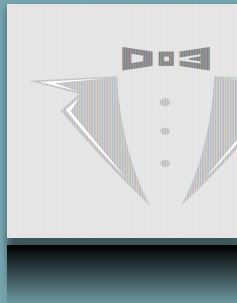


Team 003;~

Starting Pitch

Members:

Anthony Villalba
Ayushi Sharma
Jared Levy
Lailah Gonzalez
Nathan Lee



Xiande Zeng
Sik Sun
Zhenyi Chen
Parsia Hedayat
Presley Cheng

CSE 110 - Professor Powell
TA - Sanat Bhandarkar

Contents

1. Background research & User Personas
2. Project Statement
3. User Personas
4. Target Audience
5. User stories
6. Core Features
7. Project Roadmap
8. Website flowchart
9. Risk and rabbit hole
10. Fat-Marker Design & Wireframes

User Personas



Bioinformatics
Davids Davids | 20 yrs

Daily Routine
School - Socialize - Homework - Bake - Board games

Goals & Aspirations
Eat healthy
Become a homeowner
Graduate
Dive into research
Try for a masters
Build up a social network
Become a father
Retire at 50

Likes & Dislikes
Pasteries
Talking about clouds
Going
Barbeque
Sheep
Service to mankind

"I just want recipes that are quick and easy to make. I like baking from time to time."

Pro Chef
Gordon Ramsay | 54 yrs

Daily Routine
Workout - Business - Cook

Goals & Aspirations
Cook tasty food
Culinary Perfection
Expand Business/Restaurant
Experimental Cooking
Michelin stars
Fancy restaurant
More Customers
Become #1

Likes & Dislikes
Beef Wellington
Roasting others
Cursing
Truffle Oil
Pineapple on Pizza
Bad recipes in general

"I want more high quality/creative recipes so I can improve the menu in my restaurants."

Food YouTuber
Mariah | 27 yrs

Daily Routine
Socialize - Grocery Shopping - Cook

Goals & Aspirations
Eat healthy
Gain lots of following
Own a cooking show
Publish a cook book
Own a restaurant

Likes & Dislikes
Invent Dishes
Spicy food
Fruits
Food with too much grease
Chocolate

"I like to experiment with different genres of food and bring it to my viewers, something that they've never seen before."

HR Employee
Suzie Adams | 32 yrs

Daily Routine
Get ready - Work - Happy Hour - Unwind - Snack

Goals & Aspirations
Eat healthy
Alone time
Side hustle
Promotions
Work-life balance
Self-improvement
Lose weight
Buy a house

Likes & Dislikes
Hiking
Cats
Coffee
Spa Days
Noise
Calories
Disrespect
Her boss

"I am so tired from working all day that I want to just come home and eat something easy so I can rest for the rest of the day."

Single Mother of 2
Angela Yen | 38 yrs

Daily Routine
Make breakfast - Work - Pick up kids - Activities - Dinner - Play with kids

Goals & Aspirations
Kids to achieve
Not worry about bills
Connect with culture
More time with family
Superior to other moms
Switch careers
Have a vacation
Travel

Likes & Dislikes
Desserts
Cooking
Book Club
Dancing
Cleaning up after toys
Yelling at her kids
Long work hours
Former Mother in Law

"Though I am busy with work, I like to come home and prepare healthy foods for my kids."

Pet Owner
Christy | 23 yrs

Daily Routine
Work - Socialize - Pets Time - Shopping - Movie/Theatre/Gallery

Goals & Aspirations
Career on direction
Stable relationship
Cook for pets
Make more friends
Build up a social network
Compose music
Have fun
Traveling
Try new things

Likes & Dislikes
Gather with closed friends
Throw axes when stressful
Read mysteries
Hiking
Cold
Ballet

"I would like to try different new recipes to help me better host my weekend parties with my friends. Or something that my friends and I can bake together during afternoon tea time."

Blogger
Audrey Snow | 20 yrs

Daily Routine
Exercise - Inspiration - Draft - Cooking - Yoga

Goals & Aspirations
Eat healthy
Create innovative video
Be health
Cook delicately
Willing to spend time on cooking
Be regulated

Likes & Dislikes
Drinking Tea
Talking about clouds
Running
Like Sweet
Hate writing but have to draft

"Would like to have very detailed recipe with step by step cooking process"

Retired
Old man Joe | 65 yrs

Daily Routine
Wake up - Coffee/breakfast - Make lunch - nap - Make Dinner

Goals & Aspirations
Live long enough to see their grand kids
Live a peaceful life since their retired
Finish bucket list

Likes & Dislikes
Prunes
Meat Loaf
Soft/Tender Foods
Hard food
Sweet foods
Salty Foods

"I have plenty of time to cook but it needs to be easy to digest cause I got hemorrhoids"

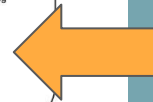
Peanut Allergy
Benjamin Ben | 30 yrs

Daily Routine
School - Socialize - Bake - Exercise - Avoid peanuts - No bugs

Goals & Aspirations
Spend time with family
Stop being a programmer
Take 5 classes
Pick up cooking
Go surfing

Likes & Dislikes
Dessert
Bird Watching
Playing with his Dog
Coding
Surfing

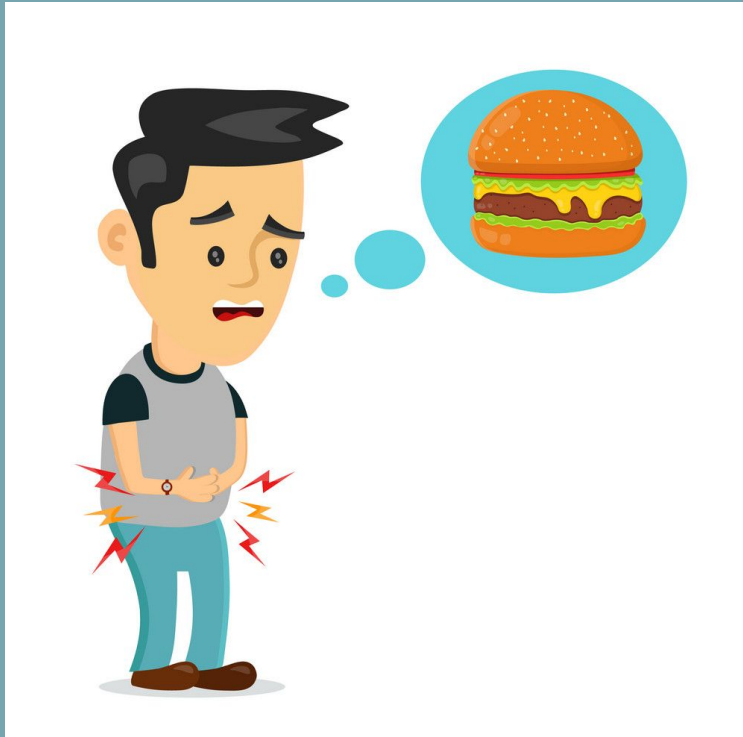
"I want easy access to a library of recipes that follow my dietary restriction"



Target Audience



College students ...



Hangry all the time :(
But also don't have much time to cook



Don't know how to properly
cook either...

Project Statement

- This project has the mission to provide college students with easy access to meals that their mothers would approve.



User Stories

David's David's

- * As a college student who has other responsibilities throughout the day (homework, lecture, research, etc.)
- * I want to be able to filter recipes easily so I only see ones that are relevant to my constraints and tastes because it'll make finding a recipe much faster

Acceptance Criteria

- * Given a college student
- * Offers a option to filter recipes by difficulty/time to complete, and personal taste

John Doe

- * As a college student, I'm not really sure how to cook. I want a step by step instructions on how to cook my food.

Acceptance Criteria:

- * Given a college student don't know how to cook
- * Offers a focus mode which shows only the detail about the current step the user is in the recipe.

Christ Christopher

- * As a college student, I enjoy being able to organize my life in a way I can access later.

Acceptance Criteria:

- * Given a college student, give a way to mark recipes they really like
- * Give them a place in-app they can view the recipes I marked

Benjamin Bens

- * As a student athlete in college, I am always hungry and would like to find tasty recipes that work with my peanut allergy
- * I want to be able to filter recipes for my allergy

Acceptance Criteria

- * Given a student with a food allergy
- * Offers filters to filter out recipes that have that ingredient

Evelyn Eves

- * As a culinary school student
- * I want to make sure that I can record the recipes that I make
- * So that I can make refer to them for my classes

* Acceptance Criteria

- * Given a experienced student chef who wants to learn and take notes
- * When they open the app
- * Then they are able to create new recipes and store them somewhere accessible to themselves.

Daniel Z.

- * As a international student, in most recipes, there're words/ingredients that I don't understand.
- * I want to be able to have multiple languages in the app so I can know what I'm using to cook/ what I need to do.

Acceptance Criteria:

- Given a international student struggling with english
- * Offers multi-lingual support in the app.

Justin Smith

- * As a college student, I love to cook different kinds of food, I would like to spend some time to find different recipes to cook
- * I want to search for different recipes, so I can cook different kind of foods when I am free.

Acceptance Criteria

- * Given a college student who loves to cook
- * Offers search panel to let the students search of recipes

Scarlet Rose

- * As an international college student, I want to have some food different from what we have in the cafe.
- * I want to eat healthier with simple ingredients that I can access from the school's market.

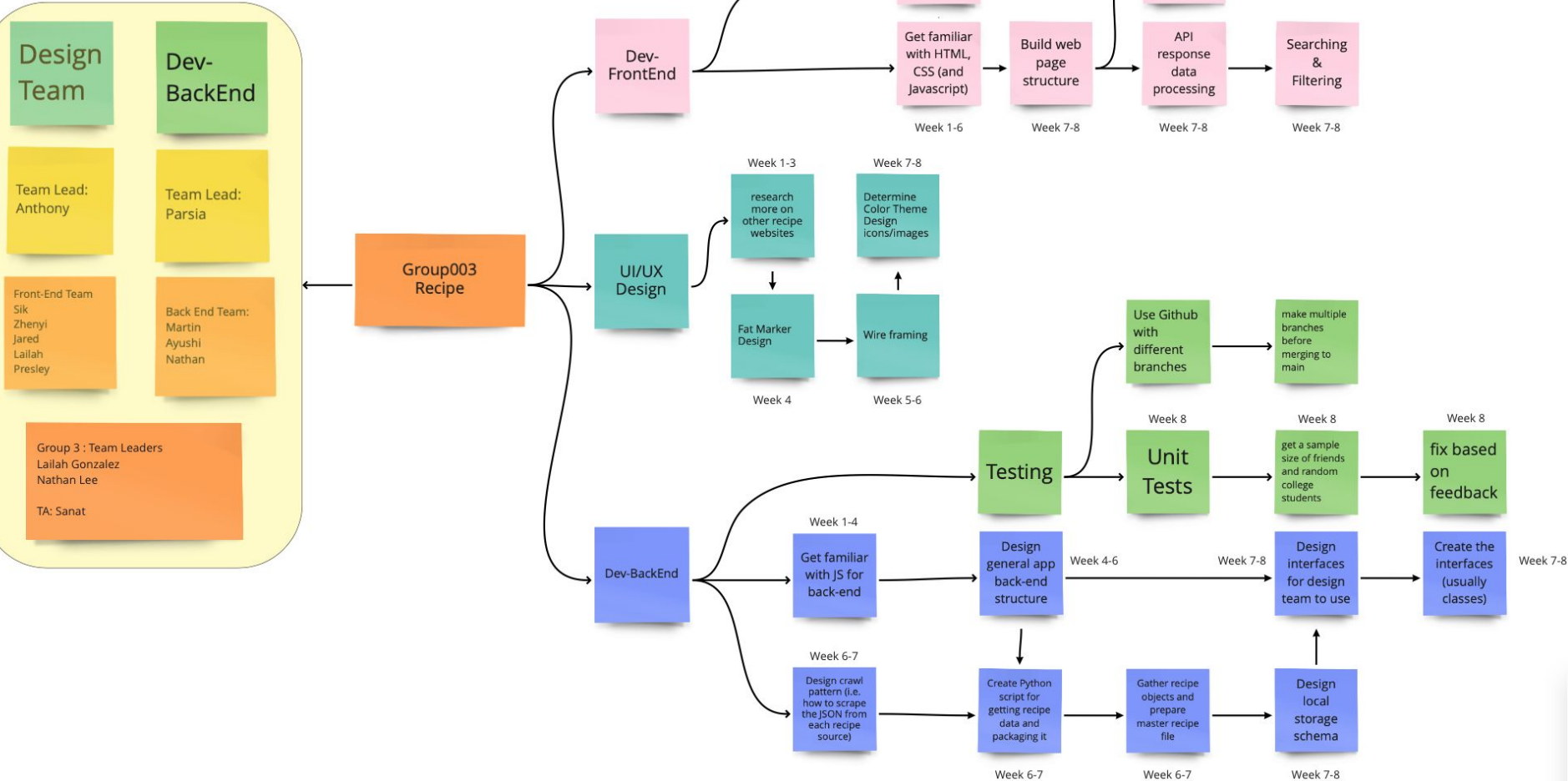
Acceptance Criteria

- * Given an international student, I miss my hometown's cuisine. It would be the best to have asian recipes.
- * I don't have much time to cook so I want to know how long I need to prepare a meal.

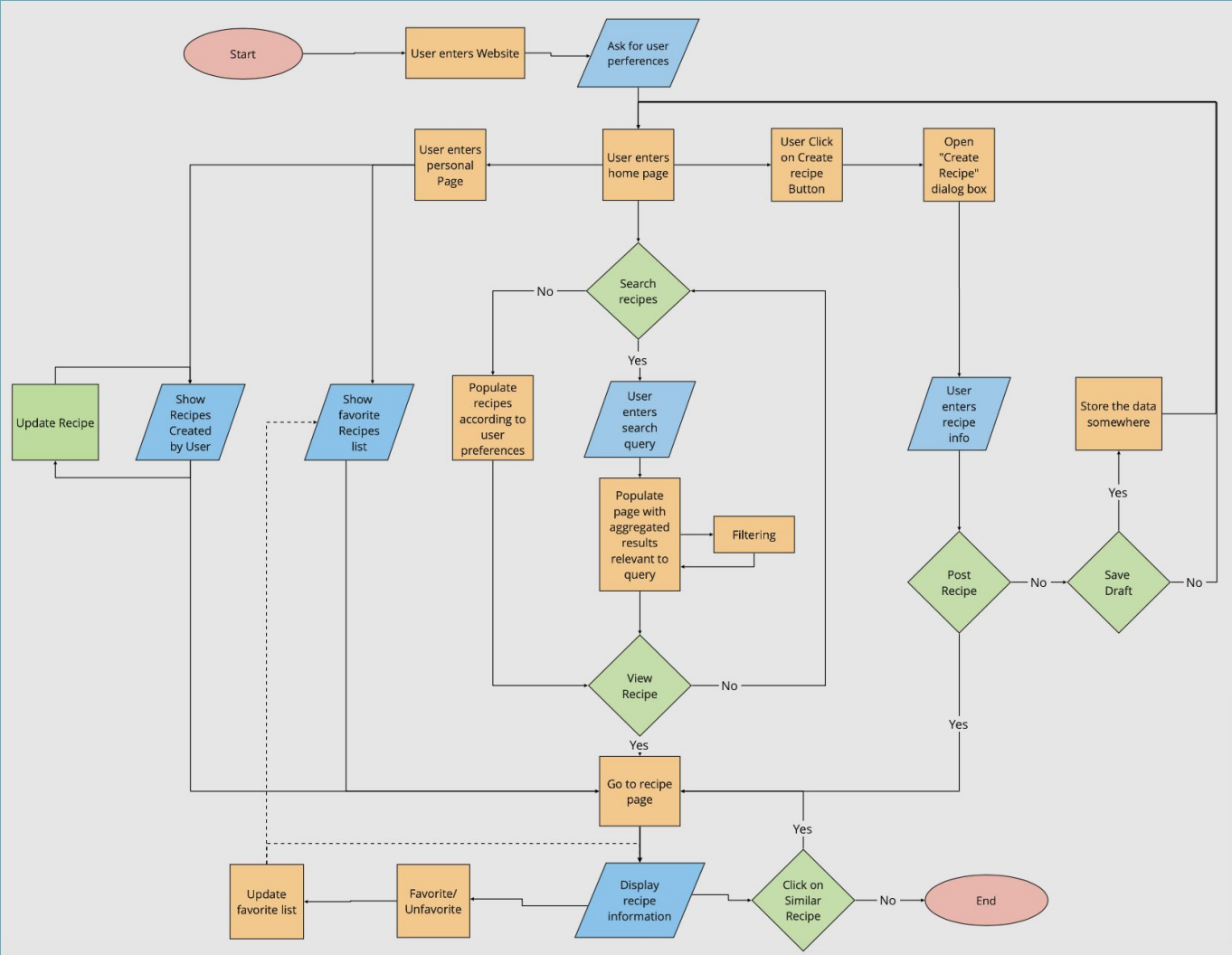
Core Features:

1. CRUD
 - a. - Create: Create recipe page
 - b. - Read: Search bar (Search Page)
 - c. - Update: Edit recipe/ Favorite
 - d. - Delete: Delete recipe/ Favorite
2. Favorites
3. Search/Filter by tags
4. Populate Recipes according to user preferences

Project Roadmap



Website Flowchart



Risks & Rabbit Holes

1) Multi-user input sharing

- sharing \neq creating
- users don't need to see other user created recipes (especially with local storage)

2) Database for storing user data

- don't need to have a profile page

3) User authentication through some data base

- overkill and will be difficult within time frame

4) Overactive user could overload local storage

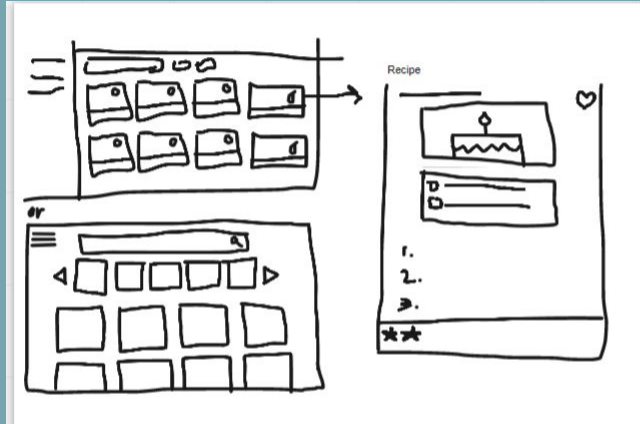
- it will require a lot of recipes (millions overall)

5) Converting recipes to JSON

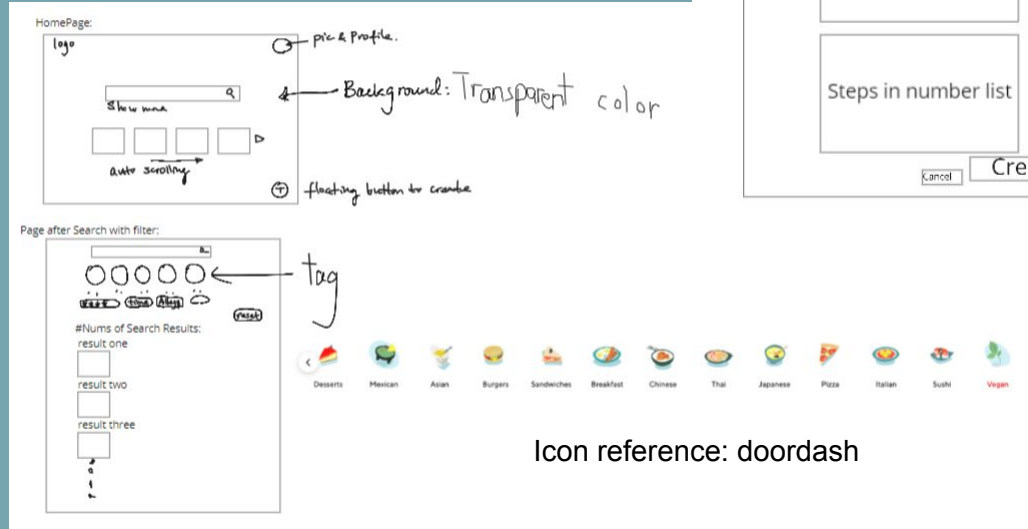
- stuck on exactly what the json data format was and how to extract but got past with TA help and Lab 6

Wireframes (Miro)

Low Fidelity

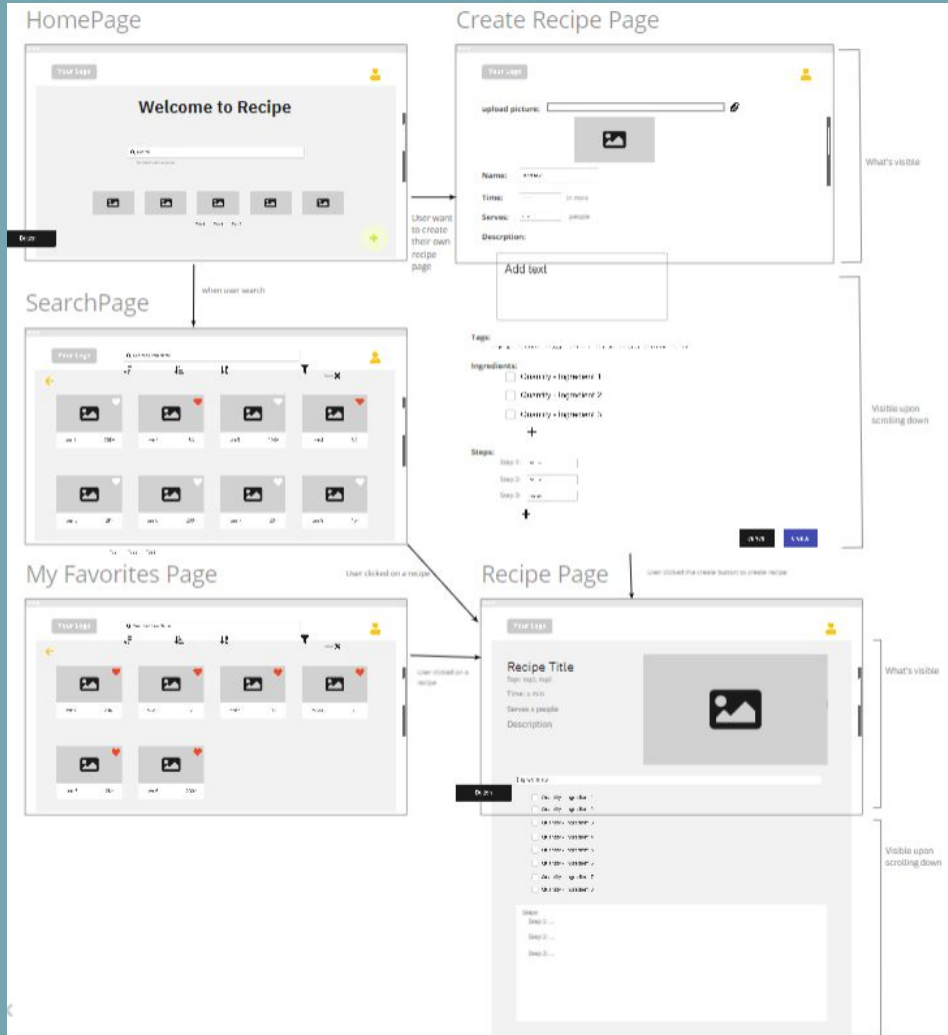


Middle Fidelity



Wireframes (contd...)

High Fidelity



Thank you for
watching!