

Competitor Overview	Marketing Profile	SWOT Analysis	UX Analysis
<p>Key Objectives: The app’s slogan “anyone can cook”. Kitchen Stories offers a rich variety of recipes, practical kitchen tips, and informative food articles. It’s described as an “interactive cooking app” that serves up recipe videos, how-to guides, and easy to follow step-by-step photo instructions to help users get busy in the kitchen.</p> <p>Bottom line: Kitchen Stories is topped its food category in over 150 countries Focus on creating high quality content and recipes for their users.</p> <p>Overall Strategy There are some press articles about Kitchen Stories from Tech Crunch, Venture Beat, The Guardian and Mac Rumors, but they’re from years ago. Press doesn’t seem to be a large outlet for promotion. They actively maintain their social media profiles on Facebook, Instagram, Youtube and Pinterest with recipe publications. Kitchen stories maintains a 4.8-star rating on the App Store out of 17,6K overall ratings.</p> <p>Bottom line: They have a great rating on the app store, what is the main source of users They actively maintain their social media profiles with a large number of followers</p> <p>Market Advantage There’s a big database of recipes that users can browse by theme and filter by country. Kitchen Stories has an emphasis on professionally produced content, and in particular, high quality photos and high quality video, something that is in contrast to the plethora of user-generated recipe sites, which often carry poor visuals and unwieldy text.</p> <p>Bottom line: Kitchen Stories shows up first of a “recipe app” App Store search. Their rating is 4.8 on the app store.</p>	<p>Today, Kitchen Stories is available on a number of supported platforms. They are actively promoting by creating media content on Instagram, Facebook and their Youtube channel.</p> <p>They also do recipe collaborations with master chefs, known food bloggers, and home cooks. Such collaboration contributes to audience engagement. They were among the first to focus on usability, which in turn helped them become top-ranked.</p>	<p>Strengths: User-friendly app with all the features and information users need to cook – regardless whether they’re a beginner or a hobby chef.</p> <p>Weaknesses: In the app, the bottom navigation is different in the English and Russian versions. This can be inconvenient for bilingual users</p> <p>Opportunities: If you open any recipe, before the description of the recipe, there is a section with reviews at the top. It seems out of place, at least it would be more convenient to see this section below.</p> <p>Threats: Sites/Apps such as Green Kitchen Stories/Cookpad. Similar name with Green Kitchen Stories is misleading, users may think they are related.</p>	<p>Usability: The site and application are very convenient and easy to use. They take into account all the nuances that the user may have during cooking, such as calorie counting and food quantity converter. Due to the large number of recipes, it would be more convenient to use filters for cooking duration. Also in the section How-tos there is no search function, which can be inconvenient if the user wants to find something specific.</p> <p>Navigation structure: The menu options organized logically. I had no trouble understanding the structure of the navigation menu. However, there is no How-tos section in the navigation menu, while the site does. It is not clear how to find instructions in the application.</p> <p>Compatibility: The product is available on all devices, operating systems and browsers.</p>

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<p>Key Objectives: Yummly is a leading digital platform (mobile and web) for personalized recipes and cooking resources. According to Yummly, their mission is to be the smartest and most helpful food platform in existence. It is a platform that allows users to browse beautifully photographed and easy-to-follow recipes and save them to users own digital cookbook.</p> <p>Bottom line: a personalized food discovery platform.</p> <p>Overall Strategy There are some press articles about Yummly from Time, Venture Beat and Today. A Google search of "Yummly" reveals links to Google Play and to some recent articles about new technologies used by Yummly. It seems the press is one of the means of promoting. They maintain their social media profiles on Facebook, Instagram and Pinterest. Yummly maintains a 4.8-star rating on the Apple Store.</p> <p>Bottom line: One of Apple's top 100 "Essential" apps Google Play Awards Best Overall App They have a large user base on social media platforms.</p> <p>Market Advantage Yummly maintains a massive library of more than 2 million recipes to provide users with customized recommendations that fit their lifestyle, taste preferences and dietary needs. Yummly connects people with recipes and other food content that matches their personal and dietary tastes. Yummly learns about the foods users love, and those they hate, their dietary needs, or allergies, favorite cuisines. Recently Yummly has available the Smart Thermometer uses dual temperature sensors to simultaneously monitor food and oven temperatures, allowing users to track their cooking remotely with their smartphone.</p> <p>Bottom line: A personalized recipe feed Smart Thermometer that monitors and alerts precision cooking.</p>	<p>Yummly is available on a number of supported platforms. They create media content on Instagram, Youtube and Facebook.</p> <p>Yummly do recipe collaborations with well-known celebrity chefs.</p> <p>Yamly focuses on smart technologies: from recipe recommendations to handy tools. The company, headquartered in the heart of Silicon Valley, uses patented technology and proprietary data to understand food and taste.</p>	<p>Strengths: The app also takes into consideration personal preferences and needs, like allergies and special diets.</p> <p>Weaknesses: Unclear navigation system on the web app. there are many recipes with high quality pictures that do not attract users.</p> <p>Opportunities: In the navigation bar, two out of five tabs are shopping list and my connected appliances. It is unlikely that most users use them. They will most likely prefer another application to take full advantage of it.</p> <p>Threats: Individuals on a specific diet may prefer apps for their diet, rather than Yummly with a large database of recipes that they don't need.</p>	<p>Usability: On the website, the menu tabs for more detailed information about the company are located in the left pop-up window, which closes what was on the screen. It would be more convenient to place this at the bottom of the screen. When scrolling a recipe, a window appears at the bottom of the screen to encourage you to start cooking.</p> <p>Navigation structure: On the left there are folders for saved recipes, but it is not clear how to manage them. The menu options aren't organised logically. Among the first options are Meal planner and Pantry-ready recipes, but not the main tab with recipes.</p> <p>Compatibility: Yummly is available for free on the iOS App Store and Google Play Store. The product is available on all devices and browsers.</p>