Name: Tiffany Vo
Group Name: Unpaid Beggars
Project Topic: Encouraging UCI students to utilize all of their groceries by increasing their cooking knowledge
Application Analyzed: Epicurious (website & app)

Competitive Analysis Dimensions:
- Features
  - On the website, users can input what ingredients they'd like to include and exclude, and the website will search through its most relevant recipes to fit the users' needs
    - On the app version, however, there does not seem to be the option of including or excluding ingredients
  - On both the website and the app, there are advanced filters that let users sort through things like dietary concerns, type of cuisine, holiday dishes, and even cooking techniques
  - The website has blog posts written by the Epicurious staff for users to learn about different foods and cooking techniques
    - The app offers similar features, but does it in the form of videos rather than blog posts
- UX Design
  - The design of the website is very clean and easy to use
    - The first thing users see on the home screen is a large search bar to "Find a Recipe"
    - After using the search bar, it takes users to the search page where users can make more advanced searches
  - The design of the app is not as easy to use
    - The homescreen has three different subsections, which can easily be missed if users do not look for it
    - Users have expressed their need for improvement within the app in terms of bugs and overall functionality
- Cuisine Selection
  - Both the website and the app have many different filters to select from that cater to all types of users
    - "Popular", "Meal & Courses", "Dish Type", "Dietary Concerns", "Ingredient", "Cuisine", "Holiday", "Technique"
- Pricing
  - The website and app are free to use

- Users can make an account on the website and/or app to add their own recipe to their recipe box, rate and review existing recipes, and create their own recipes and menus
- Incentive to Cook
  - Users can sign up for their email newsletter, where they can receive the latest recipes and expert tips on Epicurious
  - If it counts, the appealing blog titles could inspire users to read the article, which could lead them to cook
  - Other than that, there is not much of an incentive aspect

Summary:

- Some future designs that might address the issues of Epicurious would be to add a cooking incentive, design a more user-friendly/comprehensive layout for the mobile app, and add more user-centered features. Introducing a point system, like earning medals or points that can be traded in for rewards, could add an incentive for users to build a cooking routine. Redesigning the app would make accessing Epicurious on a mobile device easier, which is important because users typically have their mobile devices with them while in the kitchen. Lastly, adding user-centered features, like a food diary where they can document all the food that they've made while using the app, would add a touch of personalization to the app that could make it stand out from others.
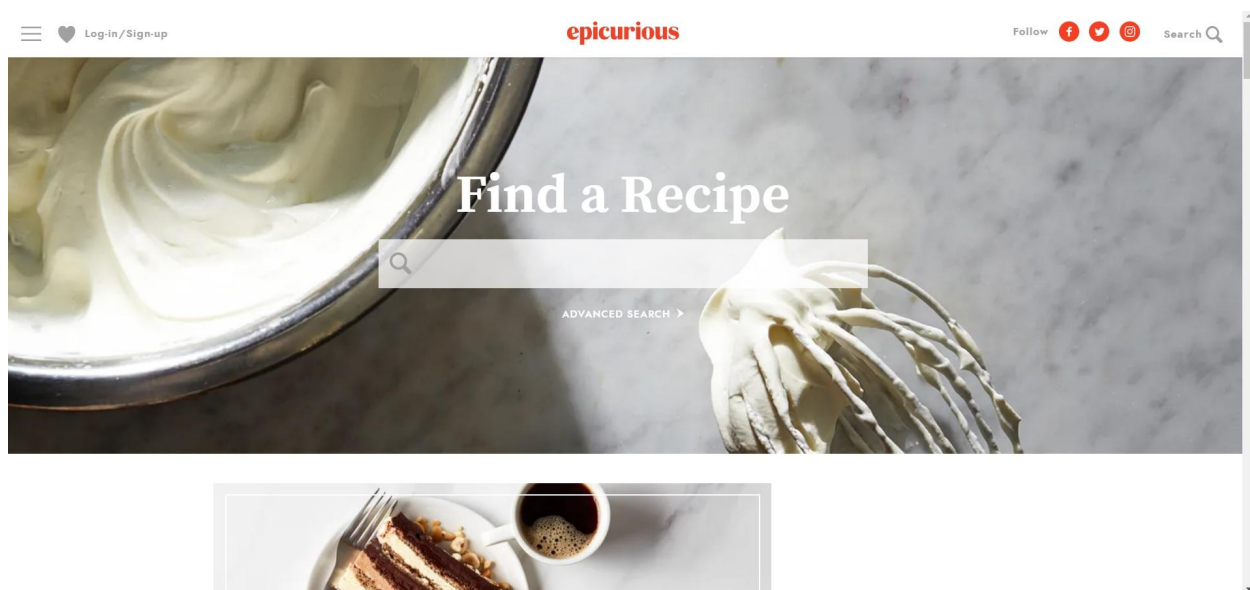
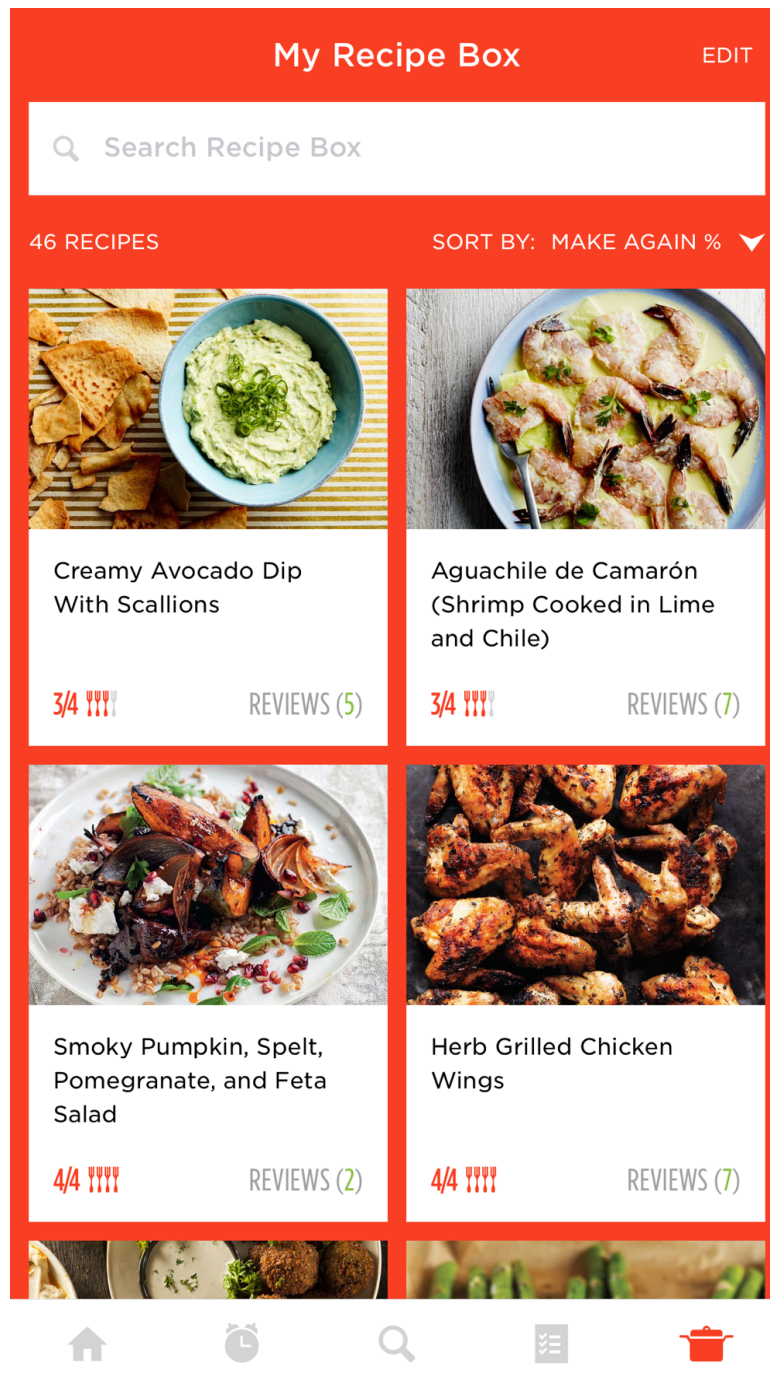**Screenshots:**

Figure 1: Homepage of website

Figure 2: App's recipe box

Figure 3: Some of the website's filters