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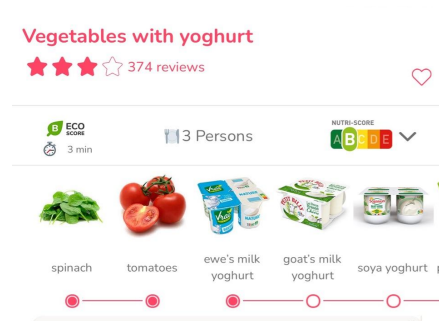
Group Name: Unpaid Beggars

Project Topic: Help UCI Students gain cooking skills to not wasting groceries

Application Analyzed: Magic Fridge

Competitive Analysis Dimensions

Purpose of Product: The application was created by French people who wanted to help parents, students and people who were struggling to make ends meet to utilize the items in their fridge or pantry to limit food waste. Further their recipes are simple and easy to make so it encourages users to cook.



User Experience: Some users were not satisfied with the product because of data collections it required. They thought it was strange as data collection has nothing to do with cooking. Despite that, the user experience is okay. For the most part you know what to do, but it would be nice if they explained some features within the recipe because it was unclear what the purpose of some things were.

Personalization: The application allows users to upload a profile image. In addition to this it also allows users to have a gourmet profile where they can select some options on what they like to eat and who they are: students, parents, etc. However this gourmet profile did not affect your recipe suggestions and I think that would have been really helpful since recipe selections would reflect what the user likes to eat.

Search Accuracy: The search accuracy on the application is okay. It does not show recipes that you have all items for, but also includes different recipes with items you may not have. I think this is a downside to the search feature because I might want to make a recipe that I do not have items for.

Summary

Overall the application was easy to use and supported the main functionality of entering items you have in your fridge or pantry to get recipes. One of the downsides is that it displays recipes even if you did not enter the items it has, which can give the user false hope in making it. In addition to this, not being able to personalize food you eat like: vegan, vegetarian, gluten free, etc. really limits the user because they have to look through all the recipes displayed to find one they can make. One way that this can be improved is by having a section where users can select diet restrictions and cuisines they want to make, which they can adjust as needed. Further I think making sure the recipes displayed are ones that have their items entered.

