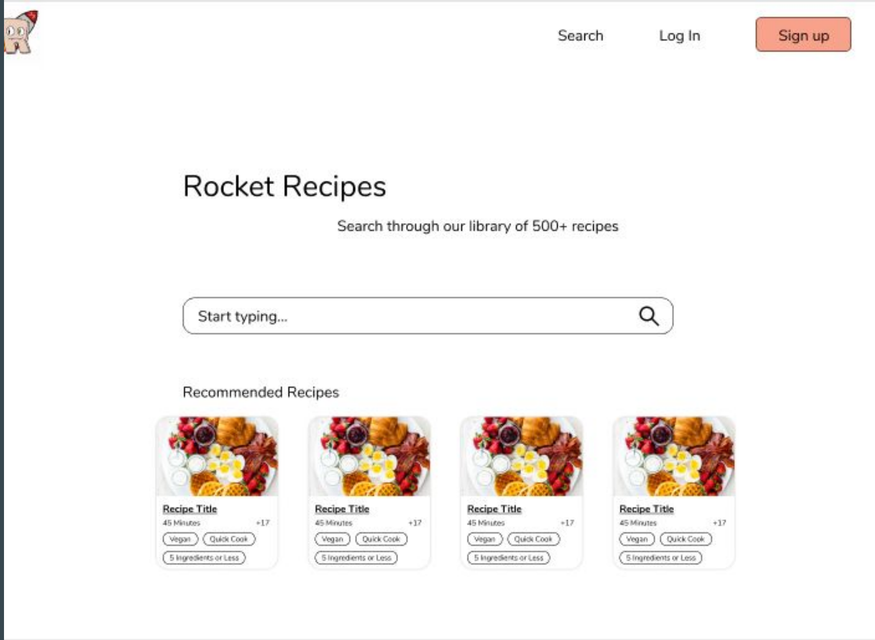
“Rocket Recipes” Project Proposal

Team 34 - Team Rocket

At a Glance



Rocket Recipes

Search through our library of 500+ recipes

Recommended Recipes

Recipe Title
45 Minutes +17
Vegan | Quick Cook | 5 Ingredients or Less

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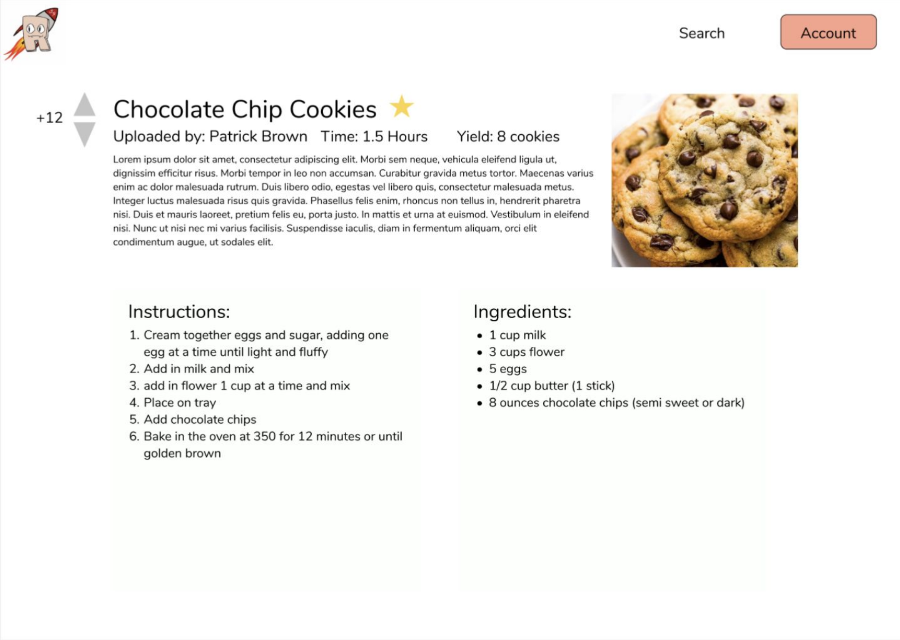

+12

Chocolate Chip Cookies ★

Uploaded by: Patrick Brown   Time: 1.5 Hours   Yield: 8 cookies

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Instructions:

1. Cream together eggs and sugar, adding one egg at a time until light and fluffy
2. Add in milk and mix
3. add in flower 1 cup at a time and mix
4. Place on tray
5. Add chocolate chips
6. Bake in the oven at 350 for 12 minutes or until golden brown

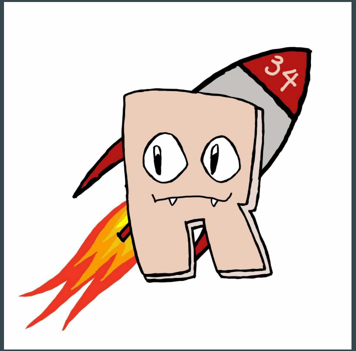
Ingredients:

- 1 cup milk
- 3 cups flower
- 5 eggs
- 1/2 cup butter (1 stick)
- 8 ounces chocolate chips (semi sweet or dark)

Statement of Purpose

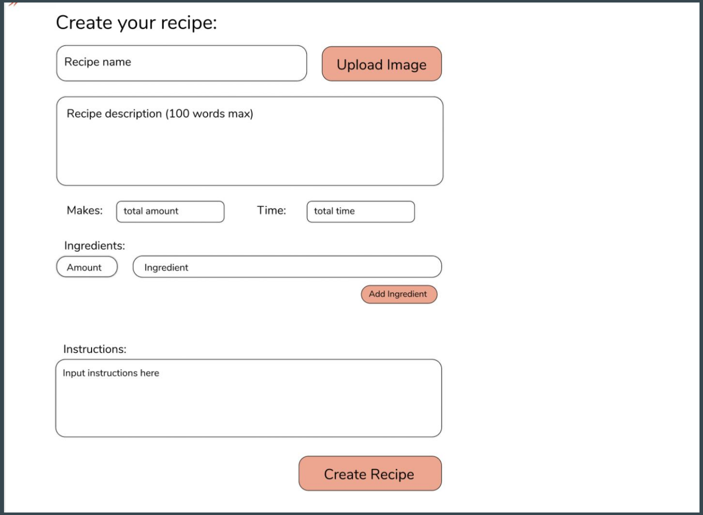
Our purpose is to create a simple, easy-to-use recipe manager. We are a user-focused group of developers, aiming to create the best possible experience for consumers to create, search, and share recipes with each other. Our top priority will be to the customer, and a intuitive UI and our features will be few but focused.

- Team Rocket



Features

Features of our application



- Basic CRUD functions:
  - Creating recipes
  - Reading recipes
  - Updating recipes
  - Deleting recipes

- Additional functions:
  - Share button, allows users to post on other forms of social media
  - Ingredient scaling, allows users to scale a recipe outside of the initial serving size
- “Reach” functions:
  - Firebase hosting, robust backend for a better user experience
  - Meal preparation calendar, allows users to plan their meals per day

Features: Risks and Rabbit-holes

- Search engine optimization
  - Problem: Trying to “over-optimize” the search engine
  - Potential solution: Keep it simple and clean - for example, searching by tags and keywords
- Long lived authentication
  - Problem: A user logged in for a day and closed the window, then they decide to come back to it after a week - the user’s expectation is that they should be logged in
  - Solution: Keep it simple -- either log the user out when the window closes, or create a timeout
- General security
  - Problem: Ensuring a user cannot delete/edit another user’s recipe
  - Potential solution: Specifying who has the permission to edit the recipe

“No Goes” - Features that shouldn’t be touched with a 10 foot stick

- Recommender systems for search engine, no experience, no time
- 2 factor authentication, we’re worried about security but not that much
- Copyright, no time to create a plagiarism detection system, not very viable with food recipes (ex. Chocolate Chip cookies)
- No user-generated articles, we want the focus to be on the recipe, remove bloat
- No individual mobile applications (iOS and Android) -- only focus on website to be responsive on mobile devices

User Personas

John Smith

Age: 21

Location: San Diego, CA

Occupation: Student

Biography:

- Lives a very frugal lifestyle, wants to pay off debt asap, likes free applications
- Very busy schedule (taking 5 courses at UCSD)
- Hobbies: Investing, Surfing, and Hiking

Goals:

- Pay off all student loans 2 years after graduation
- Find a great job in software engineering
- Maintain a healthy work-life balance

extrovert

naive

frugal

impatient

Alex Newgate

Devout Vegan

Age: 35

Status: Single

Location: San Francisco, California

Occupation: Barista

Biography:

- Is heavily involved with vegan organizations and PETA
- Conservationist and climate change activist

Grandma Brown

Age: 72

Location: Palo Alto, CA

Occupation: retired

Biography:

- Retired for 20 years, used to work in education
- Has 2 daughters and a son
- 6 grandkids total
- Spends time on hobbies, such as baking, knitting, and travel

reserved

caring

experienced

resourceful

Charles

Age: 50

Location: San Diego, CA

Occupation: Uber driver

Biography:

- A father of five children,
- Works really hard to afford his kids
- Save money for his dream house
- hobbies, Reading, listening music

irritable

stressful

responsible

experienced

Dona Russell

Age: 52

Location: San Diego, CA

Status: Married, 4 kids

Education: PhD at Stanford University

Job: Director of Security and Cryptography Research Lab

Biography:

She is leading a number of research projects, including research in areas spanning from theory to practice: the theoretical foundations of cryptography; the development and analysis of cryptographic protocols and algorithms; and on applied cryptography, systems security, and network security.

Friendly

Analytical

Admired

Liberal

Leo Wu

Age: 26

Location: San Diego, CA

Job: youtuber

Biography:

- He is a computer major, but he has become a gourmet
- He started his youtuber road by searching for delicious food.
- He likes cooking and outdoor adventure.
- Spends time on hobbies, such as Play Music, Hiking etc

Kindly

Organized

Patient

Passionate

Backend

Express.js + Firebase (stretch goal)

- Many team members are familiar with Node.js from the labs
    - Both Express.js and Firebase use Node.js
- noSQL is more flexible and easier to iterate on
- Firebase has a generous free tier
    - 1 GiB storage
    - 20K writes / 50K reads / 20K deletes per day
- Works well with Express.js
    - It has a Node.js API
- Firebase can be used both as a database for recipes and to manage user authentication
    - Simplifies development (only have to learn one tool)
- Team members have some familiarity with these technologies
- Lots of documentation and online resources with these technologies

Populating the Database

- We plan on using a hybrid approach to kickstart user engagement
- First, we will scrape recipes from the internet
- Then, we will create a few fictitious users and have them “create” the recipes we have scraped
- This will encourage new users to contribute their own recipes as well and create a positive feedback loop of more recipes
- Our recipe manager will retain its community and user oriented focuses while still having recipes at release

Project Timeline

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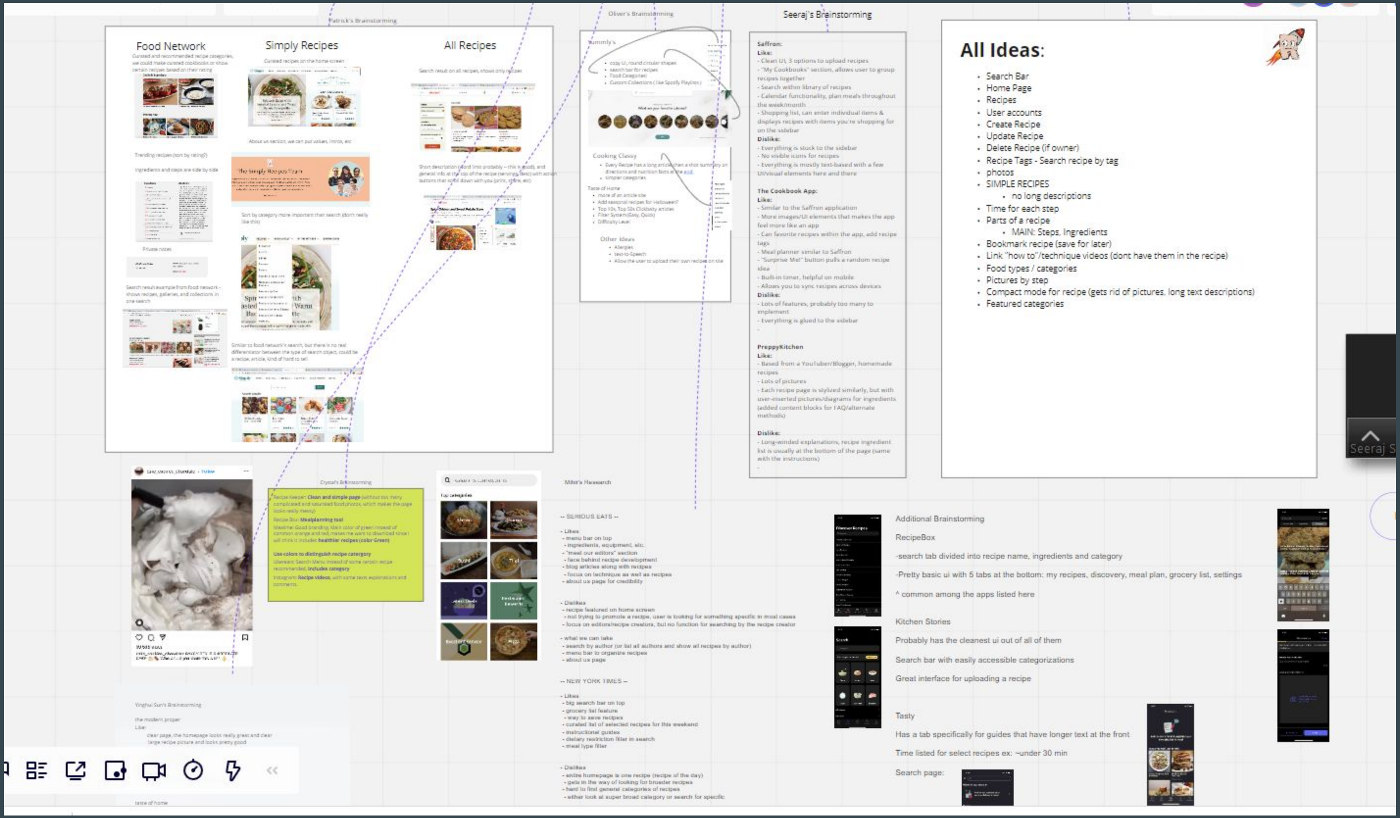
What we have completed so far, and our plans moving forward

General Brainstorming



Patrick's Brainstorming

Food Network

Curated and recommended recipe categories, we could make curated cookbooks or show certain recipes based on their rating

Trending recipes (sort by rating?)

Ingredients and steps are side by side

Private notes

Search result example from food network - shows recipes, galleries, and collections in one search

Simply Recipes

Curated recipes on the home-screen

About us section, we can put values, intros, etc

Sort by category more important than search (don't really like this)

Similar to food network's search, but there is no real differentiator between the type of search object, could be a recipe, article, kind of hard to tell

All Recipes

Search result on all recipes, shows only recipes

Short description (word limit probably -- this is good), and general info at the top of the recipe (servings, desc) with action buttons that scroll down with you (print, share, etc)

Oliver's Brainstorming

Yummly's

- copy UI, round circular shapes
- search bar for recipes
- Food Categories!
- Custom Collections (like Spotify Playlists)

Cooking Classy

- Every Recipe has a long article then a shot summary on directions and nutrition facts at the end.
- simpler categories

Taste of Home

- more of an article site
- Add seasonal recipes for Halloween?
- Top 10s, Top 50s Clickbaity articles
- Filter System (Easy, Quick)
- Difficulty Level

Other Ideas

- Allergies
- text-to-Speech
- Allow the user to upload their own recipes on site

Seeraj's Brainstorming

Saffron:

Like:

- Clean UI, 3 options to upload recipes
- "My Cookbooks" section, allows user to group recipes together
- Search within library of recipes
- Calendar functionality, plan meals throughout the week/month
- Shopping list, can enter individual items & displays recipes with items you're shopping for on the sidebar

Dislike:

- Everything is stuck to the sidebar
- No visible icons for recipes
- Everything is mostly text-based with a few UI/visual elements here and there

The Cookbook App:

Like:

- Similar to the Saffron application
- More images/UI elements that makes the app feel more like an app
- Can favorite recipes within the app, add recipe tags
- Meal planner similar to Saffron
- "Surprise Me!" button pulls a random recipe idea
- Built-in timer, helpful on mobile
- Allows you to sync recipes across devices

Dislike:

- Lots of features, probably too many to implement
- Everything is glued to the sidebar
-

PreppyKitchen

Like:

- Based from a YouTuber/Blogger, homemade recipes
- Lots of pictures
- Each recipe page is stylized similarly, but with user-inserted pictures/diagrams for ingredients (added content blocks for FAQ/alternate methods)

Dislike:

- Long-winded explanations, recipe ingredient list is usually at the bottom of the page (same with the instructions)
-

All Ideas:

- Search Bar
- Home Page
- Recipes
- User accounts
- Create Recipe
- Update Recipe
- Delete Recipe (if owner)
- Recipe Tags - Search recipe by tag
- photos
- SIMPLE RECIPES
  - no long descriptions
- Time for each step
- Parts of a recipe
  - MAIN: Steps, Ingredients
- Bookmark recipe (save for later)
- Link "how to"/technique videos (dont have them in the recipe)
- Food types / categories
- Pictures by step
- Compact mode for recipe (gets rid of pictures, long text descriptions)
- Featured categories

Crystal's Brainstorming

Recipe Keeper: **Clean and simple page** (without too many complicated and saturated food photos, which makes the page looks really messy)

Recipe Box: **Mealplanning tool**

Mealime: Good branding. Main color of green instead of common orange and red, makes me want to download since I will think it includes **healthier recipes (color Green)**

Use colors to distinguish recipe catergory

Uberseat: Search Menu instead of some certain recipe recommended; **Includes category**

Instagram: **Recipe videos**, with some texts explanations and comments.

Mihir's Research

-- SERIOUS EATS --

- Likes
  - menu bar on top
    - ingredients, equipment, etc.
  - "meet our editors" section
    - face behind recipe development
  - blog articles along with recipes
    - focus on technique as well as recipes
  - about us page for credibility

- Dislikes
  - recipe featured on home screen
    - not trying to promote a recipe, user is looking for something specific in most cases
  - focus on editors/recipe creators, but no function for searching by the recipe creator

- what we can take
  - search by author (or list all authors and show all recipes by author)
  - menu bar to organize recipes
  - about us page

-- NEW YORK TIMES --

- Likes
  - big search bar on top
  - grocery list feature
    - way to save recipes
  - curated list of selected recipes for this weekend
  - instructional guides
  - dietary restriction filter in search
  - meal type filter

- Dislikes
  - entire homepage is one recipe (recipe of the day)
    - gets in the way of looking for broader recipes
  - hard to find general categories of recipes
    - either look at super broad category or search for specific

Additional Brainstorming

RecipeBox

-search tab divided into recipe name, ingredients and category

-Pretty basic ui with 5 tabs at the bottom: my recipes, discovery, meal plan, grocery list, settings

^ common among the apps listed here

Kitchen Stories

Probably has the cleanest ui out of all of them

Search bar with easily accessible categorizations

Great interface for uploading a recipe

Tasty

Has a tab specifically for guides that have longer text at the front

Time listed for select recipes ex: ~under 30 min

Search page:

Yinghui Sun's Brainstorming

the modern proper

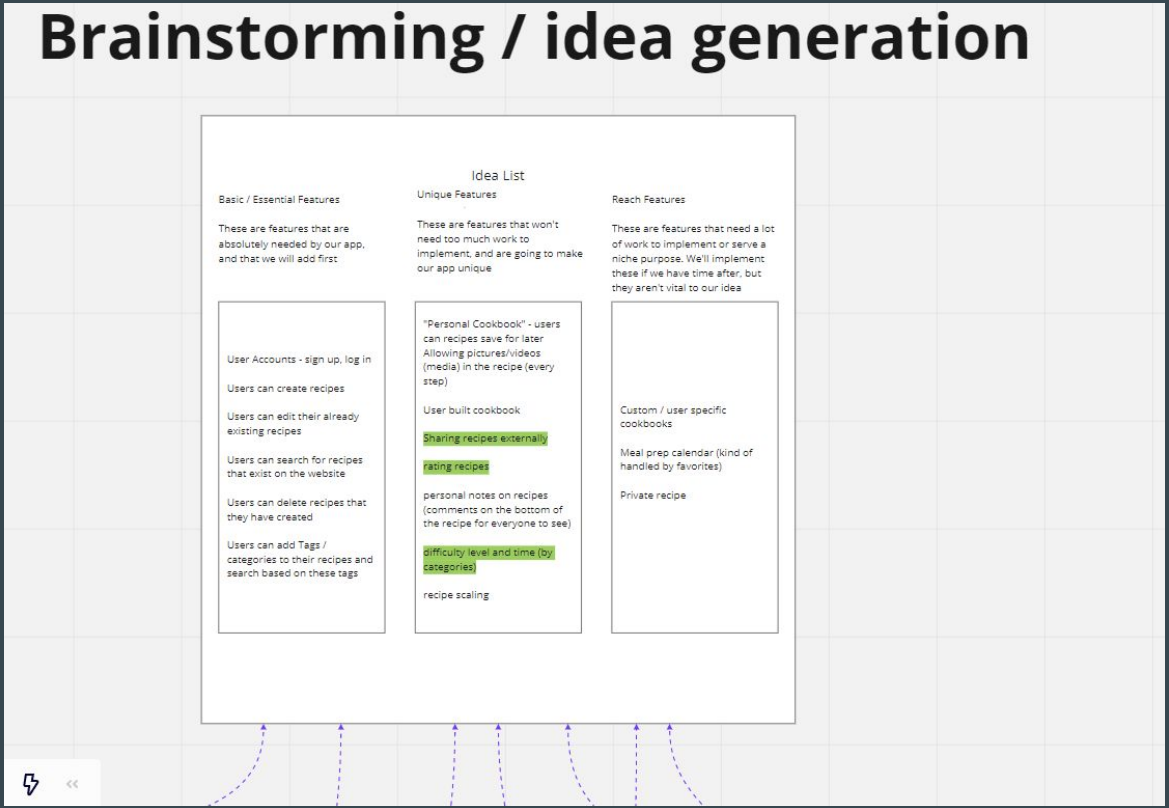
Like:

clear page, the homepage looks really great and clear

large recipe picture and looks pretty good

taste of home

Main Ideas



Brainstorming / idea generation

Idea List

Basic / Essential Features

These are features that are absolutely needed by our app, and that we will add first

- User Accounts - sign up, log in
- Users can create recipes
- Users can edit their already existing recipes
- Users can search for recipes that exist on the website
- Users can delete recipes that they have created
- Users can add Tags / categories to their recipes and search based on these tags

Unique Features

These are features that won't need too much work to implement, and are going to make our app unique

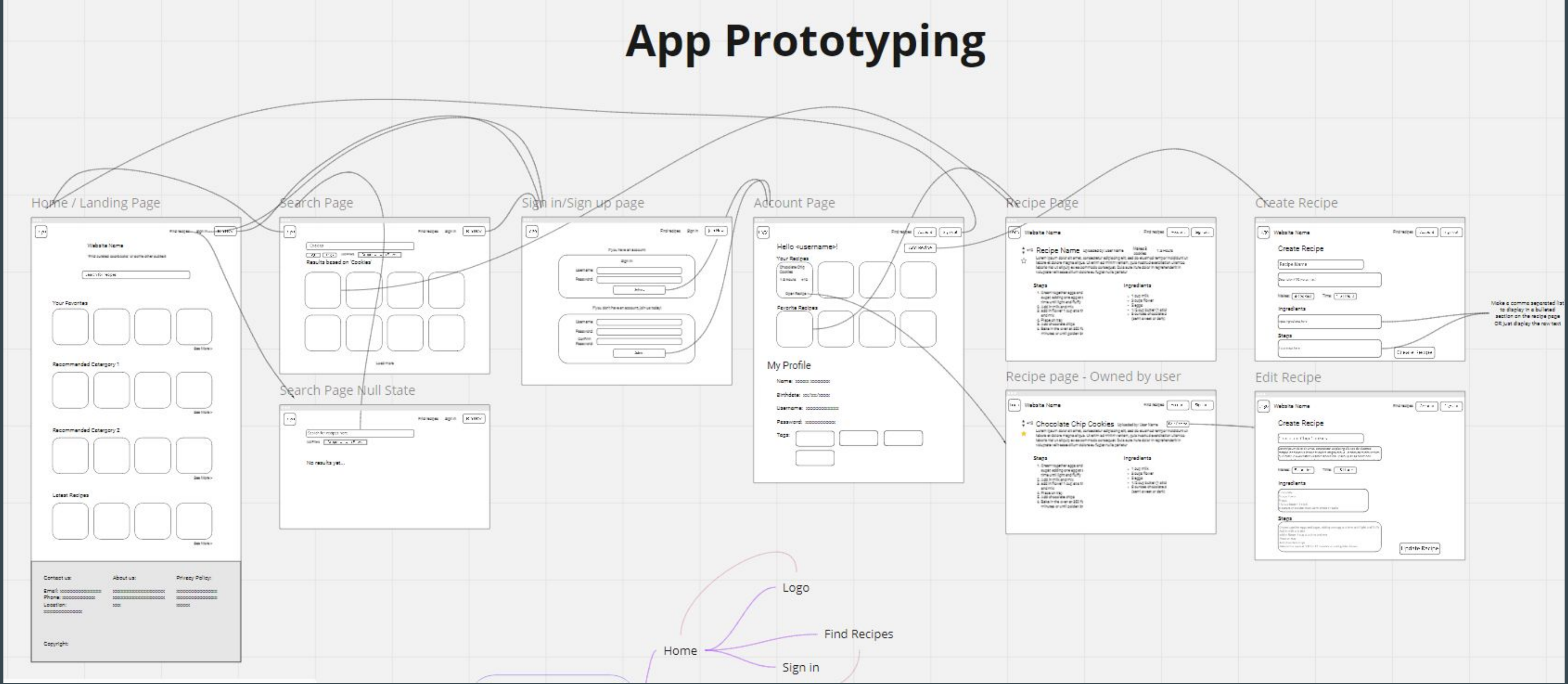
- "Personal Cookbook" - users can recipes save for later
- Allowing pictures/videos (media) in the recipe (every step)
- User built cookbook
- Sharing recipes externally
- rating recipes
- personal notes on recipes (comments on the bottom of the recipe for everyone to see)
- difficulty level and time (by categories)
- recipe scaling

Reach Features

These are features that need a lot of work to implement or serve a niche purpose. We'll implement these if we have time after, but they aren't vital to our idea

- Custom / user specific cookbooks
- Meal prep calendar (kind of handled by favorites)
- Private recipe

Wireframe Demonstration



Make a comma separated list to display in a bulleted section on the recipe page OR just display the raw text

Future Timeline

Setup CI/CD, repo, file system	**November 6**
HTML/CSS pages and templates	**November 12**
Basic CRUD functionalities	**November 18**
Iron out bugs of CRUD functionalities	**November 20**
Domain specific functionalities	**November 27**
Iron out bugs of domain specific functionalities	**December 3**
Clean up UI/UX elements, iron out final bugs + issues	**December 6**
Cushion	**December 7-10**

Questions, comments, concerns?

Thank you!