Cooking Code-panions

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App Name: Cooking Companion

App Category: Shopping/Food

General Overview:

We intend to develop a web application called the "Cooking Companion". Ultimately we want to create software that enables people to cook, share, and save recipes. The foundation of the application will be a database of recipes supplied by users. Users will be able to cultivate a list of personal recipes and search for new recipes by name, specific ingredients, or dietary restrictions. The app will be able to produce a detailed shopping list for all ingredients and cookware needed to complete the recipe. Once the user's have everything needed to begin cooking, the application will provide step-by-step instructions to guide the cooking process.

App Functionality:

A public and private recipe database
- Create recipe pages for yourself or others
- Add images
- Process plain text into step by step instructions.

Search Recipes
- Filter results by tags:
    - Ingredients, appliances, allergies, creator, and any other way the user wants to describe their dish. Functions like a hashtag.
    - Blacklist or whitelist
    - Ability to automatically generate the tags
- Browse recipes without using search bar

More:
- Export required ingredients and tools
- Share on social media
- Follow other creators, easily filter for their recipes when searching
- Step-by-step prompts for when all your hands are busy

Overview of Similar Apps:

There are a number of platforms which allow for the sharing of recipes with a public audience and storing a personal cookbook. We have found four examples, two websites and two mobile applications, each with features we wish to draw inspiration from and to improve. Most of these improvements are related to making searches more convenient through a robust set of tags and categories to filter results.

Allrecipes [Website]
(https://www.allrecipes.com/)

Allrecipes is a website that acts as a platform for recipe and food-related blog posts. While its user-driven environment is something we wish to emulate, the search functionality leaves a lot to be desired. There is no functionality to filter search results using categories, and the browsing categories are not as comprehensive as they could be.

As opposed to Allrecipes simple text-based search, we wish to provide users the ability to filter search results using keywords generated from creators. In general, Allrecipes is focused on creating and leveraging a large scale database and allowing for a marketplace for sharing and advertising recipes. The Cooking Companion will instead focus on the individual user and how they are able to create recipes and curate their own cookbook.

Betty Crocker [Website]
(https://www.bettycrocker.com/)

Betty Crocker is a cooking website that acts as a digital continuation of the popular General Mills cookbooks attributed to a fictional character of the same name. The content is not user-generated, but carefully curated as part of a larger brand. While there are a handful of given tags for filtering searches, such as by rating and total prep/cooking time, none of them are by specific ingredients or tools.

Where the Betty Crocker website is entirely based around the existing set of recipes owned by the company itself, the Cooking Companion is very focused on user creation of recipes. All of the planned functionality of the personal database and user entry of recipes is entirely non-existent on the Betty Crocker site.

Recipe Keeper [Mobile application]
(https://www.recipekeeperonline.com/)

Recipe keeper is a mobile and desktop application for iOS, Android, Windows, and Mac. It is marketed as an, "all-in-one recipe organizer, shopping list and meal planner", and boasts solid implementations of all three of those functionalities. While there is no public database to browse like Whisk or Allrecipes, it primarily functions as a private recipe digital recipe book, there are a number of convenient filters to search a collection in several ways.

The Cooking Companion and Recipe Keeper are similar as both are focused on the user curating a private cookbook, but the Cooking Companion will allow users to create a personal cookbook while leveraging publicly shared recipes through the app. Recipe Keeper users have to leave the app to see publicly shared recipes. Additionally, unlike the Cooking Companion, Recipe Keeper has limited search functionality as it suffers from a lack of tags to query, being limited to a handful of static categories.

Whisk [Mobile application]
(https://whisk.com/)

While Whisk and the Cooking Companion are both recipe oriented products, they are delivered to the user through different ways and have different focuses. Whisk is a mobile app that is mobile first, whereas the Cooking Companion is delivered through the web. More importantly, Whisk is focused on being a hub where you can save all of your recipes from across the web.

The Cooking Companion also differs in that it focuses on improving the user experience of creating, finding, and following recipes, whereas Whisk focuses more on the health of recipes. Whisk's primary unique functionality is in the calorie counting and nutritional planning involved in cooking, which the Cooking Companion only lightly features, in favor of assisting with the practice of cooking itself.