C.R.U.D. Buds

Pitch

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The Problem/Statement of Purpose

Problem/Statement of Purpose

Problem

Learning to cook is **hard** and current apps only make it **harder**.

Solution

Recipe manager with levels and a Road Map to see your improvement as well as features that make each recipe easy to follow.

Target Audience

Beginners learning how to cook.

User Personas

Chad Broksi
- Manager
- Works out before or after job
- Enjoys learning and keeping track of progress

Reasons to use our product:
- Macronutrients
- Dishes heavy on protein
- Calorie count
- Dishes for bulking up

Reasons continued
- Keeps track of progress
- Doesn't have to calculate/measure macros
- Cheaper than eating out

Personality
- Outgoing
- Posts food on social media
- Posts weight lifting journey

Interests
- Fitness
- Sports
- Rock climbing
- Self-improvement

Skills
- Weightlifting
- Gym equipment usage
- Organization
- Tech savvy

Tech savviness
- Can use social media
- Can look up recipes on youtube
- Doesn't want to troubleshoot features

Allergic Andrew
- Young adult
- College graduate
- Eats most meals at home
- Allergic to basically everything
- Needs to know exactly what ingredients are dangerous

Reasons to use our product:
- Recipes can be filtered out with flagged ingredients
- User feels prioritizes safety

Reasons continued
- Keeps track of progress
- Doesn't have to calculate/measure macros
- Cheaper than eating out

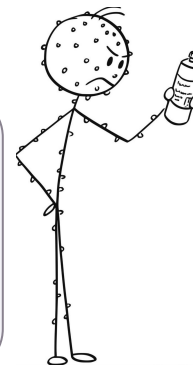**Personality**
- Cautious
- Healthy
- Studious

Interests
- Cooking at home
- Cardio/fitness
- School

Skills
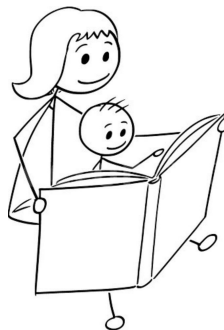- Identify harmful ingredients
- Moderate cooking knowledge

Tech savviness
- Above average
- Frequently uses computer/phone throughout day

User Personas

Mother Marissa
- Busy single mom taking care of several kids
- Works all day and cooks to feed her children

Reasons to use our product:
- Learning how to cook
- Needs to feed many so serving information is great

Reasons continued
- Empowers her to feed her family in a repeatable pattern

Personality
- Caring
- Supportive
- Dedicated

Interests
- Saving money
- Knowing how to maximize shopping

Skills
- Great at their job. - Making children smile

Tech savviness
- Can use google

Student Steve
- Starving Student
- Always hungry
- Doesn't know how to start cooking
- Little money

Reasons to use our product:
-To find fast and easy recipes
- To find 3 ingredient recipes

Reasons continued
-To find microwave recipes
- To have help getting based the beginning stages of cooking

Personality
- Social
- Amicable
- Growth Oriented

Interests
- Skating
- Sports
-Traveling

Skills
- Beginner level cooking skills

Tech savviness
-Good with technology
-Higher technical expectations

Vegan Brad
- New to plant based diet looking for recipes

Reasons to use our product:
- Filter based on ingredients
- Many levels of difficulty in recipes

Reasons continued
-Good database for vegan recipes

Personality
- into environment
- caring
- empathic, and ethically oriented

Interests
- Traveling
- Plants/ animals
- Caring for planet

Skills
- Willing to experiment
- Knows their way around a kitchen

Tech savviness
- Average
- Capable of thinking through how to do everything

App Research

- NYT Cooking
- Yummly
- Recipe Keeper
- Food Network Kitchen...

Each application was just a jumble of recipes with a search feature included.

No attempt to help the user *improve at cooking*.

2 Features

Features

Checkmarks for Ingredients & Directions

Able to mark what they have prepared or done.

Allows users to keep track of their process, keeping everything neat.

Saved Recipes/Recipe Collections

Save the recipes they like and ones they plan to cook.

Allows users quick access to the recipes they like. Don't have to remember/save URL off the app.

Features

Expected Prep Time

Show users the amount of time it takes to prepare the dish

Allows users to block out time in their schedule for cooking.

Search Feature

Allows users to index recipes they are interested in.

Easier for users to discover recipes or find novel ways to cook previously known dishes.

Conversion for Metric/Imperial

Convert measurements in the units they prefer.

Allows users to cook in the units they are comfortable with.

Implementation

Local storage with list of saved/favorited recipes.

Store user profile/lists in browser storage

Desktop web app
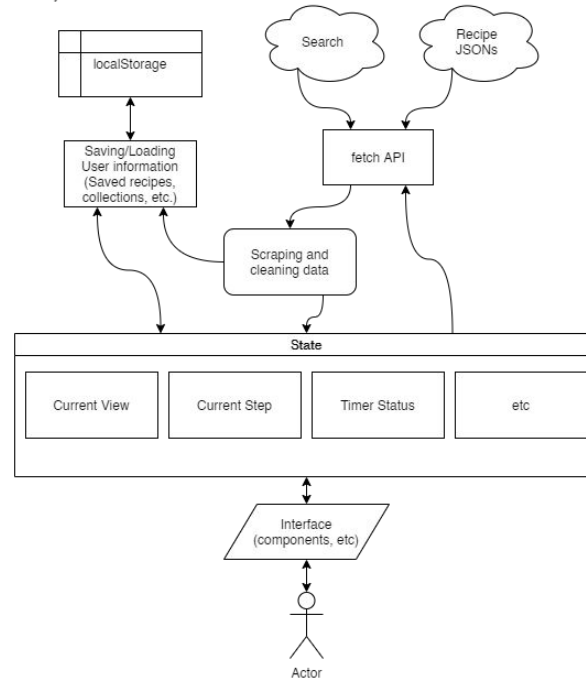
Use existing recipe APIs to get recipes
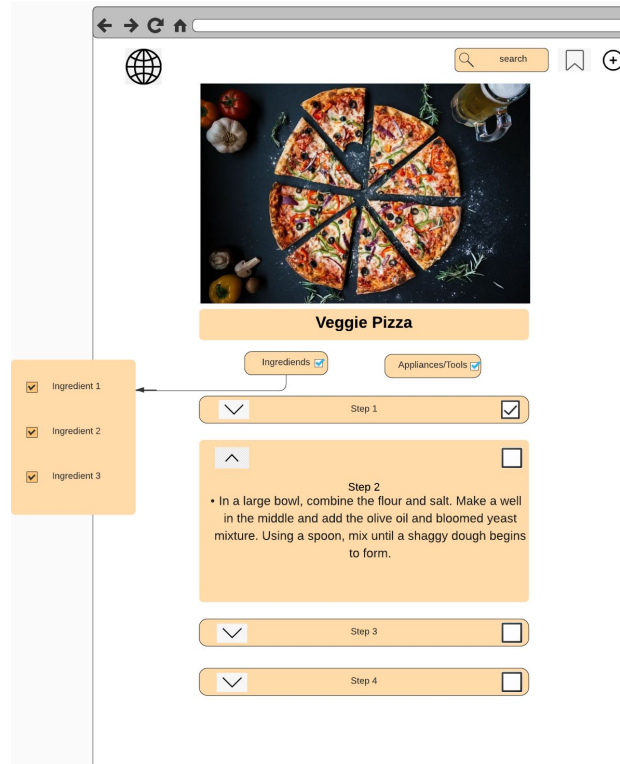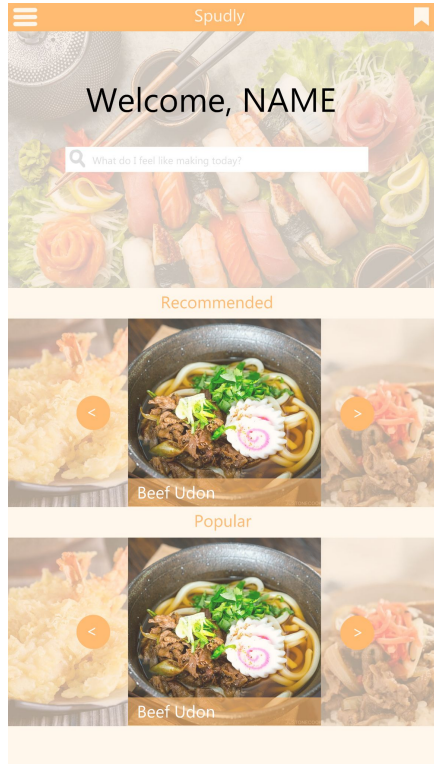
- Ingredients
- Prep time
- Directions

System diagram

Local only

Basic overview of a local only version.

Wireframes

3

Rabbit Holes & No Goes

Things we could get lost in...

Realizing our Time Frame
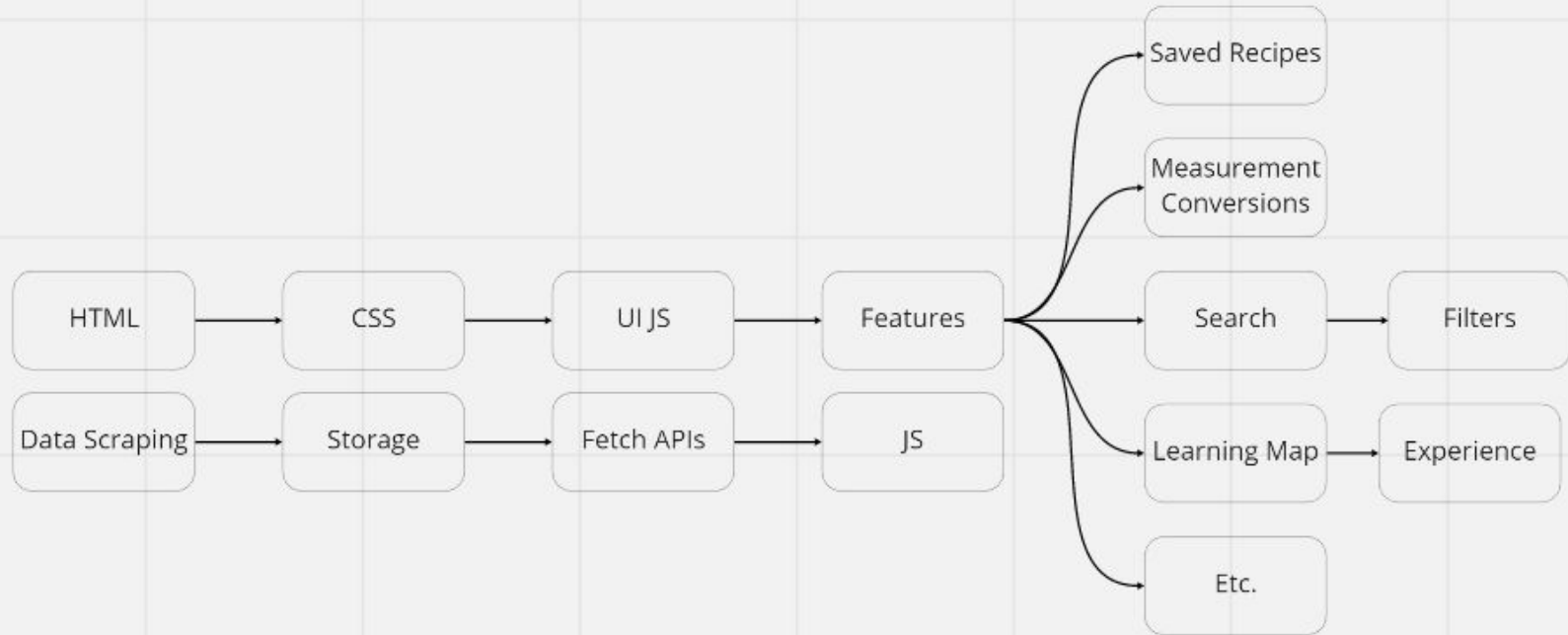
Aim to finish in **4 weeks**, not **3 months**.

Consider

- Team technical background
- Individuals limited time to work on the project
- Lack of experience in full stack development
- New to agile

Approach is **cautious**

Prioritize **low-risk features** to ensure *essential functionality* before adding additional features to improve the manager.

Project Roadmap

Potential Problems

User Profiles on the App

Not separate different user categories for different users, but instead have the app focus on a sole user.

Filter Systems

Need to tag different recipes and amount of tags per recipe could easily get out of hand.

Sorting Recipes by Cost

Some handlers use location data to find the prices of ingredients locally. This will be too much time.

User Interactivity

Requires us to keep profiles for each person and track their data. Take away from individual user experience.