INF 132 Milestone 3: Competitive Analysis
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Team: Unpaid Beggars
Project topic: Recipe generator based on user-determined list of ingredients
Application for competitive analysis: MyFridgeFood.com

Purpose
MyFridgeFood is a direct competitor to Unpaid Beggars because of a shared purpose.

The purpose of MyFridgeFood is to give users recipes based on the ingredients that they already have in their kitchen. These recipes are community-curated, meaning that users with an account on MyFridgeFoods can submit these recipes. The homepage of the website shows the user a checklist of common ingredients for the users to tick off, and when the list is expanded, users get a complete list of ingredients that they can scroll through and check off. The idea to return recipes to the user based on their list of ingredients is common to both Unpaid Beggars' project and to this site.

Personalization
MyFridgeFood may have an edge over Unpaid Beggars because of its features for personalization.

This site allows for filtering by meal type (i.e. breakfast, entree, side dish, appetizer) and for vegetarian, gluten free, low fat, low carb, or diabetic recipes. Unlike some other sites, this site does not filter by cuisine type (i.e. Cajun food, Chinese, Italian, etc.). Users can bookmark recipes to go back to them later. With these filters and with the ability to submit personal recipes and bookmark favorites, the personalization of this site is one of the more appealing features of MyFridgeFood. However, while the user-submitted recipes creates an additional layer of interaction and personalization, MyFridgeFood does not seem to have any quality checks for the recipes, as there were some recipes that had missing information and unclear directions.

UI Design
However, MyFridgeFood falls short when it comes to its visual interface.

The content on the page does not expand to fill the width of the screen and appears left-aligned. The grid layout of the recipes cause the viewer's eye to bounce up and down the page instead of creating a smoother visual experience. On the homepage, when showing the expanded view of all the ingredients, there is no jump to top or section option, nor an option to filter ingredients by category. The search bar cannot be used to look up multiple ingredients.

Summary
Future design should focus on improving the UI of MyFridgeFood. The contents should be centered and take up the width of the page, and recipes could instead be shown as neat columns of cards. The method of selecting ingredients should be more efficient to the user and personalized to their preferences; perhaps users can add ingredients via text input, or scroll through the checklist of ingredients with navigational tools to ease their search. In addition, there should be an option for users to rate recipes, so that those with incomplete or unclear information can be reviewed by the recipe owner.