Business Requirements Document: kadi pakoda

1. Project Overview

1.1. Introduction
The kadi pakoda project aims to create a digital platform that showcases an authentic and unique North Indian recipe, specifically kadi pakoda, to elevate the cooking skills of foodies and impress their friends and family. This project will provide a comprehensive guide to cooking kadi pakoda, including step-by-step instructions, high-quality images, and engaging storytelling.

1.2. Business Objectives
1. **Increase brand awareness**: Establish our brand as a trusted source for authentic North Indian recipes and cooking techniques.
2. **Drive engagement**: Encourage users to share their cooking experiences and creations on social media, fostering a sense of community and loyalty.
3. **Generate revenue**: Offer premium content, such as exclusive recipes and cooking classes, to users who are willing to pay for a more in-depth cooking experience.
4. **Build a loyal audience**: Create a loyal following of users who will return to our platform for new recipe ideas and cooking inspiration.
5. **Establish thought leadership**: Position our brand as a thought leader in the North Indian cuisine space, providing expert advice and guidance to users.

2. Target Audience

2.1. Primary Persona
Name: Foodie Ramesh
Age: 25-45
Occupation: Working professional or stay-at-home parent
Location: Urban or suburban areas with access to internet and social media
Goals: To learn new cooking techniques, explore different cuisines, and impress friends and family with delicious meals
Values: Authenticity, quality, and cultural heritage
Behavior: Actively seeks out new recipes and cooking ideas on social media, food blogs, and YouTube channels

2.2. Key Problems (Pain Points)
1. Difficulty finding authentic and unique North Indian recipes
2. Limited access to high-quality cooking techniques and instructions
3. Struggling to balance flavors and textures in their cooking
4. Feeling disconnected from their cultural heritage and traditional cooking methods
5. Seeking inspiration and motivation to try new recipes and cooking techniques

3. Proposed Solution

3.1. Solution Overview
Our kadi pakoda platform will provide a comprehensive guide to cooking kadi pakoda, including step-by-step instructions, high-quality images, and engaging storytelling. The platform will offer a unique and authentic North Indian experience, with a perfect balance of flavors and textures, that will elevate users' cooking skills and impress their friends and family.

3.2. Key Features (Functional Requirements)
1. **Recipe guide**: A step-by-step guide to cooking kadi pakoda, including high-quality images and engaging storytelling.

2. **Video tutorials**: Short video tutorials demonstrating key cooking techniques and instructions.
3. **Interactive cooking classes**: Live or pre-recorded cooking classes where users can interact with our chefs and ask questions.
4. **Community forum**: A forum where users can share their cooking experiences, ask questions, and connect with other users.
5. **Social media integration**: Integration with social media platforms to encourage users to share their cooking creations and connect with our brand.
6. **Recipe library**: A library of North Indian recipes, including kadi pakoda, that users can access and explore.
7. **Personalized recommendations**: Personalized recipe recommendations based on users' cooking preferences and dietary needs.

4. User Stories

1. **As a foodie, I want to access a comprehensive guide to cooking kadi pakoda, so that I can learn new cooking techniques and impress my friends and family.**
2. **As a foodie, I want to be able to interact with our chefs and ask questions during live cooking classes, so that I can gain a deeper understanding of North Indian cuisine.**
3. **As a foodie, I want to be able to share my cooking creations on social media and connect with other users, so that I can feel connected to our community and inspired by others.**
4. **As a foodie, I want to access a library of North Indian recipes, including kadi pakoda, so that I can explore new recipe ideas and cooking inspiration.**
5. **As a foodie, I want to receive personalized recipe recommendations based on my cooking preferences and dietary needs, so that I can find new recipes that suit my tastes and lifestyle.**

5. Success Metrics

1. **Website traffic**: Measure the number of unique visitors to our website and platform.
2. **Engagement metrics**: Measure the number of users who interact with our content, including likes, comments, and shares.
3. **Conversion rates**: Measure the number of users who upgrade to premium content or purchase cooking classes.
4. **Customer satisfaction**: Measure user satisfaction through surveys and feedback forms.
5. **Social media following**: Measure the growth of our social media following and engagement metrics.