TEAM MEMBERS:
(IBM AI2102)

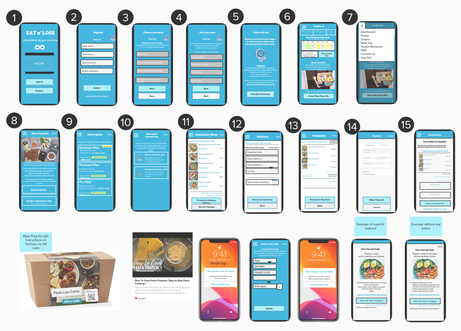
TAN G C JOHN
ONG LEE LEE
SEAH GHIM SIN
TEO KAI HENG

1 ENTERPRISE DESIGN THINKING (GROUP 2)

Persona : Diana Seah
40
Singapore
Bachelor Degree
Professional - PMET
Married with kids
Working a regular job, but has to take time when home to take care of the family's needs.
Tries to adopt healthy lifestyle, but largely has little time to herself

Hill Statement
Diana, a busy working mother, is able to make immediate and sustainable healthy dietary changes incrementally with help from a Meal Kit + AI guided plan

Top Pain Point:
- Busy schedule /
- time constraint as a hurdle to adopt healthy eating



2 FEATURES AND PRIORITIZATION

	FEATURES
1	LOG IN (SECURITY)
2	USER PROFILE (incl user database)
3	Dashboard (incl database on progress, points etc)
4	Database (own food database(progressive)) - Health Resource
5	AI Analytics - BMI Food Recommendation (Calories intake)
6	Customisable Subscription Plan / Individual Meal Kits Selection (Orders)
7	Food preparation (with Video Feature) Database
8	Delivery Options (partner with delivery companies platform)
9	Payment / Order Checkout
10	Social Media + In-App feedback

	PRIORITISATION	LEELEE	STEVEN	JOHN	KAI H.	FINAL
1	Database (own database/ progressive)) Health Resource	3	3	3	3	3
2	Food preparation (with Video Feature) Database	3	3	3	3	3
3	Customisable Subscription Plan / Individual Meal Kits Selection (Orders)	1	1	1	1	1
4	Payment / Order Checkout	2	2	2	2	2
5	LOG IN (SECURITY)	1	2	2	2	2
6	Social Media + In-app feedback	3	3	3	2	3
7	USER PROFILE (incl user database)	2	1	2	2	2
8	AI Analytics - BMI (Calories intake) Food Recommendation	8	8	8	8	8
9	Delivery Options (partner with delivery companies platform)	2	2	2	2	2
10	Dashboard (incl database on progress, points etc)	5	5	5	5	5
					total	31

3 MVP1 GOALS/NON-GOALS

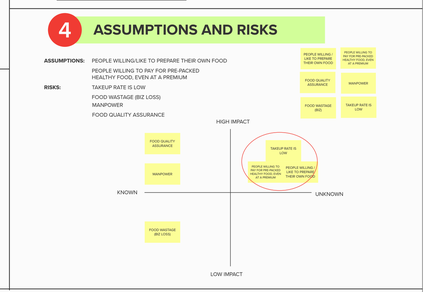
Persona: Diana Seah	
MVP-GOALS	Database (own database / progressive)) Health Resource
	Food preparation (with Video Feature) Database
	Customisable Subscription Plan / Individual Meal Kits Selection (Orders)
	Payment / Order Checkout
	LOG IN (SECURITY)
	Social Media + In-app feedback
TOTAL STORY PTS	14

MVP-NON GOALS	USER PROFILE (incl user database)
	AI Analytics - BMI (Calories intake) Food Recommendation
	Delivery Options (partner with delivery companies platform)
	Dashboard (incl database on progress, points etc)
	Social Media + In-app feedback
TOTAL STORY PTS	17

4 ASSUMPTIONS AND RISKS

ASSUMPTIONS:
PEOPLE WILLING/LIKE TO PREPARE THEIR OWN FOOD
PEOPLE WILLING TO PAY FOR PRE-PACKED HEALTHY FOOD, EVEN AT A PREMIUM
TAKEUP RATE IS LOW
FOOD WASTAGE (BIZ LOSS)
MANPOWER
FOOD QUALITY ASSURANCE

RISKS:



5 HYPOTHESIS & MVP STATEMENT

3 REVENUE MODELS
- **B2B SALES TO OUR FOOD KITS**
- **IN-APP ADVERTISING (COMMISSION)**
- **COLLABORATE WITH OTHER PLATFORMS**

ANATOMY OF HYPOTHESIS STATEMENT

IF WE PROVIDE DIANA SEAH
THE CUSTOMISABLE SUBSCRIPTION PLAN / INDIVIDUAL MEAL KITS SELECTION
WITH EASY-TO-PREP MEAL KITS TO EAT HEALTHY WITHOUT BEING TIME-CONSUMING

WE WILL OBSERVE:
1. GROWTH OF NEW SUBSCRIBERS FOR FIRST MONTH
   Eg: INCREASE 50 NEW SUBSCRIPTIONS/WEEK
   SUBSEQUENT GROWTH OF 12X AFTER 4 WEEKS (VARIABLE)
2. HOW MANY TIMES THE PERSONA IS ORDERING THE FOOD PER WEEK (5 TIMES PER WEEK)
3. SEPARATE IN-APP FEEDBACKS ON FOOD AND APP USER EXPERIENCE RATING WITHIN THE APP. ACCEPTANCE CRITERIA - "GOOD" FOR 70% OF USERS (USER WILL CHOOSE GOOD /BAD ONLY)
4. MONITOR THE APP STORE RATINGS AND COMMENTS. ACCEPTANCE CRITERIA - 4 STARS AND ABOVE FOR 70% OF USERS

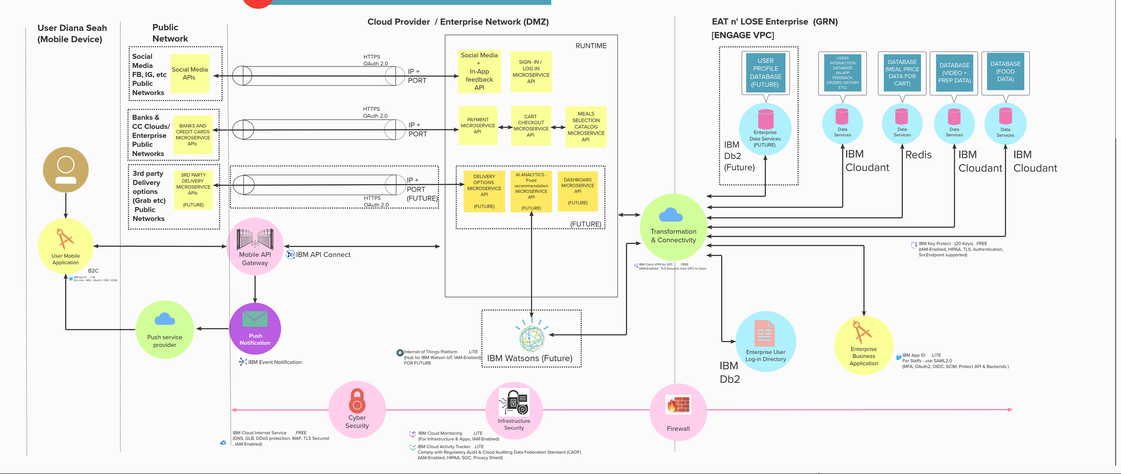
FINAL MVP STATEMENT

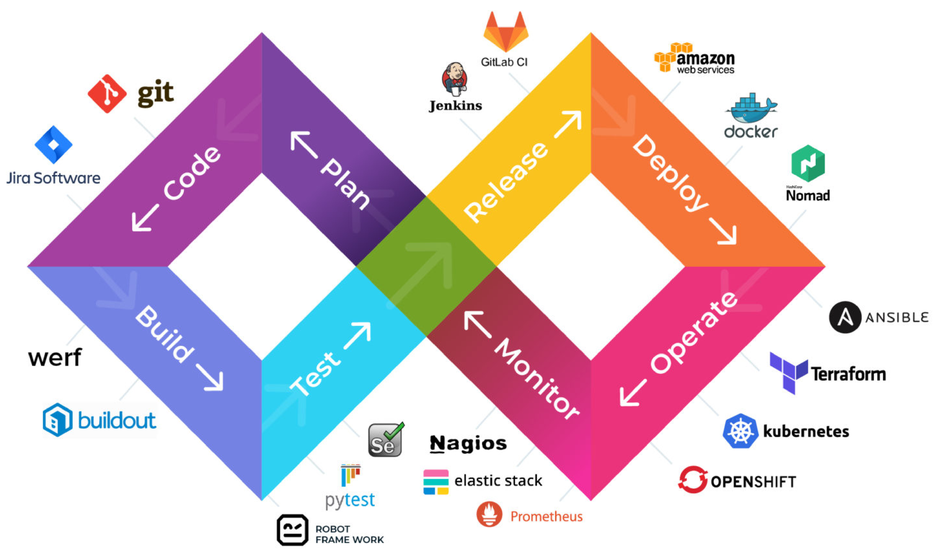
IF WE PROVIDE DIANA SEAH WITH THE CUSTOMISABLE SUBSCRIPTION PLAN / INDIVIDUAL MEAL KITS SELECTION
WE WILL ADDRESS THE RISK OF LOW TAKEUP RATE, MANPOWER ISSUE AND POSSIBLE FOOD WASTAGE

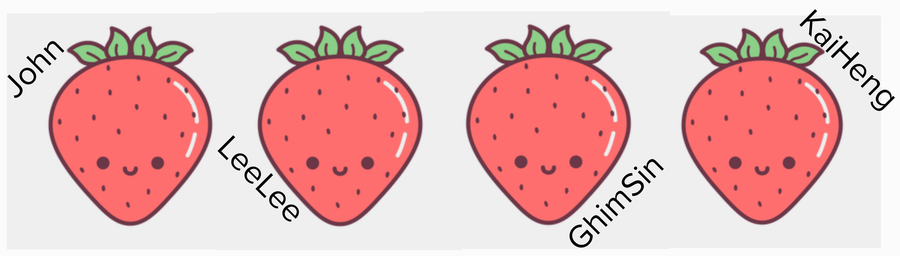
BY MEASURING:
1. THE RATE OF NEW SUBSCRIPTIONS
2. THE FREQUENCY OF ORDERS
3. APP EXPERIENCE & FOOD EXPERIENCE

WE WILL KNOW WE'VE ARRIVED WHEN WE OBSERVE:
1. GROWTH OF NEW SUBSCRIBERS FOR FIRST MONTH
   Eg: INCREASE 50 NEW SUBSCRIPTIONS/WEEK
   SUBSEQUENT GROWTH OF 12X AFTER 4 WEEKS (VARIABLE)
2. HOW MANY TIMES THE PERSONA IS ORDERING THE FOOD PER WEEK
3. SEPARATE IN-APP FEEDBACKS ON FOOD AND APP USER EXPERIENCE RATING
   WITHIN THE APP. ACCEPTANCE CRITERIA - "GOOD" FOR 70% OF USERS (USER WILL CHOOSE GOOD /BAD ONLY)

6 ARCHITECTURE DIAGRAM

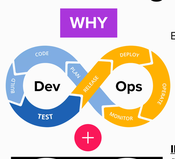






IBM Garage (DevOps + EDT)

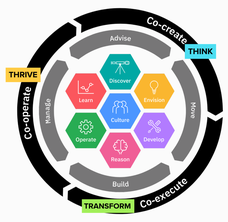
WHY



By definition, **DevOps** outlines
- a software development process and an organizational **culture shift** that speeds the delivery of higher quality software by
- **automating and integrating** the efforts of **development and IT operations** teams – that traditionally separated or in silos.

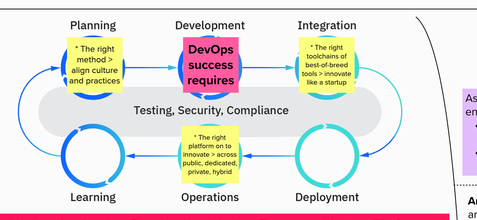
IBM Design Thinking puts the user needs first on its list of priorities.
- every decision-making is embedded in the ultimate **satisfaction of users**.
- The model is skewed towards attaining a complete understanding and **empathy for the consumer**.
- Good Design Thinking is achieved from the **client perspective**.

Agile + Lean

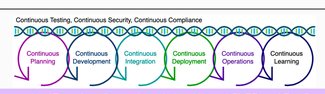


IBM Garage Methodology
The Methodology drives Enterprise Design Thinking at scale, is
- built on agile principles for colocated and distributed teams,
- leverages DevOps tools and techniques for continued delivery and operations, fosters digital talent and culture change, and
- enables Site Reliability Engineering.

Eat n Lose Enterprise we embraced the **IBM Garage**™ Methodology to kick-start the **DevOps** culture practices, equipped with the **EDT** (Enterprise Design Thinking), **Agile** methods with the **Lean** mindset, and modern architectures to achieve agility and business responsiveness.



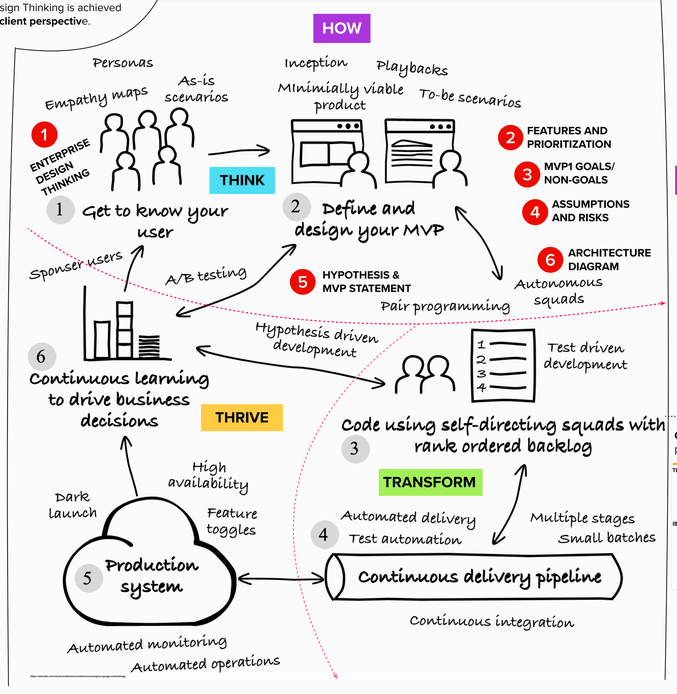
Modern **Application**. Develop by a Modern **Team** on a Modern **Platform**
DevOps is about people, process and tools for the benefit of Business Agility
Quotation by Andrea Crawford (IBM Distinguished Engineer (DevOps))



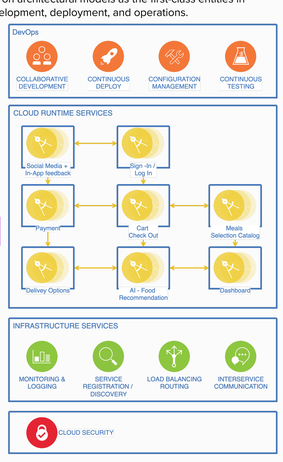
As a startup "**Eat n Lose**" we adoped cloud based CI/CD and DevOps environment, to eliminate wait times with Velocity for CI.
- To increase **Quality**, we automated the processes for build, integration, testing and facilitate CD.
- To up the **Velocity** by Cutting waiting time and Automation is a critical components for achieving DevOps success and CI/CD.

ArchOps is an extension for DevOps practice, starting from software architecture artifacts, instead of source code, for operation deployment. Mainly focus on architectural models as the first-class entities in software development, deployment, and operations.

HOW



WHAT



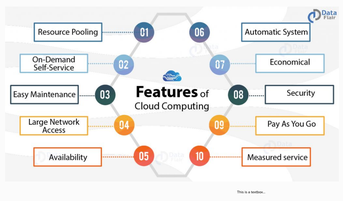
Open Toolchains: Choosing the right tools that excel at supporting new practices & technologies is a key step

TOOL	PURPOSE
Issues	Track your work, including defects, enhancements, and tasks with GitHub Issues.
GitHub	Store and manage your code.
Eclipse Orion Web IDE	Change your code and deploy it through the pipeline from a web browser.
Delivery Pipeline	Automatically build and deploy to IBM Cloud.
IBM Cloud	Build, run, and manage apps on this cloud platform.
DevOps Insights	Use analytics to advise on the likelihood of successful deployments.

Cloud

The cloud" refers to servers that are accessed over the Internet, and the software and databases that run on those servers. Cloud servers are located in data centers all over the world. By using cloud computing, users and companies do not have to manage physical servers themselves or run software applications on their own machines

As a New start up, Cost and speed is most fundamental. Using Cloud will help to lower our expenses and increase our rate of deploying our prototype out



5 Benefits of Cloud Technology for New Startups
1. Lower infrastructure and space expenses
2. Cost-effective support
3. Scalability
4. Capital preservation
5. Cloud technology connectivity

Microservices

	Monolithic	Microservice
Architecture	Built as a single logical executable (typically the server-side part of a three tier client-server-database architecture)	Built as a suite of small services, each running separately and communicating with lightweight mechanisms.
Modularity	Based on language features	Based on business capabilities
Agility	Changes to the system involve building and deploying a new version of the entire application	Changes can be applied to each service independently
Scaling	Entire application scaled horizontally behind a load-balancer	Each service scaled independently when needed
Implementation	Typically written in one language	Each service implemented in the language that best fits the need
Maintainability	Large code base intimidating to new developers	Smaller code base easier to manage
Transaction	ACID	BASE

Comparison of monolithic and microservice architectures. Source: IBM
https://cloud.ibm.com/catalog/services/cloudant

Multicloud

we will using

we are using Hybrid cloud for our project as you can see from the diagram we do have a public cloud and a VPC which is to store the more critical data.

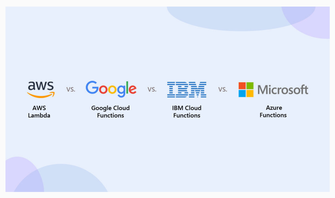
we will be adopting PaaS for our project as we want to have more time and control in our application and data

cloud-native development

Microservices	Containerization	Continuous delivery	DevOps
A microservices architecture is an application development approach in which a large application is built as a suite of modular components or services	Containers are a type of software that can virtually package and isolate applications for deployment	Continuous delivery is a software delivery approach in which development teams produce and test code in short but continuous cycles	DevOps is a methodology that promotes better communication and collaboration between development and operations teams

Source: https://www.techtarget.com/searchcloudcomputing/definition/cloud-native-application

Which to use?



Data

Data in Clouds :The ability to manage and govern your data regardless of location, respecting compliance and sovereignty

1

2

3

SQL VS NO SQL

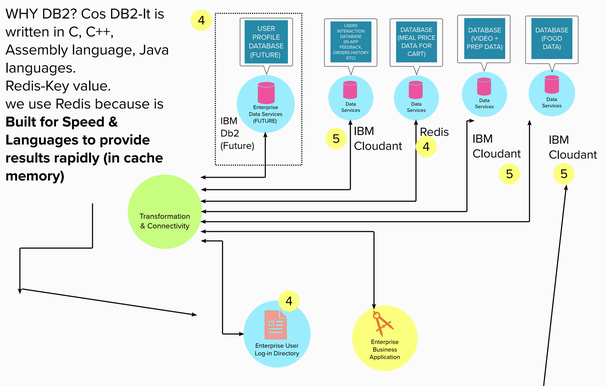
SQL(RDMS)	NO SQL
Structure DATA Vertical Scaling	Non Structure DATA Horizontal scaling 4 types

Database Type	Examples	When best used
Key-Value	Cassipse for Redis, Memcached, Amazon Dynamo(R)	Storing interaction data, user preferences, simple shopping carts. Not great at set operations.
Document	Cloudant, Cassipse for MongoDB	Event logging, content management, analytics. Not great at complex queries.
Column-Family	Cassandra, DB2 Warehouse	Event logging, couriers, blogs. Not compatible with ACID transactions.
Graph	GraphDB, Cassipse for JanusGraph, Neo4J, OrientDB	Social Networks, Location-based Services. Not optimal for certain types of bulk updates.

TRANSCATION	DATA RETRIVAL
A=atomicity C=consistency I=isolation D=durability	SQLstyle Query Look up by Id Map reduce Objection Navigation
Example of SQL	Example of No SQL
Microsoft SQl Server Oracle IBM DB2 MySQL	**Cloudant NoSQL DB** • High performance JSON document database • Built on Apache CouchDB • Built-in support for map/reduce • Useful in many NoSQL situations **Compose for MongoDB** • Open-source document DB • Documents similar to JSON objects • Used for log data, product data management, content management **Compose for Redis** • Key-value store • Especially useful for leaderboards and document ranking **Compose for JanusGraph** • Built on Apache Tinkerpop • Especially useful for modeling social networks

which one to use?
look at the data first.

WHY DB2? Cos DB2-It is written in C, C++, Assembly language, Java languages.
Redis-Key value.
we use Redis because is **Built for Speed & Languages to provide results rapidly (in cache memory)**



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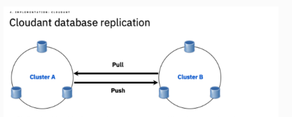
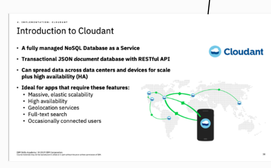


- Bi-directional (push/pull == sync)
- Continuous or point-in-time
- Filterable (replicate subset of docs in a database)
- Durable (replication will pick up where it left off)
- Allows for eventual consistency
- Separate clusters
  - In different regions, active-active
  - Can be used to cache data on a phone

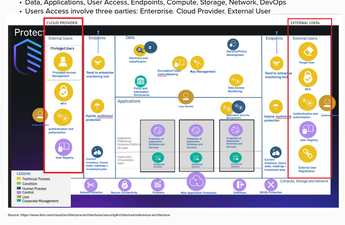
Replication is the ability to redundantly store data across the cluster at the entire database level or, via filters, replicate a subset of documents within one database to another. Database replication may be:
- Bi-directional: two database replicate with each other, such that each database contains a replica of the other's data (and vice-versa).
- Continuous: all participating databases agree to maintain a continually up-to-date replica of each other's database. Changes made to one instance of the replicated database are propagated to all other replicas in order to actively maintain synchronization.
- Point-in-time: databases can be configured to provide a "snapshot" back-up of a target database. Changes made to one instance of the replicated database are not propagated until the next manual replication job. This type of back-up is useful as a back-up and restore point in the event a roll-back becomes necessary.
- Filterable: an entire database may be replicated, or a subset of the documents within a database may be replicated instead.
- Durable: Cloudant databases can pick up and resume where they left off in the event that a replication job is interrupted (due to a network outage, for example).



Cloudant stores data as self describing JSON documents. The Cloudant RESTful API makes every document in your Cloudant database accessible as JSON using a URL, making it programming language agnostic; this is one of the features that makes Cloudant so powerful for web and mobile applicationsxtbox.

Security

OVERVIEW OF CLOUD SECURITY - WHAT WE NEED TO PROTECT
- Data, Applications, User Access, Endpoints, Compute, Storage, Network, DevOps
- Users Access involve three parties: Enterprise, Cloud Provider, External User

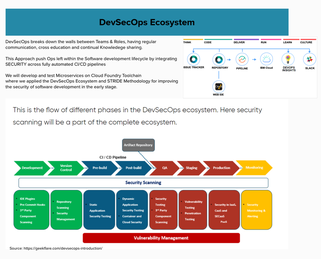


DevSecOps Ecosystem

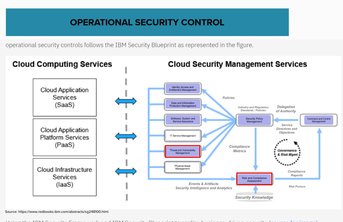
DevSecOps breaks down the walls between Teams & Roles, having regular communication, cross education and continual Knowledge sharing.

This Approach push Ops left within the Software development lifecycle by integrating SECURITY across fully automated CI/CD pipelines

We will develop and test Microservices on Cloud Foundry Toolchain where we applied the DevSecOps Ecosystem and STRIDE Methodology for improving the security of software development in the early stage.



OPERATIONAL SECURITY CONTROL



These are some real-life examples of each of the Top 10 Vulnerabilities and Cyber Threats for 2021 according to The Open Web Application Security Project (OWASP).

A01 Broken Access Control	A06 Vulnerable and Outdated Configurations
A02 Cryptographic Failures	A07 Identification and Authentication Failures
A03 Injection	A08 Software and Data Integrity Failures
A04 Insecure Design	A09 Security Logging and Monitoring Failures
A05 Security Misconfiguration	A10 Server - Side Request Forgery

Source: https://www.harangi.pro/blog/real-life-examples-of-web-vulnerabilities (Author: Israih Chua , 4 Jan 2022)

SECURITY IN APPLICATION DEVELOPMENT - SECURE ENGINEERING PRACTICES

Threat Modeling is also formed a critical part when come to secure Engineering practices,
It allows the Development group to identify any potential attacks against an application,
and to make decisions about how to address these risks. So,

THREAT MODELING IS AN EFFECTIVE TECHNIQUE FOR IMPROVING SECURITY OF SOFTWARE DEVELOPMENT IN THE EARLIER STAGES

GET STARTED BY ASKING
1. What kind of Threat model need to be built?
2. What are the pitfalls?
3. What actions should be taken to recover from potential cyber attacks?
4. Did the threat model works?

THREATS MODELING PROCESS
1. **Identify Assets** (Eg: Data, Applications, Networks)
2. **Outline Architecture**
3. **Breakdown the Application**
4. **Identify Threats**
5. **Classify & Structure Threats**
6. **Rate Severity of Threats**

Common Threat Modeling Methodologies (used to access and prioritize threats)
1. **STRIDE -** to identify potential vulnerabilities and threats. *
2. **PASTA -** create a process for simulating attacks to Applications, analyzing threats, their Origin, the risks they pose to Organization and how to mitigate them.
3. **TRIKE -** used when Security auditing from a risk management perspective

USE STRIDE - A POPULAR & WELL-DOCUMENTED APPROACH FOR INITIAL EFFORT

	Type of Threat	What Was Violated	How Was It Violated?
S	Spoofing	Authentication	Impersonating something or someone else to gain access
T	Tampering	Integrity	Modifying data on disk, memory, network, etc.
R	Repudiation	Non-repudiation	Claim to not be responsible for an action
I	Information Disclosure	Confidentiality	Providing information to someone who is not authorized
D	Denial of Service (DoS)	Availability	Causing an attacker/hacker access to resources they are not authorized for
E	Elevation of Privilege	Authorization	Allowing access to someone without proper authorization

Source: https://www.owasp.org/threat-modeling/

*Since our Architecture includes several microservices, STRIDE methodology would be a good choice for initial startup efforts.

BEST way to be prepared is to performed Cyber Risk Assessment

(Refer to IBM Cyber Security Assessment - https://www.ibm.com/security/digital-assets/services/cloud-security-assessment)

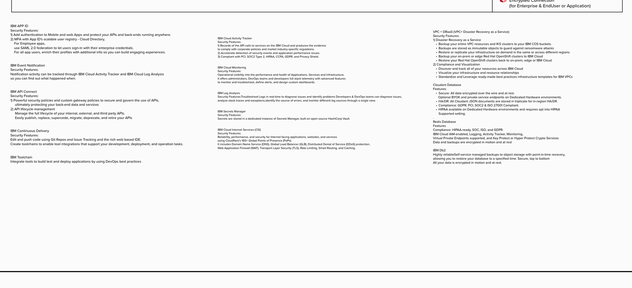
Identify Security Risks
- Qualitative Analysis that expressing potential Future loss in financial terms
- using FAIR Methodology

AREA OF CONCERN	Cloud Security Checklist
1) Change Control and Configuration	**Do you have and manage a Configuration Management Database (CMDB)?** Recommendations Checklist - Implement a SaaS Configuration Management Database that covers Servers, Endpoints and Infrastructure appliances. - Integrate the Configuration Management Database with scheduled review and update cycles. - Enhance the Configuration Management Database with automated discovery and registration of all devices.
2) Data security and privacy	**Does the various data in your Applications have designated Owners and Classification?** Recommendations Checklist - Data types should be understood. - Data owners should be defined and documented. - Data locations should also be defined and registered. - Data classification should be established with full registry of Data location by type with a periodic revalidation of data ownership and location.
3) Governance	**How do you track and manage Security related business risk to the cloud?** Recommendations Checklist - Metrics must be defined and complete, captured on a consistent basis, reviewed in a timely manner, and require minimal manual effort to support analysis and reporting. - Metrics should be aligned to business risk and business objectives to drive higher level analysis and awareness. - Metrics should be used to track and manage process performance and shared with broader program teams. - Metrics should be reviewed on an iterative cycle to determine appropriateness and effectiveness. - Metrics should be updated as required and targets set to support continuous improvement.
4) Risk Management and Compliance	**Do you perform any Risk Management oversight or Governance specific to the cloud?** Recommendations Checklist - Risk Management recommendations should be reviewed for security risks using a formal risk assessment methodology. - Technical and Business needs should be considered for risk reviews (ahead of implementations) - Risk Owners should be identified to track identified risks within cloud and virtualized environments and communicated to management. - Risk management oversight governance should be reviewed on a regular basis to meet the needs of the organization - Risk Appetite should be defined - The likelihood and impact of a Security Threat should be reviewed by management before Cloud Initiatives are purchased and virtualized solutions are implemented.
5) Infrastructure and Virtualization	**How is the Secure provisioning of IAAS, PAAS and/or SAAS approached?** Recommendations Checklist - Tools should be used to securely provision virtual machines, protect multi-tenancy environments and identify users. - Provisioning of virtual machines should be automated and integrated with existing processes. - Security provisioning requests and violations should be tracked and reported to management. - Secure cloud provisioning technologies should be regularly reviewed for their effectiveness. - Cloud Provisioning should be automated. - Non-controls should be implemented
6) Application and Interface Security	**How does your Organization perform secure development and deployment practices?** Recommendations Checklist - Set up test driven development and automation of Qa Security Testing. - Introduce of Qa testing against defined security requirements. - Schedule security testing in Qa and production using static and dynamic code scanning.
7) Identity and Access management	**How mature are your identity and access management solutions for cloud assets?** Recommendations Checklist - Set up test driven development and automation of Qa Security Testing. - Introduce of Qa testing against defined security requirements. - Schedule security testing in Qa and production using static and dynamic code scanning.
8) Human Resources Security	**Do you provide training on the use of Cloud and Cloud Services?** Recommendations Checklist - Ensure that key users and administrators staff are trained on security issues within multi-tenancy and cloud environments. - Training should be tracked and reported to management. - Thresholds should be set to indicate when training is effective and ineffective, and testing through simulated attacks and exercises should be performed. - End user and administration security violations on which users were trained should be tracked and education programs updated to improve their effectiveness.

SECURE ARCHITECTURE USING IBM PRODUCTS AND SERVICES

*Denote: FREE for 30days Trial LITE = Always FREE IAM-Enabled = Access Control HIPPA = Health Insurance Portability and Accountability SOC = Security Operation Center

@User (External)	IBM Cloud Provider / Enterprise Network (Scope/Responsibility)				@Enterprise EAT N' Lose	
Encryption @ Device	Security@Public Network	SEC @Platform, Infrastructure		Security @Network and Firewall, Storage	Security @Data	Security @Application, Developer Tool
IBM App ID LITE (For User, MFA, Oauth2, OIDC, SCIM)	Event Notification LITE (Push Notification, IAM Enabled)	IBM API Connect LITE (Oauth2 & JWT, IAM-Enabled)		IBM Cloud Internet Service FREE (DNS, GLB, DDoS protection, WAF, TLS Secured , IAM-Enabled)	IBM Key Protect LITE (Keys) FREE (IAM-Enabled, HIPAA, TLS, Authentication, SvcEndpoint supported)	IBM App ID LITE For Staffs - use SAML2.0 (MFA, Oauth2, OIDC, SCIM, Protect API & Backends)
		Cloud Foundry FREE (PaaS manage Microservices)		VPC+ DiRaaS LITE (VPC+ Disaster Recovery, IAM-Enabled)	IBM Cloudant LITE (IAM-enabled)	IBM App Configuration LITE (For DevOps , IAM-Enabled)
		Internet of Things Platform LITE (Hub for IBM Watson IoT, IAM-Enabled) FOR FUTURE		IBM Client VPN for VPC FREE (IAM-Enabled , TLS Secured, from VPC to User)	Database by Redis (IAM-Enabled, HIPAA-Enabled	IBM Secrets Manager FREE (For Apps, IAM-Enabled, SvcEndpoint supported)
		Virtual Server for VPC FREE (IAM-Enabled, HIPAA, PIN Services Validated)		Cloud Object Storage LITE (Object Storage, Standard, 25GB/mn 4KLON Encryption w/HYOK,DSE KMIP for Data Integrity and Erasure, HIPAA, PIN Service Validated)	IBM DB2 FREE (IAM-Enabled, HIPAA-Enabled)	IBM Log Analysis LITE (For Apps, IAM-Enabled)
		Hyper Protect Virtual Server FREE (IAM-Enabled)			Analytics Engine LITE (IAM-Enabled, HIPAA, Service Endpoint supported) FOR FUTURE	Watson Studio LITE FOR FUTURE Watson Assistant LITE FOR FUTURE (IAM-Enabled, HIPAA)
					IBM Cognos Dashboard Embedded LITE (IAM-Enabled) FOR FUTURE	Continuous Delivery LITE (IAM-Enabled)
			IBM Cloud Monitoring LITE (For Infrastructure & Apps, IAM-Enabled)			Toolchain LITE (For Apps Developer, IAM-Enabled)
			IBM Cloud Activity Tracker LITE (For Infrastructure & Apps, Cloud Auditing Data Federation Standard (CADF) (IAM-Enabled, HIPAA, SOC, Privacy Shield)			SSL Certificates For Upgrade Encrypted Connection (for Enterprise & EndUser or Application)



AI

As part of the app features, there is an AI component which is the meal kit recommendation based on the user profile to help the user achieve his/her diet goal.
However the AI component is a feature that is not part of the MVP.
As per the architecture diagram, this feature will be integrated in the future after the business success of the MVP, as part of the incremental improvements to be made to the app.

BUSINESS CASE FOR THE FUTURE AI COMPONENT:
1. AI Engagement and Personalisation - allows for personalised plan to help/assist user to reach diet goal.
2. AI Engagement and Personalisation - Enhance user experience with personalised touch
3. AI Insights and knowledge - Will allow us to understand our users dietary choices and build up our database for improvement
4. Operational efficiency - better prediction of users choices can allow us to operate with less food wastages and improved procurement of ingredients & preparation of food

Likely translates to expansion of user base, increased sales of meal kits, rise in profit margins and improvement in meal kits recipes

ROADMAP FOR IMPLEMENTATION OF AI COMPONENT FOR MEAL KITS RECOMMENDATION:

DATA IS THE FUEL FOR MACHINE LEARNING.
However there is a lack of useful data for the implementation of the AI for ML at the start.

1 DATA STRATEGY:

Pre-MVP phase Data:
1. Food info data
2. Meal Prep instructions & videos data

} Can be used for classifying / clustering of food based on groups such as cuisine type, nutritional info, meal type, similarities in ingredients, which can be used for ML later

During MVP roll-out phase Data collection:
1. Collect Users' Meal kits order history data
2. Collect Users' ratings for ordered meal kits data

} Build up initial user database:
- to perceive the individual users' preference for the meal kits
- know which meal kits are popular / not popular, to fine-tune the menu
- can be used for classifying/clustering users based on their meal kits preferences for ML later

Post-MVP phase 1:
Roll out User Profiling -> users fill in physical traits & diet plan.
Users base should be sufficiently large (