Market Research Writeup

Most apps in the food category seem to fall into the following categories: Recipes (such as “How To Cook Everything), Dieting (such as Yazio or Calorific), or having to do with restaurants (such as Menulog or Forkcast). There doesn’t seem to be much in the way of monitoring one’s own inventory. Coupling nutrition facts is a fairly common practice, and some calorie counting apps (like Yazio) have the option to scan barcodes to log. Initial research shows that the main function of our app is in a fairly untapped niche, but many of the features we have are common amongst other food apps. Research is still in progress.