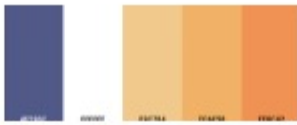


Team: Powell's Fanclub



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

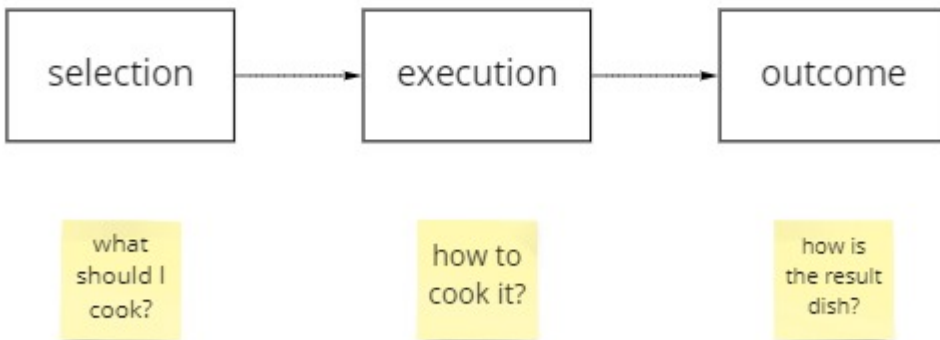


Device:

phone

tablet

computer



FEATURE IDEAS

think he mentioned
thinking about user
demographics/ who
is using our product

come up with
priority list of
features?
core/features/p
olish tier maybe

MUST
NEED
FEATURES

NICE
FEATURES
TO HAVE

(low
priority)
POLISH
FEATURES

CRUD
capabilities

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

Or
upload
video

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/who
pping list

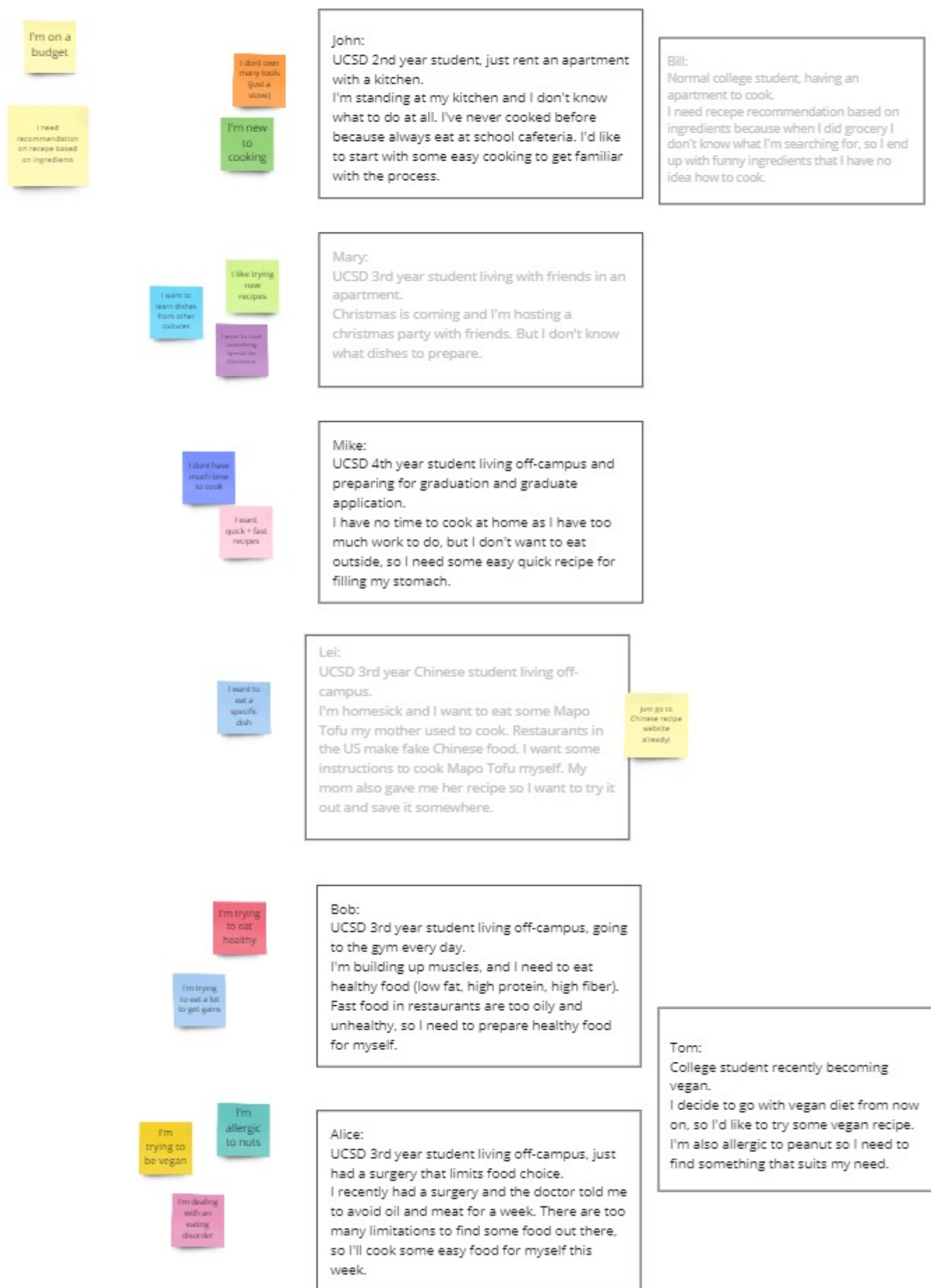
Why do users use our recipe?

- 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



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

BAREBONES FIRST DRAFT

LANDING



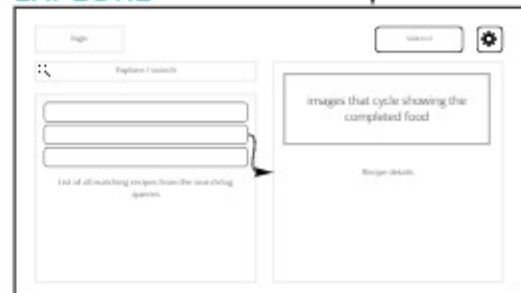
SIGNUP



HOME SCREEN



EXPLORE



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



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

testing

business
analyst

Roles available:

1) Software architect

-builds out internals, does final edit, manages codebase. tech support with some motivation. Super people person role

a) web version

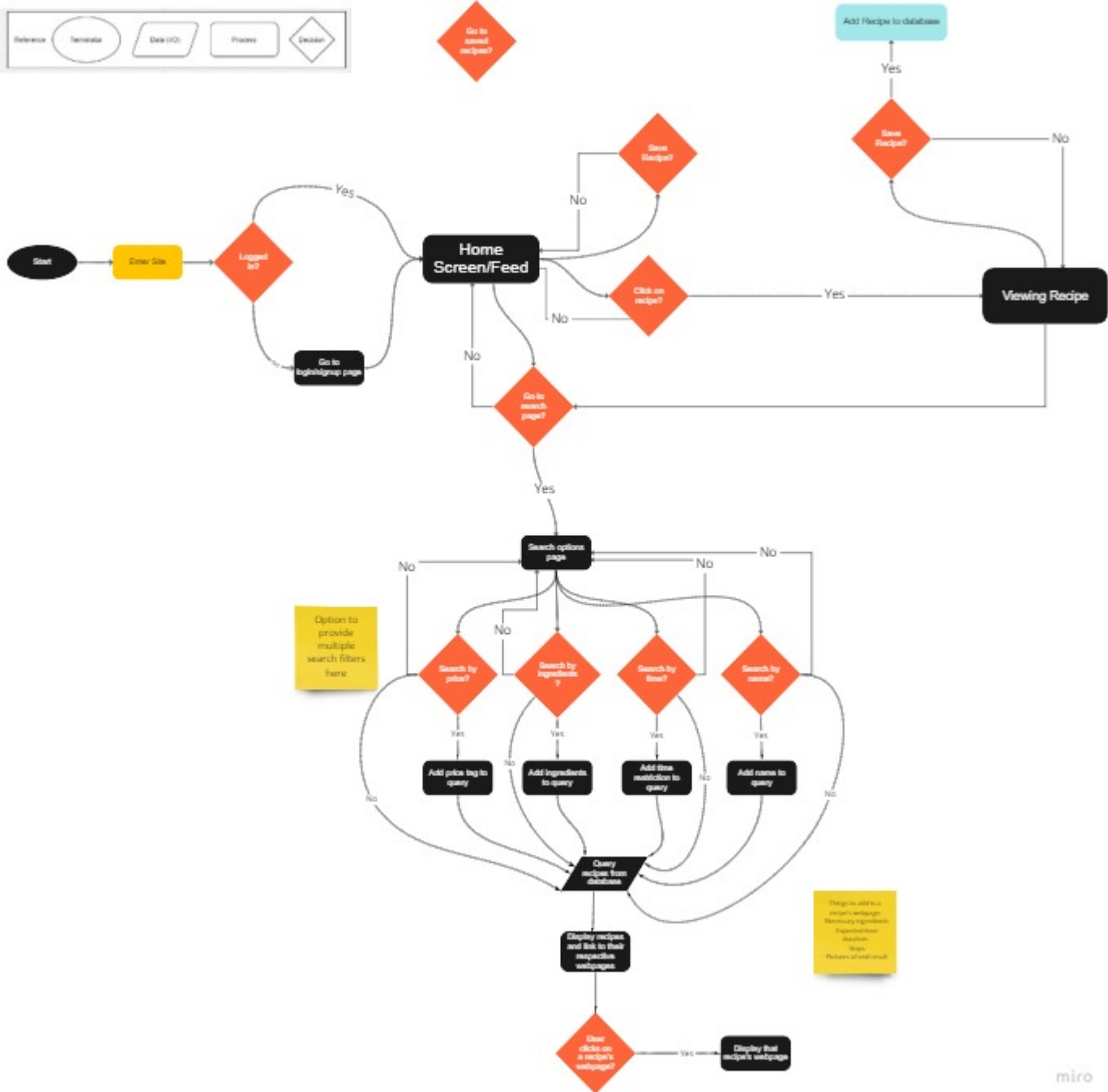
b) backend version

2) Engineering manager

3) UX/UI designer

4) Business analyst

5) quality assurance/testing



(added by euvin after brainstorming meeting 10/23)

RECIPE VIEWS



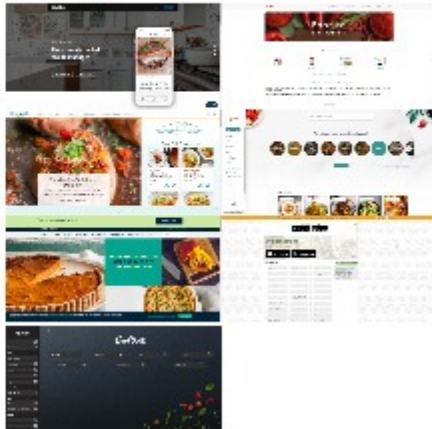
SEARCH/TAG SYSTEMS



Big, clear buttons/options
go for sparse + big rather than crowded

Integration with existing accounts
is frictionless, great ux

EXAMPLE SITES



SPOON UNIVERSITY: a food website for college ppl



<https://www.thedailymeal.com/top-five-food-apps-college-students-0>

<https://www.vouchercodes.co.uk/blog/best-recipe-apps-for-university-students-26738.html>

Characteristics of college students to target:

- broke
- newbie cook
- busy, must be quick n easy
 - easily integrated into their schedules
- college community integration?
 - like special features for certain colleges
 - exclusive recipes for your university, verify with school email
 - some sort of exclusivity and social feature
- UCSD
 - target and categorize specific colleges of UCSD