QuickFire - Competitive Analysis

	Description	Analogy (good / bad)	Competition
MealBoard	Meal and grocery planner app. Customizable recipe management, meal planning, grocery lists, and keeps track of pantry inventory.	+ Import recipes from websites. From there, users can create a meal plan and generate a shopping list from selected recipes. - Import recipe function is not seamless and involves additional user input.	#7 on Apple *paid* apps under Food & Drinks category. It is great for meal planning and generating shopping lists. But it does not allow for shopping lists to be converted to online grocery purchases.
Tasty (by Buzzfeed)	Mobile cookbook that features step-by-step cooking instructions for over 3000 Tasty recipes. Recipes are accompanied by beautiful food images and video instructions.	+ Easy to use, quick navigation and filters + UI has superior photographed images as navigation elements. - Has ads and cannot save recipes unless logged in through Facebook account	#21 on Apple *free apps* under Food & Drinks category. It has a strong following, especially from Facebook. It's free and has video instructions.
Cookpad	A recipe sharing app that allows users to upload home recipes and share inspiration with other home cooks. It functions like a social media platform, where users can find/follow and direct message other users.	+ Makes cooking fun, social, and inspirational - App glitches and crashes - Does not have a browsing feature. Users must search by category. - No shopping list feature	It only has recipes uploaded by homecooks, which is great for those who want a more practical cooking experience over recipes from professional chefs. It has much room for improvement on basic recipe app features such as: shopping lists, recipe browsing, and portion conversion.