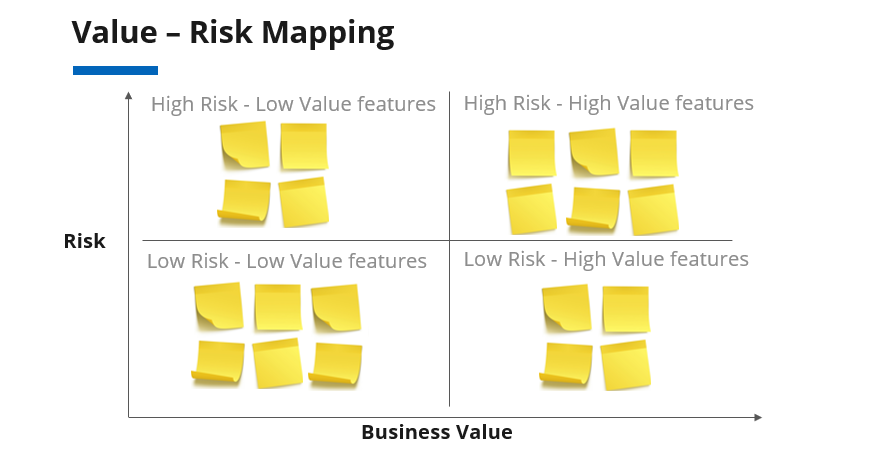
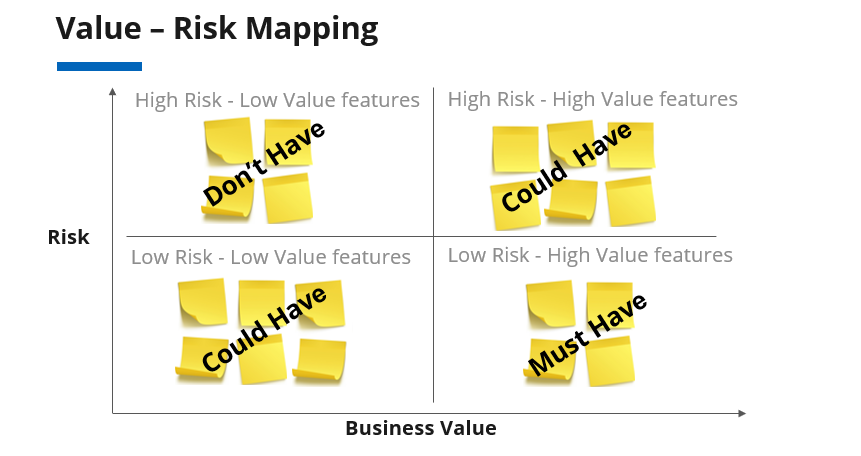
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| --- | --- | --- | --- | --- |
| **Features / Criteria** | **Business Value** | **Frequency of usage** | **No. of users** | **Risk** |
| Sign up/Login |  |  |  |  |
| Search recipe, restaurant, chef, food lovers |  |  |  |  |
| Food pairing |  |  |  |  |
| 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 |