

Audience

Expectations

Rewards

Profile

Recipe

**App
Ideas**

**College
students**

**learning
how to
cook**

**gordon
ramsey?**

Bio

**recipe
of the
day?**

**specific
amount of
matches
per day**

students who
want to learn
how to cook/
find friends to
cook with

**making
friends**

**meal
package
service**

**match
history**

recommended
recipes based
on matches

Spotlight on
interesting
experiences
by users in the
community

**young
adults**

**Culinary
romance**

**premium
or nitro
version**

**matches
rating
each other**

recipes that
users are
challenged to
cook

unlock more
recipes based
on number of
people you
meet

People who live
alone and know
how to cook that
want to get out and
share their passion

**price for
premium?**

Foods that
they
know/want to
learn how to
cook

recipe
difficulties?

**unlock
special
premium
recipes**

**subscription
plan separate
from premium**

**Cooking
appliances
available at
their home**

**just
sends
food**

**Utensils
they own**

**Regular
cooking
buddies
(friends)**

**Gallery of
photos of
past
matches**

**unlock
recipes as
you go**