App Idea - Ingredient It

Elevator Pitch

Have you ever eaten out and wanted to make it at home? Give ingredientIt your meal
And we'll send you handpicked recipes from our most trusted sources

Assumptions:

1. Not everyone is a chef
2. Recipes can be confusing to find
3. You don't have to go out for your favorite meal
4. People don't want to pay premium prices to have someone else make their food.
5. Nutritional information

Problem Statement

Identify the needs of people who want to cook at home.

Survey Design

1. How often do you cook at home?
2. How often do you go out to eat?
3. If you could would you cook your favorite dishes at home?
4. Do you think you're spending too much on eating out?
5. If you could save money by cooking at home would you?
6. Is it hard to find the ingredients necessary?
7. What other obstacles prevent you from cooking at home?

Key Findings:

- 100% of people would like to cook their favorite meals at home
- 100% of people would cook at home if it saved them money
- Most common obstacles are knowledge and time

Were you able to answer the problem statement? Yes, our survey showed a demand for the problem.