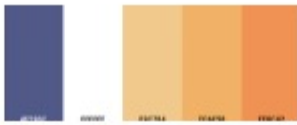Team: Powell's Fanclub

Mission: .

(How are we different from other websites out there?)

Inspiring joy through convenient, accessible recipes

Make cooking accessible to new chefs/cooks

Core Functionality:
Explore recipes?
Save their own recipes?

Meal prep assistance

NO AWS

Userbase:
People who cook or want to cook

Beachhead	Niche	Target	Served available market	Total available market
At home cooks at UCSD (students)	At home cooks in California (Students)	At home cooks in America	Home cooks in English speaking countries	All home cooks around the world

Device:
phone
tablet
computer
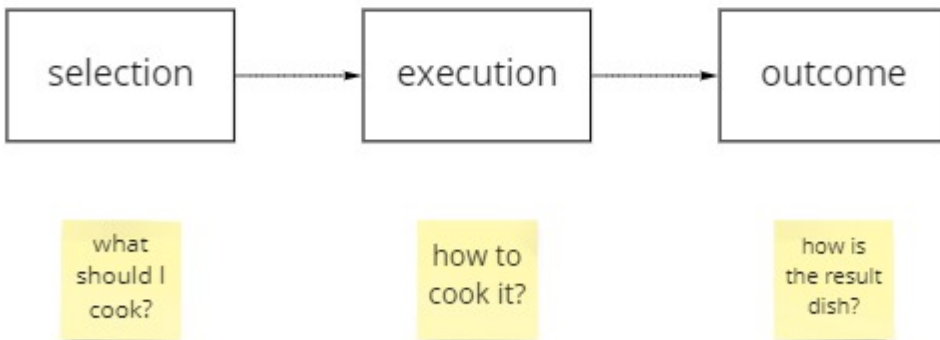
selection	→	execution	→	outcome

| what should I cook? | | how to cook it? | | how is the result dish? |

FEATURE IDEAS

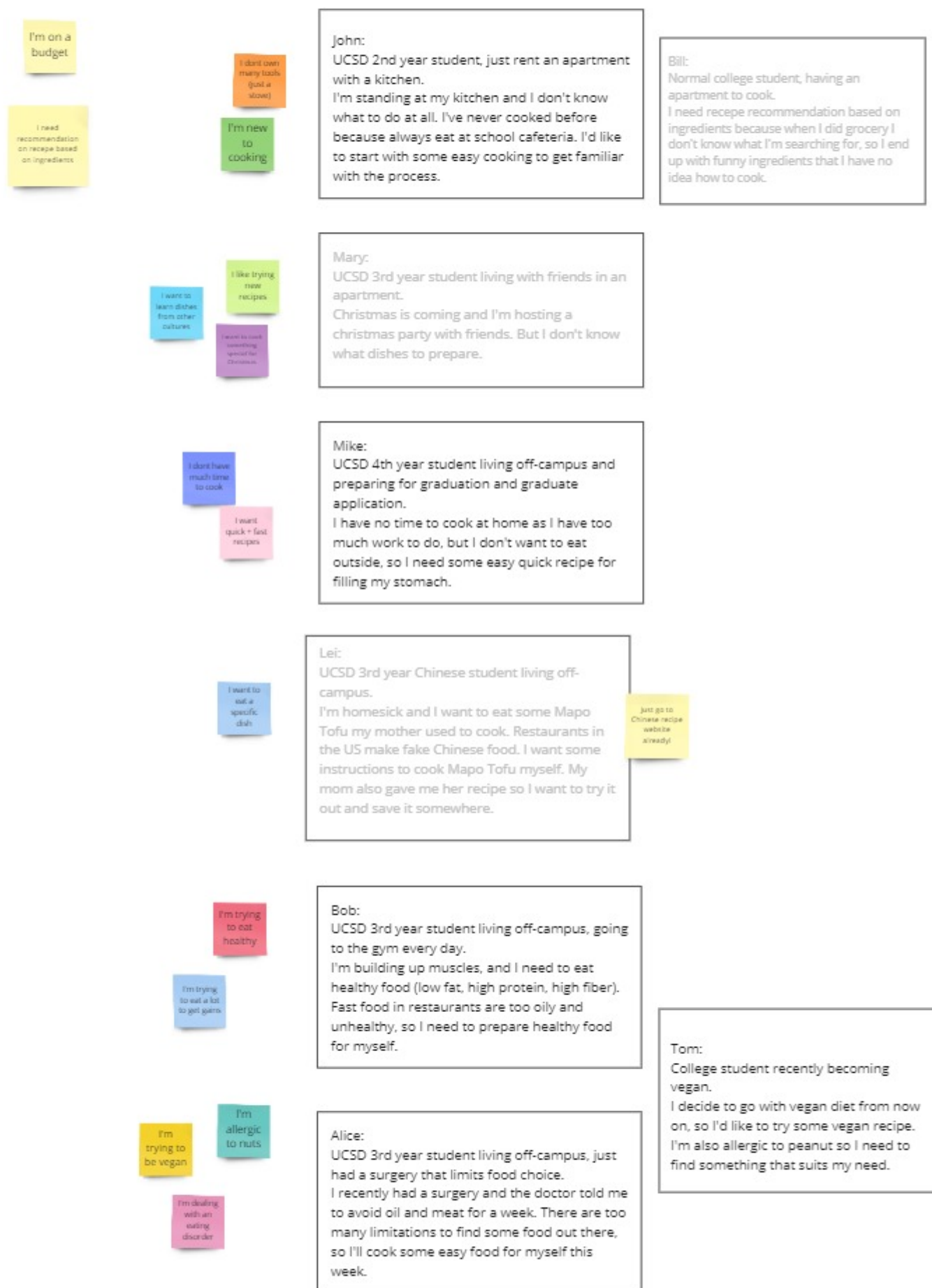| MUST NEED FEATURES	NICE FEATURES TO HAVE	(low priority) POLISH FEATURES
Save and Organize Recipes	Tags (ie. vegetarian, allergies)	Share with friends
Ingredient search	Smart Recipe list (pulls ingredients from saved library into a list)	Recommended Recipes
Add recipe Images	Recipe Ratings (5*s)	Mobile/cross platform support
Ingredients, Directions, Time	Meal Planning (Calender)	ideas that make us "stand out" or unique twist on app?
Account support	Recipe Difficulty	
Search by Time	Price points (clear)	
	Keep track of current ingredients	
	Daily recommended recipe	
	Recommended ingredients/shopping list	

CRUD capabilities

Or upload video

Why do users use our recipe?
They don't know how to cook a specific dish?
They don't know what dish to cook with their available ingredients?
They don't know what to eat today and haven't bought food yet?
They don't know how to process an ingredient in general?
They want to try different styles?
They want to record a recipe they experimented?

User Stories

Personas

Scenarios

I'm on a budget

I need recommendation on recipe based on ingredients

I dont own many tools (just a stove)

I'm new to cooking

John:
UCSD 2nd year student, just rent an apartment with a kitchen.
I'm standing at my kitchen and I don't know what to do at all. I've never cooked before because always eat at school cafeteria. I'd like to start with some easy cooking to get familiar with the process.

Bill:
Normal college student, having an apartment to cook.
I need recepe recommendation based on ingredients because when I did grocery I don't know what I'm searching for, so I end up with funny ingredients that I have no idea how to cook.

I like trying new recipes

I want to learn dishes from other cultures

I want to cook something special for Christmas

Mary:
UCSD 3rd year student living with friends in an apartment.
Christmas is coming and I'm hosting a christmas party with friends. But I don't know what dishes to prepare.

I dont have much time to cook

I want quick + fast recipes

Mike:
UCSD 4th year student living off-campus and preparing for graduation and graduate application.
I have no time to cook at home as I have too much work to do, but I don't want to eat outside, so I need some easy quick recipe for filling my stomach.

I want to eat a specific dish

Lei:
UCSD 3rd year Chinese student living off-campus.
I'm homesick and I want to eat some Mapo Tofu my mother used to cook. Restaurants in the US make fake Chinese food. I want some instructions to cook Mapo Tofu myself. My mom also gave me her recipe so I want to try it out and save it somewhere.

Just go to Chinese recipe website already!

I'm trying to eat healthy

I'm trying to eat a lot to get gains

Bob:
UCSD 3rd year student living off-campus, going to the gym every day.
I'm building up muscles, and I need to eat healthy food (low fat, high protein, high fiber). Fast food in restaurants are too oily and unhealthy, so I need to prepare healthy food for myself.

Tom:
College student recently becoming vegan.
I decide to go with vegan diet from now on, so I'd like to try some vegan recipe. I'm also allergic to peanut so I need to find something that suits my need.

I'm trying to be vegan

I'm allergic to nuts

I'm dealing with an eating disorder

Alice:
UCSD 3rd year student living off-campus, just had a surgery that limits food choice.
I recently had a surgery and the doctor told me to avoid oil and meat for a week. There are too many limitations to find some food out there, so I'll cook some easy food for myself this week.

What's the most important problem we want to solve for our personas?
We can possibly narrow down the features to provide better quality.
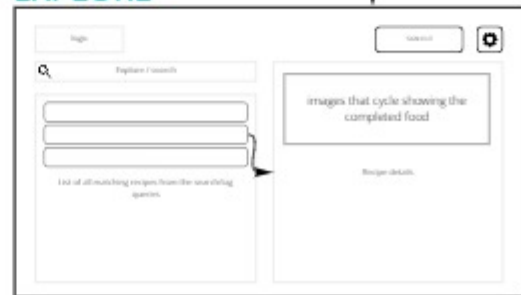
miro

(OBSOLETE)

BAREBONES FIRST DRAFT

LANDING

login

signup   login

landing page hook / graphics

more graphics and feature display to convince (target audience) visitors to use product
(scroll down, user sees a bunch
of reasons why to use [this!],
features, intro etc)

SIGNUP

login

CREATE AN ACCOUNT

Signup form fields such
as:
EMAIL
USERNAME
PASSWORD

Other options:
SIGN IN WITH GOOGLE

something that does something special if
you enter a school email address?
maybe personalizes or adds university-
specific features

HOME SCREEN

login   submit

Search

SAVED

Saved / favorite / common recipes at the very top

RECOMMENDED

Algorithm recommended / explore type recipes

something gets typed in explore/search

EXPLORE

login   submit

Explore / search

images that cycle showing the
completed food

Recipe details.

List of all matching recipes from the searching
queries.

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Common Features:

| User system | Table of basic info, ingredient list, instructions | comment and rating |

Interesting Features:

ForksOverKnife:
- groups of recipes under a same topic (2021 thanksgiving recipes, 20 vegan cauliflower recipes, etc.)
- meal planner

Paprika:
- Personal recipe organizer
- create grocery lists
- cloud sync

Yummly:
- Answer a few questions and AI searches for matching recipe
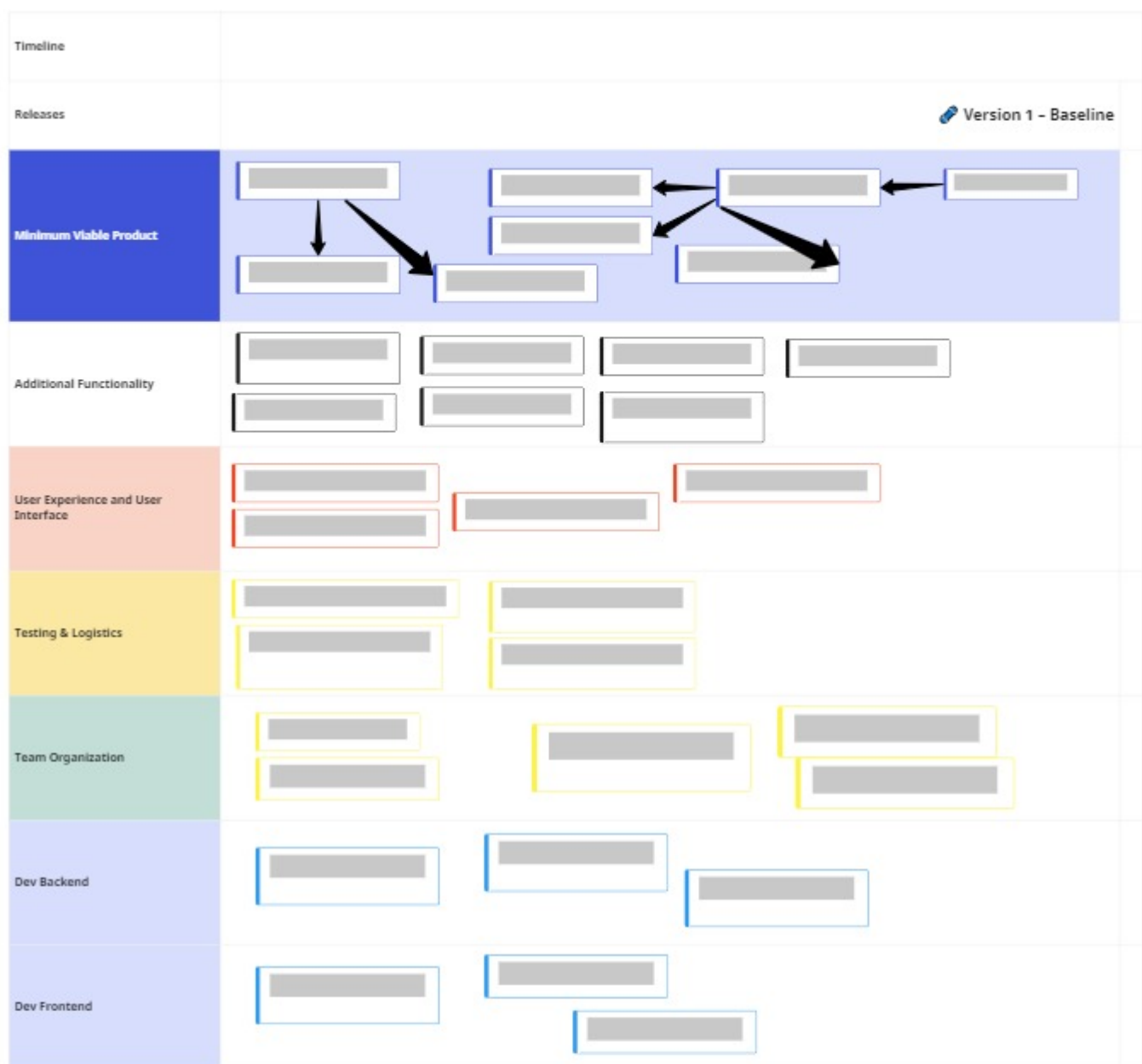- recommendation based on personal preference and data

MyFridgeFood:
- Recommend recipe based on ingredients

Simply Recipes:
- great step-by-step instructions with an image on each step

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Timeline	
Releases	
Minimum Viable Product	
Additional Functionality	
User Experience and User Interface	
Testing & Logistics	
Team Organization	
Dev Backend	
Dev Frontend	

ROLES

Danica - Business analyst, backend (tbh, same Serina LOL)

Serina Khanna - literally anything is fine
Bjorn Johnson - backend software architect, quality assurance

Celia Xiao - software architect, quality assurance/testing
Euvin keel - UI/design roles, web, frontend
Tallis Dawson - UX designer, quality testing, web architect

Kian Ezaz - web, backend, quality assurance

Xin Sheng - web, backend, UI/UX designer

Eric Filishtiner - backend version, (team lead role 2 + 4)

Sarah - team lead (2+4)

software architect

engineering manager

UI/UX designer

backend developer

frontend developer

business analyst

testing

Roles available:
1) Software architect
-builds out internals, does final edit, manages codebase. tech support motivation. Super people person role
a) web version
b) backend version

2) Engineering manager

3) UX/UI designer

4) Business analyst

5) quality assurance/testing

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