



Cooking Papa



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Problem Statement

The problem that our app is addressing is individuals would affect their eating habits with take-out food, junk food, or none at all when they are capable of making food at home with ingredients for a more cost-efficient price.

Solution & Value Proposition

- Offers healthy food choices in a time saving manner
 - With key nutrients: rich in fiber, calcium, and protein
- Brings experience to rookie home chefs
- Avoiding food waste with correct portions

Target Market & User Persona

- Primary Users: Kitchen owners who are novices at cooking and food theory. They would use our app to indulge in delicious options for meals, drinks, snacks, desserts, etc. and find healthy alternatives

Business Model (How will the app make money?)

- **In-App Purchases**
 - Premium recipe collections
 - Cooking courses
 - Specialized meal plans
- **Advertisements**
- **Corporate Partnerships ?**
- **E-commerce integration ?**

MVP Demo

<https://github.com/ZachGG421/cookingPapa-App/tree/sprint3>

Future Roadmap (What are the next steps after the MVP?)

- Collect user feedback and address any issues
- Overall performance improvements
- Recipe search improvements
- Authentication Login (Username & Password)
- Maintain databases
- Responsive on devices
- Social media connectivity
- Cooking notifications and reminders