Group 21 Project Pitch

Research
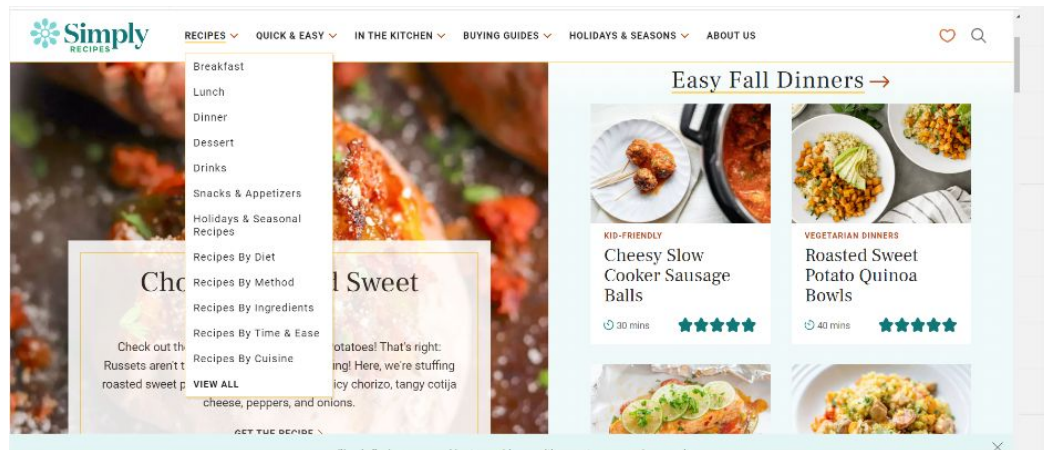
Pictures for ingredients are an important factor

Ingredients for: Roasted Red Pepper Soup

+ 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!

Easier to save money and to Remember which ingredients to buy

Statement of Purpose

Allow Users to plan meals easier with organized, simplified platform

Main Purpose

Managing — Lists — Favorite Recipe List
Weekly Plan List
Grocery Shopping List

Browsing, Managing Recipes

Browsing — Categories — Allergies
Ingredient
Cost
Time of Day

Information for each Recipe

Ingredients — Cost, Nutrition, Diet, Allergy

Cooking Time

Tools Needed

Cooking Steps — Tips, Description

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

Simple Steps, Large Text

Timer

Favorites List Creator

Shopping List Creator

Checklist for Ingredients and Steps that have been completed

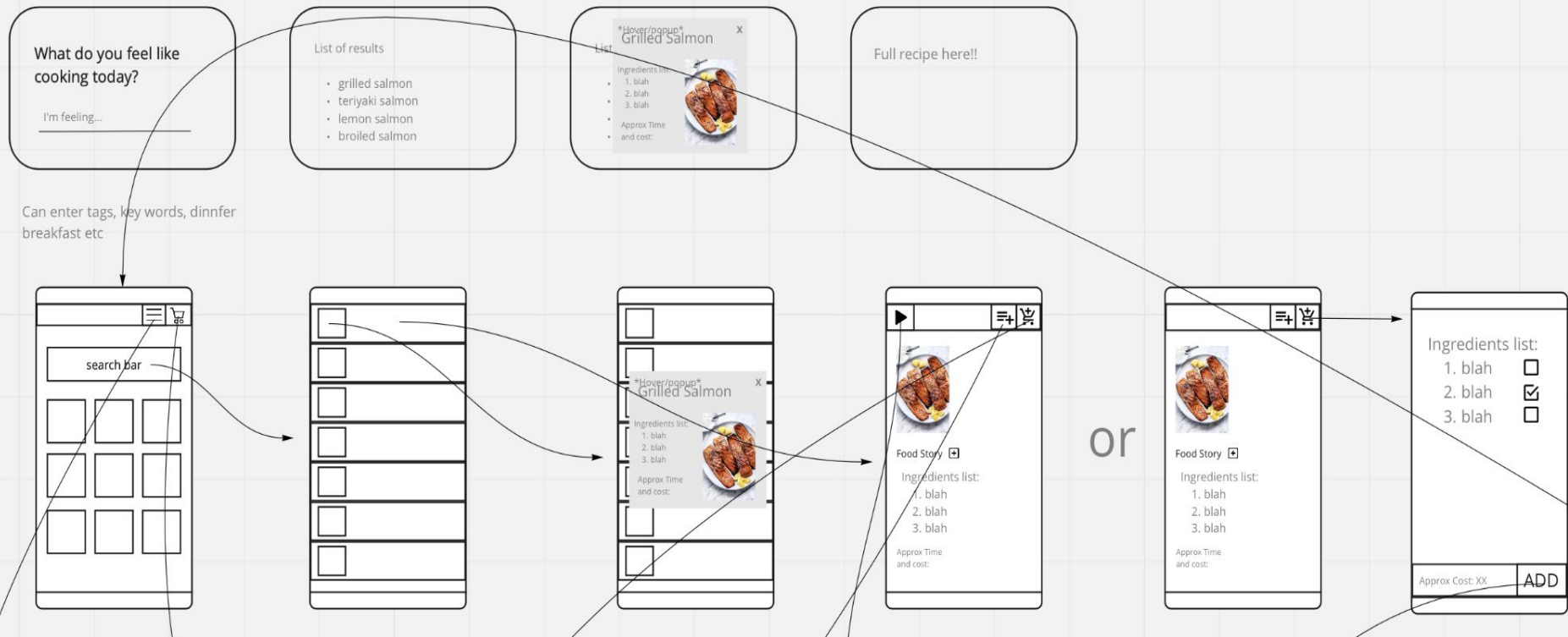Modify Ingredients for Shopping List

Nutritional Content Calculator

Average Total Cost Calculator

Filter, Sort, Search Functionalities

Basic Info (Ingredients, Steps, Time, Tools Pictures)

Wireframe

21

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

Hover/popup
Grilled Salmon

Ingredients list:
1. blah
2. blah
3. blah

Approx Time
and cost:

Food Story ⊞

Ingredients list:
1. blah
2. blah
3. blah

Approx Time
and cost:

or

Food Story ⊞

Ingredients list:
1. blah
2. blah
3. blah

Approx Time
and cost:

Ingredients list:
1. blah ☐
2. blah ☑
3. blah ☐

Approx Cost: XX   ADD

Wireframe

search bar

Hover/popup
Grilled Salmon

Ingredients list:
1. blah
2. blah
3. blah

Approx Time
and cost:

X

Food Story +

Ingredients list:
1. blah
2. blah
3. blah

Approx Time
and cost:

My favorite List

Shopping List

Cooking Mode

Step 1

1

My favorite List

Something
something

Shopping List

Something
something

Shopping List

1. blah
2. blah
3. blah

Shopping List

1. blah

or

My favorite List

Something
something

Shopping List

1. blah

Delete

Core Feature: Cooking Mode

Cooking Mode

Step 1

Step 2

Step 3

Enjoy your meal
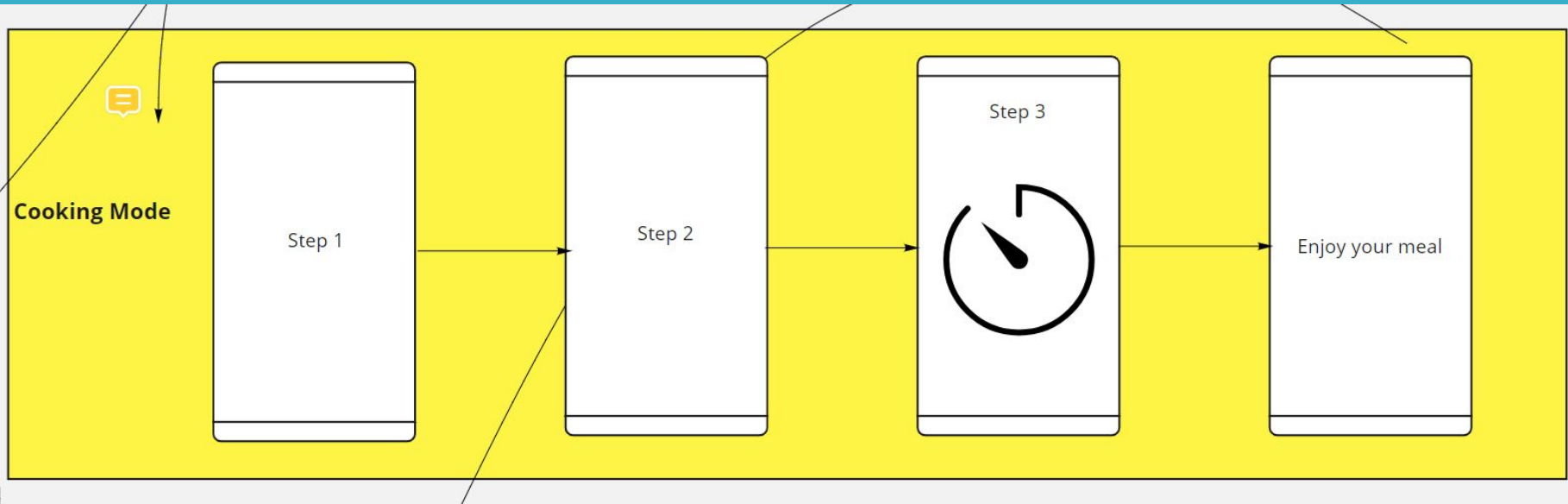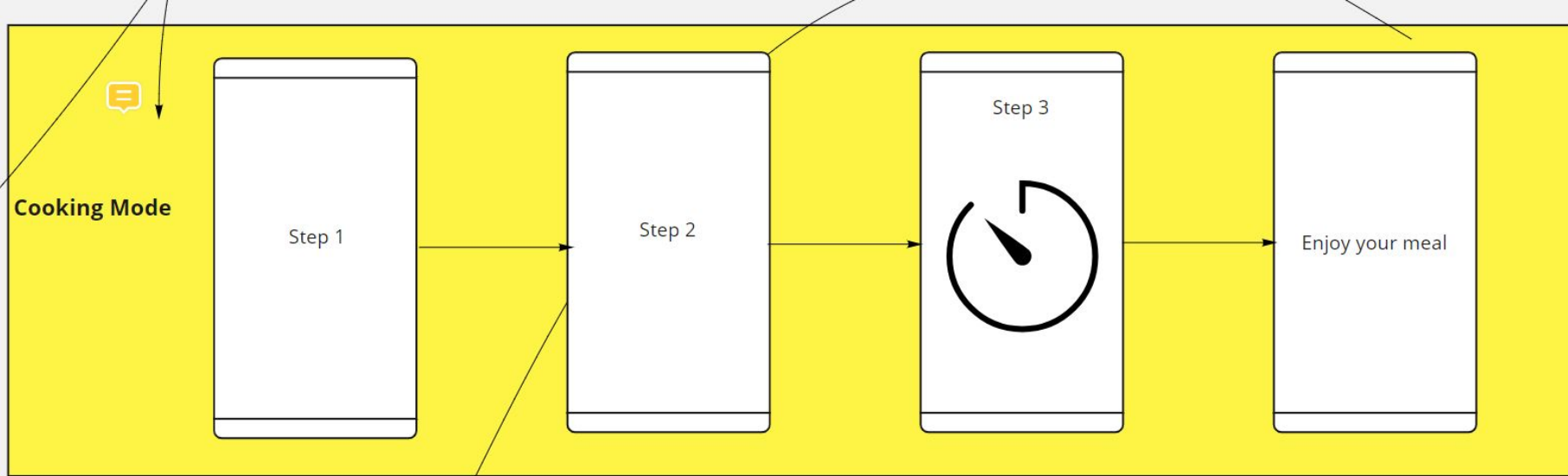
Risks and Rabbit Holes

- **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"?**

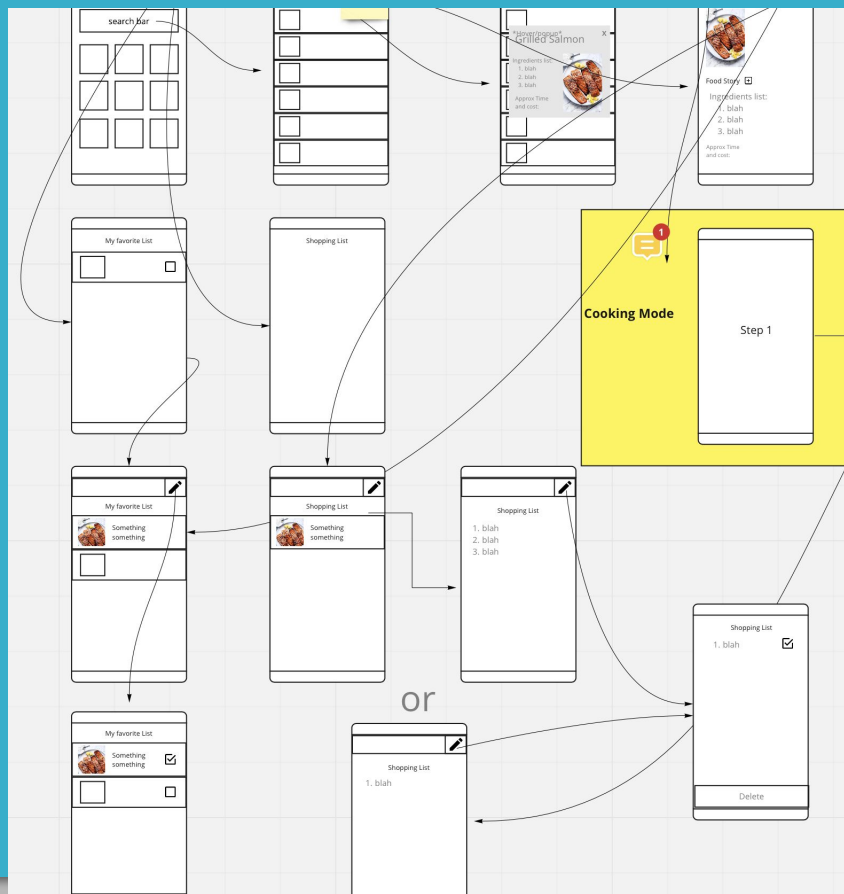- **How would "Cooking Mode" differ on desktop and mobile?**

Cooking Mode

Step 1 → Step 2 → Step 3 → Enjoy your meal

Core Feature

Wireframe

search bar

Hover/popup
Grilled Salmon

Ingredients list:
1. blah
2. blah
3. blah

Approx Time
and cost:

X

Food Story ⊞

Ingredients list:
1. blah
2. blah
3. blah

Approx Time
and cost:

My favorite List

Shopping List

Something, I dont
know if we are
still doing

Step 1

My favorite List

Something
something

Shopping List

Something
something

Shopping List

1. blah
2. blah
3. blah

Shopping List

1. blah

Stuff!

Wireframe

Stuff!

User Description

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What: Recipe Displayer

When: Shopping, Cooking, or Looking for Food

Where: At the supermarket or in the kitchen

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I want to know the nutritinal cotent of my meal

I want to know how much my recipe will cost me

I want to know how hard the recipe is to make.

I want to know how long it will take to make the recipe

I want to know what appliances/tools I would need to make food.

I want to be able to budget for the week.

I want to be aware of potential allergens, in case that I cook for friends.

I want to be able to cook 'hands free' so recipe steps are highlighted/enlarged and easily tap screen to go to next step

I want to have a personalized experience, i.e. my own account

User Personas

College Student

Meal Prepper

Just Started Cooking

Calorie Counter

Cooking for Family

Young Professional

Fitness Buff

Roommate Groups

Features

"Cooking mode" where each step is bolded/takes up entire screen when cooking, tap side of screen to go back/forward

Simplicity!

Favorites List Creator

Shopping List Creator

Checklist for Ingredients/Steps that have been completed

Modify Ingredients for Shopping List

Nutrition Content Calculator

Total (Average) Cost Calculator

Filter/Sort/Search Functionality

Timer For Cooking

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