Why people want it

- Fast foods influence the problem
- where do we get all of their recipes
- environment: people who want to cook healthy and stop with fast food
- users are moms, cooks, individuals who want healthy food
- people not knowing what to make for them selves

Customization

- Users can share their meal plans with others
- Pick different types of meals
- Healthy/ Nutritious
- Special diet meals ie: Vegan, Paleo,...
- make personalized meal plans
- Fresh ingredients
- Meal planning
- Ingredient Shopping List
- customizable
- preset portions/ pick portions
- should take into consideration health issues and general fitness
- should have programs for specific needs that the program cater to their issue
- Recipe difficulty ratings
- Calculate food groups and minerals

cost

- Restaurants with high prices for the food
- should show cheap ingredients and where to find them by connecting with a map application
- Weekly Recipe Budget
- Saving money
- Use ads to generate income

Bring people back

- Motivating
- Should not discourage healthiness
- Tastes good
- Trending Recipe Category
- Local Specialties

Delivery

- Front door shipments
- Should be easily accessible (eg distance, timezones, language, technology)
- Catering?
- Recipe Like System
- weekly deliveries
- monthly subscription for app?

Accessibility

- Switch between US/Metric system
- Should be pre-made or ingredients
- Affects people who are on diets and want healthy recipes
- Takes note of user allergies
- easy to use
- should have an option to call and talk to a trainer/tech support