# C.R.U.D. Buds

# Pitch

# 1 The Problem/Statement of Purpose

# Problem/Statement of Purpose

Problem - In this fast-paced world where finding the time to learn to cook a good meal is almost impossible, what website/app can help us achieve our culinary aspirations? How can we concentrate on our ever-changing lives when we're making the same food over and over again?

Solution - A recipe manager with a Road Map to help you get better at cooking, one meal at a time. It will begin with easier foods and gradually increase the difficulty so that the user learns how to cook incrementally.

Target Audience: Anyone wanting to learn how to cook.

# User Personas

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

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

# User Personas

## Student Steve
- Starving Student
- Always hungry
- Doesnt 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

## 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

## 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

# 2 Features

# Saved Recipes

**Description:**

Users would be able to save the recipes they like or planning to cook.

**Purpose and benefit:**

It allows users to review what they have saved and quick access to the information of the recipes. No need to memorize which dish to cook for the next meal.

# Checkmarks for Ingredient/Directions

**Description:**

Besides providing lists of ingredients and cooking directions, users would be able to check what they have prepared or done.

**Purpose and benefit:**

Checkbox would allows users to keep track of their process, such that it keeps everything clear and neat without paper and ink or using other apps.

# Conversion from metric/imperial

Description:

Let users see the equivalent measurements in the units they prefer

Purpose and benefit:

Allows users to execute the recipe with the tools they have on hand and the units they are comfortable with

# Expected Prep Time & Search Feature

**Expected Prep Time**

Description:

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

Purpose and benefit:

To allow users to block out time in their schedule for cooking

**Search Feature**

Description:

Allows users to index recipes they are interested in

Purpose and benefit:

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

# Implementation

- Local storage
  - 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

# 3

## Rabbit Holes & No Goes

Things we could get lost in...

# **Realizing our Time Frame**

Another part of the problem definition we want to finish in 4 weeks, not 3 months.

Considering

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

So, we can describe our approach as cautious - prioritizing relatively low-risk features to ensure essential functionality first before trying to add optional features that may improve the manager.

# Potential Problems

## Upload personal recipes

Could be complicated to have user inputs correctly formatted -- focus more on creating recipes on the backend.

## Videos

Messy to translate the videos from speech to text. Focus on making this optional.

# **Potential Problems**

## Filter Systems

- Need to tag different recipes
- Could need loads of tags per recipe
- Hard to implement/add to each recipe
- Add extra time to the search engine and make it unnecessarily difficult.

Our goal is to have recipes show up and not get bogged down by finding ways to tag recipes.

## User Interactivity

- Focusing on what other users do requires us to keep profiles for each person and track their data
- Add a lot of necessary features about each person, which could add a lot of difficulty

Our goal is to focus on storing the data for the recipes rather than the data from each users' history.

# **Features we will be avoiding**

## Sorting Recipes by Cost

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

## User Profiles on the App

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