

Powell, Glenn



Server Side Project Planning

MENUPREP

Glenn Powell

Table Of Contents		30.	User Stories
3.	Concepts	31.	User Stories Essential User Story 2
4.	Selected Concept	32.	User Stories
5.	Market Research: Grocery Shopping	33.	User Stories Essential User Story 3
6.	2X2 Axis Chart	34.	Flowchart
7.	Market Research: Grocery Shopping Differnt & Good	35.	logo Sketches
8.	Competitor Analysis: Push Info	36.	logo Sketches
9.	SWOT	37.	logo Sketches
10.	Findings & Observations	38.	Digital logos
11.	Revised Concept	39.	Digital logos
12.	User Groups	40.	Digital logos
13.	Survey/Interview Questions	41.	Sketches
14.	Survey/Interview Findings	42.	Sketches
15.	Survey/Interview Findings	43.	Sketches
16.	Survey/Interview Response Data	44.	Sketches
17.	Value Proposition	45.	Sketches
18.	Online Statement	46.	Sketches
19.	Creative Brief	47.	Sketches
20.	Creative Brief	48.	Wireframes
21.	User Stories	49.	Wireframes
22.	User Stories	50.	Wireframes
23.	User Stories	51.	Refined logos
24.	Identity	52.	Digital Comps
25.	Color Study	53.	Digital Comps
26.	Type Study	54.	Digital Comps
27.	User Stories	55.	Color logo Designs
28.	User Stories	56.	final logo Designs
29.	User Stories Essential User Story 1	57.	Database Diagram
		58.	Timeline

CONCEPTS

<Register for an Online Event>

An online site that allows the user to register for an event, if approved by the person hosting the event. The person hosting the event, would have the ability to assign titles to attendees. The person would also be able to explain what the event is, and where the event will be located. You would have the ability to sign in and check to see if the event has been canceled or moved to another date. The person hosting the event could post directions or maps to the location of the event. This is not an invite site, it would simply be a site that you go to for an event you already know about, so register.

<Weekly Menu Planning Website>

This would be a site where one could make a menu for the entire week and save it online. It would allow the user to enter all the ingredients he or she would need to purchase to make an online printable shopping list. The person would also be able to enter a price for how much they think the items may cost, to have an idea of how much they may have to spend at the grocery store for their final bill. Person can make their weekly menu private, or public. If you make your menu public, other people can steal your menu and make it their own, also members can upload their own recipes to your menu and share them with you. More features could also be added to make it the perfect online weekly food preparation location for the home cook.

<Marketing Website for Businesses>

This web site would allow companies to post their logo, information about their company, selling points, reviews, and their credentials. It would allow the company to upload their personal banners, and then tell the user more about their company. It would allow users to search through companies in their area at ease, finding the best place for them. Users who like the same companies as other users could friend each other, or share shopping habits. This site could also be used for someone looking for a new job at a new company, trying to find out more about that company.

Chosen Concept

<Weekly Menu Planning Website>

The selected concept will be a site that focuses on menu planning for stay at home moms or people who enjoy cooking at home. It will help the user to prepare a weekly menu, save their past menus, and share their menus. Users will be able to make a shopping list, add in prices for those items to get a total of what their bill might be. If a user decides to make their menu public, other users can steal items from their menu, or make select that menu and make it their own. Users will also be able to share recipes in the public area. So if user one finds an item on user two's menu and user one has an awesome recipe for that item, user one can share that recipe with user two. The goal of the site is to make menu planning easier, as well as minimize the stress of grocery shopping by allowing the user to plan ahead of time. Unlike other sites that focus on many different things, this site's sole purpose will be to help one plan their meals for the week.

MARKET RESEARCH: Grocery Shopping

OVERVIEW

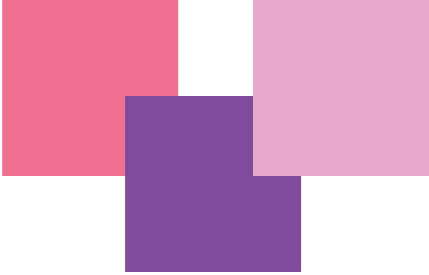
Research shows that the primary target audience will be stay at home moms, or people are control freaks and need to feel as though everything is in place when they leave their house. Research shows that 69% of people spending less than \$80 per week, shop alone. Out of the people spending more than \$80 a week, 39% of them are shopping with Children and 60% were shopping with a spouse. Research also shows that most people who plan for their grocery shopping and menu planning habits, also usually shop at more than one store, collect coupons, and are concerned with price over convenience.

In 2007 alone Americans spent \$547.7 billion on meals at home, compared to \$507.6 billion spent in restaurants. Showing that there is a big market of consumers that are making trips to the grocery store every week. Better Homes and Gardens found that home is the focal point for family meals. BH&G found that people use convenience products to prepare meals at home, dinner being a main course. One survey showed that 80% of the people who took the survey cook their meals from scratch.

Though there are many websites that offer these stay at home shoppers advice, coupons, and ways to save money, most websites do not have a way for them to plan menus online. Those that do allow for menu planning, make it a small focus of their website. Almost none of them allow users to share their weekly menus with others, or allow users to suggest ideas or recipes for their menu. Some charge for a kit that the user can buy. Many offer tons of information to this segment, but do not have any kind of database to allow the user to save data.

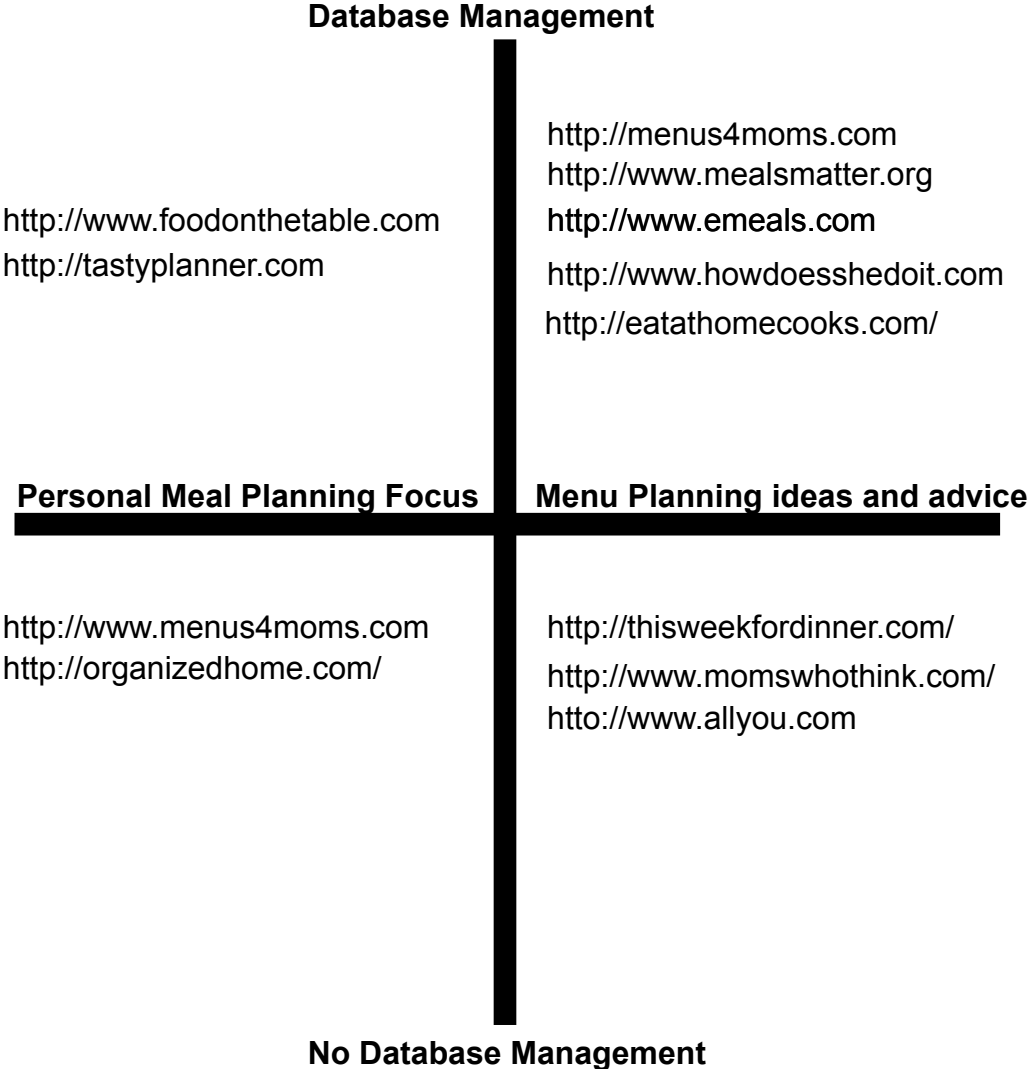
Competition Chosen:

- 1.) <http://www.emials.com>
- 2.) <http://www.foodonthetable.com>
- 3.) <http://www.howdoesshedoit.com/>
- 4.) <http://thisweekfordinner.com/>
- 5.) <http://eatathomecooks.com>
- 6.) <http://tastyplanner.com/>
- 7.) <http://www.howdoesshedoit.com>
- 8.) <http://www.mealsmatter.org/>
- 9.) <http://www.menus4moms.com>
- 10.) <http://www.momswhothink.com>
- 11.) <http://www.allyou.com/>
- 12.) <http://organizedhome.com>



2X2 Axis Chart

Personal Meal Planning Focus X Menu Planning ideas and advice



MARKET RESEARCH: Grocery Shopping

Different & Good

Good, Not Different

- Lots of healthy information
- Use of Social Media
- Printable Menus
- Printable Coupons
- Tips and advice

Good, Different

- Ability to share recipies
- Online database to help one plan and prepare for meals
- Offering Healthy Recipies for common items
- Online Buggeting tools

- Tons of advice
- Offer a menu to print and fill out but not store online and manage
- Blogs
- Pre planned Menus

- Kitchen Tips
- Explain how eating well will heal the planet IE: forcing other to believe a certain way about eating.
- Allow child menu planning, but not adult menu planning online

Not Good, Not Different

Not Good, Different

Competitor Analysis: Push Info

Overview

Many of the websites seem to force information down the users throats without allowing them to interact with the site. Each sites has tons of information about health tips, shopping tips, recipe tips, and menu planning tips, however only a few actually allow the user to plan a menu on their website. Those that do allow for online menu planning make it a very small portion of their site in comparision to a vast ammount of information that the user will get lost in. Some offer online menu planning, and seem to make it a primary focus, however it is a headache trying to figure out how to use their site as so many tools have been added. In order to use these sites a person would probably need at least mid level computer skills.

Primary Demographic

Age: 33
Gender: Female
Marital Status: Married
Region: South West
Ethnicity: White
Education Level: College
Income: \$65,000

Secondary Demo-

Age: 27
Gender: Female
Marital Status: Married
Region: Northeastern
Ethnicity: White, Italitan
Education Level: College
Income: \$160,000

SWOT

- Customer base
- Growing segment
- Little competition
- Low start up cost
- Could be used for personal or business use targeting two user segments

Strengths

Opportunities

- Lots of people eating at home
- People want to live more healthy and develop healthier menus.
- Ability to connect people in a specific area of focus with a specific goal
- Support from local markets
- Bad economy means more people eat at home and need a way to help them plan for cheaper meals.

- Lack of products and services
- Not offering any tips or information
- No money to be made directly from users
- Competitors offer more information
- Ability to promote new site

Weakness

Threats

- Cash Flow
- Increased Competition
- Increasing Economy, more people may eat out
- People buying meals ready to eat, rather than cooking at home.

Findings & Observations

Competitor Observations & Opportunities

Competitors offer helpful tips to either a healthy target audience, or recipes to an audience that is more open to greasy foods. Many of these sites offer blogs as a means of communicating with the user. Most of these sites are not connecting their users, they are only connecting their business with the user. Some are charging for kits that promise to help one live healthier, plan better meals, or create shopping list. Only a few are dedicated to helping the user plan their weekly meals, opening up an opportunity to grab that market. Though many sites are able to connect their users, they cannot compete with major social media networks. This is because social media networks are dedicated to one thing only, connecting people. In the same way menu planning is offered on a few sites, however it is a fragment of their site without a huge portion of dedication from the site owners. A site that is solely devoted to helping the end user plan and prepare their weekly menus,

Market Findings

The Market findings pointed toward women being the major user of these sites, as they are the ones making the shopping list and doing the shopping. Though according to an FSI Survey, men are most likely to go grocery shopping more often than women, though men are usually on these shopping trip shopping for a list of items given to them from their spouse (20% vs 15%). Women are most likely to shop for specific ingredients for specific meals (37% vs 30%). This shows why most of the sites that deal with healthy cooking, recipes, menu planning, or grocery shopping are usually targeted at women.

Revised Concept

Overview of Revised Concept

The revised concept will still have the same basic functionality and features as the original, but will also incorporate free source articles or blogs on healthy cooking or living. A huge part of the market in the competitors sites are focusing on healthy living, and there is so much content for a user to read that there has to be a lot of people reading the material. Though the site will not focus on providing information as a primary means of deploying the site as most the competitors do, it will have some information available as a secondary focus. The site will still focus it's primary objective around menu planning, recipe sharing, allowing the user to budget his shopping bill, and connecting the end user with others.

User Groups

<Dedicated Moms>

This group will use the site every week for planning their menus, most of these users will be women. They will be mainly stay at home moms who want to be able to plan out exactly what she will be cooking for her family. She will use the site to help her figure out how much she will have to spend at the grocery store, plan her menu, and share ideas for recipies with other users. She will use a home computer or laptop on the site most of the time at home, but may have an lpad and use the site as her mobile shopping list while in the grocery store.

<The Mobile Woman>

These women will use the site mainly from their smart phones or tablet devices, and will not be quite as active as the *Dedicated Moms*. They will use the site maybe as a portable shopping list, or to budget their grocery shopping on occasion. They may plan a menu from time to time, but mostly only when they are planning to cook for a group. These women will probably be working and may or may not be married, but will not have as much time to spend at an actual computer.

<The Occasional Man>

This user group will access the site primarily from a computer as he will probably be new to the site. He may be looking for a way to stop spending so much on grocerys, and want to plan ahead. He will cook often at home, enjoy cooking, and ocaisionally cook for others. He will find the site beneficial he won't be cluttered with too much female content as is found on many of the other sites. He will be able to know how much he is going to spend at the store, find helpful recipies from other users, and get an idea for what he wants to eat for the rest of the week.

Survey/Interview Questions

Demographic Questions

- 1.) Where are you from?
- 2.) Do you cook more at home depending on where you live?
- 3.) Do you only shop near your house?
- 4.) Will you shop further way if you can save money?
- 5.) How much money do you spend on groceries each week?
- 4.) How old are you?
- 5.) Do you live in an apartment or house?
- 6.) Are you married or single?
- 7.) Do you have children?
- 8.) What is closest to your annual income:
 - a.) \$20-30,000
 - b.) \$30-50,000
 - c.) \$50-100,000

Psychographic Questions

- 1.) Are you usually in a good mood?
- 2.) Do you enjoy shopping for groceries?
- 3.) Is it important to you to plan things out?
- 4.) What do you hate about shopping?
- 5.) Is healthy living important to you?
- 4.) Do you eat a lot of healthy foods?
- 5.) Do you buy more junk food or healthy food?
- 6.) What would make your trip to the grocery store less complicated?
- 7.) Do you care if your family likes what you cook?
- 8.) Which color do you like the best?
 - a.) Red
 - b.) Pink
 - c.) baby blue

Ethnographic Questions

- 1.) Do you ever have family night?
- 2.) Do you have a woman's night?
- 3.) Do you shop for certain kinds of food?
- 4.) Is food an important part of your culture?
- 5.) Does your family prefer eating at home?
- 4.) Is a BBQ a planned part of a weekly meal?
- 5.) What is your nationality?
- 6.) Do you think other people eat at home a lot?
- 7.) Are family traditions important to you?
- 8.) How important is a family meal to you?
 - a.) A lot
 - b.) Not that important

Survey/Interview Findings

<Dedicated Moms>

Demographic

- 1.) Most live in a house.
- 2.) Most shop with 15 minues of their home.
- 3.) Many will go a little further than they have to if they find a good bargain.
- 4.) Most have at least 1 child.
- 5.) Most are at least 29 or over.

Psychographic

- 1.) More or less most are in a good mood most of the time.
- 2.) Healthy living is important.
- 3.) Most buy more healthy food.
- 4.) Most like the color red better than pink or babyblue.
- 5.) Wish they had more money to spend every week.

Ethnographic

- 1.) Most have a family time, but not always a family night.
- 2.) Food is not a big part of culture, but healthy living is.
- 3.) Most of their families prefer eating at home a few days of the week.
- 4.) Family traditions are important to them.
- 5.) The nationality is white

Survey/Interview Findings

<The Mobile Woman>

Demographic

- 1.) Live in an apartment.
- 2.) Will drive further if they can save money.
- 3.) Spend around \$100 on groceries every two weeks
- 4.) Most have at least 1 child.
- 5.) Most are around the age of 27

Psychographic

- 1.) In the best mood they can be most of the time.
- 2.) Healthy living is important but not that important.
- 3.) Most do not enjoy shopping for food that much
- 4.) Being more organized would make their trip to the grocery store less complicated.
- 5.) Don't pay attention to weather or not their food is healthy, but will check calories.

Ethnographic

- 1.) Don't have a lot of time for family night.
- 2.) Go out with the girls from time to time, not in the hosue.
- 3.) Like eating dinner at home.
- 4.) Family traditions are important if she started them
- 5.) Food is a big part of her culture.

Survey/Interview Response Data

<The Dedicated Mom>: <Interviewee 1>

1.) Do you rent an apartment or are you or your family home owners?

I live a house. My husband and I have lived there for 3 years.

2.) Do you have children?

Yes I have a boy and a girl, one six year old and one 8 year old.

3.) What would make your trip to go grocery shopping less complicated?

I don't know, my husband could let me spend more money.

4.) Is healthy living important to you?

Yes it is, but trying to get an 8 year old to eat healthy is a different story.

5.) Are you usually in a good mood?

Most of the time, but I have my bad days too.

6.) Do you ever have family night?

I wouldn't say so much as family night as family time, my husband works nights. We plan out family events though, and do things together as a family though sure.

7.) Are family traditions important to you?

They are, but we don't have that many. We have a cook-out on the 1st of every month.

2.) How important is a family meal to you? a.) Alot OR b.) Not that important

I would have to say A, I love eating together, I wish we could do it more often actually.

Value Proposition

What is your category?

My category would fall under “home cooking” and “family meals”.

Who are your customers?

It will be Mothers that cook at home on a regular basis, or housewives that cook on a daily basis.

Where are they located?

They will be located across the United States, but there will be a focus on the Southern states as a lot of home cooking is done in the south.

When do they need you?

They need a way to provide their families with a menu for what they will be cooking throughout the week. They need a way to create a shopping list online that they can print off, or take with them on an Ipad, or mobile device. They need a way to share recipies with others, and find other creative ideas for cooking.

Why am my site important?

My site will be important because it will provide a way for users to plan a menu, share their recipies with others, create a shopping list, and provide creative ideas for cooking. Users will be able to see what others like them are cooking, and recieve helpful ideas on their current menu. The site will also help them determine how much their current menu will cost them at the grocery store.

How is my site different?

My site is different becasue most the competition do not have a database for storing the weekly menus, they only allow the user to print one off. The one's that do have a database for this purpose, usually have minimal focus on this part of their site, and provide too much content in other areas to distract the user. The focus of this site will be strictly on menu planning, recipie sharing, and getting creative ideas for cooking from other users. Some competitors charge for kit's, this site will be free for the user to use, and will be done online.

Online Statement

MenuPrep.com is the ONLY website that places their primary focus on personal menu planning which will be stored online, and allows other users to leave their recipes on other peoples weekly menus.

Creative Brief

Background:

Menuprep.com is your online resource for planning out your weekly menu. The site will allow users to create weekly menus, add ingredients to the items on their menus, see the total cost of their shopping bill, and share their menu's with others. Shared menus will allow other users to post ideas or recipes to other members weekly menu items, or steal their menu items and make them their own. It will take away the large amounts of content that other sites similar have, and make menu planning the primary focus for each individual. It will save a history of their prior menus, and remind them if there are items they purchase regularly that they haven't purchased in a while.

Overview:

It will be an opportunity to take advantage of a growing population of people who are cooking at home to save money from eating out. The site will mainly target women who are housewives, or mothers that need to cook on a regular basis. The site will help them not only plan their weekly menu's, but also how much money they are going to spend at the grocery store. It will allow a community of people to connect and share recipes that deal with their culture using time saving methods.

Drivers:

The goal of the site is to help people organize their meals and finances better toward recipes that fit their cultural needs, health needs, or simply what they like. It will help them find new ways to cook the foods they are already cooking, and maybe offer them healthier or cheaper alternatives. The idea behind the site is to help individuals focus on and plan what they will be eating throughout the week, and prepare them better for their shopping experience.

Creative Brief

Audience:

The primary demographic will be made up of three different user segments:

- 1.) Mothers who are single and married that have a need to cook for multiple people in their family, and need a better way to organize their menu planning habits. It will offer them a way to plan out weekly menus to show to their family so that the whole family knows what will be for dinner that night. It will also be beneficial to this user group because they can plan ahead of time how much they will need to spend to feed their family for a given week.
2. Housewives that cook at home on a regular basis, it will offer them a way to connect with others who cook the same kinds of foods they do. It will benefit them by having the ability to share recipes with others, as well as see how other people cook the same meals they do. They can be more prepared for grocery shopping as they may not visit the grocery store but once a week. It will help them figure out exactly what ingredients need to be purchased for a given meal.
- 3.) It will also focus on men who cook at home, or just people who like to be organized and will help them plan things out better. For the guys that cook at home it will allow them to budget their money for their grocery spendings in a way that makes sense to them, as well as learn about new recipes that meet their budget. These users may also benefit from looking at how other members are planning their weekly menus, and may wish to steal their ideas, menu, or recipes.

Competitors:

The average competitor makes menu planning a small focus on their site, and makes their primary focus around a lot of other cooking related content. Many offer pre-made weekly menus, but does not allow the user to make his or her own. The few that do allow the user to make his or her own menu, either charge for this service, or only allow the user to print their menus and not save them online. None that I have found, allow users to share their menus with other people, and allow those people to offer their recipes for items on the said menu.

User Stories

Primary Demographic:

As a dedicated mother, I want to know exactly what I will be cooking throughout the week so that my kids won't be asking me everyday.

As a dedicated mother, I want a organized way to plan a grocery list and have a ball park figure of how much we will have to spend on groceries so that my husband will get everything I need when he goes shopping for our groceries.

As a busy Mom, I want to have enough food for the week so that I don't have to make any extra trips to the grocery store.

As a busy Mom, I want to know what other moms are cooking for their kids, so that I can have a better idea of what my kids might want to eat.

As a busy Mom, I want to be able to see what kinds of food I can cook throughout the week with recipies so that I don't have to spend a lot of time coming up with ideas myself.

As a loving mother, I want to provide the best meals that I can for my family, so that they are eating as healthy as possible.

As a loving mother, I want to find healthy recipies to cook so that I can teach my kids the importance of eating healthy.

As a fulltime Mom, I want to connect with other fulltime Moms so that I can share recipies with them and see what the are doing in the kitchen compared to myself.

As a fulltime Mom, I want to know exactly what I will need on my shopping list so that my kids can go shopping for me.

As a enviromentalist and a Mother, I want to be able to be able to create my shopping list and view it on my iPad so that I don't waste paper.

User Stories

Secondary Demographic:

As a working woman, I want to be able to create a shopping list on the fly so that I can spend more time on things like work.

As a working woman, I want be able to plan a quick menu for the week, so that I can stop by the store after work and get what I need quickly.

As a mobile woman, I want to be able to do all my organizational stuff on my phone, so that I can pull it it up quickly anytime I need it where ever I'm at.

As a mobile woman, I want to be able to find recipies quickly with the touch of a button, so that I can figure out what I have at home to cook with what I already have.

As a mobile woman, I want everything I need to be on my lpad, so that I can access it quickly anytime I need it.

As a busy woman, I want come up with ideas for dinner quickly, so that I don't spend too much time in the grocery store trying to figure out what to buy.

As a busy woman, I want to be able to recieve advice on my recipies or be shown recipies quickly, so that I don't get caught up and take too much time figuring out what I'm going to cook.

As a single woman, I want to be able to cook and eat foods that don't take long for me to pre-prepare, so that I can focus on all the other things I have going on in my life.

As a single woman, I want to see how other people cook the same foods I make, so that I can learn new ways to cook the foods I like.

As a single woman, I want to know about how much money I will spend on groceries every week, so that I can spend the extra money I have on more fun things.

User Stories

Tertiary Demographic:

As the occasional man in the kitchen, I want to be well prepared so that I don't mess anything up.

As the occasional man in the kitchen, I want to know exactly what I will be needing to cook my meal so that I don't forget anything when I go to buy the ingredients.

As the occasional man in the kitchen, I want to know how much I am going to need to spend, so that I don't need more money than I planned on when I make my trip to the store.

As the occasional man in the kitchen, I want to know exactly what days I will be cooking for the family, so that my wife will know when I plan to be in the kitchen.

As a guy who cooks at home, I want to be able to share my recipes with others so that they can have an easier time in the kitchen.

As a guy who cooks at home, I want to see all different kinds of recipes for the foods that I like most, so that I can try different ways to make a select few things.

As a guy who cooks a lot, I want to know exactly what I will be cooking throughout the week, so that I can buy everything in one trip.

As a guy who cooks a lot, I want to see what other people are cooking at home, so that I can prepare the best meals for when I have company over.

As a guy who cooks a lot, I want to be able to keep all my recipes in one place so that I have easy access to them when I need them again.

As a forgetful guy, I want to be reminded of things that I shop for often, so that I don't make any mistakes and forget to buy something I needed while I was at the store.

Identity

1. menuprep.com
2. makingamenu.com
3. mommasmenu.com
4. menuscheduled.com
5. sevenmenus.com
6. mealsummary.com
7. mealreminder.com
8. mealarchives.com
9. menuoven.com
10. menumaken.com
11. menuspoon.com
12. menuknife.com
13. postmymenu.com
14. menucrumbs.com
15. sleekmenu.com
16. gomymenu.com

I really like (1.) because it says exactly what the site is focusing on, and gives the user an idea of what the site is, plus it's short. I think (4.) does the same thing, and I like it for the same reason. (15.) and (16.) would be my next choices, they are easy to remember and relate to the site. I think I like (16.) because it's gives the user a relationship to the site.

Color Study

Palette 1:



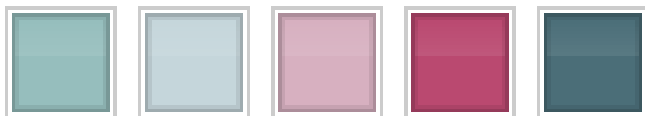
BCE0dC, C0E089, F4F1E0, F2C2B8, D76474

Palette 2:



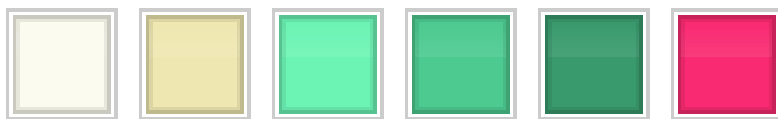
C44326, 633D30, 7C4823, 9B6024, 9B7824, 7B6E3A, E2C953, BDB757, E89B24, EC6D34, 9DC3D6

Palette 3:



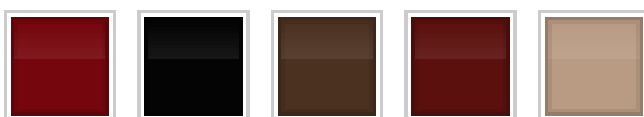
96BEBD, C5D6DB, D7B0C0, BA4970, 4B6E78

Palette 4:



FBFBEB, EFE7B1, 6CF4B4, 4DCA90, 399A6D, F92A71

Palette 5:



75060D, 040404, 4B3120, 5B100D, B99B83

Type Study

Fonts:

Berlin Sans FB, 12pt

Welcome, prepare your weekly menus online

Bell Mt 12pt

Welcome, prepare your weekly menus online

Century Gothic12pt

Welcome, prepare your weekly

Century Gothic 12pt

Welcome, prepare your weekly menus online

Calibri 12pt

Welcome, prepare your weekly menus online

Courier New 12pt

Welcome, prepare your weekly menus online

Century 12pt

Welcome, prepare your weekly menus online

Ebrima 12pt

Welcome, prepare your weekly menus online

Iskoola Pota 12pt

Welcome, prepare your weekly menus online

Kalinga 12pt

Welcome, prepare your weekly menus online

Letter Gothic STD, 12pt(medium) Welcome, prepare your weekly menus online

Microsoft New Tai Lue, 12 pt

Welcome, prepare your weekly menus online

MS Reference Sans Serif, 12 pt

Welcome, prepare your weekly menus online

TRAJAN PRO, 12 PT

WELCOME, PREPARE YOUR WEEKLY MENUS ONLINE

Adobe Ming Std, 12 pt

Welcome, prepare your weekly menus online

Dotum,12 pt

Welcome, prepare your weekly menus online

Mirum, 12 pt

Welcome, prepare your weekly menus online

Rod, 12 pt

Welcome, prepare your weekly menus online

Raavi, 12 pt

Welcome, prepare your weekly menus online

User Stories:

Essential:

As a dedicated mother, I want a organized way to plan a grocery list and have a ball park figure of how much we will have to spend on groceries so that my husband will get everything I need when he goes shopping for our groceries.

As a busy Mom, I want to be able to see what kinds of food I can cook throughout the week with recipies so that I don't have to spend a lot of time coming up with ideas myself.

As a working woman, I want be able to plan a quick menu for the week, so that I can stop by the store after work and get what I need quickly.

Non-Essential:

As the occasional man in the kitchen, I want to know how much I am going to need to spend, so that I don't need more money than I planned on when I make my trip to the store.

As a guy who cooks alot, I want to be able to keep all my recipies in one place so that I have easy access to them when I need them again.

As a single woman, I want to be able to cook and eat foods that don't take long for me to prepare, so that I can focus on all the other things I have going on in my life.

As a loving mother, I want to find healthy recipies to cook so that I can teach my kids the importance of eating healthy.

User Stories:

Essential User Story 1:

As a dedicated mother, I want a organized way to plan a grocery list and have a ball park figure of how much we will have to spend on groceries so that my husband will get everything I need when he goes shopping for our groceries.

Requirements

- User must be able to log in
- User must be able to create an online shopping list that will store the information in a database.
- User must be able to enter in a guess price for each item, and save off the information.
- User must be able to retrieve their shopping list upon logging in, storing the shopping list and price total using session variables.

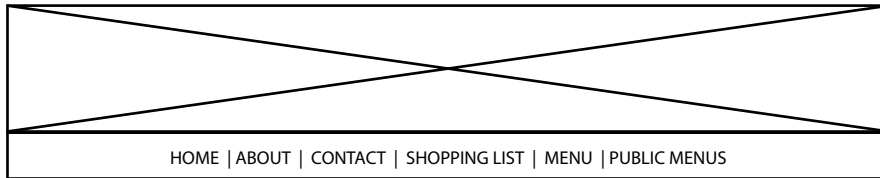
Behaviors

- User enters information into login, and if information is correct they are taken to homepage
- User clicks on “create shopping list”, and they fill out form fields to create the shopping list, along with a guess price, when they click “submit” it shows them their new shopping list.
- User clicks on shopping list on a second login, and it retrieves the information from the database and displays it to the user.

User Stories:

Essential User Story 1:

References:



	ITEM	GUESS PRICE	
<p>Enter the items to in the input boxes to the right, to save them to your shopping list.</p>	<input type="text"/>	<input type="text"/>	
	<input type="text"/>	<input type="text"/>	
	<input type="text"/>	<input type="text"/>	
	<input type="text"/>	<input type="text"/>	
	<input type="text"/>	<input type="text"/>	
	<input type="text"/>	<input type="text"/>	
	<input type="text"/>	<input type="text"/>	
	<input type="text"/>	<input type="text"/>	
	<input type="button" value="ADD ITEM"/>	TOTAL	
		<input type="text"/>	<input type="button" value="SUBMIT"/>

Validations:

- None

User Stories:

Essential User Story 2:

As a busy Mom, I want to be able to see what kinds of food I can cook throughout the week with recipes so that I don't have to spend a lot of time coming up with ideas myself.

Requirements:

- Must be able to log in
- Must give the user the option to make their weekly menu public or private
- public menus need to be able to be seen by all users
- Must be able to add recipes to items on public menus, save that information to the database, and display it if the user wants to see any added recipes.

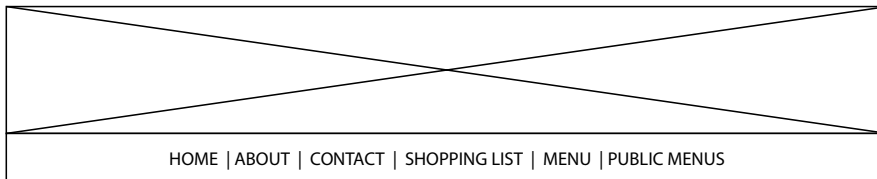
Behaviors:

- When user logs in it takes him to home page
- If user clicks on "public menus", they are shown a listing of weekly menus from other users that have been made public.
- When a user sees an item on a public menu that they have a great recipe for, they can click "add recipe", and it will be uploaded to the site for other users to see.

User Stories:

Essential User Story 2:

References:



Public Menus

User 1

MT	ue	WT	hur	F

View added recipies

Click on an item to add a recipie to this menu.

User 2

MT	ue	WT	hur	F

Validations:

- make sure user does not submit a blank field, and that a recipe was entered.

User Stories:

Essential User Story 3:

As a working woman, I want be able to plan a quick menu for the week, so that I can stop by the store after work and get what I need quickly.

Requirements:

- Must be able to log in
- Must be able to enter in a different items for each day of the week
- Must be able to add recipies for each iem on the menu
- Must be able to save and submit to database
- Must be able to choose weather item is public or private

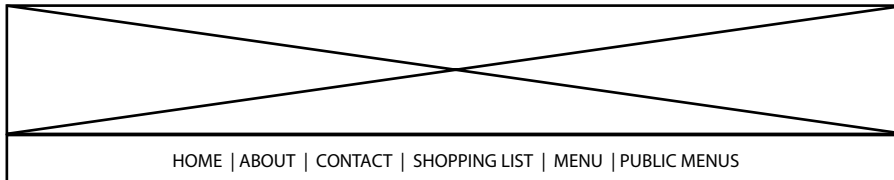
Behaviors:

- When user logs in it takes him to home page
- User enters in an items for Monday in slot one
- User enters in an items for Tuesday in slot two
- User enters in an items for Wednesday in slot three
- User enters in items for Thursday in slot four
- User enters in items for Friday in slot five
- User clicks “add recipie” which takes them to a new page, and allows them to enter in a recipie for the item they clicked on.
- User clicks “public” or “private”
- User clicks submit and saves the information, and it tell them their weekly menu has been submitted.

User Stories:

Essential User Story 3:

References:



CREATE A WEEKLY MENU

ADD RECIPIE

TYPE ITEMS IN THE BOX TO ADD A MENU ITEM

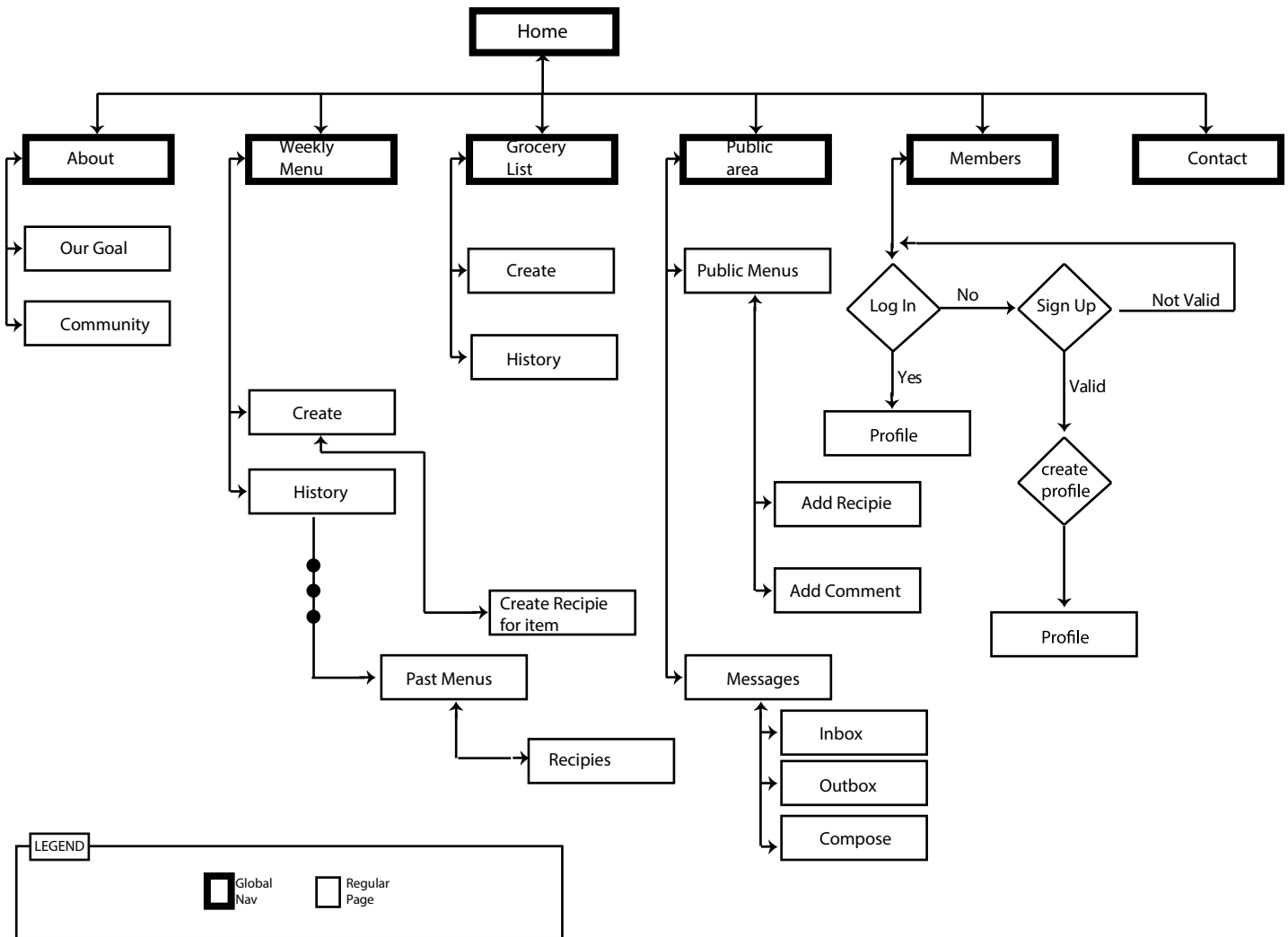
Monday	TuesdayW	ednesday	Thursday	Friday
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="button" value="Add More Items"/>				

PUBLIC
 PRIVATE

Validations:

- Make sure the user checks either “public” or “private”

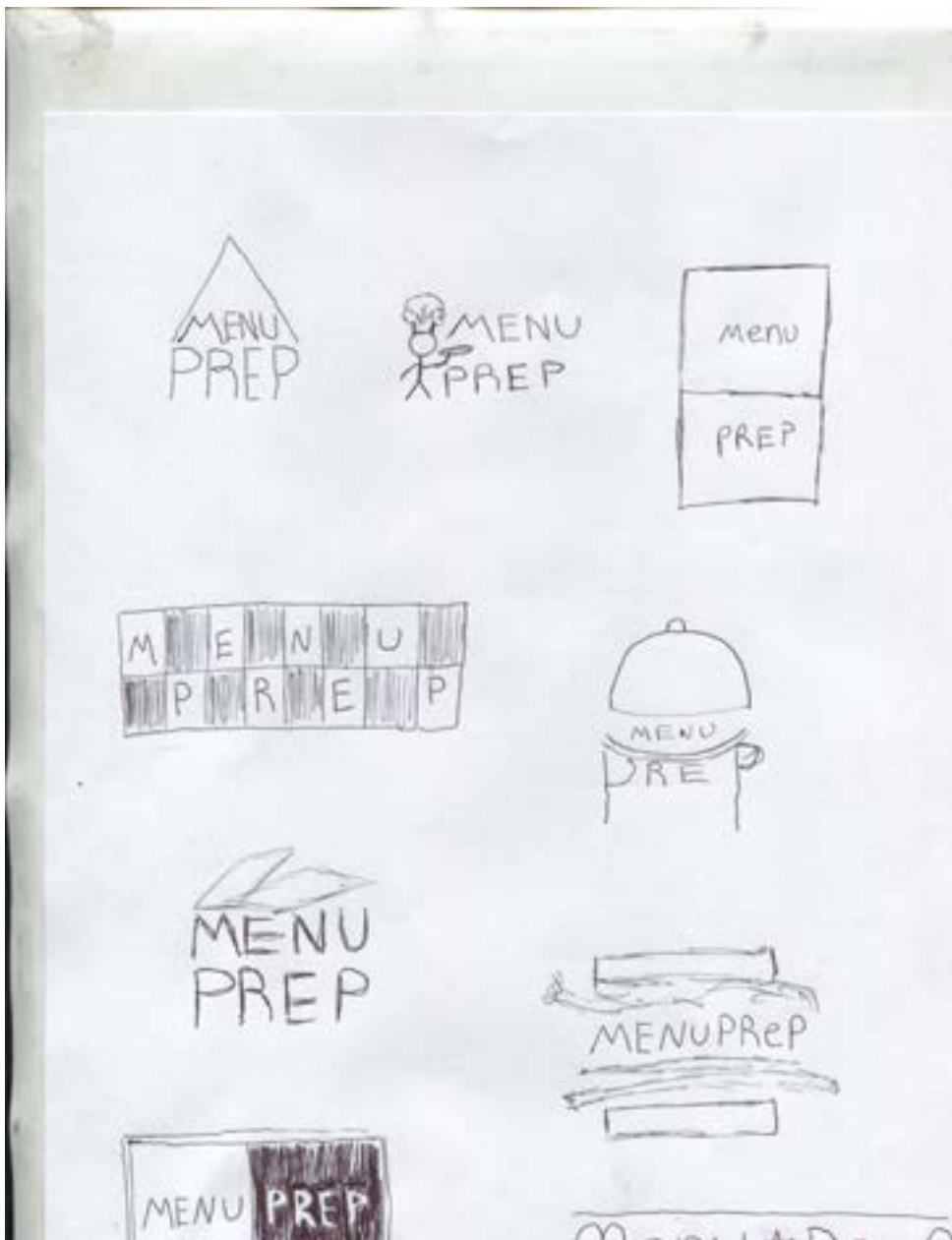
Flowchart:



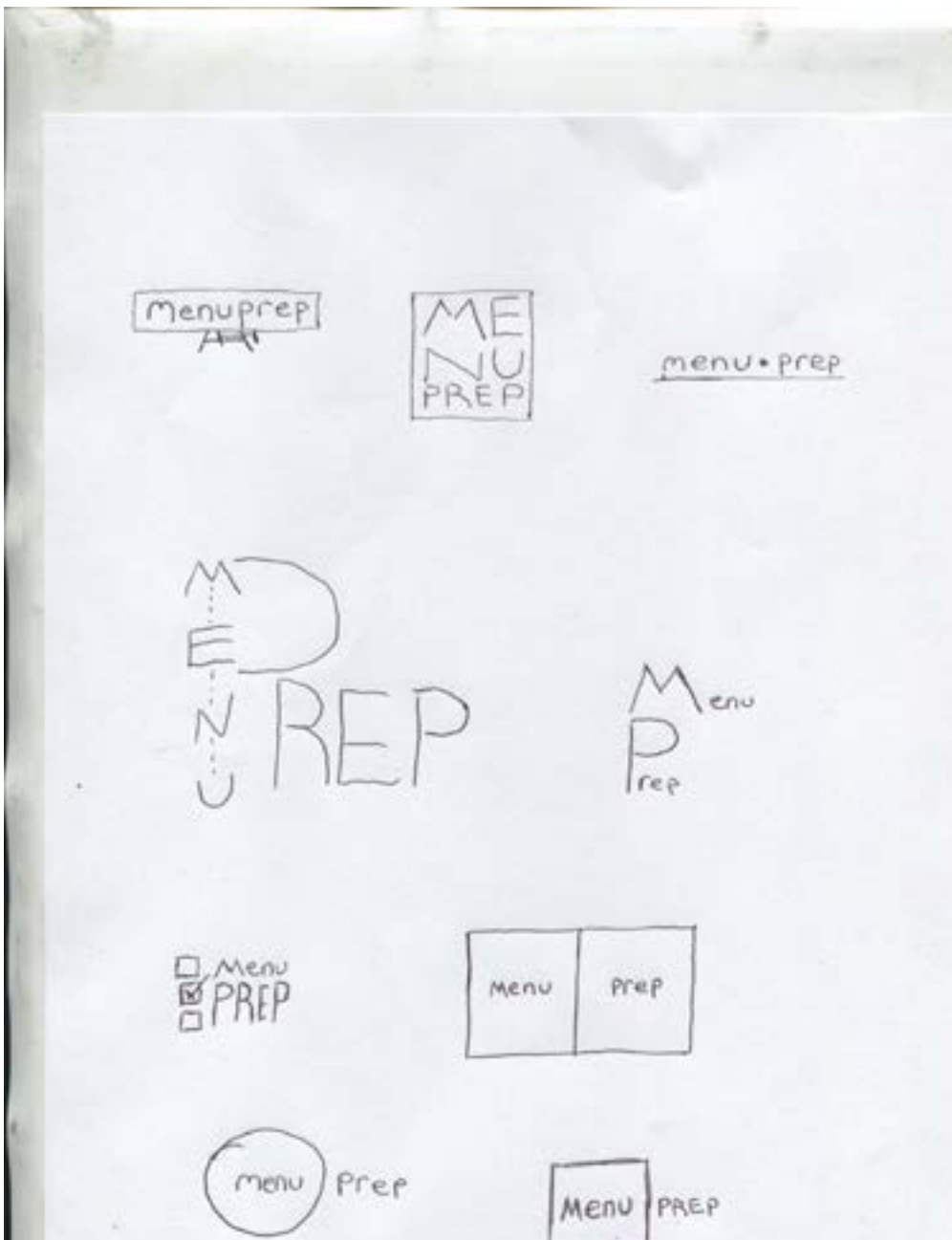
Logo Sketches:



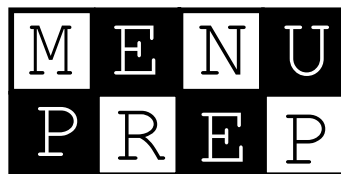
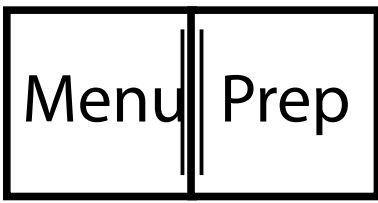
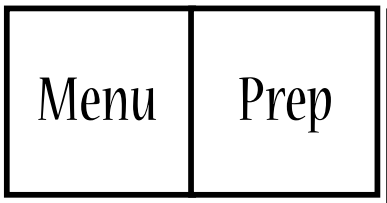
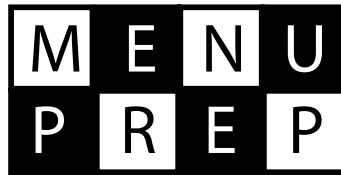
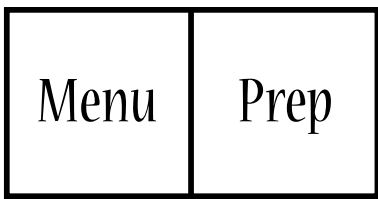
Logo Sketches:



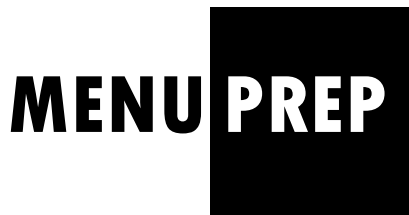
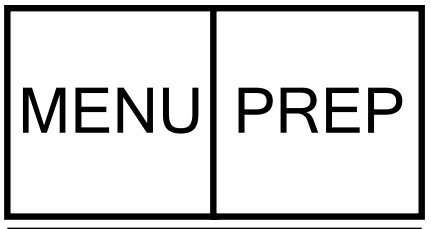
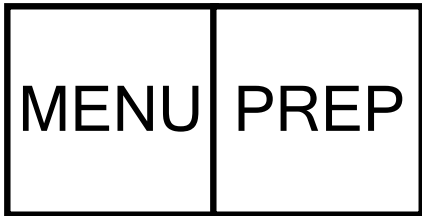
Logo Sketches:



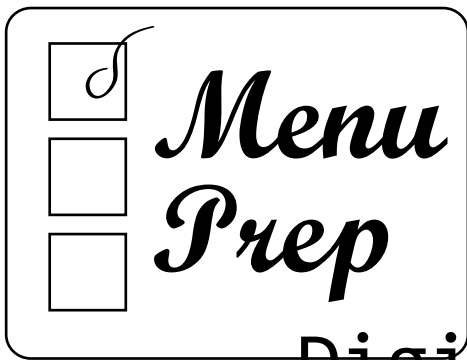
Digital Logos:



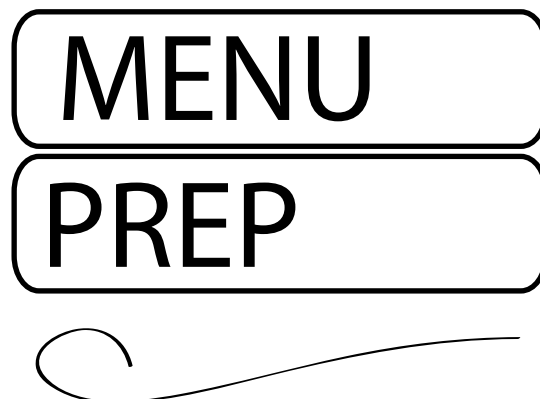
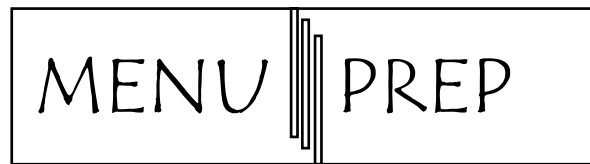
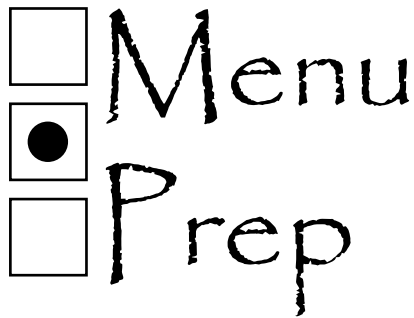
Digital Logos:



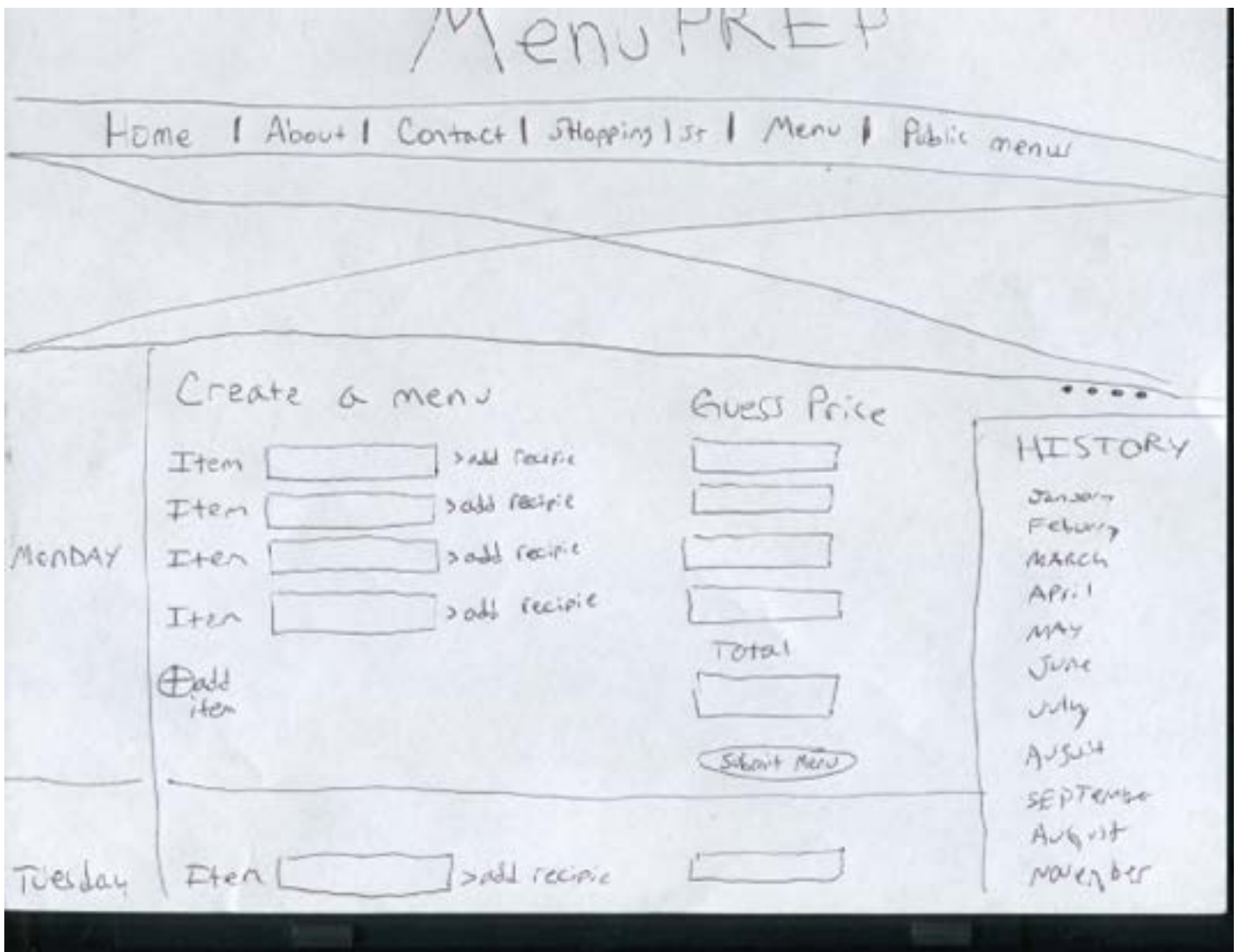
Digital Logos:



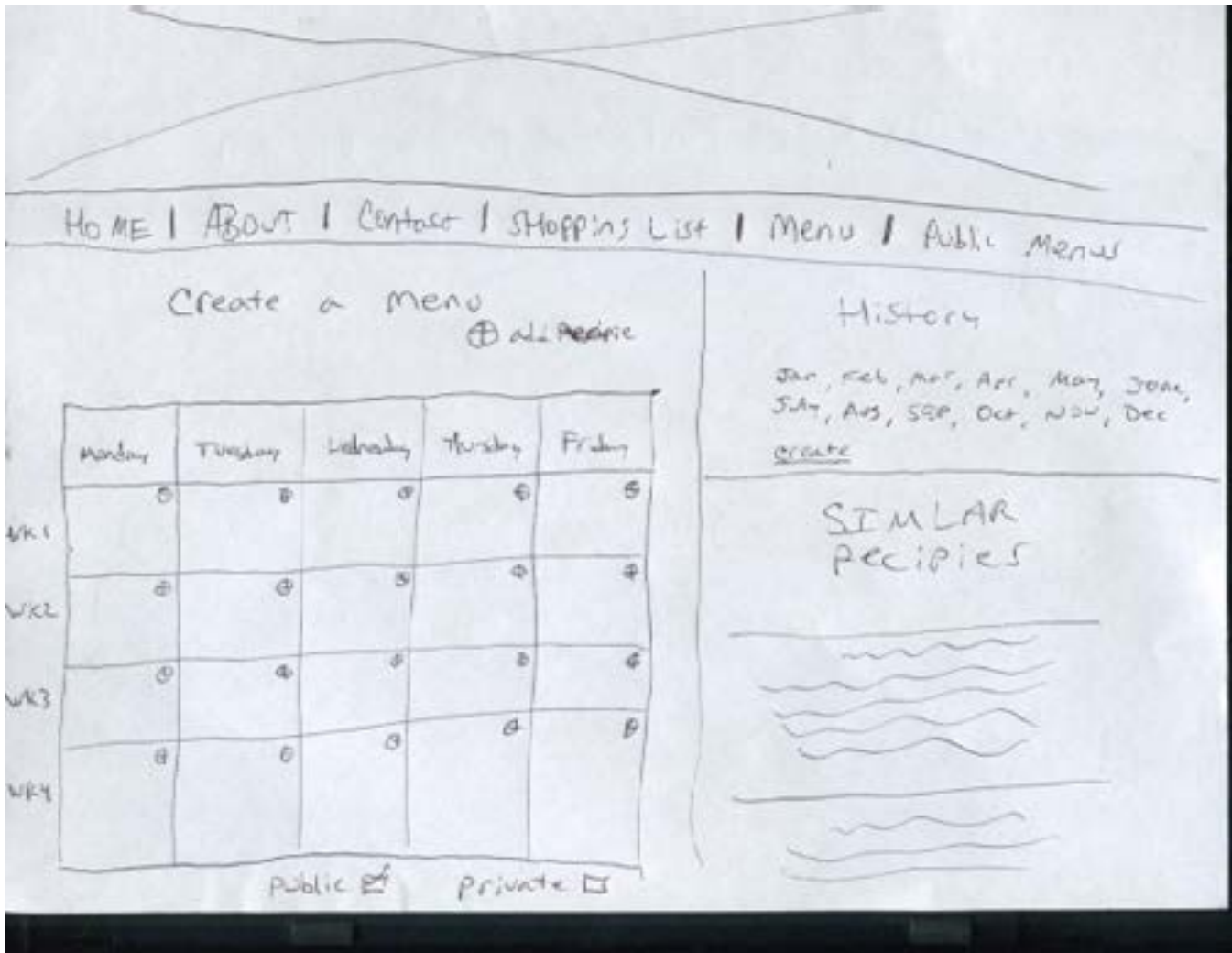
Digital Logos:



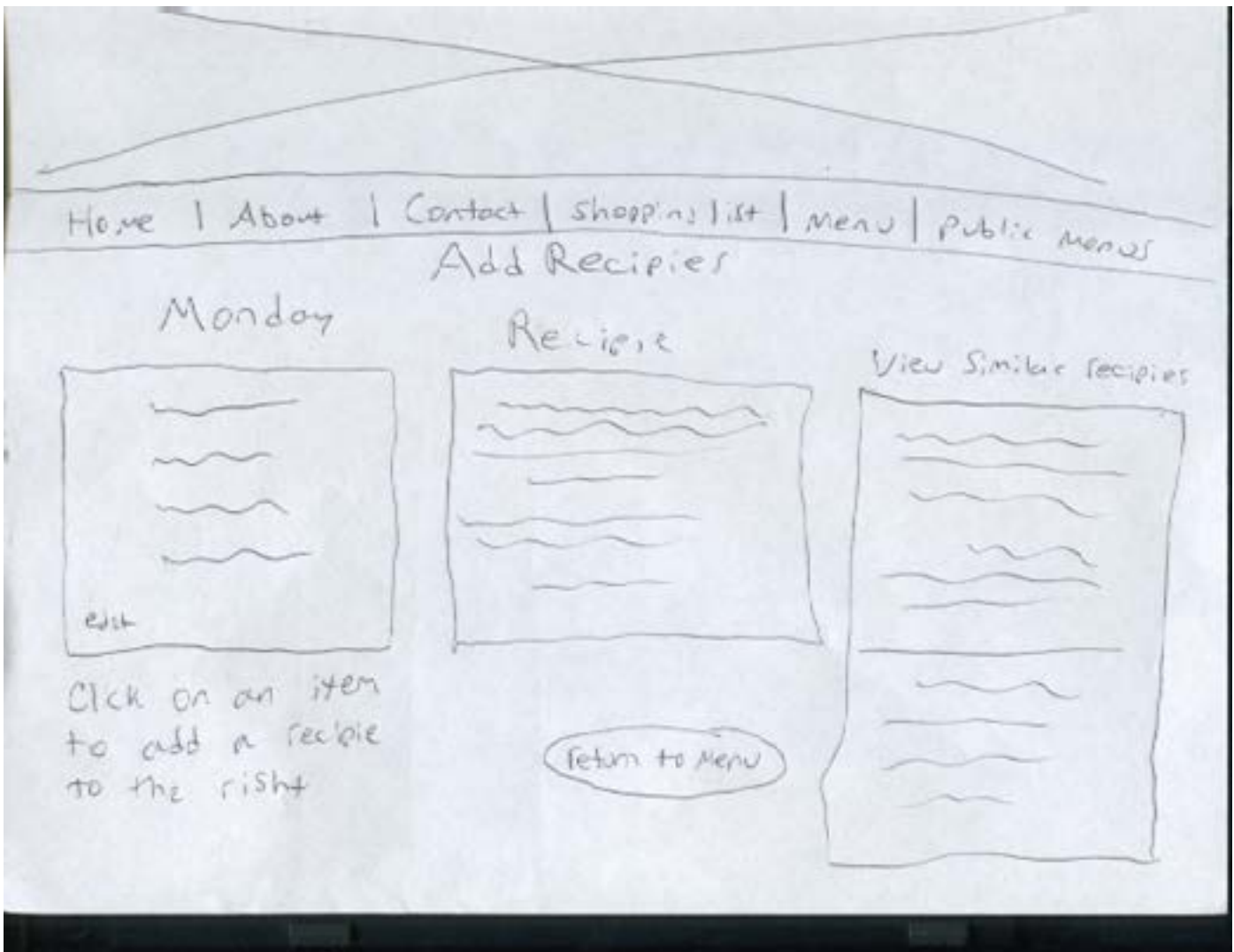
Sketches:



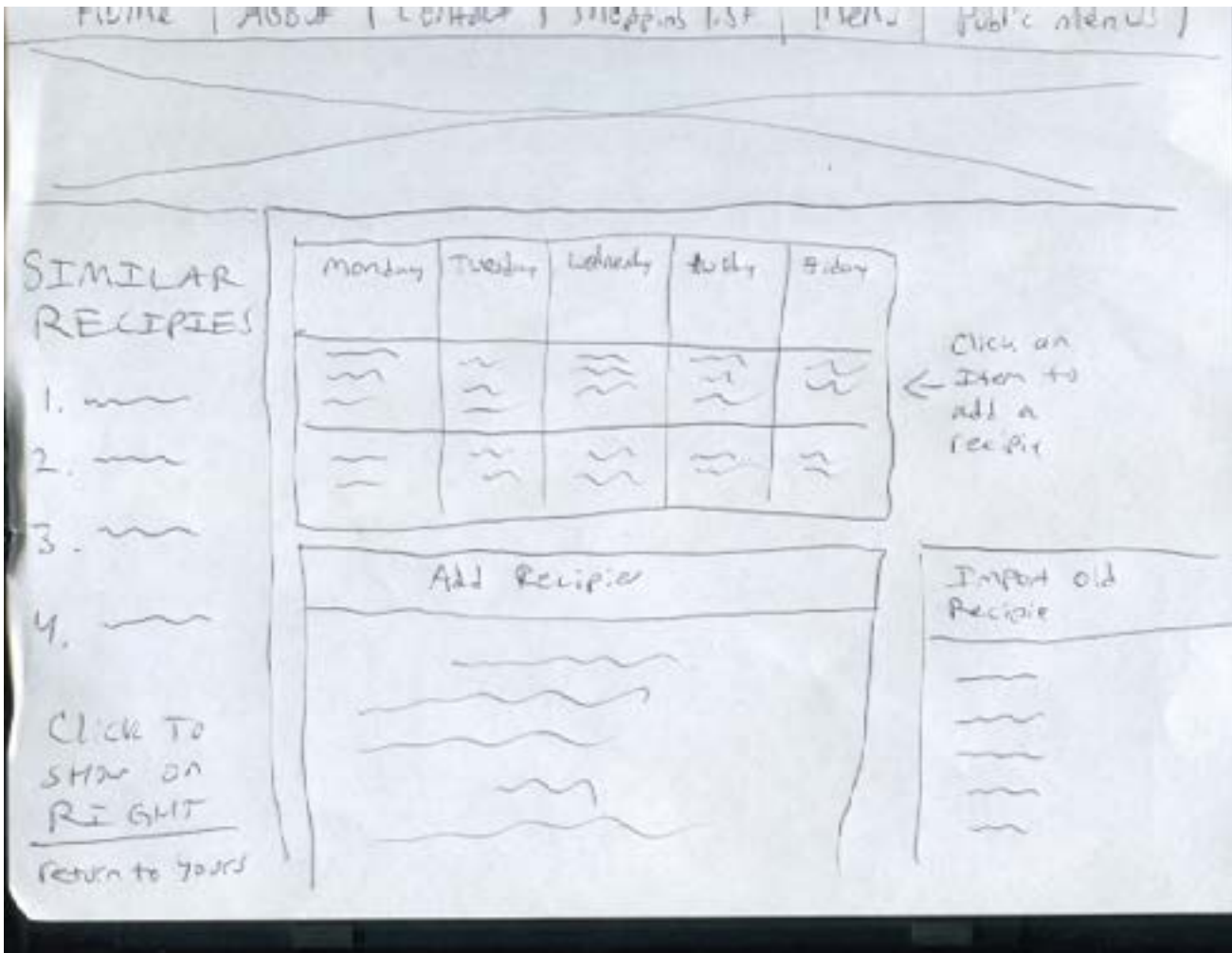
Sketches:



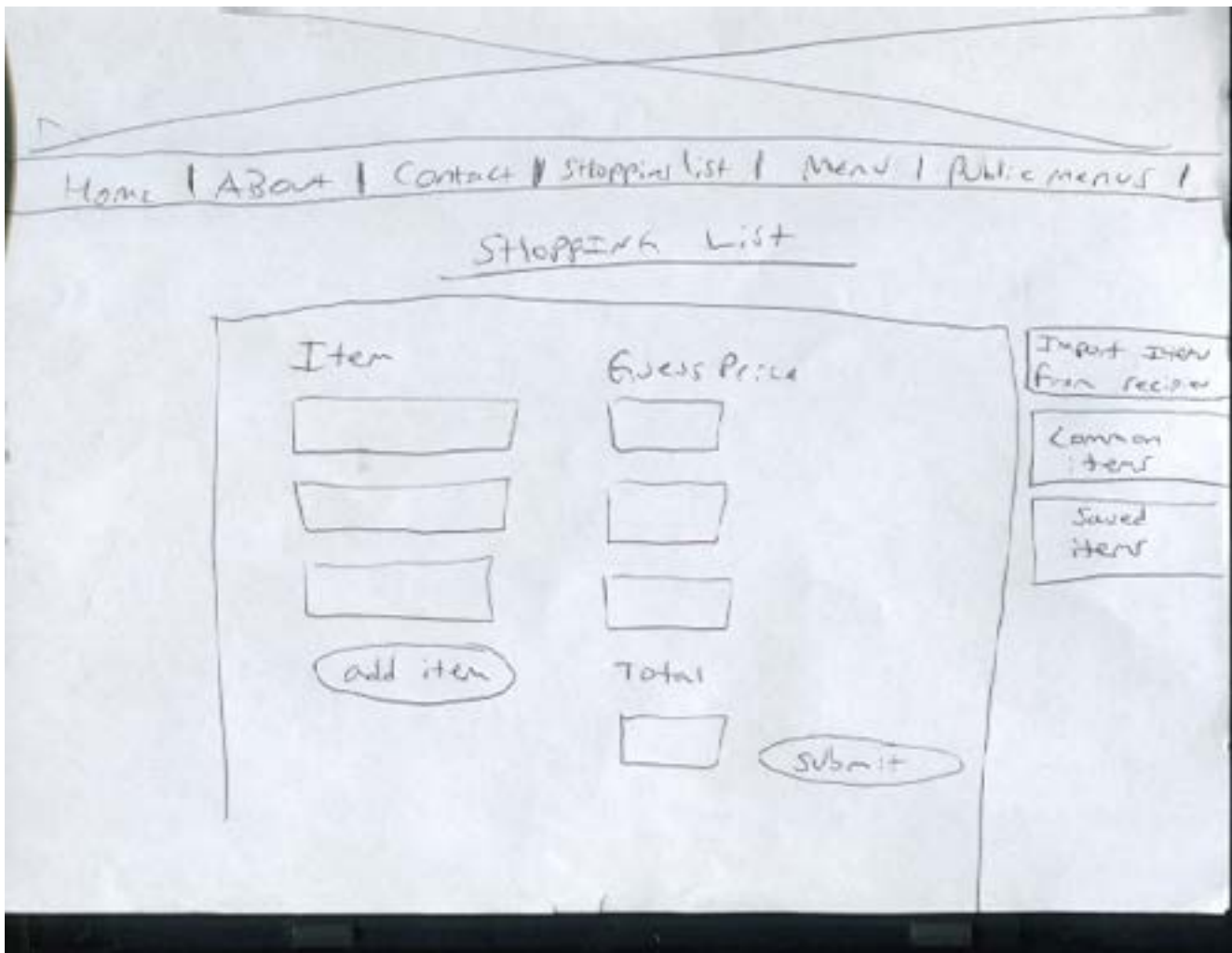
Sketches:



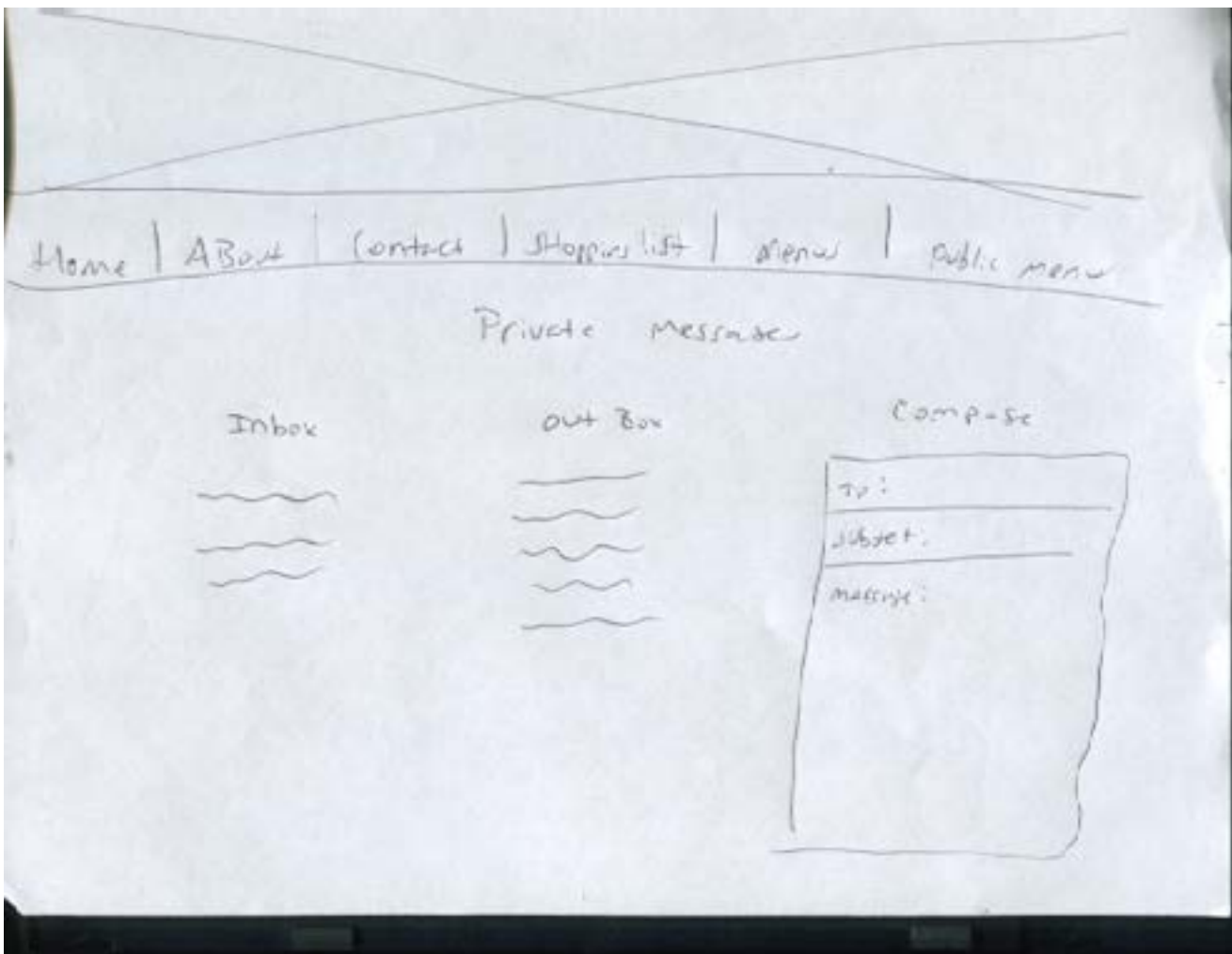
Sketches:



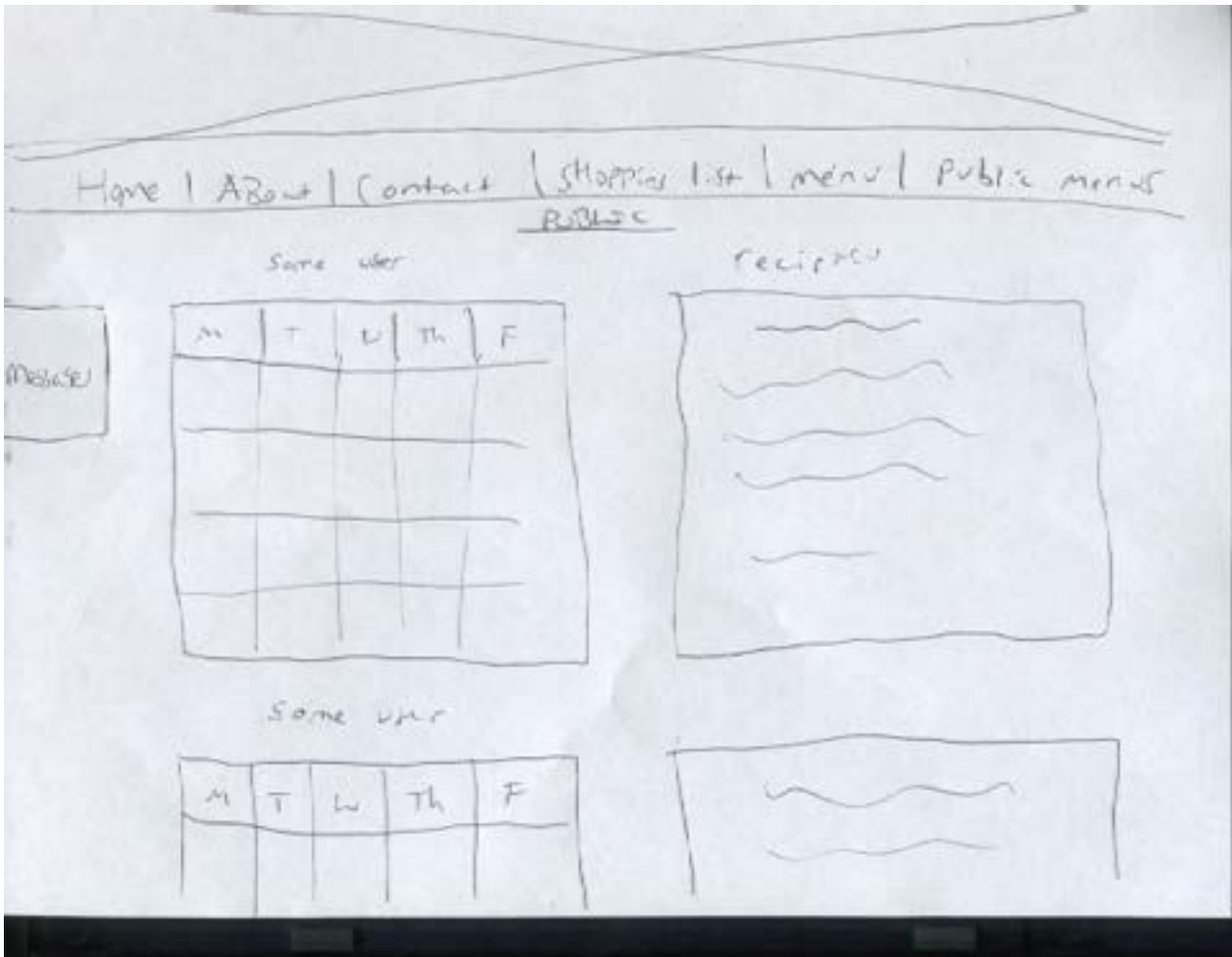
Sketches:



Sketches:



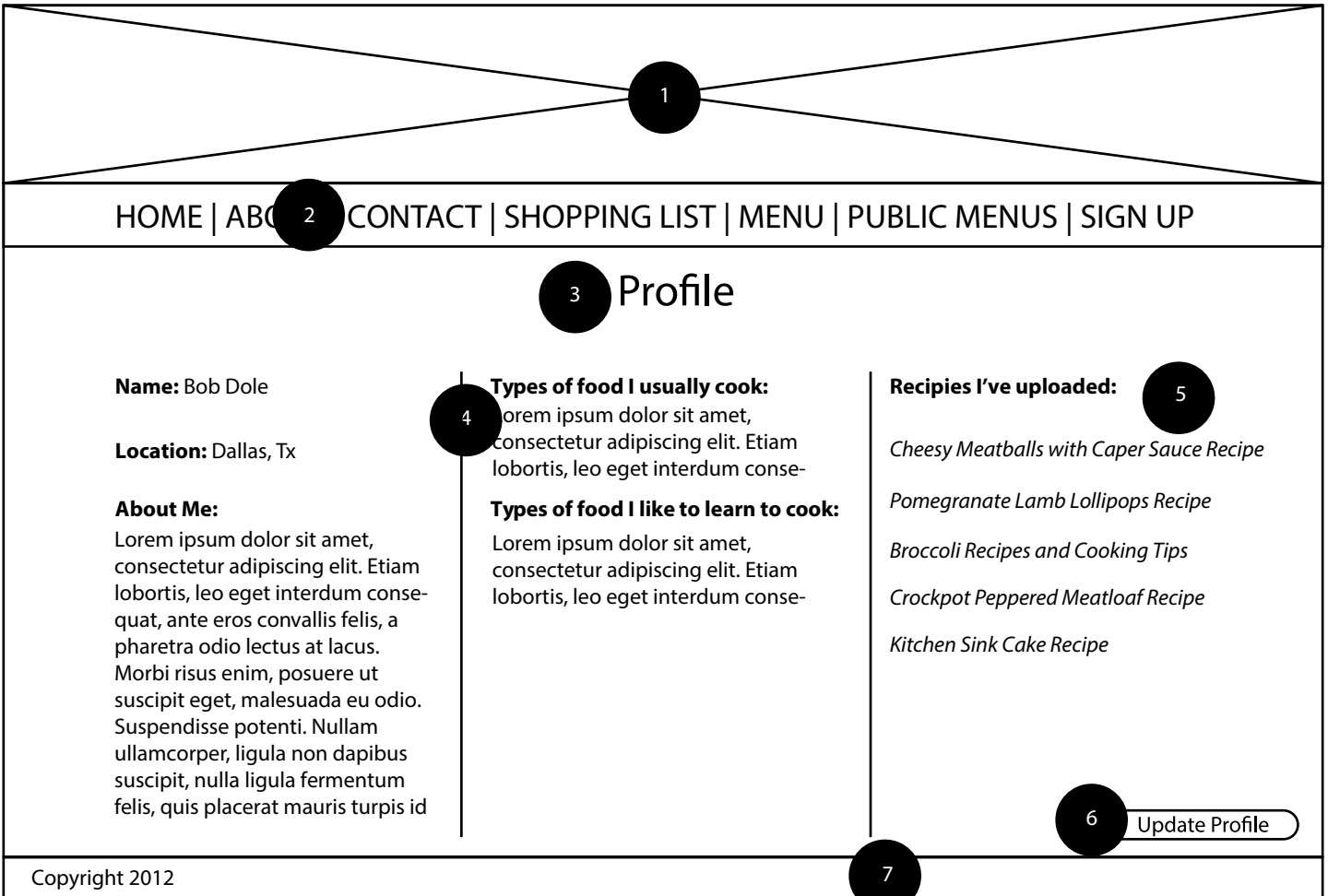
Sketches:



Wireframes :

Glenn Powell
 www.menuprep.com
 Server Side Project Planning

1. Header Image, 2. Global Nav, 3. Page Title, 4. profile info
 5. past recipies you have uploaded, 6. Update profile button
 7. site map



Wireframes :

Glenn Powell
www.menuprep.com
Server Side Project Planning

1. Header Image
2. Global Nav
3. Page Title
4. Title
5. Body Copy
6. Sign up Forum
7. Ajax check off
8. Site map

HOME | ABC | CONTACT | SHOPPING LIST | MENU | PUBLIC MENUS | SIGN UP

Create an Account

Why should I become A member?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lobortis, leo eget interdum. In euismod, ante eros convallis felis, a pharetra odio lectus at lacus. Sed bibi risus enim, posuere ut suscipit eget, malesuada eu odio. Suspendisse potenti. Nullam ullamcorper, ligula non dapibus suscipit, nulla ligula fermentum felis, quis placerat mauris turpis id diam. Donec velit dui, accumsan a placerat et, ullamcorper sit amet eros. Proin sed tellus neque, non pharetra nisi. Vivamus ac arcu libero, et imperdiet sapien.

Aenean quis felis risus, et ullamcorper dui. In hac habitasse platea dictumst. Sed sed est non orci faucibus facilisis a et nisi. Aenean ut metus sed quam ultricies hendrerit sit amet quis elit. Donec eu

Sign Up

First Name:

Last Name:

Email:

Phone Number:

City:

State:

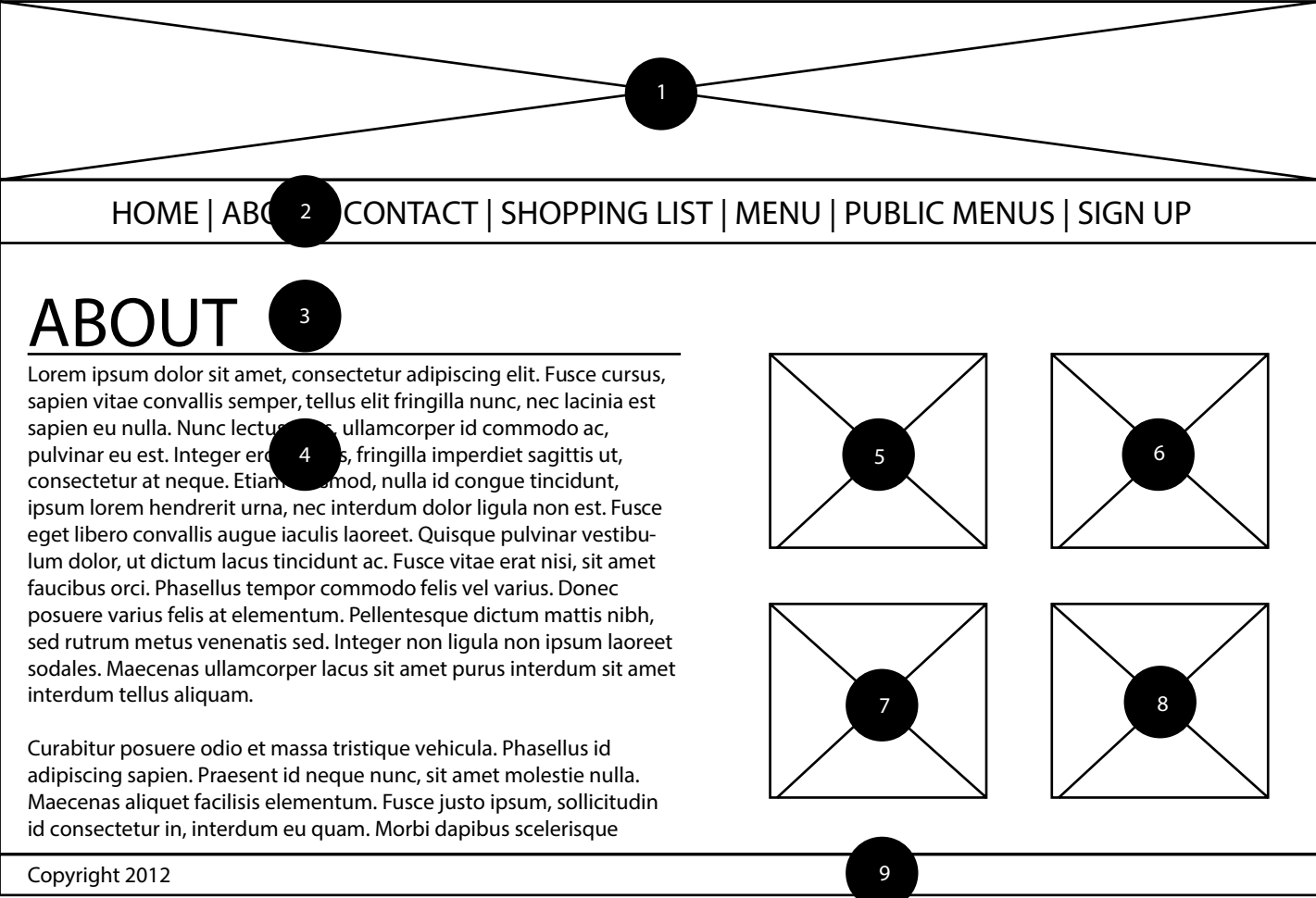
Zip:

Copyright 2012

Wireframes :

Glenn Powell
 www.menuprep.com
 Server Side Project Planning

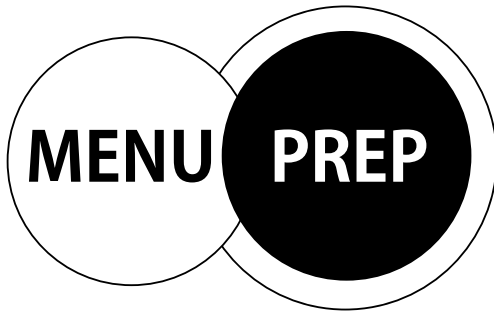
1. Header Image, 2. Global Nav, 3. Title, 4. Body Copy
 5. Image of Public Menus, 6. Image of creating a menu,
 7. Image of Creating a shopping list, 8. Image of adding
 comments, 9. footer



Refined Logo:

MENU **PREP**

MENU **PREP**



MENU **PREP**

MENU **PREP**

MENU **PREP**

MENU **PREP**

MENU **PREP**

Digital Comp:

MENU PREP

[LOGIN](#) | [REGISTER](#)

[ABOUT](#) | [CONTACT](#) | [SHOPPING LIST](#) | [CREATE MENU](#) | [PUBLIC MENU](#)

CREATE A WEEKLY MENU

[Monday](#) [Tuesday](#) [Wednesday](#) [Thursday](#) [Friday](#) [Saturday](#) [Sunday](#)

Entree 1:

Entree 2:

Entree 3:

Entree 4:

Save

IMPORT OLD RECIPES

[JAN](#) [FEB](#) [MAR](#) [APR](#) [MAY](#) [JUN](#) [JUL](#) [AUG](#) [SEP](#) [OCT](#) [NOV](#) [DEC](#)

[Mon](#) [Tue](#) [Wed](#) [Thur](#) [Fri](#) [Sat](#) [Sun](#)

Entree 1: Meatloaf

Entree 2: Mashed Potatoes

Entree 3: Corn 'o Brian

Entree 4: Gravy

Digital Comp:

MENU PREP

[ABOUT](#) | [CONTACT](#) | [SHOPPING LIST](#) | [CREATE MENU](#) | [PUBLIC MENU](#) | [LOGIN](#) | [REGISTER](#)

ADD A RECIPE

[Monday](#) [Tuesday](#) [Wednesday](#) [Thursday](#) [Friday](#) [Saturday](#) [Sunday](#)

Add Recipe

[Hamburgers](#) [Fries](#) [Baked Beans](#) [Corn](#) [Chips](#)

Items

Add Ingredient:

Add Ingredient:

Add Ingredient:

Add

Add Description:

Start by dumping the baked beans into a pan. Add half a bag of brown sugar. Add a cup and a half of BBQ sauce. Add half a cup of Ketchup. Add 1 tea spoon of mustard. Season with salt and pepper.

Put pan into oven until hot.

Save

Digital Comp:

MENU PREP

[ABOUT](#) | [CONTACT](#) | [SHOPPING LIST](#) | [CREATE MENU](#) | [PUBLIC MENU](#) | [LOGIN](#) | [REGISTER](#)

CREATE A SHOPPING LIST

[Import items from recipes](#) [Import Common Items](#) [Import Saved Items](#)

ENTER ITEM

ENTER GUESS PRICE

Jelly

2.28

Save

Add

Total

2.28

Click to add to Shopping List

- Milk
- Bread
- Toilet Paper
- Paper Towles
- Jelly**
- Peanut Butter
- Starch
- Flour
- Sugar
- Salt
- Pepper
- Napkins

Color Logo Designs:

MENU PREP

MENU PREP

MENU PREP

MENU PREP

MENU PREP

MENU PREP

MENU PREP

MENU PREP

MENU PREP

MENU PREP

MENU PREP

MENU PREP

MENU PREP

MENU PREP

MENU PREP

MENU PREP

Final Logo Designs:

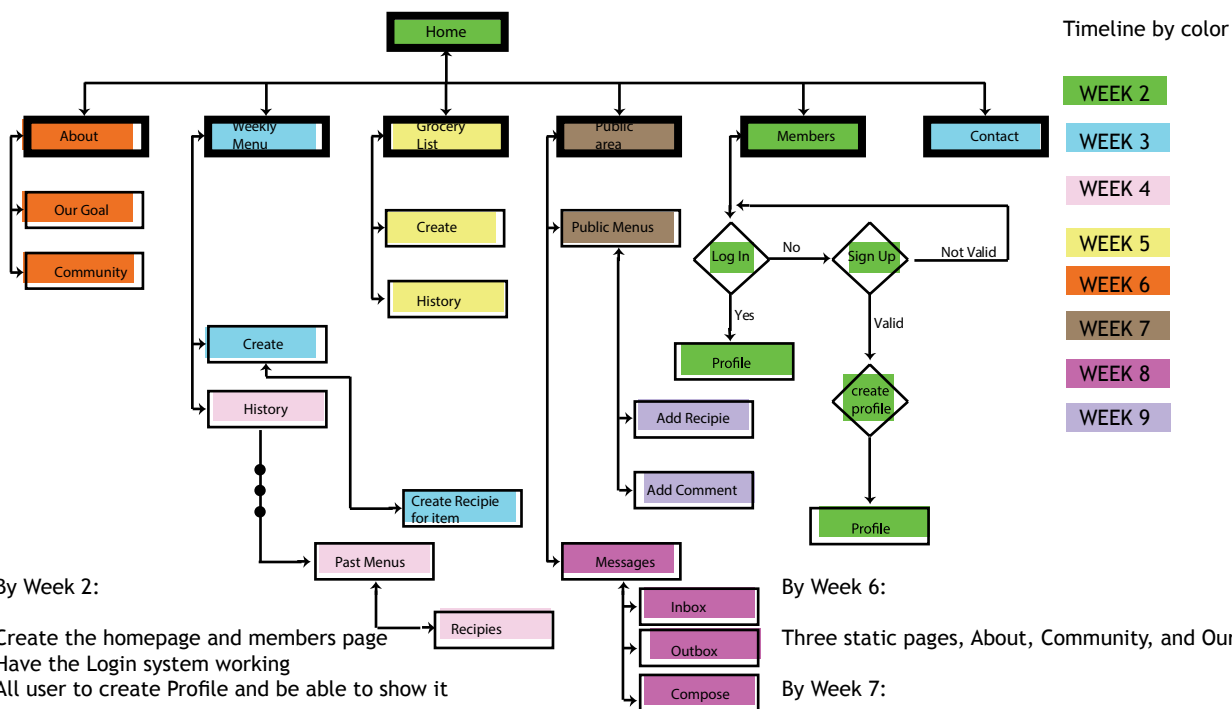
MENU

PREP

Database Diagram:

- **User**
 - id username password firstname lastname email level
- **Ingredient**
 - id ingredient
- **UserIngredient**
 - ingredientId userId guessPrice date
- **Menu**
 - id Date public userId
- **menuFood**
 - MenuId Day foodId
- **food**
 - id ingredient1 ingredient2 ingredient3 name userId
- **Comments**
 - id date message userId foodId
- **PM**
 - id subject message date fromUserId toUserId

Timeline:



By Week 3:

Create the Weekly Menu page
Set up database to allow user to create a menu
Set up database so user can create a recipe for an item on the menu

By Week 4:

Set up the database so that the user can view a history of his menus and recipes
All the user to be able to search through his past menus and recipes

By Week 5:

Create the page that allows the user to create a shopping list
Set up the data base so that the user can enter items into the shopping list and make it functional
Make it so that items can be imported from the history, created menus, and allow user to save items to favorites

By Week 6:

Three static pages, About, Community, and Our Goal

By Week 7:

Set up the Public page, and make it functional so that users can browse through other peoples public menus.

By Week 8:

Set up the messaging system and have it fully functional so that the user has a inbox, outbox, and compose page and ability to reply to messages

By Week 9:

Make it so that the users can add recipes to the menus in the public area, and be able to add comments to other recipes in the public area.

By Week 10:

Work out any details that have not been fixed at this point, continue to work on design if needed.

By Week 11:

Be finished