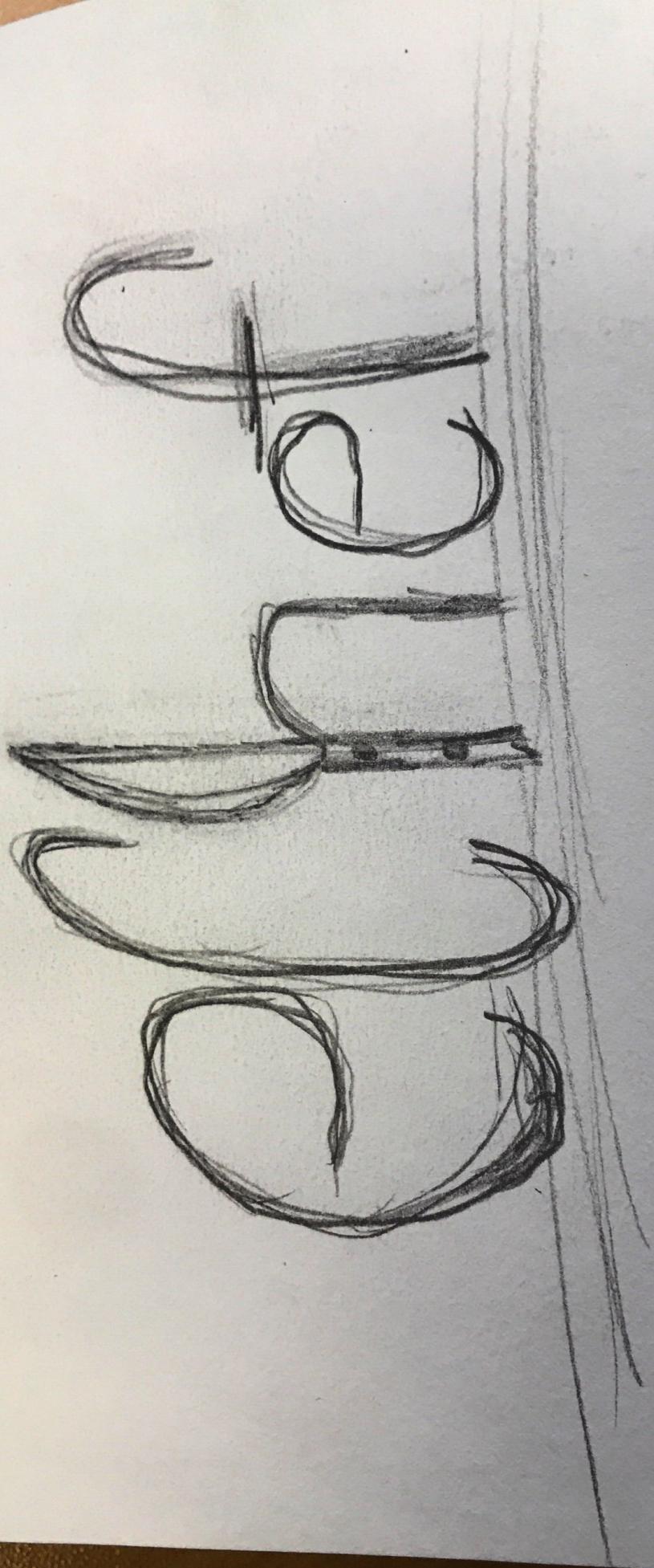


MITCH ROWLEY  
12 APRIL 2018

THE MISSION OF eChef IS TO PROVIDE  
A SIMPLIFIED WAY TO MANAGE THE PROCESS  
OF FOLLOWING A RECIPE BY PROVIDING  
A TIME MANAGEMENT TOOL THROUGH  
INTUITIVE TIMER TECHNOLOGY.



# IDEAS FOR PAID CONTENT:

- LIVE CHEF LED COOKING CLASSES
- SOMMIELIER PAIRINGS
- INSTACART GROCERY DELIVERY - LINKED ACCOUNTS
- AD FREE RECIPE BROWSING
- UNLOCKABLE CONTENT
  - DEMOS
  - CHEF RECOMMENDED RECIPES
  - WINE CLUB (PARTNERSHIP)
    - COULD LAUNCH APP W/  
BILL/MARTY'S CLUB AS  
BETA TESTERS
- FAVORITE CHEF VOICE DICTATES RECIPE

# LOGIN SCREEN

LOGO

eChef

Breakfast  
Lunch

USERNAME  
PASSWORD

SUBMIT

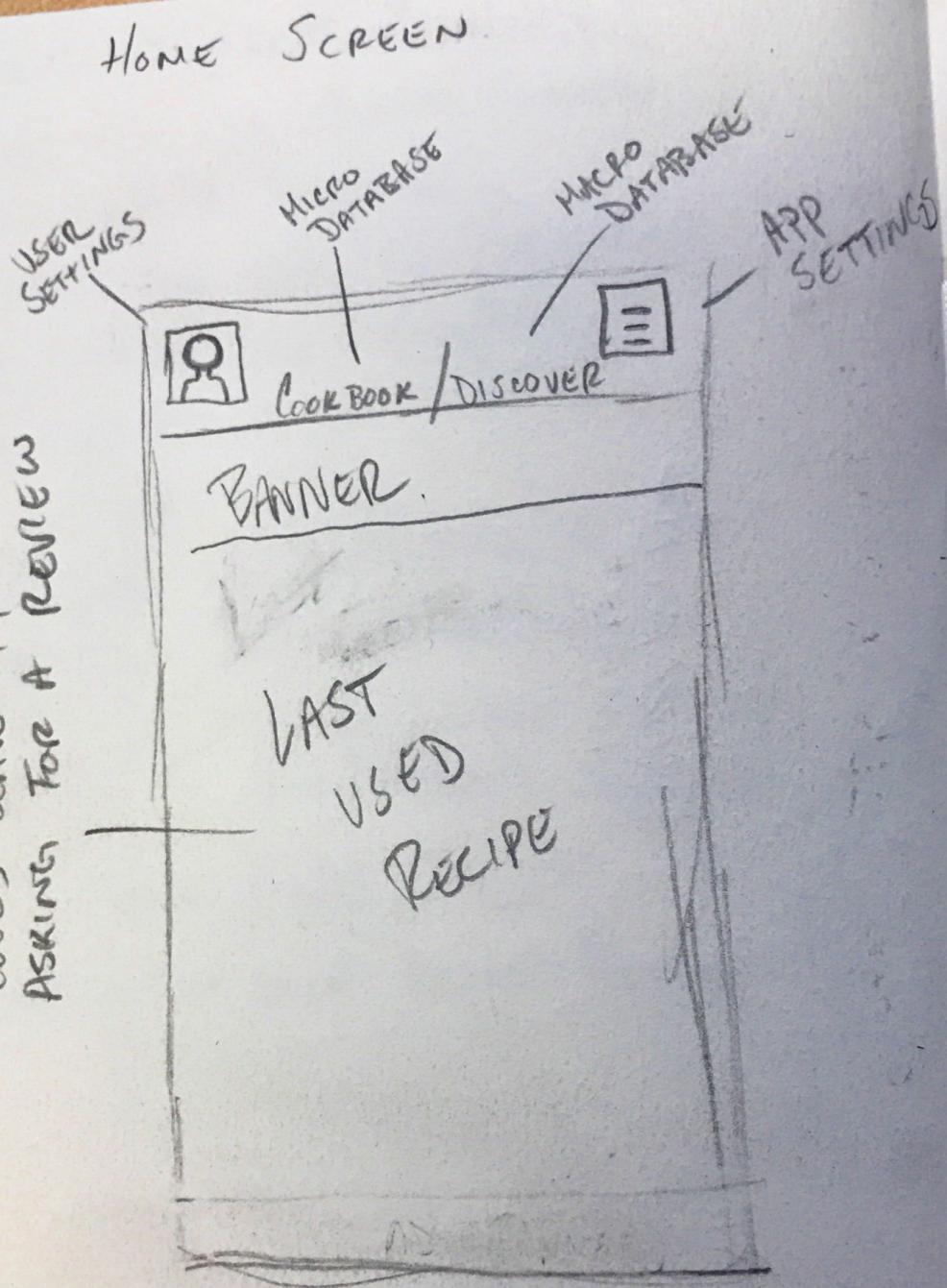
FORGOT USERNAME/PASSWORD

LINK TO WEBSITE TO RECOVER LOST CREDENTIALS  
OR RECREATE AN ACCOUNT

REVENUE

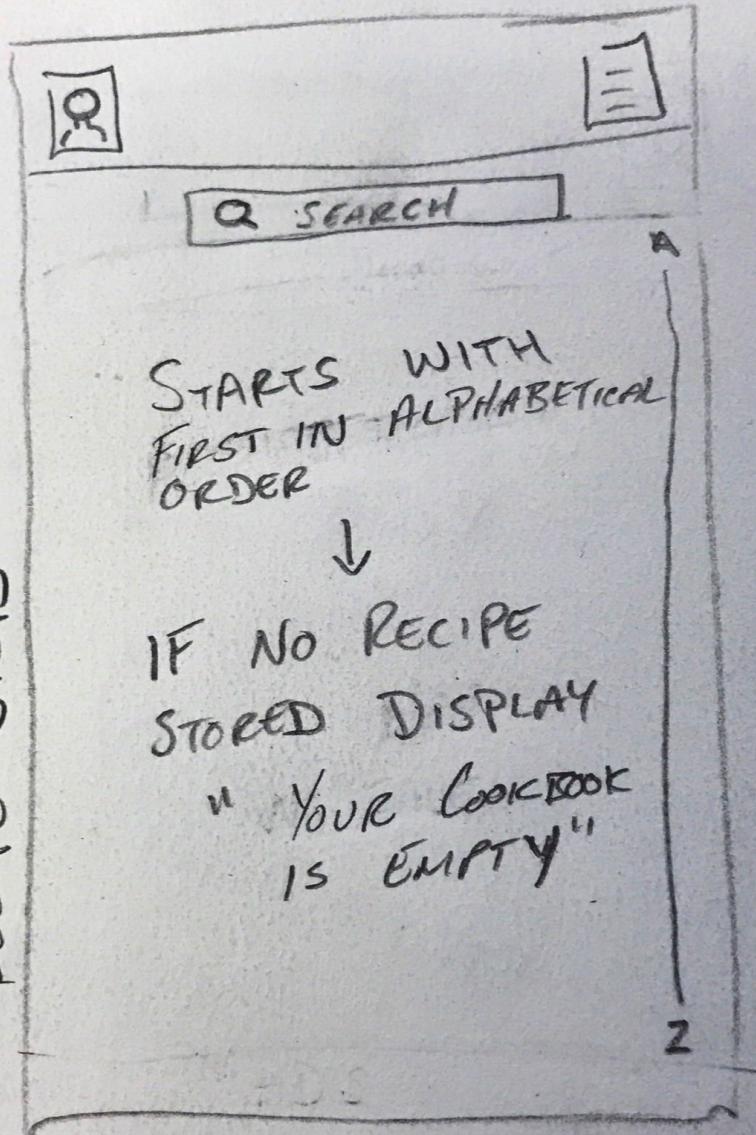
ADS FEE

COULD LEAVE OFF  
ASKING FOR A REVIEW



Coo  
Screen Should DISPLAY  
RECIPE STEPS

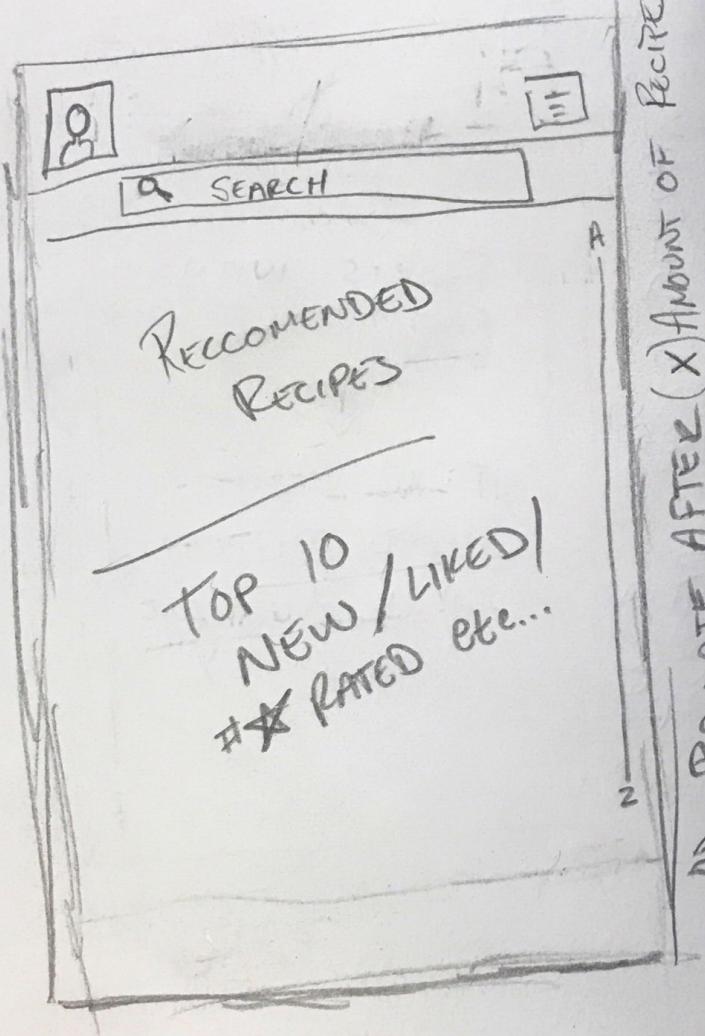
SCREEN SHOWER DISPLAY  
RECIPE STEPS



ASSE

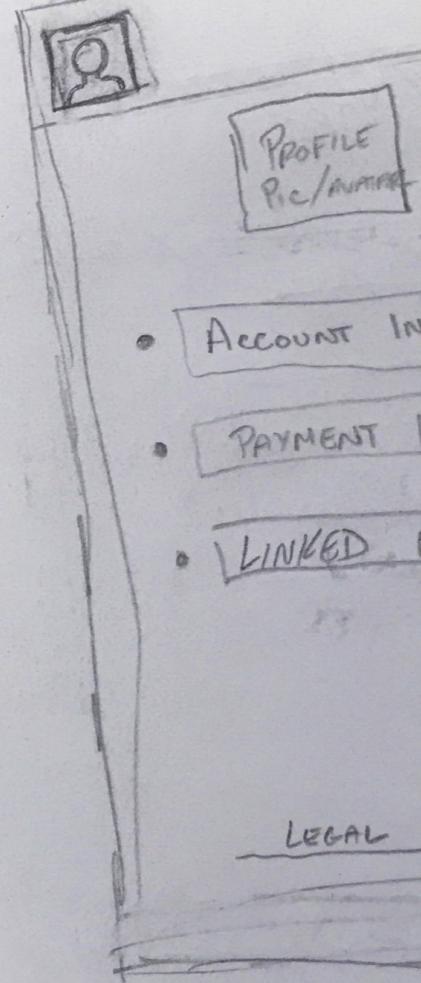
APP  
SETTINGS

## DISCOVER

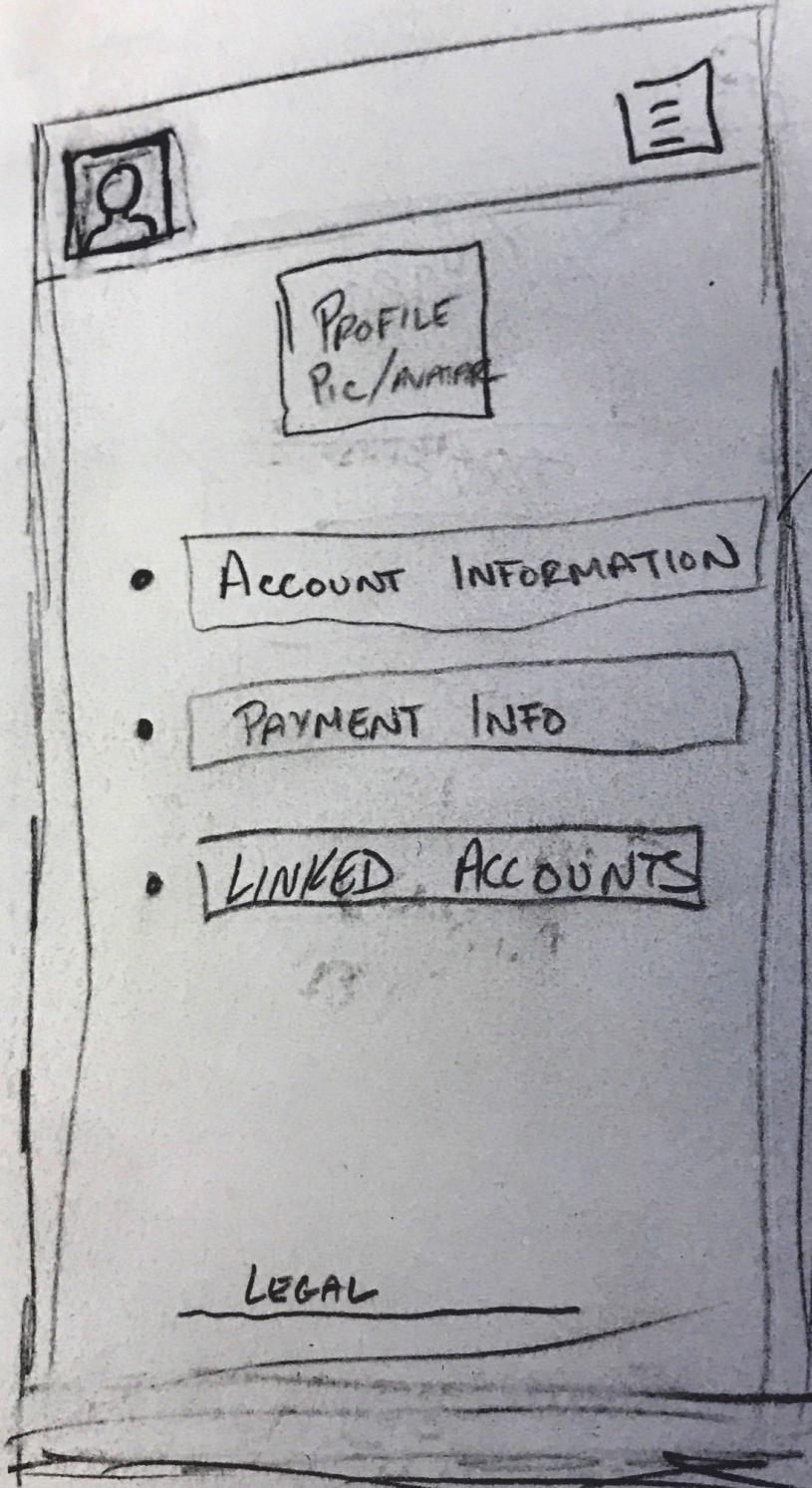


USER

SETT



# USER SETTINGS



CONTAINS  
INFO FOUND  
IN 2 FOUND

# APP SETTINGS



## eChef

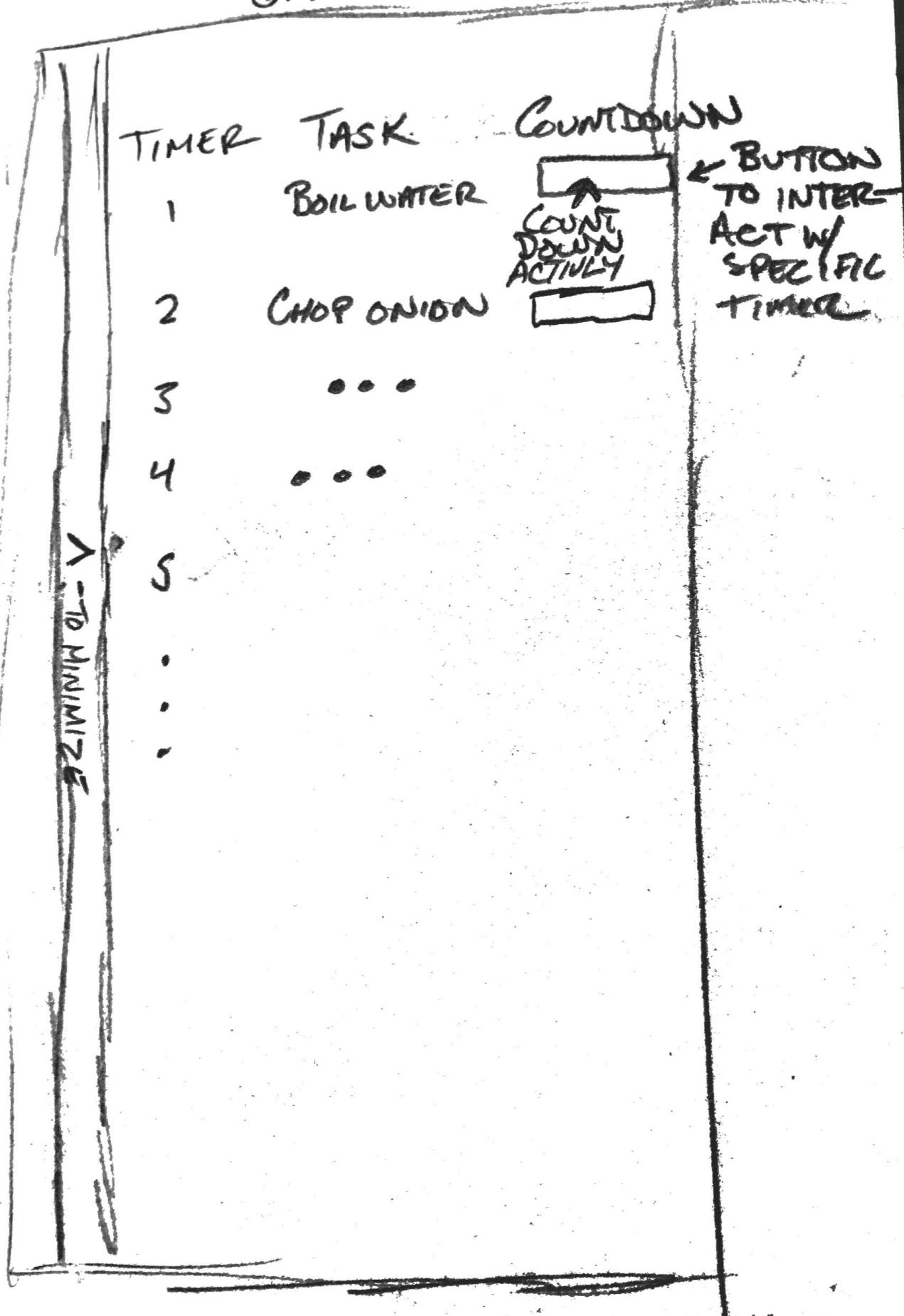
- **TOOLS**
- **TIMERS**
- **...**

KITCHEN  
TOOLS

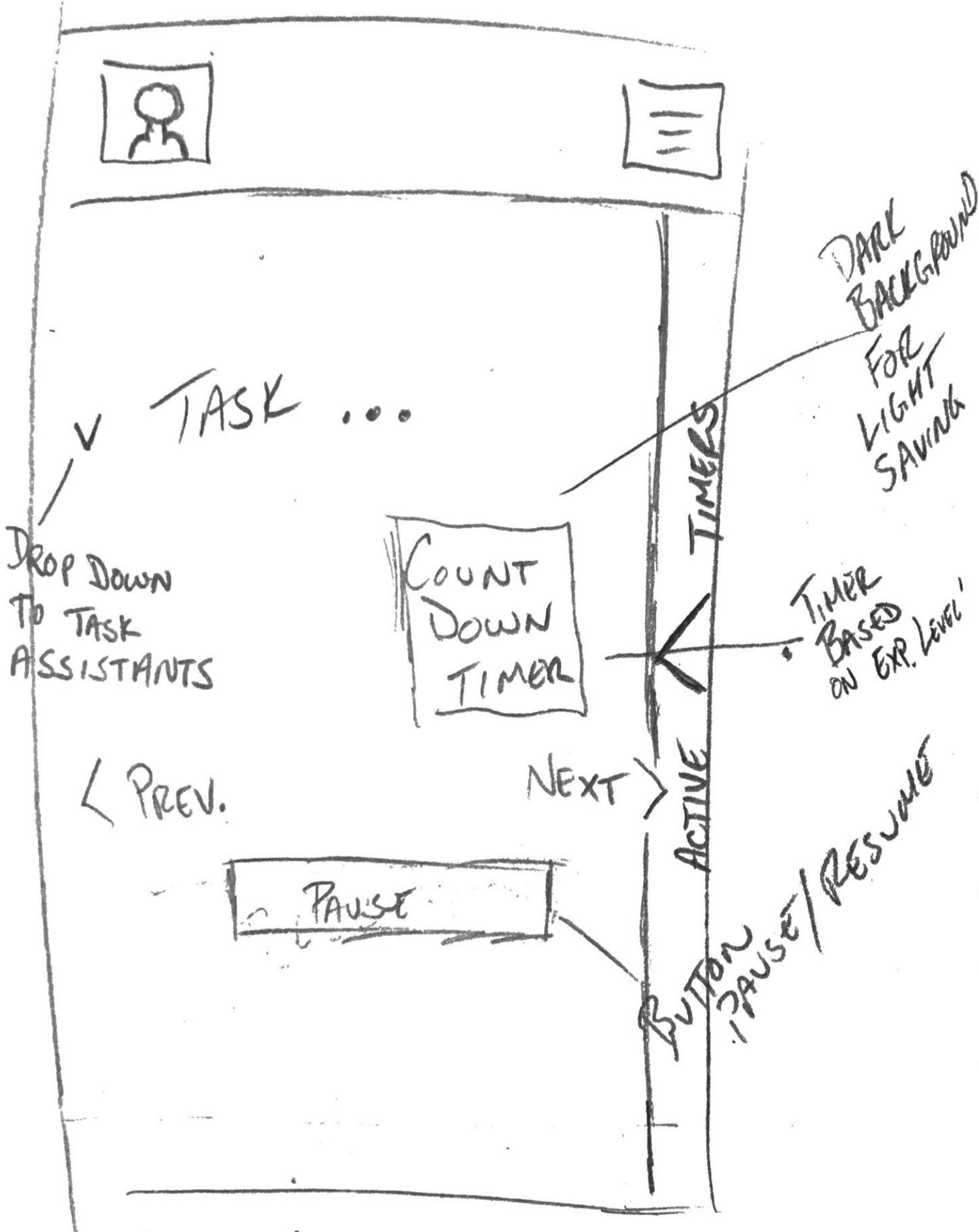
IS A POP OUT SCREEN

IS A POP OUT SCREEN

# ACTIVE TIMERS DARKENEND BACKGROUND



# ACTIVE RECIPE / COOKING



ADS SHOULD POPULATE THROUGHOUT  
THE RECIPE UNTIL APP IS PURCHASED

DARK  
BACKGROUND  
FOR  
LIGHT  
SAVING

TIMER  
BASED  
ON EXP. LEVEL!

ADS  
SHOULD  
POPULATE  
THROUGHOUT  
THE RECIPE  
UNTIL APP  
IS PURCHASED

1. EXPERIENCE LEVEL IS SELECTED INITIALLY IN USER ACCOUNT SETUP. LEVEL DEPENDS ON USERS ASSESSED LEVEL.
2. ACCOUNT INFO: USERNAME, PASSWORD, FULL NAME, ADDRESS,

ALL  
BACKGROUND  
FOR  
RIGHT  
SAVINGS

EXR. Level  
Value