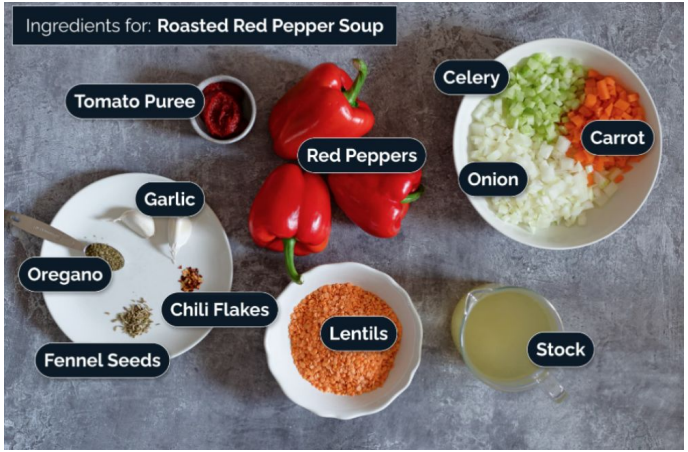
Group 21 Project Pitch

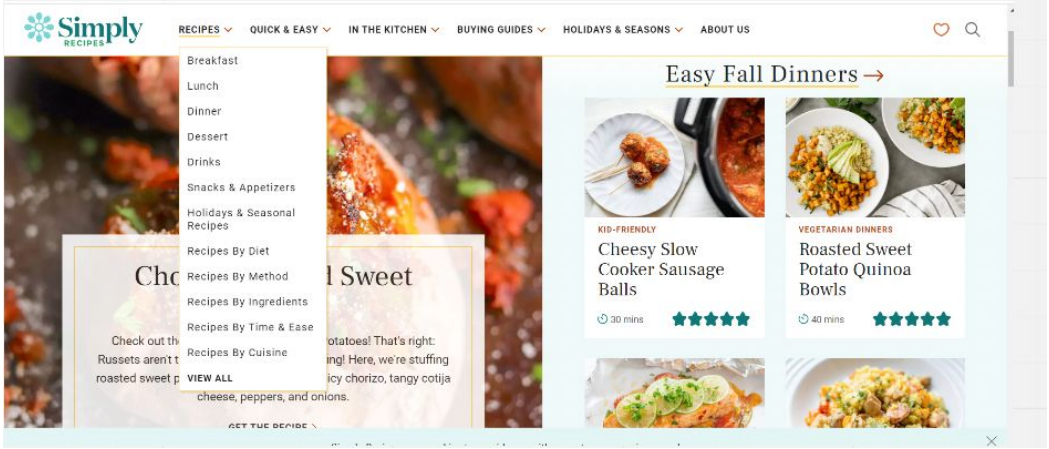
Research

Pictures for ingredients are an important factor



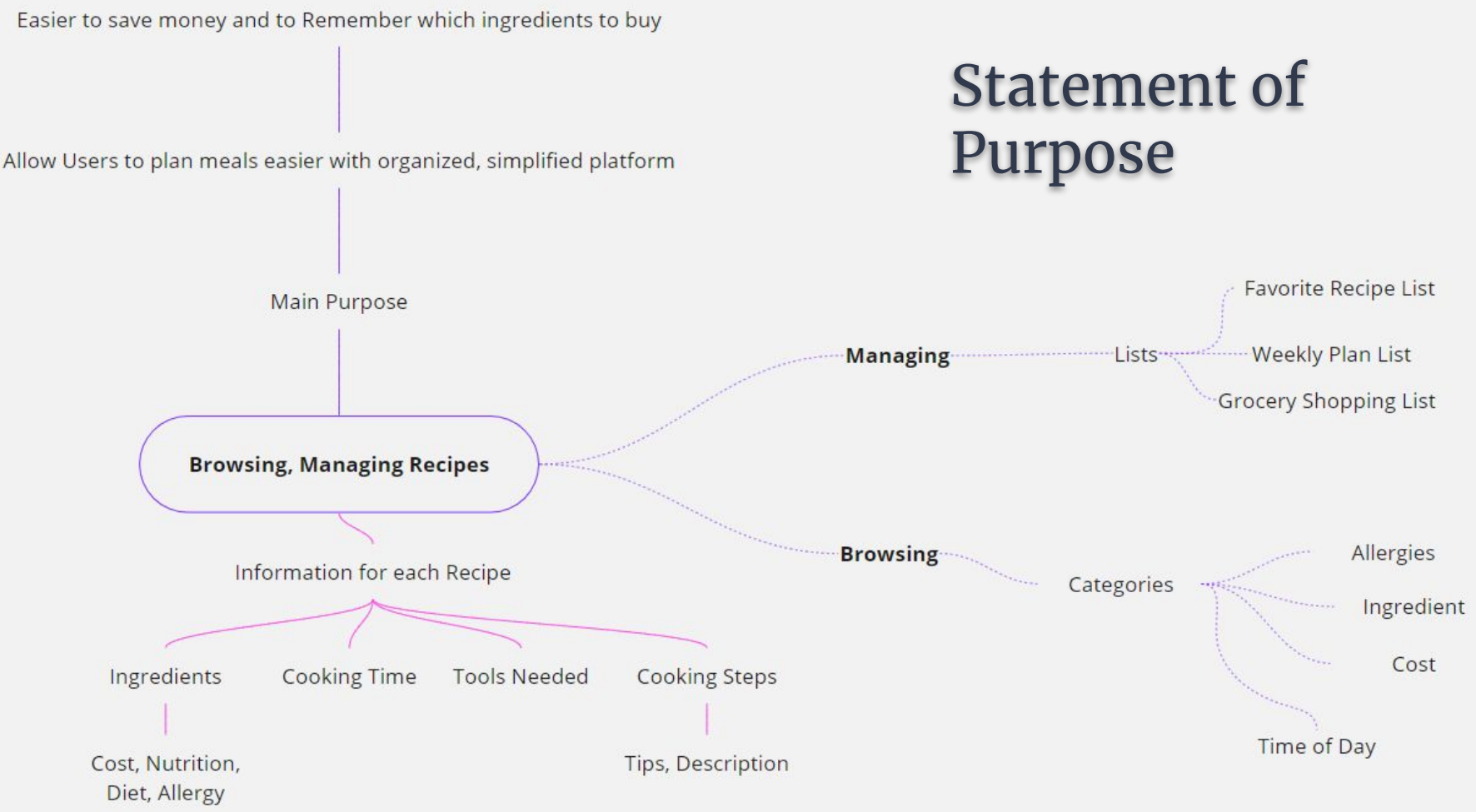
+ Many recipes start with description/history, we should get to the point!

Diverse Recipe Categories, more than simply Breakfast, Lunch, and Dinner



+ Pro-tips are very helpful, but ours should not be at the very end of the recipe!

Statement of Purpose



Product and User Description

Who: College Students and 20s

What: Recipe Displayer

When: Shopping, Cooking, or Looking for Food

Where: At the supermarket or in the kitchen

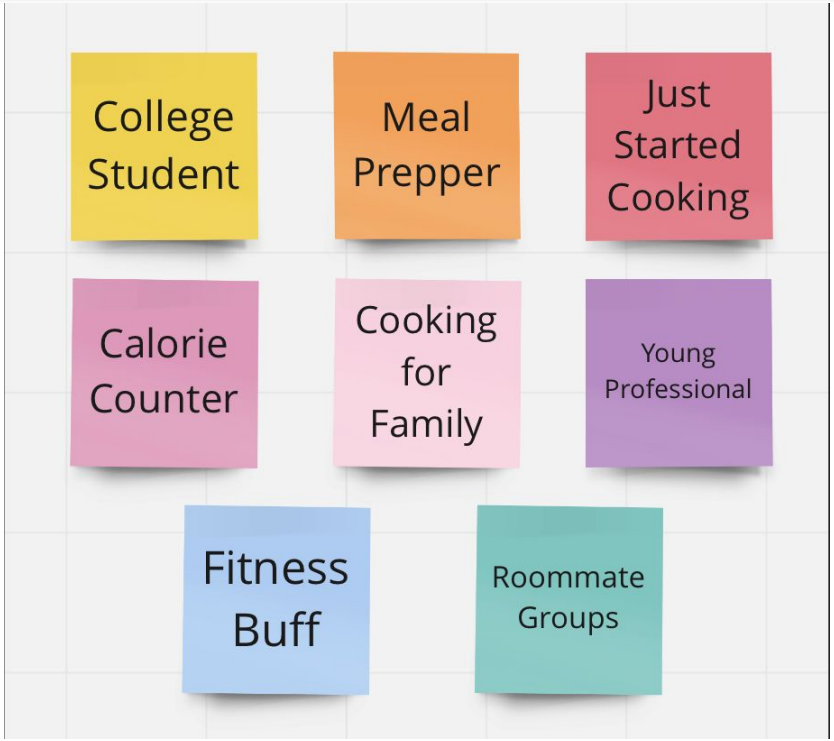
Why: Learn how to cook, low on funds, looking for alternatives, and trying to keep healthy

How: Simple, Clean, Straightforward design

User Personas

- **College Student**
  - Busy, not much time to cook
  - Limited budget, limited cooking spaces
- **Meal Prepper**
  - Cooking as a utility-focused activity
  - Large quantities of easily-stored food
- **Just Started Cooking**
  - Follows recipes very closely
  - Focuses on easier dishes, like Pasta
- **Calorie Counter**
  - Hyper aware of calorie content in food
  - Prioritizes low calorie foods
- **Cooking for Family**
  - Homemaker, cooks for family members
  - Cooks multiple different dishes each day
- **Young Professional**
  - Sometimes cooks like a Meal Prepper
  - Capable of cooking more challenging meals
- **Roommate Groups**
  - Cooks for roommates or self
  - Recipes are easily scalable regarding quantity
- **Fitness Buff**
  - Hyper aware of nutritional content in food
  - Prioritizes high or low calorie foods

User Personas to User Stories



Features

"Cooking Mode" where each step takes up the entire screen when cooking. Tap side of screen to go back/forward

Favorites List Creator

Shopping List Creator

Checklist for Ingredients and Steps that have been completed

Modify Ingredients for Shopping List

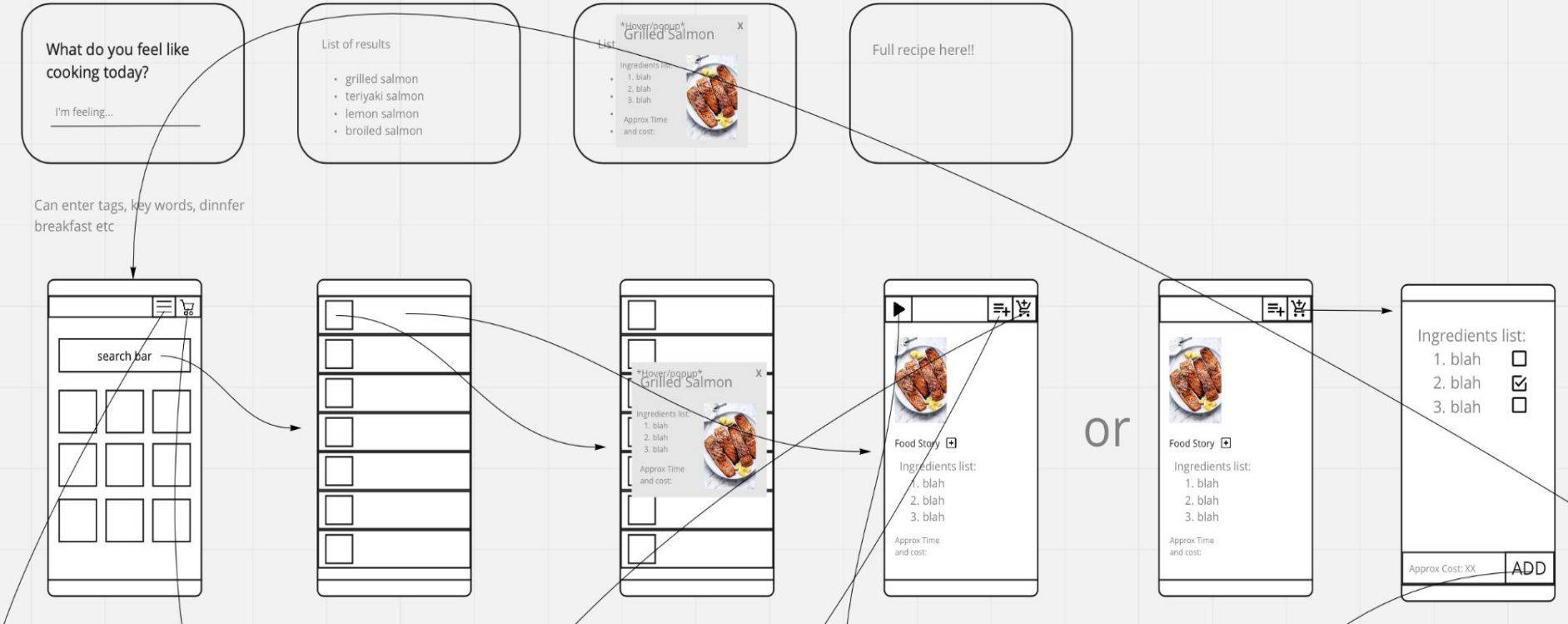
Nutritional Content Calculator

Average Total Cost Calculator

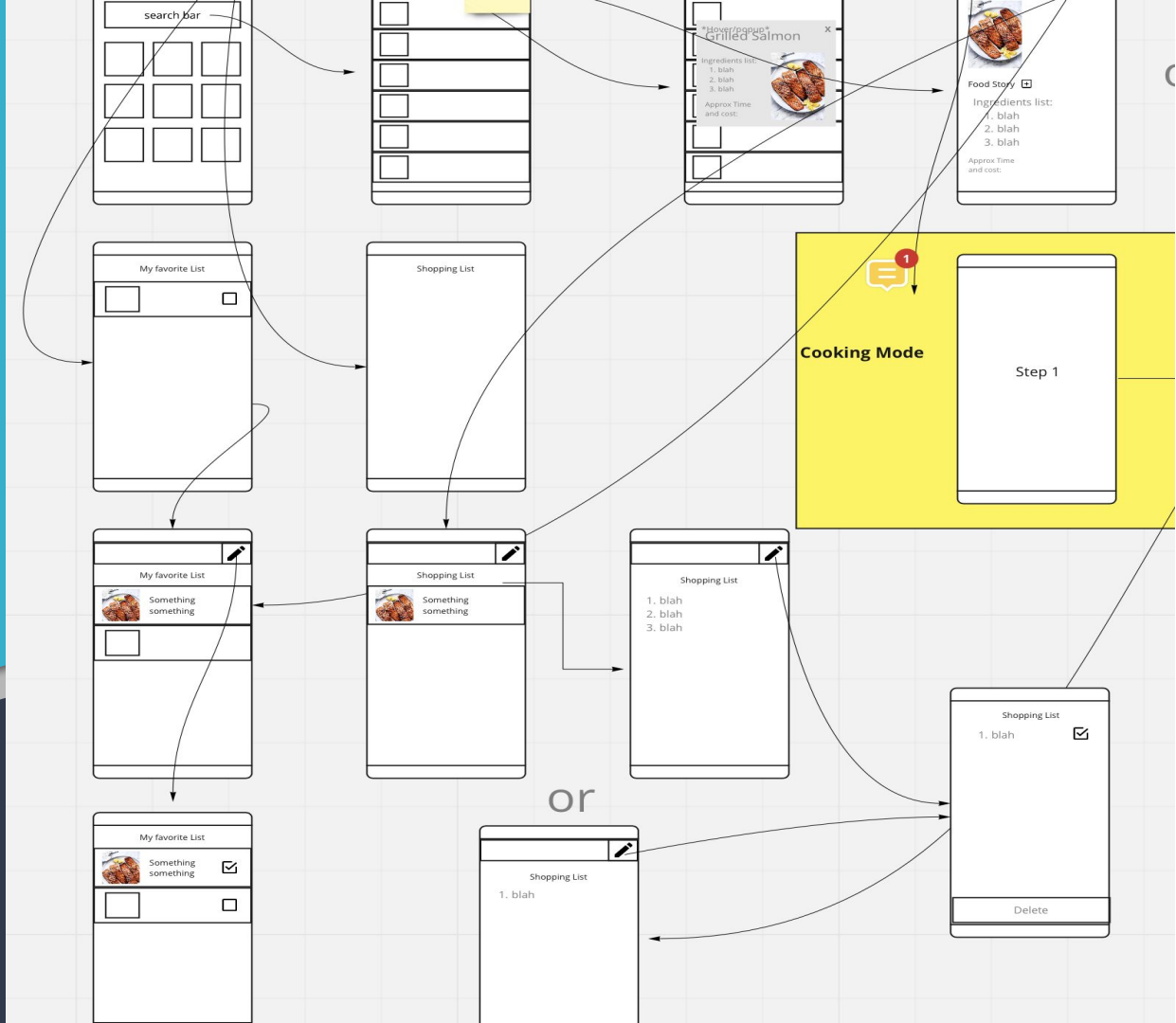
Filter, Sort, Search Functionalities

Timer For Cooking

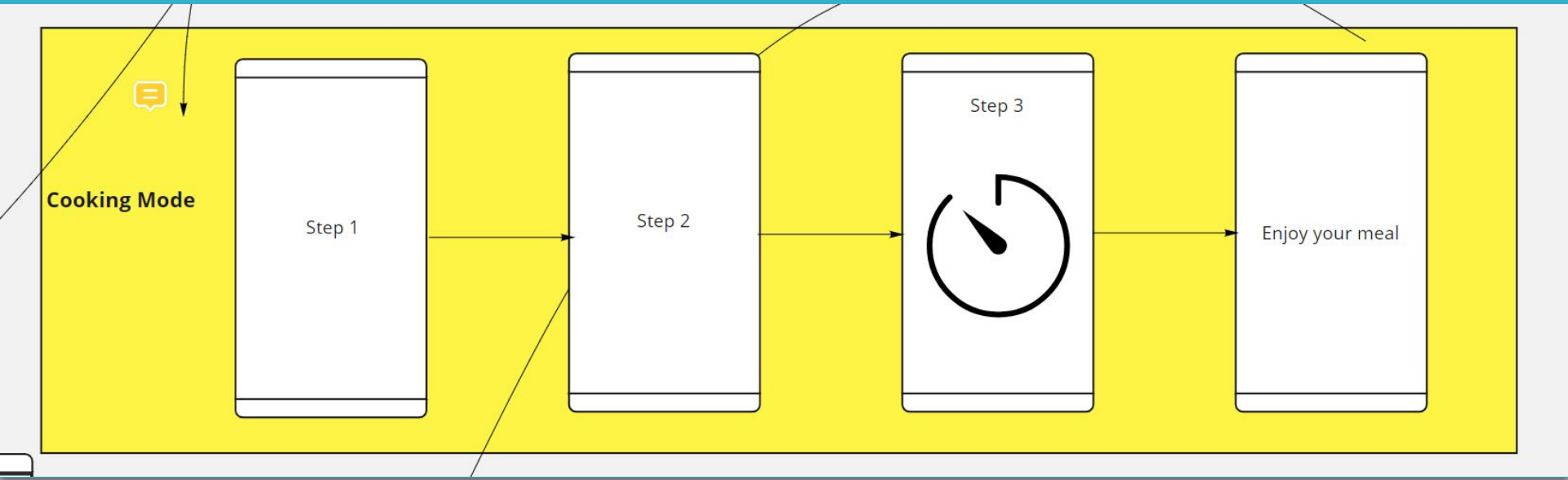
Wireframe


What do you feel like cooking today?
I'm feeling...
List of results
grilled salmon
teriyaki salmon
lemon salmon
broiled salmon
Hover/popup
Grilled Salmon
Ingredients list:
1. blah
2. blah
3. blah
Approx Time and cost:
Full recipe here!!
Can enter tags, key words, dinnfer breakfast etc
search bar
Food Story
Ingredients list:
1. blah
2. blah
3. blah
Approx Time and cost:
or
Approx Cost: XX
ADD

Wireframe


search bar
Grilled Salmon
Food Story
Ingredients list:
1. blah
2. blah
3. blah
Approx Time and cost:
My favorite List
Shopping List
Cooking Mode
Step 1
Something something
1. blah
2. blah
3. blah
or
Delete

Core Feature: Cooking Mode



Risks and Rabbit Holes

- Importance put upon being mobile friendly, how hard is it? (There are many images)
- Any potential problems using local storage for favorite & grocery list?
- Difficulty of putting an interactive timer at each cooking step? (Reading the text automatically, making the Time pause, resume, Reset)
- Any barriers when using Spoonacular API?
- Difficulty/Possibility of implementing our “Cooking Mode”?
- How would “Cooking Mode” differ on desktop and mobile?