

# ZEST

An app for learning & teaching how to cook!!

# Hook

Want to spread the love for Whole Foods' ingredients?

Do you want to take your customer's health interests and food quality to the next level?

Want to bring more people into the cooking community?

To answer these questions and more, we introduce to you... ZEST, our new app for learning & teaching how to cook!!

# Zest & Its Features

Zest allows users to be both a student and teacher and creates a welcoming, beneficial environment for all. It's open to all levels of cooking and there's always something to learn.

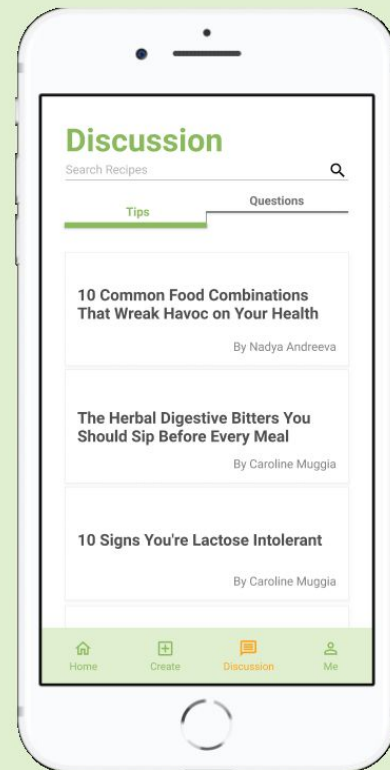
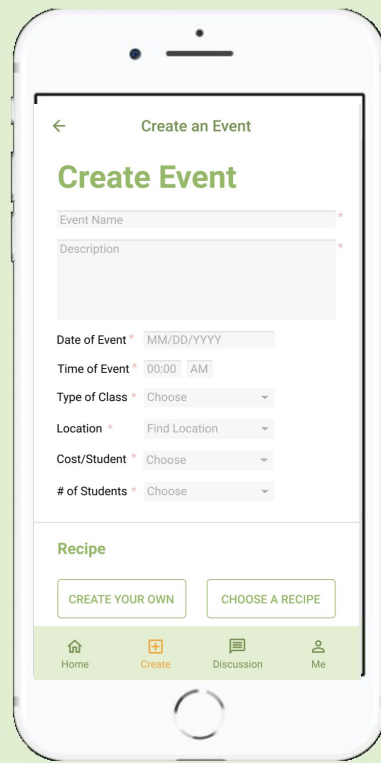
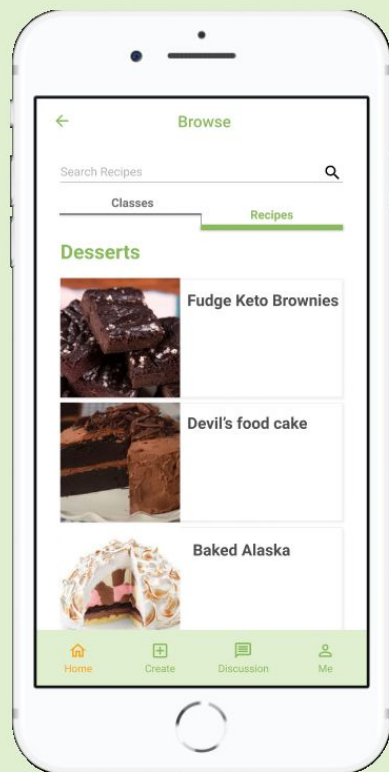
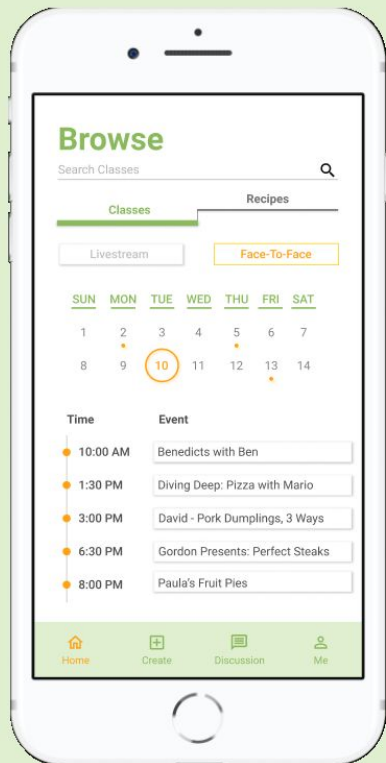
The main features include...

**Home:** browsing classes & recipes

**Create:** creating classes & sharing recipes

**Discussion:** talking with other cooking enthusiasts

# Features



# What makes Zest different?

Users of all skill levels agree that personal interaction is the key to learning how to be a seasoned cook.

As a result, interaction is a guarantee when it comes to Zest. Whether it's in-person or through a livestream or forum, there's always a way to get in contact with others in the community.

By giving users a better learning experience, we strive to encourage everyone to develop a passion for cooking.

# Prototype

## Demo

1. Browse Classes & Recipes
2. Create a Class Event

# Why Should Whole Foods Partner with Zest?

Whole Foods' mission has always been about delivering the highest quality ingredients to its customers.

By partnering with us, Whole Foods can bring the quality experience it's famous for, which, combined with Zest's unique interaction features, will enhance and encourage learning how to cook. In turn, cooking enthusiasts everywhere will come to know and love the advantage of Whole Foods ingredients.

Our goal is to expand the Whole Foods chain to all over the world and to give access to cooking resources that help people eat healthier and better.