

# PM Assignment - PRD for Cookwise

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# Brief

***“According to a study conducted by Google, more than 80% of Internet users in the United States search for food and recipe-related information online. In 2020, the number of people searching for recipes online was estimated to be round 190 million in the US alone.”***

Since this number is expected to increase in the coming years, the need for a comprehensive platform All in one (e.g. exploring & managing recipes, quick and convenient buying experience) is increasing also.

Cookwise is an AI-powered recipe application that utilizes advanced algorithms to meet this need.

# Vision

To revolutionize the way people discover, prepare, and enjoy meals.  
To empower individuals in their culinary journey, making cooking accessible, enjoyable, and personalized

# Mission

To provide an innovative recipe platform that offers personalized recommendations, easy grocery integration, and a user-friendly experience.

# Goals

1. User-friendly interface for browsing and searching recipes.
2. Comprehensive ingredient database.
3. Integration with local grocery stores.
4. Integration with delivery services for home delivery.

# Success criteria (KPIs)

- MVP: Launch MVP by December 30, 2023
- To get a 10,000 active users within the first six months of launch.
- To increase app downloads to 50,000 within the first year.
- Establish partnerships with at least three key influencers to promote the app.
- Obtain an average app rating of 4.5 stars or higher on major app stores within the first six months.

# Assumptions

1. A substantial portion of the target market owns smartphones or other mobile devices capable of running the recipe app.
2. A Partnerships with local grocery stores to provide accurate and up-to-date information about ingredient availability and to provide an In- App shopping.
3. Synchronization between the grocery store's inventory management system and the app system.

# Personas

1. **Busy Professional**
2. Health-Conscious user
3. Home cook
4. Environmentally conscious user

# Persona - Busy Professional

Link

NAME

Boaz

Open with

TYPE

Busy Professional



Demographic

♂ Male

32

years

📍 New York, NY

Single

Marketing Director

Goals

To find recipes that can be prepared quickly and easily, fitting into his busy schedule without requiring extensive cooking time or complicated techniques.

To maintain a nutritious diet despite his busy lifestyle.

To find an all-in-one solution that combines recipe discovery, personalized recommendations, and easy ingredient purchase.

Quote

“

"I've got a crazy busy life, but staying healthy is non-negotiable. I'm all about finding quick and healthy recipes that fit in to my jam-packed schedule."

”

Background

Boaz is a busy professional with a passion for healthy living. As a dedicated career-oriented individual, Boaz's days are filled with meetings, deadlines, and a demanding workload. Finding time for self-care and maintaining a healthy lifestyle amidst this hectic routine has always been a challenge.



## Skills

Time Management &

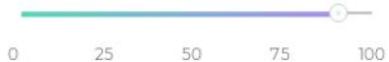
Prioritization



Efficient multitasking



Ability to adapt and make quick  
decisions



Technology proficiency



## Motivations

Maintaining good health and well-being

Balancing work and personal life

Maximizing productivity and energy  
levels

## Frustrations

Limited time for meal preparation and  
cooking

Lack of convenience and accessibility to  
nutritious meals

Difficulty in finding healthy options  
amidst a busy schedule

## Technology



Problems

# Use Case

**Identifier:** UC001

**Persona:** Busy Professional

**System State Before:** User is logged into a recipe app/web and lands on the home screen.

**Goal:** To find a recipe that meets his specific requirements.

## **Flow of events:**

1. User selects the search bar to start a recipe search.
2. User enters specific keywords or ingredients related to the desired recipe, such as "quick dinner recipes".
3. User applies filters based on dietary preferences, such as vegetarian, gluten-free, or low-carb.

# Use Case - Continued

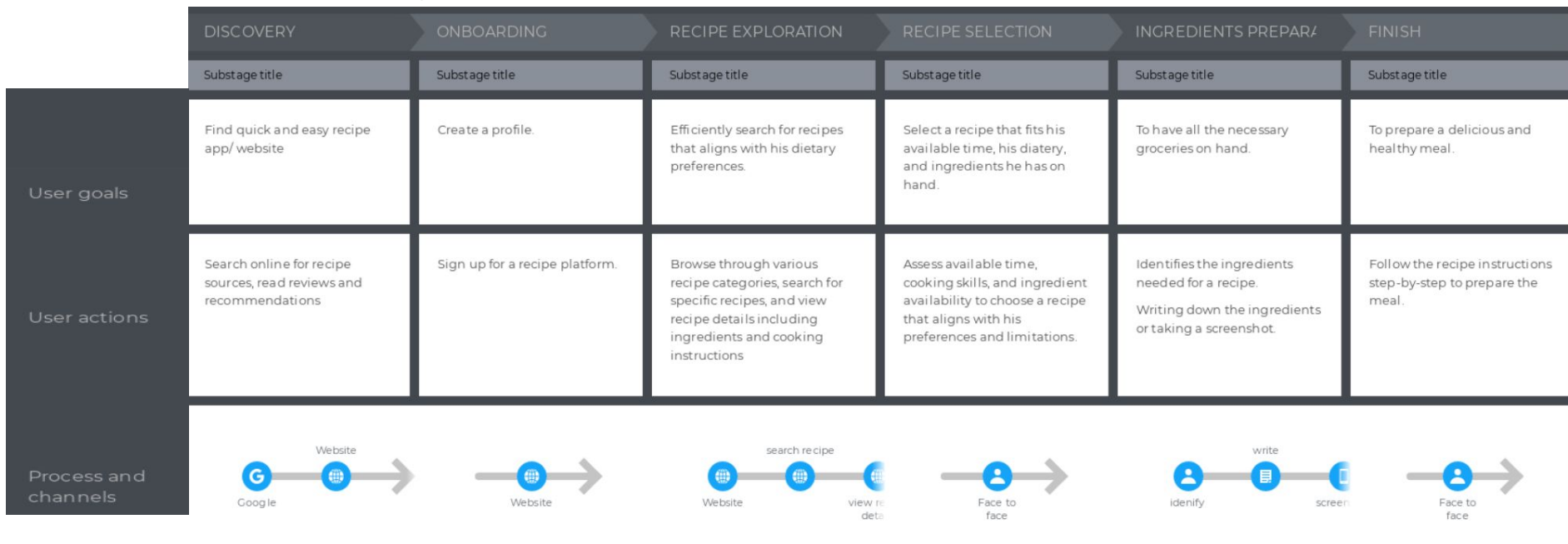
4. User starts the search and the system processes the query.
5. The application retrieves a list of relevant recipe suggestions based on the entered keywords.
6. The user filters the search results based on their dietary preferences, such as vegetarian, gluten-free, or low-carb.
7. The application updates the search results based on the applied filters.
8. The user selects a recipe to view the detailed instructions and ingredients.
9. The application displays the recipe instructions and ingredients.
10. The user decides whether the recipe meets his requirements and time constraints.

# Use Case - Continued

11. If the recipe is suitable, the user can manually note down the required ingredients/shot screen.
12. The user exits the application and opens a separate app or website to order the necessary ingredients.
13. The user adds the required ingredients to his cart or shopping list within the separate app or website.
14. The user completes the purchase by providing necessary details and selecting a delivery or pickup option.
15. The user prepares the selected recipe following the provided instructions.

***System State After:*** Meal is ready!

# User Journey [Link](#)



## Problems

Overwhelming amount of recipe applications available, making it difficult to choose the right one.

Long or complex registration process/ profile creation, requiring too much time and effort.

Difficulty in finding recipes that align with his dietary preferences or specific ingredient exclusions.

Limited availability of recipes that fit his time constraints or specific dietary requirements.

Manual creation of ingredient lists is time-consuming and can lead to errors.

Not all ingredients in the recipe are available - the user needs to order them via different app/website or go to the store.

Unclear recipe instructions or missing steps, leading to confusion or mistakes during the cooking process.

## Experience



Ideas / Opportunities	User-friendly interface. Personalized content. High-quality visuals. Promotions. Integrations with a wide variety of grocery stores.	Simplified registration Guided onboarding Auto-fill and smart suggestions Feedback and support	Advanced filtering options. Personalized recommendations. Ingredient substitution feature. Collaborative filtering [AI]. Recipe tagging and labeling	Advanced filtering options. Personalized recommendations. Ingredients substitution feature. Collaborative filtering [AI]. Recipe tagging and labeling.	Automated ingredient list generation Ingredient substitution suggestions Grocery integration Local store recommendations	Clear and concise recipe instructions. Video tutorials. User-generated content Recipe reviews and ratings. Recipe completion tracking. Troubleshooting and support.
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# Pain Area Description

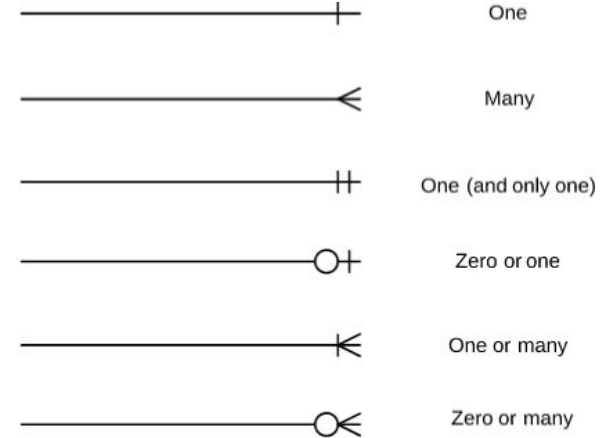
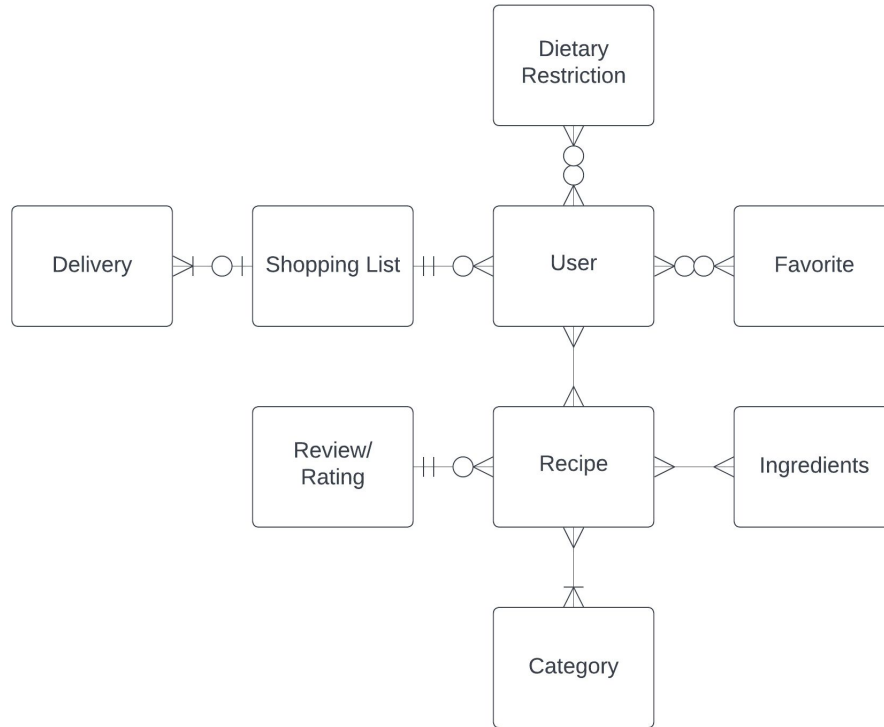
1. Overwhelming amount of recipes.
2. Long and complex profile creation.
3. Finding recipes that align with dietary preferences/ specific ingredient exclusions.
4. Time consuming process.
5. Errors and omissions of ingredients during recipe preparation.
6. Unique ingredients that can't be found in any store.
7. Fragmented user experience.

Solution

1. **Personalization and Customization:** the app will provide personalized recipe recommendations based on user preferences, cooking skill levels, dietary limitations and available ingredients.
2. **Grocery List Generation and Management:** the app will integrate with grocery stores to provide a convenient shopping experience. Users can create and manage shopping lists directly from recipes, locate nearby stores that sells the required ingredients and purchase them directly through the app.

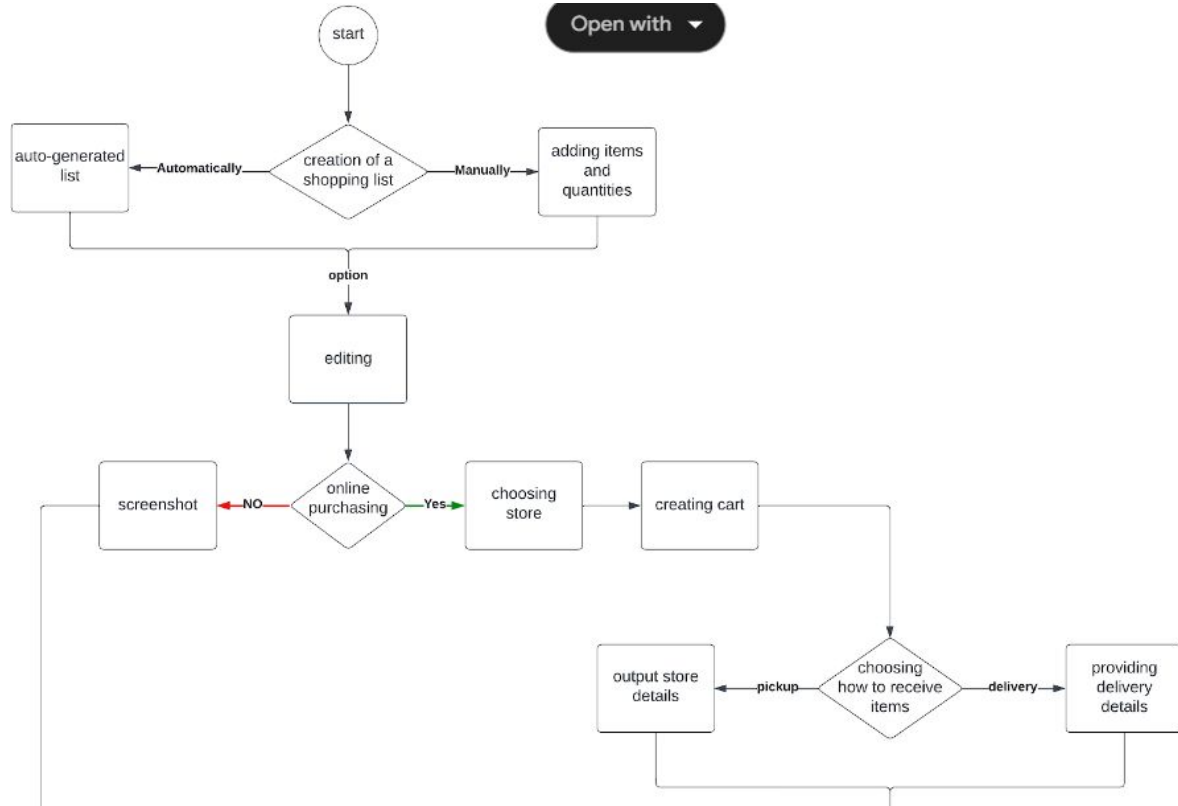
# ERD

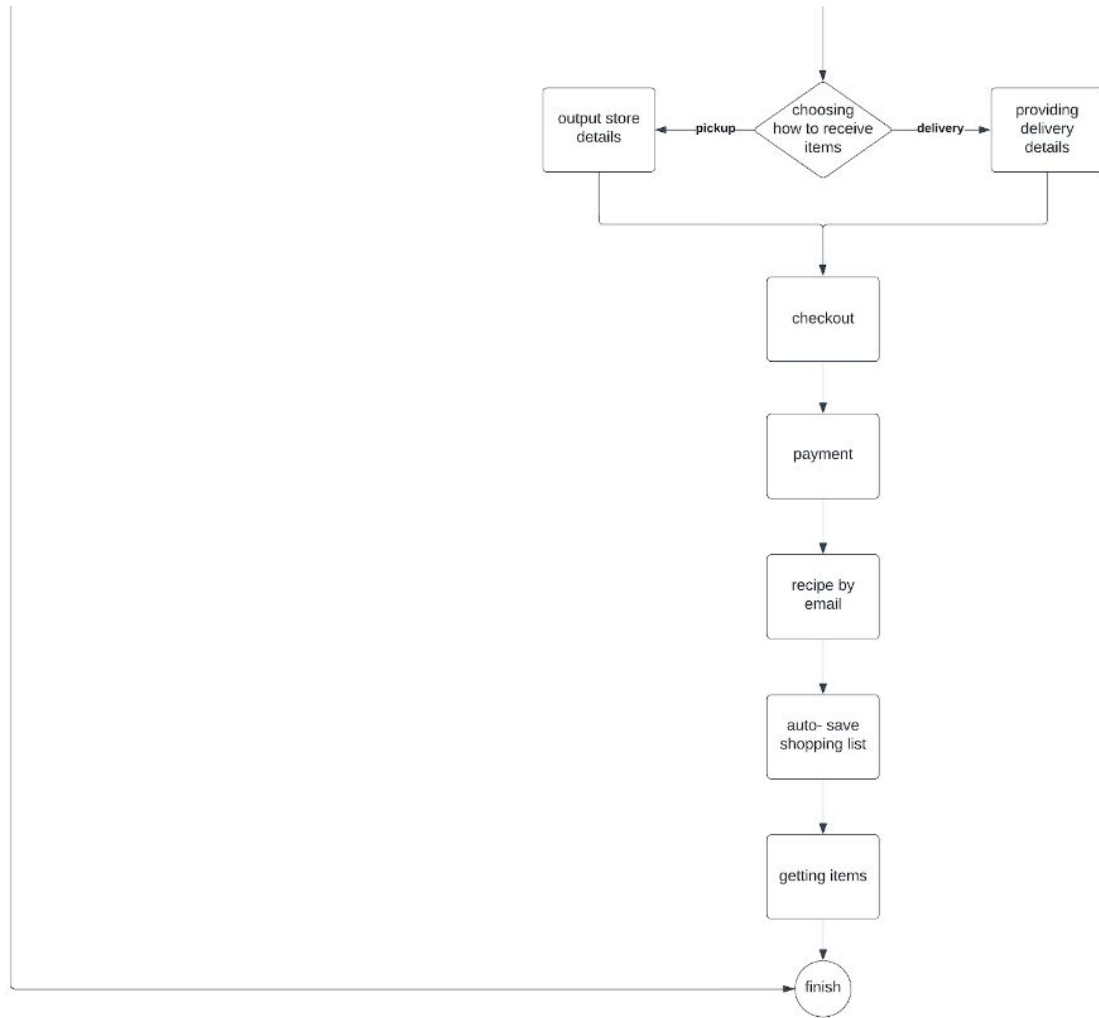
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# Shopping List - Life Cycle Analysis

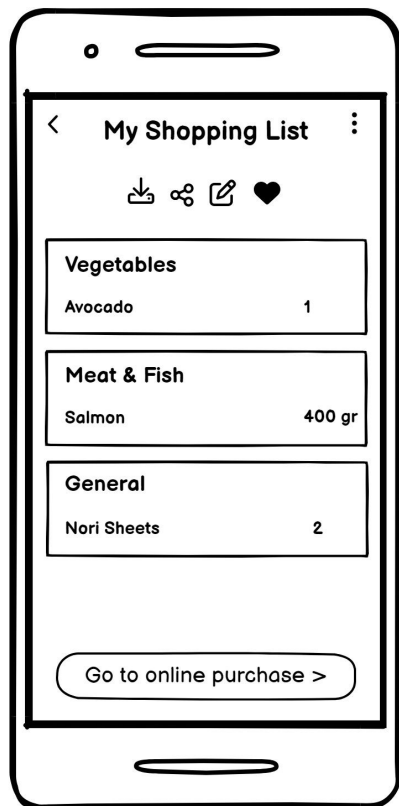
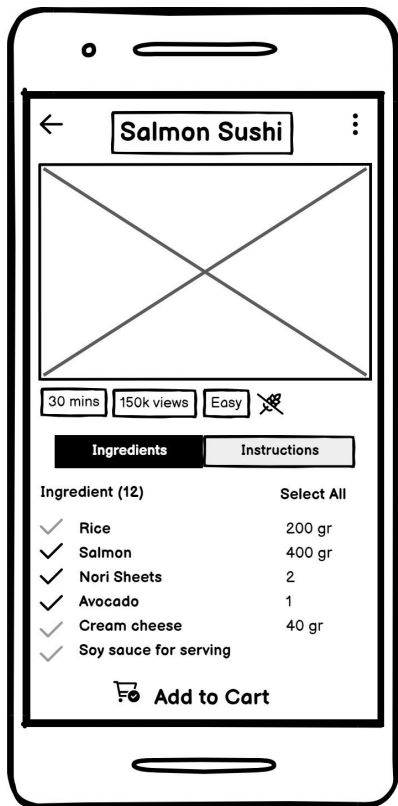
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# Shopping List - Life Cycle User Experience

[Link](#)



# Themes

1. Recipe Personalization
2. Grocery Management and Integration
3. User Management
4. Community and Social Engagement System

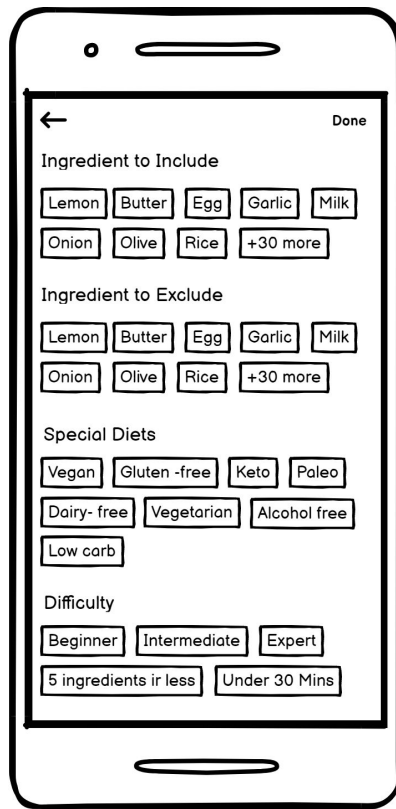
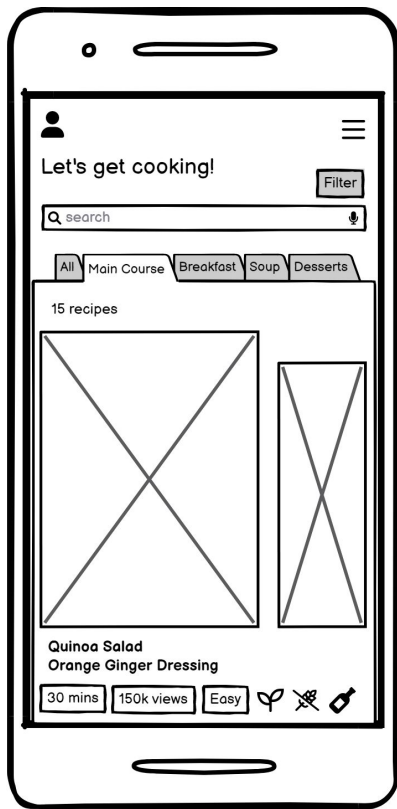


# Theme 1 - Recipe Personalization

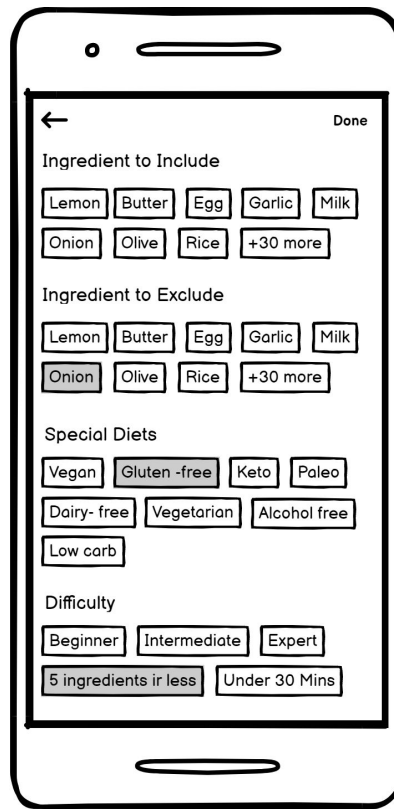
## Epics:

1. Filtering & Searching System
2. Recipe Suggestions Based On Interaction
3. Personal Recipe Collections
4. Alternative Ingredients Suggestion
5. Nutritional Information and Guidance

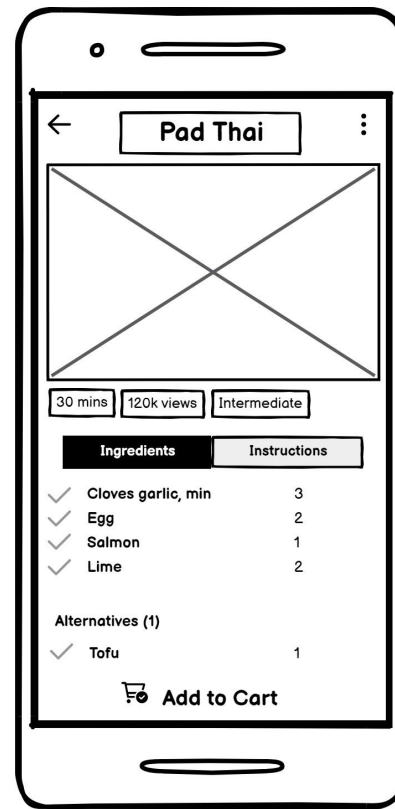
# Theme 1 - UI



Combine multiple filters

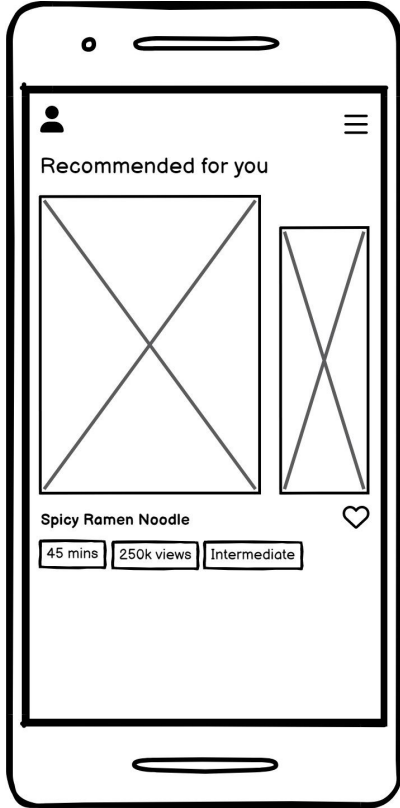


Alternative ingredients  
suggestion



# Theme 1 - UI - Continue

Recipe suggestions based on  
interaction



# Epics

Epic	(R) Reach	(I) Impact	(C) Confidence	(E) Effort	Priority	Notes
Filtering & Searching System	5	5	4	2	<b>50</b>	
Alternative Ingredients Suggestion	3	4	3	4	<b>9</b>	
Recipe Suggestions Based On Interaction	4	5	3	4	<b>15</b>	
Personal Recipe Collections	3	3	4	3	<b>12</b>	
Nutritional Information and Guidance	3	3	3	3	<b>9</b>	

# Theme 1 - Epic 1: Filtering & Searching System

"**As** a Health-Conscious Individual, **I want to** find recipes that cater to my specific dietary goals and restrictions **so that** I can maintain a healthy lifestyle, make informed food choices, and support my well-being."

Acceptance criteria:

**Given** that I selected in the system "gluten- free",  
**when** I apply the filter,  
**then** the system will provide relevant recipe suggestions that are free of gluten or have suitable gluten-free alternatives.

# Stories - Epic 1: Filtering & Searching System

1. Filtering based on specific ingredients (include and exclude)
2. Filtering based on meal type (breakfast, lunch, dinner, dessert, etc.)
3. Filtering based on difficulty level (easy, intermediate, advanced, etc.)
4. Filtering based on dietary restrictions (vegan, gluten-free, etc.)
5. Combine multiple filters
6. Text-based Search

## Story 1: Filtering based on specific ingredients (include and exclude)

### Acceptance criterias:

**Given** specific ingredients I have in my kitchen,

**When** I apply the filter on specific ingredients to include,

**Then** the system will display recipes that include only the selected Ingredient.

**Given** specific ingredients I want to exclude,

**When** I apply the filter on specific ingredients to exclude,

**Then** the system will filter out recipes that contain the excluded ingredients.

# Story 1 - Functional Requirements

1. The system will present a set of buttons under the section of “Ingredients to include”/ “Ingredients to exclude” representing specific ingredients that may be included or excluded in the recipe. For example, once the user press on the button of “Onions” in the section of “Ingredients to exclude”, the system will present recipes that doesn't include onions.
2. The system will have a sufficient database of ingredients associated with many recipes.
3. When one or more of the buttons are pressed in the section of “Ingredients to include” **or** in the section of “Ingredients to exclude”, the system will analyze the selected ingredients (include or exclude, respectively), and output a list of matching recipes.
4. When one or more of the buttons are pressed in the section of “Ingredients to include” **and** in the section of “Ingredients to exclude”, the system will analyze **both** the selected ingredients to include and to exclude, and output a list of matching recipes.



# Story 1 - Functional Requirements - Continue

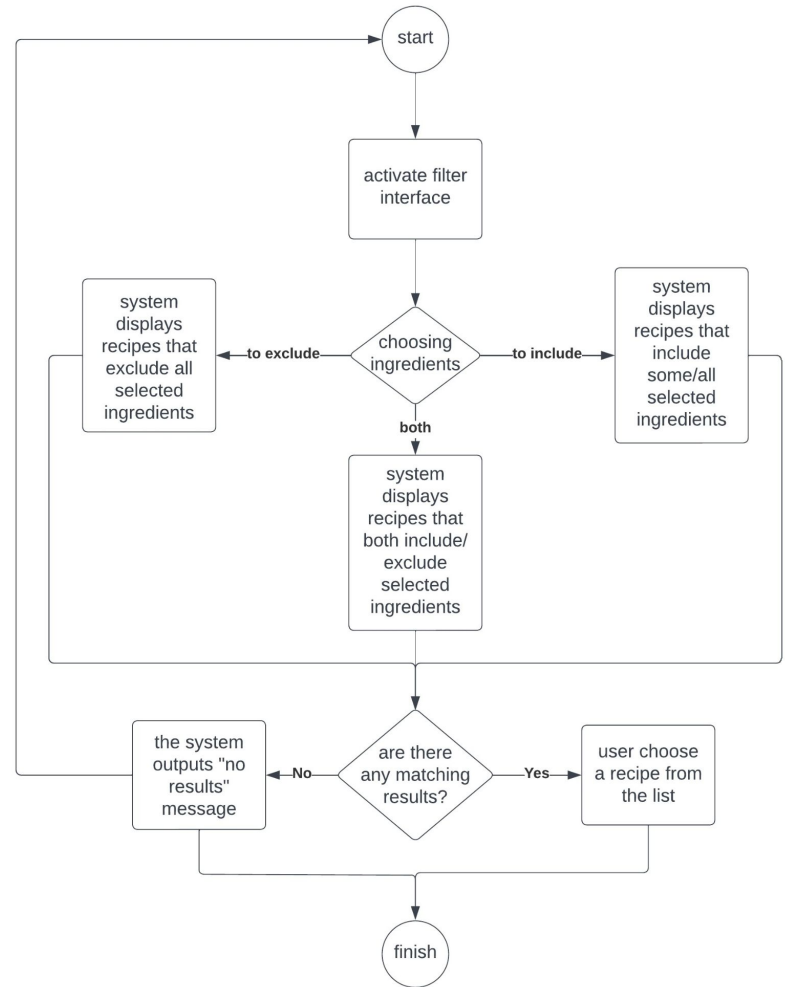
5. When one or more of the buttons are pressed in the section of “Ingredients to include”, the system will display recipes that contains some/all selected ingredients.
6. When one or more of the buttons are pressed in the section of “Ingredients to exclude”The system will display only recipes without the selected ingredients.
7. If no results are found, the system will output a “No results” message.
8. The system will prioritize the results and display recipes that include the specified ingredients - the more matching ingredients in the recipe, the higher relevance it gets.
9. The system will allow users to provide feedback on the effectiveness of the filtration system (thumbs-up/thumbs-down rating).

# Story 1 - Non Functional Requirements

1. The system will provide fast and accurate filtering results.
2. The filtering system will be able to handle a large number of users and recipe database.
3. The filtering feature will be intuitive and easy to use.

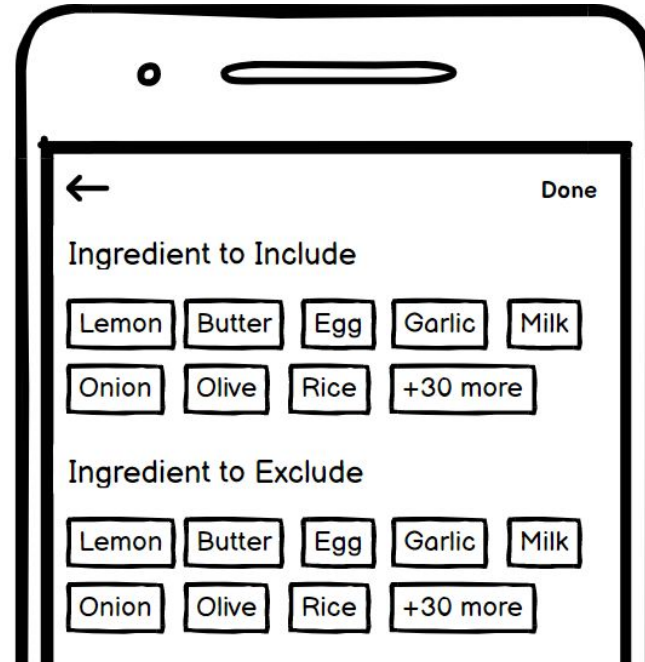
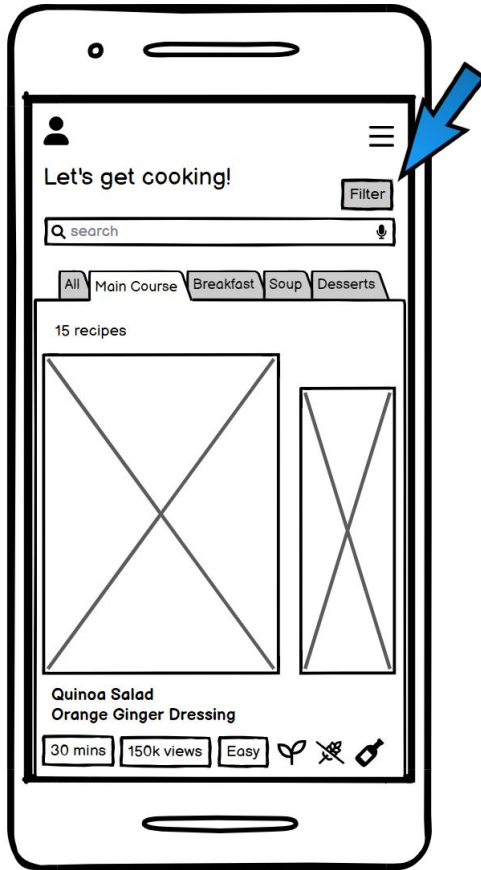
# Story 1 – Business Rules / Logic

[Link](#)



# Story 1 – UI

[Link](#)



# Stories - Epic 2: Alternative Ingredients Suggestion

1. Allergen-based Alternative Ingredients
2. Dietary-based Alternative Ingredients
3. Health-based Alternative Ingredients
4. Seasonal Alternative Ingredients

## Stories - Epic 3: Recipe Suggestions Based On Interaction

1. Personalized Recipe Recommendations
2. Similar Recipe Suggestions
3. Popular Recipe Recommendations
4. User-Generated Recipe Recommendations

# Stories - Epic 4: Personal Recipe Collections

1. Creating recipe folders
2. Editing folders name
3. Deleting folders
4. Adding recipes to a folder
5. Removing recipes from a folder
6. Sharing folder with others

# Stories - Epic 5: Nutritional Information and Guidance

1. Displaying nutritional information in a recipe (calories, vitamins, protein, fat, etc.)
2. Personalized nutritional guidance based on specific dietary goals (weight loss, muscle gain, etc.)
3. Tracking daily nutritional intake



# Theme 2 - Grocery Management and Integration

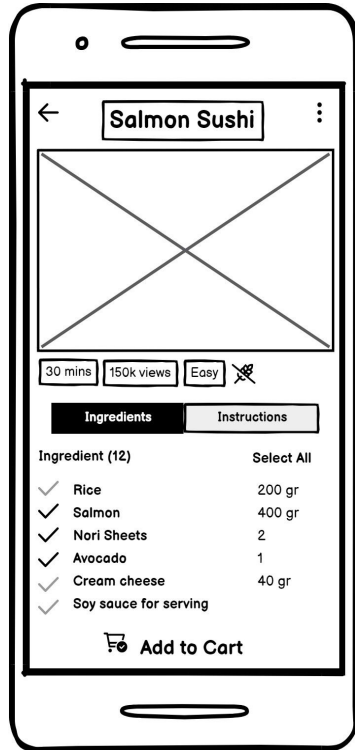
Epics:

1. **Shopping List Generation and Management**
2. Budget Tracking System
3. Purchase History and Reordering
4. Nearby Store Locator
5. Online Grocery Ordering System
6. Online Delivery and Pickup
7. Personalized Offers and Discounts

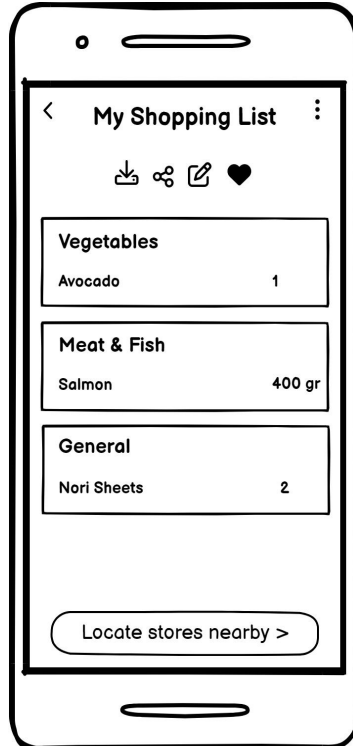
# Theme 2 - UI

[Link](#)

Shopping List Generation



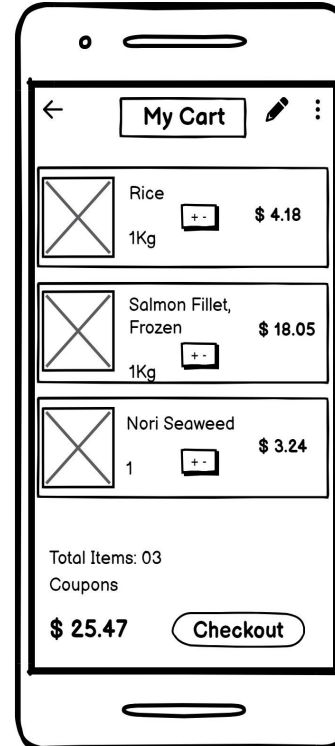
Shopping List Management



Store Locator



Online Ordering

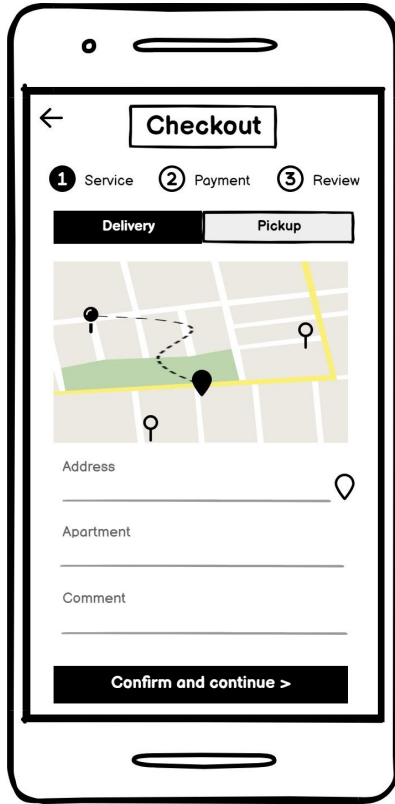


# Theme 2 - UI - Continue

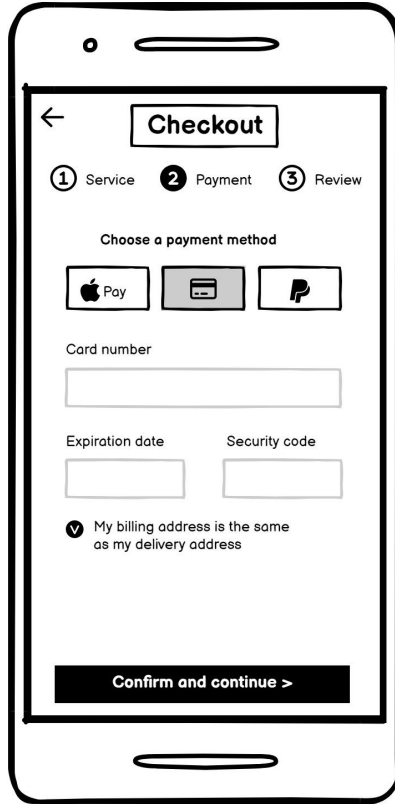
Option #1 - Delivery - Service

Option #1 - Delivery - Payment

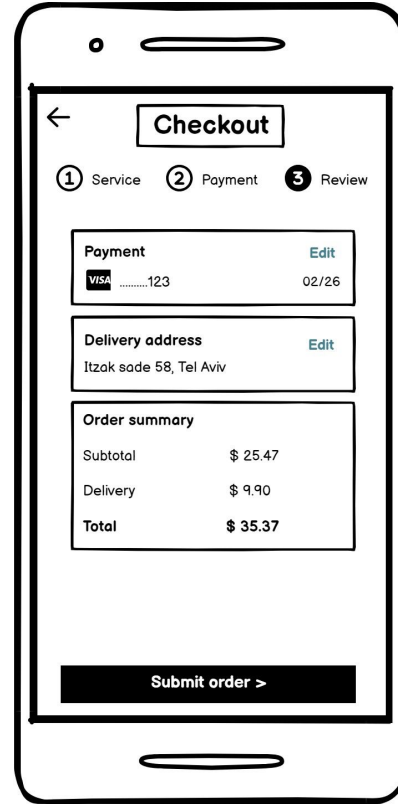
Option #1 - Delivery - Review



Mobile app UI for the Checkout - Service step. The screen features a back arrow, a 'Checkout' title, and a progress indicator with three steps: 1 Service (active), 2 Payment, and 3 Review. Below the progress indicator are two tabs: 'Delivery' (selected) and 'Pickup'. The main content area displays a map with a green highlighted area and a yellow route. Below the map are input fields for 'Address', 'Apartment', and 'Comment', each with a location pin icon. At the bottom is a black button labeled 'Confirm and continue >'.



Mobile app UI for the Checkout - Payment step. The screen features a back arrow, a 'Checkout' title, and a progress indicator with three steps: 1 Service, 2 Payment (active), and 3 Review. Below the progress indicator is a section titled 'Choose a payment method' with three options: Apple Pay, a generic card icon, and PayPal. Below this are input fields for 'Card number', 'Expiration date', and 'Security code'. A checkbox with a checked mark and the text 'My billing address is the same as my delivery address' is present. At the bottom is a black button labeled 'Confirm and continue >'.



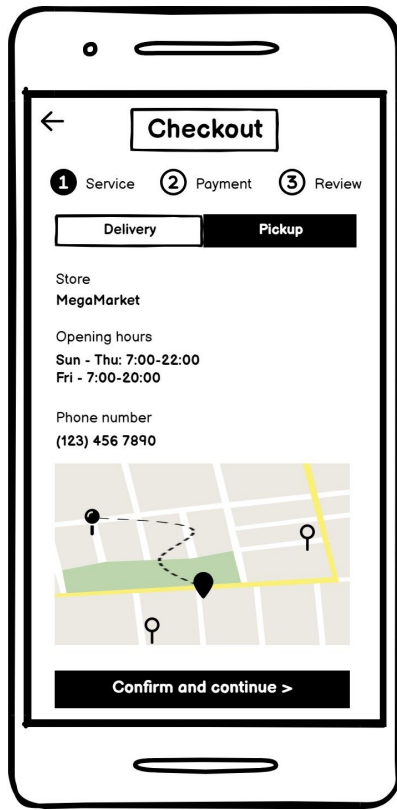
Mobile app UI for the Checkout - Review step. The screen features a back arrow, a 'Checkout' title, and a progress indicator with three steps: 1 Service, 2 Payment, and 3 Review (active). Below the progress indicator are three sections: 'Payment' (showing a VISA card ending in 123 with an 'Edit' link), 'Delivery address' (showing 'Itzak sode 58, Tel Aviv' with an 'Edit' link), and 'Order summary'. The 'Order summary' section contains a table with the following data:

Order summary	
Subtotal	\$ 25.47
Delivery	\$ 9.90
<b>Total</b>	<b>\$ 35.37</b>

At the bottom is a black button labeled 'Submit order >'.

# Theme 2 - UI - Continue

Option #2 - Pickup - Service



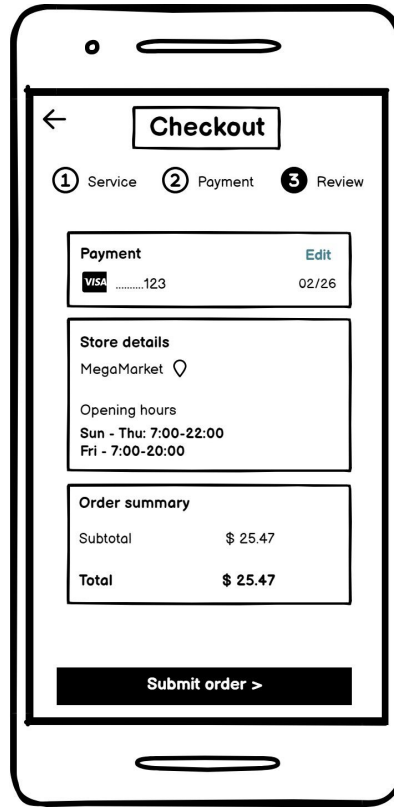
Mobile app UI for the Checkout - Service step. The screen features a back arrow, a 'Checkout' title, and a progress indicator with three steps: 1 Service (active), 2 Payment, and 3 Review. Below the progress indicator are two tabs: 'Delivery' and 'Pickup' (selected). The main content area displays store information for 'MegaMarket', including opening hours (Sun - Thu: 7:00-22:00, Fri - 7:00-20:00) and a phone number ((123) 456 7890). A map shows the store location and a dashed line indicating the pickup route. At the bottom is a 'Confirm and continue >' button.

Option #2 - Pickup - Payment



Mobile app UI for the Checkout - Payment step. The screen features a back arrow, a 'Checkout' title, and a progress indicator with three steps: 1 Service, 2 Payment (active), and 3 Review. Below the progress indicator is a 'Choose a payment method' section with three options: Apple Pay, Credit Card, and PayPal. The main content area contains a 'Card number' field, an 'Expiration date' field, and a 'Security code' field. Below these fields is a checkbox labeled 'My billing address is the same as my delivery address' which is checked. At the bottom is a 'Confirm and continue >' button.

Option #2 - Pickup - Review



Mobile app UI for the Checkout - Review step. The screen features a back arrow, a 'Checkout' title, and a progress indicator with three steps: 1 Service, 2 Payment, and 3 Review (active). Below the progress indicator is a 'Payment' section showing a VISA card ending in 123 with an 'Edit' link and an expiration date of 02/26. Below this is a 'Store details' section for 'MegaMarket' with a location pin icon and opening hours (Sun - Thu: 7:00-22:00, Fri - 7:00-20:00). At the bottom is an 'Order summary' section with a table:

Subtotal	\$ 25.47
Total	\$ 25.47

At the bottom is a 'Submit order >' button.

# Epics

Epic	(R) Reach	(I) Impact	(C) Confidence	(E) Effort	Priority	Notes
Shopping List Generation and Management	4	5	4	3	<b>26.67</b>	
Nearby Store Locator	3	4	4	3	<b>16</b>	
Online Grocery Ordering System	5	5	3	5	<b>15</b>	The integration with grocery providers may require technical considerations.
Online Delivery and Pickup	4	4	4	5	<b>12.8</b>	Implementing online delivery and pickup features can rely on third-party services.
Personalized Offers and Discounts	3	4	3	3	<b>12</b>	Implementing personalized offers and discounts requires data analysis and integration with marketing systems.
Budget Tracking System	4	4	4	3	<b>21.33</b>	
Purchase History and Reordering	4	4	4	3	<b>21.33</b>	

## Theme 2 - Epic 1: Shopping List Generation and Management

“**As** a Busy Professional, **I want to** be able to easily create and manage my shopping list of ingredients, **so that** I can efficiently plan my shopping and save time”.

### Acceptance criteria:

**Given** a selected recipe,

**When** I click on specific ingredients within the recipe

**Then** those ingredients should be visually highlighted or marked

# Stories - Epic 1: Shopping List Generation and Management

1. **Shopping list generation of specific ingredients from a recipe**
2. Shopping list generation of all ingredients from a recipe
3. Merging lists from different recipes
4. Categorize ingredients in the shopping list
5. Editing shopping list name
6. Adding ingredients independently
7. Appending ingredients independently
8. Creating a shopping list independently
9. Sharing shopping lists with others

## Story 1: Shopping list generation of specific ingredients from a recipe

### Acceptance criteria:

**Given** a selected recipe,

**When** I click on specific ingredients within the recipe and press the “Add to cart’ button,

**Then** the selected ingredients should be added to a new shopping list.



# Story 1 - Functional Requirements

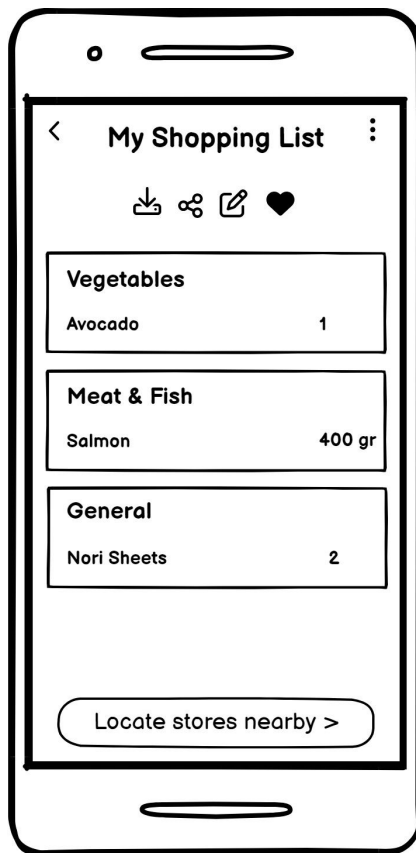
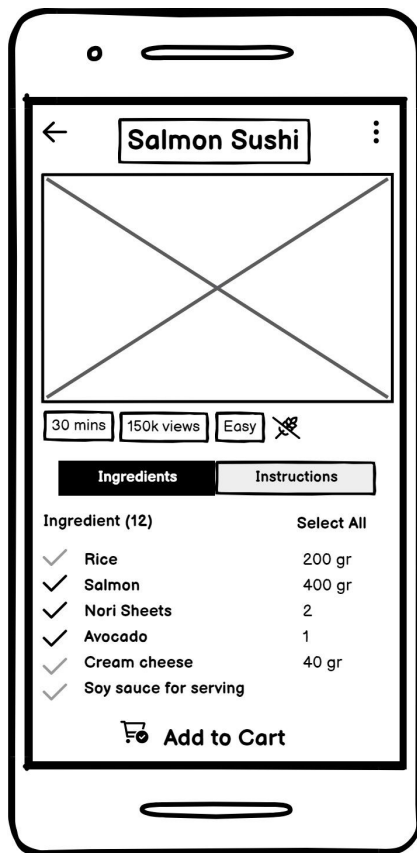
1. The system will display a selected recipe with its corresponding list of ingredients.
2. The system will present the user with a list of ingredients, and each ingredient will be represented as a selectable button. The user will choose **specific** ingredients he wants to appear in the shopping list by pressing on them.
3. The system will provide a visual indication for the selected ingredients. Each ingredient will be visually highlighted to signify that it has been chosen by the user.
4. The system will have an “Add to cart” button. Once the user press on this button, the system will output a new list (“My shopping list”) of all selected ingredients within a selected recipe.

# Story 1 - Non Functional Requirements

1. The system will respond quickly in the whole process of adding ingredients to a shopping list
2. The UI will be intuitive and easy to use.
3. The system will accurately add the selected ingredients to the shopping list without errors.
4. The system will be able to handle a large number of recipes and ingredients.

# Story 1 – UI

[Link](#)



# Stories - Epic 2: Nearby Store Locator

1. Searching for nearby stores by entering a location
2. Searching for nearby stores using GPS
3. Displaying store details and information
4. Navigation to stores
5. User ratings and reviews

# Stories - Epic 3: Online Grocery Ordering System

1. Reviewing the cart (items, price per item, total price, amount per item, total amounts, picture of items)
2. Removing items from the cart
3. Adding items to the cart
4. Placing an order (checkout)

# Stories - Epic 4: Online Delivery and Pickup

1. Selecting delivery or pickup option
2. Providing delivery time option
3. Notifying when order is ready for pickup
4. Tracking Delivery Status
5. Displaying store information for pickup

# Stories - Epic 5: Personalized Offers and Discounts

1. Customized coupons
2. Offer notifications and reminders for discounts
3. Personalized recommendations for discounts based on user interaction

# Stories - Epic 6: Budget Tracking System

1. Setting budget limit
2. Automated expense logging
3. Budget notifications and alerts

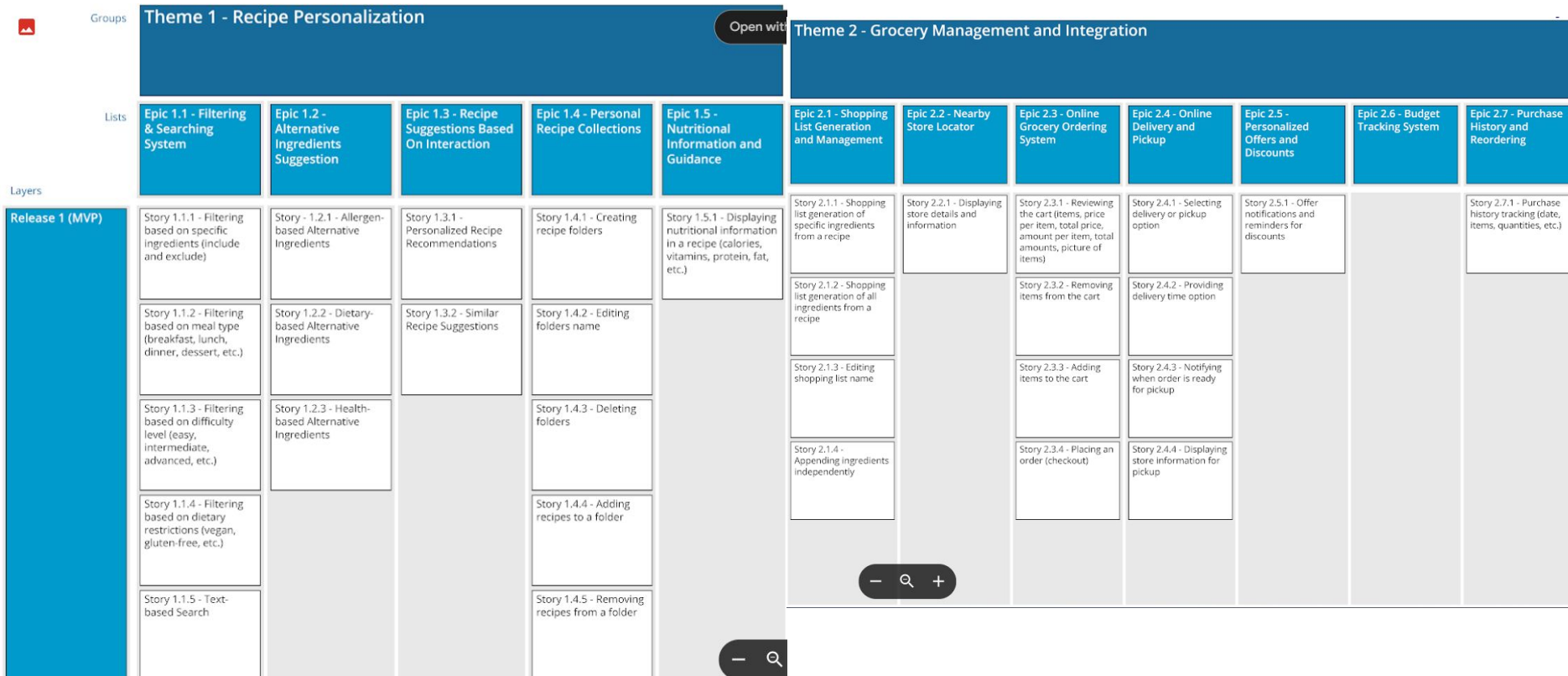


# Stories - Epic 7: Purchase History and Reordering

1. Purchase history tracking (date, items, quantities, etc.)
2. Reordering from purchase history
3. Order history filtering

# Roadmap + MVP

[Link](#)



Release 2

Story 1.1.6 - Combine multiple filters

Story 1.2.4 - Seasonal Alternative Ingredients

Story 1.4.6 - Sharing folder with others

Story 1.5.2 - Personalized nutritional guidance based on specific dietary goals (weight loss, muscle gain, etc.)

Story 1.5.3 - Tracking daily nutritional intake

Story 2.1.5 - Merging lists from different recipes

Story 2.2.2 - Searching for nearby stores by entering a location

Story 2.4.5 - Tracking Delivery Status

Story 2.5.2 - Personalized recommendations for discounts based on user interaction

Story 2.7.2 - Reordering from purchase history

Story 2.1.6 - Adding ingredients independently

Story 2.2.3 - Searching for nearby stores using GPS

Story 2.1.7 - Categorize ingredients in the shopping list

Story 2.1.8 - Creating a shopping list independently

Story 2.1.9 - Sharing shopping lists with others

Story 2.2.4 - Navigation to stores

Story 2.2.5 - User ratings and reviews

Story 2.5.3 - Customized coupons

Story 2.6.1 - Setting budget limit

Story 2.7.3 - Order history filtering

Story 2.6.2 - Automated expense logging

Story 2.6.3 - Budget notifications and alerts



Release 3

Story 1.3.3 - Popular Recipe Recommendations

Story 1.3.4 - User-Generated Recipe Recommendations