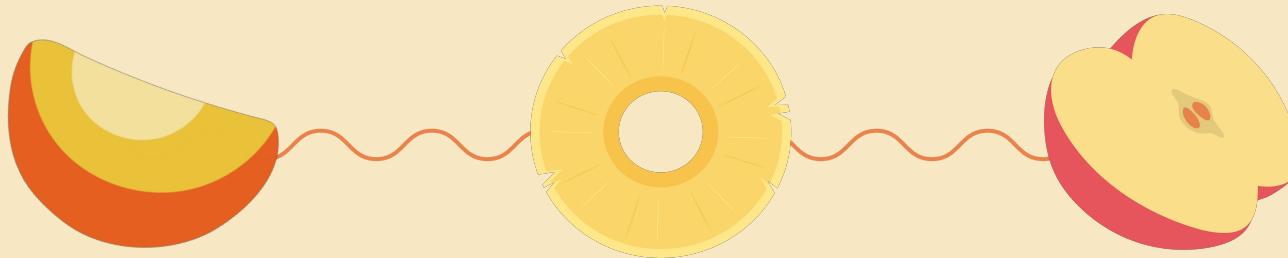


OLIVE U

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 their time.

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!

WHAT DO OTHERS THINK?

How do I know
what's popular
or not?





OLIVE U

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

Sort by dietary needs, difficulty,
and time required

User page creation and
comment creation



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

ADD YOUR OWN COMMENT

Write what you, a registered and logged in user, disliked, liked, and any improvements that can be made. Post it under your username and see what others have to say!



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

TARGET

16+ y/o individuals in
English speaking
countries

NICHE

Students in the UC
System



BEACHHEAD

Students at UCSD



USER PERSONAS



JOHN

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

WANTS AND NEEDS:

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

ACHIEVED BY:

- The tags system allowing for filtering by difficulty
- The ability to see preparation/creation time
- The ability to search by keyword



ROBERT

3rd year university student
Living off-campus
Goes to the gym
Trying to eat healthy food

WANTS AND NEEDS:

- a way to organize meals and recipes
- easily tailor recipes to specific diets and nutritional needs
- Meet other gym bros

ACHIEVED BY:

- The save feature to allow users to save recipes when logged in
- Comments section to see which recipes gym people like

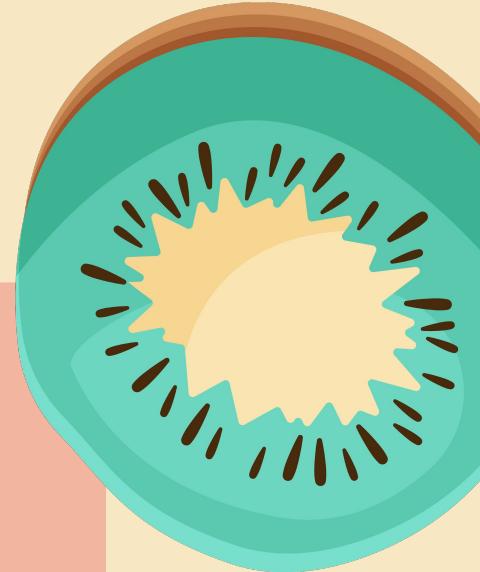
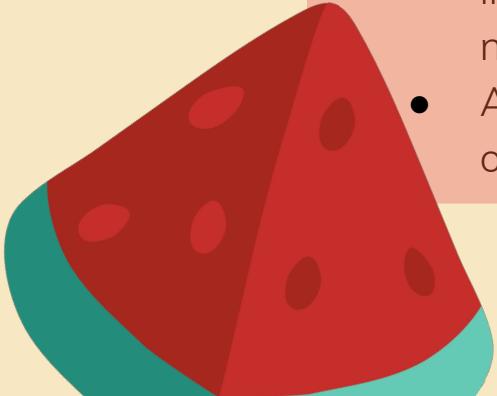
COMPETITOR ANALYSIS

STRENGTHS

- Large database of recipes
- Ability to sort by ingredients/dietary needs
- Ability to see what others think

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”

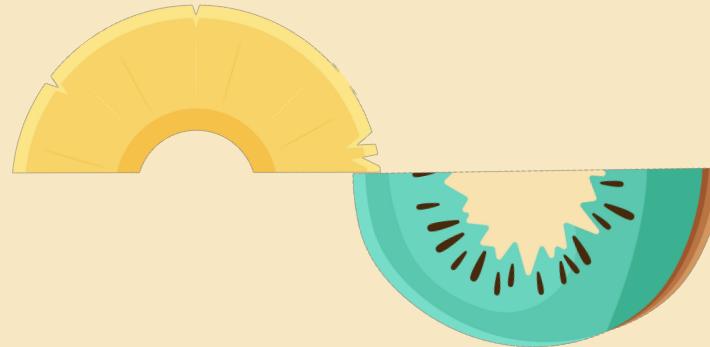
“[X]’s interface is hard to navigate”



RABBIT HOLES

HOW DO WE IMPLEMENT SEARCH BY TAGS?

What will be the best way to keyword search? Would it be too difficult to implement this?



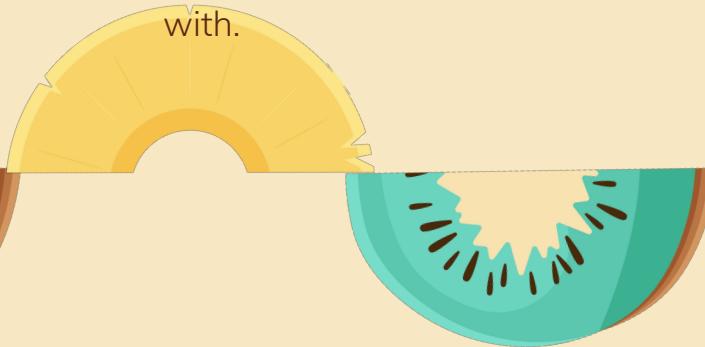
HOW WILL THE COMMENTING SITUATION WORK?

Users are allowed to give comments, but how will said comments be stored? Would this be too difficult to implement?

HOW DO WE IMPLEMENT STORAGE? LOCAL OR EXTERNAL?

We'll likely have to work on local storage, though that is a task not much of us are familiar

with.

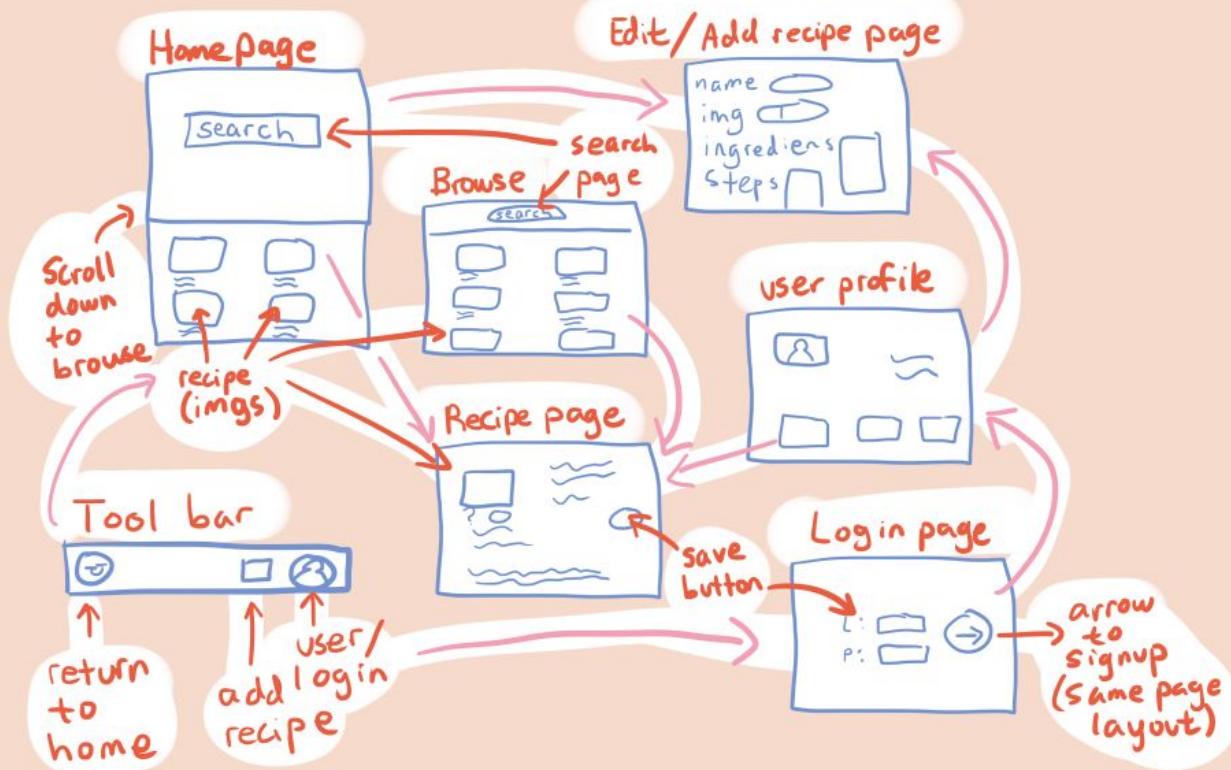


HOW WILL WE KEEP TRACK OF RECIPES?

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



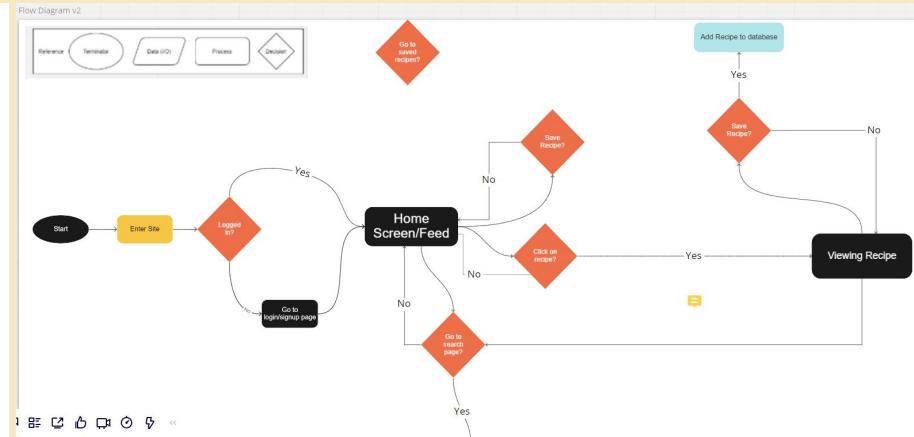
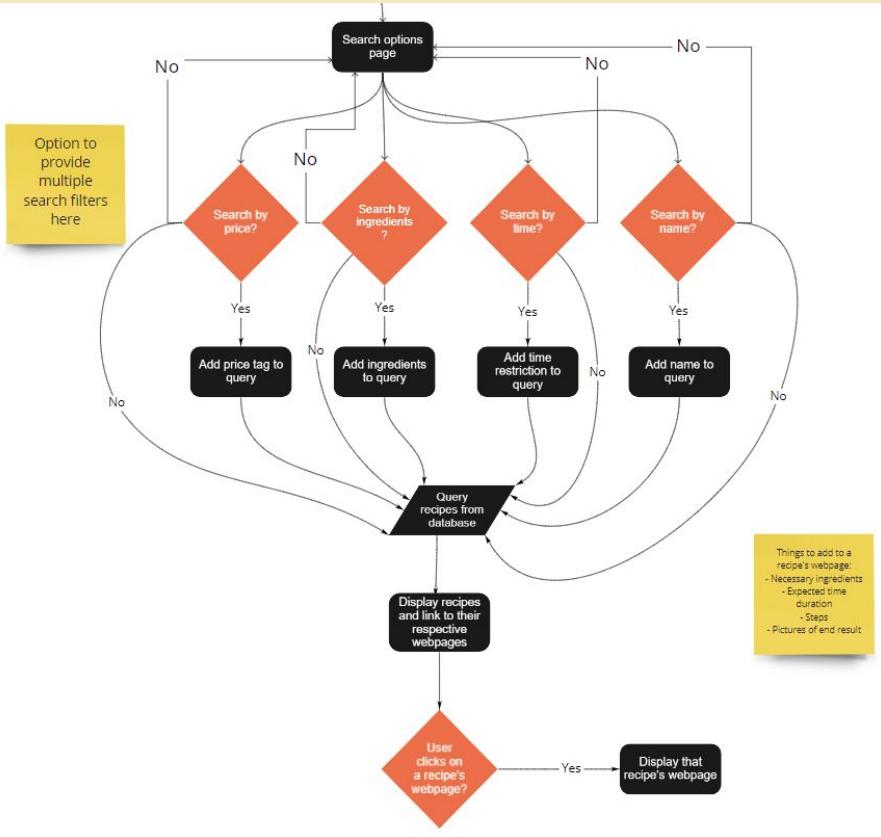
FAT MARKER



HIGH FIDELITY

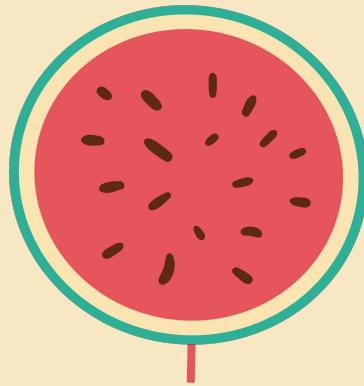
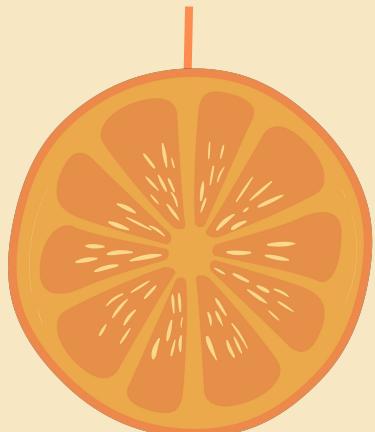


FLOW CHART



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

