

Recipe App By Country

Judith Martin

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Secondary Research

Recipe Search Apps

by Judith Martin



I love cooking and I love eating. I'm also interested in cuisines, techniques and ideas from different parts of the world. Therefore I often research recipes in order to try new ideas and introduce myself and my guests to something I wasn't familiar with before.

Although there are many recipe websites and apps out there I found that non of them have the cuisine and location of origin as a main focus. They offer them but I had to pock around a bit to find them. In one instance the only option was a filter system which didn't end up working well. And I wonder if the company is aware of that fact.

I would like to play with an idea of having an app offer recipes mainly based on cuisine and location of origin.

I easily found a list of the 10 most popular recipe sites. I chose a one from the top of the list, one from the middle and one from the button. My research showed that the design and user experience alone is what will entice someone to engage with the site or look for another option. How many clicks do I need to get to what I'm looking for? Do I feel invited or preached too? Are the recipes written in an fashion that makes it easy for me to understand? If I'm not familiar with a product (for instance a spice), is it easy for me to learn about it on the site?

I also found that peoples comments tend to create the vibe of the community behind the site. Especially if there are responses from the site's team.

One of the apps, epicurious, even started to bring together the app and the food magazine *Bon Appétit*. And without a doubt all of them share large successes with food videos. A simple and esthetically beautiful *How To* video will make your mouth water with guarantee.

Competitive Analysis

Recipe Search Apps by Judith Martin



Company Info

Name: allrecipes
URL: allrecipes.com

Location: Seattle, WA
Size: 62
Launched: 1997

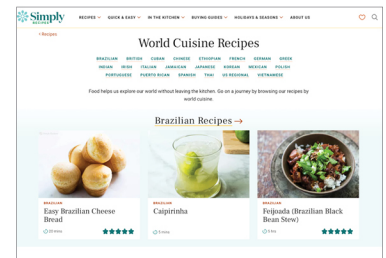
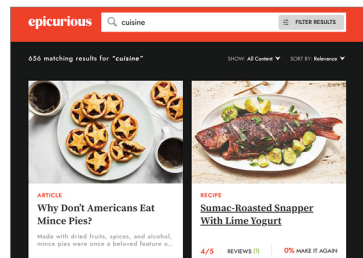
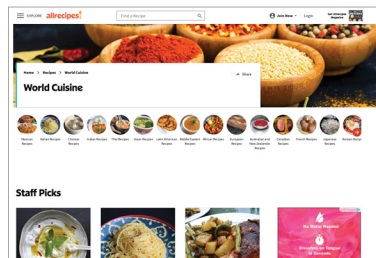
Name: epicurious
URL: epicurious.com

Location: New York, NY
Size: 26
Launched: 1995

Name: Simply Recipes
URL: simplyrecipes.com

Location: New York, NY
Size: 12
Launched: 2003

Product Info



Strengths & Weaknesses

Strengths

- Multilingual
- Focusing on message to make cooking simple and fun
- Selectable newsletter options

Weaknesses

- Lots of payed advertising on page can be confusing
- Requires many clicks to get to recipe

Strengths

- Clean and simple design
- Professionally tested recipes
- Introduced chef levels on youtube

Weaknesses

- Faulty filter system
- Clunky navigation
- No longer publish recipes that involve beef (2021)

Strengths

- Easy navigation for international cuisine
- Offers buying guide
- Fast and easy method of organizing recipes

Weaknesses

- No phone app
- Dated look
- Challenged to compete

User Journey

by Judith Martin

Persona

Christina, 40, Mother & Homemaker

Scenario

Christina cooks 3 meals a day for her family. She likes convenience during the week and enjoys trying something new on the weekends.

Idea/Desire

Research

Action

Advocacy

User Actions

Asks spouse and kids what meals they love

Watches cooking show

Watches travel show

Researches meal ideas online

Compares food pricing online

Searches for recipes by cuisine on app

Writes down meal schedule for the week

Makes shopping list

Schedules free time for new recipes

Shops item-list

Separates food into categories of regular meals and new recipes

Cooks

Asks family member to help cooking

Asks family member to set the table

Eat

Clean up

Writes down feedback from family members in journal

Bookmarks favorite new recipe

Leaves review on recipe app

Touch-points

International recipe ideas

Visual learning

Landing Page

Search Bar

App Download

Category Page

Product Pages

Map for Shops

Login/Sign-Up Page

Print Menu

Print Schedule

Car-drive

Parking

Payment Method

Dishwasher

Trash

Journal

Customer review page

Emotions



Pain Points

Decision making

Confusing recipe

Food Budget

Carry heavy shopping bags

Traffic

Finding similar recipes

Opportunities

Ask family member to help decide

Watch recipe video

Manage finances in categories

Shop with family member

Listen to music or podcast

Sign up for app newsletter

USER INTERVIEWS

by Judith Martin

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User Interviews

Interview 1 by Judith Martin

Name:	Barbara. In her 60s. Lives in the country in Switzerland.
What I learned:	<ol style="list-style-type: none">1. I learned Barbara loves to cook and usually reverts to her go to recipes. But for a special occasion she likes to try new recipes, including ones from other cultures.2. I learned to ask follow up questions such as 'why'?3. I learned not to assume the level of technological know-how of the person.
What went well:	We had a relaxed and pleasant communication flow. She was short but concise in her answers. She has a lot of experience cooking and trying out recipes.
What could have gone better:	Since this interview was conducted in two languages (English/German) I could have prepared certain keywords in German ahead of the time of the interview.
Overall learnings about your domain overall learnings about your domain:	<p>Issues Barbara comes across is not finding international ingredient easily because of where she lives. She does order some online but prefers shopping at a store. She enjoys cuisines from different cultures and has a harder time with types of diets. For instance vegan or gluten free.</p> <p>Barbara prefers using printed cookbooks to apps and her experience with apps is limited. But she is starting to enjoy to follow certain chefs on TV shows and/or youtube.</p>
Overall takeaways about conducting user interview:	<p>Allowing Barbara to take time to think about her answers was a great lesson. Offering a sense of space and time.</p> <p>The interview was approximately 30 min which was a little longer than planned. It was conducted on a phone call.</p>

User Interviews

Interview 2

by Judith Martin

Name:	Coleen. She's in her 30's and lives in Oregon, USA.
What I learned:	<ol style="list-style-type: none">1. I learned Coleen has very little experience in the kitchen and with cooking. She's at the beginning stages of learning about utensils, spices and how to read a recipe.2. I learned Coleen has a short attention span.3. Because of Coleen's ADD I learned that laughter was a helpful tool to keep the vibe relaxed.
What went well:	We laughed a lot and she enjoyed being asked questions. I received a perspective of someone who is only starting to learn to cook.
What could have gone better:	Initially she started asking me questions in return and it was a good learning experience for me to keep the focus on her and the prepared questions.
Overall learnings about your domain overall learnings about your domain:	Coleen is not very familiar with the concept of international cuisines. It was a new idea for her that a recipe would have a certain location of origin. She is familiar with American, Mexican and some Japanese dishes. She has not yet cooked any dishes that she has not already familiar with. She would like the idea of a map where a person could click on a country and be introduced to recipes of the country.
Overall takeaways about conducting user interview:	The interview was relatively fast. 15-18 minutes. I recorded it and did not take any notes as I felt she needed my undivided attention. The interview was conducted on Skype.

User Interviews

Interview 3

by Judith Martin

Name:	Christian. He's in his mid 40's and lives in San Diego, CA.
What I learned:	<ol style="list-style-type: none">1. I learned that Christian prefers to watch cooking/recipe videos to having to read a recipe.2. I learned about the importance of good visuals.3. I learned a great user experience would be to be able to select a recipe, send the ingredient list to a shopping cart with a click and have them delivered to your door.
What went well:	Since Christian enjoys technology as well as cooking and gardening this was an interview leaving me a plethora of ideas.
What could have gone better:	I could have had some better technological questions. I could have added a question about where someone gets their ingredients from.
Overall learnings about your domain overall learnings about your domain:	<p>Christian has enjoyed fishing and even hunting in the past so he is aware of what it takes to prepare food from inception. He has limited interest in learning to cook recipes that are 'too far from home'. He enjoyed international cuisines in restaurants but doesn't want to cook them.</p> <p>He is visually oriented and will typically choose recipes that offer step by step instructions by either video or photo montages.</p>
Overall takeaways about conducting user interview:	The interview straight to the point and conducted on face-time. It was good to be prepared to ask follow up questions.