CSIS 3375 - Project Proposal - Group 3

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# App name and basic idea of what the app does (value proposition)

## App name: Recipedia

## App description:

* Recommend recipes according to available ingredients.
* Check rating, comments, calories content, cook time and pick some recipes from feedbacks and pin it as the most recommended to cook.
* Several filtering options including food substitutions based on essential ingredient that you are having or planning to use, list of recipes where users only missing one or more ingredients, cook time, or different difficulty cooks levels.
* Enhance popularity via social interactions:
  + Share recipes and food photos, fridge organization, food waste and cooking tips on social media.
  + Users can share their own recipe.
  + Users can rate and comment on recipes.
  + Users can find nearby culinary related events.
* Tutorials for various skill levels.

## Uniqueness:

* Beginner friendly
* Community based platform
* friendly visual and UI – easy to use – keep it simple.

## Main purpose:

* Provide recipes according to available ingredients.

## Features:

* Register and login.
  + input ingredients in fridge
    - (For members) stored the ingredient in “my fridge”.
    - (For non-members) stored the ingredients temporarily.
    - Visualize them by showing the ingredients in the fridge.
* Search for recipes:
  + (For non-members) Search with input ingredients in fridge.
  + Results recipes
    - Filter: relevant (you have all the ingredients à you need to buy a few more ingredients), cooking time, difficulty levels, rating, calories content.
    - Click on the interested recipe to show the details on a recipe card (a pop-up window)
    - Recipe card: photos of the dish, ingredients needed, the amount of them, step-by-step instructions, cooking time, calories content, video tutorials, tips/reminder, share button (share via social media / community in the app), rating, and comments.
    - Save recipes.
    - After clicking the “I cooked it” button, the amount of ingredients would be reduced according to the recipe and provide share button to share the outcome via social media. Or user could do it manually by editing the “my fridge”.
* Community:
  + Share recipes and photos like Instagram story (swiping)
  + People could update their own recipe.
  + When you click on a person's account, you can see what they uploaded. It is beneficial for famous chefs to enhance their popularity by sharing recipes.
* Cooking 101
  + Guidance available for beginner chefs
    - e.g., what they would do to minimize food waste, how to use knife safely, how to deal with certain meat.

# Market Research findings of competitors and inspirations

## Inspirations

We often find ourselves in situations where there are some leftover food in the fridge and unsure what we can make with it. Or the other time when you find some good discount in the market and trying to come up with a dish. The app aim to let you quickly find out what you can make with the available ingredients. The app also lets users have a discussion under each recipe and use the app as a social platform for cooking.

## Competitor Apps

1. SuperCook - Recipe Generator

(<https://play.google.com/store/apps/details?id=com.supercook.app>)

1. Whisk: Recipes & Meal Planner

(<https://play.google.com/store/apps/details?id=com.foodient.whisk>)

1. Empty my fridge - Plant Jammer ( <https://play.google.com/store/apps/details?id=com.plantjammer.plantjammer>)

# Novelty and Value Proposition

The novelty of the food recipe app comes from its unique searching feature. Instead of looking for a specific recipe, user can search using their available ingredients as input. The results are a list of recipe ordering by relevance. Top results are recipes that user can use to make a dish using their ingredients. Those results are followed by a recipe that requires a few more ingredients. These recipes are useful for cases where user want to quickly visit the market and buy them. Additionally, users can also create and publish their own recipes. Other users can rate recipes and the ratings will be factored into the searching algorithm which helps keep the content fresh and increase user engagement.