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Group Name: Unpaid Beggars

Project Topic: Utilizing Groceries and Increasing Cooking Skills for UCI Students

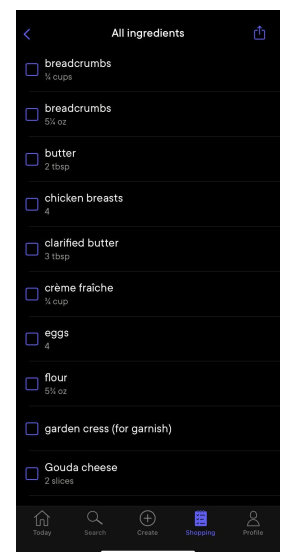
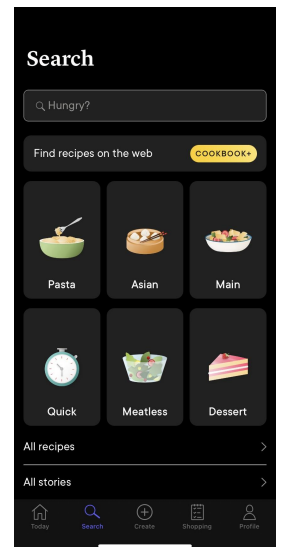
Application Analyzed: Kitchen Stories Mobile App (for iOS)

### Competitive Analysis Dimensions:

- **Target Audience:** The application is made for both beginners and experienced users. This app makes it easy for users to learn how to cook and learn new tips and tricks.
- **Personalization:** This application allows users to like recipes, add recipes to cookbooks, add ingredients to a shopping list, post recipes, and leave reviews. The cookbook feature is similar to creating a Pinterest board of recipes which really personalizes the experience. Under the recipe that the user is looking at, the user can find similar recipes. While searching, the users can filter what they want ranging from relevance (likes, rating, calories, prep time), category, diet, main ingredients, type (recipes, how-to's, articles), and even occasion.
- **Search Accuracy:** Searching for specific recipes is easy, but the users are not able to input their ingredients to find recipes from what is in the user's pantry. Searching for specific dishes is easy and users can even find more specific dishes by filtering. There are categories from which to choose from: Pasta, Asian, Main, Quick, Meatless, and Dessert. Users can also search recipes and stories.
- **Subscription/Pricing:** This app is free and users can use this app as a guest or create an account. There is an option to upgrade to Cookbook+ at a cost of \$4.99/month or \$24.99/year. This upgrade includes unlimited recipes and optimized cooking.

### Summary

- Kitchen Stories has a very user friendly interface that surely allows users to find recipes. I like how users can check off and add ingredients in their shopping list, but the app adds the whole recipe onto the list and if a user wants to make multiple recipes that may contain the same ingredients, it comes off as repetitive and confusing. I also think that the main search categories are not enough, which does not allow users to experiment with different types of food they may not know of, consequently taking away from the full experience of cooking diverse dishes.



Application Screenshots:

Search screen (top),

Shopping List Screen with Duplicate Items (bottom).