

Name/Age

Derek Shropshire,
age 22

Occupation

Student; COGS/History
double major

Frustrations

- Very little time for anything but studying
- No time to shop -> small ingredient selection at hand, mostly eats microwavable meals

Goals

- Survive until graduation
- Have a diet of something other than ramen and hot pockets

Hobbies

- League of Legends and literally nothing else; no time

How app would benefit them specifically

- able to search recipes by specific ingredients
- easily find recipes that takes short time

Name/Age

Riley Bernard
29 years old

Occupation

Single mother of two
Accountant at a firm
30 minutes away

Frustrations

Single Motherhood;
having to juggle work
and taking care of two
young children

Goals

- Be able to feed her family
- Manage time between her work and time at home
- Be able to have more leisure time for herself
- Reduce amount of money spent on take out

Hobbies

- reading
- going to coffee shops
- dropping the kids off at school & hanging out with other moms
- kid playdates
- PTA mom
- yoga
-

How app would benefit

- find easy, fast, and healthy recipes to feed her and family
- able to save more money cooking and buying ingredients from grocery store

UX considerations:

- How different devices squash the visual design horizontally; info should remain clear
- Which elements stay locked in place on screen while scrolling
 - Which elements should always be present on screen/"at hand" to reduce user time spent digging through menus
- Preserving last open windows/positions on page in said winows, ie switching to a different page to check something and then switching back should keep how far down you've previously scrolled

Important to think about: What's our unique feature??

- Stems from our niche we're filling; what could be uniquely attractive feature-wise to someone in a hurry?
- Mentioned in meetings: auto-grocery list generator, instant "find me a recipe" button, built-in timer/other stuff so users don't need to switch apps for other utilities

Category Examples from Tasty app:

- difficulty:- easy dinner
- under 30 minutes
 - 5 ingredients

meal:

- appetizers
- breakfast
- lunch
- dinner
- desserts
- sides
- snacks
- one pot meals

Diet:

- dairy free
- gluten free
- low carb
- vegetarian
- vegan
- pescatarian

Cuisine:

- mexican
- japanese
- korean
- french
- filipino
- african
- italian
- chinese
- etc.

Fileside:

- How are different pieces of info about the recipe stored/what info stored in local recipe file?
 - Author name
 - Link to author profile/UUID if user-generated
 - Ingredients list
 - Prep time
- Categories it belongs to (metadata tags)
- Dietary restrictions? (eg Kosher, Halal, etc) (Could be auto-generated based on ingredients list) (Same with allergens)

User Info:

- What's the minimum data we'd need from a user to make these ideas function? (username, psw, optional profile pic?)
- How is this data stored? (Raaghav mentioned MongoDB, SQL, other alternatives exist too)
- Could cutting back on/refining certain features make storing/collecting user info more secure or easier to handle? (i.e. using a limited set of user avatars rather than profile pics like reddit does)

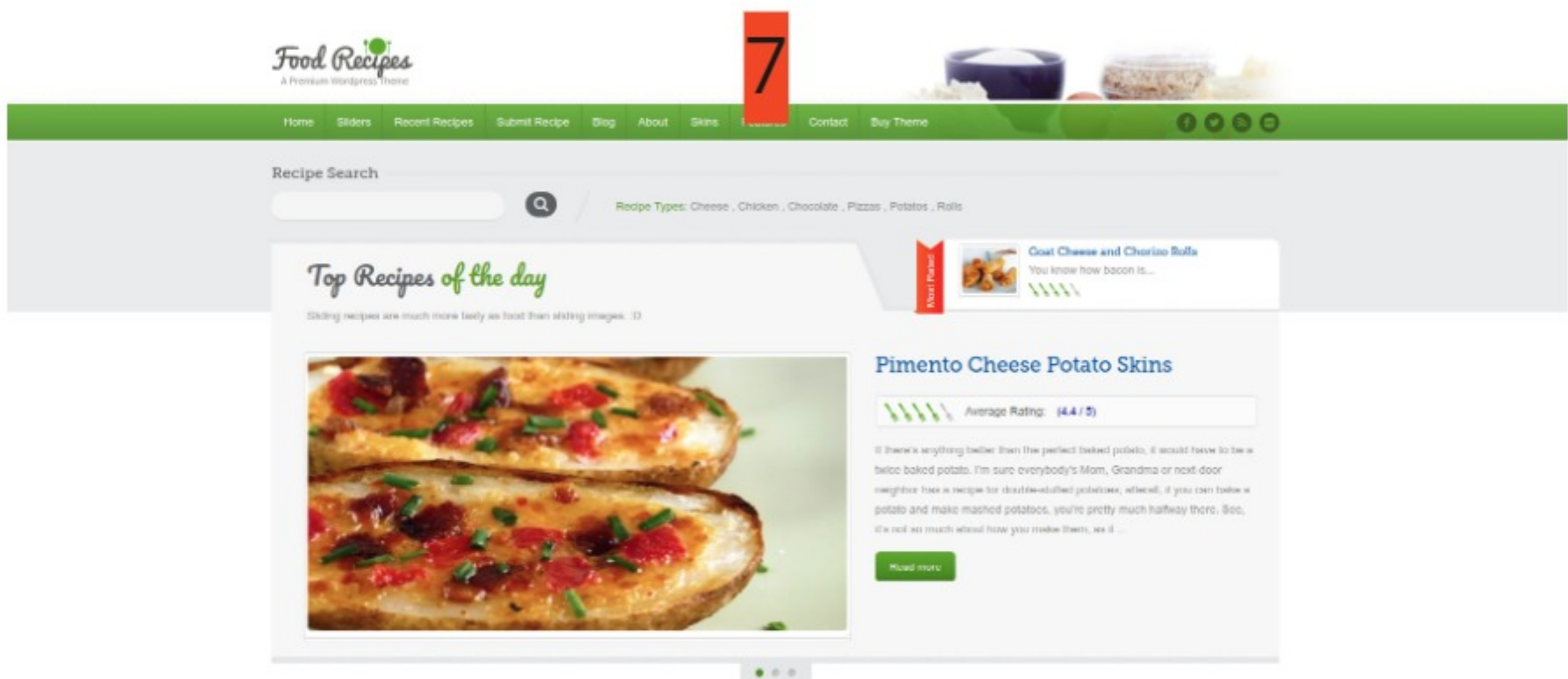
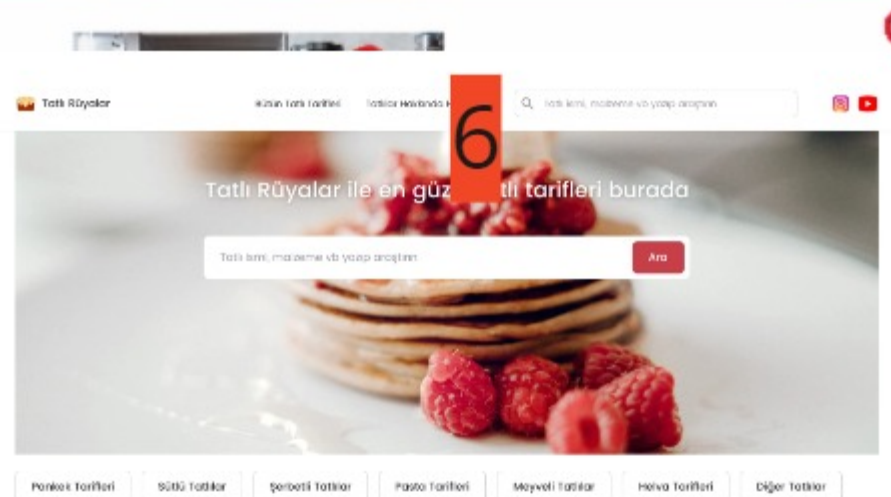
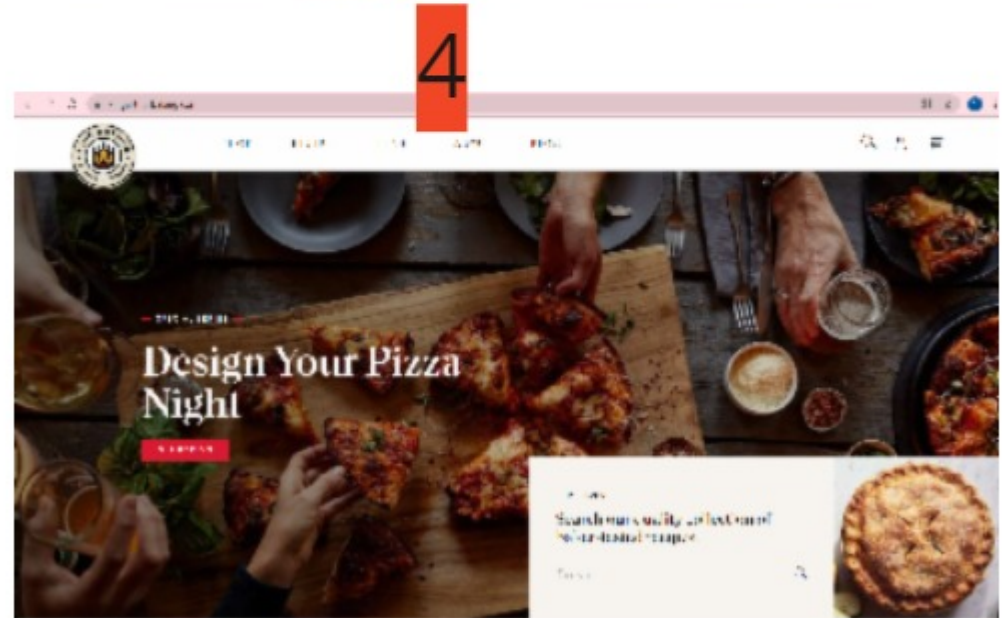
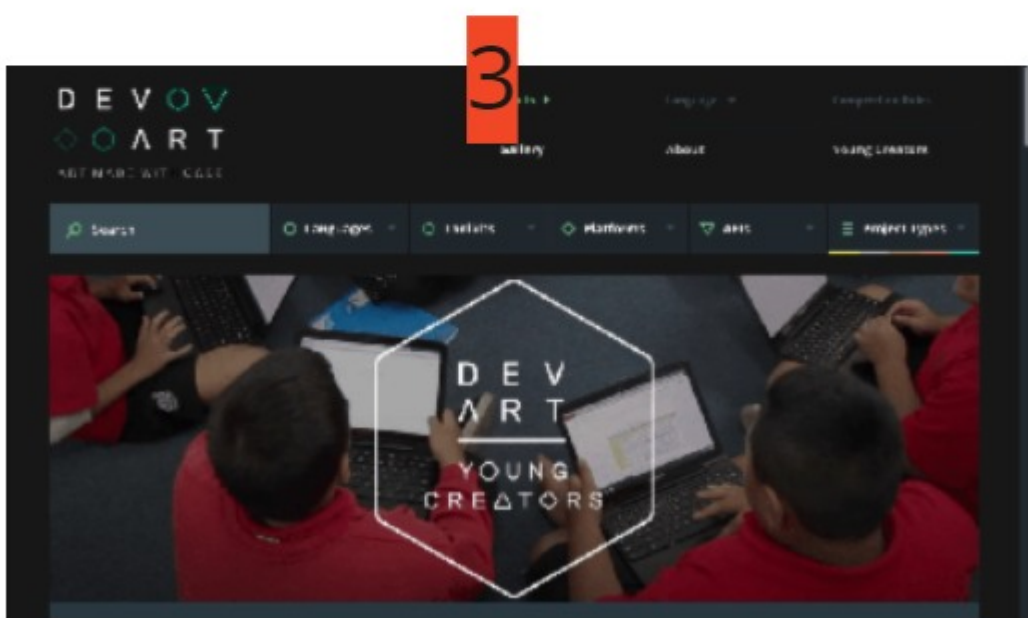
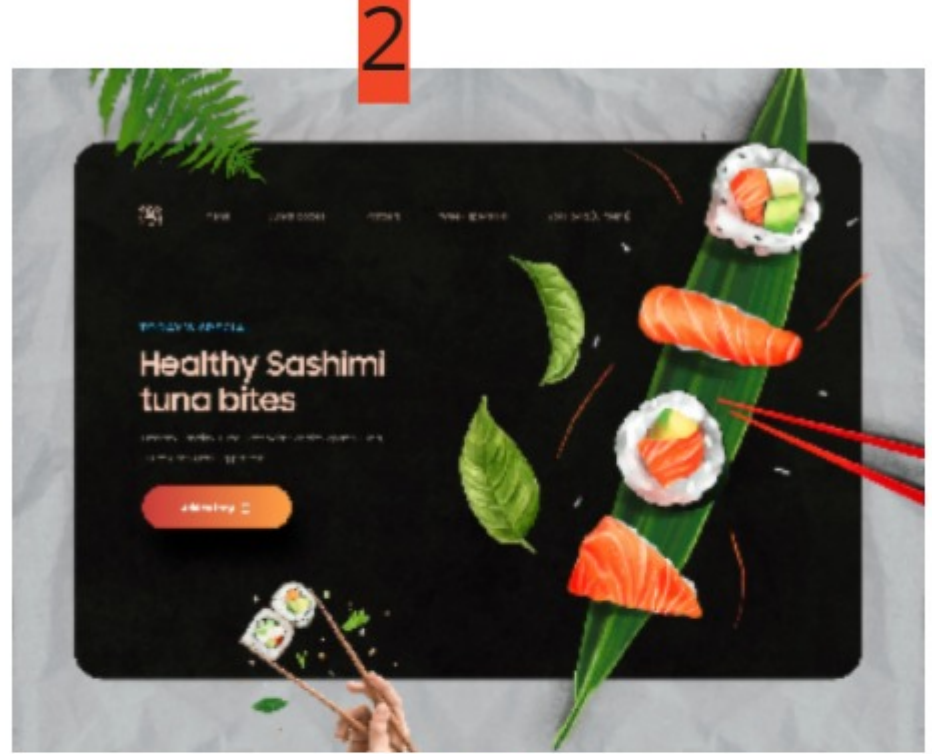
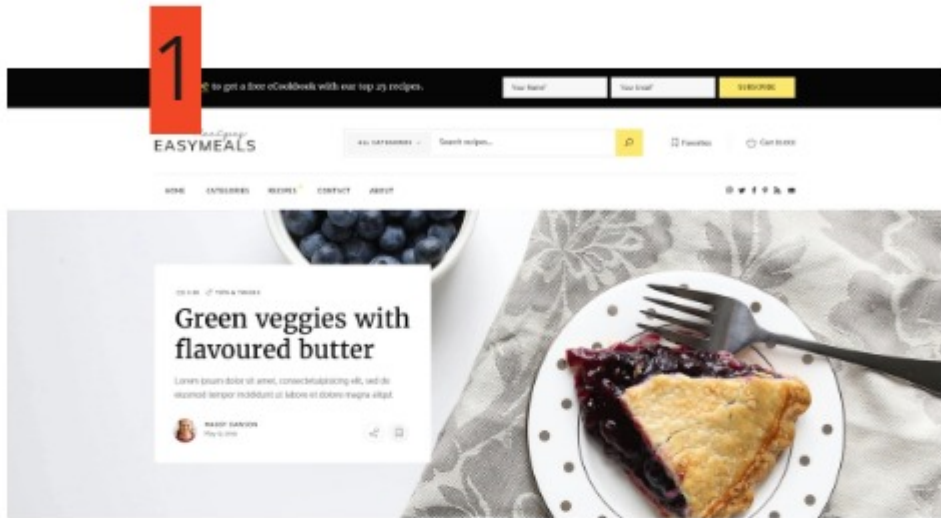
Database: SQL, MongoDB

APIs:

- <https://www.programmableweb.com/api/food>
- <https://www.programmableweb.com/api/bigoven-recipe>
- <https://developers.google.com/search/docs/advanced/structured-data/recipe>

Theme	Mood	Our user/audience + their expectations	Requirements
<ul style="list-style-type: none"> • hell's kitchen • simplistic • for people who are short on time; busy people • gothic borders around certain blocks of text • little demon chef mascot to help guide users around the website - horns with a spatula and a chef hat + tail • minimalist: switch between different colors i.g. dark/light mode 	<ul style="list-style-type: none"> • dark and minimalistic perhaps? to match the dark-ish theme of hell's kitchen • simple and easy to navigate 	<ul style="list-style-type: none"> • for people who are short on time or are beginners in cooking - i know hell's kitchen is for more experienced aspiring chefs but we can switch it up and have a hell's kitchen for beginners/people who need to whip up something in a short amount of time due to time constraints • instapot recipes • one-pan/pot recipes • 15/30 min recipes • different cuisines 	<ul style="list-style-type: none"> • recipes • categories for these recipes: few tabs to keep it simple • search bar that should be very easy to see - a big block • favorite recipes <ul style="list-style-type: none"> • recommended recipes based on "favorites" • trending/popular recipes • search/find recipes <ul style="list-style-type: none"> • filter results with key words • recipe tags • sort by ingredients/recipes • reviews so users can get more input and credibility from others like them who've tried the recipe • dietary substitutions - button with dietary restrictions • grocery list feature • conversions: metric and imperial <ul style="list-style-type: none"> • Auto-detect measurements within text and automatically give relevant conversion? • adjusting the serving size which will adjust all the ingredients that follow • comment section • language translator • how-tos, cooking techniques <ul style="list-style-type: none"> • Maybe auto-detect names of techniques and add hyperlink to tutorial for said technique; i.e. the word "sautee" in a recipe would automatically link to a tutorial for how to sautee something • accessibility <ul style="list-style-type: none"> • Maybe alternate font options for people with dyslexia/anything similar • alt-text with informative descriptions using multiple sensory perspectives <ul style="list-style-type: none"> • sound, visuals, feel • while cooking, people don't want to touch their screen <ul style="list-style-type: none"> • do not reload screen; this is frustrating because it's difficult to find your spot • maybe a timer • no huge amounts of filler text in the beginning - people are on a

Inspirations from other existing templates



What's Hot

Chocolate



Chocolate Earl Grey Pots...

2 cups cream 120 grams dark chocolate, chopped 2 bags of earl grey tea 6 egg yolks 3 Tablespoons of sugar 1/2 cup whipping ...[more](#)

Pizzas



Pesto Pizza With Roasted...

Melon potatoes on pizza and you'll get one of two responses. From the folks who've tried it, you can expect an enthusiastic thumbs up. ...[more](#)

Potatoes



Pimento Cheese Potato Skins

If there's anything better than the perfect baked potato, it would have to be a twice baked potato. I'm sure everybody's Mom, Grandma or next door neighbor has a recipe for double-baked potatoes, which, if you can bake a potato and make mashed potatoes, you're pretty much halfway there. So, it's not so much about how you make them, as it ...[more](#)

Rolls



Goat Cheese and Chorizo...

You know how bacon is all the rage these days? Bacon dipped in chocolate, bacon topped donuts, bacon buns and so on and so on. ...[more](#)

Choice of template?

Borda Count Results 



Total Votes: 10

color palette

