Pitch: Looking up a recipe online is a far longer process than it needs to be. Trying to read through someone's story is an unnecessary step in the process of recipe acquisition. JustRecipes seeks to amend that by providing, as the name suggests, just the recipes(and their ingredients).

- People who cook at home often look up recipes online, especially beginners.
- Recipes online are often far lengthier than is necessary.
- People would be more likely to engage with an app that provided concise information in regards to recipes.

User Research:
- Identify the prevalence of the issue of recipe overload.
- Determine the likelihood of use.
- Is there interest in recipe curation? (Would people be open to recipe suggestions based on their previous searches?)
- Is there interest in a "one-stop shop" for recipes in a large variety of food genres?(I.e. Vietnamese, Thai, Italian, German, Ethiopian, etc.)
- Determine the most likely user demographic. (Health-conscious people, parents, single vs married etc)

Research Questions:
1. Do you cook?
2. Have you experienced frustration while searching for recipes?
3. What frustrations have you experienced searching for recipes?
4. What kind of foods do you prefer to cook?
5. How many times do you cook in a week?
6. How many styles of food do you like to eat(Italian, German, Vietnamese, etc.)?
7. How likely are you to use a recipe app?

Analysis:

Key findings
1. People do not like the long intros before being able to see the actual recipe.
2. The ingredients they may or may not have causes issues in the process of recipe selection.
3. The process of finding a recipe and cooking the recipe may take too long

From our small number of responses, there are still a small number of people who cook less than 3 times a week.

An app that allows users to quickly find, read, and cook recipes with a wide variety of food styles and cook times would be beneficial to most people who cook at home. Another potential feature would be an ingredients list/tracker to eliminate recipes for which you don't have the ingredients or create a shopping list. The sample size for the survey is pretty small and for someone who is genuinely trying to make a useful app, they would benefit largely from surveys like this. Just from the small number of responses, we are able to come up with ideas to increase the quality of our ideas. The more answers we got, the more we learned about the different needs of people which led to the thought of other, better, questions we could have used in our survey.

Revised Elevator Pitch:

Searching for recipes is not very intuitive; there should be a filter for ingredients, quick and easy access to the recipes themselves, a wide variety of foods to select from, and recipes based on cook times. JustRecipes would be built with all of these ideas in mind.