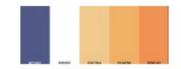
Team: Powell's Fanclub





### 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

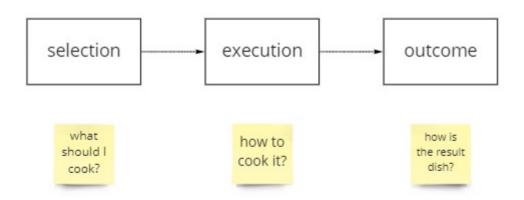
### Userbase:

People who cook or want to cook

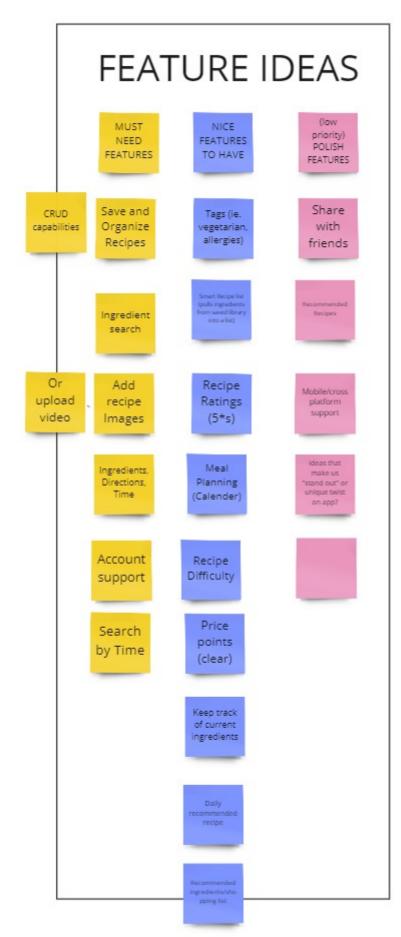


### Device:

phone tablet computer



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



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







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.

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 incredients that I have no idea how to cook.



UCSD 3rd year student living with friends in an

Christmas is coming and I'm hosting a christmas party with friends. But I don't know what dishes to prepare.



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.



UCSD 3rd year Chinese student living offcampus

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.





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.





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.

#### 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.

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**





## Common Features:





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)

engineering manager UI/UX designe

busines: analyst

software architect

testing

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)

Roles available:

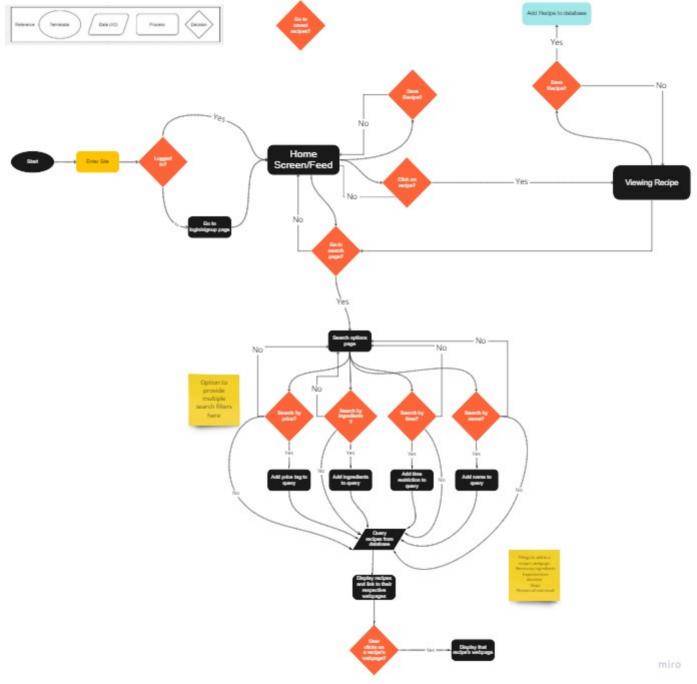
1) Software architect

-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

backend developer frontend developer

mire



#### (added by euvin after brainstorming meeting 10/23)









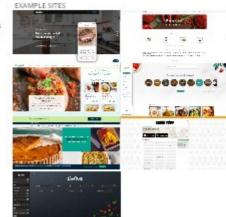


Big, clear buttons/options go for sparse + big rather than crowded

Integration with existing accounts is frictionless, great ux



Here's How to Batch Cook a
Pot of Beens from Scratch
1 to Seed Address of the Cook a



#### SPOON UNIVERSITY: a food website for college ppl

0

Speen University | Reviews Make that

good good

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:

Note: cough to a distribute of the first should be forced a proper and deep residence of the cough consequence of the consequence of the first state of the consequence of the consequen

- 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