

Recipe App Competitive Analysis and Sketch

My concept: A mobile application that helps MSU students share recipes.

Solid Starts App:

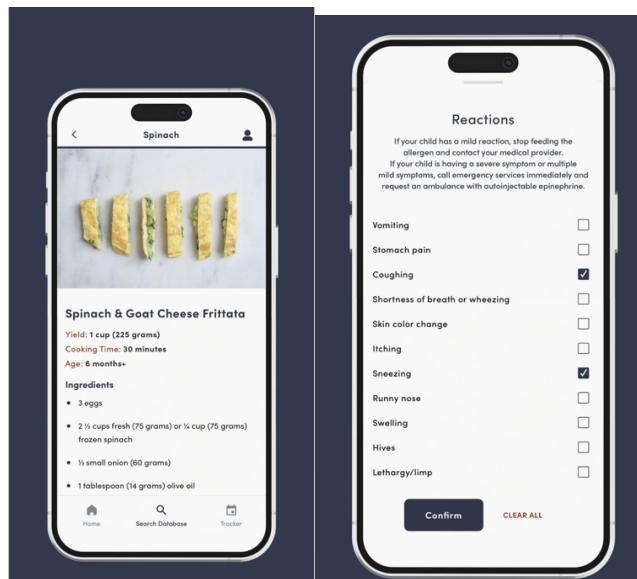
The Solid Starts app is a health and food app that focuses on recipe sharing for toddlers. It's easy to navigate with a home menu at the bottom and a search bar at the top. Solid Starts offers nutritional information about foods you can look up in the search bar, along with instructions on how to cut the foods for toddlers. There is a section where you can save recipes and store them for later. Lastly, there is a section of the app in the menu bar where you can customize your experience by noting any allergens or child food preferences. Users provide feedback in the app store.

Strengths:

1. Clean design
2. Food allergy warnings
3. Good for parents cooking for young children.

Weaknesses:

1. Too specific for kids for most adults to enjoy.
2. No way or users to “interact” with other users or recipes.
3. Doesn't seem like there's much instruction. Videos and more pictures would be nice.

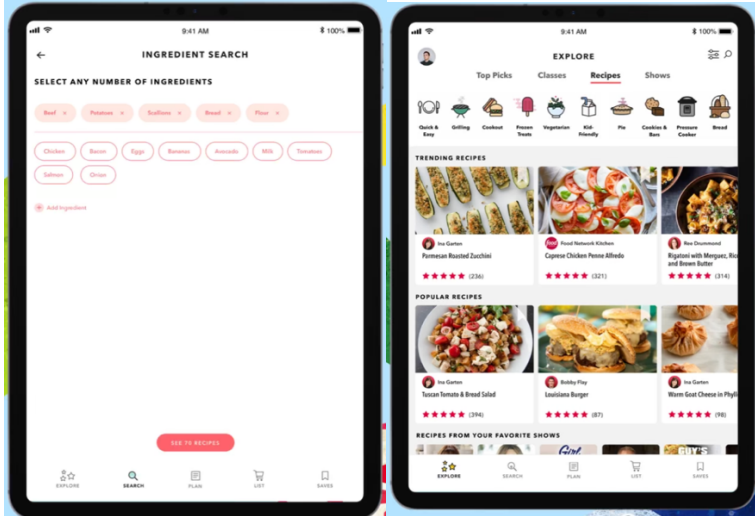


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Food Network Kitchen:

The Food Network Kitchen is an iPhone app that is visually appealing and organized with white a white background and cartoons of food genres that the user can click on to filter recipes by type. Once the user selects a type, recipes within that genre are at the bottom and can be clicked on to be expanded. There is a functional search bar at the top where the user can search for ingredients and recipes. There are additional pages for cooking videos and grocery lists. Users can provide feedback in the app store.



Strengths:

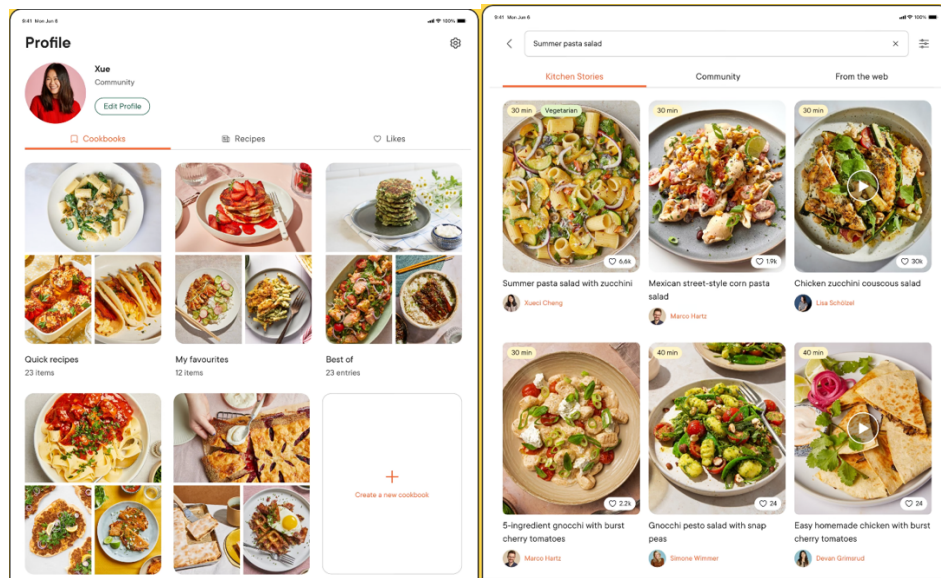
1. Cartoons are fun, unique, and inspiring.
2. Ability to watch a cooking video then have ingredients listed below if the user wants to recreate.
3. Being able to search recipe by ingredient is a very useful feature.

Weaknesses:

1. Since there are so many recipes, more filters would be nice.
2. Would be nice to have a better storage system to store and save recipes.
3. Shopping list feature seems difficult to use.

Kitchen Stories: Recipes

This app has a simple layout with a white background and while there's no home menu there's a search bar and a back button. There are in-app recipes for users to follow, along with user engagement in the form of a "community" where you can view your friends' recipes and saved recipe collections. Each recipe has a share and save button that will add the recipe into the user's collection. Collections can be organized into groups called "cookbooks". Users can provide feedback in the app store.



Strengths:

1. The social media aspect is original and fun.
2. Being able to sort recipes into “cookbooks” is useful.
3. Filters on search bar is handy for so many recipes.

Weaknesses:

1. Because of social media feature, the number of recipes available feels overwhelming.
2. The layout isn’t as intuitive as other competitor apps.
3. Recipes can be by anyone, despite cooking experience.

Design Opportunities:

After browsing competitor recipe sharing apps, I have gained insight into what I want my app to look and perform like. In the first app I liked the allergen alert feature. I enjoyed the clean feel of the design. Food Network Kitchen was my favorite of the apps I investigated. My favorite features are the ability to search recipes by ingredients you already have and being able to search recipes depending on cooking method (ex: Grilling, Air frying.) I plan to implement these concepts into my own design. Lastly, I really appreciated the social media feature of the last app. However, since my app is for students who may know each other, I would opt to make accounts more private where they would be able to decide who gets to see their recipes. I do plan to use the “cookbooks” concept from this app so students can save recipes that they make. One thing that I would like to see in my app that my competitors did not have is a nutrition feature. Eating healthy in college can be challenging on an often limited budget. A feature that will help students stay on top of vitamins/nutrients will be very important for my design.

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My Sketch:

