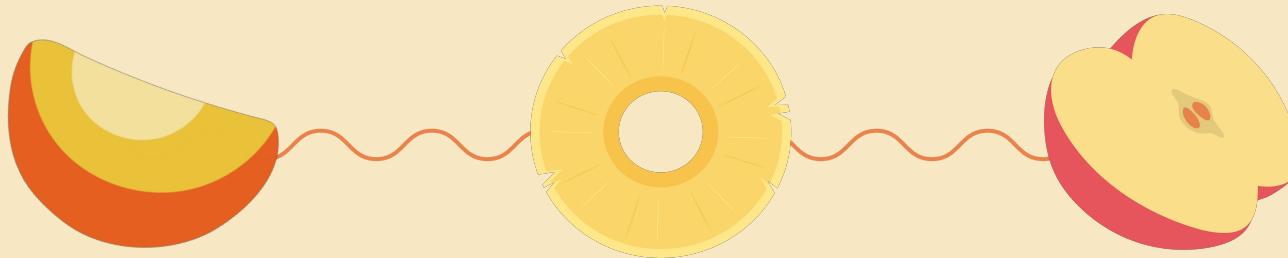


OLIVE U

Inspiring Joy through convenient,
accessible food

THE PROBLEM



ACCESSIBILITY

Traditional recipe cards are easy to lose, hard to find.

AVAILABILITY

People want to find delicious recipes that cater to their dietary needs, and save them.

VARIETY

There are so many recipes out there! How do people find recipes that suits them?



A CLOSER LOOK

DIETARY NEEDS

Allergic to
peanuts?
Pescatarian?

EXPERIENCE LEVELS

A novice or a
Pro?

TIME AVAILABLE

I have minimum
time to cook in
between class!

TOO MANY OPTIONS

Google has too
many options!





OLIVE U

A webapp to save, edit, and find
new recipes.

Sort by dietary needs, difficulty,
and time required

A quick and easy web-based fix



OUR WEBSITE

OUR ONLINE APP

LOG IN

To access your info

ADD OR FIND RECIPES

1. Add/save/edit your own recipe
2. Find an existing recipe
3. View the contents of the selected recipe

VIEW THE RECIPE

Will include an image of the recipe along with the name.
Displays the ingredients, cook times, difficulty, and dietary considerations at the top. The instructions will be underneath



TOTAL AVAILABLE MARKET

Everyone has cooked/
will cook at some
point in their life

SERVED AVAILABLE MARKET

16+ y/o individuals in
middle - upper class

NICHE

Students in the UC
System

TARGET

16+ y/o individuals in
English speaking
countries



BEACHHEAD

Students at UCSD



USER PERSONAS



JOHN

UCSD 2nd year
undergraduate
Rented an apartment with a
kitchen
Has never cooked before



ROBERT

3rd year university student
living off-campus
Goes to the gym
Trying to eat healthy food
(low fat, high protein, high
fiber)

WANTS AND NEEDS:

- easy starter recipes for beginner cooks
- cheap and common ingredients
- recipes with fast preparation time to eat between classes

WANTS AND NEEDS:

- a way to organize meals and recipes
- easily tailor recipes to specific diets and nutritional needs
- find easy, quick recipes for his busy schedule

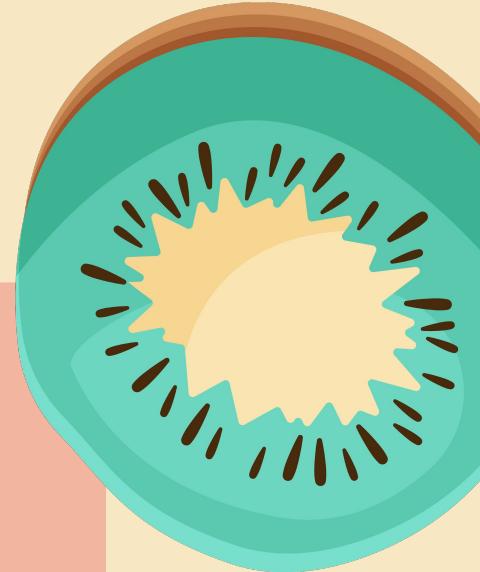
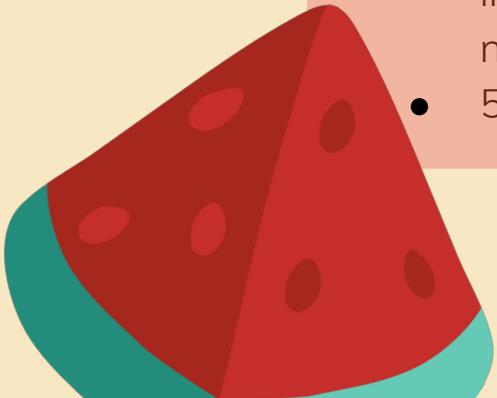
COMPETITOR ANALYSIS

STRENGTHS

- Large database of recipes
- Ability to sort by ingredients/dietary needs
- 5* Rating system

WEAKNESSES

- Complicated interface
- Crashes frequently
- Doesn't specifically help students



COMPLAINS ABOUT COMPETITORS

“[X] doesn’t seem to work with my
Samsung Galaxy S9+”

“[X] recipes are too complicated”

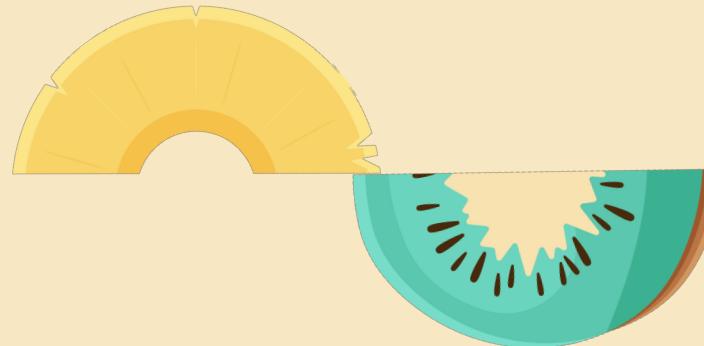
“[X]’s interface is hard to navigate”



RABBIT HOLES

HOW WILL WE ACCESS THE DATABASE?

Just use regular Javascript and MongoDB to make simple API calls

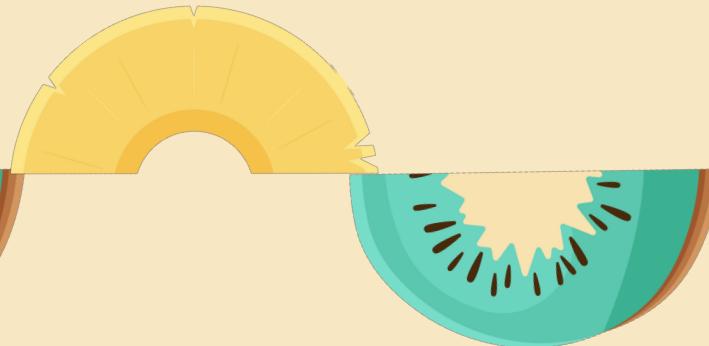


WHERE WILL WE GET RECIPES?

Using Google's recipe json format (as done in Lab 6)

HOW WILL WE DESIGN OUR SITE?

Just use regular Javascript, HTML, and CSS. Keep our design simple.

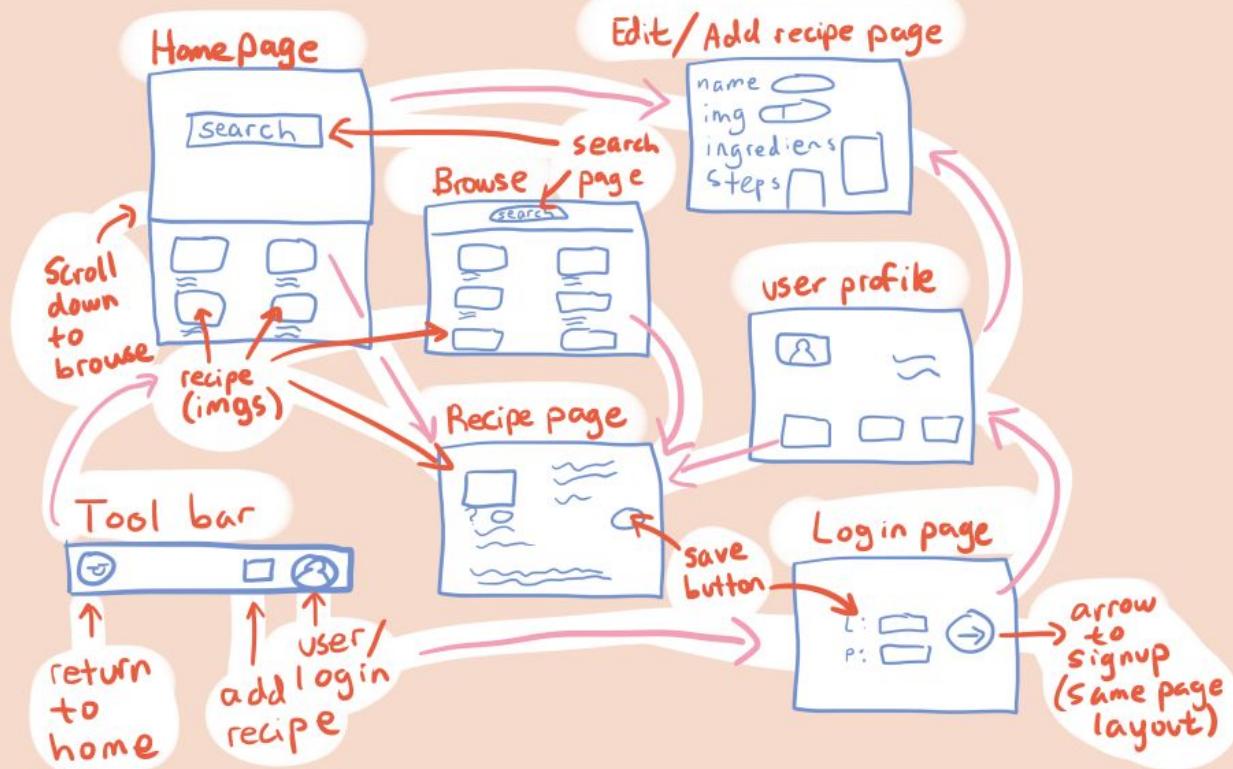


HOW WILL WE KEEP TRACK OF RECIPES?

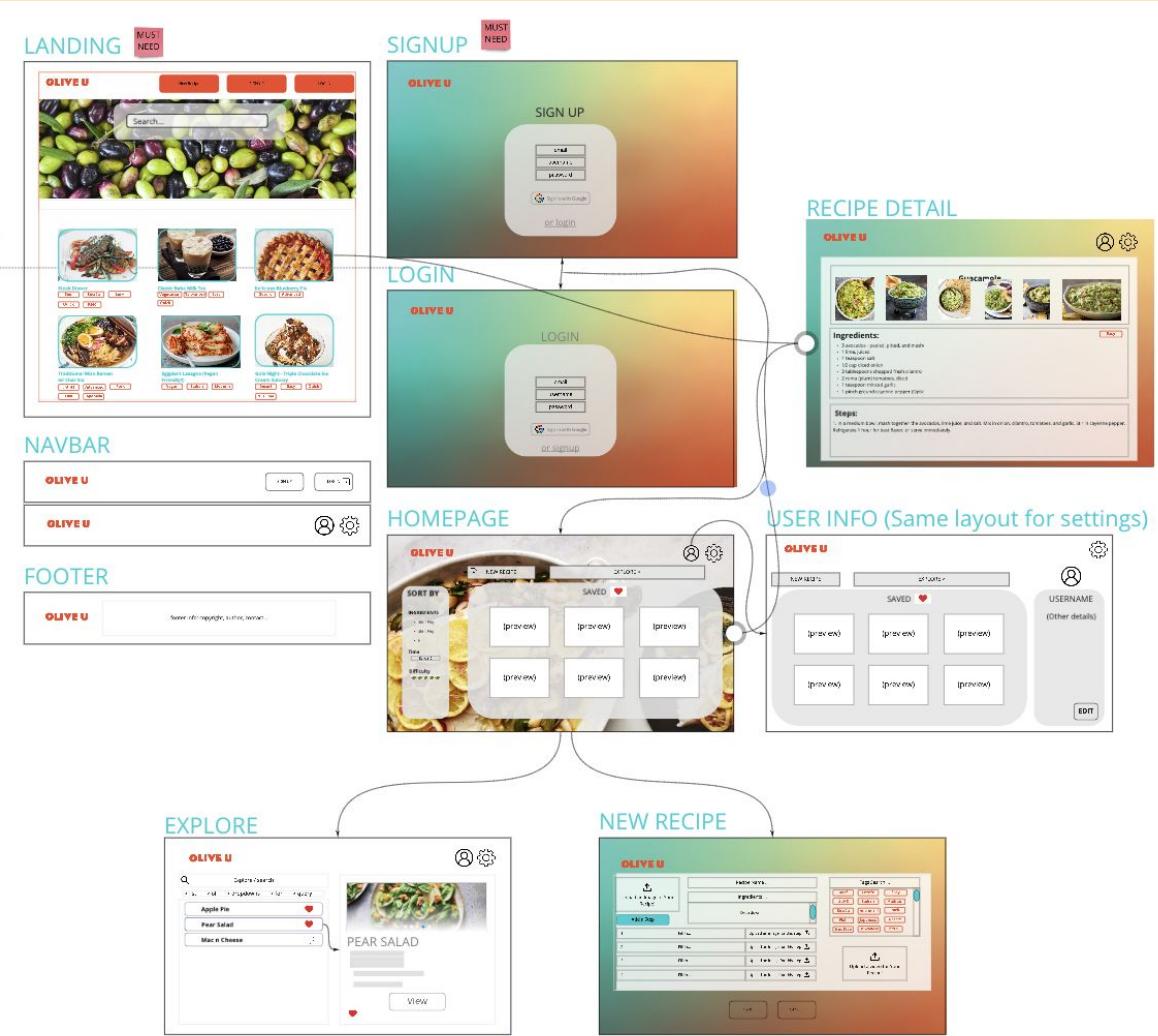
Users will be able to sign up/sign in. Their data will be saved to their account.



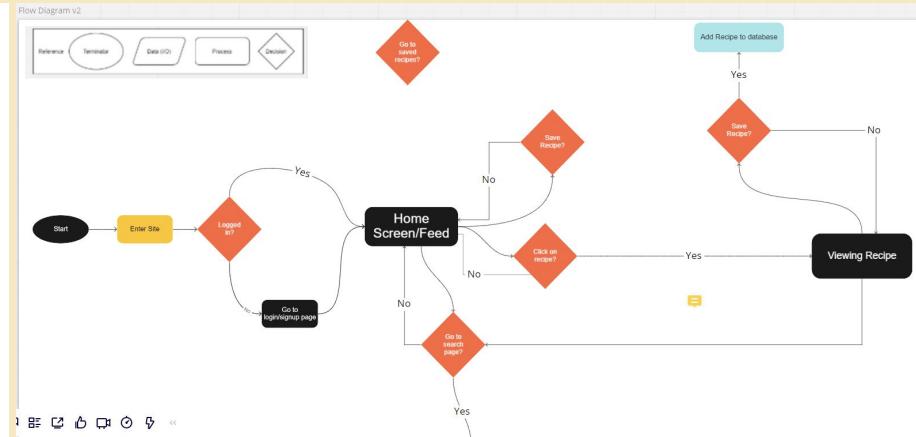
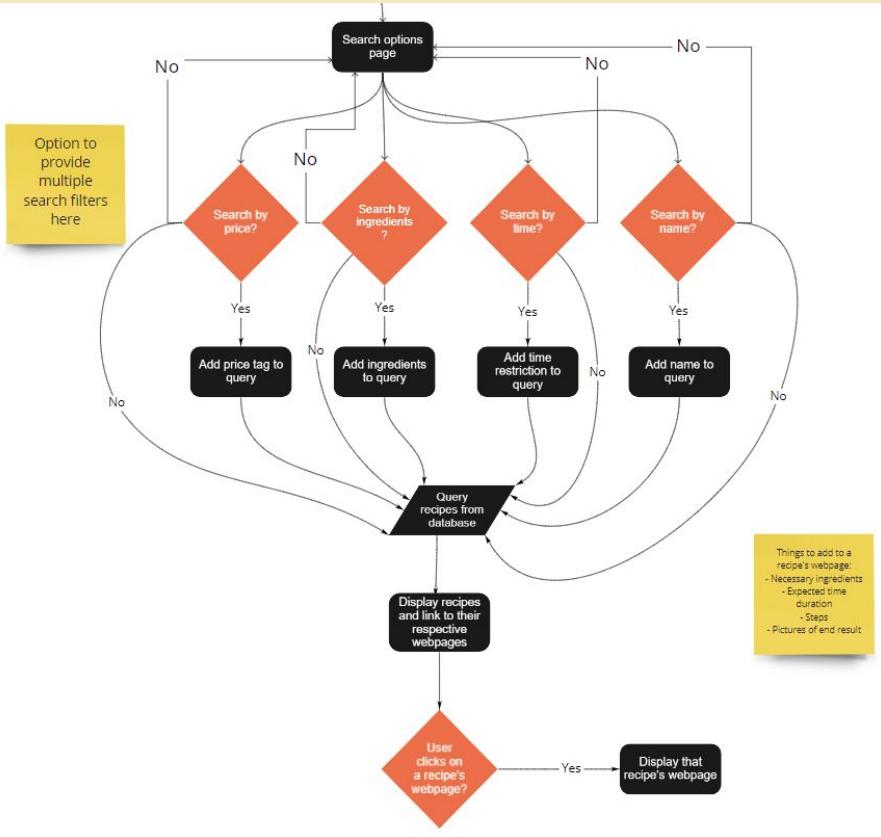
FAT MARKER



HIGH FIDELITY

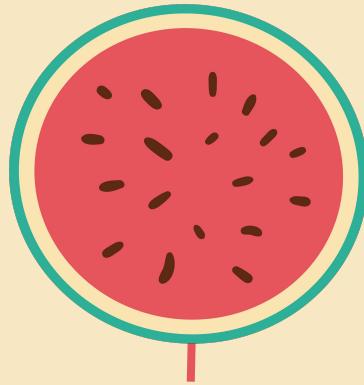
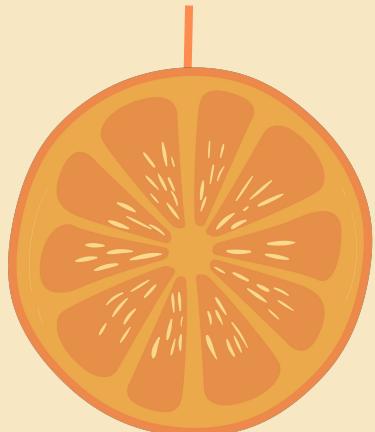


FLOW CHART



NO GOES

PUSH
NOTIFICATIONS



TOO MANY
FEATURES

NO ADS



PROJECT TIMELINE

**REQUIREMENT
SPECIFICATIONS**
What is the project?

10/11

INTEGRATION
How do we build the project?

10/30

ALPHA/BETA TEST
What do our customers want?

12/6

CUSTOMER DISCOVERY/FEEDBACK
What do our customers want?

10/23

TEST/DEBUG
What can be improved?

11/27

FINAL RELEASE
Final submission!

12/11



THANKS

Does anyone have any questions?

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