

Team: Average [Walter](#) Enjoyers

Problem Statement:

How might we create a better way for individual home cooks aged 18 - 25 to make healthier recipes using their current ingredients?

WHO:

- Individual home cooks ages 18-25. Many people in this age range are just learning how to cook themselves, and often do not have a great perception of what is healthy. Our target audience are people who seek help in learning healthy recipes but are also just starting out in cooking.

WHAT:

- An app that gives users healthy recipe ideas using the ingredients they already have. Through this application, users can find recipes through a quick lookup of ingredients or scanning barcodes of packages where the application will provide a list of recipes that includes those ingredients from the database. Through the app searching capabilities, users can also choose what ingredients to exclude from the search along with other custom features to tailor their search. Through further revision, the application might also include other features that enhance the user experience.

WHERE:

- Accessible wherever through the use of the app (in the kitchen, while grocery shopping, etc.) The ease of access of this app will allow users to figure out what recipe they want to make whether they have all the ingredients or are on a grocery run and want to try something new.

WHY:

- Due to the vast oversaturation of health and fitness trends, articles, and influencers, people have major difficulty trying to find healthy recipes that fit their dietary needs and restrictions while also trying to keep costs down. This application helps by unifying recipes into a single database through the use of filters based on the user's current ingredients.

Competing Apps / Solutions:

1. [Lifesum](#) - Phuong
2. [Supercook](#) - Ayush
3. [FoodCombo](#) - Ricardo
4. [Cooklist](#) - Denise
5. [Foodvisor](#) - Carlos

Competitive analysis:

	Lifesum	SuperCook	FoodCombo	CookList	Foodvisor
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<p>Summary/ Reason</p>	<p>The application is used to track user's calories intakes and calories lost. This application provides not only a tracker that provides the number of calories a type of food has but it also provides an option to track what kind of exercise the user did to lose calories. Additionally, the application also provides an extensive list of recipes that catered to all types of dietary needs.</p> <p>This app was selected because our team has discussed ideas relating to designing an app that caters to calories counting. Specifically, we want to delve into tracking the type of food users would</p>	<p>This application allows the user of multiple filters and has a clear and distinct menu choice when trying to choose a particular recipe. It also has nutritional info for all the recipes and makes suggestions based on how similar they are to the current recipe.</p> <p>This app was picked because it had high reviews, provides all the services we wish to emulate and a pleasing UI.</p>	<p>The website allows users to select ingredients that they save into an electronic pantry of which the website will offer recipes based on what they can make with what they have. Users can look up other recipes which will alert them whether they have all the ingredients or are missing some.</p> <p>This website was picked because it provides the closest services that we are trying to achieve with our problem statement allowing users to find recipes that they can make with what they have.</p>	<p>Users can easily add ingredients to their pantry through receipt scans, barcode scans, or manual search. It provides over a million recipes tailored to pantry contents and personal needs. Features include joining households, finding nearby grocery stores, and automatic import of purchases. Customization options include diet goals and meal portions. The app is free but offers a \$49.99/year Cooklist Pro version with extra features. Our audience is younger and may not be able to afford this price so it is important to find these resources at a lower price or free so that</p>	
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	eat, the amount of calories, and food groups.			the target audience can use our app to its fullest potential.	
Audience	Those who focused more on body building (options to lose, gain, or maintain weight) based on personal information (weight and height)	Anyone who desires to cook as it provides general recipes and nutrition info	Individuals who are looking to find recipes with their current ingredients while also looking for suggestions.	Individuals who cook, as it offers a wide range of goals suitable for anyone	Individuals attempting to lose weight or eat healthy for sports-related purposes
Does it allow users to choose ingredients?		Yes	Yes (Up to 15 for free model)	It lets users choose an unlimited amount of ingredients to add to their “pantry”. It allows users to either scan a receipt and automatically add the groceries, scan a products barcode, or manually add ingredients by search. The app shows how many days it has been sitting there based on when you scanned it.	

Cost	Freemium model (up to \$119.99)	Free	Freemium model (\$9.99 for premium)	The app is free to use, but there is also a Cooklist pro for \$49.99 per year that includes more features such as setting a diet, allergens, disliked ingredients, ad free, creating an unlimited custom recipe collection, etc	Freemium model (up to \$89.99)
# of Recipes (Variety)	Wide variety of recipes IF you pay for the subscription. None is available if the user doesn't spend money.	Wide variety of recipes, especially as the number of ingredients possessed increases.	Offers a wide variety of recipes for different selections of ingredients and/or search tags	Over one million cooking recipes are matched to what you have in your pantry then filtered based on your personal needs	All recipes verified by Weight loss and Sports dietitians. Keto, meal planning, bulking, and low carb options available.
Aesthetics and Structure (5 - best, 1 - worst)	4 - Standard calories tracker layout as the main page with a tab that directs onto a list of recipes for specific dietary needs. Frequent pop ups asking to join premium subscription.	5 - complementary colors, has images of the recipes and organized well	5 - Simple colors (Red, White, Grey) with images of the ingredients, food types, and recipes. Uncluttered layout for accessing recipe search and myPantry ingredient list.	5- shows actual images of the ingredients but also has a very simple uncluttered layout with colors that are appealing to the eye	5 - Seems like a well structured app, load of time spent on it, cartoon-y but very nice
Ease of Navigation: (5 - best, 1 - worst)	5 - very easy to navigate. Menu are	5 - Clearly organized into different tabs	5 - Organized and it informs the user	5 - very self explanatory as it	Menu on the bottom helps w/ navigation:

worst)	straightforward with straightforward icons. Recipes are provided with pictures.	and has a distinct area for account information. Recipes have pictures and links	initially to pick the ingredients they want before proceeding to suggest recipes from their pantry. For searches, it offers many ingredients and food filters to allow easy navigation to what they are looking for.	organizes each functionality you may be searching for in different tabs in the bottom	Coach, Journal, and Profile.
General Strengths	<p>Multi-purpose where users can both find recipes that fit their dietary needs while simultaneously acting as a tracker for users to look at their daily calories intake.</p> <p>Provide accessibility through scanning where users can record their food intake.</p> <p>Contains recipes for meal plans such as high calories, high protein, Keto.</p> <p>Recipes</p>	<p>Has various filters for missing ingredients, cuisines, diets, recipe type (video/audio/text)</p> <p>Voice Assistant to add multiple ingredients</p> <p>Has groupings for common types of ingredients like produce, flours/grains and pantry essentials</p> <p>Contains shopping list to add more ingredients once purchased</p>	<p>Has many filters (ingredient and food tags) that offer a variety of recipes that follow the user's myPantry while also suggesting similar recipes while nothing if that recipe contains missing ingredient(s)</p> <p>Ingredients are grouped into common types of ingredients for easy identification such as "Grains, Nuts & Seeds", "Complement</p>	<p>The application allows users to join an existing household, meaning it can be shared. Users can enter a zip code and find grocery stores nearby, then go on to link their personal store account. This allows users to automatically import purchases from these stores to their cooklist pantry. Users can also set up a pantry using a barcode scanner, store</p>	<p>Easy to navigate and has their recipes verified by dietitians, making it so that the users know their recipes are made for them.</p> <p>Their food recognition software seems to be very useful too. The developers claim that over 20k apps can be recognized with 95% accuracy.</p>

	<p>provide macros(different type of contents and their amounts)</p> <p>Provide a list of exercise names to detail the calories deficit.</p>	<p>Gives suggestions for recipes if you have 1 or 2 more ingredients</p> <p>Has caloric and nutritional information for all recipes</p> <p>Has a vast amount of recipes, possibly 100,000+</p>	<p>any Ingredients”, “Bread, Rice & Pasta”</p> <p>Allows saving recipes on user accounts</p> <p>Offers basic nutritional values with serving measurement</p>	<p>receipt, or just select ingredients from a list. The app is very customizable to preference, users are able to create a goal related to diet: lose weight, build muscle, and can input food allergies. Meals portions can be created based on a child or adult. Once users input all this information, they can explore meals for ideas, or toggle a cook now button to search meals using ingredients they already have inputted in their pantry.</p>	
General Weaknesses	<p>Most features are block behind a paywall (all recipes and all meal plans, daily statistics)</p> <p>Frequent pop ups about premium</p>	<p>Doesn't have a feature to add entire groupings of ingredients at once</p> <p>UI sometimes glitches and has overlapping elements</p>	<p>myPantry can only hold up to 15 ingredients on the free model (unlimited ingredients only available with the premium model)</p>	<p>Although there are a lot of features the app offers, it does cost money to unlock the app's full use. There are also user complaints such as a</p>	<p>The freemium model makes it so that the majority of their features are behind a paywall. Their advertised features especially.</p>

	<p>subscription due to many features being blocked behind a paywall.</p> <p>Some users report calories counts are not accurate.</p> <p>Some users report that recipes do not cater to their needs.</p>	<p>Account tab doesn't contain relevant information</p>	<p>Also limits myPantry recommendations, Nutritional data for recipes, and Nutritional filters on the free model (unlimited access to each feature only available on the premium model)</p>	<p>review claiming the stores' nearby lists are not always updated to date, a user review has an issue with having to provide your location, and users claim there are ton of misspellings which makes it inaccurate</p>	
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