JustCookIt – Insights from Affinity Map Analysis

	Finding	Insight	Potential Solutions or Features
1	Many online recipes contain too much clutter or are not written in a straightforward manner.	People like clear directions.	Searching and contacting a chef should be straightforward and easy.
2	Cooking shows go too fast. People like videos because they can pause and rewind.	People like to learn at their own pace.	Users can contact a chef via their preferred method of communication (text, phone, or video) at their own convenience.
3	People like cooking classes because they like to interact with a real person in real time. However, one-time cooking classes are not enough to retain information.	People like and appreciate a personalized and visual approach when learning to cook.	Users can use the app's video feature to connect with a chef.
4	While professional chefs are credible, many people feel intimidated by them or that they have too high of a standard.	People feel more at ease learning to cook at their preferred level or learning to cook with an experienced 'home cook'.	App has chefs with different levels and types of cooking experience.

Chefs will also adapt to the user's needs and make recommendations to work with what the user already has. |
| 5 | Specific cuisines or diet types can sometimes be more difficult to find online. Particularly if you have follow-up questions about the dish. | People find it difficult to learn about specific and rare cooking cuisines or diet types. | Users can search for chefs that specialize in certain cuisines, techniques, or diet types. |
| 6 | The biggest barrier to cooking at home is a lack of time. | People have other priorities in life but still wish they can cook more at home to save money and stay healthy. | Users can connect with a chef anytime at their own convenience. Rather than spending time looking for recipes online, they can jump on a quick call to get their |

			cooking questions answered. The longer the call, the lower the rate.
7	People rely on the internet to find if certain ingredients can be substituted.	It takes time to find answers to specific questions on the internet and you may not necessarily find your answer.	App will have a feature that indicates which chefs are currently online and available to chat.
8	People like to save their recipes and view them in one place.	People do not want to look at different, multiple places to find cooking information.	App will allow users to save their favourite chefs and view them all in one place.
9	People find it inconvenient to view a recipe and cook at the same time.	It can be a hassle to keep checking your phone to ensure you are following the recipe correctly.	App's phone or video feature allows for a more 'hands off' approach while cooking.
10	People like to read reviews and comments found on recipes.	Reviews and ratings are important to users.	Our app will allow people to view, rate and give feedback to chefs.