



openOven

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Overview

Making healthy and delicious food can be challenging when your creative inspiration is limited. openOven is a responsive, mobile-first social recipe sharing application. Inspiration must meet preparation in the form of meal planning and grocery shopping. openOven assists users in making these tasks streamlined and enjoyable by incorporating social elements into the process.

Goals

1. We aim to create community in the kitchen by enabling social connection through recipe sharing amongst friends or groups of mutual interest.
2. Make cooking easier by providing inspiration for meal ideas, add recipes to meal plans, and create weekly meal plans.
- 3.

Features

- Import recipes from websites and create custom recipe cards. Allow users to create personalized collections of recipes or browse the database through tags. This gives users inspiration to cook great food according to their own interests and tastes.
- Allow users to search recipes among connected groups, topically, or by ingredients. Users can find inspiration using flexible search parameters depending on mood, ingredients on hand, or popular items.
- Generate meal plans from selected recipes and interactive shopping lists from selected recipes or meal plans. Allows users to streamline the shopping process by selecting necessary ingredients to have on hand.
- Encourage social interaction by allowing users to share photos of completed dishes and vote for their favorite photos and vote for their favorite recipes. The socially driven process adds an element of fun to meal planning and grows the openOven community
- Integrate with grocery delivery services such as Instacart to order delivery of shopping list items to users. Create a “one stop shop” application that integrates inspiration, planning and execution in the kitchen.

Market Research

● Whisk

- 100,000+ downloads, Free. 4.7 Star(playStore)
- Limited social interaction through groups.
- Excellent integration of Recipe, Meal-Planning and Shopping List Features.
- Recipe Imports work very well across tested websites.
- Automated grocery ordering features function for some stores using graph.API. Functionality has some issues.
- Aims for IoT integration in the future

● Pepperplate

- 100,000+ downloads, Formerly free, now \$3/monthly subscription. 4.7 Star(playStore)
- No social component.
- Good integration of Recipe, Meal-Planning and Shopping List Features.
- Recipe imports for certain sites only, support has been lacking.
- Lost user confidence when changing to paid model from free model, despite-low cost. Failure to roll out new features contributed to lack of perceived value.

● Paprika

- 100,000+ downloads, Freemium, time purchase of \$2.99-\$4.99(per device). 4.8 Star(playStore)
- No social component. Share recipes via email.
- Good integration of Recipe, Meal-Planning, and Shopping List Features. Adds a Pantry feature to keep track of ingredients on hand & a Cook feature to keep phone on while preparing recipes, integrated cook timers.
- Recipe import through bookmarklet or URL.
- Offline access, data stored locally, free version allows only 50 recipes. Cloud-sync limited to paid version.

- **Cookmate**

- 1,000,000+ downloads, Freemium, offers ad-free version with unlimited cloud-sync for 5.99. 4.7 Star(playStore)
- Social element allows you to share recipes with friends in app and view their collections
- Integration of Recipe and Shopping List Features.
- Recipe imports from websites.
- Free version allows cloud sync of 60 recipes and 1 shopping list.

- **RecipeSage**

- 1,000+ downloads, Free. 4.1 Star(playStore)
- No social element
- Integration of Recipe, Meal-Planning and Shopping List Features, integrated cook timers..
- Recipe imports from websites through cut and paste browser extension. Functional, but laborious.
- Free version allows cloud sync of recipes and multiple shopping lists.

Milestones

1. Develop Responsive Design

Use Bootstrap to create a mobile-first, responsive app design providing cross-platform functionality. Mobile design will feature an “instagram-type” flow with a pop-out side navigation panel. Larger screens organize recipe “cards” into columns.

2. Integrate Database Functionality

Create a popularity based voting system for recipes. Allow users to search available recipes by tags, ingredients, flavor profile, and mood.

3. Integrate Social Elements

Including interest based groups and personal connections, facilitating recipe sharing. Incorporate photo sharing of finished dishes, with upvote system rankings.

4. Add Shopping List and Meal Planning Functionality

Give users the ability to add ingredients to shopping lists from selected recipes. Ideally, this process is easily scalable, organizes items by aisle or recipe, and combines quantities for like items seamlessly. Allow users to organize weekly meal plans based on their recipe cards.

5. Integrate Online Shopping

Allow users to populate orders from online grocery services directly from their openOven shopping lists.

References

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