

Recipe Discovery & Management Platform - Product Requirements Document

Executive Summary

A comprehensive recipe management platform that evolves from web-based recipe discovery to a full-featured family cooking assistant. The platform will be self-hosted on NAS infrastructure with eventual mobile native apps and browser extensions.

Vision Statement

Create a beautiful, intelligent recipe management ecosystem that transforms how families discover, organize, and cook recipes together, with complete data ownership through self-hosted infrastructure.

Phase 1: Recipe Discovery Web App

Objectives

- Build foundational recipe discovery and viewing capabilities
- Establish modern, responsive web interface
- Integrate external recipe APIs for content discovery

Core Features

Recipe Discovery Engine

- **Search & Browse:** Text search with real-time suggestions
- **Advanced Filters:**
 - Cuisine type (Italian, Mexican, Asian, etc.)
 - Dietary restrictions (Vegetarian, Vegan, Gluten-free, Keto, etc.)
 - Cook time (Under 15 min, 15-30 min, 30-60 min, 1+ hours)
 - Difficulty level (Beginner, Intermediate, Advanced)
 - Meal type (Breakfast, Lunch, Dinner, Snacks, Desserts)
 - Available ingredients (search by what you have)
 - Serving size range

Recipe Display

- **Rich Recipe Cards:** High-quality images, key metadata overlay
- **Detailed Recipe View:**
 - Hero image with fallback placeholder
 - Cook time, prep time, total time
 - Serving size with scaling capability
 - Ingredient list with quantities
 - Step-by-step instructions
 - Nutritional information (if available)
 - Source attribution and external link

User Interface

- **Responsive Design:** Mobile-first, tablet and desktop optimized
- **Dark/Light Theme:** System preference detection with manual toggle
- **Search History:** Recent searches and trending queries
- **Loading States:** Skeleton screens and progressive loading

Technical Specifications

Frontend

- **Framework:** React 18 with TypeScript
- **Styling:** Tailwind CSS with custom design system
- **State Management:** React Context + useReducer
- **Build Tool:** Vite for fast development and optimized builds
- **PWA Features:** Service worker for offline recipe viewing

API Integration

- **Primary API:** Spoonacular API
 - Endpoint: `/recipes/search` for discovery
 - Endpoint: `/recipes/{id}/information` for detailed recipes
 - Endpoint: `/recipes/random` for featured content
 - Rate Limiting: 150 requests/day (free tier)
- **Backup APIs:**
 - Edamam Recipe Search API
 - TheMealDB (free, limited content)

Data Models

typescript

```
interface Recipe {
  id: string;
  title: string;
  image?: string;
  summary?: string;
  readyInMinutes: number;
  servings: number;
  cuisines: string[];
  diets: string[];
  ingredients: Ingredient[];
  instructions: Instruction[];
  nutrition?: NutritionInfo;
  sourceUrl?: string;
  sourceName?: string;
}

interface Ingredient {
  id: string;
  name: string;
  amount: number;
  unit: string;
  original: string; // Original text from API
}

interface Instruction {
  number: number;
  step: string;
  ingredients?: string[];
  equipment?: string[];
}
```

Success Metrics

- Recipe search functionality with <2s response time
- Responsive design across all device sizes
- 95%+ uptime during development phase
- Clean, accessible UI (WCAG 2.1 AA compliance)

Phase 2: Web Scraping & Database Integration

Objectives

- Add capability to extract recipes from any cooking website
- Implement local database for recipe storage
- Create web browsing interface within the app

Core Features

In-App Web Browser

- **Embedded Browser:** iframe-based browser with custom controls
- **URL Input:** Direct navigation to cooking websites
- **Recipe Detection:** Automatic detection of recipe content on pages
- **Extract Recipe Button:** One-click recipe extraction and save

Web Scraping Engine

- **Structured Data Parsing:**
 - JSON-LD structured data (Recipe schema)
 - Microdata markup parsing
 - OpenGraph meta tags
- **Fallback HTML Parsing:**
 - Common recipe site patterns (AllRecipes, Food Network, etc.)
 - AI-powered content extraction for unknown sites
 - Image URL extraction and validation

Recipe Metadata Schema

typescript

```
interface RecipeMetadata {  
  title: string;  
  description?: string;  
  image?: string;  
  prepTime?: string; // ISO 8601 duration  
  cookTime?: string;  
  totalTime?: string;  
  recipeYield?: string; // servings  
  recipeCategory?: string[]; // meal type  
  recipeCuisine?: string[];  
  keywords?: string[];  
  author?: {  
    name: string;  
    url?: string;  
  };  
  nutrition?: {  
    calories?: string;  
    protein?: string;  
    carbs?: string;  
    fat?: string;  
    fiber?: string;  
  };  
  ingredients: string[];  
  instructions: string[];  
  sourceUrl: string;  
  dateScraped: Date;  
}
```

Database Implementation

- **Database:** SQLite with Prisma ORM
- **Tables:**
 - `recipes`: Core recipe data
 - `ingredients`: Normalized ingredient catalog
 - `recipe_ingredients`: Junction table with quantities
 - `instructions`: Step-by-step instructions
 - `tags`: Flexible tagging system
 - `scrape_sources`: Track scraped URLs to prevent duplicates

Local Recipe Management

- **Save Scraped Recipes:** Store extracted recipes locally
- **Edit Capabilities:** Modify scraped recipes (fix extraction errors)
- **Duplicate Detection:** Prevent saving same recipe multiple times
- **Search Local Recipes:** Full-text search across saved recipes
- **Export Options:** JSON, PDF recipe cards

Technical Specifications

Backend Architecture

- **Framework:** Node.js with Express
- **Database:** SQLite with Prisma
- **Web Scraping:**
 - Puppeteer for dynamic content
 - Cheerio for static HTML parsing
 - Custom recipe extraction algorithms

Scraping Strategy

1. **Structured Data First:** Parse JSON-LD, microdata
2. **Meta Tags:** Extract OpenGraph/Twitter cards
3. **Pattern Matching:** Site-specific selectors for major recipe sites
4. **AI Fallback:** Use text analysis for unknown sites
5. **Image Processing:** Download and store recipe images locally

API Endpoints

```
GET /api/recipes      # List saved recipes
POST /api/recipes     # Save new recipe
GET /api/recipes/:id  # Get specific recipe
PUT /api/recipes/:id  # Update recipe
DELETE /api/recipes/:id # Delete recipe
POST /api/scrape       # Scrape recipe from URL
GET /api/scrape/preview # Preview extraction without saving
```

Success Metrics

- Successfully extract recipes from 90%+ of major cooking websites
 - Recipe extraction completes in <10 seconds
 - Accurate ingredient and instruction parsing (95%+ accuracy)
 - Local database supports 10,000+ recipes without performance degradation
-

Phase 3: Multi-User & Family Sharing

Objectives

- Add user authentication and profiles
- Enable recipe sharing between family members
- Implement collaborative features for family cooking

Core Features

User Management

- **User Registration/Login:** Email-based authentication
- **User Profiles:**
 - Display name and avatar
 - Dietary preferences and restrictions
 - Cooking skill level
 - Favorite cuisines
- **Family Groups:** Create and join family units
- **Permission Levels:** Admin, Member roles within families

Family Collaboration

- **Shared Recipe Collections:** Family recipe box accessible to all members
- **Personal Collections:** Private recipe saves per user
- **Recipe Sharing:** Share individual recipes between family members
- **Comments & Ratings:** Rate and comment on family recipes
- **Cooking History:** Track who cooked what and when

Social Features

- **Family Feed:** Recent recipe additions and cooking activities
- **Recipe Suggestions:** Recommend recipes based on family preferences
- **Cooking Assignments:** Assign recipes to family members for meal planning
- **Grocery List Collaboration:** Multiple family members can edit shopping lists

Technical Specifications

Authentication

- **Strategy:** JWT tokens with refresh token rotation
- **Session Management:** Redis for session storage
- **Password Security:** bcrypt hashing with salt rounds
- **Account Recovery:** Email-based password reset

Database Schema Updates

sql

-- Users table

```
CREATE TABLE users (  
  id UUID PRIMARY KEY,  
  email VARCHAR(255) UNIQUE NOT NULL,  
  password_hash VARCHAR(255) NOT NULL,  
  display_name VARCHAR(100),  
  avatar_url VARCHAR(500),  
  dietary_restrictions TEXT[], -- JSON array  
  skill_level VARCHAR(20),  
  created_at TIMESTAMP DEFAULT NOW(),  
  updated_at TIMESTAMP DEFAULT NOW()  
);
```

-- Families table

```
CREATE TABLE families (  
  id UUID PRIMARY KEY,  
  name VARCHAR(100) NOT NULL,  
  created_by UUID REFERENCES users(id),  
  invite_code VARCHAR(20) UNIQUE,  
  created_at TIMESTAMP DEFAULT NOW()  
);
```

-- Family memberships

```
CREATE TABLE family_members (  
  family_id UUID REFERENCES families(id),  
  user_id UUID REFERENCES users(id),  
  role VARCHAR(20) DEFAULT 'member', -- admin, member  
  joined_at TIMESTAMP DEFAULT NOW(),  
  PRIMARY KEY (family_id, user_id)  
);
```

-- Recipe ownership and sharing

```
CREATE TABLE user_recipes (  
  user_id UUID REFERENCES users(id),  
  recipe_id UUID REFERENCES recipes(id),  
  is_favorite BOOLEAN DEFAULT FALSE,  
  personal_notes TEXT,  
  rating INTEGER CHECK (rating >= 1 AND rating <= 5),  
  last_cooked_at TIMESTAMP,  
  times_cooked INTEGER DEFAULT 0,  
  PRIMARY KEY (user_id, recipe_id)  
);
```

API Security

- **Rate Limiting:** Per-user API rate limits
- **Input Validation:** Comprehensive request validation
- **CORS:** Proper CORS configuration for web app
- **Data Privacy:** User data isolation and family-based access control

Success Metrics

- Support 100+ concurrent family groups
 - Sub-500ms response time for user operations
 - 99.9% authentication uptime
 - Zero unauthorized data access incidents
-

Phase 4: Dockerization & NAS Deployment

Objectives

- Containerize the entire application stack
- Enable easy deployment on NAS systems
- Ensure data persistence and backup capabilities

Core Features

Container Architecture

- **Multi-Service Setup:**
 - Frontend container (Nginx + React build)
 - Backend API container (Node.js)
 - Database container (PostgreSQL)
 - Redis container (session storage)
 - Reverse proxy (Traefik or Nginx Proxy Manager)

NAS Integration

- **OpenMediaVault Compatibility:** Tested deployment on OMV
- **Volume Mounting:** Persistent data storage on NAS drives
- **Backup Integration:** Automatic database backups to NAS storage
- **SSL/TLS:** Automatic HTTPS certificate management

Configuration Management

- **Environment Variables:** All config via environment files
- **Docker Compose:** Single-command deployment
- **Health Checks:** Container health monitoring
- **Auto-Restart:** Automatic recovery from failures

Technical Specifications

Docker Structure

yaml

version: '3.8'

services:

frontend:

build: ./frontend

ports:

- "3000:80"

depends_on:

- backend

backend:

build: ./backend

ports:

- "3001:3001"

environment:

- DATABASE_URL=\${DATABASE_URL}
- JWT_SECRET=\${JWT_SECRET}
- REDIS_URL=\${REDIS_URL}

depends_on:

- database
- redis

volumes:

- recipe-images:/app/uploads

database:

image: postgres:15-alpine

environment:

- POSTGRES_DB=\${DB_NAME}
- POSTGRES_USER=\${DB_USER}
- POSTGRES_PASSWORD=\${DB_PASSWORD}

volumes:

- postgres-data:/var/lib/postgresql/data
- ./backups:/backups

redis:

image: redis:7-alpine

volumes:

- redis-data:/data

volumes:

postgres-data:

driver: local

driver_opts:

- device: /srv/dev-disk-by-uuid-\${NAS_UUID}/recipes/data

- o: bind

recipe-images:

```
recipe-images:  
  driver: local  
  driver_opts:  
    device: /srv/dev-disk-by-uuid-${NAS_UUID}/recipes/images  
    o: bind
```

Deployment Process

1. **Pre-requisites Check:** Verify Docker and system requirements
2. **Configuration Setup:** Generate environment files
3. **SSL Certificate:** Obtain and configure HTTPS certificates
4. **Database Migration:** Run initial database setup
5. **Service Start:** Launch all containers
6. **Health Verification:** Confirm all services are running
7. **Backup Schedule:** Set up automated backups

Monitoring & Maintenance

- **Log Aggregation:** Centralized logging with rotation
- **Performance Monitoring:** Basic metrics collection
- **Update Mechanism:** Rolling updates without downtime
- **Backup Verification:** Automated backup integrity checks

Success Metrics

- One-command deployment on fresh NAS system
- <5 minute deployment time from start to running
- 99.9% uptime over 30-day period
- Successful automated backups daily

Phase 5: Android Native App

Objectives

- Create native Android app with full feature parity
- Implement offline-first architecture for kitchen use
- Optimize for touch interactions and mobile cooking workflows

Core Features

Native Mobile Experience

- **Material Design 3:** Modern Android UI patterns
- **Gesture Navigation:** Swipe, pinch, long-press interactions
- **Adaptive UI:** Dynamic color theming, large screen support
- **Accessibility:** TalkBack support, high contrast mode

Kitchen-Optimized Features

- **Always-On Display:** Keep screen on during cooking
- **Voice Commands:** "Next step", "Start timer", hands-free navigation
- **Large Text Mode:** Easy reading while cooking
- **Splash Protection:** Hide sensitive controls when phone is near water

Offline-First Capabilities

- **Recipe Caching:** Store frequently used recipes locally
- **Sync Queue:** Queue actions when offline, sync when connected
- **Offline Search:** Local recipe database search
- **Image Caching:** Store recipe images for offline viewing

Integration Features

- **Camera Recipe Scanning:** Take photo of printed recipe for OCR extraction
- **Barcode Scanner:** Scan ingredients for automated shopping lists
- **Share Integration:** Share recipes via Android's native sharing
- **Calendar Integration:** Add cooking time to calendar

Technical Specifications

Development Stack

- **Language:** Kotlin with Coroutines
- **Architecture:** MVVM with Repository pattern
- **Database:** Room (SQLite) with offline-first sync
- **Networking:** Retrofit with OkHttp, automatic retry logic
- **Image Loading:** Coil for efficient image caching
- **Navigation:** Navigation Component with type-safe arguments

Offline Sync Strategy

- **Conflict Resolution:** Last-write-wins with user override option
- **Delta Sync:** Only sync changed data to minimize bandwidth
- **Background Sync:** Periodic sync using WorkManager
- **Sync Status:** Clear indicators of sync state to users

API Integration

```
kotlin

interface RecipeApiService {
    @GET("recipes")
    suspend fun getRecipes(
        @Query("search") search: String?,
        @Query("cuisine") cuisine: String?,
        @Query("diet") diet: String?
    ): Response<RecipesResponse>

    @POST("recipes")
    suspend fun saveRecipe(@Body recipe: Recipe): Response<Recipe>

    @GET("recipes/{id}")
    suspend fun getRecipe(@Path("id") id: String): Response<Recipe>
}
```

Performance Optimizations

- **LazyLoading:** Pagination for recipe lists
- **Image Compression:** Automatic image optimization before upload
- **Memory Management:** Proper lifecycle-aware components
- **Battery Optimization:** Efficient background processing

Success Metrics

- App launch time <2 seconds
- Smooth 60fps scrolling and animations
- Offline functionality works for 100% of cached recipes
- 4.5+ star rating on Google Play Store

Phase 6: Meal Planning & Shopping Lists

Objectives

- Add comprehensive meal planning calendar
- Generate smart shopping lists with store optimization
- Implement ingredient inventory tracking

Core Features

Meal Planning Calendar

- **Weekly/Monthly Views:** Visual meal planning interface
- **Drag & Drop Scheduling:** Assign recipes to specific meals/days
- **Recurring Meals:** Set up weekly meal patterns
- **Family Coordination:** Multiple family members can plan meals
- **Nutrition Tracking:** Weekly nutrition summaries
- **Leftover Management:** Track and plan leftover usage

Smart Shopping Lists

- **Auto-Generation:** Create lists from planned meals
- **Store Layout Optimization:** Organize by grocery store sections
- **Price Tracking:** Integrate with grocery price APIs where available
- **Quantity Optimization:** Consolidate ingredients across recipes
- **Substitution Suggestions:** Alternative ingredient recommendations
- **Shared Lists:** Real-time collaboration on shopping lists

Pantry Management

- **Inventory Tracking:** Track what ingredients you have at home
- **Expiration Alerts:** Notifications for expiring ingredients
- **Recipe Suggestions:** Recommend recipes based on available ingredients
- **Shopping List Refinement:** Remove items already in pantry
- **Barcode Scanning:** Quick pantry additions via mobile app

Budget Management

- **Meal Cost Estimation:** Calculate approximate meal costs
- **Budget Tracking:** Set and monitor monthly food budgets
- **Cost per Serving:** Track cost efficiency of different recipes
- **Shopping History:** Track spending patterns over time

Technical Specifications

Database Schema Extensions

sql

-- Meal plans

```
CREATE TABLE meal_plans (  
  id UUID PRIMARY KEY,  
  family_id UUID REFERENCES families(id),  
  date DATE NOT NULL,  
  meal_type VARCHAR(20) NOT NULL, -- breakfast, lunch, dinner, snack  
  recipe_id UUID REFERENCES recipes(id),  
  servings INTEGER DEFAULT 1,  
  notes TEXT,  
  created_by UUID REFERENCES users(id),  
  created_at TIMESTAMP DEFAULT NOW()  
);
```

-- Shopping lists

```
CREATE TABLE shopping_lists (  
  id UUID PRIMARY KEY,  
  family_id UUID REFERENCES families(id),  
  name VARCHAR(100) NOT NULL,  
  created_by UUID REFERENCES users(id),  
  is_completed BOOLEAN DEFAULT FALSE,  
  created_at TIMESTAMP DEFAULT NOW()  
);
```

-- Shopping list items

```
CREATE TABLE shopping_list_items (  
  id UUID PRIMARY KEY,  
  shopping_list_id UUID REFERENCES shopping_lists(id),  
  ingredient_name VARCHAR(255) NOT NULL,  
  quantity DECIMAL(10,2),  
  unit VARCHAR(50),  
  category VARCHAR(50), -- produce, dairy, meat, etc.  
  is_purchased BOOLEAN DEFAULT FALSE,  
  estimated_price DECIMAL(10,2),  
  notes TEXT  
);
```

-- Pantry inventory

```
CREATE TABLE pantry_items (  
  id UUID PRIMARY KEY,  
  family_id UUID REFERENCES families(id),  
  ingredient_name VARCHAR(255) NOT NULL,  
  quantity DECIMAL(10,2),  
  unit VARCHAR(50),  
  expiration_date DATE,  
  location VARCHAR(100) -- fridge, freezer, pantry
```

```
location VARCHAR(100), -- fridge, freezer, pantry
added_by UUID REFERENCES users(id),
added_at TIMESTAMP DEFAULT NOW()
);
```

Advanced Features

- **Recipe Scaling:** Automatic ingredient quantity adjustments
- **Meal Prep Batching:** Group similar prep tasks across recipes
- **Seasonal Recommendations:** Suggest recipes based on seasonal ingredients
- **Dietary Goal Tracking:** Monitor nutrition goals across planned meals

Success Metrics

- 80% of users create meal plans within first week
 - Shopping list generation accuracy >95%
 - Pantry tracking reduces food waste by 20%
 - Average meal planning time reduced by 60%
-

Phase 7: Browser Extension

Objectives

- Create seamless recipe saving from any website
- Provide one-click export to recipe management system
- Integrate with existing browser workflows

Core Features

Browser Integration

- **Universal Recipe Detection:** Automatically detect recipes on any webpage
- **One-Click Save:** Save button overlay when recipe detected
- **Quick Preview:** Preview extracted recipe before saving
- **Folder Organization:** Save to specific recipe collections
- **Duplicate Detection:** Warn if recipe already saved

Enhanced Extraction

- **Improved Accuracy:** Better extraction algorithms than web version
- **Manual Editing:** Edit extracted data before saving
- **Image Selection:** Choose best recipe image from page
- **Tag Suggestions:** AI-powered tag recommendations
- **Rating Integration:** Import existing ratings from recipe sites

Workflow Integration

- **Right-Click Menu:** Save recipe option in context menu
- **Keyboard Shortcuts:** Power user keyboard shortcuts
- **Bookmark Sync:** Integrate with browser bookmark system
- **History Tracking:** Track visited recipe sites
- **Bulk Import:** Import existing browser bookmarks

Technical Specifications

Extension Architecture

- **Manifest V3:** Modern Chrome extension format
- **Content Scripts:** Recipe detection and extraction
- **Background Service:** API communication and data sync
- **Popup Interface:** Quick recipe preview and save options
- **Options Page:** Extension settings and account management

Cross-Browser Support

- **Chrome/Chromium:** Primary target platform
- **Firefox:** WebExtensions API compatibility
- **Edge:** Chromium-based compatibility
- **Safari:** Safari Web Extensions (Phase 7.1)

Extension Manifest

```
json
{
  "manifest_version": 3,
  "name": "Family Recipe Saver",
  "version": "1.0.0",
  "permissions": [
    "activeTab",
    "storage",
    "contextMenus"
  ],
  "host_permissions": [
    ".*://*/*"
  ],
  "content_scripts": [{
    "matches": [".*://*/*"],
    "js": ["content.js"],
    "css": ["content.css"]
  }],
  "background": {
    "service_worker": "background.js"
  },
  "action": {
    "default_popup": "popup.html",
    "default_title": "Save Recipe"
  }
}
```

Privacy & Security

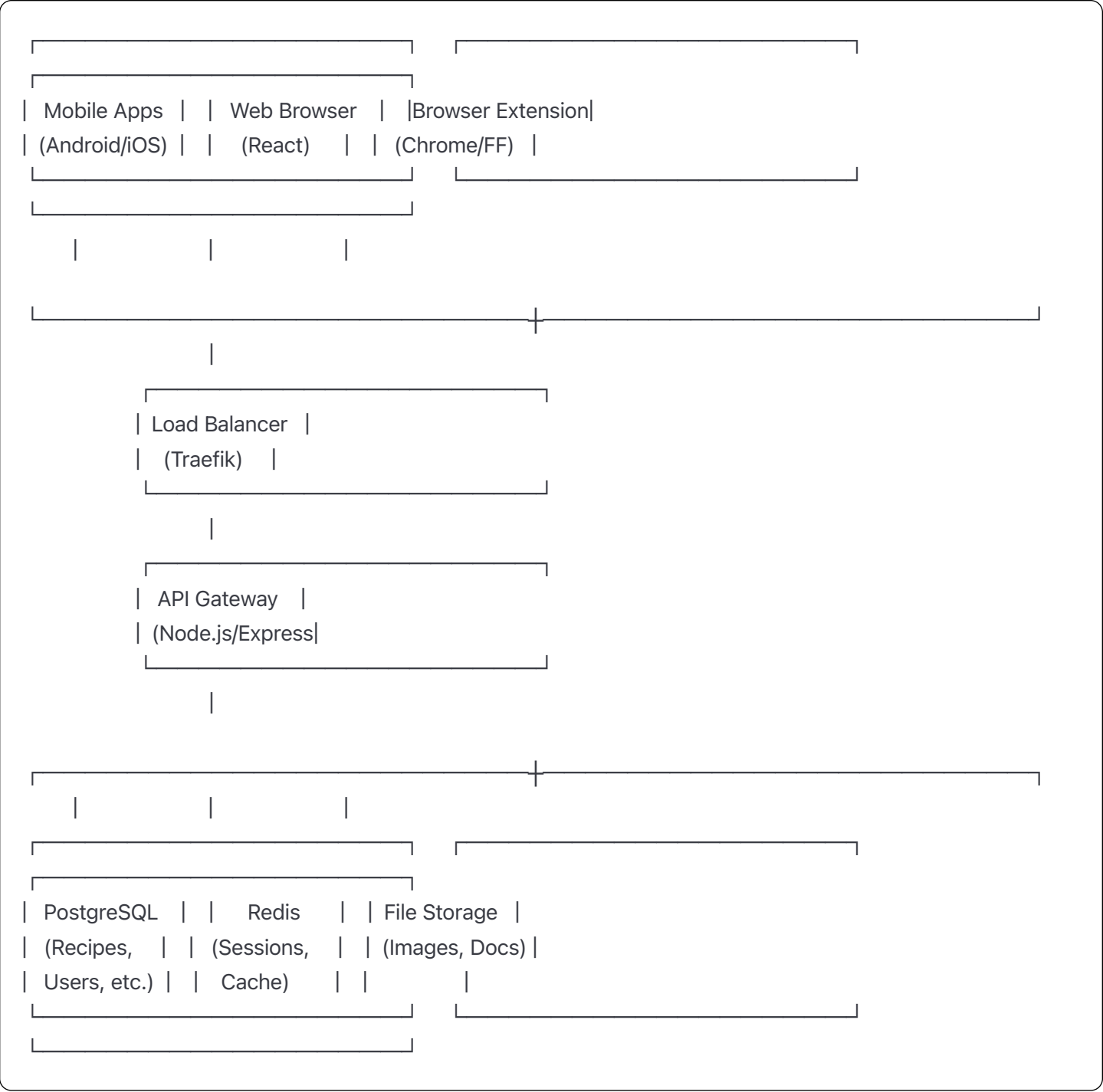
- **Minimal Permissions:** Request only necessary permissions
- **Local Processing:** Process recipe data locally when possible
- **Secure Communication:** HTTPS-only API communication
- **Data Encryption:** Encrypt stored authentication tokens

Success Metrics

- Recipe detection accuracy >90% on major cooking sites
 - <100ms recipe detection response time
 - 10,000+ Chrome Web Store installations
 - 4.5+ star average rating
-

Technical Architecture Overview

System Architecture



Data Flow

- Recipe Discovery:** External APIs → Backend → Frontend
- Recipe Scraping:** Web Scraper → Content Parser → Database
- User Management:** Authentication → Session Management → Authorization
- Family Sharing:** User Actions → Permission Checks → Data Sync
- Offline Sync:** Mobile App ↔ Local DB ↔ Server API

Security Considerations

- **Data Encryption:** All data encrypted at rest and in transit
 - **API Security:** Rate limiting, input validation, authentication required
 - **User Privacy:** GDPR compliant, data export capabilities
 - **Self-Hosted Benefits:** Complete data ownership, no third-party data sharing
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Development Timeline

Phase 1 (4-6 weeks)

- Week 1-2: Project setup, API integration, basic UI
- Week 3-4: Recipe search and display functionality
- Week 5-6: Responsive design, polish, testing

Phase 2 (6-8 weeks)

- Week 1-2: Web scraping engine development
- Week 3-4: Database design and implementation
- Week 5-6: In-app browser and recipe extraction
- Week 7-8: Testing, bug fixes, performance optimization

Phase 3 (4-6 weeks)

- Week 1-2: Authentication system
- Week 3-4: Family sharing features
- Week 5-6: Social features, testing

Phase 4 (3-4 weeks)

- Week 1-2: Dockerization and container setup
- Week 3-4: NAS deployment, backup systems

Phase 5 (8-10 weeks)

- Week 1-2: Android project setup, basic UI
- Week 3-4: Core recipe features
- Week 5-6: Offline sync implementation
- Week 7-8: Kitchen-specific features
- Week 9-10: Testing, optimization, Play Store release

Phase 6 (6-8 weeks)

- Week 1-2: Meal planning calendar
- Week 3-4: Shopping list generation
- Week 5-6: Pantry management
- Week 7-8: Integration and testing

Phase 7 (4-6 weeks)

- Week 1-2: Browser extension development
- Week 3-4: Cross-browser compatibility
- Week 5-6: Store submission and release

Total Estimated Timeline: 35-48 weeks (8.5-12 months)

Success Metrics & KPIs

User Engagement

- Daily Active Users (DAU)
- Recipe saves per user per month
- Average session duration
- Recipe view-to-save conversion rate

Technical Performance

- API response time <500ms (95th percentile)
- Mobile app crash rate <0.1%
- Web scraping success rate >90%
- System uptime >99.9%

Family Collaboration

- Families with >1 active user
- Shared recipes per family
- Meal plans created per family per month
- Shopping list collaboration rate

Platform Growth

- New user registration rate
 - Platform retention (1-day, 7-day, 30-day)
 - Feature adoption rates
 - User-generated content volume
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This PRD provides a comprehensive roadmap for building a world-class, self-hosted recipe management platform that evolves from a simple web app to a complete family cooking ecosystem.