



Vision and Scope document

for

Scan&Cook

Version 1.0



Table of Contents

Table of Contents	2
Business Requirements	3
Background	3
Business opportunity	3
Business objectives	3
Success criteria	4
Vision statement	4
Business risks	5
Scope and limitations	6
Major features	6
Scope of initial and subsequent releases	7
Limitations and exclusions	7
Business context	8
Stakeholder profiles	8
Project priorities	9
Deployment consideration	9

1. Business Requirements

1.1. Background

Healthy lifestyle is gaining huge popularity in the modern world. People began to constantly and everywhere track what they eat, how it is cooked and where you can find something new for your diet. Our team has set itself the goal to gather together all the necessary functions to control a diet, help in cooking the food we want to eat, which will be useful for us, and that the whole process from buying food to eating it would bring us pleasure and won't take a lot of time.

1.2. Business opportunity

Our goal is to develop a mobile application that will allow users to select a suitable recipe for cooking based on the groceries available to them or a specific food that they want at the moment, allow to control their diet, have a visual picture of what is in their food, help in selecting dishes that are optimally suited to the diet of a particular user right now, prevent possible errors in the choice of food and suggest where and how to buy a particular groceries.

1.3. Business objectives

BO-1: Reduce the average user's time to search for the necessary recipe by 80% with daily use of our solution within 1 month.

Scale: ratio of the average time to finding a recipe for the time of search using the application.

Meter: examination of program logs.

Past: approx. 30 minutes (2017, initial study).

Goal: less than 6 minutes.

Stretch: less than 3 minutes.

BO-2: Reduce the average user's time costs for choosing suitable groceries by 50% when using our solution within 1 month.

Scale: ratio of the average time for choosing groceries to the time of selection using the application.

Meter: examination of program logs.

Past: approx. 1 hour (2017, initial study).

Goal: less than 30 minutes.

Stretch: less than 20 minutes.

BO-3: Improve the balance of consumed food (energy value, nutrients) and bring it back to normal within 2 months of using the application.

BO-4: Reach an agreement with large retail chains (Target, Walmart, Costco, Whole Foods) on mutual cooperation on advertising rights and integration of their online services into the application within 2 months after the initial release.

1.4. Success criteria

SC-1: 55% of users who downloaded the application continue to use it at least five days a week 10 months after installation.

SC-2: One year after the final release, the app is included in the top 10 in the category "Food and Drink".

1.5. Vision statement

For people who need a tool to monitor their nutrition, need help with choosing dishes and recipes, and finding the necessary groceries, we will develop the application *Scan&Cook*.

This solution will provide users with the ability to scan food in real time, giving detailed information about their composition, possible dishes for cooking with them, as well as recommendations for a specific diet plan. The application provides a convenient way to monitor the food that users eat, to calculate the right balance of food. *Scan&Cook* will help to choose the right recipe for a specific food at the user's request considering that it is available.

At this stage, all of the above functions are provided in a limited amount in different applications and do not meet the requirements of users.

Our product will collect all these functions in one place, will speed up the process of finding a suitable recipe, selection of groceries, as well as provide an opportunity to monitor the diet plan.

1.6. Business risks

RI-1: At the initial stage, it can be difficult for users to get used to the constant need of using the application at every meal they take.

RI-2: The application will require the user to strictly follow to the diet, which can be problematic.

RI-3: After achieving the objective and getting some amount of knowledge and skills, users can stop using the application.

RI-4: Possible difficulties with the implementation and cost of technology for recognizing groceries (neural network).

2. Scope and limitations

2.1. Major features

MF-1: Food recognition via camera (by appearance and a barcode).

MF-2: Food expiration date recognition (by appearance and a barcode).

MF-3: Recognized food calories estimation.

MF-4: Chemical composition determination (proteins, fats, and carbohydrates) of each recognized meal

MF-5: Daily ration calculation based on recognized food analysis.

MF-6: Recipes offer based on recognized food analysis (by chemical composition, vitamin and mineral composition, dish type, used kitchen appliances, and cooking time).

MF-7: App synchronization with a “smart” fridge to define some recipes’ variants based on the food a user has in the fridge.

!!! MF-8: App functionality customization (the possibility to set parameters of a ration or a diet to pick up better recipes, profile setup etc.).

MF-9: External integration of the app with shops, where a user can order missing food, and social networks (Facebook, Instagram etc.).

MF-10: Random recipe pick up (the most popular among users today, “You haven’t eaten this for a long time”, “Try the most extraordinary recipes” etc.).

MF-11: Favorite recipes list creation.

MF-12: Recipes categorization (holiday, spring, autumn, dietary and other dishes).

MF-13: Possibility to add recipes to the app database by users.

Also see the [Mind map](#).

2.2. Scope of initial and subsequent releases

Feature	Release 1	Release 2	Release 3	Release 4
MF-1	Recognition via camera by appearance	Fully implemented	-	-
MF-2	Recognition by a barcode	Fully implemented	-	-
MF-3	Fully implemented	-	-	-
MF-4	Fully implemented	-	-	-
MF-5	Food analysis	Daily ration calculations	Fully implemented	-
MF-6	Not implemented	Recipes offer	Recipes offer by a certain criterion	Fully implemented
MF-7	Not implemented	Not implemented	Not implemented	Fully implemented
MF-8	Not implemented	Profile setup	Fully implemented	-
MF-9	Not implemented	Not implemented	Integration with social networks	Fully implemented
MF-10	Not implemented	Fully implemented	-	-
MF-11	Not implemented	Not implemented	Fully implemented	-
MF-12	Not implemented	Not implemented	Not implemented	Fully implemented
MF-13	Not implemented	Not implemented	Not implemented	Fully implemented

2.3. Limitations and exclusions

LI-1: The application can be used by the citizens of the United States of America. Later on, the app is expected to be promoted to the citizens of Western and Northern Europe's countries.

LI-2: Ordering one item from the shop can be unavailable.

LI-3: The application can recognize food using 8-megapixels camera or higher.

3. Business context

3.1. Stakeholder profiles

Stakeholder	Major value	Attitudes	Major interests	Constraints
Project owner	Increased profit	Strongly motivated on all aspects of release, concerns about profitability	Richer feature set than direct competitors offer, fast access to the global market	None identified
End-users	More varied diet, time savings	Strong enthusiasm, but might not use the app as much as expected because of need launch it before each meal	Simplicity of use; variety of recipes; Availability of dish photo sharing	Internet access is needed
Supermarket owners	Increased profit, Improved brand recognition	Positive attitude to introduction of the new mobile application on the market that will advertise supermarkets	Simplicity of use; greater opportunities for attraction of new customers	Should be sure in the application popularity to begin cooperation with the company
Project team	Increased revenue of the company	Strongly motivated on all aspects of release	Company's and self-reputation	May face some difficulties because of team's need develop neural network

3.2. Project priorities

Dimension	Constraint	Driver	Degree of Freedom
Schedule	Initial release to be available by 09-23-2017		
Features	All features scheduled for release 1.0 must be fully operational		Not less than 60% of high priority features must be included in the initial release
Quality	95% of user acceptance tests must pass; all security tests must pass		Not less than 85% of user acceptance tests must pass for the initial release
Staff		Planned team size is project manager, 3 business analysts, 5 IOS developers, and 2 testers	
Cost			Budget overrun up to 10% acceptable without sponsor review

3.3. Deployment consideration

The application will have to be developed for IOS smartphones as part of the first release, with corresponding app for IOS tablets to follow for the second and third releases. Any corresponding infrastructure changes must be in place at the time of the second release.

Business analyst should provide detailed guide for the right application use before initial release.