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Group Name: Unpaid Beggars
Project Topic: Recipe Recommendation App for UCI Students
Application Analyzed: Yummly (for iOS)

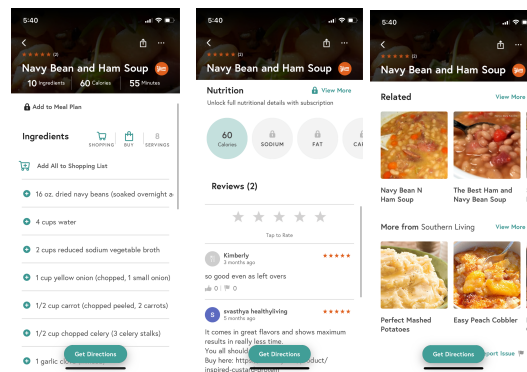
Competitive Analysis Dimensions:

1. Purpose of Product

Yummly is a digital guide that helps users discover and choose new recipes to try and cook. It also personalizes your recommendations based on allergies, preferences, and recipes you have liked in the past. Users are able to explore based on several cuisines and categories, and search for particular dishes and types of food. Yummly also provides detailed information about recipes, including ingredients, directions, reviews, nutrition, and time it takes to cook.

2. User Experience

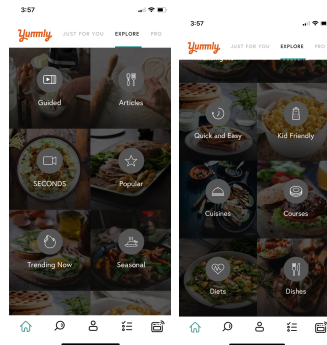
Overall, the user experience is intuitive and easy to navigate through. The app uses pleasing and minimalist colors and photos, and the use of a navigation bar helps the user go from page to page. I find the recipe's details to have a good user interface as it shows many ingredients, calories, and time it takes to make, as well as nutrition information. It also has reviews for recipes which are helpful. However, there are a few sections that I find to have poor user experience. For example, some buttons are a bit small and not intuitive to click, as instead you have to click the entire photo. Some features are locked for the pro version which can be a bit irritating as it blocks the user from experiencing the whole app. Every time you click on a pro version feature, it takes you to a pop up to upgrade. Moreover, I don't really like how directions for the recipes are on a separate pop up which seems like a browser, since it is disorganized with a lot of advertisements.



3. Cuisine Selection

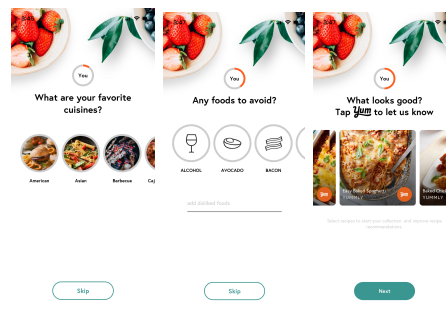
Gives a pretty large variety that shows what cuisines you can choose from, such as American, Italian, Mexican, French. After choosing a cuisine, several recipes pop up that fit that category. However, you are unable to filter these searches unless you are upgraded to the pro-version, which I find irritating and wish there was a way to so.

Moreover, the app also has categories like trending, seasonal, popular, quick and easy, etc. which I like since there are more options to choose from.



4. Personalization

There are several ways the app personalizes your recipes. For instance, when signing up, you can choose your favorite cuisines, allergies, foods to avoid, skill level, recipes you like, and it will recommend similar recipes that fall under these categories and restrictions. Moreover, there is an option to save recipes and add ingredients for your recipes to a shopping list. Moreover, you can search items based on an ingredient, cuisine, and dish type, which has a history feature to remember your previous searches. Moreover, if you search for a type of cuisine, it will give you recipes that fall under that cuisine category.



Summary

Overall, I really like the app and find it to be useful to help those who want to cook more often. Some of the features were restricted to those with an upgraded subscription which was a bit irritating, but overall the aesthetics were really pleasing and usable. However, I still find their features to be very helpful when it comes to recipes, such as giving several details of recipes, ingredients, nutrition information, time it takes to cook, etc. I really enjoyed the personalization factor as well, giving your recommendations based on your preferences, dietary restrictions, and allergies. I feel that the app tackles their mission of expanding cooking knowledge and making cooking a more personalized and enjoyable experience well. I would prefer if there wasn't a pro upgrade, as it would be easier to use, and do wish that the scan feature was available for the free version, as it would be helpful for users to identify what foods they already have that they can cook with to reduce their food waste.