



IPrep&Cook

Phase 1 - User and Task Analysis

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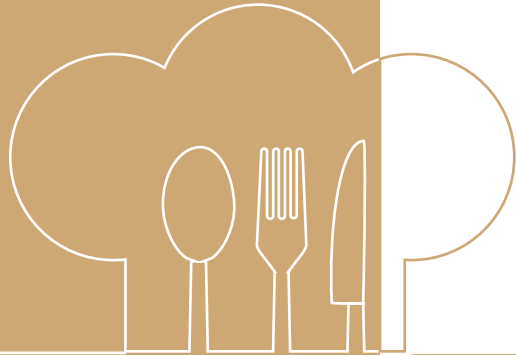
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Idea Description



Being healthy is easier than you think.

IPrep&Cook is a mobile app that presents itself as a solution for a daily problem: to have a healthier lifestyle without having to worry about it all the time.

Users will be able to create their own account using an email address, gaining access to a multitude of features designed to promote healthier habits, such as virtual recipe books, intake calories control or even forums to share one's experiences.

We intend to provide our users with a fun and enjoyable application, loaded with numerous features, that helps them to achieve their goal of having a healthier lifestyle.

Related Services

Social Network

Our app contains features like following users or reacting to/commenting on pages that you find in apps as Instagram, Twitter, etc.



Fitness

It contains functionalities such as a calories counter or water and food reminders, that are also present in applications like Lifesum, Health & Fitness Tracker, etc.



Cooking

As in Yummly, Cookpad and others, we will have implemented features that give the user the possibility to generate, share and save recipes.



PERSONAL INFO

Of the 63 answers received in this survey, the majority are women (52.4%). Most people are between 16 and 21 years old (50.8%), have completed high school (41.3%) or have a bachelor's degree (39.7%) and never used a food-related app (84.1%).

EXPERIENCES

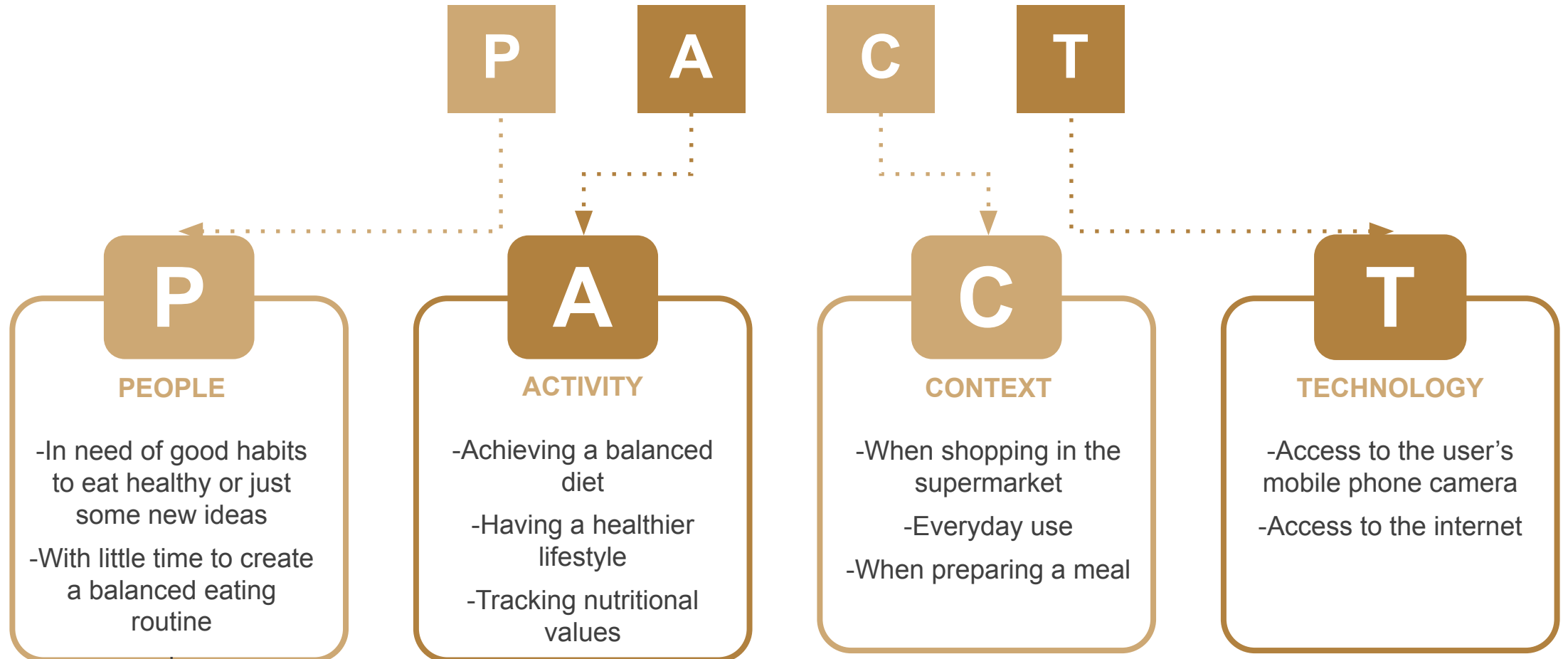
Half of the users that had experience with food apps used them less than once per month; the app itself was used mostly to track calorie intake (60%). To adopt a healthier lifestyle, most rely primarily on internet searches, followed by using a food-related app.

PREFERENCES

Based on the answers we got, the most important feature is having a recipe generator, although alerts (such as reminders to drink water) and a calories tracker are also valued. Some suggestions we received mention having diet planners based on user objectives.

Questionnaire

PACT Analysis





Ana Simões

AGE: 21

GENDER: Female

DEGREE: Bachelor

LOCATION: Porto, Portugal

PROFILE:

Ana Simões is a 21-years-old marketing coordinator. She's health-conscious and strives to maintain a balanced lifestyle. Ana is a skilled cook and enjoys experimenting with new recipes, often learning towards healthy options.

MOTIVATIONS

Ana takes pleasure in sharing food creations on social media.

Due to her busy work schedule, she values quick and easy-to-make recipes.

FRUSTRATIONS

Ana may feel frustrated when she lacks a platform to interact with other food enthusiasts and share her creations.

GOALS

Ana aims to expand her culinary skills and knowledge by trying new recipes and cooking techniques.

NEEDS

Ana needs a source of constant recipe inspiration that aligns with her health-conscious preferences.



José Alberto

AGE: 55

GENDER: Male

DEGREE: Master

LOCATION: Porto, Portugal

PROFILE:

José Alberto is a 55-year-old lawyer. Due to his academic life, he gained habits that affect his health in terms of food, despite his love for cooking and eating healthy.

MOTIVATIONS

Likes to cook in his free time and wants to have a healthier lifestyle.
Saw some of his friends in a better health condition.

FRUSTRATIONS

Struggles with time and to come up with ideas for healthy, yet tasty, meals.

GOALS

José aims to gain a better understanding of the nutritional content of his meals and make informed dietary choices.

NEEDS

Improve his diet in order to prevent future health condition
Starting taking more care of his health



Activity Scenarios

Scenario 1:

José wakes up in the morning and skips breakfast due to a lack of time to find and prepare something he enjoys. Therefore, he decided to use **IPrep&Cook** to find something that not only suits his tastes but is healthy as well.

Scenario 2:

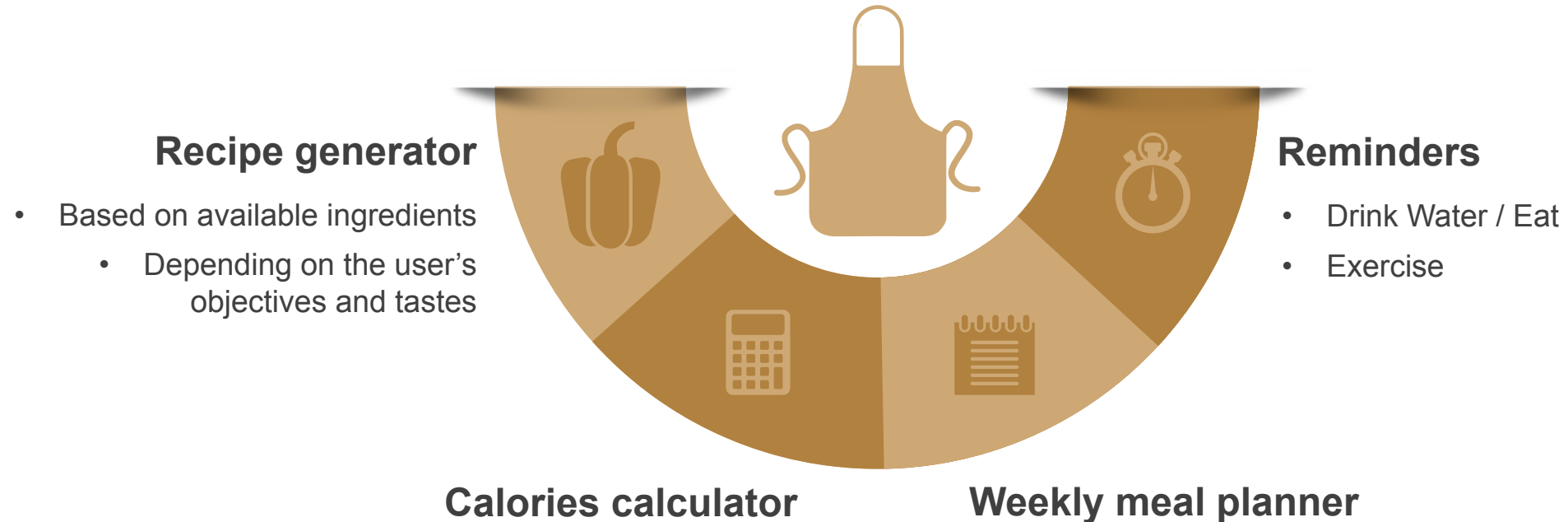
José would like to keep track of what he eats and how much water he drinks throughout the week; with that in mind, he started using **IPrep&Cook** to monitor his weekly calorie intake and remind him to ingest water, making it easier to make his diet healthier.

Scenario 3:

Ana wants to demonstrate her cooking skills to her family while showing them that a healthy meal can be a delicious one. To achieve this, she uses **IPrep&Cook**, referring to the ingredients she has available. Ana then receives a list of ideas along with tasks involved and relevant data such as calories for each one.

Functionalities

THE APP SHOULD ENABLE



Tasks

The system should handle the following tasks:

- The user enters the ingredients and selects a goal. After that, a couple of recipes will be available on the user's screen.
- A user sets reminders to help him achieve an certain objective, such as drinking water.
- The user shares a recipe, setting the ingredients and tags in order to make tracking easier.





Thank You