Red Pandas: Project Pitch

CSE 110 / Group 29 / Fall '21

Problem Statement

Our Audience

- Healthy-minded people
- Fitness-minded people
- People wanting to be fit
- People looking to eat healthy

Problem

- Our motivation is that we want people to live healthy lifestyles
- Active people want diets that match their fitness goals
- Active lifestyles are constrained by time
- Active people follow strict diet choices

Problem (cont.)

- We looked at various other apps to see how they solved our problem
  - Fit Men Cook
    - fitmencook.com
  - Healthy Fitness Meals
    - healthyfitnessmeals.com
  - MealPrepPro
    - mealpreppro.com

Appetite

- 4 weeks to produce a web application
- 1 week to refine and test it

Solution (cont.)

- Quick facts box to view ingredients and nutritional facts
  - Calories/Nutrients
  - Pros: User-friendly, Risks: Wrong info
- Homepage to view nutritious meals
  - Previews with images in grid
  - Pros: Easy to see, Risks: Clutter/long page load times

Solution

- Brief steps to help cook the meals
    - Pictures/videos for each step
    - Pros: Concise and quick, Risks: May either be too brief or cluttered
- Ability to contribute, share, edit recipes

    - Page to enter recipe info and button to share link

    - Pros: User contribution and increase user base, Risks: Spam

8

Solution (cont.)

- Weekly meal-planner
  - Calendar-view with 3 meals for each day
  - Pros: Promotes planned health eating, Risks:
- Hands-free mode with recipe timer
  - Big buttons and only steps
  - Pros: Helps user while cooking, Risks: Info may be too brief and timer may be off

Rabbit Holes

- "Pretty pixels" early in development
- Being too broad on recipe sharing
- Adding in unrelated timer features
- Focusing too much on being able to export the meal planner
- Adding too many features to hands-free mode
- Trying to find videos for each recipe

No-Gos

- No user accounts
  - Given our time constraints and the problem scope it would be best to skip this feature
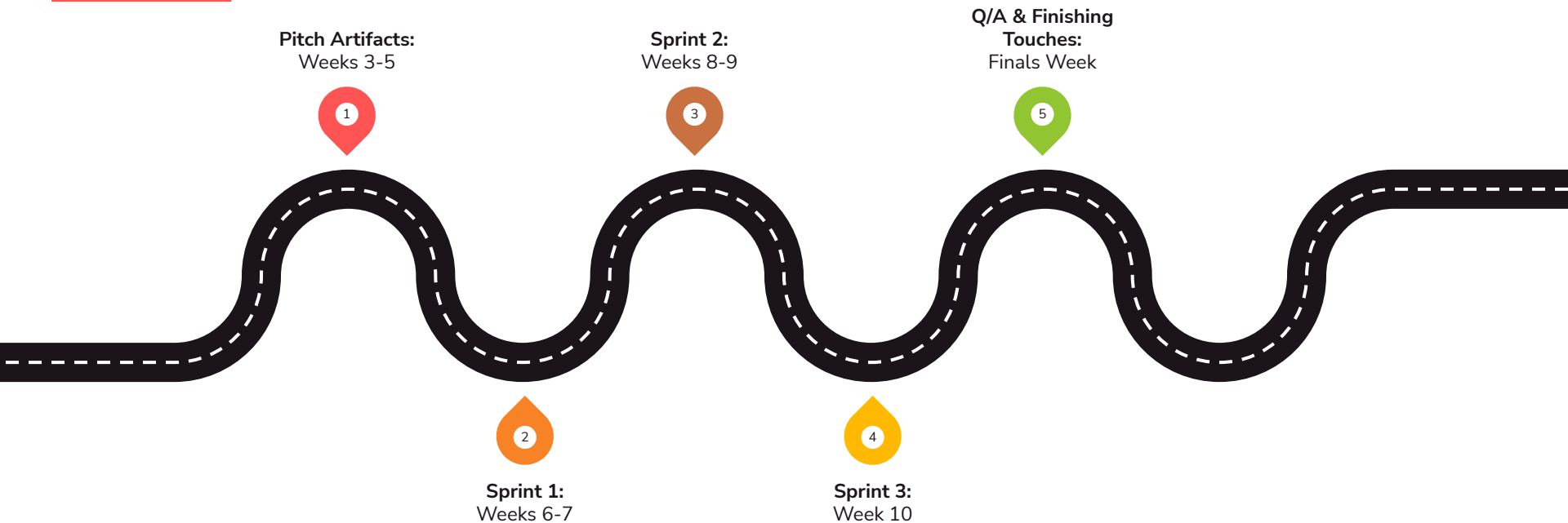
Project Roadmap

Roadmap

Pitch Artifacts:
Weeks 3-5

Sprint 2:
Weeks 8-9

Q/A & Finishing Touches:
Finals Week

1

3

5

2

4

Sprint 1:
Weeks 6-7

Sprint 3:
Week 10

Sprint 1

Key Performance Indicators:
- Homepage that shows recipes
- Add/remove/edit recipes

1. **Compile 10 Recipes**
2. **Structure of a Recipe**
   a. Protein, Carb, and Calorie Count
   b. Ingredients
   c. Instructions on how to make it
   d. *Potential Feature: Keto diet, low carb*
3. **Basic Design**
   a. Basic Interface Design implementation
      i. Recipe Pages
   b. Basic API usage implementation
   c. Basic Controller Design implementation

14

Sprint 2

1. **All mandatory features should be completed and working**
   a. API Usage Finalized
   b. Controller Core Features Finalized
2. **Features to implement in this sprint:**
   a. More refined interface
   b. Filtering System
   c. Meal Planner
   d. Hands-free Mode

Sprint 3

Key Performance Indicators:

- Extensive testing and Q/A
- Bonus features implemented (if able)

1. **Finalize interface design implementation**
2. **Begin Q/A**
3. **Implement database functionality**
4. **Bonus features (if we have time)**
   a. Hands-free mode
   b. Print-friendly version of recipe
   c. Export

User Personas and User Stories

Danny Fujiwara

Pain Points
- Doesn't have that much money to buy a bunch of ingredients

Needs & Goals
- Currently in culinary school and wants to cook new recipes in order to improve

Age: 19
Marital status: Single
Occupation: Student
Hobbies: Cooking, reading books
Devices used: iPhone, Windows PC

Kim Riley

Pain Points
- Often doesn't get enough sleep
- Stressed from work

Needs & Goals
- Very busy because of work and wants to stop wasting money on buying food.
- Wants inexpensive and fast to make recipes

Age: 24
Marital status: Single
Occupation: Investment Banker
Hobbies: Reading books, traveling
Devices used: Macbook

Jayden Garcia

Pain Points
- Working all day so no free time
- In debt so little disposable income

Needs & Goals
- Wants to try and eat healthier because he sits down for most of the day at work

Age: 24
Marital status: Single
Occupation: Software Engineer
Hobbies: Going on walks, watching new TV shows
Devices used: MacBook

Jess Carlson

Pain Points
- Feels intimidated by amount of effort, ingredients, and planning some meal plans take
- Finds it difficult to allocate her time to her family, job, and hobbies

Needs & Goals
- Likes to compete in triathlons. Enjoys the preparation that goes into each race (meals, exercises, etc.)
- Wants to encourage her son and daughter to take up a sport so that he stays fit and active

Age: 25
Marital status: Married
Occupation: Nurse
Hobbies: Swimming, running
Devices used: iPhone, Windows Laptop

Freddy Kingston

Pain Points
- Does not know how to cook
- Full-time student that has little free time to learn to cook
- Does not have much money

Needs & Goals
- Currently in culinary school and wants to cook new recipes in order to improve

Age: 19
Marital status: Single
Occupation: Student
Hobbies: Surfing, hiking
Devices used: iPhone

Arnold Obama

Pain Points
- Thinks healthy recipes taste bad but wants to stay healthy

Needs & Goals
- Loves trying new foods and wants a convenient place to store recipes
- Wants recipes that taste good
- Wants recipes that have many different ingredients

Age: 19
Marital status: Single
Occupation: Student
Hobbies: Trying new foods, blogging
Devices used: MacBook, iPhone

Joanne Kelsey

Pain Points
- Mother of three kids so always busy
- Husband works full-time so has no time to split childcare duties

Needs & Goals
- Wants to cook delicious meals for her family

Age: 42
Gender: Female
Marital status: Married
Occupation: Stay at home mom
Hobbies: Hiking, volunteering, cooking
Devices used: iPad, iPhone

Patrick Samuelson

Pain Points
- Is overweight due to his sedentary lifestyle
- Has health complications such as high risk of heart disease due to his weight

Needs & Goals
- Wants to lose a little bit of weight
- Looking for recipes that are easy to make and also healthy
- Wants to also learn how to cook some meals for his family

Age: 19
Marital status: Single
Occupation: Student
Hobbies: Cooking, reading books
Devices used: iPhone, Windows PC

Noel Ali

Pain Points
- A lot of meals that Noel knew when growing up were not made for body builders.
- A lot meals require too much time to make, which takes time out of his body building routine

Needs & Goals
- Wants to be able cook/maintain a high calorie/protein diet without breaking the bank.
- Wants more than just the usual chicken breast body builder meals, and wants variation in the meals he eats.

Age: 29
Marital status: Single
Occupation: Body Builder
Hobbies: Reading books, Movies
Devices used: Windows PC & Laptop

Jack Gonzalez

Pain Points
- Doesn't have that much time to cook
- Tight on money

Needs & Goals
- Wants to cook meals high in protein in order to build muscle
- Very selective about the food that enters his body
- Tracks calorie intake everyday

Age: 24
Marital status: Single
Occupation: PhD Student
Hobbies: Reading books, lifting weights
Devices used: iPhone, Macbook

Mary Sanders

Pain Points
- Unfamiliar with technology
- Bad eyesight

Needs & Goals
- Experienced at cooking
- Wants to try and cook unique dishes
- Wants to cook for her family

Age: 76
Marital status: Divorced
Occupation: Retired
Hobbies: Taking care of grandchildren
Devices used: iPhone

Joe Gibbs

Pain Points
- Back pain from work
- A little bit overweight

Needs & Goals
- Wants to get to a healthier weight by dieting
- Wants to try new ethnic food

Age: 36
Marital status: Married
Occupation: Mechanic
Hobbies: Racing cars, going on runs
Devices used: iPhone, Macbook

miro

User Story 1

As a bodybuilder, I want to be able to:
- See all nutritional information for a recipe
- So that I can maintain my physique

Acceptance Criteria:
- Given a bodybuilder who tracks everything that goes into his/her body
- When he/she looks at a recipe
- He/she should be able to see all nutrition info

User Story 2

As a teenager, I want to be able to:
- Find low cost recipes easily
- So that I don't bust the bank

Acceptance Criteria:
- Given a teenager with little money
- When they look for recipes
- They should be able to find low cost recipes easily

User Story 3

As a stay at home mom, I want to be able to:
- Find recipes suitable for big family meals
- So that I can cook food for my children and husband

Acceptance Criteria:
- Given a stay at home mom
- When she uses the app
- She should be able to see recipes that are popular with families

User Story 4

As a grandma, I want to be able to:
- Find recipes with a larger font
- So that read the recipe easily

Acceptance Criteria:
- Given a grandma with bad eyesight
- When she uses the hands-free mode of the app
- She should be able to see a larger font of the recipe

User Story 5

As a student, I want to be able to:
- Find something easy to cook
- So that I can learn how to cook

Acceptance Criteria:
- Given a student who doesn't know how to cook
- When he/she uses the app
- He/she should be able to find beginner friendly recipes

User Story 6

As a foodie, I want to be able to:
- Try lots of new foods
- So that I can blog about them

Acceptance Criteria:
- Given a foodie looking for new food
- When they search for recipes
- They should be able to search by particular ethnic food

User Story 7

As a person who is often busy, I want to be able to:
- Save my old recipes that I liked
- So that I don't have to waste time looking for it

Acceptance Criteria:
- Given a person who has little free time
- When they use the app
- They should be able to easily access a past recipe they liked

User Story 8

As an athlete, I want to be able to:
- Save certain recipes
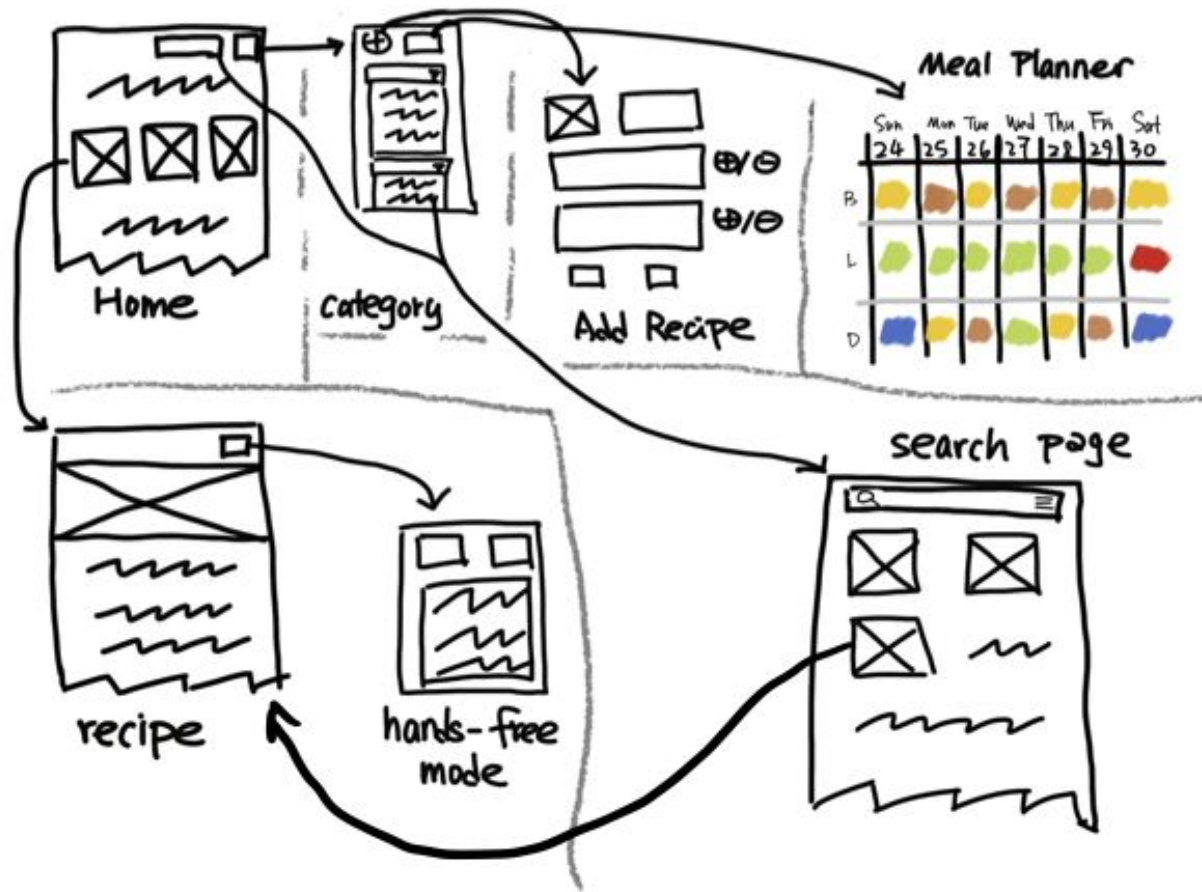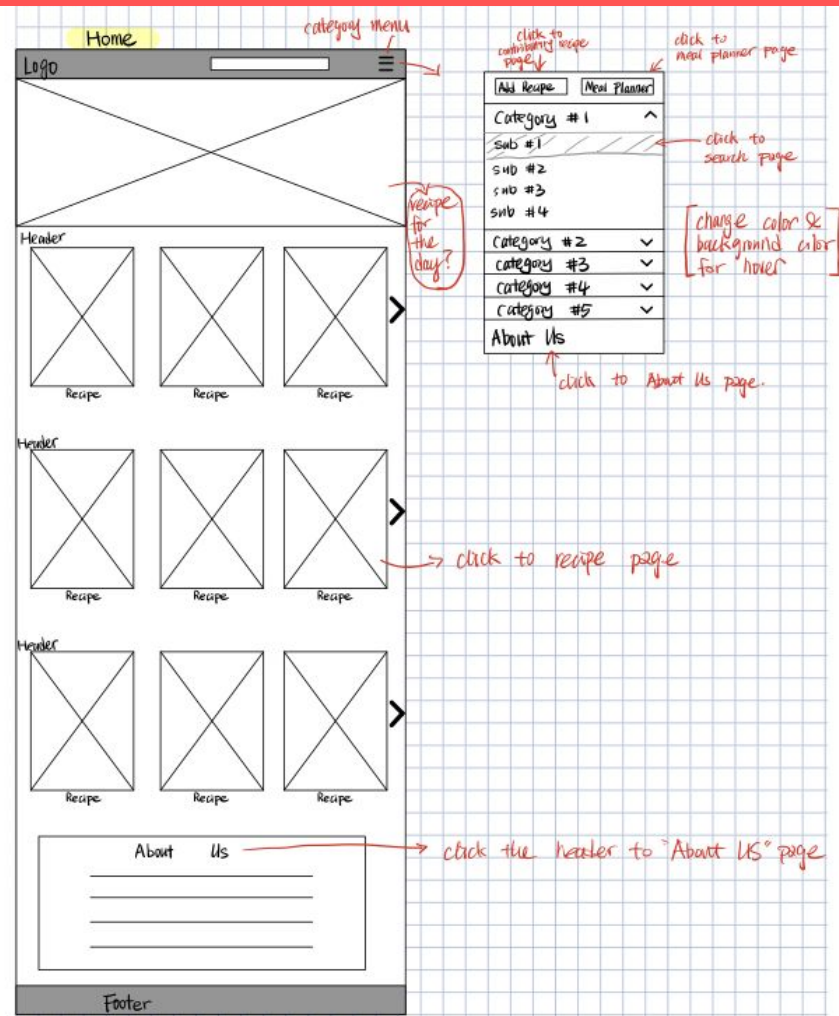- So that I can meal prep using those recipes

Acceptance Criteria:
- Given an athlete who is very active
- When they want to meal prep
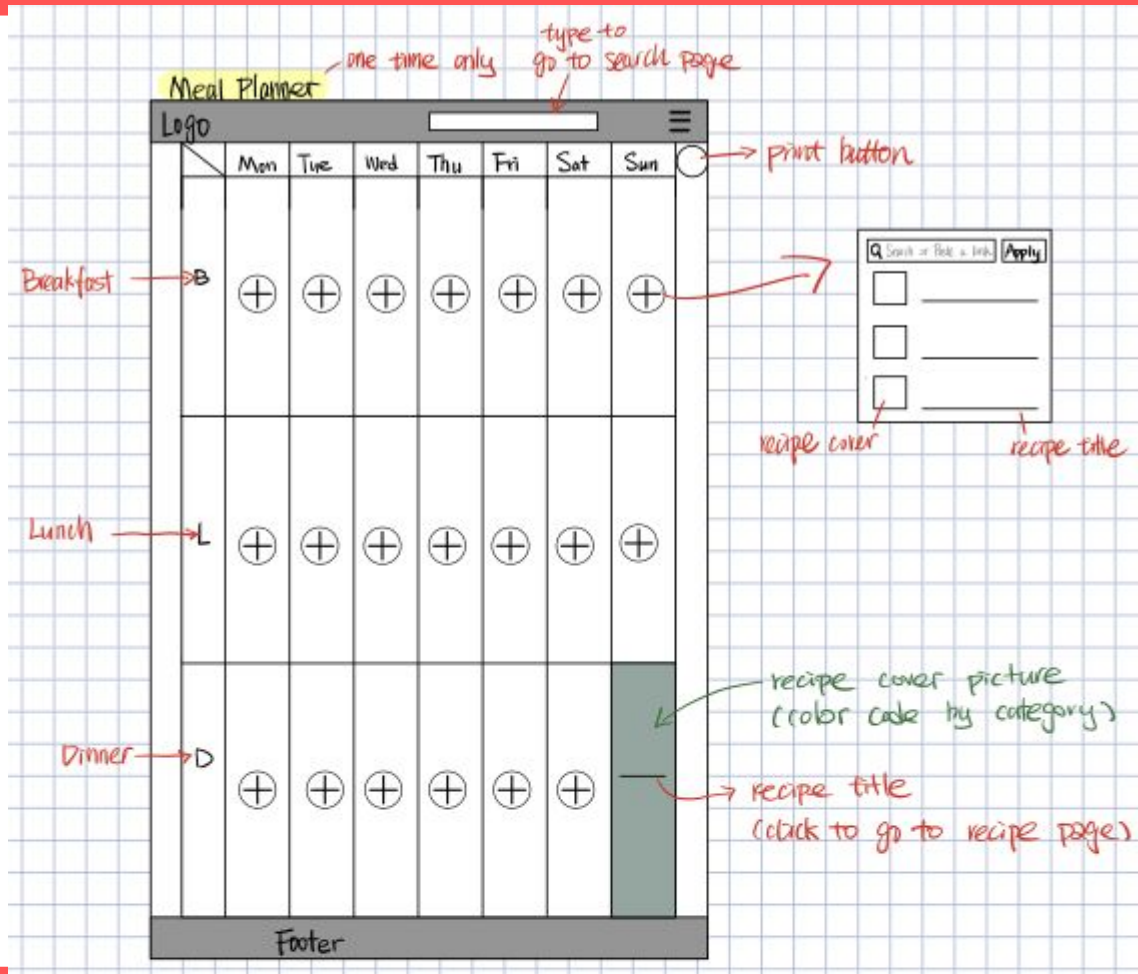- They should be able to access/create a meal plan

miro
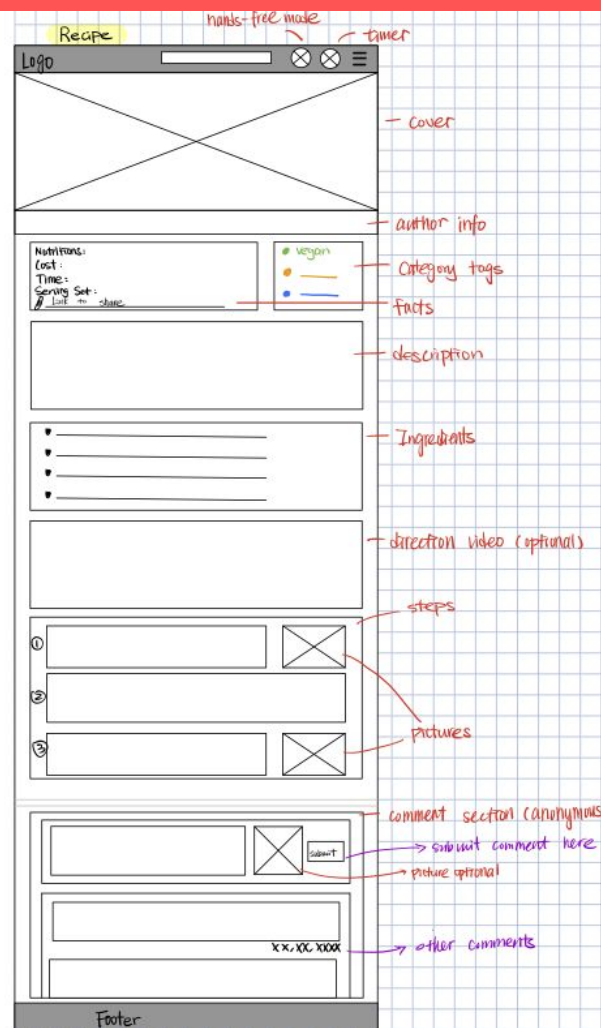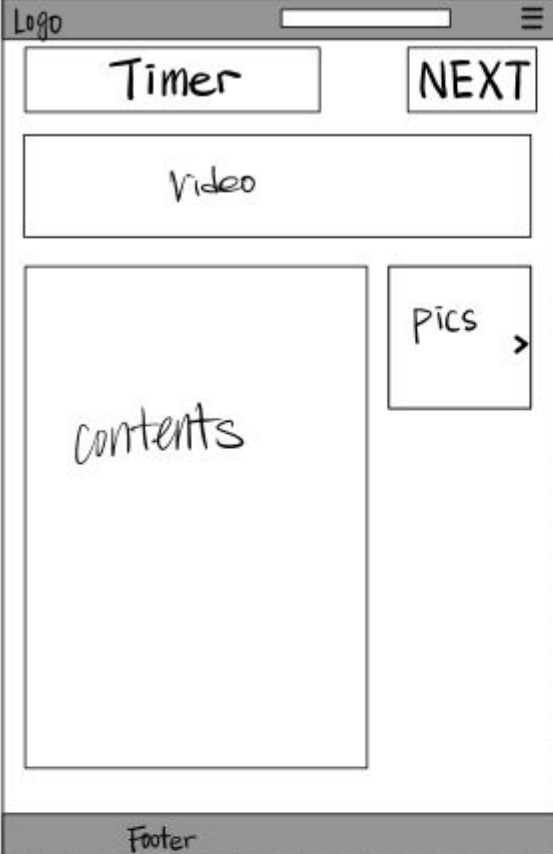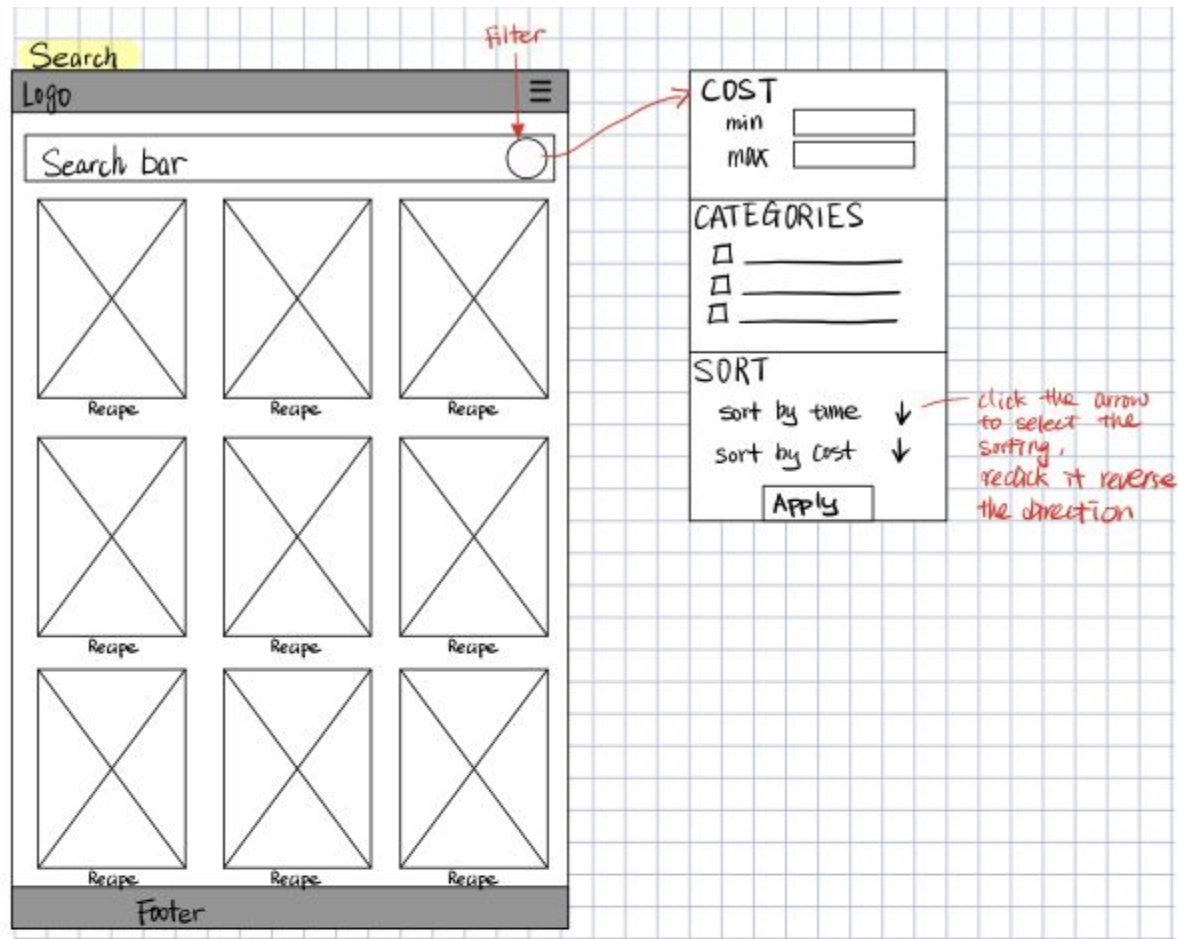
Rough Sketch and Wireframes

Home

Category

Add Recipe

Meal Planner

	Sun 24	Mon 25	Tue 26	Wed 27	Thu 28	Fri 29	Sat 30
B							
L							
D							

search page

recipe

hands-free mode

22

Contributing Recipe

Logo ≡

Cover

Nutritions : xx _____ xx _____

Cost : _____
Time : _____
Serving Size : _____
Categories : [_____]
facts

checkbox for category

Category #1 ∧
☑ sub #1
☐ sub #2
☑ sub #3
☐ sub #4

Category #2 ∨
Category #3 ∨
Category #4 ∨
Category #5 ∨

Title
_____

Author Info
_____

Description
_____

Ingredients ⊕
_____ ⊖
_____ ⊖
_____ ⊖

Steps ⊕

→ picture (optional)

→ contents

→ submit button

Footer

Event Diagram

User flow/System Diagrams