product Statement

Logistics

Design

Create Lo-Fi Wireframe

Create Hi-Fi Figma

Code Merge

Sychronize Frontend and Backend

Unit Testing

Iteration

Target User/Persona

Task Assignment

Create Collobrative Github Enviroment

MVP

Front End

Home Page My Receipt UI

Receipt Information Layout

Add/Edit Receipt Interface

Search Bar and Filter Function

Grocery List Interface

Navigational Buttons

Back End

Set up Local Database

Preload Recommended Receipts

Receipt Editing/update

Search and Filter from database

Last used tracker

Low Priority Nice To Have Features

Timer

Grocery List

Scale Conversation

Project Roadmap
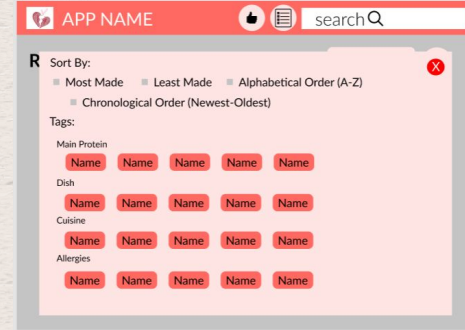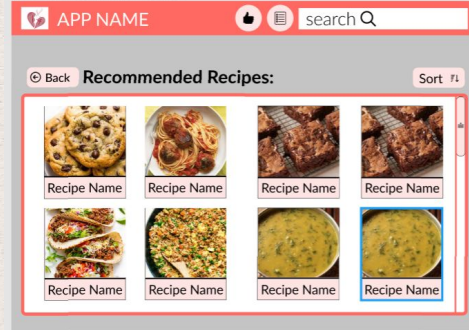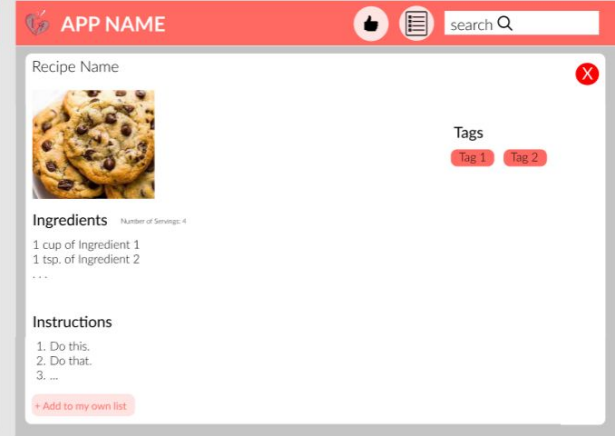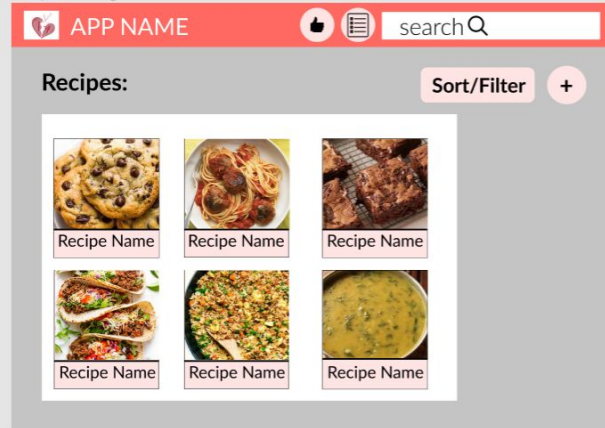
Statement of Purpose

Solution !

Features

- <u>Tags:</u> Users can add tags to recipes, and create custom tags, for the sake of grouping recipes (i.e. healthy, holiday, Thai, etc).
- <u>Search Bar:</u> Users can search for a specific recipe they are interested in by either typing the names in the actual search bar, filtering out by tags, or even browsing recipes.
- <u>Information:</u> Users use the recipe app to store and organize the information about each recipe including ingredients, steps, pictures, etc.

Features (cont.)

- <u>Scale conversion:</u> Users can see the quantity of ingredients when the serving size/proportions are multiplied in the recipe.
- <u>Tracker:</u> Users can track when they they made the recipe last and how many times they made it so they can have a quantitative measurement of their progress.
- <u>Shopping List:</u> Users can select the recipes they plan to make and they will get a compiled list of ingredients as part of their shopping list.

APP NAME

search

Recipes:

Sort/Filter   +

Recipe Name

Recipe Name

Recipe Name

Recipe Name

Recipe Name

Recipe Name

APP NAME

search

Recipe Name

X

Tags

Tag 1   Tag 2

Ingredients   Number of Servings: 4

1 cup of Ingredient 1
1 tsp. of Ingredient 2
. . .

Instructions

1. Do this.
2. Do that.
3. ...

+ Add to my own list

APP NAME

search

Back   **Recommended Recipes:**   Sort

Recipe Name

Recipe Name

Recipe Name

Recipe Name

Recipe Name

Recipe Name

Recipe Name

Recipe Name

APP NAME

search

R   Sort By: X

Most Made   Least Made   Alphabetical Order (A-Z)
Chronological Order (Newest-Oldest)

Tags:

Main Protein

Name   Name   Name   Name   Name

Dish

Name   Name   Name   Name   Name

Cuisine

Name   Name   Name   Name   Name

Allergies

Name   Name   Name   Name   Name

Wireframes Part One

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APP NAME

search 🔍

Recipe Name

📷

Tags

Tag 1 🗑

+ Add another tag

Ingredients

Ingredient 1 | Amount | Unit | 🗑

+ Add another ingredient

Instructions

1. Do this.
2. Do that.
3. ...

SAVE

CANCEL

APP NAME

search 🔍

Recipe Name

You have made this X times, most recent time was Y days ago.

✏ Edit Recipe

🗑 Delete Recipe

Tags

Tag 1 | Tag 2

Ingredients

Number of Servings

1 cup of Ingredient 1
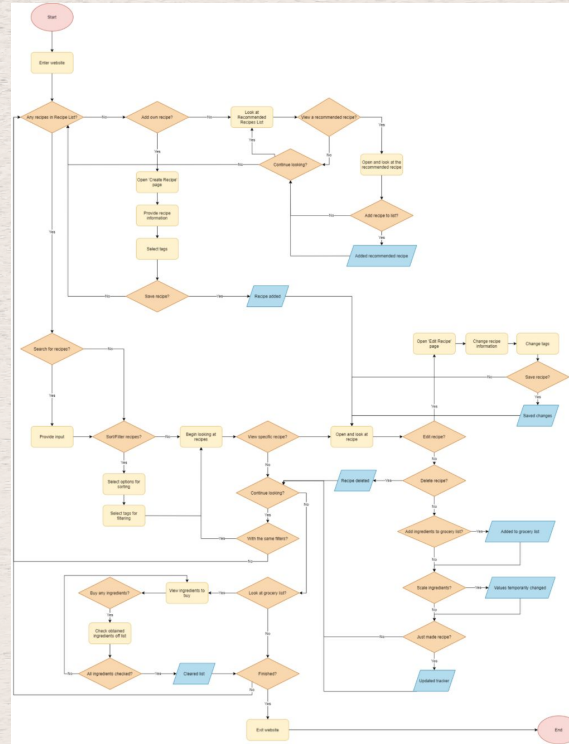1 tsp. of Ingredient 2
. . .

Add to Grocery List

Instructions

1. Do this.
2. Do that.
3. ...

Just Made

APP NAME

search 🔍

Grocery List ❌

⊙ Ingredient 1
⊙ Ingredient 2
⊙ Ingredient 3
⊙ Ingredient 4
⊙ Ingredient 5
⊙ Ingredient 6
⊙ Ingredient 7
⊙ Ingredient 8
⊙ Ingredient 9
⊙

Are you sure you want to delete 'Recipe Name'?

Yes | No

Wireframes Part Two

Implementation Map

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Risks and Rabbit holes

- <u>Search Bar:</u> Though essential, search bar is risky and may go down the rabbit hole of ranking and relevance. Would you rank by tags? Ingredients? Some other relevance metric?
- <u>Tags:</u> Rabbit hole of which tags we should pick and "essential tags" are subjective.
- <u>Information:</u> Similar to tags; which information is essential and if we decide to leave out information, we risk losing out on important information for some users.
- <u>Scale conversion:</u> May go down rabbit hole. Would simply scaling amount of ingredients by some multiple solve problem? Would large quantities mean different temperatures?
- <u>Video Record:</u> Moderate risk in terms of having to learn tools to import and display video
- <u>Tracker:</u> Low risk in terms of implementation but may lead to rabbit hole of deciding which stats to track and display.

No Gos

- **No** <u>multimedia features</u> since this feature is not that useful to people cooking for a hobby to record the recipes. Also, the system will take a lot of resources to be implemented.
- **No** <u>social features</u> since we want to provide a clean and simple-to-use tool for cooking enthusiasts to store their recipes. Social functions may bring distractions to our users.
- **No** <u>folder system</u> because its function is overlapped with tagging system.
- **No** <u>calendar system</u> since the system will conflict with the format of a web application.