

Our audience?

People
wanting to
try out a
new recipe

College
students

People who
don't know
how to
cook

People of all
skill types
(easy recipes,
intermediate,
etc)

people
worried
about
nutrition

Stevn

- Cultural dishes for people who want to reconnect
- Recipes for low income families (Could include best places to get well-priced ingredients)
- For people who don't want to read a wall of text before cooking (taken from Wesley's idea)

People who would want a different take on a dish they already know

People who live alone and need ideas for smaller meals

Problems

too much
bloat info
in recipe

step size
too big or
too small

Limited
ingredients

generally
ingredients
and prep time
are too low on
the page

Very content
heavy pages -
I've had trouble
loading mobile
in the past

Overwhelmed
by too many
options for a
recipe

not sure if
ingredients
can be
substituted

Recipes not
organized by
difficulty and
other
constraints

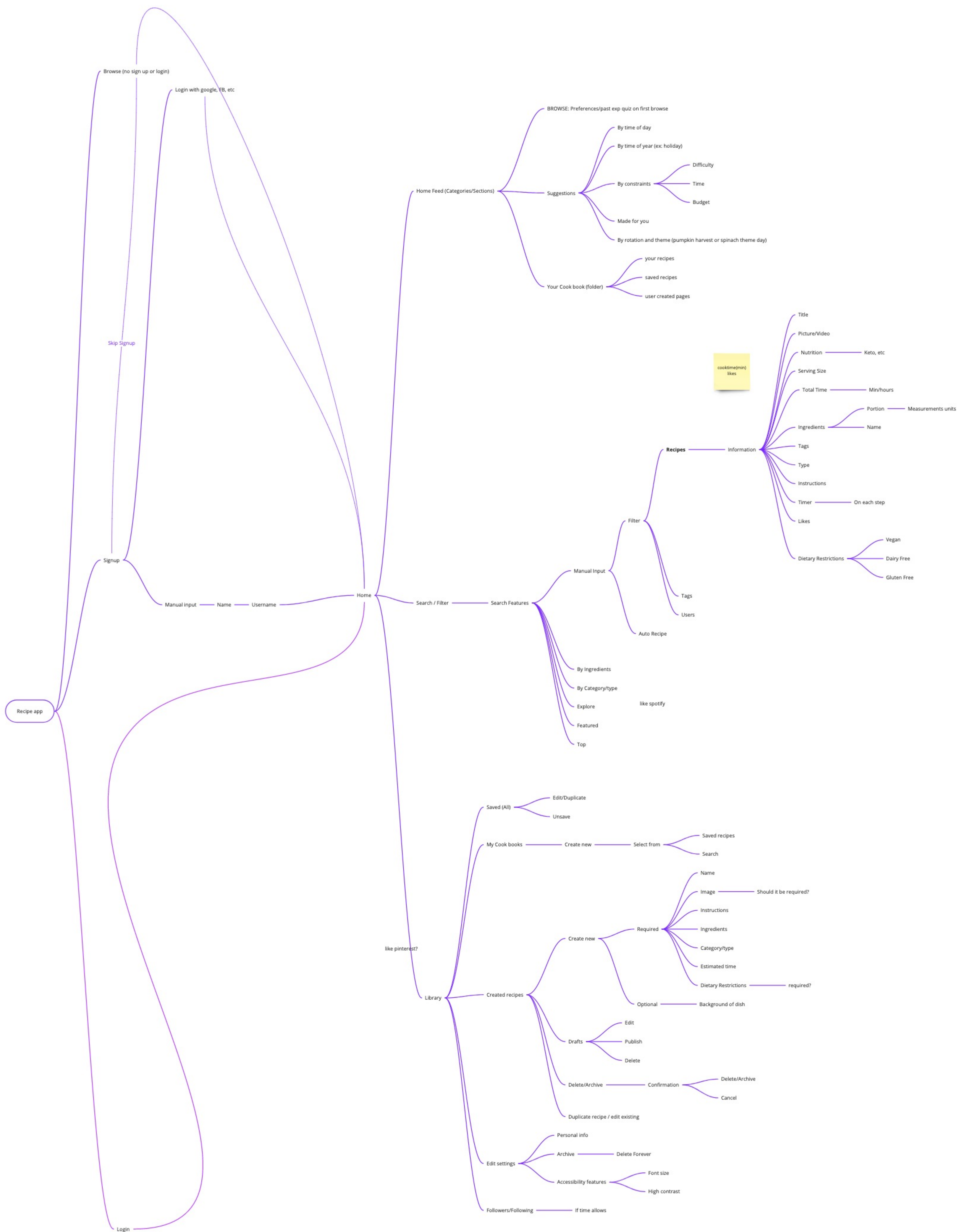
Recipes could
be too text-
based and not
have media

Limited
budget

ranking
problem
for similar
recipes

Don't know
the name
of a certain
dish

Recipes can
have large
serving sizes for
someone who is
living alone



We don't want to tell you specifically what to discuss, but you should be narrowing down the problem you're solving and what features a system would need to address it. There are many ways you could do this: clarifying definitions and requirements, thinking about users and their expectations, deciding on your app's theme or mood, etc. It might also be helpful to "survey your competition." We're looking for evidence that you've sufficiently pondered your problem before diving into visual and technical design.

Competition

- SAVED RECIPES
- + NEW COLLECTION
- All Yums

Breakfasts

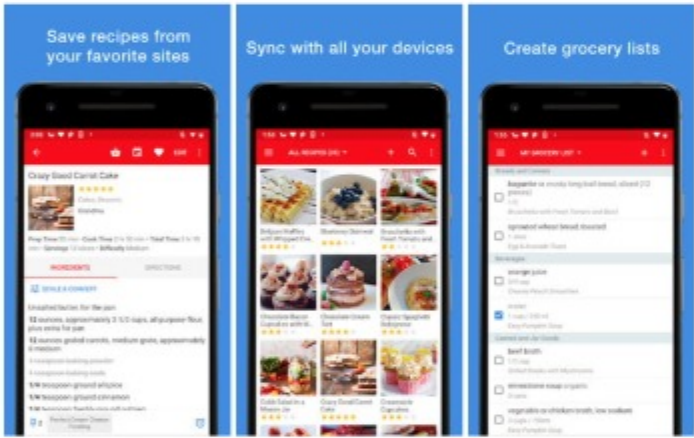
Desserts

Dinners

Drinks

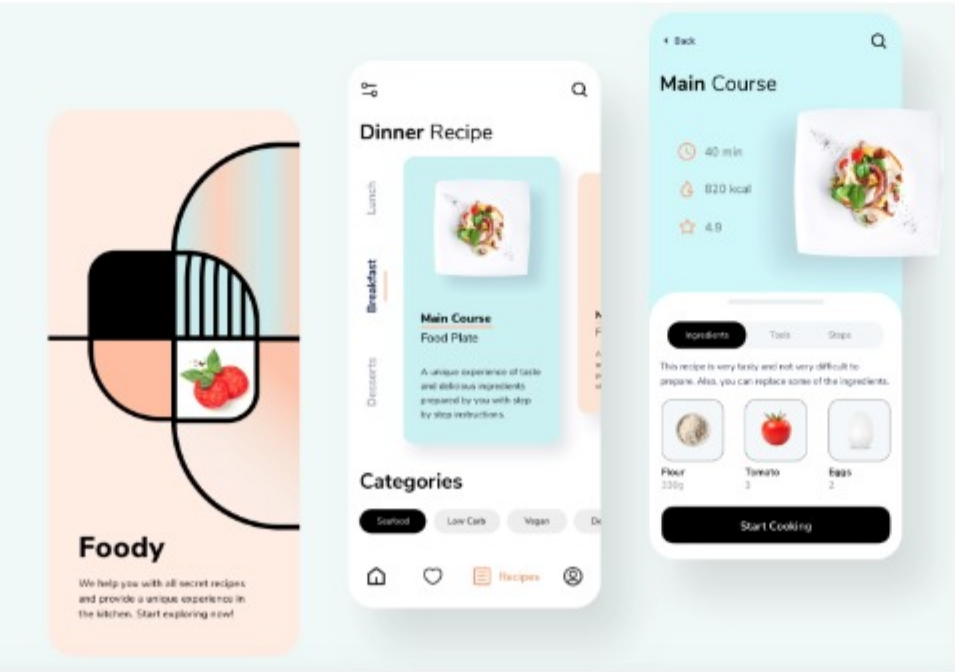
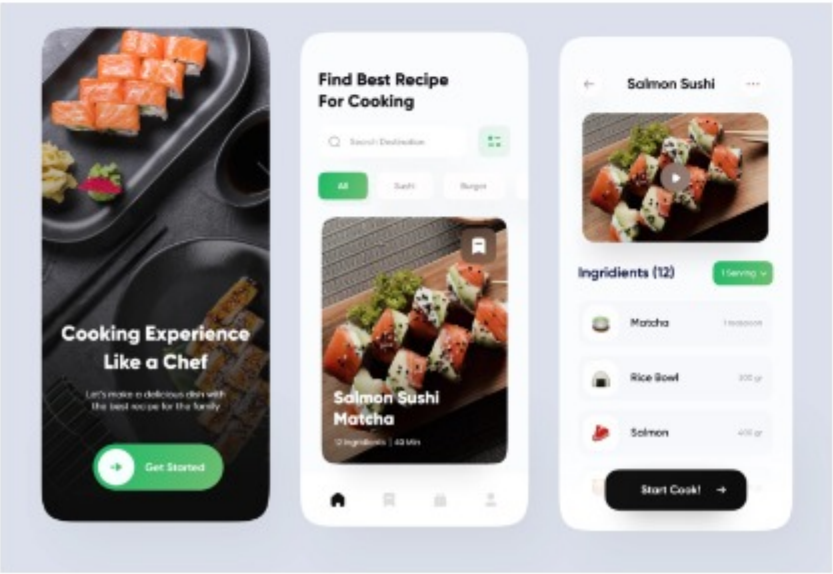
Sides

Yummly allows you to save recipes under one folder than you can name to keep your saved recipes organized



(\$5) Paprika is a recipe manager app, use it to save recipes you find on webpages from around the internet, add your own, while the app also lets you create grocery lists of ingredients, plan meals, and save your favorite meal plans as menus. The app is also helpful when it comes to cooking meals, allowing you to scale ingredients according to serving sizes, cross off ingredients as they're used, and set cook timers

Inspiration for mood and theme



ADD A RECIPE

Recipe Title

Recipe Description

CATEGORIES

Ex: Mexican, Dessert, Pudding, Brunch

MAKE IT SHINE!

PREP TIME:

MINUTES

COOK TIME:

Food.com has a custom editor for posting recipes

It requires a title, description, category, prep time, and cook time

The ingredients and directions are written as text and parsed into lists

☐ Private Recipe
Only I can see this

☐ Public recipe
Anyone who sees my profile can see this

☒ Public and submit this as a **Kitchen Approved** recipe. By choosing yes, you agree to the **Terms & Conditions**.

Save

Cancel

all recipes allows the user to create new recipes to share with the public or to keep privately for the user.

INGREDIENTS

Enter your ingredients one at a time or paste them into the box below and hit enter.

Ex: 1 tsp Cayenne Pepper

DIRECTIONS

Enter your directions one step at a time or paste them into the box below and hit enter. Don't worry, we will number them for you.

Ex: Place all ingredients in blender.

Ingredients

- 0 +

Adjust

Original recipe yields 8 servings

- ☐ 1 1/2 cups all-purpose flour
- ☐ 3 1/2 teaspoons baking powder
- ☐ 1 teaspoon salt
- ☐ 1 tablespoon white sugar
- ☐ 1 1/4 cups milk
- ☐ 1 egg
- ☐ 3 tablespoons butter, melted

allows the user to adjust the serving size. Also has a feature which allows users to make a grocery list for ingredients they need to buy