

Cooking App

THE BRIEF

“Design a cooking app that shows recipes based on what ingredients user has at home.”

STAKEHOLDERS

- ❖ Siblings living together



THE GOALS

STAKEHOLDER:

- Show recipes based on what ingredients user has at home
- Maintaining the cooking schedule according to user preference.
- Have more than one profiles containing information about likes and dislike food items/ ingredients.
- Easily find recipes based on user favourites and like food items.

Target audience

Siblings living together and away from their parent's home.

Our personas are:

- Alisen
- Berry



Alisen

She is independent individual living with her younger brother in Toronto downtown. She is a software developer. She has a big friend circle. So her friends come home for dinner or lunch once a week. “She finds a hard time to coordinate cooking schedule with her brother as they both are busy, which leads to ordering food from outside”. She loves cooking and trying new recipes.

Berry

He is a student in university, living with his elder sister in Toronto downtown. Spends most time traveling from home to university. He always busy in his assignments and study, that results in “finding a hard time to coordinate the cooking time with his sister”. He only knows his mother’s recipe but likes to try different cuisines on his free days by finding videos on youtube.

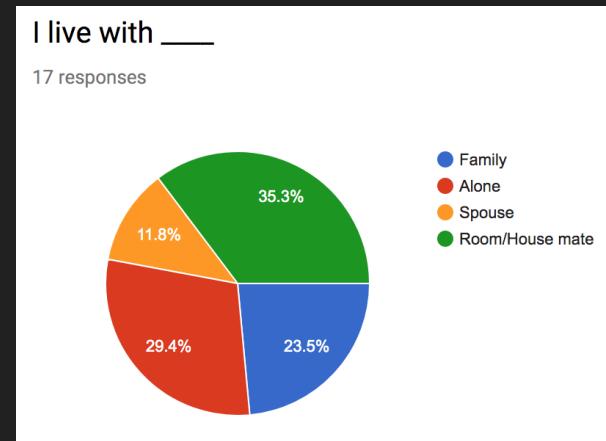
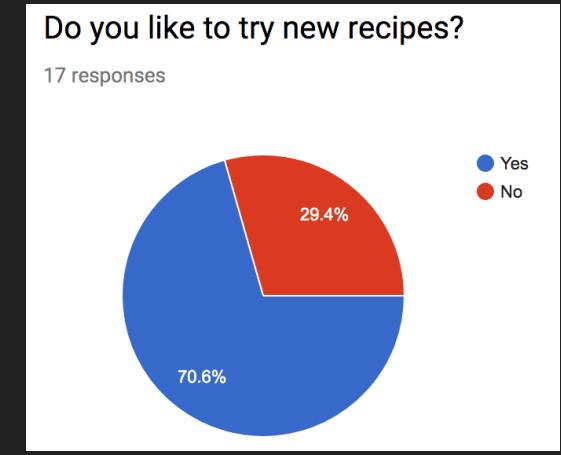
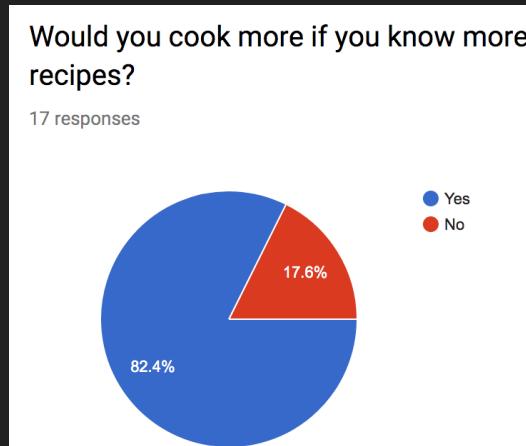
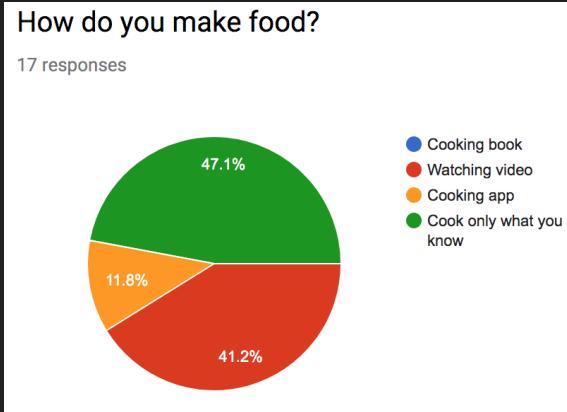


ASSUMPTIONS AND RATIONALE BEHIND RESEARCH

- The target audience likes trying different cuisines but does not have a good source to find a recipe.
- Having a cooking schedule will solve the problem of coordinating cooking time with other members in the same house.
- A user wants to see more recipes based on their food preferences.

RESEARCH ARTIFACTS

- ❖ How do you make food?
- ❖ Would you cook more if you know more recipes?
- ❖ Do you like to try new recipes?
- ❖ Who do u live with?
- ❖ What age group are you in?
- ❖ How often do you cook at home?



Redefined brief

Create a cooking app which shows suggestions according to user preferences, maintain a cooking schedule and find recipes based on ingredients user have at home.

COMPETITIVE ANALYSIS.

Supercook

This website let user select the ingredients and shows the suggested recipes according to ingredients. Then we can filter by Diet, Key ingredient, Meal type and cuisine. On the left side of page you can select the ingredients sorted by the type of food. For example dairy, vegetables, fruits etc. It will show the list of dish with pictures that you can make from the selected ingredients. The recipes are from different cooking websites. If you click on the dish we will see different interface for different recipes. When we select the dish. It will show the percentage of people tried this recipe and likes. It shows all photos uploaded by users. It will show all the requirements and details for preparing dish step by step.

Gap - As it links to the different cooking site so it do not have same interface/ layout for all recipes which will confuse the user. (different cooking site like foodnetwork.com, myrecipes.com, food.com etc)

APPLICATION NAME: Supercook

Your ingredients(0)

SuperCook

How would you like to enter your ingredients?

Type them Choose from categories

Dairy

Vegetables

Fruits

Baking & Grains

Added Sweeteners

Q

Dinner's Met its Match!

Just add your ingredients and Supercook instantly finds matching recipes from the most popular cooking websites!

To get started, choose your ingredients from the categories on the left.

Already have a dish in mind? Search for any dish

As featured in:

HOME

Your ingredients(1)

SuperCook

70,248 matches. You can make 51

Do you have? flour butter vinegar food coloring milk margarine sugar asparagus bacon bread

Hard Boiled Eggs

Perfect Poached Eggs

You've got all the ingredients! It uses your: egg

You've got all the ingredients! It uses your: egg

Advertisement

Visions Electronics: Nearby Visions Electronics

Electronics for Home, TV, Car Audio, Computers, Appliances

SELECT CATEGORY

TOMATO SANDWICH



★★★★★ (1)

Recipe by charlie 5



2 People talking
Join the conversation!



[SAVE RECIPE](#)

READY IN: 5mins

SERVES: 1

[DIRECTIONS](#)

[Print Recipe](#)

1. Click "Print Recipe"
2. Add Extension
3. Get Delicious Recipes!



ADVERTISEMENT

[CONTINUE >](#)

Step 1:
Click 'Continue'

Photos of recipe

ALL | REVIEWS | TWEAKS | Q&A

SORT BY: MOST RECENT

review by Sageca
8/10/2008

★★★★★

I guess it is weird to rate a tomato sandwich but I had an urge. A beautiful ripe tomato was sitting on the counter begging to be a star. Turned out great. I made it for Healthy Choice tag game. So I used Whole wheat bread and light Becel or make it a bit healthier, thanks for sharing t...
[More](#)

[Like](#) [Reply](#)

photo by Sageca
8/10/2008

geniuskitchen.com

[SAVE RECIPE](#)

READY IN: 5mins

SERVES: 1

DIRECTIONS

UNITS: US

INGREDIENTS

Nutrition

2 slices bread

1 homegrown tomatoes, sliced

1½ tablespoons butter

salt

[PRINT RECIPE](#)

[CLICK TO SEE FULL RECIPE](#)

JOIN THE CONVERSATION



UPLOAD



REVIEW



TWEAK



ASK



ADVERTISEMENT

Step 1:
Click 'Continue'

Step 2:
Add the app

Step 3:
Enjoy Free Recipes!

YumRecipeFinder

Instructions

Reviews

A screenshot of the allrecipes.com website. At the top, there's a banner with the text "A cupboard full of inspiration" and a link to "SEE OUR PASTA RECIPES". Below the banner, there's a navigation bar with links for "Follow us on:" (Facebook, Pinterest, Instagram, Twitter), "BROWSE", "Find a recipe", "Ingredient Search", and "Create a profile". A "Get the Allrecipes magazine" button is also present.

The main content area shows a recipe for "Eggs on the Grill". The title has a 5-star rating. Below the title, it says "64 made it | 24 reviews | 6 photos". The recipe is attributed to "Recipe by: Jen" and includes a short description: "Have you ever tried eggs on the grill by using a muffin pan? Just spray the pan and crack the eggs and put them on the grill. Try adding some chopped peppers and onions or anything to your liking." There's a large image of the eggs cooking in a muffin tin. Below the image are several smaller thumbnail images of various dishes. A "Watch" button is overlaid on the main image.

Below the image, there are buttons for "Save" (with a heart icon), "I Made It" (with a keyhole icon), "Rate it" (with a star icon), "Print" (with a printer icon), "Pin" (with a Pinterest icon), and "Share" (with a Facebook icon). To the right of the main image, there's a sidebar titled "Recommended" with two more recipe cards: "Cheesy Broccoli Potato Topper" and "Avocado Toast".

The main content area continues with "Directions" for the recipe, which includes a prep time of 2 minutes, a cook time of 15 minutes, and a total ready time of 20 minutes. The directions are:

- Preheat an outdoor grill for medium high heat.
- Coat all holes of a muffin pan with cooking spray and crack an egg into each hole.
- Place on grill and grill over medium high heat for 2 minutes, or to desired doneness.

Below the directions are sections for "Footnotes" and "Nutrition Facts". The footnotes mention using Reynolds® Aluminum foil for moisture and even cooking. The nutrition facts provide details for one serving: 143 calories, 9.9 g fat, 0.8 g carbohydrates, 12.6 g protein, 372 mg cholesterol, and 140 mg sodium. A "Full nutrition" link is also provided.

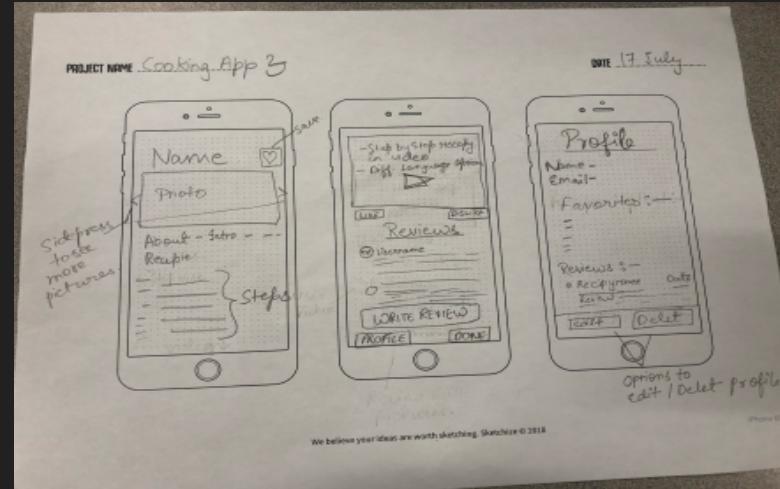
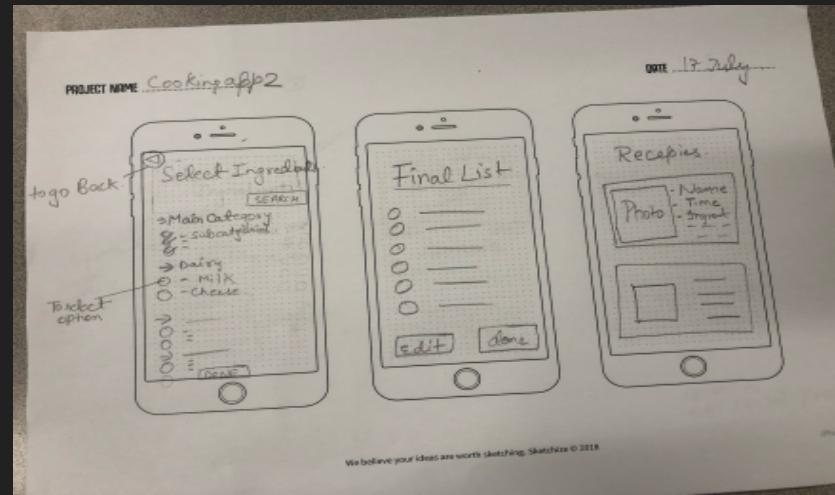
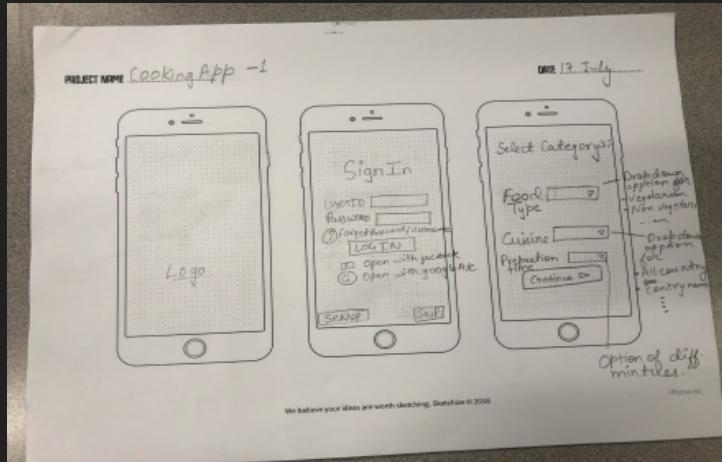
At the bottom of the page, there's a "I made it!" button with a keyhole icon, a "Share" section with a text input field containing "Waiting for sofia.trustx.org...", and an "ADVERTISEMENT" section featuring a photo of spaghetti with a caption: "From arrabbiata to carbonara..." and a "GET IDEAS HERE" button.

Similar features but have different layout because Supercook give link to actual website showing the selected recipe.

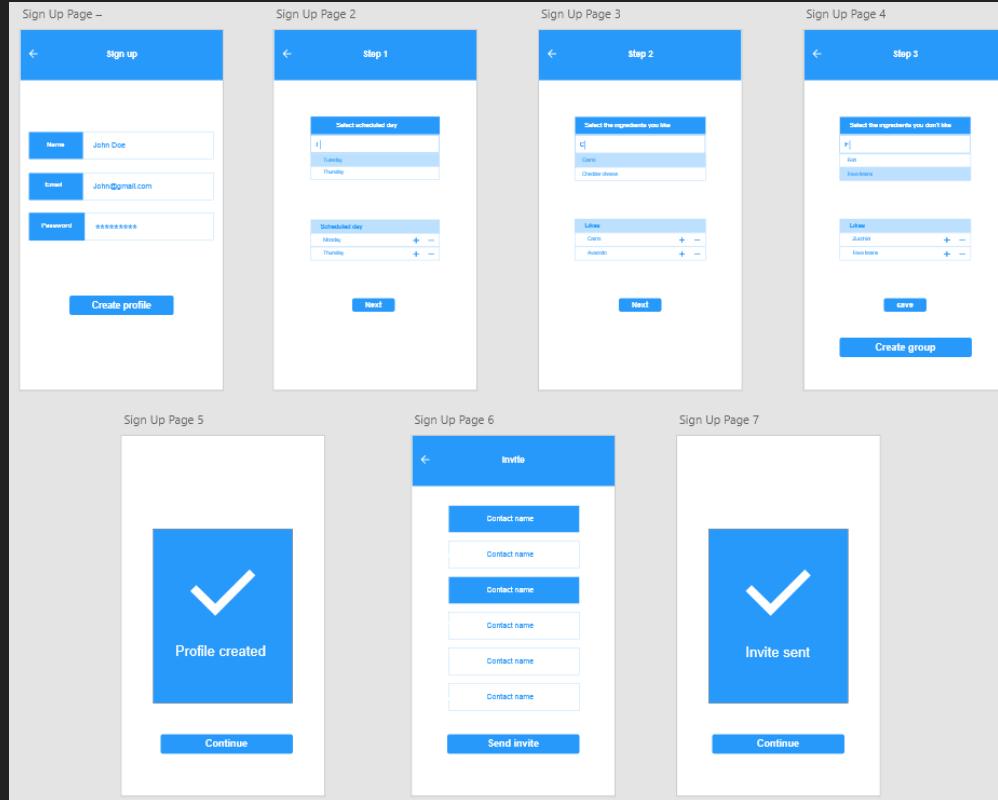
allrecipes.com



Low fidelity wireframe



High fidelity wireframe



Log In Page

Suggestion Page

Select Ingredients

Receipte lists

Receipte page

Favourite page

Profile Page

Cooking Schedule Page – 3

Cooking Schedule Page – 4

Final product