**RISKS**

* **What risks can you identify for your project?**
* **There will always be some generic risks (such as computers breaking down the night before a deadline, health and family issues, and institutional changes). Do not include generic risks such as these.**
* **The idea is to be as specific as you can to your project. For example, if your topic is to develop a game, there may be a risk that the software you choose to work with may be very difficult to learn, poorly documented, or not turn out to have the features that it claims it has.**
* **These properties are often only discovered once you have started working with the software, and so unless you have had lots of experience with the particular tool, there is always a risk that it may not work as well as you believe it should, no matter how much prior research you do. Similar comments apply to hardware.**

**RISKS**

**Overview**

* Practicality
* Intellectual Property
* Application Limitations
* Business Partnerships

**Practicality**

The app’s utility comes from its ability to photograph the contents of a user’s fridge and then proceeding to generate recipes based on the ingredients available. Therefore, the photographing function must be very accurate and technically sophisticated to yield the most relevant results. However, the app may not be able to correctly identify ingredients if the fridge is packed: some ingredients may be partially or completely hidden from the camera’s shot. The exclusion of a certain ingredient can dampen the user’s experience.

*Solution*

A simple but laborious solution would require the user to lay out the contents of their fridge, but this will be greatly inconvenient and contradicts the underlying principles of the app’s simplicity and convenience.

**Intellectual Property**

Numerous nutritionists, chefs, and other users contribute to the app’s essential database of recipes but involving so many different parties can potentially have intellectual property issues. For instance, the similarity between two recipes can cause some friction between users, or even a user and a non-user, each claiming their personal ownership of that recipe. The app currently does not have a verification function to certify the originality of a user’s recipe and consequently does not address this issue.

Additionally, the global outreach of the app can also bring forth some legal complications because some countries will have different intellectual property laws. Some may suggest the reliance on the interpretations of international law, but the enforcement of it could be quite limited.

*Solution*

The development team will need to create a function for the app to verify the originality of a user’s recipe.

**Application Limitations**

Some limitations of the app could be present in the form of limited recipe range and variety. Since the app will primarily rely on short descriptions and video explanations, the complexity of a recipe can only match a beginner cook’s ability to follow it. Many of the users will most likely be beginner to intermediate level cooks and may lack the fundamental culinary skills necessary to perform some steps of the recipe.

*Solution*

A system of different cooking levels can be introduced. The levels of beginner, intermediate, and advanced can open a whole new range of recipes, so highly skilled cooks can also enjoy the same benefits as those of beginners.

**Business Partnerships**

The app’s close affiliation with large food retailers, such as Coles and Woolworths, presents a feature that enables the user to order the ingredients required for the desired recipe. Therefore, it is essential that the company successfully forms a strong and enduring partnership with a large food retailer. The failure to do this will greatly limit the convenience and ease-of-use of the app and may cost the app a portion of its userbase.

*Solution*

The company’s management will need to negotiate a partnership with a large food retailer, presenting a convincing argument and profitable arrangement for both parties.