Hire-A-Chef

Project Vision Document

Version 1.0

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1   Introduction

The Hire A Chef project is focused on creating a web-based platform that connects users with professional private chefs for events, special meals, and culinary services. The platform aims to bridge the gap between users seeking customized meal experiences and chefs looking for flexible working opportunities. This document outlines the project's goals, scope, and key features that will deliver value to the stakeholders involved.

1.1   Purpose

The purpose of this Project Vision Document is to provide a comprehensive overview of the Hire A Chef project, including the high-level objectives, deliverables, stakeholder expectations, and overall vision for the platform. It is intended to guide the development team, stakeholders, and other involved parties throughout the project lifecycle.

1.2   Scope

This document outlines the technical and functional scope of the Hire A Chef platform, identifying what will and will not be addressed by the project.

1.2.1   In Scope

- Chef Profiles: Creation, customization, and management of chef profiles.

- Client Interface: Tools for clients to search, filter, and book chefs based on preferences, budget, and event type.

- Booking System: Real-time availability check, event scheduling, and booking confirmation.

- Secure Payment System: Integration of a secure payment gateway for transactions between clients and chefs.

- Review System: Allow clients to rate and review chefs after services are rendered.

- Chef Dashboard: Features for chefs to manage bookings, schedules, and payments.

Out of Scope:

1.2.2   Out of Scope

- Chef training and onboarding programs.

- Third-party catering or staffing services.

- Food and ingredient delivery services.

1.3   Definitions, Acronyms, and Abbreviations

This subsection provides the definitions of all terms, acronyms, and abbreviations required to properly interpret the Project Vision document. Any terms not explicitly defined here can be found in the project's Glossary, which will be maintained as a living document throughout the project lifecycle.

Term	Explanation
UX	User Experience
UI	User Interface
API	Application Programming Interface
CMS	Content Management System
P2P	Peer-to-Peer (direct connection between clients and chefs)
NDA	Non-Disclosure Agreement
SSL	Secure Sockets Layer (encryption protocol for securing transactions)

PRD	Product Requirements Document – A document outlining the product features and specifications
MVP	Minimum Viable Product – The smallest version of a product that can be released to test market assumptions

1.4   References

This section provides a complete list of all documents referenced elsewhere in the Project

Vision document, along with links to other relevant resources.

Reference Title	Link	Description
Private Chef Industry Overview	https://www.yahoo.com/lifestyle/private-chef-industry-boomed-over-201533721.html	An in-depth report on the current state and trends in the private chef market.
Culinary Services Market Research	https://www.mordorintelligence.com/industry-reports/canada-foodservice-market	Market research focusing on consumer preferences and spending patterns in culinary services.
Food Safety Regulations	https://www.foodsafety.ca/laws-requirements/by-location/ontario	Overview of food safety regulations relevant to private chefs.
Employment Standards and Contracts	https://www.ontario.ca/document/your-guide-employment-standards-act-0	Guidelines on employment contracts in the food industry.

2   Positioning

2.1   Business Opportunity

The private chef industry has been expanding rapidly due to increasing demand for personalized dining experiences, event-based meal services, and health-conscious consumers. However, the market remains fragmented, with clients relying on word-of-mouth referrals or expensive agencies. Hire A Chef provides an opportunity to centralize and simplify this process, making it more accessible and efficient for both clients and chefs.

2.2   Problem Statement

The current state of private chef services is inefficient, disorganized, and difficult for clients to navigate. Chefs often lack an easy way to find consistent work or manage their schedules and client relationships.

The Problem of	Lack of a streamlined platform for clients to connect with chefs and manage event bookings.
Affects	Customers, private chefs, and event organizers.
The impact of which is	Frustration among clients trying to find the right chef and inefficiency for chefs managing bookings.
A successful solution would be	A user-friendly platform that simplifies the entire booking process from client search to chef scheduling and payment.

Table 1 Problem Statement

2.3   Product Position Statement

For individuals and event planners seeking private chef services, Hire A Chef provides an intuitive, budget-friendly platform for booking chefs based on dietary needs, event type, and location. Unlike expensive agencies, Hire A Chef offers transparent pricing and flexible booking options.

For	
	Individuals/Event Planners
Who	Need for customized, affordable private chef services
The Hire-A-Chef	Is a Chef Booking Platform
That	Easy booking, cost transparency, dietary-specific options
Unlike	Expensive catering agencies
Our product	Flexible pricing, diet and event-based matching

Table 2 Product Position Statement

2.4 SWOT Analysis

<Reference: https://www.businessballs.com/strategy-innovation/swot-analysis/)

Strengths	Weaknesses
User-friendly platform interface	High initial development costs
Personalized dietary and event matching	Chef onboarding process may be lengthy
Secure and flexible payment options	Marketing to the right customer segments
Strong demand for personalized food services	Need for continuous chef quality assurance
Comprehensive chef profiles with reviews and ratings	Limited brand recognition initially
Mobile-friendly design for accessibility	Potential challenges in user retention
Opportunities	**Threats**
Expansion to corporate and private events	Competitors in the catering industry
Flexibility in pricing models	Legal regulations on food handling
Potential partnerships with Event Planner and suppliers	Economic downturn affecting discretionary spending
Growth in demand for meal prep and delivery services	Market saturation with similar platforms
Increasing interest in sustainable and organic food	Negative publicity or reviews affecting reputation

3   Stakeholder and User Descriptions

This section provides a profile of the stakeholders and users involved in the Hire A Chef project,

highlighting their interests and the key problems that the proposed solution aims to address.

Understanding these stakeholders will help justify the project requirements and inform

development decisions.

3.1   Stakeholder Summary

Stakeholder Name	Represents	Role
Project Team	Team 34, comprised of developers from George Brown College	Responsible for the design, development, and implementation of the platform. Ensure that the project meets user needs and business goals.
Private Chefs	Service Providers	Offer culinary services, manage schedules, communicate with clients
Customers	End Users	Book chefs for events, review services, pay for bookings
Platform Admins	Internal Stakeholders	Manage platform functionality, handle disputes, ensure smooth operation
Marketing Team	Business Growth	Promote the platform, onboard chefs, and attract customers
Regulatory Authorities	Local health and food safety agencies	Stakeholders ensuring compliance with food safety regulations and business licensing. Their requirements must be met to operate legally.
Technical Support Team	IT professionals supporting the platform	Responsible for maintaining the website, troubleshooting technical issues, and ensuring a smooth user experience.

Stakeholder Name	Represents	Role
Investors	Entities funding the development of the project	Stakeholders looking for a return on investment. They are interested in the project's market viability and growth potential.

Table 3 Stakeholder Summary

3.2 User Summary

This detailed User Summary provides clarity on the various users involved in the Hire A Chef

system, their roles, and how they contribute to the project's success.

User Name	Description	Responsibilities	Stakeholder
Chefs	Professional cooks	Manage profile, schedule, pricing, and booking availability	Private Chefs
Clients	Event organizers or individuals	Browse chefs, book services, pay and review chefs	Customers
Admins	Platform managers	Oversee transactions, approve chefs, handle client issues	Platform Admins
Marketing Staff	Growth specialists	Onboard new chefs, increase user base, manage promotions	Marketing Team
Technical Support	IT professionals	IT professionals	Technical Support Team
Customer Support	User assistance representatives	Handle inquiries, resolve issues for clients and chefs, and gather feedback to improve user experience.	Customer Service Team

Table 4 User Summary

4   Stakeholder Requirements

ID	Requirement	Stakeholder
1	Create chef profiles with service details	Private Chefs
2	Enable clients to search, filter, and book chefs	Customers
3	Implement secure payment system	Platform Admins
4	Allow chefs to manage booking availability	Private Chefs
5	Provide client review and rating functionality	Customers
6	Implement customer service for dispute handling	Platform Admins
7	Enable notifications for booking confirmations	Consumers, Private Chefs
8	Ensure mobile responsiveness for the platform	All Stakeholders
9	Provide clients with a detailed service description	Consumers
10	Allow chefs to upload credentials and certifications	Private Chefs
11	Enable clients to customize menu options based on dietary needs	Consumers
12	Allow chefs to set flexible pricing options	Private Chefs

Table 5 Stakeholder Requirements

5   System Features

ID	Feature	Description	Priority	Stakeholder Requirement ID
1	Chef profile creation	Enables chefs to create detailed service profiles	High	1
2	Advanced search filters	Allows clients to search chefs based on diet, price, location	High	2
3	Real-time booking system	Shows chef availability and allows instant bookings	High	2, 4
4	Secure payment gateway	Ensures safe transactions between clients and chefs	High	3
5	Client review and ratings	Provides a platform for clients to leave reviews and ratings	Medium	5
6	Booking notifications	Sends automated notifications to clients and chefs upon booking confirmation.	High	7
7	Mobile responsiveness	Ensures the platform is fully functional and user-friendly on mobile devices.	High	8
8	Dietary preference options	Allows clients to specify dietary needs when booking a chef.	Medium	11

ID	Feature	Description	Priority	Stakeholder Requirement ID
9	Detailed service descriptions	Provides clients with comprehensive information about the services offered by chefs.	High	9
10	Flexible pricing options	Allows chefs to set various pricing models based on service type, duration, and client requirements.	High	12
11	Customizable menu options	Enables clients to work with chefs to create tailored menus that meet their dietary preferences.	High	11
12	Credentials and certification upload	Allows chefs to upload their culinary certifications and credentials to enhance trust with clients.	Medium	10

Table 6 System Features

6 Assumptions

- Chef Availability Updates: Chefs will consistently update their availability and pricing information to ensure accurate bookings.

- User Familiarity: Clients will have basic knowledge of how to navigate the platform, including searching for chefs and making bookings.

- Payment Processing: The payment gateway will reliably handle international payments, including currency conversions, without significant delays or errors.

- Technology Access: Users (both chefs and clients) will have access to reliable internet and compatible devices to utilize the platform effectively.

- Market Demand: There is sufficient market demand for private chef services, indicating potential user engagement and revenue generation.

- Feedback Mechanism: Users will provide constructive feedback on their experiences, allowing for continuous improvement of the platform.

- Regulatory Compliance: The platform will comply with all relevant food safety and employment regulations in the regions it operates.

7 Constraints

- Legal Regulations: Legal regulations on food safety, licensing, and liability may limit platform expansion into certain regions or require additional compliance measures.

- Development Timeline: Time constraints on development may result in the postponement of some non-essential features for future updates to meet project deadlines.

- Budget Limitations: Budget limitations may restrict the ability to include premium features in the initial release, requiring prioritization of essential functionalities.

- Resource Availability: Availability of skilled developers and designers may impact project timelines and quality.

- Market Competition: Existing competition in the catering and private chef industry may affect market entry strategies and pricing models.

- Technological Dependencies: The platform's functionality may depend on third-party services (e.g., payment processors, hosting providers) that can introduce risk if they experience downtime or service disruptions.

- User Privacy Concerns: Addressing user privacy and data protection regulations (like GDPR) may impose additional constraints on how user data is collected, stored, and used.