

1. Identify the problem:

Sometimes you don't know what to cook, don't want to commit to mental time to thinking what to cook.

2. Target:

Create an app that users will use to take inventory of what they have in their kitchen and can be used as a sort of shopping list but its primary use will be for it to suggest things for you to cook and show recipes.

3. Cause

Many people get into a groove where they cook the same things over and over again week after week. People don't want to take the risk to try something new.

4. Countermeasure:

An app that will suggest new and different things for users to cook from they have available will allow them to mix up their lives and break from the repetitive nature of cooking.