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Summary:

One of the main things we discussed was the MVP we want to create. We landed on a specific concierge MVP as it will provide us with a good amount of data while being very easy to implement. We were also going to create and subsequently test additional MVPs

Product Description:

The product we are planning to make is based around creating a recipe website that compiles recipes from non-english websites. This allows for users to make authentic recipes that they wouldn't have known about otherwise.

Hypothesis Tested:

The main hypothesis that my first MVP will test is the customer hypothesis. Here, I will figure out whether there is a demand for the product, what types of people want to use it, and what are the most common recipes they want.

The MVP:

For the recipe website, I am planning on making a concierge MVP. I am planning on emailing a large diverse group of people. I am preferably going to start small, for example a Town Facebook Group. From here, I will make a google forum asking people to respond yes if they would like 3 authentic cultural recipes to try out. I will also ask them for certain demographics questions like age, gender, etc. This will allow me to gauge interest on whether the product is wanted or not, as well as gain a better understanding on who my customers are. For the actual implementation of my MVP, I will make a list of 20 or 30 recipes found online then distribute them amongst the people who responded to the forum. I will then follow up after two weeks, and ask them to give me their favorite recipe from the batch. This allows me to gain insight into the customer's favorite recipes. All in all, this is a simple concierge MVP that is easy to carry out, and will allow me to obtain important metrics on my customers and the general demand for the recipe product.

Potential Hypotheses to test:

Ease of use: Selecting a few ingredients from the kitchen and making a recipe for a 10 to 30 minutes dish.

Customer Hypothesis: Would a customer buy this; How long would they use it for; What are the demographics of the customers who are using this app

Value Hypothesis: Do emerging homecooks cook regularly? Will they value from an all in one platform that allows them to search recipes from all over the world and filter for recipes they can make with the ingredients on hand.

Completion Hypothesis: Users get alerts on the app if their meal is being prepped or it is done with the prep.

- **What "job" does the product do for the customer?**
 1. The job this product does is providing diversity to the average user's meal choices. It can obtain cultural recipes that individuals have never tried, providing an exciting culinary experience throughout the week
- **What domain expertise can you bring to bear?**
 1. Understanding user needs for convenience and variety of meal planning.
 2. Knowledge of international cuisines and recipes to offer diverse, interesting meal options.
- **How big a pain does the product relieve?**
 1. This solves a drastic pain for people who don't know what to cook. People who are new to living alone or cooking as a whole tend to order out because they don't know how to cook or what to cook with the ingredients on hand. InStock will solve this issue and save home cooks time and money.
- **Can the product or service make money?**
 1. The app could offer affordable subscriptions, priced between \$5 to \$10, providing consumers with daily meal prep guides, making it a go-to resource for easy, everyday cooking..
- **Is there a way to reach these customers?** Customers can reach through:
 1. Reaching customers in Brandeis baking clubs or asking off campus Brandeis students. Conducting a survey from these students.
 2. Social media marketing, targeting home cooks, food enthusiasts, and health-conscious users.

Problems:

1. Some problems that might arise from this is users sticking with the free-plan; How would we hypothetically solve this problem
 - a. We also can't have the subscription cost too much or nobody will buy it
 - b. We can't have the subscription not be worth it
- i. Need to implement enough features such that we create a desirable free/subscription product
- ii. "Trap" users via the free model and incentivizing them to buy the subscription; Maybe by creating a free trial that draws them in
 2. **Need recipe data** (Can we do web scraping or something else potentially?)
 3. Ask users to enter their own recipes (How would we create recipes from other countries ~ Recipe Sharing app (create a network))
- b. We could create a recipe-sharing app where users can enter their own recipes or share recipes from various personal chef websites. By leveraging AI to locate and scrape recipes from sites like Fatima's Pakistani recipes or Italian recipes from AllRecipes, we can give proper credit to the sources while building a global recipe network.