|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Features / Criteria** | **Business Value** | **Frequency of usage** | **No. of users** | **Risk** |
| Sign up/Login |  |  |  |  |
| Search recipe, restaurant, chef, food lovers |  |  |  |  |
| Food pairing |  |  |  |  |
| Follow the chefs |  |  |  |  |
| Share preferences about restaurants with followers |  |  |  |  |
| Upload photos |  |  |  |  |
| Share articles or videos |  |  |  |  |
| Push notifications |  |  |  |  |
| Payment integration to buy recipe |  |  |  |  |



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| --- | --- |
| **Platform/Channel** | * Android/iOS/Web
* Native/Hybrid
 |
| **Build Vs Buy** | Use Reusable Component* Firebase for mobile backend
* Google Apps to collect user info, Kiss metrics/mix panel for analytics
* Stripe for payment (subscription model), GoodData, Chargify, or Recurly for billing
* Live Chat for customer queries, Zendesk for customer support
 |
| **Cost** | * Hosting Cost
* Licensing Requirements (eg. SQL/Microsoft)
* Costs of technology framework
 |
| **Build for predictable scale** | Consider preliminary calculation of scalability* Predicted number of users
* The expected rate of growth in user acquisition over x years
 |
| **Development team skillset** | Selecting the relevant skillset for the team* ROR/PHP, good mobile experience
 |
| **Avoid Imitation** | Blindly following other’s technology decisions doesn't guarantee success |