ProChef

Easily Create and Share High-Quality Recipes

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Introduction

This is a recipe app with social media aspects. The user would be able to create recipes and share them online with other users. The user would be able to interact with other users such as leaving likes and comments on each other's recipes and being able to join communities of users with similar food preferences or dietary restrictions.

The app would greatly help users to find recipes and procure the ingredients to cook them. The user can take a picture of their pantry and the app would find recipes that can be made using the available ingredients. The user can click a recipe and instantly order any missing ingredients through online shopping. The app would also gradually adapt and learn the user's food preferences, thus as users keep using the app it will eventually be personalized and the app will be able to accurately find recipes that it believes the user would love. Ultimately, the app would allow the user to focus on cooking the recipes and eating the food as it will do all the other chores for the user.

What makes our app unique is that it also gives the opportunity for the user to create professional looking recipes. Our app would give tools for the user to easily create recipes that are more than a simple to-do list. For example, the user would be able to record snippets of the meal creation process and the app would attach the videos to each step of the instruction. The app would also have tools that makes recipe creating easy, such as the ability to take a picture of your ingredients and extract the data using image recognition and the ability to type your recipe instruction using speech-to-text analyzers. The motto for our app is "feel like a professional chef in your own kitchen".

Background Research

We performed market research by trying out several recipe apps that would be our competitor in the marketplace. Specifically, we looked up the keyword "recipe" on Google Playstore and tried out the top 12 free apps for 15-30 minutes each. Some of the apps we tried out has some features locked behind a paid "pro" version but for this research we simply try out the free version.

The biggest market competition might be the *SideChef* app[1], which has almost every feature that we wanted to include in our app and are implemented in a high quality. The one thing this app lacks is a way for users to create recipes with video footage which is why we decided to pursue that as our novel feature.

Another market competition is the *Tasty* app[2], which is purely a recipe viewer and does not allow the creation of a user's own recipes but it's such a high quality that we deem to be a competition for the users who don't plan on making their own recipes.

Samsung Food[3] is another app that is a mix of a recipe viewer and social media. While we don't think it's as high quality as *SideChef* or *Tasty*, it is another competition in the market. It doesn't help that is has a recognizable brand (Samsung) which can be enticing to some users.

For apps that gave us inspiration, one is the *SuperCook* app[4]. The app is largely a simple recipe keeper, but it has a feature where it can add ingredients to the pantry using audio-to-speech systems. This made us realize that not all users are comfortable with typing on their small phone and so adding audio-to-speech mechanisms for our input functions is a nice accessability feature to have.

On the topic of accessability, the [5] app has an AI assistant that allows users to generate recipes by describing them in a more conversational way which can be more comfortable for some users. It also allows a user to take a picture of a finished meal and attempt to discern what ingredients are used to create said meal, which is an interesting idea though it's not very accurate in our testing.

Several apps (*Tasty*[2], *ReciMe*[6], *CookBook*[7] and *Mealime*[8]) allows the users to transfer their shopping list to the *InstaCart* app[9] which is a grocery shopping app that has an API available for other apps to use. This is a neat idea to allow users to easily buy ingredients for their recipes and is something that we plan on incorporating to our app.

Several apps allow the user to export a recipe as a pdf file but one of them, *Recipe Keeper*[10], allows the user to export a large selection of recipes at once to create a cookbook pdf file which can be printed to create a physical cookbook. This is an interesting idea that can allow the user to share recipes with friends and families that aren't technologically savvy.

Another interesting feature is the import from video feature of *ReciMe*[6]. Most recipe keepers allow importing of recipes from websites and photos but *ReciMe* also includes a way to import recipes from YouTube videos using audio-to-text systems. This doesn't work perfectly but might be an interesting idea to check out.

Other apps that we've done research for are *My Recipe Box*[11], *Paprika Recipe Manager 3*[12], and *COOKmate*[13]. These are market competition, but they're on the lower end of quality so we don't deem them to be a tough competition. And we didn't manage to get any interesting new ideas or perspectives from them.

PACT Framework

People : We're targeting anyone who wants to cook for themselves. Despite the app name, we're more focused on targeting home chefs that want to feel like a professional chef instead of actual professional chefs.

Activity : Our users will use our app to assist them in cooking.

Context : Our app would be capable of accomodating chefs of any skill level from beginners to experts. We're also accomodating all forms of temporal availability, from people who only have time to cook fast foods to people that are willing to make meals with long prep times.

Technologies:

- For users wanting to find recipes, our app provides a streamlined way for users to look up what they want. While users can always directly search for a specific recipe, the app provides tools to help users that are unsure of what they want to cook or eat, such as a tool to look up recipes based on the available ingredients on the user's pantry. The app will also memorize the user's history of recipes so that it can personalize the experience by adapting to the user's perceived dietary preferences.

- For users wanting to create recipes, our app provides tools to streamline the creation of a high-quality recipe page which includes instruction videos, text-to-speech mechanisms, image recognition systems, and spell checkers. The user would also be able to share their recipes to others and receive evaluation in the form of ratings and comments.

Value Proposition

Look up all kinds of high-quality recipes from simple fast foods to fancy and complex dinners. Or, share your own recipes using our tools that can streamline the creation of professional-looking recipes. With the ProChef app, you too can feel like a professional chef at your own home.

Project Contract

I, Jason Januar, will work alone. I won't have a set schedule for working on this project and give myself flexible work hours. But I will set a minimum of 1 hour of work per day except on Sundays.

AI Usage

AI Tool Name	Version, Account Type	Feature Used	Value Addition	Appendix

Work Log

Jason Januar :

Date	Hours	Description of Work
26th Jan 2026	1	Created rudimentary project proposal
27th Jan 2026	0.5	Market Research on *Recipe Keeper* app [10]
27th Jan 2026	0.5	Market Research on *Tasty* app [2]
27th Jan 2026	0.5	Market Research on *ReciMe* app [6]
27th Jan 2026	0.5	Market Research on *Samsung Food* app [3]
28th Jan 2026	0.25	Market Research on *SuperCook* app [4]
28th Jan 2026	0.25	Market Research on *My Recipe Box* app [11]
28th Jan 2026	0.25	Market Research on *Cookpad* app [5]
28th Jan 2026	0.25	Market Research on *Paprika Recipe Manager 3* app [12]
29th Jan 2026	1	Market Research on *SideChef* app [1]
29th Jan 2026	0.25	Market Research on *CookBook* app [7]

29th Jan 2026	0.25	Market Research on *COOKmate* app [13]
29th Jan 2026	0.25	Market Research on *Mealime* app [8]
30th Jan 2026	1	Refined proposal introduction based on market research
30th Jan 2026	1	Refined PACT framework and value pitch
31st Jan 2026	0.25	Create GitHub Repository

References

1: Tudorspan Limited, Recipe Keeper, https://play.google.com/store/apps/details?id=com.tudorspan.recipekeeper

2: BuzzFeed, Tasty, https://play.google.com/store/apps/details?id=com.buzzfeed.tasty

3: ReciMe, ReciMe: Recipes & Meal Planner, https://play.google.com/store/search?q=recime&c=apps

4: Samsung, Samsung Food: Meal Planner, https://play.google.com/store/apps/details?id=com.foodient.whisk

5: SuperCook, SuperCook - Recipe Generator, https://play.google.com/store/apps/details?id=com.supercook.app

6: CmonApp, My Recipe Box: My Cookbook, https://play.google.com/store/apps/details?id=fr.recettetek

7: Cookpad Inc (UK), Cookpad recipes, homemade food, https://play.google.com/store/apps/details?id=com.mufumbo.android.recipe.search

8: Hindsight Labs LLC, Paprika Recipe Manager 3, https://play.google.com/store/apps/details?id=com.hindsightlabs.paprika.android.v3

9: SideChef, SideChef: Recipes & Meal Plans, https://play.google.com/store/apps/details?id=com.sidechef.sidechef

10: CookBook Co., CookBook - Recipe Manager, https://play.google.com/store/apps/details?id=com.cookbook.cbapp

11: Maadinfo Services, COOKmate - My recipe organizer, https://play.google.com/store/apps/details?id=fr.cookbook

12: Mealime Meal Plans Inc, Mealime Meal Plans & Recipes, https://play.google.com/store/apps/details?id=com.mealime