Name: Kenny Ton
Group Name: Unpaid Beggars
Project Topic: Encourage UCI students to utilize all of their groceries and increase their cooking knowledge
Application Analyzed: Blue Apron (Meal Kit Delivery Service)

Competitive Analysis Dimensions:
- Purpose of Product: The service sends users ingredients and recipes that will allow them to make a meal. The target audience appears to be people who want to learn how to cook their own meals at home.
- User Experience: When I was signing up for an account, it automatically led me to the billing page on the website. The site itself is visually appealing, but it is hard to navigate to anything other than the subscription page. The site has a cookbook but the only link I could find to it was in the footer of the page.
- Cuisine Selection: It has a limited amount of cuisines to choose from each week. The cuisine catalog does display which meals are vegetarian and are Weight Watcher approved, but there is no accommodation for allergies.
- Subscription/Pricing: $7.49 - $9.99 per serving + shipping. This is an overall reasonable price, but would be another expense that a student would need to pay.
- Personalization: There doesn't appear to be any way to personalize the account, or favorite recipes.
- Search Accuracy: The search feature has different categories such as cuisine type, main ingredient, and when the meal was served in the subscription. It is finicky when it comes to searching for types of food such as vegetarian recipes, but it does work. The categories themselves don't appear to be that accurate, and seem to group certain foods that are similar or inspired to dishes from a certain region together, i.e. Asian Chicken Tacos being grouped under Vietnamese dishes.

Summary:
- Overall I thought Blue Apron was good, and I would recommend it if someone has a good amount of disposable income but buying the ingredients yourself would be cheaper. The overall design of the site is nice and has some level of variety, but it doesn't provide any accommodations for people with dietary restrictions or allergies. Since we want to encourage students of all types to learn, this is excluding a portion of the population that we consider important. Furthermore, while it does have some level of cuisine variety, it still excludes a large number of dishes including soups.

Screenshots:
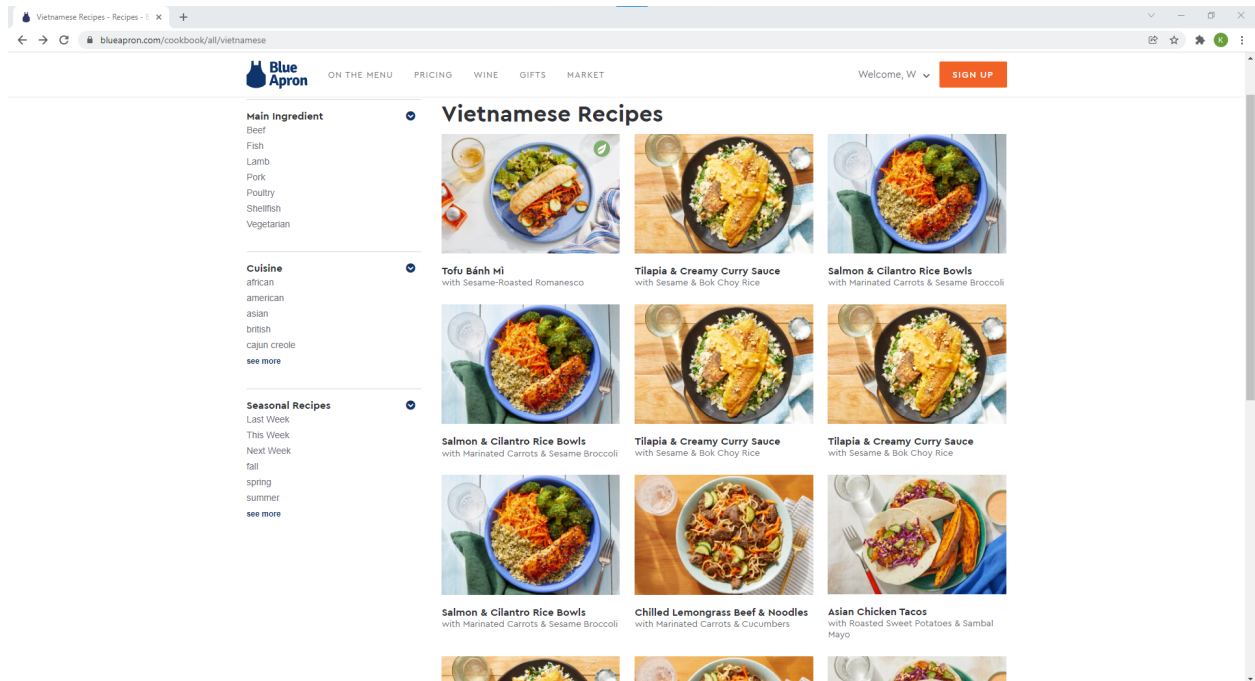
Example of odd categorization of food