Must have

- Settings
- Personalized recipes
- Step-by-step plan
- Images per dish
- Number of persons
- Save recipes
- Account + subscription

Should have

- Shopping list
- Check off shopping list
- Check off step-by-step plan
- Timer
- Images by stage
- Icons of filters per dish
- Extra explanation per step

Could have

- Photos of the ingredients
- Videos
- Wrapped
- Cookbook

Won't have

- Ingredient delivery
- Customize ingredients
- Buy individual recipes
- Recommendations