

Understanding the target users

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Michael is a 3rd year computer science student. He has a part time job as a front end developer. Jason has not been able to focus on his physical health and well being since he is always busy with university and his job. He has also noticed that he has been spending quite a lot of money on eating out lately and wants to cook more at home. Since Jason is picky about food, he wants to learn new recipes and get better at cooking.

Motivations

- Physical well-being
- Lowering expenses
- Eat healthier
- Get better at cooking food

"I got so busy with my life that I forgot the about my physical and mental well being"

Name: Michael Casey

Age: 22

Status: single

Occupation: student, part time software developer

Location: Sydney

Education: Bachelors of Computer science

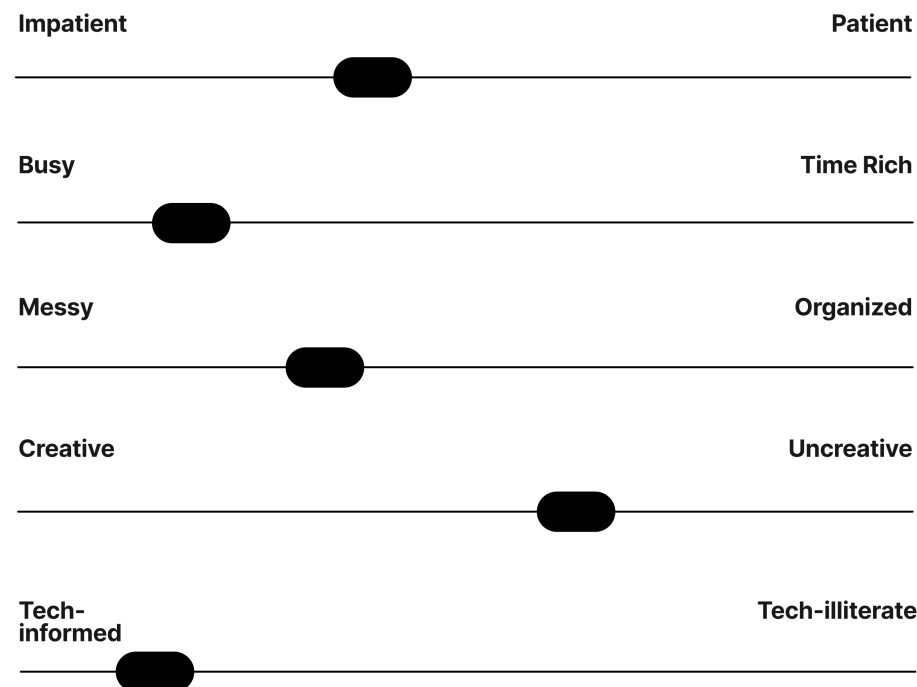
Goals and Needs

- Cheap food/ingredients
- Healthy food
- Good tasting food
- Food prep should not take too long
- Cook at home

Frustrations and pain points

- Limited time to cook a recipe
- Poor cooking proficiency
- Limited time for grocery shopping and collecting ingredients
- Limited knowledge about recipes
- Eating out is expensive

Behaviour and Personality



User stories

“As Jason Emanuel
I want to learn how to cook,
so that I can eat healthier and save money”

User stories

**“As a busy individual,
I want to receive reminders about shopping for
groceries,
so that I have the required ingredients needed
before cooking a recipe ”**

User stories

“As Jason Emanuel,
I want to receive recipe recommendations ,
so that I can decide what to cook ”

Moscow classification and ranking (based on priority)

	User Stories	MoSCoW
1.	"As Jason Emanuel I want to learn how to cook, so that I can eat healthier and save money "	MUST HAVE
2.	"As Jason Emanuel, I want to receive recipe recommendations , so that I can decide what to cook "	SHOULD HAVE
3.	"As a busy individual, I want to receive reminders about shopping for groceries, so that I have the required ingredients needed before cooking a recipe "	COULD HAVE

Justifications:

- The first user story about Jason learning how to cook is an absolute must since being able to cook to eat healthier and save money is the main reason Jason will be using the app.
- The second user story states that Jason should be able to receive recipe recommendations. This requirement is important since one of the pain points was lack of knowledge of recipes. This requirement is not mandatory for the success of the project though.
- The third user story is about receiving reminders for grocery shopping and collecting ingredients. This is a desired requirement since Jason is busy and not well organized. The requirement could be eliminated in case of any time or resource constraint and it would have a very minimal affect the app success.