**Case study: BBC Good Food**

Recipe app promoting healthy eating and good recipes.

**What they have:**

* Different quick select menus for healthy, quick and easy, vegan and vegetarian options.
* Saved for later tabs to save your favourite recipes and recipes you intend to cook.
* Video options for easy instructions.
* Podcasts with different chefs
* Search function
* Community reviews and comments
* Easy to see dietary tags
* Nutritional information

**What they don’t have:**

* Community submitted recipes
* Cultural cuisine subsections
* Audio guided playback
* Speech recognition to ask questions
* Personalised recommendations

**How can our app differentiate from this competitor?**

Our app could be more community and culture based. Giving more personalised results for your preferred cuisines helps the user navigate the site more easily with concise relevant information. Community submitted recipes allow for greater collaboration and sharing of cultural knowledge. A following feature could allow individuals to gain recognition for their cooking skills and potentially monetize their passion.