The Recipe Manager

By Ready Team One

1. Problem

Difficult to look for the one that you searched for before

- Many of us always want to look for a dedicated recipe. However, it is hard to find the one that you want out of millions of similar recipes online.

No annotations or edits allowed

- Most recipe websites are blogger-made/premade by website owners and does not allow edit/annotations. You could only screenshot the recipe or maybe keep it in your brain.

Overwhelming features and tidiness

- Some recipe websites are way too much and complicated. They might have a lot of features and brilliant recipes, but features that are too hard to use and too messy.

Target Demographic and Consumer Analysis

Education or Occupation:

- College student that needs quick, simple and easy recipes
- Working class individuals that have little time on their hands at work

Age range:

- Between 18-45 years old

Innovations we can improve upon:

- Most recipe managers are too complicated, convoluted or target more professional audiences, our goal for this project is to make an application that is as simple and readable as possible for amateur users
- We need to show our customer that we respect their time and can create an easy navigable app to use

User Personas

- Scott
  - 21 year old college student with enough cooking experience to get by, but not enough to make anything too complicated. They need somewhat easy instructions to follow, and what dishes they can make with what little they have. Substitute ingredients might be something they're interested in since some ingredients might be too expensive
- Timmy
  - 18 year old freshman who's only experiences with cooking are eggs and instant noodles. They need the instructions to be dummy-proof and they tend to stick with the same recipes that they know work.
- Jemimah
  - 26 year old semi-responsible adult with enough cooking experience to make relatively difficult dishes, but lacks the time and energy after a day of working to bother with thinking up dishes to make with what they have. They have the money to buy the ingredients listed.

2.Appetite

Allotted Time: 5 Weeks

- Roughly second week of December 2021

November 2021

	S	M	T	W	T	F	S
44		1	2	3	4	5	6
44	7	8	9	10	11	12	13
45	14	15	16	17	18	19	20
46	21	22	23	24	25	26	27
47	28	29	30				

December 2021

	S	M	T	W	T	F	S
48				1	2	3	4
48	5	6	7	8	9	10	11
49	12	13	14	15	16	17	18
50	19	20	21	22	23	24	25
51	26	27	28	29	30	31	

Limitations as a consequence:

- Emphasis on ensuring users can browse, create, save and archive their personal collection of recipes above all else
  - Simple, refined and minimalist UI
  - Will not be implementing recipes from the entire web
  - User to user interactions (comments, rating, interacting with other profiles) likely not a possibility
- Will place a lower priority for users who are more advanced and want a variety of fun features
- Minimalism happens to be ideal to our objective

3. Solution

Offer a way for our users to easily search for relevant recipes and keep track of the ones they especially like.

Features include:

- Simple UI
    - Makes it easier for you to get started right away!
- Ability to favorite recipes.
    - Finding the recipes you love will be quick!
- Search and Filters
    - Find the recipes that you want, and keep away the ones you don't want!

4. Rabbit Holes

- Allow users to store offline recipes locally. This will creates a DB at the userside, web storage space could be good enough.
- Using machine learning to predict what are trends and cuisine each individual user would like to search and send recommendations accordingly.
    - It is a good idea for the app but the process itself would consume too much time.
- Complicated user interface.
- Picture quality enhancement when user upload their recipes.
- Complicated checking algorithm for checking user input.
    - For example, is the user uploading unrelated images.
- Video uploading from user.
    - Checking valid input requires a lot of effort.
- User interactions platform.

5. No-Gos

Things to specifically avoid that aren't part of the goal or too complex:

- Chatting system/DMs to other users. Nice feature to have but probably not needed. (Comments on others' recipes may be fine, if we get there)
- No hidden buttons/features.
    - Ex. No need to have extra information hidden behind a button (have it all in plain sight).
- Personalization for recipe recommendations or preference.
- Shopping system for materials.
- Sharelinks through social media
- Adding personal recipes to the database
    - We'll most likely be using apis to get recipes online

Competitors and Competitive Advantages

1. RecetteTek
   - Search and import function (paste URL)
   - Translate
   - Saves directly on device
   - Has shopping list for ingredients of recipes
   - Can set a calendar of recipes
   - More barebones and for personal use

2. Paprika Recipe Manager
   - Available for IOS, Android, Mac, and Windows
   - ratings under each image for each recipe
   - Side bars; search under different folders for different tags and other features

3. Budget Bytes
   - has price of each ingredient and price per serving for each recipe
   - targeted towards people on a budget (like college students)
   - has a tab for how to do basic kitchen stuff
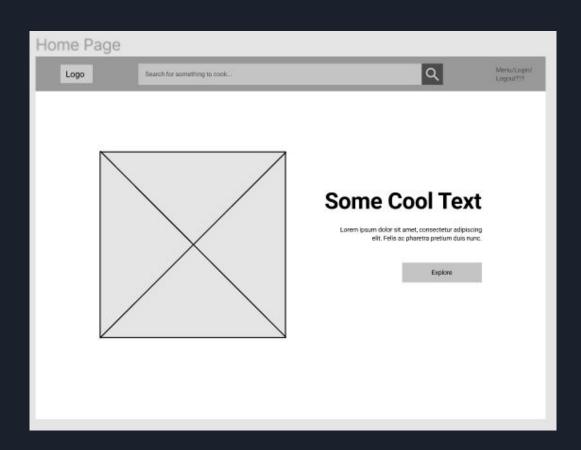
4. Recipe keeper
   - Plan meals for the week
   - Import recipes
   - Search by courses, categories, favorites, and recents
   - Filter (advanced search)
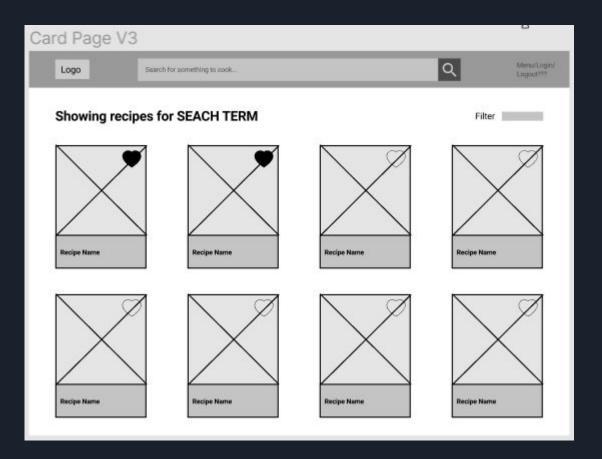
Wireframes:

Home Page:

Card Page:

Recipe Page