

The Foundation

Who: College Students and Up

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

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User Stories

User Personas

## Potential Personas

- · College Student
- · Meal Prepper
- · 20 in the Cut
- Just started adulting
- Body Conscious (calories counter?)
- Homemaker

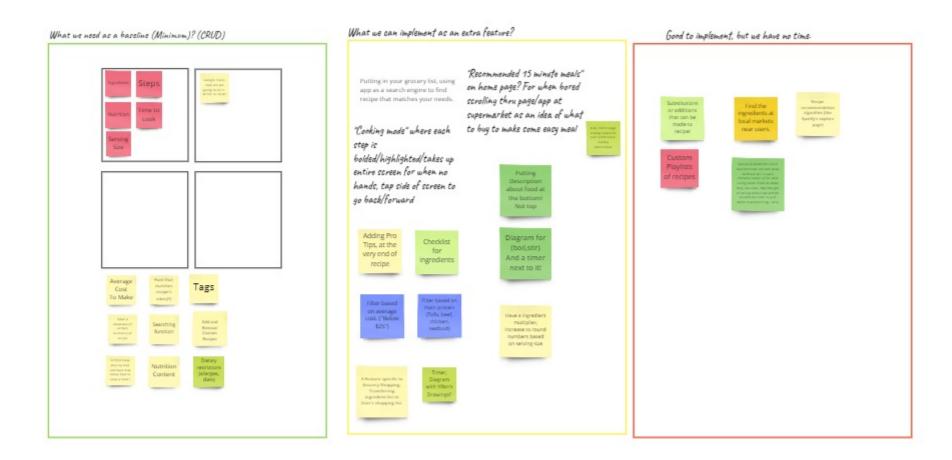
extract just list of ingredients + process from recipes online (reformatter)

For the younger generation

recipe for college students?

User Preferences





If we do have user accounts, maybe they can make daily/weekly meal planners for themselves?

Start (User opens up the app, what do they see?):

- · Welcome page.
  - · Pictures of the recipes that we have to offer
    - · Most Popular
    - · Recently Searched
      - · using cookies
    - Seasonal
  - · Navigation bar
    - categories/ tags
      - · "impress your date" tag
    - · Different meals (breakfast, lunch, dinner)
    - · Default Page:
      - · Mainly pictures of recipes
    - · Special Drinks Tab
    - Where to Buy
- Recipes
  - · Ingredients
  - Instructions
  - · More pictures
  - · Similar Recipes (tags?)
  - · Nutritional Information
  - Background Story
    - · Not at the top!
  - Timer

