Rationale

I've chosen the recipe web app to work on. The reason I have I chosen it is because I believe food is something just like me everyone else is interested in. I think it would be nice to create a web app that wasn't too complicated with different meals and recipes depending on categories such as breakfast, lunch, dinner and desserts/snacks. It gives people various options within those categories. If I was to explore including more people/customers I could include a vegan option. They would have certain meals which wouldn't be extremely unhealthy and meet the healthy meal requirements. They would have the options of being recommended items or food options to essentially make their meals more healthier. The customers have the option to choose that. They could have a certain amount of calories they are meaning to reach to in each meal they can see the amount of calories to see if reaches their nutritional target. They can also see the ingredients to help prepare the meals. They can get weekly updates of new recipes. I think the customers could have an option to comment on each meal or recipe to see what works or maybe give feedback/advise to others.

Competitors

The competitors I have chosen are **kitchen stories** and **My new roots**.

Competitive analysis (kitchen stories)

Key objectives

After checking their about us page they make it clear that they are a video-based, cross media cooking platform. It's also available as an app, website, on smart TVs or via Amazon Echo Show. This helps to reach more customers or give them the option to choose what platform is convenient for them. It also shows they are targeting the platforms that a lot of people use. Since, most people use TVs and other media platforms. They also give you the option as a user to upload your own recipes and share it with the community globally.

Overall strategy

The idea is to make sure those who struggle with cooking are empowered to cook fresh meals every day. They promote the idea of everyone can cook all they need is some sort of motivation, right tools and instructions to guide them to make the process easier than it seems.

Market advantage

They have a large community of people from their own company as well as users being able to share their own food and recipes on their platform. The fact that the community is active gives them an advantage because the

informations or recipes can be updated regularly giving people options everyday without essentially running out of content.

Marketing profile

The company was founded by Verena Hubertz and Mengting Gao in 2013. They launched their app in the Apple store in 2014 with 100 recipes. They had 1 million downloads the year after and launched on the android platform. In 2016, they won various awards from google and apple. One of the main thing they accomplished was introducing the idea where users can upload their own recipes in 2019.

On their website, they have the menu which gives you the option to check their community for recipes. They also have things like stories and videos which users can engage with and share their thoughts or replies to. This is very interactive for the users so they can feel more in touch with their web app. The opportunity to learn new things or recipes.

SWOT analysis

Strengths
- Users are able to upload their own recipes and share them.
- They take into consideration day time, diet, dish and more to give users a variety of options to choose from.
- Sharing stories and videos
- They have community for users to engage with

Weaknesses
- The home page is jam-packed with a lot of content
- The more from option shouldn't be so bold in the middle of the home page

More From
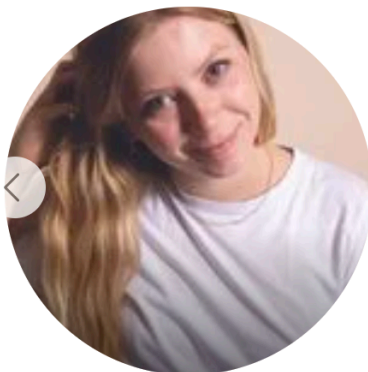
Hanna Reder   Christian Ruß   Vanessa Pass

Opportunities

The main one would be to include vegan dish types as an option in the menus. There's a lot of vegan people now and knowing they have an option it makes them get to their destinations quicker.

Threats

- Kuechen goetter is another German recipes website which seems to be gaining more engagements in comparison in the last few months.

Total visits last 3 months

2.8M
2.0M
2.2M
2.4M
2.1M
2.4M

JUL   AUG   SEPT
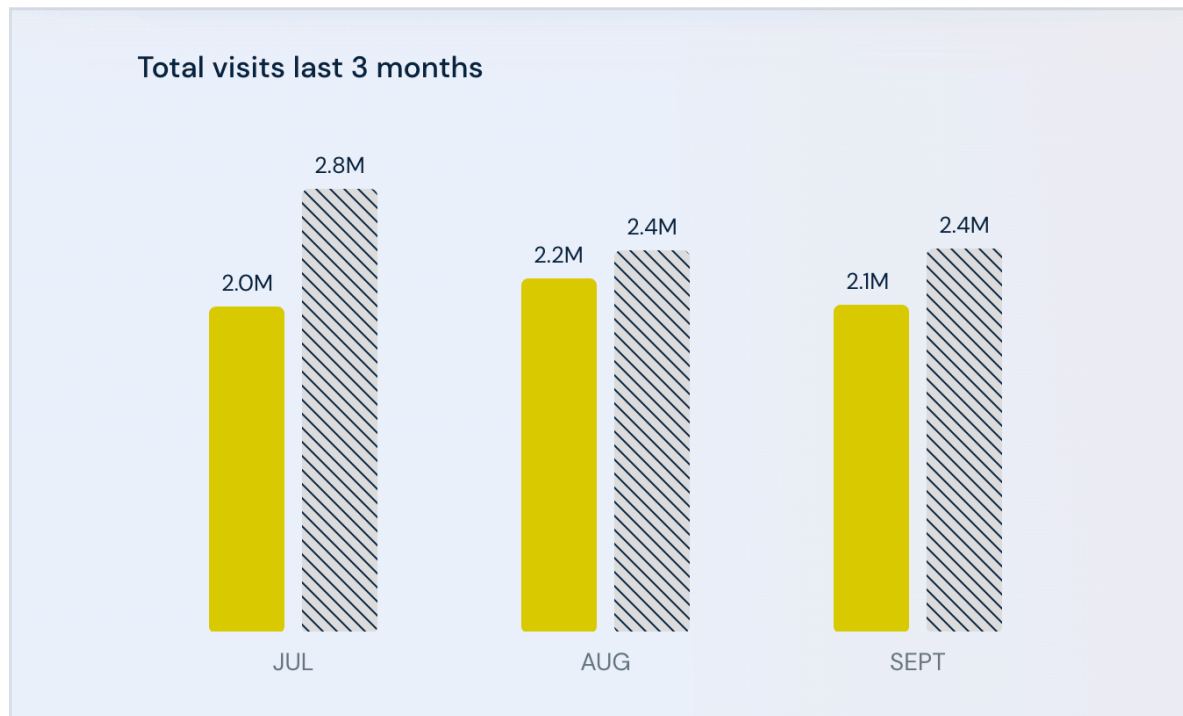
Usability

You're able to navigate easily through the web app. The structure is quite simple without having to think too much as a first time user.

Layout

The layout is very clean and simple. The colours are very nice that work very well together. So, you can maintain focus on the main content on screen. The layout makes it easy to see which are the most important content and which isn't for the most part.

Navigation structure

There are things like the menu which is easy to find and the sign up being at the top right of the screen to let users be aware at all times. It's an easy to navigate user interface.

Compatibility

It's compatible with multiple devices as stated earlier in their about us page. They have launched a mobile app on android and IOS and other platforms. Which helps their customer reach.

Differentiation

My web app will be set apart by making it less compact. It wouldn't have too much content in the home page. Only the main things the users will be interested in.

Calls to action

At the bottom of their page, they give you the option of signing up to their newsletter to help keep you up to date or give more recipe ideas. it can also be like a reminder. They also have the sign up at the top right of the page making it easier for the users.

Competitive analysis(My New Roots)

Key objectives

This is essentially a food blog on plant based dishes. This sets them apart as they are only creating dishes for people who are vegan or interested in vegan dishes. The main aim is to be able to teach people how to take better care of themselves through diet.

Overall strategy

The one thing that stands out is the online classes which can help users who know little to gain more knowledge. This is something different from the other web apps. It's welcoming to the users who want learn and gain more from this lifestyle.

Marketing advantage

They includes things like seasonal foods which is different to the norm. It also has a work with me option in the menu to give the users a more welcoming feeling as they can work closely with the creator and gain more knowledge with the option of private online classes and group classes.

Marketing profile

The nutritionist Sarah Britton has been publishing her recipes since 2007. A web app that does something similar would be "forks over knives" which also focuses on plant based dishes. The founder has also created two cookbooks which I highly rated and can be found on Amazon and more in 8 different

countries. It's a greta way to promote her products and recipes in detail. You can view more on their social medias instagram and Facebook. It's a catalog of different vegan and healthy plant rich recipes.

SWOT analysis

Strengths
- Offers online classes
- Variety of recipe options including seasonal recipes
- Offers cookbooks
- You can work close to with the founder

Weaknesses
- The layout of the recipes is too clustered and made as a long list
- No sign up page
- No preview of dishes on recipes page
- Doesn't look as interactive

Opportunities

- Make my website seem more user friendly/engaging
- Offer previews so users always know what they are looking for/at

Threats

A potential threat would forks over knives as they offer similar products and more.

Usability

It's quite easy to go through the website. Everything is clear and easy to follow through and navigate.

Layout

The layout is a bit unique because the menu button is at the top center of the page. There isn't much visual hierarchy and some of the text can't be seen properly in the home page.

How to make healthy choices every day

☰

STRAWBERRY RHUBARB ROSE CRUMBLE
BARS
—
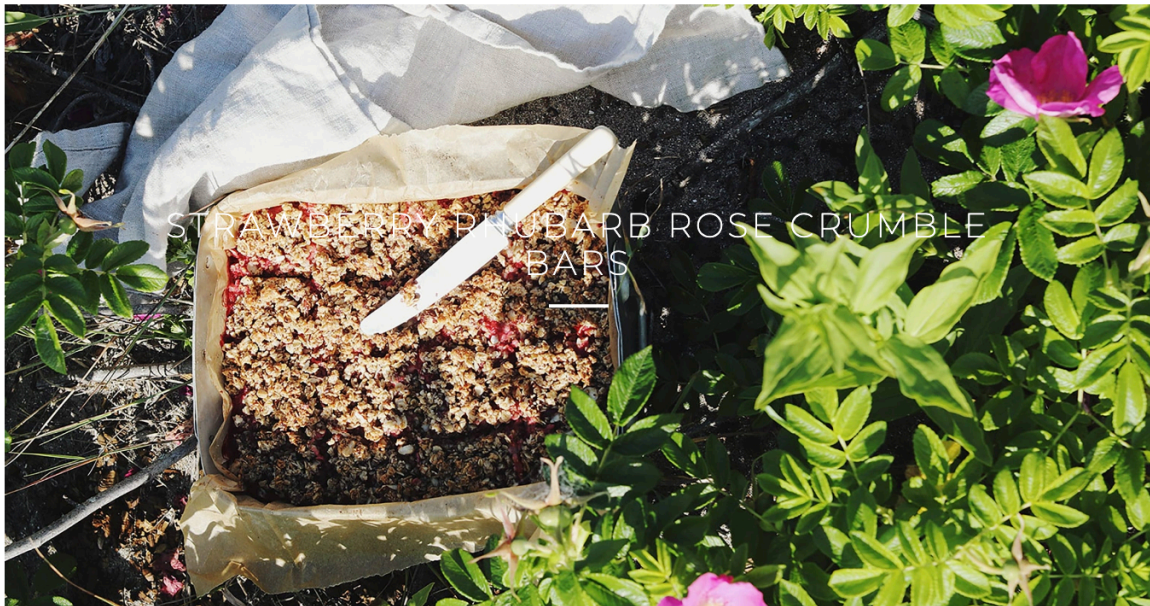
FEATURED PROJECTS

Compatibility

It's a web app that can be accessed on mobile, tablets and computer devices. It doesn't have a mobile app so, their reach is a but limited as most people need internet to access a web app.

Differentiation

The web app will have familiar layout for the users so they don't feel uncomfortable. So the menu could be on the left side. They could have different category food option previewed in the home page. It will be a bit more interactive to users.

Calls to action

The only option is to sign up to their newsletter for more information. They would be updated weekly. However, there's no sign up page for the users to interact with.