RECIPELAND competitor:

Pros:

-clear homepage/ options are easily visible

A picture containing graphical user interface

Description automatically generated- Different ways to choose recipes- top, from country, based on ingredients, etc.

* Can select specific countries to see recipes.
* Page with suggested recipes.
* Large selection of recipes.
* Can filter through the set recipe page.

Logo, company name

Description automatically generated

* Can select specific recipes by ingredient/ ingredients you have in your fridge, cupboards, etc.
* You can choose recipes with or without specific ingredients.

Graphical user interface, text, application

Description automatically generated

* Very big list of pre-selected ingredients to choose form.
* Graphical user interface, text, application

  Description automatically generatedRecipe list refreshes as you add ingredients.
* Can see the top 25 recipes of certain time periods/ trending dishes.
* Site also has page that provides various Kitchen & cooking tips, including articles from chefs.
* You are able to search by title for tips and recipes and ingredients

The site provides a free membership which allows you to save recipes.

Cons:

* The web page is simple and bland to look at.
* No clear method of choosing ingredients based on dietary requirements.
* No real review page.
* No mobile app.
* Need to become member before unlocking the final benefits of the site.

Summary:

About: A site made to share recipes, with 100000 members you can upload photos and rate and comment on your favorite ones. It’s an easy website to navigate around. You can create an account and become a member if you wish to do so.

Best bits:

The ‘by ingredient search’ is probably the best and most relevant to what we are doing. I like that I lists ingredients as well as allowing you to search for them.

The recipe sifter is also a nice touch, allowing for more personalized recipes to show on your feed.

The simple layout also allows for ease of use.

Bad bits:

Although a simple layout is useful, it does look bland and could use some more colour.

Could use a filter for dietary restrictions i.e. vegans, pescatarians, etc.

We should allow users to save selected meals, without the need fo membership (if we do decide to do this).