

HandyChef

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"You don't need a silver fork to eat good food."

– Paul Prudhomme

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Project Overview

Problem

- Because of the pandemic, more than **180,000** food service workers left the industry, according to the Canadian Center for Policy Alternatives (CCPA). This means that there are lots of potential chefs out of the food industry.
- Catering options may be limited for house parties and events. The dishes can be taken out or delivered, but they won't be as fresh as they should be.
- Existing private chef services are not very affordable (\$110 - \$180 per person on average) and offer only a small selection of chefs
- It is not guaranteed that money transactions between chefs and clients will be secure, and both parties are at risk.

Solution

- For customers to have private chefs at home at an **affordable rate**.
- For chefs to Generate **side income** with **flexible time**
- As is mentioned above, all of the existing private chef services aim at the high-end market. We aim to reach the customers with lower budgets, and chefs who don't consider themselves as high-end.

[1]Take a Chef. Private chef in Vancouver. Take a Chef. <https://www.takeachef.com/en-ca/private-chef/vancouver>

[2]thestar.com. <https://www.thestar.com/business/2021/10/13/restaurant-workers-fled-to-white-collar-jobs-during-the-pandemic-report-finds.html>

Main Features

Profiles both for customers and chefs

Chefs are required to add their pictures to their profiles and customers are required to create theirs too, so that the communication inside the app will be transparent.

Their profiles will show the details such as below:

Customers: Taste preferences and allergies

Chefs: Their specialty, cooking experience, specialty dishes, and booking calendar

Before both parties start communicating, they will be able to see each other's profiles.



Assuring Payment Flow

The whole flow of payment is done inside the app. The customer has to pay the full amount of the cost when a booking is confirmed, and it will be on hold until the end of each job. After the customer accepts the work as completed, the paid amount will be released to the chefs. In case the chef does not show up, the customers will get a refund.

Simple ratings

For the sake of transparency, there must be a way to know about the reputation. The ratings in this app will be simple: from 1 to 5 stars. Their profiles will show the ratings for the 100 latest jobs.

Robust Security

The overall transactions are handled via a third-party payment gateway, Stripe. Additionally, there are several security features which encrypt the user's personal data which prevents data penetration in the event of hacking in the future.

Market Research

The food industry is undergoing constant development and transformation since food consumption is not just a desire or choice, it is a biological necessity. The process of eating is continually being improved and diversified to make it more convenient and enjoyable. And with the onset of a pandemic and the development of information technology, previously unpopular services, such as personal chef catering, are becoming more popular.

Personal chef industry analysis

In regards to the events that led to the start of the global pandemic in 2020, the following patterns were observed:

- Closure of a large number of restaurants
- Mass layoffs of cooks and other staff serving restaurants
- Development of delivery services and other remote options
- Significant growth in the business of personal chefs

The pandemic has further fuelled an already booming market of personal chefs, as research shows There are still crucial factors besides the pandemic that motivate chefs to opt-in favor of being self-employed rather than working as a chef in restaurants:





- The overwhelming workload in a kitchen
- A job that requires physical exertion
- Long shifts (9-10 hours on average)

It can be concluded that the contribution to the improvement of the personal chef industry will be in demand and solve a number of problems mentioned above.

[1] - Lucas, A. (2020, October 7). Pandemic accelerated an already booming market for personal chefs. CNBC. <https://www.cnbc.com/2020/10/07/coronavirus-new-demand-for-personal-chefs-as-restaurant-industry-lags.html>

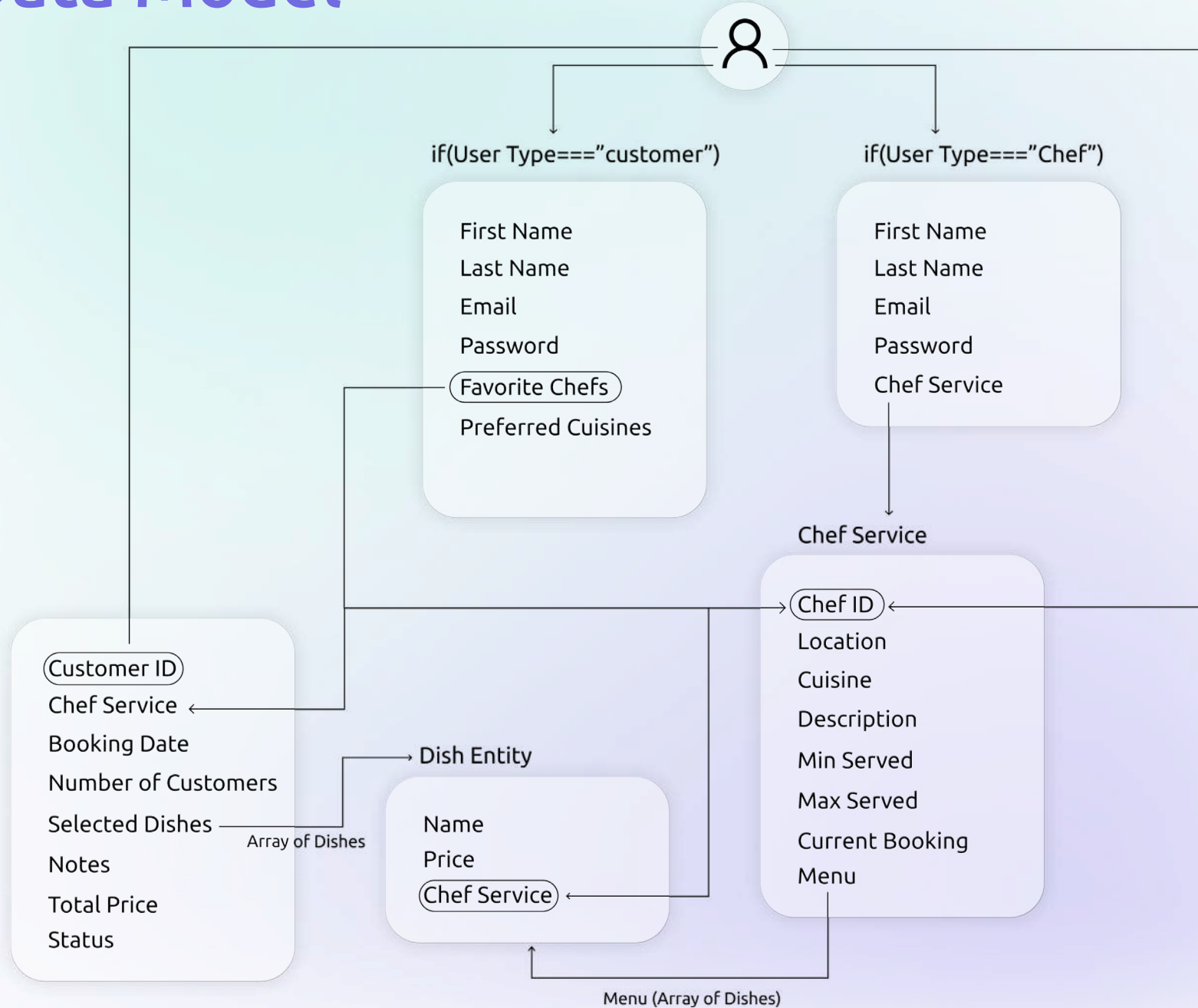
[2] - Nicholas, D. (2022). How Many Hours Do Chefs Work?. Chef Word <https://chefword.com/how-many-hours-do-chefs-work/>

Competitive Analysis

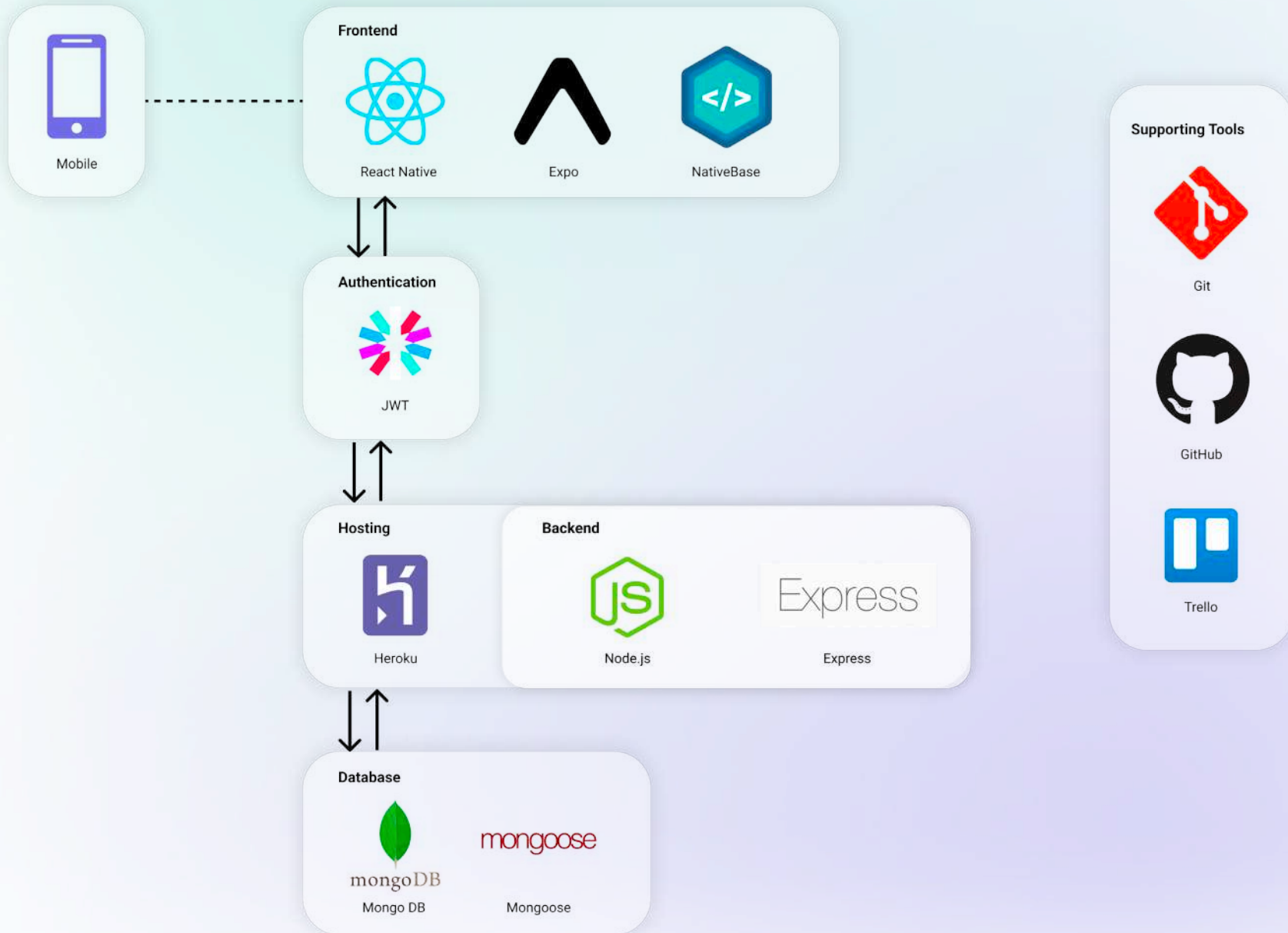
	 Handychef	 Cheflit	 Savour	 Get Chef Now
Match chefs and clients	✓	✓	✓	✓
Chef/ client seperate view	✓	✓	✗	✗
Booking manage/ calendar	✓	✗	✓	✗
In-app payments	✓	✓	✗	✗



Data Model



Tech Stack



Design Milestones

Week 1 May 13th	• Team formed / Project idea	Week 7 Jun 24th	• Mockup revision / Prototype /
Week 2 May 20th	• Design concept / Project tech plan	Week 8 Jul 1st	• Usability testing / Video draft
Week 3 May 27th	• User surveys & Interviews / User stories / User flows	Week 9 Jul 8th	• Project proposal / Marketing materials
Week 4 Jun 3rd	• Sitemap / Wireframes	Week 10 Jul 15th	• Promotional materials / Final video
Week 5 Jun 10th	• Project logo / Icons / UI Kit/ Food illustrations	Week 11 Jul 22nd	• Final presentation deck draft
Week 6 Jun 17th	• Wireframe revision / Mockup	Week 12 Jul 29th	• Final presentation deck

Development Milestones

Week 1 May 13th	• Team formed / Project Idea	Week 7 Jun 24th	• Back-end & Front-end connection / function testing
Week 2 May 20th	• Tech stack research / Finalization	Week 8 Jul 1st	• High fidelity Front-end Development / Function testing
Week 3 May 27th	• Repository database / Development milestone criteria	Week 9 Jul 8th	• Landing page development / User testing / Bug bash
Week 4 Jun 3rd	• Boilerplate code for Front-end and Back-end	Week 10 Jul 15th	• API / Front- end finalization / Debug
Week 5 Jun 10th	• DB Schema / Authentication Setup / Back-end configuration	Week 11 Jul 22nd	• User testing, Bug bash
Week 6 Jun 17th	• Front-end development / Back-end & front-end integration	Week 12 Jul 29th	• Code freeze

Technology Used

Project Management Tools

Trello



Issue & project tracking

Slack



Communication

Design Tools

Figma



Wireframes & prototype

Photoshop



Illustrations & photo editing

Illustrator



Logo, Icons, design assets & User Flow

Premier Pro



Promotional video

After Effects



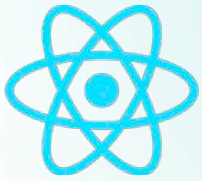
Animate logo & video

Adobe Indesign



Proposal & marketing material layout

Development Tools



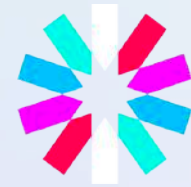
A JavaScript library for cross-platform mobile app development.



A bundle of tools created around React Native to accelerate mobile app development.



An accessible, utility-first component library that helps build consistent UI development.



An open standard that defines a compact and self-contained way to securely transmit information.



A platform as a service (PaaS) that enables the building and running of applications in the cloud.



An open-source, cross-platform, back-end JavaScript runtime environment.



A minimal and flexible Node.js framework that provides a robust set of features.



A source-available cross-platform document-oriented database program.

Personas

Demographics:

Name: Harmanpreet Singh

Age: 28

Location: Surrey, BC

Job Title : Sous Chef

First Point of Contact

Harmanpreet is a chef looking to earn some side income, want to start a restaurant job and instead is looking for freelance work.

Frustrations:

- Want to have another source of income other than his full time work.
- Does not want to work another 8hrs shift on the weekends and wants to be his own boss. Need work which is flexible.

Goals:

- Earn extra money while having spare time and enjoy making different food items.
- Able to explore different kinds of food recipe.

Features:

- He can easily manage his schedule and edit the bookings.
- He can showcase his recipes and cooking style.

Demographics:

Name: Andrew Weber

Age: 25

Location: Richmond, BC

Job Title : Software Developer

First Point of Contact

Andrew is foodie and he likes to try new cuisines. He is hosting a party for his friends but he could not find a good chef who can cook Italian food and ends up ordering the food online.

Frustrations:

- He lives alone in a new country and doesn't know how to cook.
- Can't afford restaurant food every day, and has to eat fast food instead.
- Unable to find a platform to hire a chef who can cook Italian cuisines.

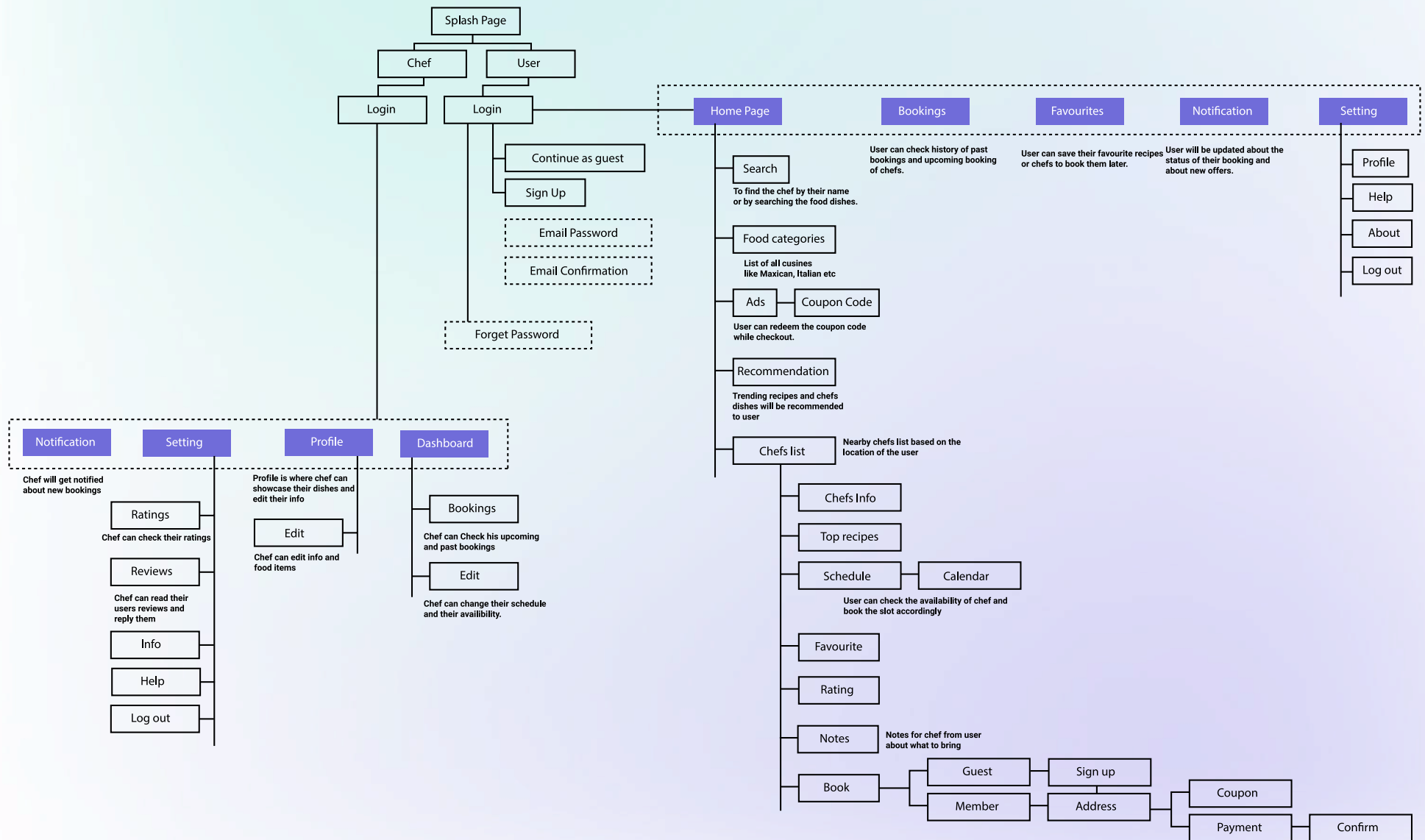
Goals:

- To hire a chef on demand for a day and eat delicious meal.
- To find someone who can cook initially while settling into a new country to maintain his health.

Features:

- He can filter the cuisine and find the best chef for the specific cuisine.
- He can schedule the booking of chef for any event at home.

User Flow



Design Assets

Typography

Ubuntu

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Font	Weight	Size
Headings	Bold	32
Subheadings	Medium	28
Titles	Regular	16
Body	Regular	16
Buttons	Medium	16

Margin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

THE CHRONICLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

The Ubuntu typeface has a contemporary style and contains characteristics unique to the Ubuntu brand that convey a precise, reliable and free attitude. The roundedness of Ubuntu fonts add playfulness and gives friendliness which fits perfectly for our target users.

'Margin' & 'The chronicle' is used in designing banners ads and in branding.

Colors

Primary



#6b6bb1



#2f2e7d



#b8b8dc

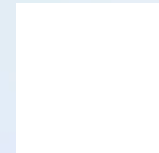
Gray Scale



#49494b



#828282



#ffffff

Secondary



#00a596



#04544b



#94d4cf

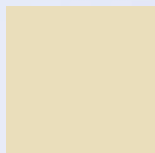
Accents



#f1c025



#a77f2d



#eadebb

Our color palette consists of a few shades of Purple blue with an accent color of Jade green which fits the theme of cooking while Purple blue color gives the app a calm and welcoming feel and our third color is cobalt yellow which is used in rating and to highlight any part.

In some areas, we also used gradation of our first 2 colors and plain white color covers 70% of our app in which we played with opacity to give it a look of glassmorphism.



UI Components

Buttons

Primary



Primary State



Pressed

Secondary



Primary State



Pressed



Disabled

Checkbox



Favourite



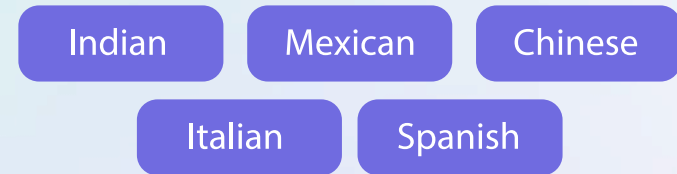
Add Button



Arrows



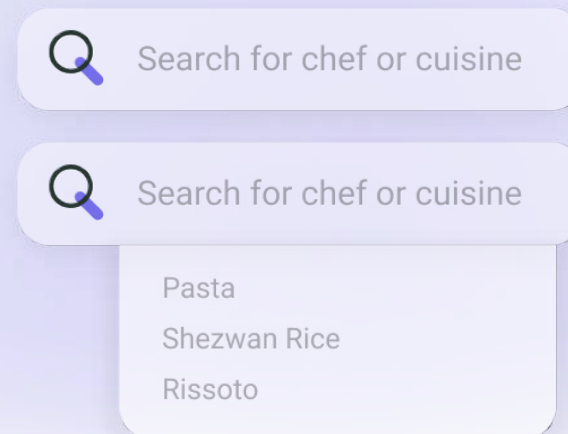
Badges



Plus/ Minus Button





Search Bar






Components


Card






 Sara Carter


 28th June, Saturday  9:00 pm







 Sara Carter

 28th June, Saturday  9:00 pm



 Dinner

 3 person

3 dishes

Pink Pasta \$ 20.99


Cacio e pepe \$ 34.99

Rissoto \$ 32.99


Edit

Cancel



Tabs





735 Broughton St, Victoria,
British Columbia, Canada, V8W 3H2





Card


 Mike halpert  4.2




Modal





 Mike halpert

 4.2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet Lorem ipsum dolor sit amet, consectetur adi

 Min 4

 Indian

 Chinese

Card

Recipes

☐ Rissoto

☒ White Sauce Pasta

☐ Spaghetti with Pesto

☐ Cacio e pepe

\$ 20.99

\$ 30.99

\$ 24.99

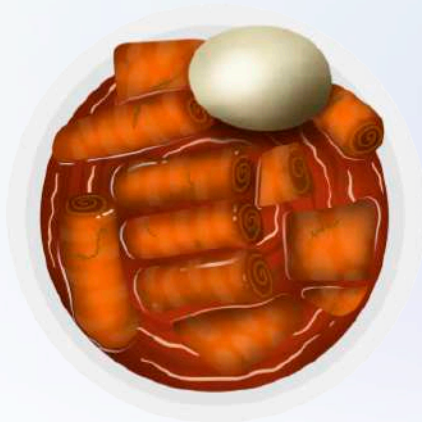
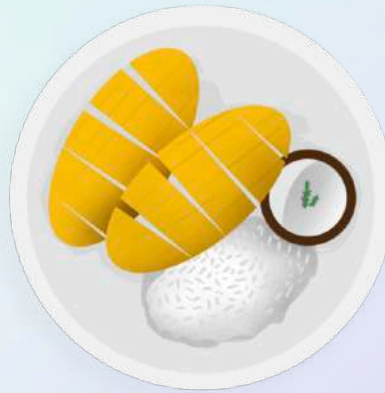
\$ 34.99

Icons

19

Illustrations

A vibrant illustration system was created to represent the spirit of Handychef, which is celebrating the food cultures around the world and embracing the happiness it brings to each community. Each dish is modularly illustrated and can be combined in different ways, allowing the design to transform and adapt.

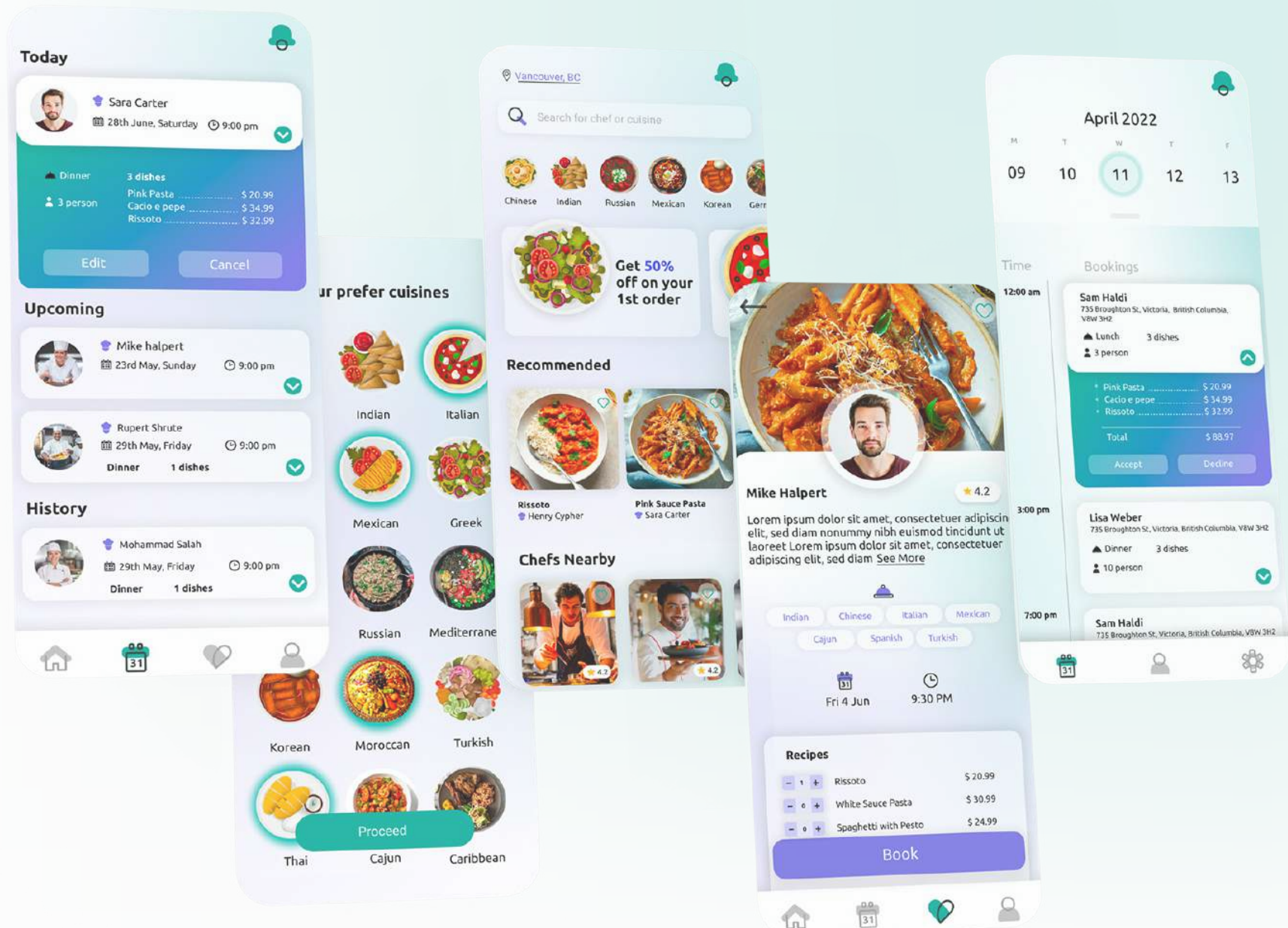




Wireframes



Mockups





Our Team



Anastasia Snegur

Front-End Developer

 /anastasia-snegur/


 /nassneg


Aspiring Frontend developer. Web browser window expansion and contraction specialist and “if conditions” master with more than 3 years of experience in the IT industry as a ServiceNow developer. Patiently and insistently reloads the browser tab until the layout error disappears. Thinks that proper communication is the key.



Hiroshi Isobe

Project Manager
Full-Stack Developer

 /hiroshi-isobe


 /IsobeHiroshi


A communicative hard worker, with a strong sense of responsibility and motivation. Experience as a web marketing consultant developed a bird’s-eye view, which helps facilitate team dynamics. Maintains a mentality to always stay curious, which leads to a proactive attitude and thorough learning.



Jacob Namhyung Kim

Front-End Developer

 /everywherejacobkim


 /everywherejacobkim

A creative and passionate coder who develops visually inspirational and functional web and mobile apps. Background in public relations and visual design allows having a sense of visible and detailed component styling. A receptive learner, willing to explore new technology skills without fear.



Keval Mehta

UI/ UX Designer



 /kevalmehta97

 /mehtakeval685d

A creative and eclectic designer with a strong background in branding and illustration. Being exposed to multiple facets of designing and wanting to be a problem solver by working on various challenging projects, the end goal is to make human life easy and stress-free.





Minte Temple
Lead Developer

 /mintetemple
 /Dwayne01

A developer with a wide range of knowledge in frontend, backend, and designing. More than 6 years of professional experience contributes to pushing the technical skill of the team to the next level.





Simerjit Singh
Full-Stack Developer

 /Simerjit-singh
 /Simer0996

A Full Stack Developer who specializes in making the backend structure, architecture, and Database connectivity with the frontend applications and websites. 2 years of experience in designing and maintaining database systems and logic controllers.



Nguyen Bui
Back-End Developer

 /wingbui
 /wingbui

A creative and passionate coder who develops visually inspirational and functional web and mobile apps. Background in public relations and visual design allows having a sense of visible and detailed component styling. A receptive learner, willing to explore new technology skills without fear.

Visit us at
Handychef.ca





Special thanks to our instructors and advisors

Tyler Higgs . Trista Townsend . Amandeep Singh . Paul Brassard . Tito Ferradans
Reza Abbasi . Jason Madar . Tomoko Okochi . Denis Billette . Paul Lam

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