

---

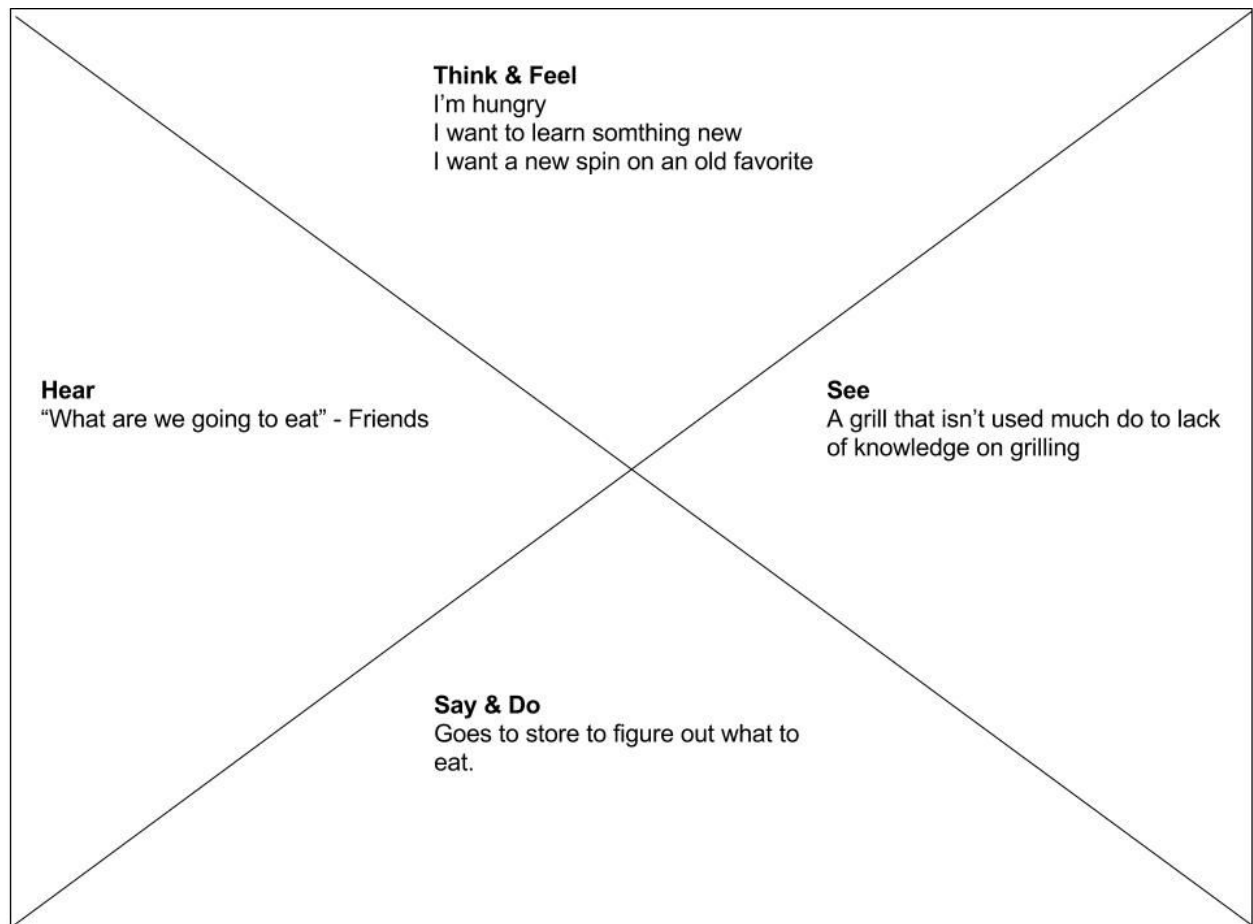
# Easy Grillin'

Lynn Mitchell

## Elevator Pitch

Easy Grillin' is an app that can help anyone learn how to grill or smoke meat and learn new recipes to try. This app also helps with learning what cuts of meat to get and what cuts are better than other.

## Empathy Map



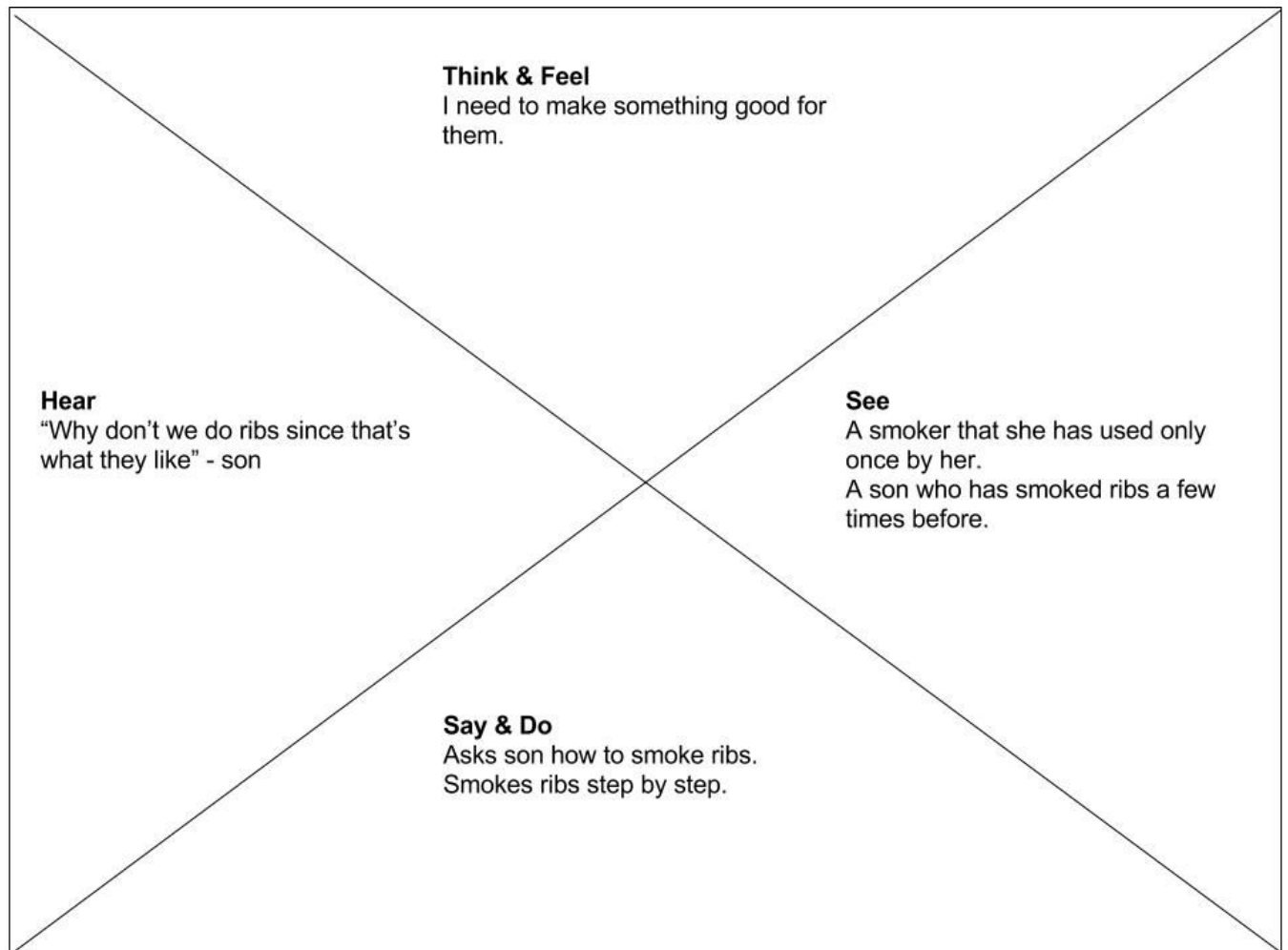
## Business Goals

1. This app needs to help people learn how to cook a good meal
2. Teach new recipes
3. Appeal to people ages 18-50

## Journey Map & Empathy Map

Name: Jennifer Mitchell

This user is a mother of two who has family in town who she has been asked to bring part of the meal



Stages	Stage 1	Stage 2	Stage 3	Stage 4
User Goals	Went to store to get ribs.	Came home and asked son to write down the steps.	Followed the steps to prep the ribs.	Followed the steps to cook the ribs.
Details/ Environment	Got two baby back racks to smoke.	Her son is who normally smokes and grills.	Covered the ribs in mustard and then the rub.	Put the ribs in the smoker on 250 degrees for 2 hours. Then took the ribs out and wrapped them in foil and put them back in for another two hours. Then took them back out and put sauce on them. Then put the ribs back in for one more hour.



Ideas	Show avg. prices		Step by step instructions	Timer with next steps
-------	------------------	--	---------------------------	-----------------------

## Interviews

Name: Ashley Cole

Type of user: Wanting to learn how to cook.

1. If you need a timer when cooking do you use your phone timer or another device?
  - a. I usually use my phone for a timer because the oven and microwave ones can be difficult and accidentally turned off
2. If you look at a recipe is it normally on a phone, computer, print out, or book?
  - a. I usually use pinterest on the computer to find a good recipe unless it's a family recipe then i look it up in a cookbook.
3. Do you normally eat out or at home?
  - a. Unless I'm working or after church I don't eat out to save money
4. Whenever you don't eat out who does the cooking?
  - a. I usually do all the cooking at home or share it with my boyfriend when he's around.
5. What are you eating habits?
  - a. I eat out at fast food whenever I have a long shift but besides that usually breakfast food, pizza, or vegetables when I have time to cook.
6. Are you someone who likes eating the same things or do you try new recipes?
  - a. I like trying different stuff but if i need something quick and easy I go back to the basics.
7. How familiar are you with different cuts of meat?
  - a. I kind of have to be considering my dad is a meat manager.
8. Do you use app notifications or turn them off (excluding messaging and email)?
  - a. For the most part they are left on.
9. How hard is it for you to find a recipe that you can accomplish?
  - a. Not too hard.
10. When cooking is the clean up quick and easy?
  - a. Clean up is usually pretty easy be but sometimes stuff gets left sitting there and it gets stuck on.
11. Do you try to clean up as you cook everything or after the meal?
  - a. I try to multitask as much as I can and clean as I go. That usually works out but cleaning pots or pans I usually leave that till after I get done eating.
12. When you cook do you try to do something simple or more complex?
  - a. I try to keep it simple. It doesn't have to be fancy for me or whoever I'm cooking for. As long as it tastes good it doesn't matter.
13. When you eat out is it normally a drive through or sit down restaurant?

- a. I usually do fast food because it's got to be something quick that I can pick up and go.
- 14. Do you normally eat alone or with others when you cook?
  - a. Depending on the day of the week but it is usually when I am alone.
- 15. When cooking do you like to cook something quick or something that takes some time and preparation?
  - a. It depends on what I have planned that day. If I don't have anything planned I usually try to get take my time.

Name: Brad Mitchell

Type of user: Wanting to learn new recipes for grilling and how to smoke.

1. If you need a timer when cooking do you use your phone timer or another device?
  - a. I will use my phone timer.
2. If you look at a recipe is it normally on a phone, computer, print out, or book?
  - a. It is usually in a book.
3. Do you normally eat out or at home?
  - a. I eat out mostly
4. Whenever you don't eat out who does the cooking?
  - a. We share the cooking in my house. My wife cooks the most but sometimes my son and I do.
5. What are your eating habits?
  - a. Southern diet like potatoes, fried chicken, etc...
6. Are you someone who likes eating the same things or do you try new recipes?
  - a. I like eating the same things although I have quite a variety of things I eat.
7. How familiar are you with different cuts of meat?
  - a. I'm somewhat familiar with the different cuts of meat.
8. Do you use app notifications or turn them off (excluding messaging and email)?
  - a. I usually use the app notifications.
9. How hard is it for you to find a recipe that you can accomplish?
  - a. I can use handle most recipes.
10. When cooking is the clean up quick and easy?
  - a. When I cook there is usually a pretty good mess to clean up.
11. Do you try to clean up as you cook everything or after the meal?
  - a. I try to clean up as I go but it normally doesn't work.
12. When you cook do you try to do something simple or more complex?
  - a. It's according to how much time I have though I do like simple and easy.
13. When you eat out is it normally a drive through or sit down restaurant?
  - a. It is normally a sit-down restaurant.
14. Do you normally eat alone or with others when you cook?
  - a. I prefer to eat with others.

15. When cooking do you like to cook something quick or something that takes some time and preparation?

- a. Most of the time I like something quick.

## Scenarios

### Senario 1

1. Go to the "Smoke" screen
2. Go to the recipe of the week
3. Start your first timer

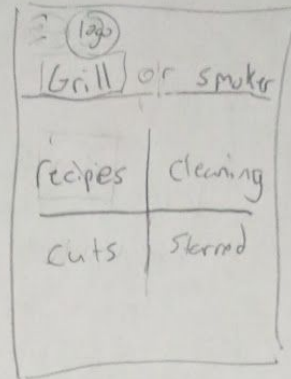
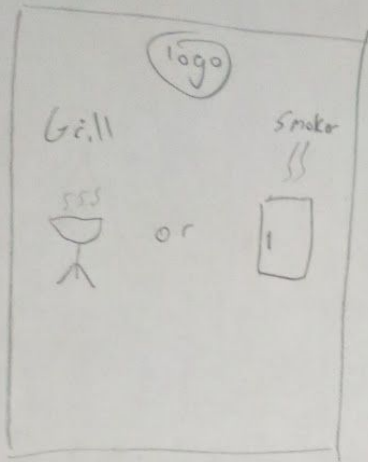
### Senario 2

1. Go to the "Grill" screen
2. Search a recipe
3. Choose a recipe
4. "Star" the recipe

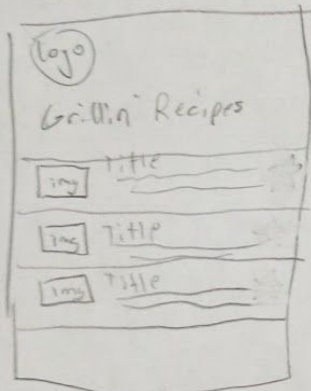
### Scenario 3

1. Go to "Starred" page
2. Select a recipe
3. "Unstar" recipe

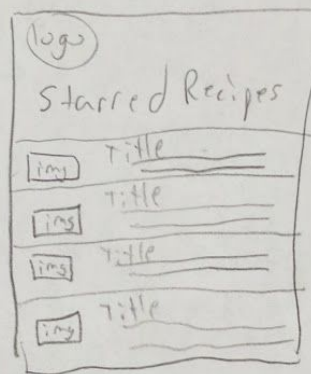
## Home



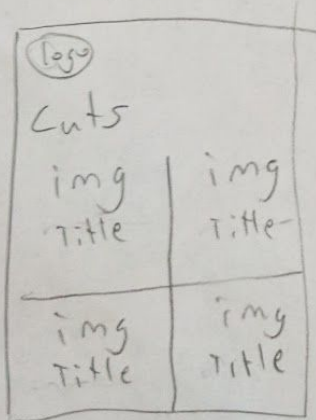
## Grill or smoke



## starred



## Cuts



## Recipes

