

Preliminary research

Deciding to build a cookery app

Many applications out there that do very similar things. We either have to market as a competitor or try and think of ways to make us look unique.

Good Examples include:

BBC good food

- While not a health app, you can select your requirements for food
- Completely free to use but with adverts
- Has the option of exporting the recipe to your online shopping page
- Has a discussion section where users can leave comments/tips
- Includes information on how long it lasts and if able to freeze
- Also included proportion of your daily intake information

Healthy recipes

- Unfortunately very VERY similar to our initial ideas
- Split into sections for vegan/veggie/gluten free etc
- Can add to a shopping list on the application by selecting what you need to buy
- Does Not include videos/ lots of pictures

Lifesum

- Free to download/ log into
- Can select your goals and plans
- You have to pay money to get the recipes
- You can track your food/water ...etc

Change4Life smart recipes

- Public health england-trusted source
- Again very similar, with recipes split into times of the day and an inbuilt shopping list
- Sense of community

Meal time

- Notifications through the week if a meal plan has not been created
- Can create a shopping list and add things if you want something extra- nice feature allows users to add drinks and snacks
- Can save favourites
- Some recipes are locked for non members

These are just a few examples, there are many out there. In terms of making ours unique here are some ideas :

- Focus on the video aspect?
- Could split from beginner cook to expert?
- Have help for cutting out meat/dairy?
- More information about staying healthy- not just food?

Marketing wise, all apps very green with veg or leaves as the main image to show health. This clearly draws people in as green=health obviously.

Depends if we want to stand out or join the green applications. Very easy to read text, when cooking/shopping you need to see it clearly and quickly. Images of food must look appetizing to compete with competitors. Most apps have social media pages where they build up a presence.

Extra thoughts:

I think it should be free with so many free examples out there it would be hard to justify a payment unless there are some sort of subscription service adverts used widely throughout different cookery apps available.

Could it be focused on students? With price information and how to stay healthy at university. I found one app on the android app store for student recipes called recipes for students. Which is very basic, includes pages of recipes and a favourites list. Hardly any images and no video but it does include the average cost which is useful for students. Also doesn't give any information on price or how to store/ Reheat.

BBC good food has a student recipe section with 60+ recipes.

Tesco also has a student page which includes all the basic information however limited images and no videos. But available content to use!

Many cookery books but less apps:

Reason for this is that many people just enjoy having a book. They don't need to rely on technology and a cookery book is easily available. They are often given as gifts. We need some stand out features that make us better than a cookery book.