Competitor Analysis

--Goal

The goal of this competitor analysis is to help our team understand where our product or services stand in the whole recipe market and know the strengths and weaknesses of our recipe web compared to similar apps/webs like *allrecipes*. Moreover, if we plan to make some future updates or some product changes, the competitor analysis would be reliable evidence. While this analysis helps us understand our products better, it will not impact UX decisions.

--Analysis

We deem *allrecipes* as a potential competitor for our product. *Allrecipes* is a food-focused online social networking service. The recipes on the website are posted by members of the *Allrecipes.com* community and then copyedited by staff.
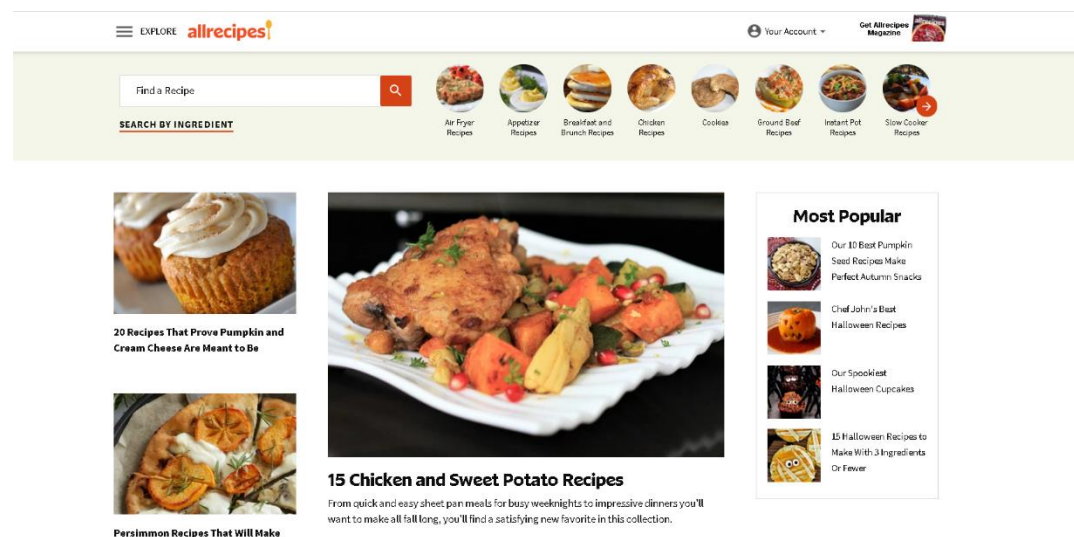
The website has all common functions as a recipe web: members of the community can rate and review recipes that they have used, as well as add photos of the finished dish.
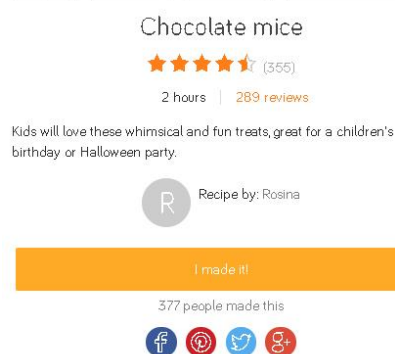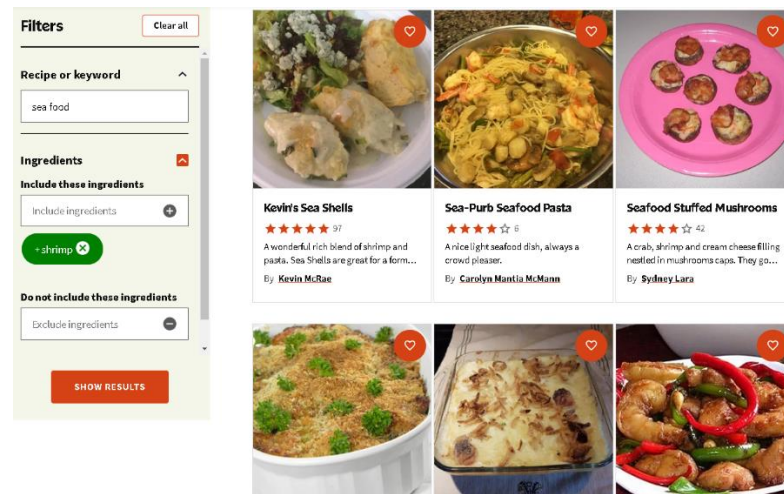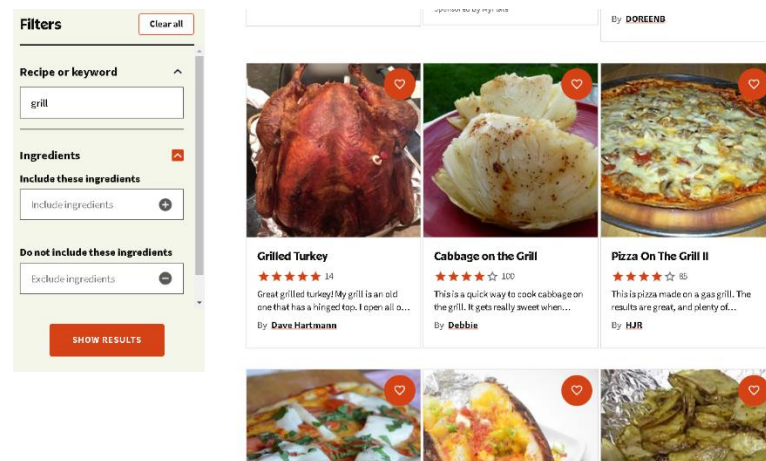
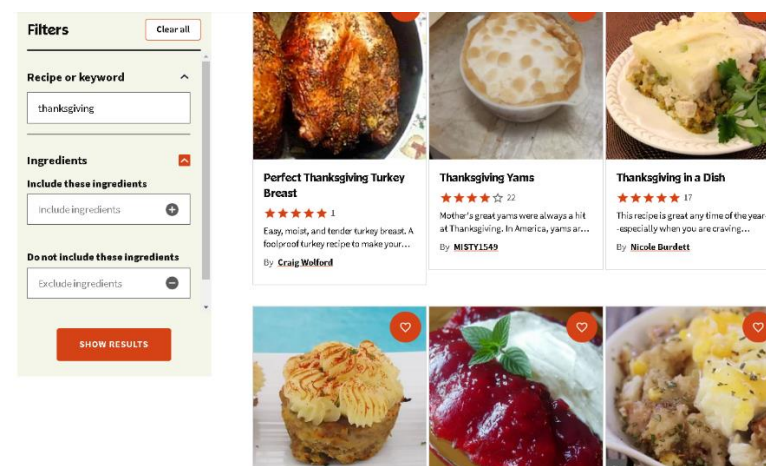Recipes are categorized by features and tags including season, type, and ingredients. Search functionality supports requiring and excluding specific ingredients.

Other categories include cooking methods, occasions, and cooking style.

There is support for finding meal ideas for specific holidays.

Therefore, it is in direct competition with our product since they share almost the same group of customers with our project and they offer similar products and services that ours do.