**Capstone Project Proposal**

Andy White - March 2021 Cohort

**Introduction**

Finding any information is quite tedious these days, even more so, when it comes down to finding recipes and ingredients in order to make a simple cocktail. Most blog sites or news articles provide too much information that only serve to give the user a cluttered experience when trying to make their own drink. For my project, I propose a simple cocktail recipe web application that utilizes the CocktailDB API in order to store and display all the necessary ingredients all in one platform, so that users will not have to worry about being misled in their searches. The main focus of this application is to have more of a streamlined approach and to have an optimized experience in making their very own cocktail.

**Objectives**

* To provide an easy-to-use application with a heavier emphasis on simplicity.
* Optimize searches by taking into account previous searches for cocktails stored within a database in order to reduce repetitive API calls.
* Provide a streamlined approach; by optimizing search information to be as simple and direct as possible for the end user.
* Provide a simple web interface; reducing the amount of cluttered information.

**Target Customers**

* Cocktail Enthusiasts - For users who just want quick and simple searches for their cocktails without having to waste too much time on reading information that they don’t particularly need.
* Curious Individuals - For users who are interested in learning about making cocktails on their own, and having a brief overview on where to get started.

**Value Proposition**

This application fills the need of both moderate and enthusiast users that require a tool that can be used in a more direct approach for their searches. By having simplicity as one of the priotized features, this application can have a unique position within the cocktail market.