

Recypy

Project Description Document

Group Name	Recypy
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App Name	Recypy
App Category	Food Recipe and Grocery Shopping

Project Description:

Recypy will be a web application used for sharing recipes. Similar to a cross between a social media app and a recipe database, users will be able to create an account. Using this account, they will be able to post their own recipes, as well as “follow” other users or “star” their recipes. This creates a personalized experience for each user, as well as a foundation for further implementations, such as a rating system for individual recipes and the ability to categorize them. Users will be able to view a feed of recipes from the people they follow, as well as search new recipes in the search bar. They will also be able to post their own recipes to the system.

General Overview of Similar Apps:

The idea of cooking elicits a broad variety of responses. Cooking is a passion for others, a feared necessity for others, and cooking is often regarded as a routine activity that must be accomplished. There are numerous apps that provide cooking instructions and advice to supplement a user's initiative in preparing home-cooked meals, in response to the diverse reactions to cooking.

Built-in recipe selection, personalized do-it-yourself recipe collection, and cooking social networking are only a couple of the features available in these recipe applications. On one hand, some of these apps appeal to a wide variety of users, including skilled chefs, seasoned cooks, intermediate cooks, and novices. Some apps, on the other hand, are only suitable for a certain class of users. The below are descriptions of some of the common recipe apps available today.

Simply Recipes

Simply Recipes is a web application where you can create an account, save recipes, and even create a shopping list. Recypy will allow you to create an account and save recipes, as well, however Recypy will be much more focused on your account and individual experience. Recypy will also have the ability to follow users and a “following” feed for new posts from them - this is a common distinction between Recypy and most competition.

All Recipes

All Recipes has more of a focus on being able to browse recipes. There are categories displayed in the navigation bar and on the front page. There is also a section on the front page that displays the most popular recipes at the time. Recypy will be more focused on the individual experience than popular items by using a social media-like system to display recipes. Users will see recipes from people they have chosen to follow first and foremost rather than the same “popular recipes” that everybody else sees, creating a more personalized experience. However, categorizing recipes will be possible in the future of the app.

Food Network

Food Network is based on the TV channel with the same name. There is a large focus on the chefs, shows, and hosts, but there are recipes displayed as well. This brings into question what focus Recypy will have on the users. Recypy will allow each user to have a username and possibly a short biography to describe their content. Not much more is needed, as the recipes and their ratings should speak for themselves.

The Kitchn

The Kitchn is more designed like a blog, and is filled with articles. These articles do contain recipes, but there is a lot of extra content, such as the stories behind the recipes or a numbered list of recipes for an occasion. Recypy will not have this approach, as the extra content makes it more difficult to search through recipes and read them easily. Rather, Recypy will have recipes with only the essentials.

Hello Fresh

HelloFresh is a service where users can purchase meal kits to be delivered to their home. They give you a list of recipes to choose from and they send you the ingredients that you need for that recipe. This is very different from what we are going for, because it limits you to a certain amount of recipes and ships you the actual ingredients. There is no way to upload your recipes either.

Delish

Delish is a recipe website where you can browse recipes but cannot upload your own. It has recipes uploaded by editors and the recipes do not have ratings. They focus on the volume of recipes to give the reader a lot to choose from. Recyppy will be more like a social media application for recipes, meaning recipes will not come from editors.

My Recipes

My Recipes is another blog type recipe app, containing many articles. It allows you to rate recipes as well as review them and save them. It allows users to upload recipes and share them with others. Similarly to the Kitchn, the extra content makes it very difficult to quickly scroll through recipes. Recyppy will again be distinct from this app by trimming the fat from recipes.

Yummly

Yummly is a recipe app that allows you to create a personalized account. When you first sign in, it gives you a survey about your favorite types of food, then uses that to give you recommendations. This is a similar approach to Recyppy, and using an algorithm to suggest recipes to the user is an implementation that is possible in the future of Recyppy. However, Recyppy's approach of following users will give users the option to more directly curate what they see.

BBC Good Food

BBC Good Food is a major food media brand that, through its monthly magazine, website, app, live events, and book series, publishes recipes and food resources. Several recipes are regularly reported on these platforms. One could find multiple recipes on several foods such as cakes, pancakes, vegetarian, vegan diets, and several others in a typical BBC good food media outlet.

Recipes would be based on user-submitted recipes rather than built-in recipes, as some of these applications already do. Although we understand that some existing applications have a similar social media forum for posting recipes, most of them encourage users to share backstories and personal experiences, making it difficult to determine the actual recipe. Recipes in Recyppy would be limited to an ingredients list and steps, making it easy for users to easily search through recipes.