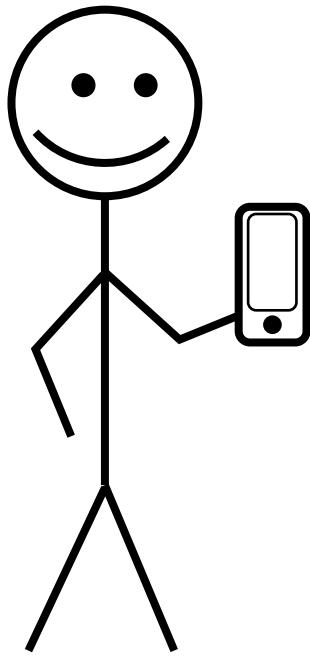
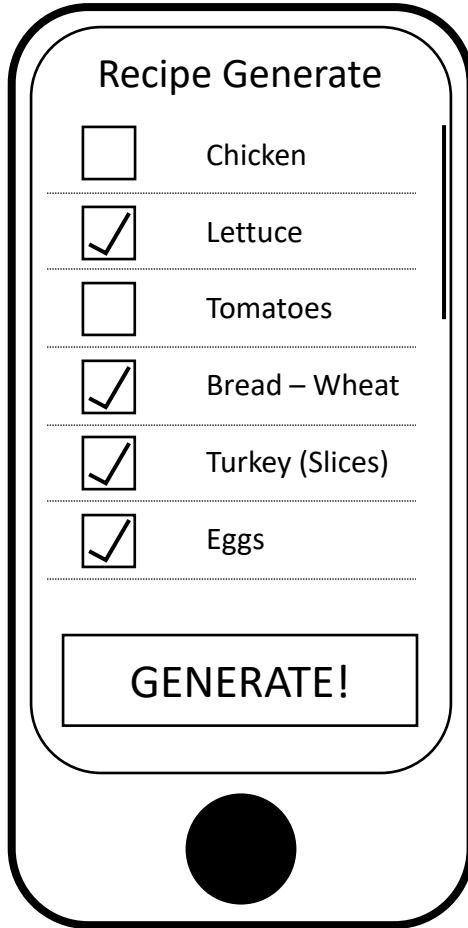


Dan is a single, working dad with two growing children. As a grocery store cashier, he is only making so much money and finds it difficult to find cheap and healthy meal options for his family. Instead, he will typically find a fast-food restaurant since it is cheap and quick.



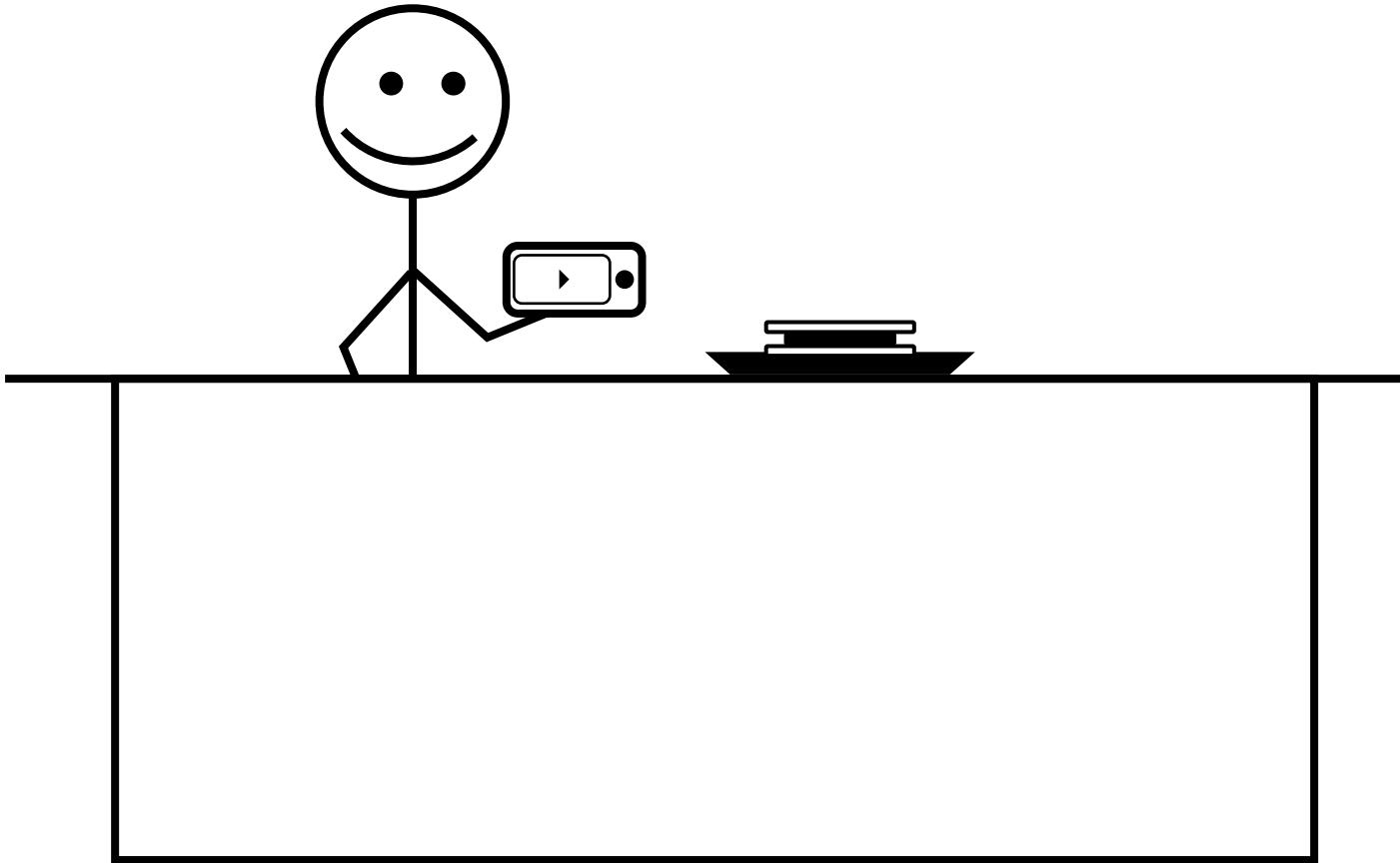
Dan wants to find cheap and healthy recipes for his family. He finds the Recipe Generator app and downloads it.



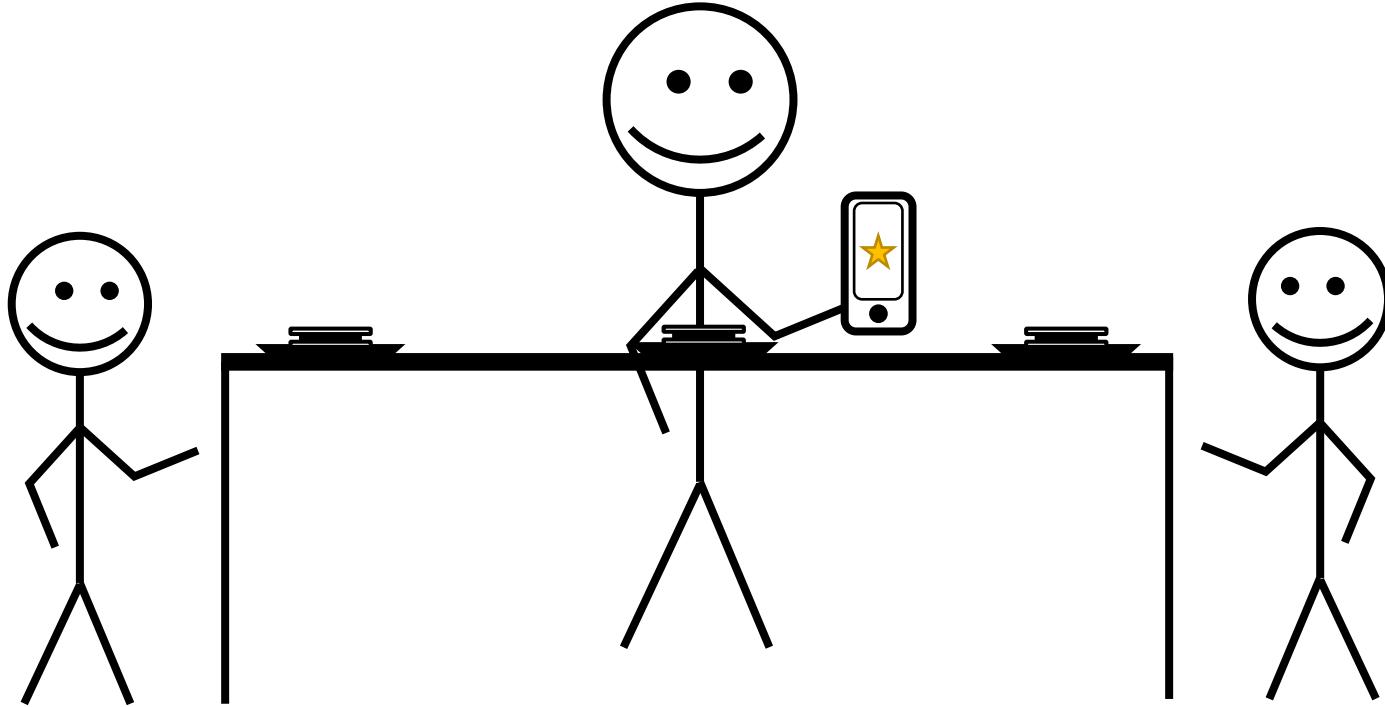
Dan inputs some ingredients he has at home in the app and presses the generate button.



The Recipe Generator shows Dan a list of possible recipes that he can make with his available ingredients.



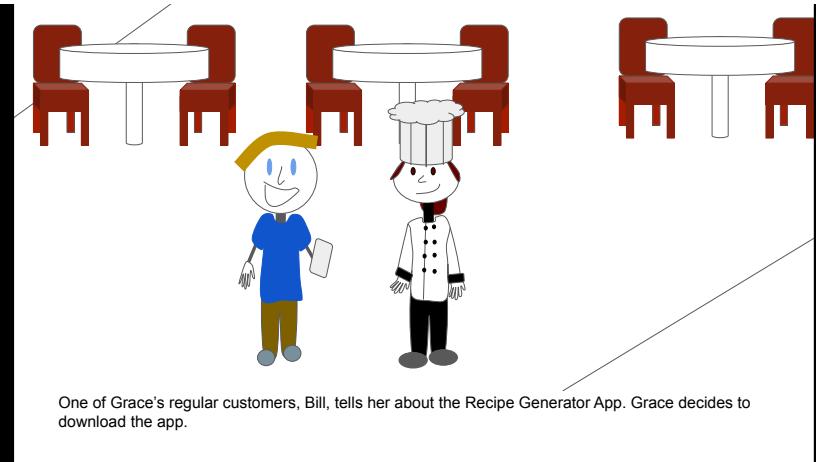
Dan finds a recipe he thinks his family will like and watches the how-to video while preparing the meal.



Dan serves this meal to his family and they respond positively. He then saves this recipe to his My Favorite Recipes folder for future use.



Grace is a restaurant owner. One way she maintains customer loyalty is her weekly special menu items. However, she has run out of new ideas that do not require purchasing extra ingredients.



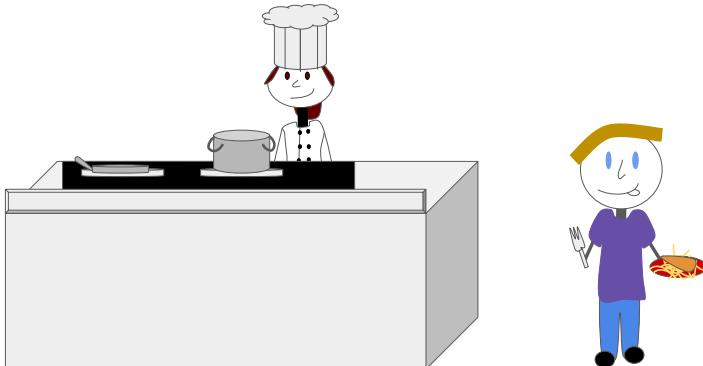
One of Grace's regular customers, Bill, tells her about the Recipe Generator App. Grace decides to download the app.



Grace inputs the ingredients her restaurant receives on a regular basis. A list of all her ingredients are stored in her pantry.



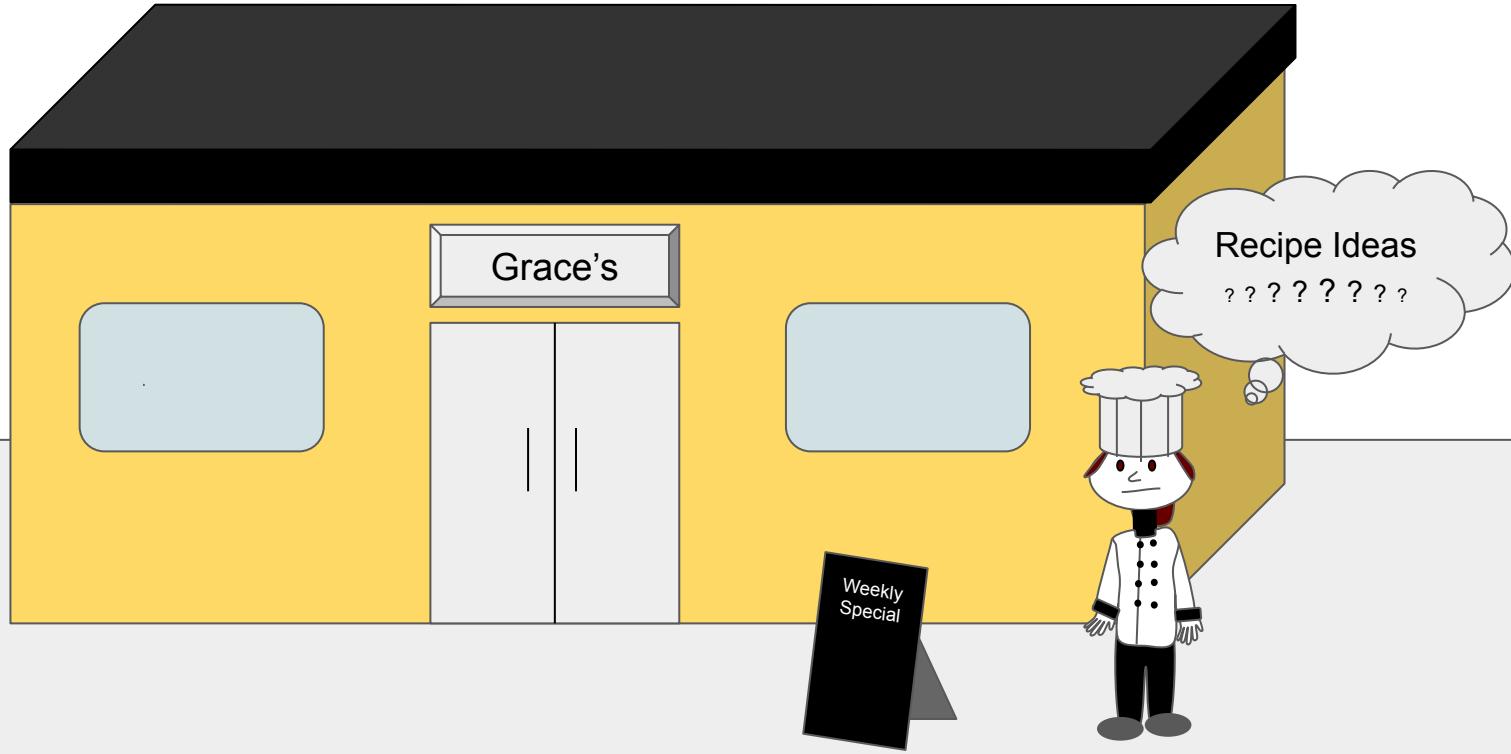
The app gives recipe suggestions for Grace to make without increasing her costs. She regains inspiration for new menu items.



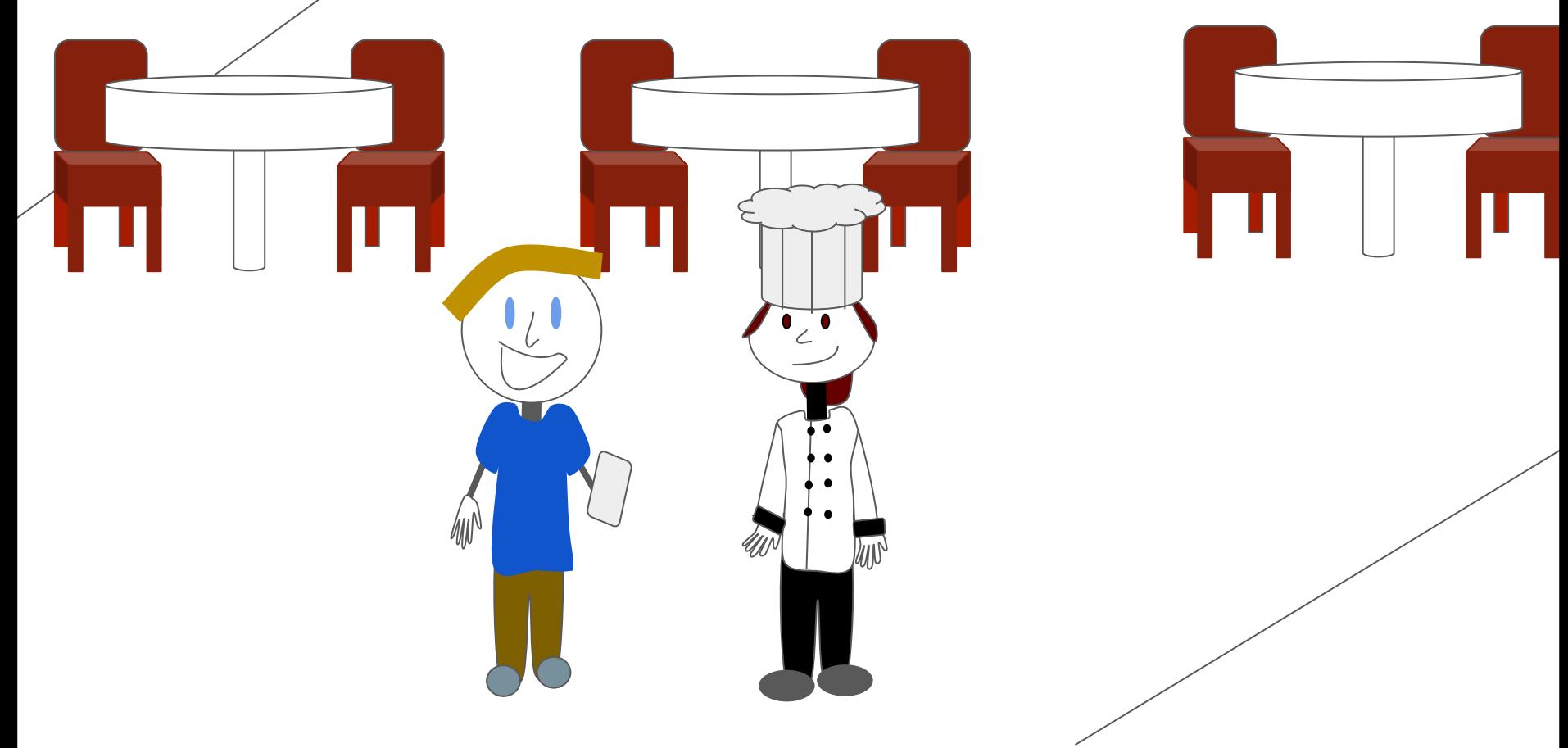
Grace cooks one of the new recipes and lets Bill taste test it. He thinks it tastes amazing!



Grace has numerous new weekly menu specials to choose from. She is excited that she can keep her customers happy and reduce her waste. Her restaurant continues to grow and she maintains customer loyalty.



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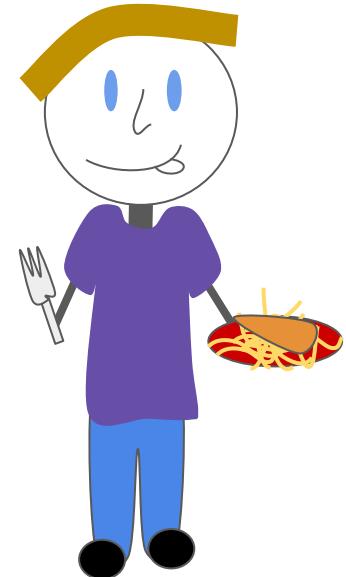
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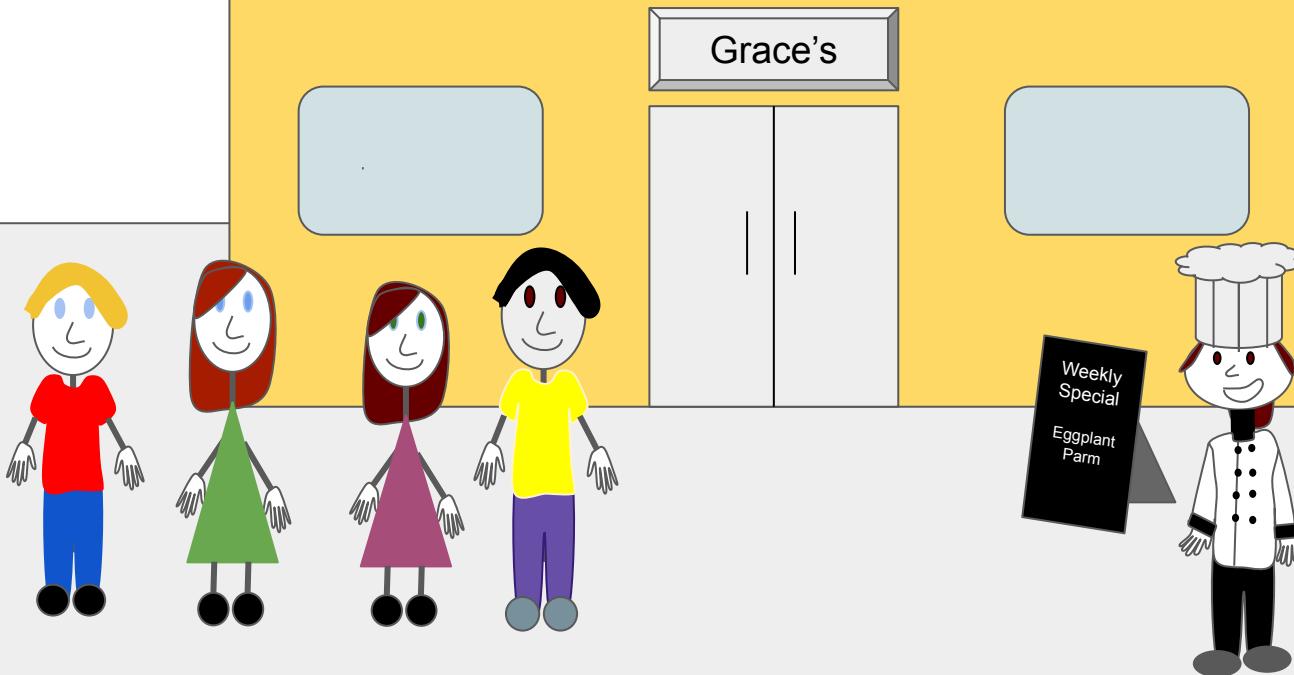
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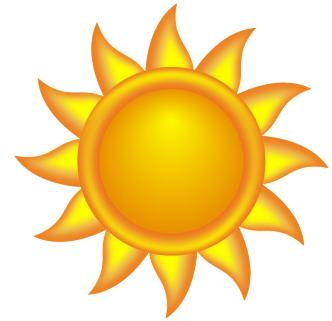
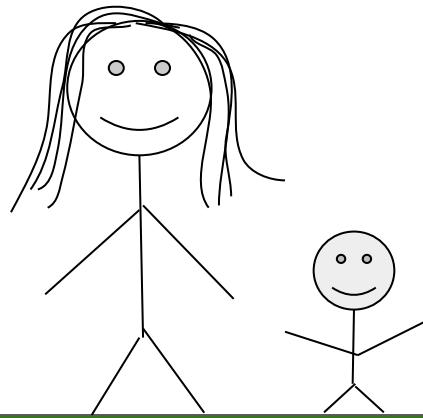
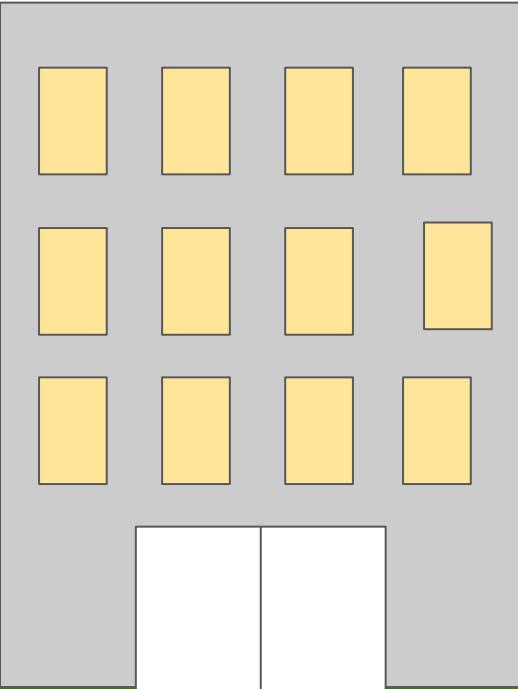
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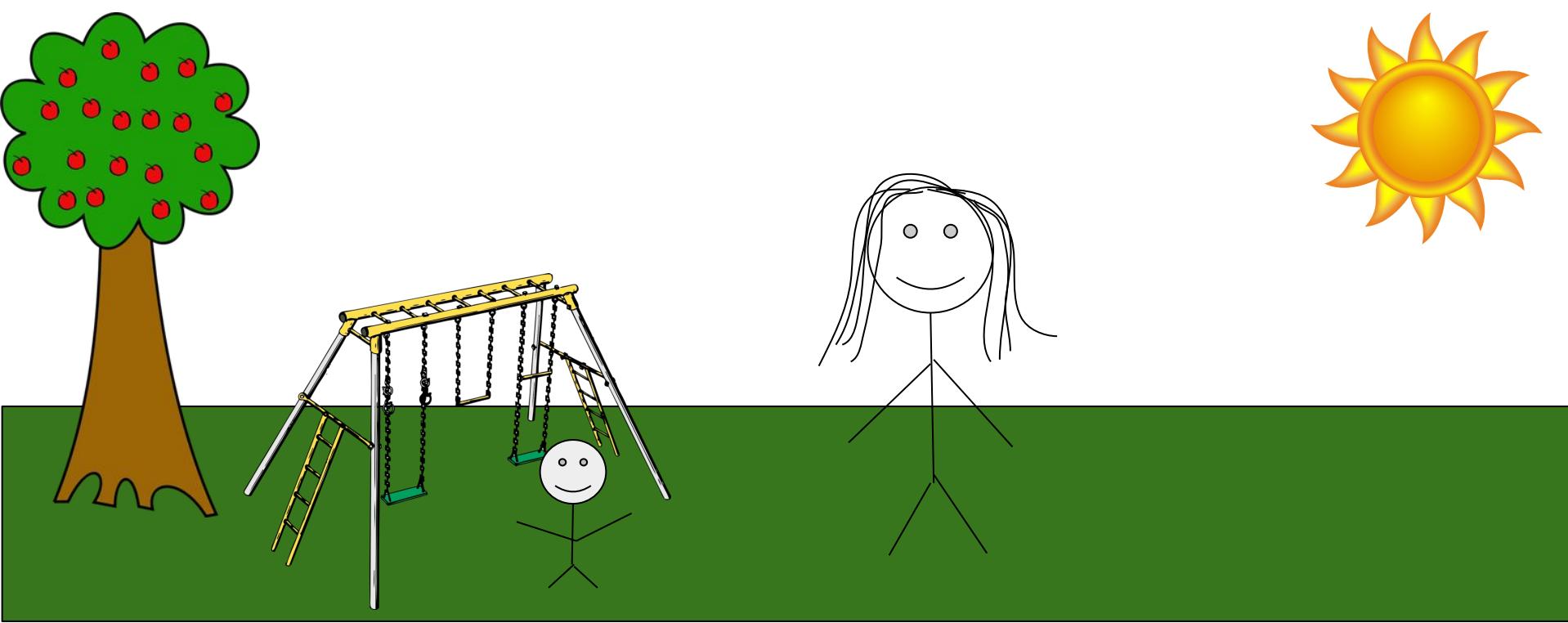
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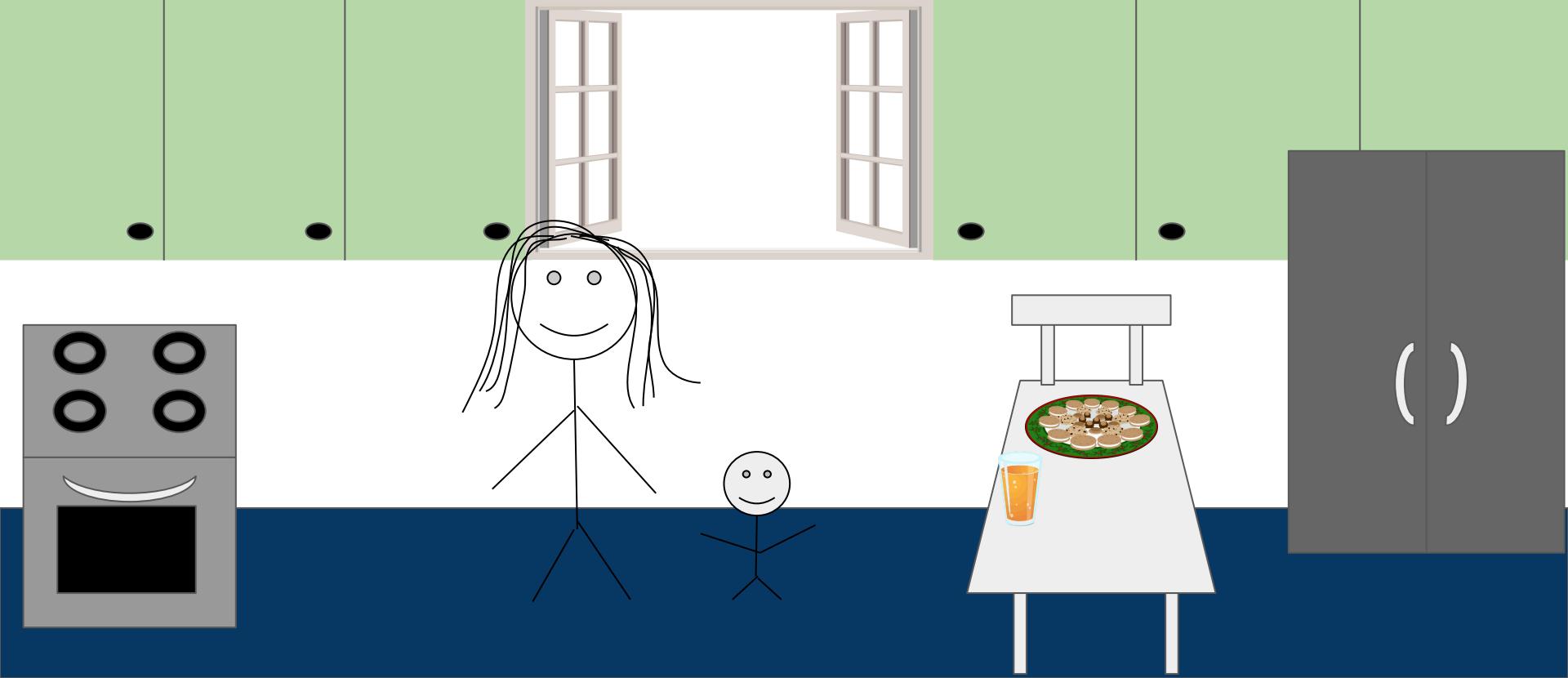
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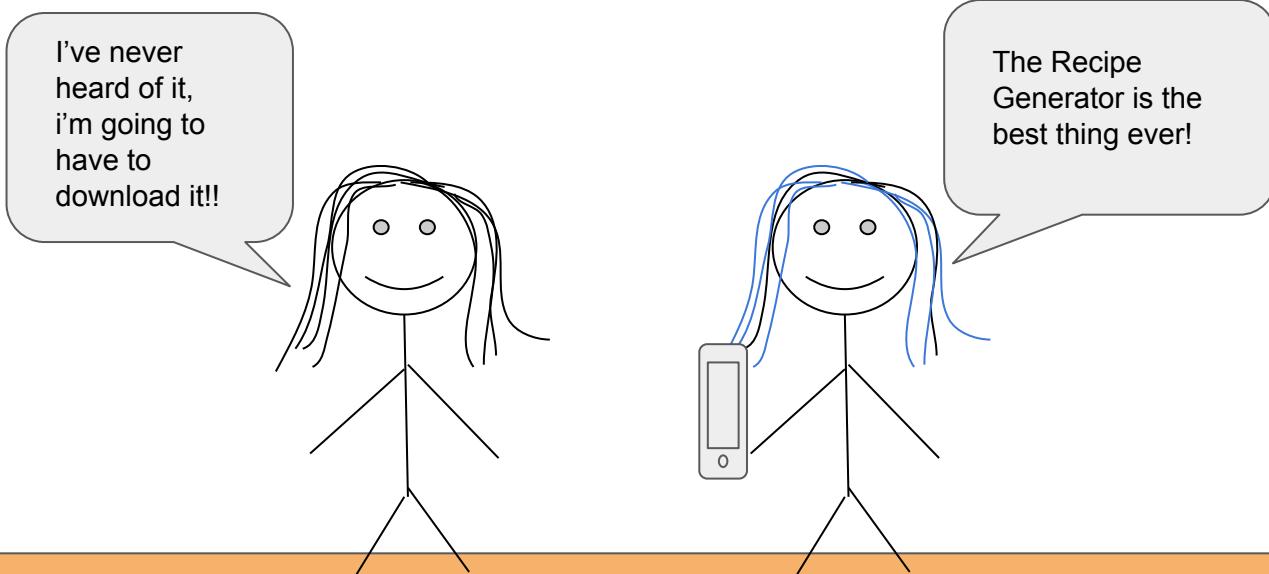
Natalie is a Fashion Designer in Austin, Texas. She is a single mom with a toddler who doesn't always have a lot of time or money to cook dinner with her busy schedule.



In her off time, Natalie likes to spend time with her daughter so cooking is not her main priority. She is looking for something that will give her quick and easy recipe ideas that her and her daughter will love!



Natalie needs something that will give her recipes based on what she already has at home, is toddler friendly, and will let her choose how long she wants to take to cook the meal.



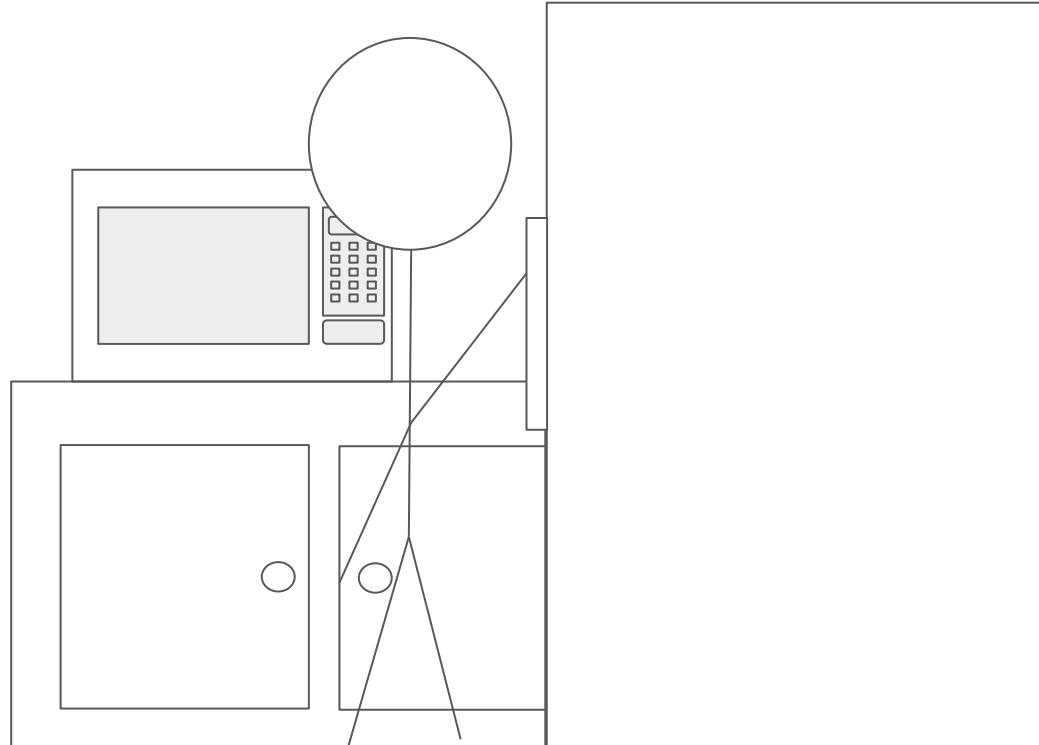
One of Natalie's coworkers Jane recommended this Recipe Generator app for your phone. She uses it at home for her children and says it's the best thing ever! "It really comes in handy after a long day with the kids. You get home and can find something so quickly, it makes the whole process so easy!" Jane says.



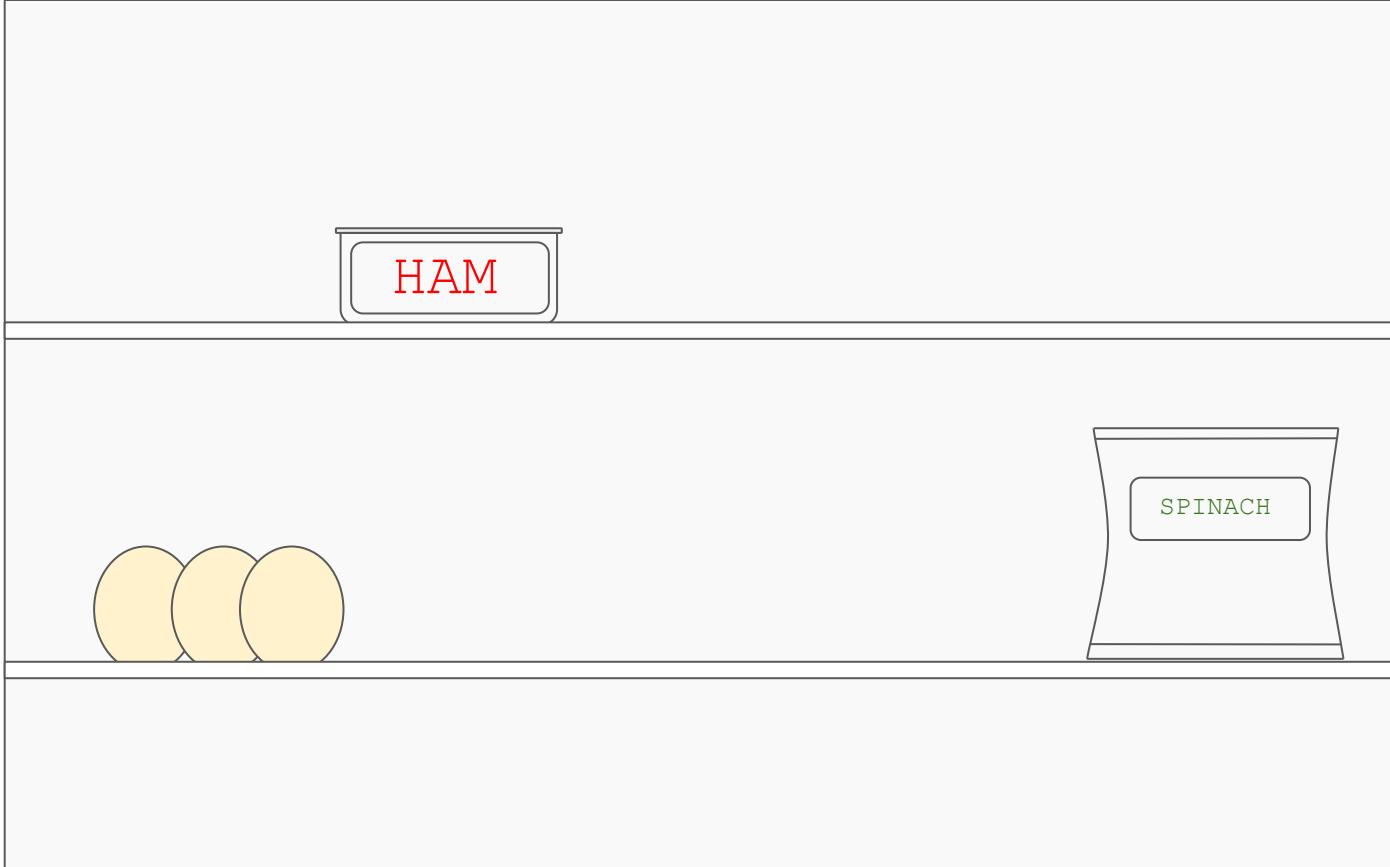
Natalie went ahead and downloaded the app to her phone. She now has the ability to upload everything in her pantry, choose what category of food she wants, how long she wants to take to cook the meal, look at video tutorials, save her favorite recipes and look at what others make on the feed!



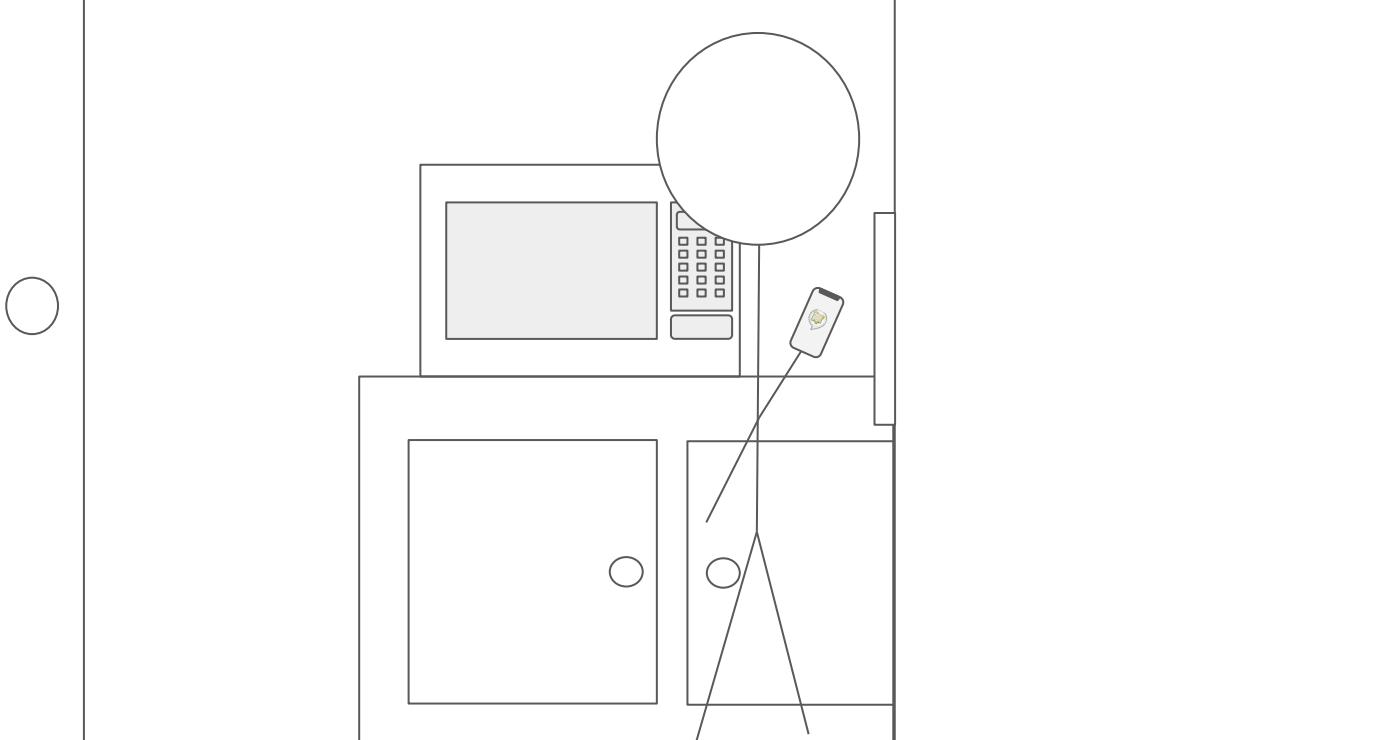
Natalie used the app for the first time and the dinner came out amazing! She took photos of everything and posted it to her feed for the public to see! She loves being able to see what people say about certain recipes so she knows if they will like it.



Barry walks into his dorm after a long physics lecture. He wants something to eat, but his next class starts in 20 minutes! He goes to his fridge to see what he can eat.



Barry opens his fridge only to find out that his roommate has eaten all of his food! Now he only has some eggs, some spinach, and a couple pieces of ham.



No worries! Barry pull out his phone and opens up the Recipe Generator App.

Recipe Filters

Ingredients

Eggs, Spinach, Ham,
Bread

Time

5 Minutes

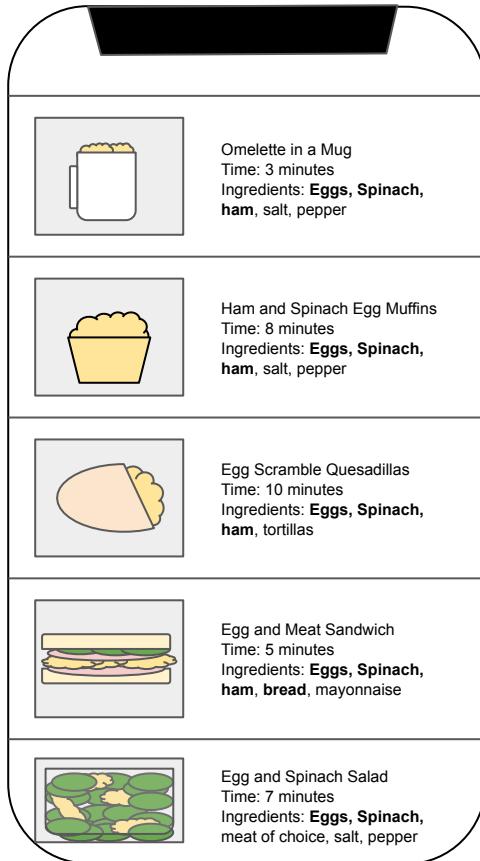
Appliances

Microwave, Toaster

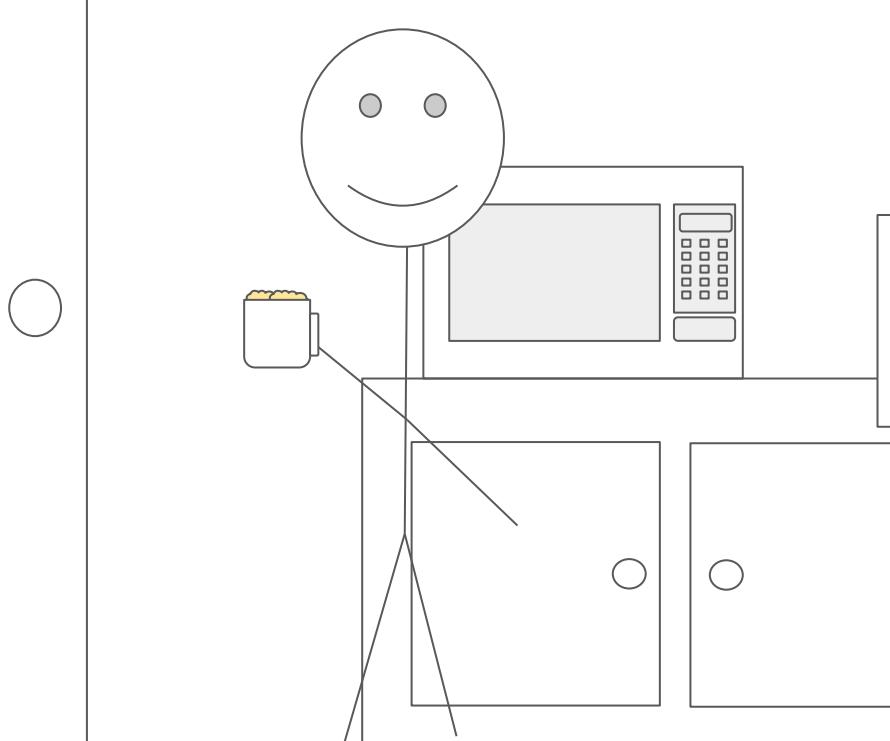
Add Filter +

GENERATE

Barry enters the ingredients he has, the time he wants to spend preparing and cooking his meal, and the cooking appliances he has in his dorm.



The app gives Barry a list of quick and easy recipes that follow all of his entered filters. His entered ingredients are in bold, while optional additional ingredients are in a normal font. Barry chooses to make the “Omelette in a Mug” recipe.



Barry makes and eats the omelette in a mug in just under ten minutes. Now he has plenty of time to make it to his next class, and he doesn't have to go on an empty stomach!