CSE Homework 1 Outline/Brainstorm:

Idea: CocktailDex or some such name.

Sample Sites:
http://www.cocktailbuilder.com/
https://realfood.tesco.com/recipes/inspiration/cocktail-finder.html

Outline:
- An executive overview of the problem as you see it
- A study of users including personas
- A logical flow diagram for a proposed app
- A wireframe of the proposed app
- Any important notes on risk, execution, etc. that you think is important to consider now

Tools for Wireframing:
Axure, UXPin, Balsamiq, Sketch, Visio, OmniGraffle, LucidChart, draw.io
...or anything else you can think of that does the job.

Ideas: (May not be in doc but definitely add any ideas you can think about here)
- Image can be provided by us for initial db (link to google image or something…)
- New drinks can have images uploaded by users as a URL
- Tagging
  - When user is creating their own recipe they can tag it how they choose.
    - Might break up tagging into ingredients section
    - Type of drink section (i.e - low ball, high ball, etc…)
    - Glass/cup to drink it in section
    - And original version section (i.e. - some bartender's variation of a moscow mule)
  - User can search by:
    - Ingredients
    - Type of drink
    - Type of cup
    - Original version
    - Name
    - Popularity
- Favoriting a drink
  - Keeps track of a user's favorite drinks
- Suggesting new drinks
  - Could look through users favorite drinks and count ingredients
  - Returns drinks that share most common ingredients used by user
  - Also could suggest drinks based off most favorited cup/drink type/version

Below is submission doc

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This document will provide an overview of our potential web-application for the CSE 134B Winter 2017 course. Our web-application is tentatively named: "CocktailDex".

Executive Summary

Our web-application will serve the purpose of enabling users to quickly determine which cocktails they can create given base ingredients on hand. For users looking to explore or create something new, or users unfamiliar with mixed drinks, users will easily be able to find a recipe that they can work with.

Motivation:
- There are quite a few mixed drinks around, sometimes it is hard to find all or some drink in particular.
- For a user who has spare ingredients around, the user is now able to find a way to use all or most of the ingredients in a drink as they choose.
- If the user wishes to try something new, they can find cocktails that are similar to or very different than existing drinks they know they like.
- If the user wishes to save a quick list of drinks they like so they can reference the recipe later they can do so.
- If users wish to share variations of popular drinks that they think are better or not conventional they make create their own recipes and share it with others.

Features:
- Login as a user or browse as a guest
- Browse through an initial database of classic mixed drinks.
- Choose to favorite drinks that show up in their "Favorites" page. These drinks can then be browsed through later in a "Favorites List"
- Create and publish their own drink recipes.
  - Users can specify whether they would like to publish their drinks in private or in public
  - User-published drinks will go on a "My Drinks" page for their respective authors to view later
  - Creation page will include a form for the drink's name, the base drink, the glass to be served in, an expanding list for ingredients with their respective amounts, tags, comments, and instructions for creation.
  - Drink tags will be creator-defined. These will be used for future searches by other users (filter-by-tag after searching).
    - Creator-defined tags will show up as "Publisher Tags".
- Search functionality by name or ingredients
- Filter drinks by tag.
  - Tags can be ingredients, type of drink (i.e. - high-ball, low-ball, etc…)
  - If the name is unique - i.e. - the user has determined the name, but it is a variation of a popular drink we can also tag by the conventional drink it is based off of.
  - Popularity (# of favorites)
- A "My Shelf" feature, that saves users' stocked ingredients from previous visits (used to search compatible drinks without having to enter previously-entered information)
- An information ('About') page for cocktails, describing terminologies and general cocktail-related information.
- An about Cocktails section
  - Here we can explain a bit about some of the tags we are using

- ■ Ingredients are self explanatory, but we can provide a list of some sample ingredients that users can use
- ■ Classes of drinks and what they mean: low-ball, high-ball, etc...

<div align="center">Users</div>

We have two main types of users, with varying levels of familiarity to drinking/cocktails among them.

1. <u>Consumers</u>
2. <u>Producers</u>

Users can also be a combination of both consumers and producers.

<u>Consumers:</u>

Consumers are the primary users of our application. 'Consumers' are those people that intend to discover or lookup cocktail recipes. They will likely be people who are either meaning to learn how to make their own cocktails, experiment with unfamiliar cocktail types (or starting off), or just browse for consideration and curiosity.

Usually, these consumers would search for their cocktail information using a popular search engine that directs them to various sites for recipes and related information. This may lead to user confusion, with different sites potentially providing different information for the same topics/drinks and different website layouts.

Other, pre-existing cocktail-builder sites tend not to support as wide a range of search methodologies (usually supporting just name and/or ingredients); have a limited pool of cocktail options; and are inconvenient in usage--requiring constant re-inputting of data over multiple searches. This can lead to a loss of consumer interest as returned cocktails may not appeal enough and much effort is required over multiple searches.

Using this application, 'consumer'-types will be able to search as they always have if coming from a different cocktail-builder site with the additional option of further filtering their searches with extra (tagged) information beyond just the name and/or ingredients on an ever-growing cocktail database; they can also save on-hand, stocked ingredients on the app such that multiple searches can be done without having to enter so much previously entered data; and finally, they will be able to keep track of their interested or liked drinks by favoriting them and having them appear in their "My Favorites" list.

Among consumers that might just be starting off, they can use the application's "About" page to learn more about specific cocktail-terminology that might be used in the various tags, while others can perform lookups immediately with what they already know.
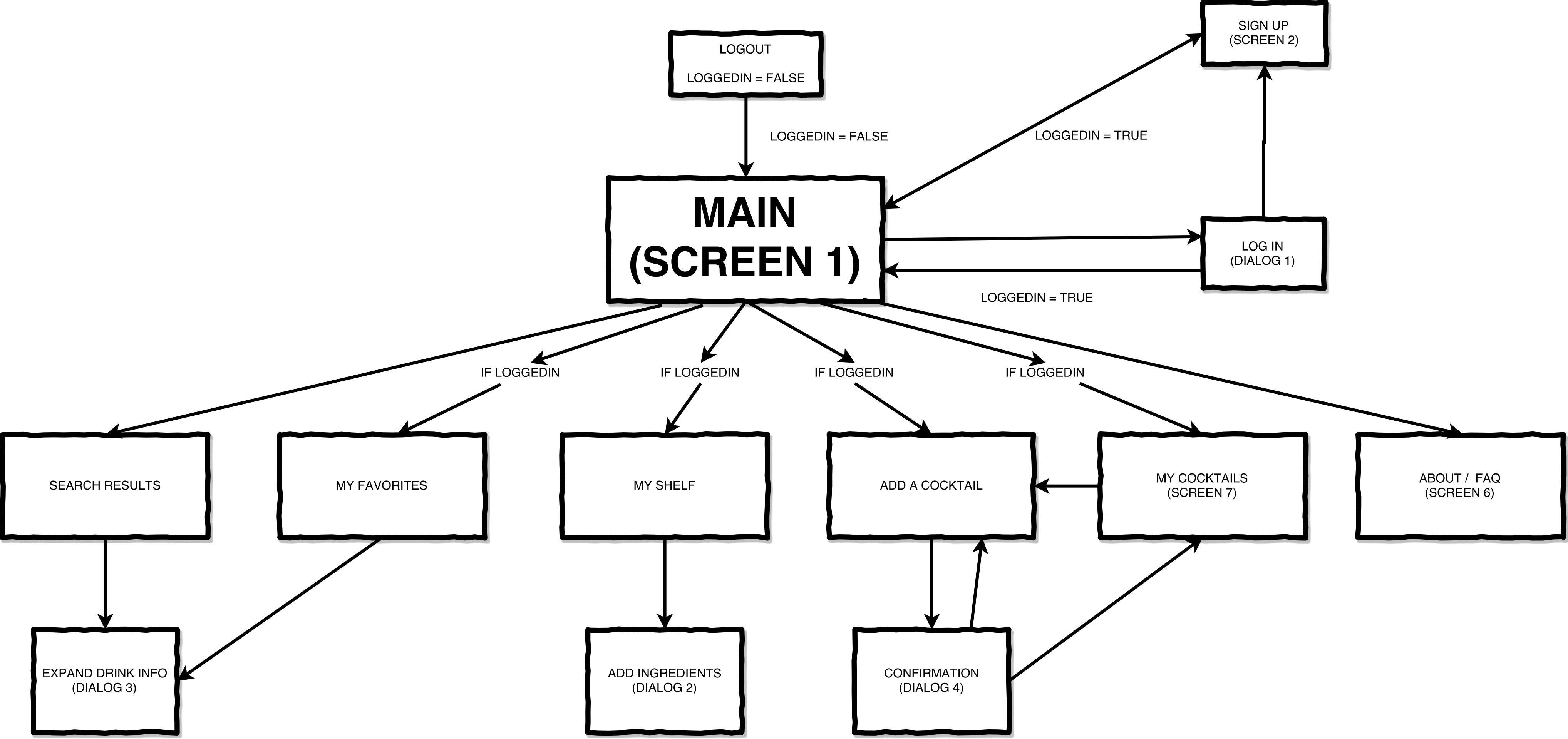
<u>Producers:</u>

Producers are the secondary users of our application. Producers are users that intend to publish their own cocktail concoctions that are different from pre-existing classical cocktail mixes. Currently, there are no sites that allow for users to publish their own cocktail creations, limiting producers to share their recipes through paper publishing or sites not dedicated towards cocktail sharing, which tends to be inconvenient for reaching an audience that are not as interested in or committed to finding cocktails.

Using this application, producers will be able to create their own drinks with optional comments and tags, so they can share with a broader range of consumers that might happen across one of these user-defined creations in their search results.

Using the consumer-intended features of the application, producers can also find inspiration for new cocktail creations by looking up similar or different drink types than what they have in mind.

Across all skill levels, producers can try their hand at making different cocktails, whether for the sake of experimentation (by creating private recipes) or for the sake of sharing what has been well received in the past (by publishing publicly).

Sample Flowchart Diagram
(On next page)

Sample Wireframes
(On next pages)

CocktailDex

Search by ingredients:

+	ie. whiskey

Search

—————— OR ——————

Search by drink name:

ie. moscow mule

Search

Sample Drinks

Sample Drinks

Sample Drinks

My Cocktails   My Favorites   My Shelf   About/FAQS

Sign up with CocktailDex

Email Address

Password

Confirm password

Sign Up!

——————————— OR ———————————

Login with Facebook

Login with Twitter

Sign In to CocktailDex

Email

Password

Sign in

OR

[f] **Login** with **Facebook**

[🐦] **Login** with **Twitter**

About Cocktails

List of FAQS and cocktail information

My Cocktails

My list created drinks   Delete

Cocktail information on click

My Cocktails   **My Favorites**   **My Shelf**   **About/FAQS**

Create My Cocktail

Cocktail Name

Glass Type

+ Ingredients

Information and instructions on creating cocktail

Create My Drink!

CocktailDex

Are you sure you want to create this drink?

Once created it cannot be removed from the cocktail list!

Create my cocktail!

OR

Cancel

My Cocktails   **My Favorites**   **My Shelf**   **About/FAQS**

CocktailDex

Filter your drinks!:

Number of ingredients:

☐ 1-3

☐ 4-5

☐ 6+

Spirit Type:

☐ Vodka

☐ Whiskey

☐ Rum

☐ Wine

Glass Type:

☐ Low-ball

☐ High-ball

☐ Martini

☐ Cocktail

Cocktail list results   **Favorite**

Cocktail information on click

Cocktail list results   **Favorite**

Cocktail information on click

My Shelf

Want to search your entire shelf?

Search MyShelf

| + | Add to My Shelf |

My list of ingredients I have in my shelf

Cocktail information on click

My Favorites

My list of favorited drinks   **Delete**

Cocktail information on click

Strengths

- Ability to track your favorite drinks for quick lookup
- Ability to search drinks by rating (optional)
- Ability to search drinks by ingredients
- Ability to save ingredients for repeat searches
- Ability to filter drinks by type
- Ability to search drinks by original drink (i.e. - all variations on a moscow mule)
- Ability to suggest drinks the user might like (optional)
- Ability to suggest drinks very different from the user's tastes (optional)
- Ability to create a specific drink as a user
- Ability to save/lookup your created drinks as a user
- Ability to easily browse as a guest

Weaknesses

- Users might be able to input incorrect ingredients
  - Misspelling words/tendency to spell words differently than expected
- Authenticity of recipes might be compromised given too much user-freedom for creating cocktail recipes
- Search/filter might be slow for users
- Users have to login to post recipes
- Users have to login to save ingredients
- We might not have tags for everything
- Using images that are provided through URLs can be unstable if those URLs become invalid
- Competitors solving the same problem but faster, and with a better UI, etc...

Risks

- Using images that are provided through URLs can be unstable if those URLs become invalid
- Possibility for user-entered material to harm the persistent database storage
- Database needs to run at all times; database could fail
- Authentication could be faulty
  - Not code we maintain
- Authentication could fail/be unreliable
  - API changes
  - Dependent service goes down
- Potential storage/performance issues with the database

Execution

- Using Firebase for backend storage, analytics, and notifications (back-end)
- Developing web-app and mobile-app (front-end)
- Integrating any middleware tech (for things like authentication, passing requests) if necessary