

Recipe Box App

Project Summary:

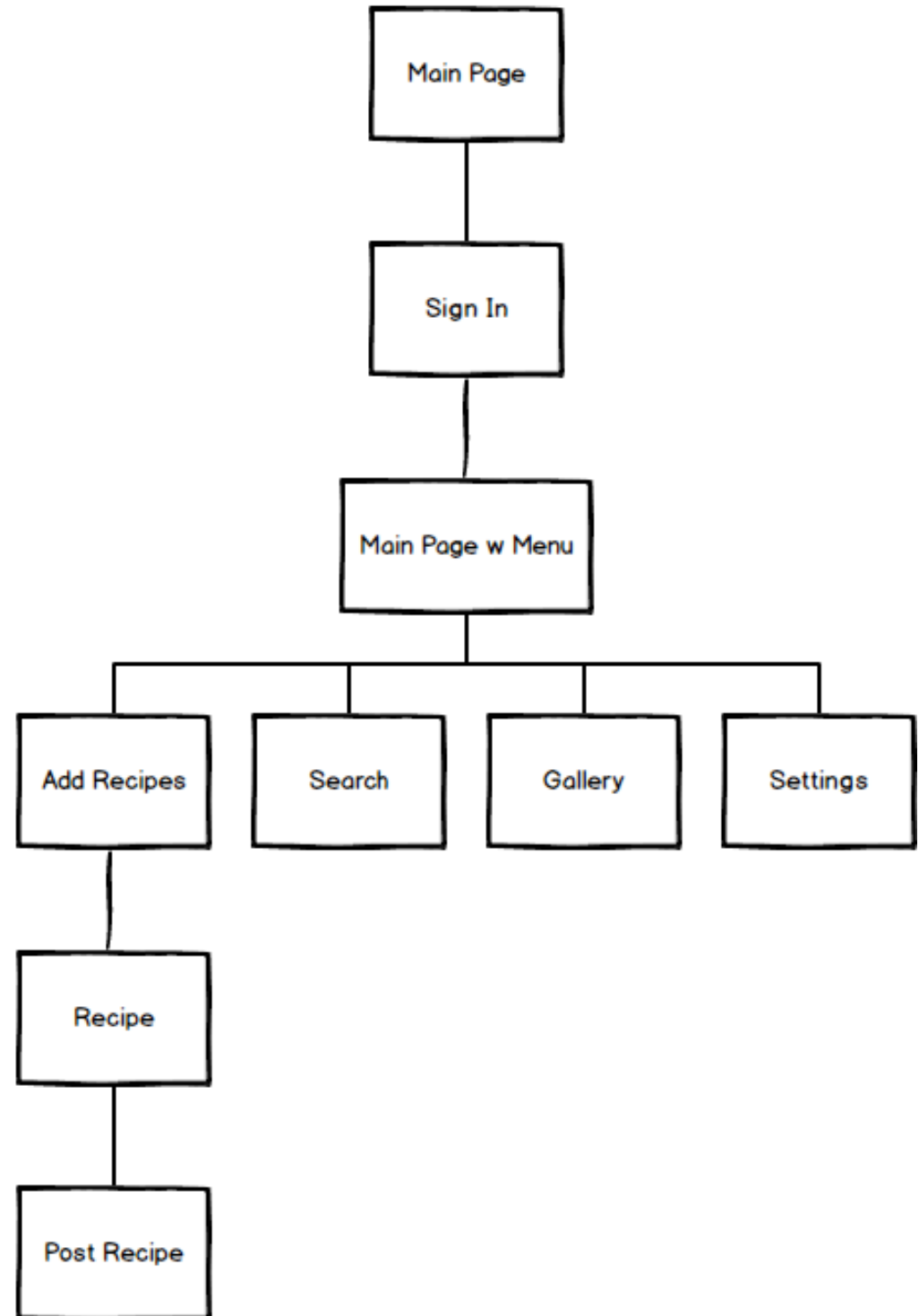
"Recipe Box" is a personal recipe database. Recipes can be saved for personal use or saved and posted to social media outlets.

Needs/Goals:

- Simplify collecting data
- Easily sort and find recipes
- Connect images with phone gallery
- Increase users for future sharing and website

Ideal Users:

The ideal users for this app would be people who love to cook and share recipes. They also must be tech savvy. The first persona is a housewife who will keep track of easy, healthy recipes for her young family. Our second persona is a business woman who keeps a blog posting recipes and food/restaurant reviews. She is quickly becoming an sought-out expert and will soon publish her second recipe book.



Personas



Renee

Profile:

45 yrs old

Mother of three teens

Lives in Atlanta, GA

Full time Mom and Recipe/Food Blogger

Scenerio:

Renee has always loved to cook. She wants to develop her reputation as taste expert and earn money from home. She plans to publish her 2nd recipe book.

Goals:

Earn \$100,000 year from home

Publish a 2nd recipe book

Be seen as an expert

Fav Sites:

Restaurant meal reviews

Tech Habbits:

Tec Savy. Is regularly online checking websites and her blog comments.

Devices:

Smartphone

Tablet

Desktop

Laptop



Jen

Profile:

32 yrs old

Housewife with two children

Lives on Long Island

Scenerio:

Jen is a young mother and likes to cook healthy food for her children. She needs an indexing system to keep track of her recipes. This is for personal use.

Goals:

Keep track of recipes. Easily access them.

Fav Sites:

Facebook

Parenting websites

Tech Habbits:

Jen uses the web after the children have gone to bed or during the day when she gets a free minute. She mainly uses her iPhone

Devices:

iPhone

Laptop