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Market Analysis

Target Market

Potential customers will be children and young adults, most notably college students. The target market is growing as more children are using the website and will want to find drink recipes online. Similarly, more young adults are going to college and will need drink recipes. Potential customers will be young, computer-literate, and social.

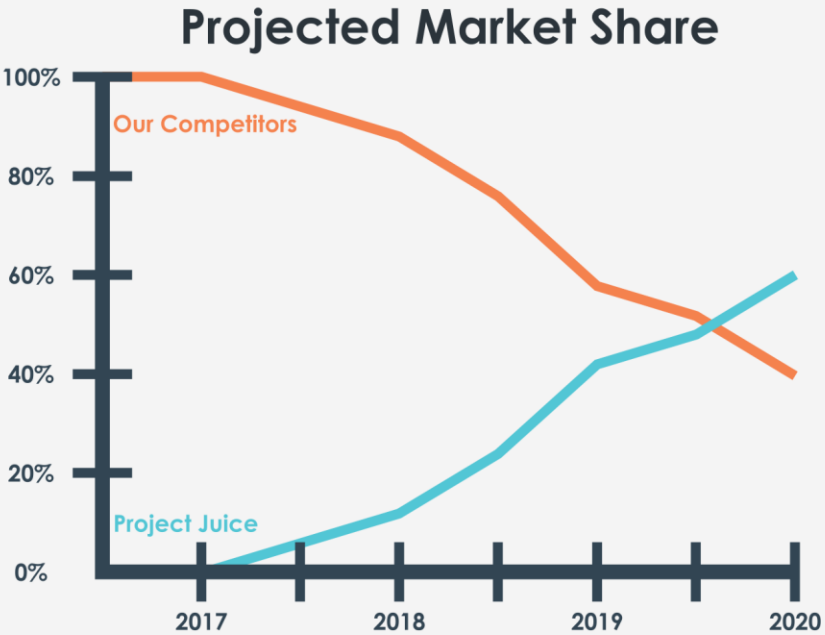
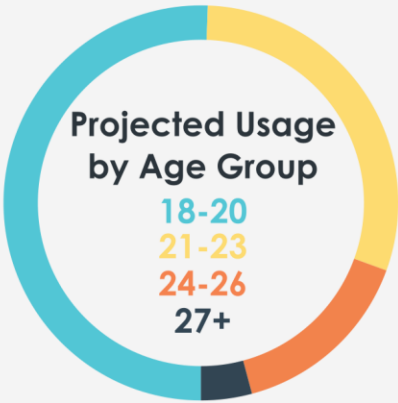
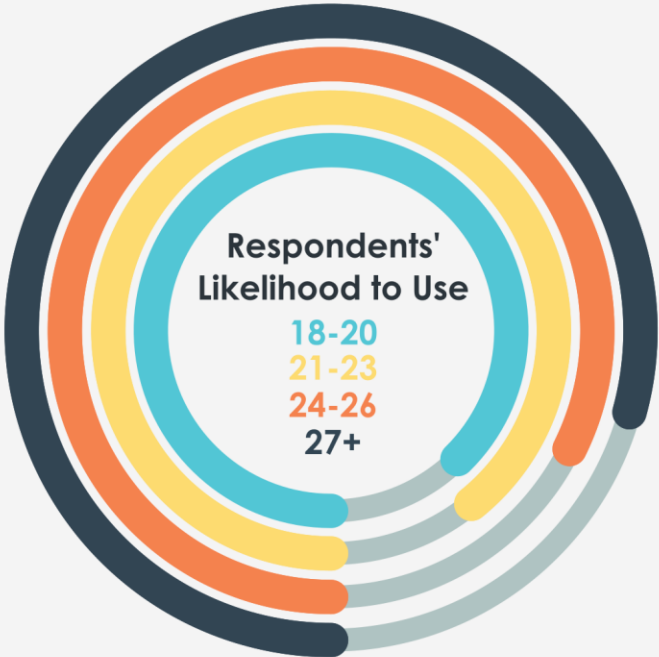
Competitors

There is currently an app that performs a similar function as our website. However, the app has an unappealing user interface. We will have a more attractive and intuitive interface. Our product will also be a website, rather than an app, as many users dislike using apps.

Competitive advantage

Our product will be a free website which will be accessible to anyone with a computer. Unlike our competitors who focus solely on alcoholic beverages, we will also have options for customers under 21 years of age. Our website will allow users to rate and save their favorite drink recipes so that they can come back and make them again.

Project Juice Market Analysis



*Based on Mostly Non-Scientific Research and Estimations

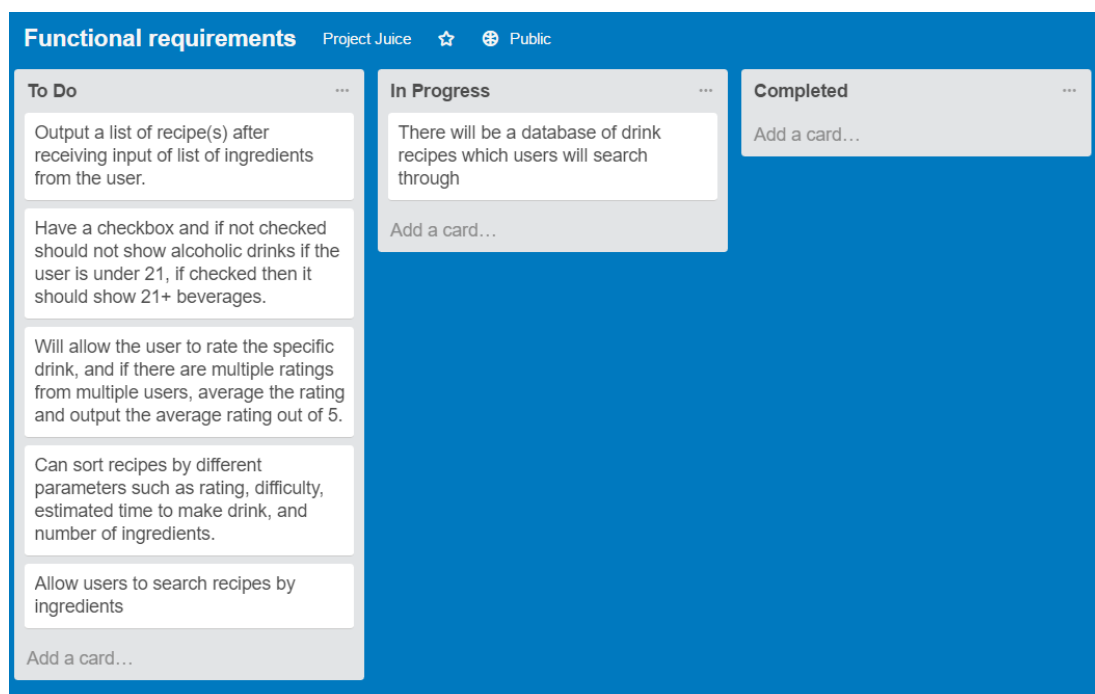
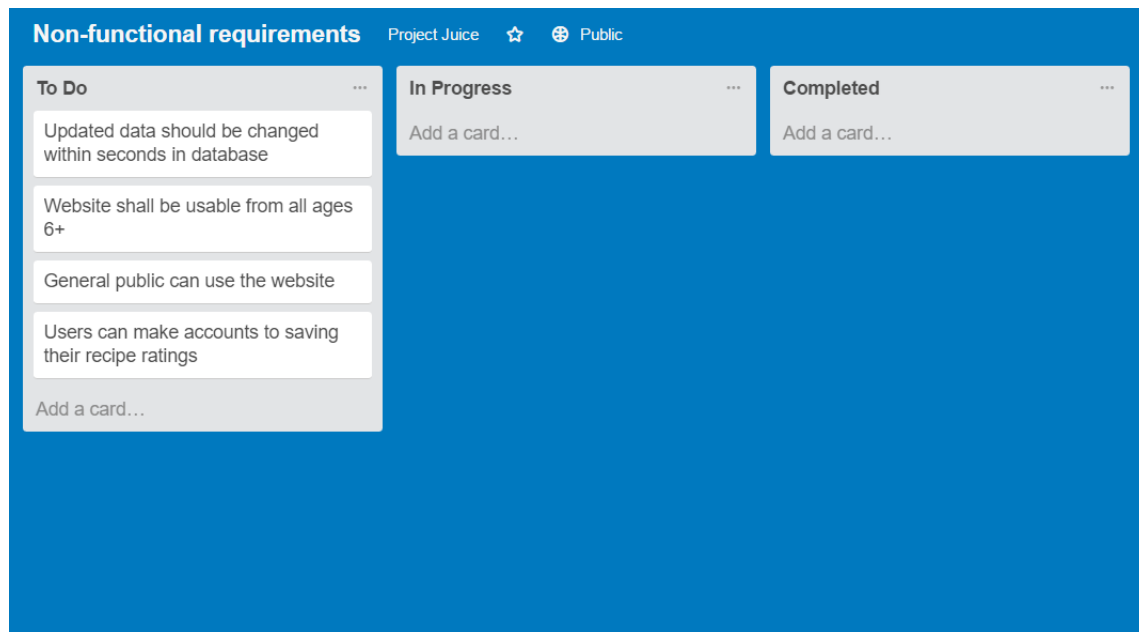
Retrospective on first iteration

While the first iteration went well, but the team overestimated how much we would complete. The team did not start on the frontend web development, which will be a major challenge in the next iteration as none of the team members have done any web development. We had trouble deciding which language to use to create our website as well.

Additional Requirements

The screenshot shows a Trello board titled "User Requirements" for a project named "Project Juice". The board is set to "Public" and features three columns: "To Do", "In Progress", and "Completed".

- To Do Column:** Contains six requirement cards:
 - "As a user, I should be able to rate drinks on a one to five scale that I have attempted."
 - "After inputting any ingredients, the website should output a list of recipes based on the ingredients inputed."
 - "As a user, I should be able to favorite recipes so that I can come back to the same recipe later."
 - "The website should show all recipes and allow the user to sort them by rating, difficulty, time, etc."
 - "As a user, I want to be able to save my favorite recipes"
 - "As an administrator, I want to be able to add new drink recipes while the website is operational"
- In Progress Column:** Currently empty, with a placeholder "Add a card..." at the top.
- Completed Column:** Currently empty, with a placeholder "Add a card..." at the top.



Plan Cycle and Methodology

The team is using agile methodology for our sprint cycles. The upcoming sprint will focus on developing the website and adding more recipes to our database.

Second Sprint

Project Juice



Team Visible

To do - website



Continue learning about web design

Set up website

Add website framework and layout

Add a card...

To do - Document
Daily/Weekly Standup



Create video of weekly standup

summarize weekly standup

Add a card...

To do - continue developing
database



Add more recipes to both recipe tables

Add a card...