

Ideas:

- How to make viral?
 - Maybe trade paid feature extension for sharing with friends (mutual benefit to you and friend)
 - Share recipes easily to fb, ig or twitter
 - Make people *create more content* that they *want to share* somehow

PlateJoy

pros	cons
- You can store your own recipes - Beautiful images - Comprehensive questions - Dietary restrictions - Low fodmap - Goals - Lose weight - Save money - How many meals you want - How many people are you cooking for? - Comprehensive filter - Grocery list - Integrations w instacart and amazon fresh - Lets you uncheck items you already have but is a little confusing - Asks you to check items to remove them from the grocery list which is counter intuitive. By default they should all be checked and then you should uncheck the ones you don't want... - Really simple interface after survey - Nice personal seeming tips for each recipe	- You can't store recipes from the internet - Really lame nutrition cards - no graphics at all, just like looking at the back of your food - Not gamified - Only lets you "swap" meal items rather than allowing you to intentionally select the one you want - Seems like a limited supply of recipes - click swap a few times and you're back at the og - Can't really track progress on goals - Batch cooking was confusing - Seemed generally underwhelming when i was done: no benchmarking of my progress

- Nice personal feeling touches all around. I feel held by this app - Batch cooking! - 24/7 access to nutritionists	
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MyPlate

the closest to what we want to do but feels superficial

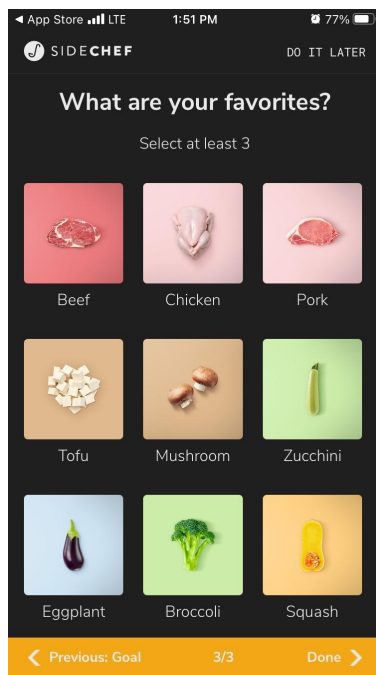
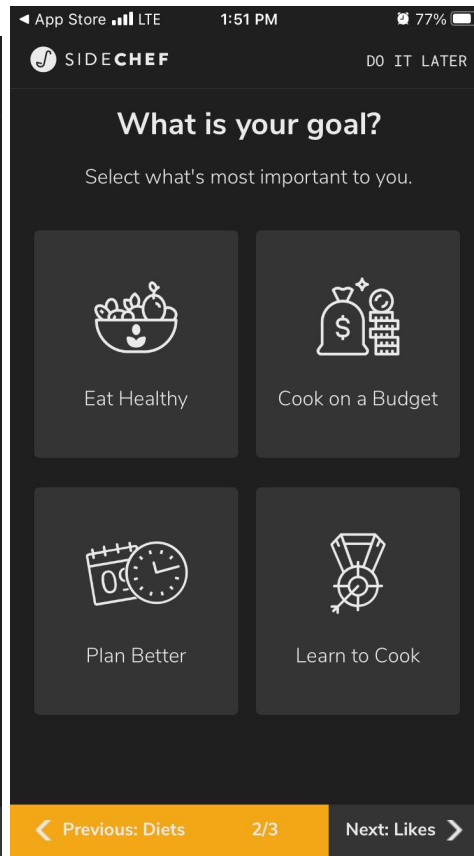
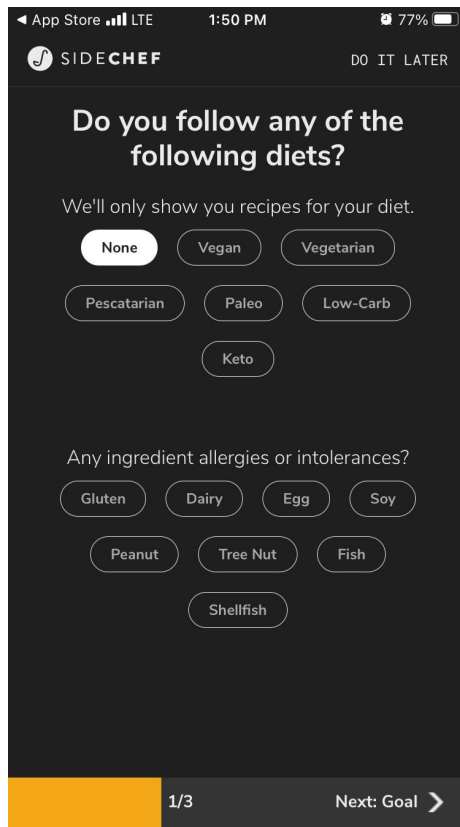
pros	cons
- You can store your own recipes - Macro nutrients well displayed (empty if don't exist which is fine) - Intuitively layed out recipe instructions - Free with ads with in app upgrades? - Allows for endless scrolling - "What should I eat?" is the first question you see when you open, so you immediately associate the thought with the app - Community aspect - Emails you a grocery list - In app work outs - SMART: in app upgrades to learn where most of your calories come from (food analysis) -> people might feel tricked and betrayed by this? - Progress page	- Can only filter by whether or not you eat meat - You can't store recipes from the internet - You can modify your meal plan - Has basic community channel but seems hard to form real connections that would get you to stay - Not enough focus on actual health -- mostly same weight loss`shit as places like myfitnesspal

SideChef

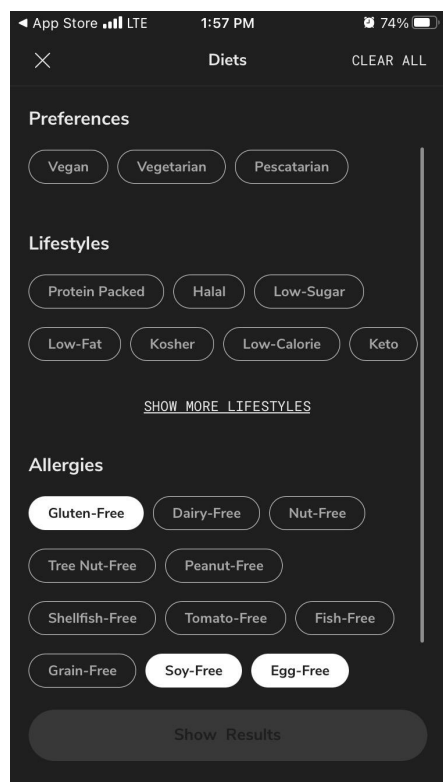
pros	cons
- Easy & comforting onboarding plan - I feel like my needs are going to be met - Meal plan feature is nice - I like the way it lets me choose/update my preferences - Cute nav bar	- <i>Feels like an overwhelming amount of content--</i> trying to do too much. - Our feed can be curated and smooth with recommendations but all other pages should try to show you <i>*exactly*</i> what you came to see. - Seems hard to find users: How can we make it easier to find people you

	want to follow in a not stressful way? - Maybe feed has recommended follows or <i>spotlight users</i> - Can't tell if onboarding has actually - filtered my preferences - visible tags could maybe help us communicate this (\$, low fodmap,...) - Meal planning by week instead of by day. Allow people to eat the same thing every day if they want. I like the idea of choosing breakfast first, then lunch, then dinner, dessert, snack. Then at end say how many people shopping for - Can't tell how healthy my recipes are (nutrition breakdown would help with this) - Can't store recipes from the internet - Integration with walmart lacks integrity: - Highlighting local shops will be a plus -
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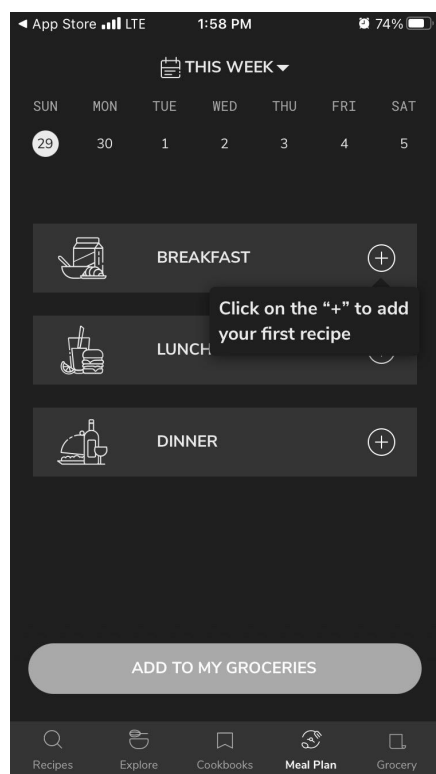
Onboarding

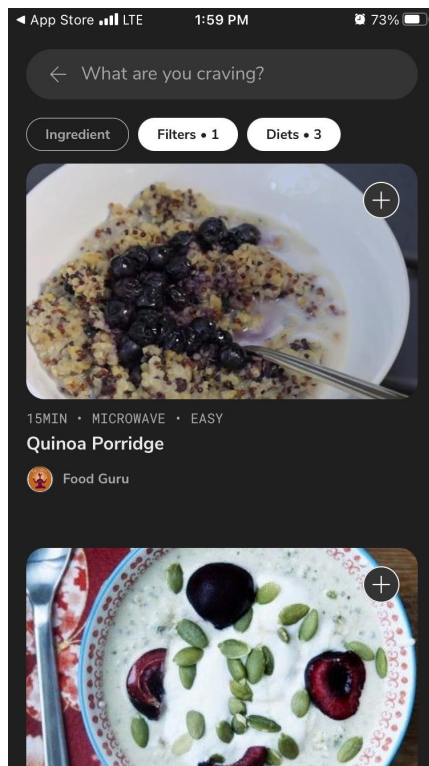
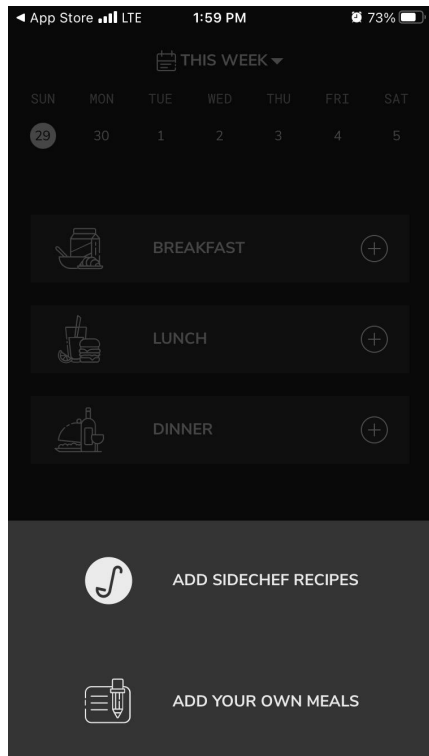


Preferences

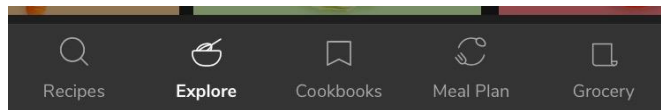


Meal planning

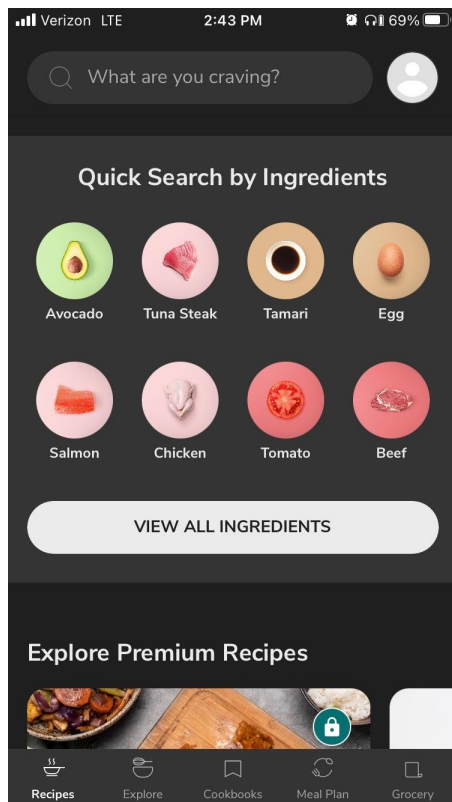




Nav



Quick search by ingredients



Cookpad

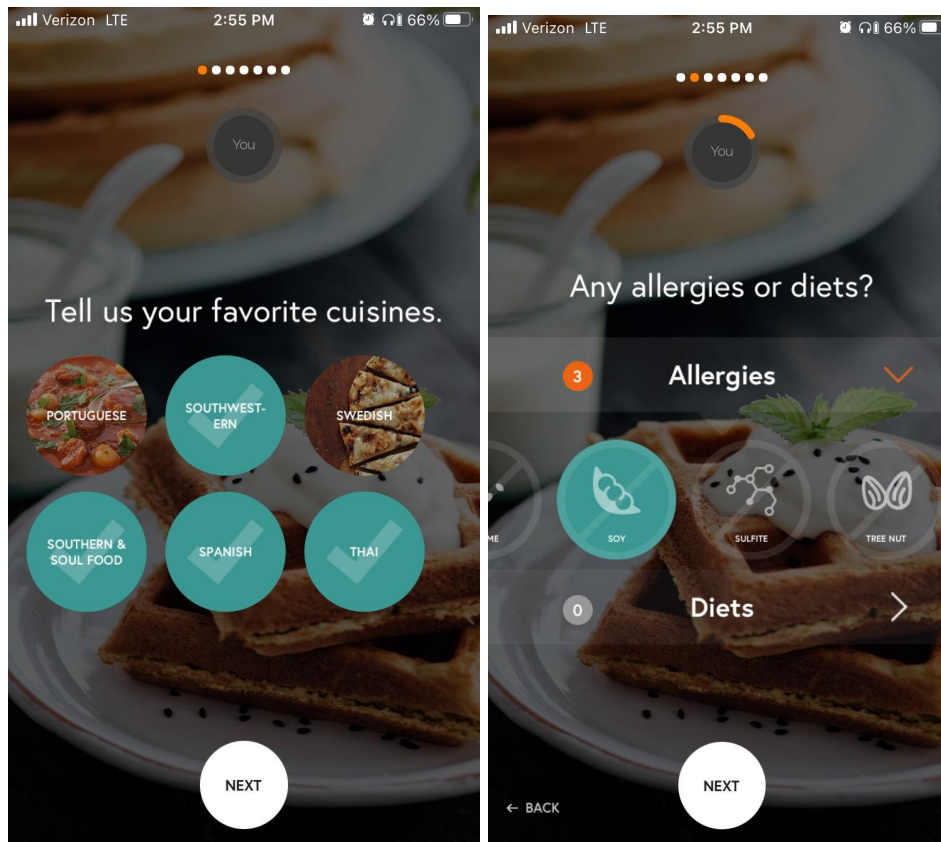
pros	cons
- Seems hard to do much without social component - Liked that vietnamese pancake was one of first things that came up even if it was a coincidence - Liked the pictures in the instructions	- Search page felt really not tailored to what I want to see. Having people fill out initial filters could really help this. Then snack, lunch, breakfast, dinner, simple, intermediate, complex could all be handy easy filters at the top for a quick search. - Can't save recipes from the interwebs

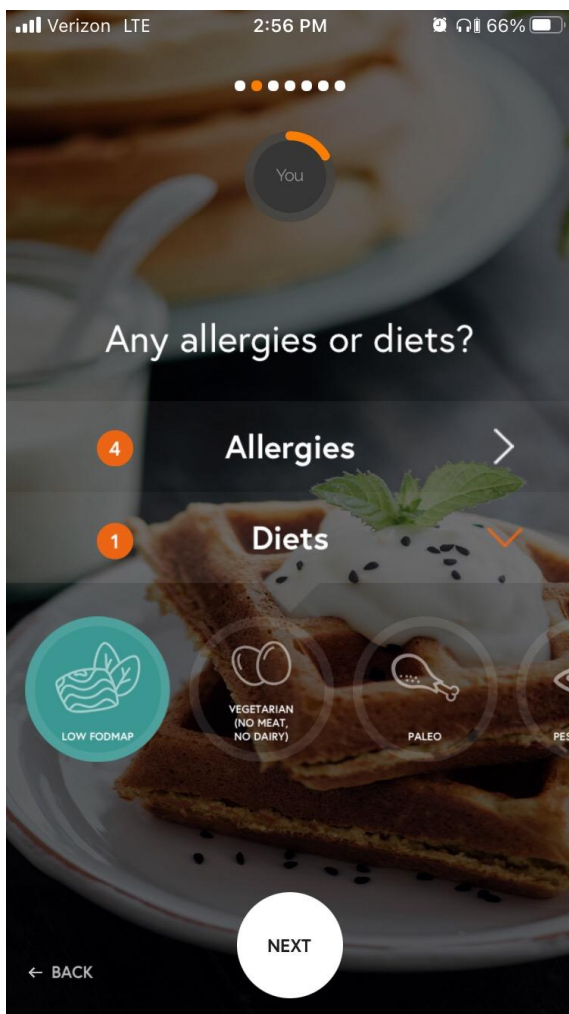
	- No health component
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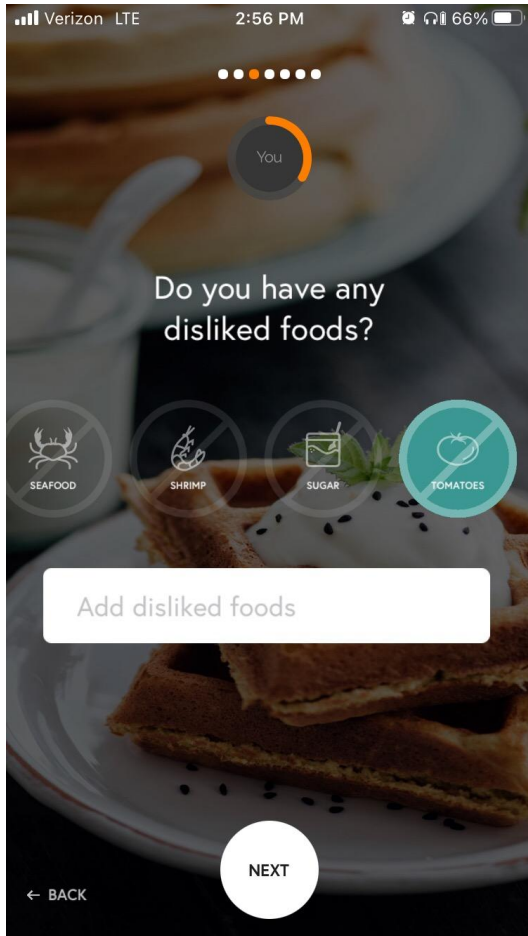
Yummly

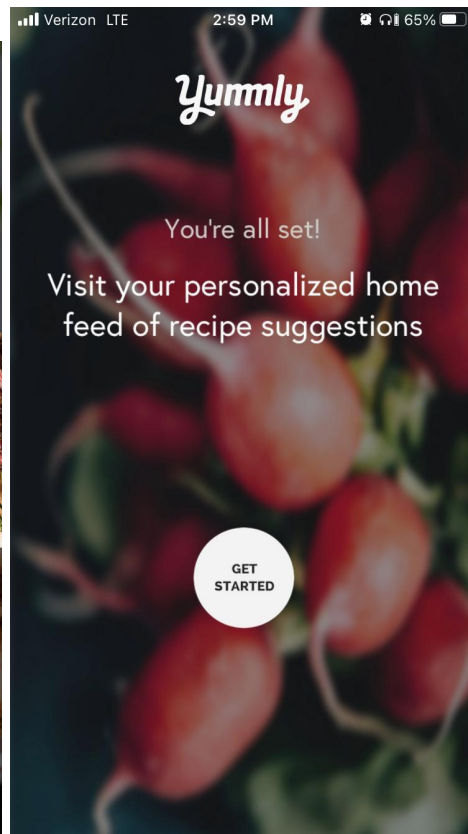
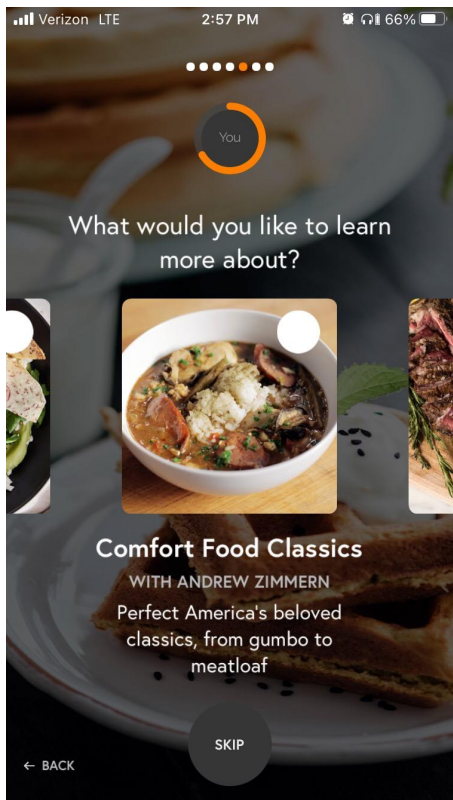
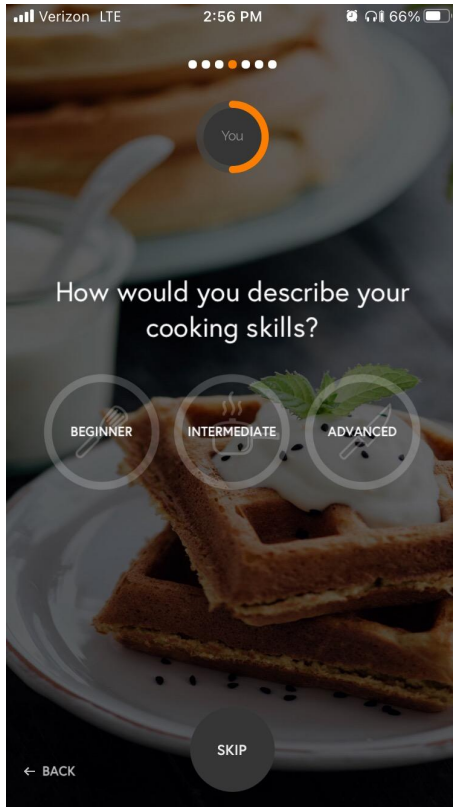
pros	cons
- Fuckin GREAT onboarding - Great search engine - Makes clear that your engagement (likes) improves your experience (recommendations) - Home feed has: “just for you”, “explore”, “pro” -> making it clear that it personalizes your recipes. - Infinity scroll	- Learning section is about cooking but it could be about cooking or nutrition, general health, afflictions, etc. - No meal planning - No nutritional element - Bad shopping list feature - Doesn't even auto-generate - No adding recipes from interwebs

Onboarding

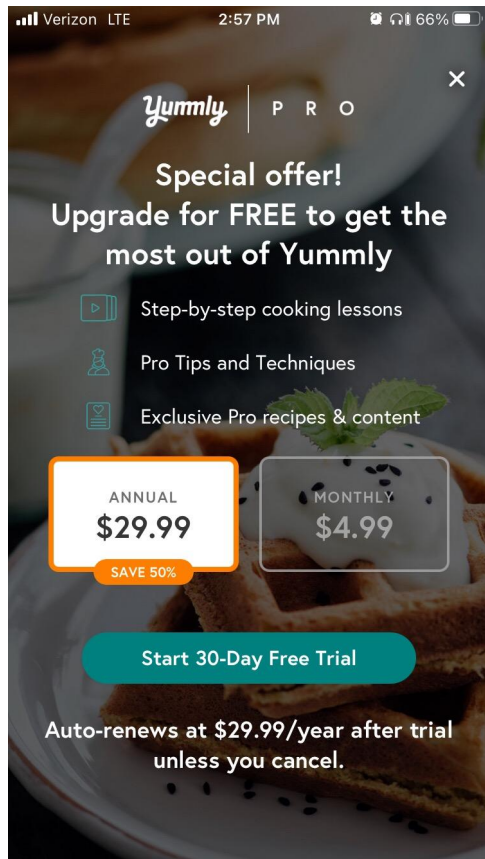








Subscription plan



Paprika

<https://www.paprikaapp.com/>

The grocery list - ingredients are automatically sorted into aisles and consolidated.

Carrier

10:10 AM

☰

My Grocery List

+

Breads and Cereals

☐

baguette or crusty long loaf bread, sliced
(12 pieces)
1/2
Bruschetta with Fresh Tomato and Basil

☐

sprouted wheat bread, toasted
1 slice
Egg & Avocado Toast

Beverages

☐

orange juice
3/4 cup
Creamy Peach Smoothies

☒

water
1 cup / 250 ml
Easy Pumpkin Soup

Canned and Jar Goods

☐

beef broth
1/2 cup
Grilled Steaks with Mushrooms

☐

minestrone soup organic
3 cans

☐

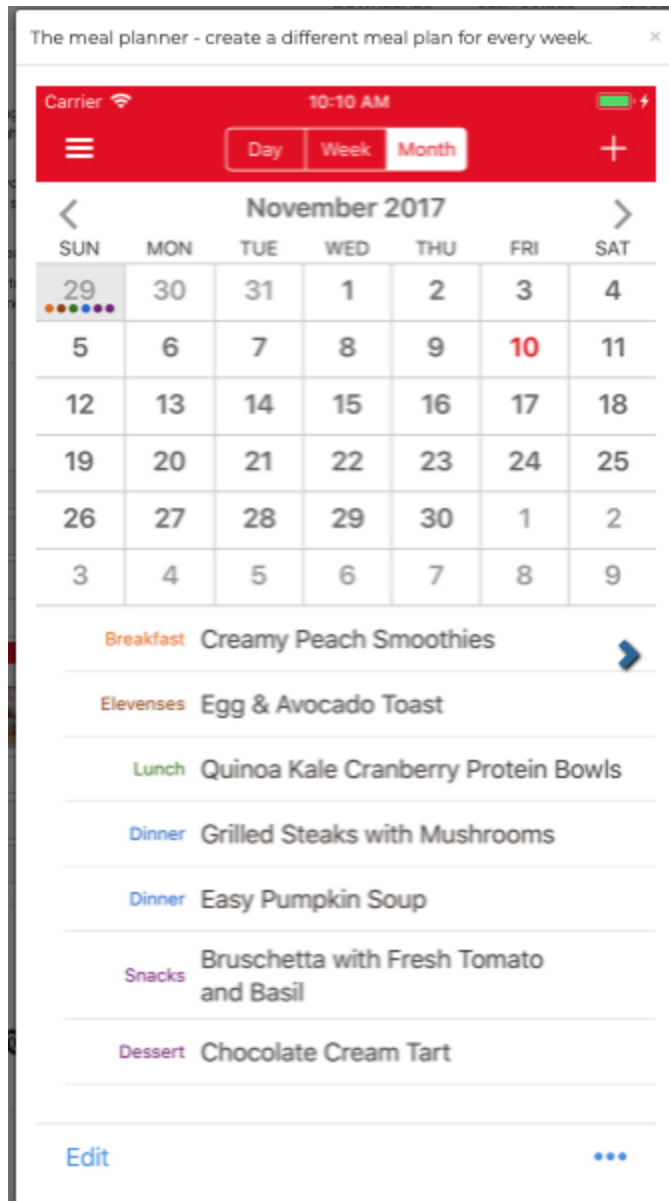
vegetable or chicken broth, low sodium
3 cups / 750ml
Easy Pumpkin Soup

Edit

Filters:
None

Sort By:
Aisle

...



Pros	Cons
- Nice meal planning and grocery lists - Ease of saving from the web - \$4.99 to db app	- Doesn't suggest recipes - No social component - Puts the onus on the user to find all the stuff

RecipeKeeper

Pros	Cons
- Nice meal planning and grocery lists - Ease of saving from the web - shows all details - Take a photo of a book or paper recipe!!! - Hands free cooking - alexa will read it to you - Must pay to share to other social mediat	- Doesn't suggest recipes - No social component - Puts the onus on the user to find all the stuff

Pinterest

Pinterest is one of the most popular social media sites to date. The site is obviously onto something in terms of forming user habits, but few know its **obvious secret: its adamant focus on reducing users' cognitive load**. Pinterest brilliantly aligns its user experience with its business objectives of getting users to consume, create, and share content.

This is because users never have to think to "Like" anything, once again reducing their cognitive load through simplification. The behavior of pinning, intentionally simplified and de-cluttered by its designers, only enables users to do one thing, save their content.

Pinterest's obvious secret is its ability to serve our innate desire to capture and collect, while making consuming, creating and sharing easier than ever before. In the process, Pinterest is on the precipice of having the richest consumer data set ever assembled and may someday be able to predict what consumers want well before they know themselves.

FoodFriend - I want people to feel *held* by this app

Plan your meal for this week:

How many breakfast recipes would you like? [save in permanent preferences]

How many lunch recipes would you like? [save in permanent preferences]

How many dinner recipes would you like? [save in permanent preferences]

Are you fine eating leftovers?

Internal triggers:

- What should I eat?
- I feel crappy..
- What should I get at the grocery?
- I'm bored.. Food scroll, Health article of the day

External triggers:

- "Like" notification
- Follow notification
- "Have you eaten today?"
- "How have you been feeling today?"

Investment:

- Recommended recipes geared towards you (based on saves, preferences, and what you eat)
- Discoveries geared towards your changing bod
- Saved Recipes
- Friends

Rewards:

- Tribe: Upvotes on recipes, Favorites, Saves on recipes
- Hunt: for recipes
- Self: learn what to avoid, learn to cook more, save money

Each recipe will be stored with nutrition facts.

If someone uploads a recipe, it will:

1. Get picture
2. Get title
3. Get source URL & date (have to visit website for instructions)
4. Get source name
5. Get ingredients and serving
6. Find nutritional value each ingredient
7. Add values for each ingredient & output total nutrition fact
8. Add tags: vegan (ingredients not in list), low fodmap (ingredients not in list),
9. Contains: nightshades (ingredients in list), inflammatory ingredients (ingredients in list), dairy (ingredients in list), meat (ingredients in list), eggs (ingredients in list), honey (ingredients in list)
10. Estimate price based on ingredients and tag: \$, \$\$, \$\$\$, \$\$\$\$
11. Estimated cost
12. Assign overall health score