Business Requirements Document: kadi pakoda

1. Project Overview

1.1. Introduction
The kadi pakoda project aims to promote a traditional Indian dish, kadi pakoda, to foodies who are looking for authentic and comforting recipes. This project will create a digital platform to share a unique blend of traditional flavors and modern twists, perfect for foodies to elevate their cooking skills and impress their friends and family.

1.2. Business Objectives
1. Increase brand awareness and reputation as a go-to source for authentic Indian recipes.
2. Drive engagement and conversions through social media platforms, such as Facebook and Instagram.
3. Position kadi pakoda as a comfort food that evokes nostalgia and satisfies cravings.

2. Target Audience

2.1. Primary Persona
Our primary persona is a foodie who is motivated by the desire to try new recipes, explore different flavors, and share their culinary experiences with others. They are active on social media platforms, such as Facebook and Instagram, and are looking for authentic and comforting Indian dishes, such as kadi pakoda, that evoke nostalgia and satisfy their cravings.

2.2. Key Problems (Pain Points)
* Difficulty finding authentic and comforting Indian recipes.
* Limited access to unique and modern twists on traditional dishes.
* Desire to elevate their cooking skills and impress friends and family.
* Limited time to explore new recipes and flavors.

3. Proposed Solution

3.1. Solution Overview
Our solution is a digital platform that shares a unique blend of traditional flavors and modern twists on kadi pakoda, perfect for foodies to elevate their cooking skills and impress their friends and family. The platform will feature a simple and intuitive recipe format, high-quality images, and engaging content to drive user engagement and conversions.

3.2. Key Features (Functional Requirements)
1. **Recipe Library**: A comprehensive library of kadi pakoda recipes, including traditional and modern twists.
2. **Recipe Filtering**: Users can filter recipes by ingredient, cooking time, and dietary preference.
3. **Step-by-Step Instructions**: Clear and concise step-by-step instructions for each recipe.
4. **High-Quality Images**: High-quality images of each recipe to inspire and guide users.
5. **User Reviews and Ratings**: Users can review and rate recipes to help others make informed decisions.
6. **Social Sharing**: Users can share recipes on social media platforms, such as Facebook and Instagram.
7. **Recipe Bookmarks**: Users can bookmark their favorite recipes for easy access.

4. User Stories

1. As a foodie, I want to easily find and access kadi pakoda recipes so that I can try new flavors and

cooking techniques.
2. As a foodie, I want to be able to filter recipes by ingredient, cooking time, and dietary preference so that I can find recipes that suit my needs.
3. As a foodie, I want to see clear and concise step-by-step instructions for each recipe so that I can follow along easily.
4. As a foodie, I want to be able to share recipes on social media platforms, such as Facebook and Instagram, so that I can share my culinary experiences with others.
5. As a foodie, I want to be able to bookmark my favorite recipes for easy access so that I can refer to them later.

5. Success Metrics

1. **Website Traffic**: Increase website traffic by 20% within the first 6 months.
2. **Social Media Engagement**: Increase social media engagement by 50% within the first 3 months.
3. **Recipe Downloads**: Increase recipe downloads by 30% within the first 9 months.
4. **User Reviews and Ratings**: Increase user reviews and ratings by 25% within the first 6 months.
5. **Conversion Rate**: Increase conversion rate by 15% within the first 9 months.