



User Stories

Website

- As Happy-Go-Lucky Danny, I want to search for recipes with the search bar, so that I won't spend so much time browsing through the website.
- As Happy-Go-Lucky Danny, I want to save recipes so that I can quickly review them at a later time.
- As Happy-Go-Lucky Danny, I want to share the recipes I discovered with coworkers so that they can see the meals I prepare.
- As Happy-Go-Lucky Danny, I want to receive coupons on products on the online store so that I can save money
- As Happy-Go-Lucky Danny, I would like to watch tutorials on how to cook certain dishes so that I can learn without burning food.
- As George the Math-Wiz, I want to spend as little time as possible on the website so that I can play more video games.
- As George the Math-Wiz, I want to be able to browse the homepage with my macbook so that I can see popular/easy recipes at a glance.
- As George the Math-Wiz, I need to be able to change my password quickly so that I can have better security
- As George the Math-Wiz, I want to know what my friends have made so that I can cook the meals they are talking about
- As George the Math-Wiz, I would like if a gamer endorsed the site, so that I know a gamer who usually eats quick meals finds the product easy to use and valuable
- As Merry Sherry, I would like to share the meals I have created, so that my meal can be featured on the homepage.
- As Merry Sherry, I would like to share the meals with friends, so that they can quickly see the meals I have made on my account page
- As Merry Sherry, I would like to leave a rating on my favorite recipes, so that I can digitally reward the most creative/delicious recipes on the site
- As Merry Sherry, I would like to have the search bar give me recommendations based on previous searches, so that I can discover new recipes I might like more easily.
- As Merry Sherry, I want the website to be creative so that I can share the website without being made fun of



- As the stakeholder, I want the website to have a high success rate on ads, so that I can make more money.
- As the stakeholder, I want the development team to have deliverables, so I can stay updated on progress and features.
- As the stakeholder, I want the website to have interaction, so that I can study the interactivity, and determine profit margins from baseline budget/schedule of developers.

App

- As Happy-Go-Lucky-Danny, I want to scan my pantry/fridge for spoiled food so that I don't leave a bad taste in my mouth.
- As Happy-Go-Lucky-Danny, I want to be able to scan barcodes for nutritional information, so that I can watch my sodium.
- As Happy-Go-Lucky-Danny, I want to share recipes with my coworkers via SMS so that they can view the recipe and potentially join the app.
- As Happy-Go-Lucky-Danny, I want the app to be simple so that I am not confused or frustrated by it.
- As Happy-Go-Lucky-Danny, I want the app to recommend recipes I might like based on what I have made in the past.
- As George the Math-Wiz, I want the app to have a fingerprint scanner option, to confirm my payments of products.
- As George the Math-Wiz, I want the app to be gamified, so that when the recipes I come up with get voted on, I am rewarded with some sort of point system.
- As George the Math-Wiz, I want the app to be gamified, so that when I watch a video on the website, points integrate with the app.
- As George the Math-Wiz, I want to plan my next shopping trip to the store and spend as little time as possible so that I can play more video games
- As George the Math-Wiz, I want the app to be fast, so that I don't have to wait on loading while I'm cooking
- As Merry Sherry, I want to be able to post new recipes so that I don't have to use my computer to upload a new recipe.
- As Merry Sherry, I want the algorithm to pick up my recipe for the homepage, so that I gain more clout.
- As Merry Sherry, I want browsing for recipes to be just as easy as the website.



- As Merry Sherry, I want the shopping assistant to find the best path in the store, so that I don't spend hours at the store
- As Merry Sherry, I want the art style of the app to be just as good as the website, so that I can show my friends and not be embarrassed.
- As the stakeholder, I want the app to recommend products based on what they scan, so that certain grocery stores have the potential to make more money.
- As the stakeholder, I would like to have deliverables so that I can be sure new features will be deployed on time.
- As the stakeholder, I would like the app to cost money, since there will be no ads on the app.

User Journeys

- Happy-Go-Lucky Danny has decided to finally publish his own recipe, after using the app for several months.
 - Danny opens the app
 - He scans the landing screen for right button to press.
 - He easily finds the button because it is large and labeled (simplicity of homescreen)
 - He creates a title for the recipe
 - He adds a photo
 - He adds the prep and cook times
 - He scrolls down
 - He lists all of the ingredients
 - He lists the step by step instructions
 - Finally he presses the publish button
 - ..and gets confirmation!
- George the Math-Wiz wants to make a meal for his new girlfriend, because so far he has only taken her to Taco Bell.
 - George opens the app
 - He scans the landing screen for the button to find recipes
 - He easily finds the button because it is big and labeled "explore"
 - He filters the results by meals that take less than 20 minutes to prepare
 - He finds a mac n cheese and bacon recipe



- He scans the barcode on the bacon to make sure it's not spoiled
 - He finds a box of mac n cheese
 - He follows the instructions for the recipe
 - Finally he rates the recipe and returns to the home screen.
- Merry Sherry is in the transition phase from using Pinterest to Recipe Rocket. She is glad that the new feature that is in beta allows her to store her favorite recipes in a similar way.
 - Sherry opens the app
 - She taps on the account tab
 - She taps on the saved recipes tab
 - There she can see all of the recipes she has ever saved chaotically (actually it's ordered by most recent) on the left side of her screen.
 - Similar to optimal sort, she can drag the recipe and create categories of recipes for her convenience and ease of access in the future.
 - Sherry now has categories of recipes based on diet, and subcategories inside based on prep and cook time.
 - After spending 45 minutes organizing, she is more satisfied with the app than she has ever been!
 - Sherry picks a recipe
 - She scans the ingredients
 - She taps the shopping assistant
 - She now plans on going to the store to get the ingredients to make her recipe.



User Journey Map

