Chris Manfredi
Application Definition Statement

A concise, concrete declaration of the app's main purpose and its intended audience

Purpose or Main Intent
A web and mobile application that is used to find and share Recipes.

Description of Intended Audience
From chefs to stay at home moms looking for new ideas in the kitchen. The age group for this application is from 20-60 years old.

Core Functionality
The core functionality of the application is to help people find recipes quick and easy. A "Cookbook" for users to save their findings. Also a search bar and search filter to help users find recipes fast and easy.

Feature Set
- ❖ Search for recipes
- ❖ Filter search results
    - ➢ Ingredient
    - ➢ Cook Time
    - ➢ Dish Type
    - ➢ Calories
- ❖ View recipe and directions
- ❖ Cookbook of saved recipes
- ❖ User Login/Signup

Nice to Have
- ❖ How-to Videos
- ❖ Deals at local grocery stores for ingredients
- ❖ A rating on the difficulty of the recipe from 1 to 5 stars
- ❖ Comments about the recipe from other people

Primary Persona

Monty Miller

"I need an application that will help me maintain my diet and help me find good recipes"

Monty is a college student currently studying art. She loves to find good recipes online and cook them for her and her family. Monty is very good with technology and can easily navigate the web. Monty loves to exercise and stay on a strict diet. She has used other sites to find recipes such as recipes.com and allrecipes.com. Her only complaints that those sites don't have a calories filter. She needs both a mobile and desktop version of the site to be able to use her ipad or iPhone in the kitchen. She added she would like to be able to share her findings with friends through email and social media sites.

Characteristics	Influencers	Pain Points
Age: 18 Education: Currently attending college Job Title: Student Tech Familiarity: High Tech Usage: Everyday Platform: Mac OSX Lion/ MacBook Pro, IPhone, ipad,	❖ A recipe site to be able to share her findings on email or social media ❖ A way to filter calories and ingredients ❖ Ability to save recipes ❖ Mobile site so she can view recipes on her ipad and iphone	❖ No spot for comments from users ❖ Lack of information about the recipe ❖ No share function ❖ No search filters

ACME interactive

Primary Persona

Monty Miller

"I need an application that will help me maintain my diet and help me find good recipes"

Scenarios

Primary Goal:

Search and Find a Dinner Recipe

Monty opens her web browser on her laptop and finds the website she is looking for. She browses the websites homepage to find recipe ideas. She then scrolls to the top to search for a dinner recipe her and her family would enjoy. Before she enters the search she knows her family is also trying to stay fit so she navigates to the search filter and filters out the calorie intake of the search results. After entering the search she narrows down some recipe ideas for the dinner. Cook time is also a big factor for Monty seeing as her family participates in night activities with other local families. She then navigates back to the search bar and filters out a cook time. She then scrolls down the page looking for a recipe that fits her needs. After finding on she clicks on the thumbnail and begins to prepare the dinner.

Secondary Goal:

Comment on the recipe

Once all the dishes are done and her family is well fed she now wants to comment on the recipe to tell others about it. She first logs into her account to be able to comment on the recipe. She then finds the recipe she just prepared and scrolls to the bottom of the page to the comment section. She then types a detailed description on the recipe and if she was pleased or not. She then submits the comment and closes her browser.

Secondary Persona

Julie Banker

"I need a easy to navigate application that will help me improve in the kitchen"

Julie is the nursing officer at Lehigh Regional Hospital. Julie loves to be in the kitchen to cook for her and her husband. She has an ipad of her own so she knows the basics about technology. She uses her ipad to look up recipes. She would love to have a site with filters and a search bar. She would also like images and make the layout easy to read. Julie also has an iPhone and a laptop, so she would like both a desktop and mobile version of the site. Julie is also on Facebook so she wants to be able to share the recipes with her friends.

Characteristics	Influencers	Pain Points
Age: 46 Education: Masters Degree Job Title: *Chief Nursing Officer* Tech Familiarity: Basic Tech Usage: Daily Platform: Windows 7 / Ipad / iPhone	❖ A easy way to find good and healthy recipes for her and her husband ❖ A way to share her recipes with her friends ❖ A way to find new creations to impress her family and friends ❖ Able to view recipes on her ipad and iPhone	❖ Not able to share recipes with her friends on Facebook or email ❖ Layout is confusing ❖ No ratings on recipes ❖ Confusing sign-up form

Secondary Persona

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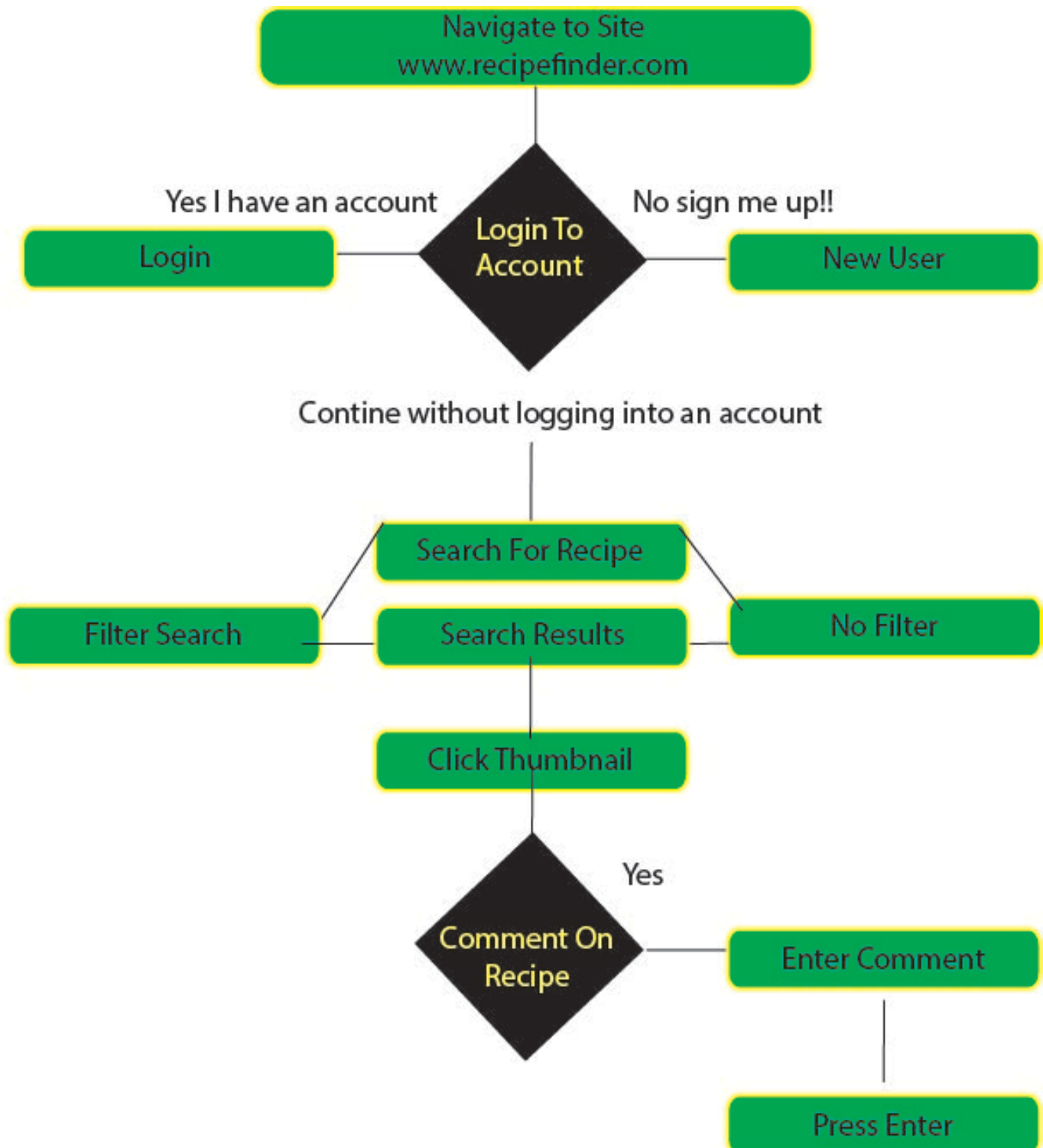
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Search and Find a Dinner Recipe

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Secondary Goal:

Share the recipe

After Julie is done cleaning she wants to share the recipe with her friends on Facebook. She navigates back to the website and logs into her account. She then navigates back to the recipe she prepared and clicks the Facebook icon. She then logs into her Facebook and clicks share. Julie also wants to share the recipe via email. She navigates back to the page and clicks the email icon. She signs into her email and types in her friend's emails. Finally she clicks send and closes the browser

Use Case Diagram

Navigate to Site
www.recipefinder.com

Yes I have an account

Login To Account

No sign me up!!

Login

New User

Contine without logging into an account

Search For Recipe

Filter Search

Search Results

No Filter

Click Thumbnail

Comment On Recipe

Yes

Enter Comment

Press Enter

ACME interactive

Heuristics Evaluation Sheet

Pick a similar web app and evaluate the design.

Heuristic	Recipe.com
Visibility of app status Does the app keep users informed about what is going on, through appropriate feedback?	No, this application didn't seem to have any loading bars for content failing to load.
User control & freedom Users often choose app functions by mistake and will need a clearly marked "emergency exit." Does the app contain safe exploration features? (back, cancel, undo)	Yes this website always has an "emergency exit" if you click the recipe.com logo on the top left.
Error prevention Does the app eliminate error-prone conditions and present users with a confirmation option?	This website does a good job at letting the user know they made an error
Consistency & Standards Users should not have to wonder whether different words, situations, or actions mean the same thing.	Everything on this site is consistent and there are no real big problems with items on the site
Recognition rather than recall Minimize the user's memory load by making objects, actions, and options visible.	The text is in good sight of the user so there is no missed information
Flexibility & efficiency of use Reduce the number of steps required by anticipating user needs and enabling customization.	Yes the website is flexible and efficient
Aesthetics & screen design Screens should not contain information which is irrelevant or rarely needed	All the screens have relevant information
Help users recognize, diagnose, & recover from errors Error messages should be expressed in plain language precisely indicating the problem and solution	This website has error messages to let the user know what they did wrong

Heuristics Evaluation Sheet

A method for conducting quick and easy, low cost evaluations of user interface designs. Pick a similar service and evaluate its design.

Heuristic	
Add your own Heuristic If the App can be evaluated using another heuristic, feel free to add to this list.	
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