MVP

This is a Minimum Viable Product document for a male-targeted recipes app. This product aims to simplify home cooking tasks like choosing a recipe, shopping for ingredients, following instructions, and sharing meals with others through a social media post or dinner party invitation.

Objective:

The objective of this MVP is to gain validation from target users that a male-oriented cooking app will be used to simplify planning, preparing, and sharing home cooking with others.

User Stories and Feature Requirements

Iteration 1 green	
Iteration 2 white	

User Story / JTBD	Features	Rationale
"When I'm looking for a recipe, I want to be able to explore the collection, so that I can find what I want"	• Search, • Browse • Recommendations	Users need a way to search the recipe collection and find dishes they know, ingredients they have, or cuisine they want to try.
2. "When cooking, I want to have very clear information on the recipe, ingredients, and instructions, so I can focus on the task and be sure to succeed"	• Accurate time and difficulty estimates • Clear intructions, images, video • Minimize scrolling • Convert measuring units • Adjust number of servings • Clearly indicate allergens	Users will be frustrated if the app is confusing, so every effort should be made to support clarity.

"When I make something I'm proud of, I want to share it on social media, so I can 'show off my skills.'"	• Link a social media account • Generate and share a social media post e.g. "Matti is making Roast Chicken" • Support user image or standard image • Generate and share a recipe card	Users will gain encouragement and validation for their culinary efforts. This feature will also help achieve the business goal of raising awareness of the app and encouraging new users to sign up.
When planning a meal, I want to save ingredients to a shopping list, so I can be organized at the store.	• Add ingredients to shopping list • Show alternatives to ingredients • View shopping list and cross out ingredients while shopping • Manage doubling of ingredients when shopping for 2 or more recipes	Shopping was cited as a major frustration point by users during the interview phase, indicating that shopping help is an important feature.
When choosing a recipe, I want to be sure it's good, so that I don't waste time and effort on something I won't enjoy.	• Build trust • Allow user feedback (rate and comment) • "Make it again" list • Save for later • Quick access list of 3-5 favorites • Personalize recipes	The product should offer assurance and comfort to users, so that they return again and again.

Hypotheses:
I believe that providing simple elegant recipes that are easy to scale **for** men cooking at home **will result in** a seamless and satisfying experience that will keep users coming back.

I believe that providing the tools to streamline the process of planning, shopping, cooking, creating a menu and sending out invitations **for** men who wish to cook for others **will result in** a unique and stimulating social experience that will motivate users to cook more often, share their experience, and spread the word about the app.

Success metrics:

In order to measure the success of the MVP, I will track the following:

- Number of active users per month
- Number of accounts created
- Number of bookmarked recipes
- Number of shared posts and recipe cards
- Most-used search criteria
- Net Promoter Score (NPS) to see how users rate their experience

If the MVP is successful, I will consider and implement the features for Iteration 2 (see table above)