

Competitive audit report for Nosh Recipe app

1. Goals of competitive audit

My goal in this competitive audit is to identify my key competitors and review the products my competitors offer.

I am looking at their pricing and cost, What custom features they offer, what additional features they offer, and features that represent pain-points as well as inspirational features. I also am examining what the competition does well and what they could do better; searching for their strengths and weaknesses.

2. Who are your key competitors?

My key competitors are: Mealime, Yummily, Plan to Eat, Forks over Knives, and Noonlight. Mealime, Yummily, and Meal Plan are direct competitors, as they focus on recipes and meal preparation. Forks Over Knives and Noonlight are indirect competitors as they offer only vegetable based diet options and (Forks over Knives) and a emergency call for help button (Noonlight).

3. What are the type and quality of competitors' products?

- Mealime is visually impressive, cohesive and easy to use. Users can see their options at a glance, and is designed to be a fun experience for meal planning, but users must pay for main feature. They offer serving size adjustment, and the ability to add all to shopping list.
- Yummily is clean and easy to navigate, with lots of sophisticated options for users, such as being able to customize recipes, and adding related recipes from the same author, and a calorie counter.
- Plan to Eat is slightly less expensive than Mealime, and has many custom features, such as generating meal plans, a calorie counter, and the ability to check off direction steps. They do offer to sell cookware, which take away from the main function of finding a recipe.
- Forks Over Knives only charges for initial cost in app store, but is specific to only a whole food plant based diet. They offer share options, recipe summary, and a customizable shopping list.
- Noonlight is not a recipe app, but an app that allows users to press a button if in danger, which then allows users to either enter a pin when danger passes, or if this doesn't happen, a call will be made to 911 in app.

4. How do competitors position themselves in the market?

- Mealime—Positions itself as a personalized meal planning app to help you eat healthy, and save money.
- Yummily—Markets itself as a "personalized recipe recommendations and search" interface, designed to help customize your experience to your personal tastes and skill level.
- Plan to Eat-- Positions itself as a Meal Planning calendar and Grocery list app
- Forks Over Knives—Markets itself itself as a plant based cooking app showcasing techniques and recipes.
- Noonlight--Markets itself as a connected safety platform and mobile app that can trigger requests to emergency services.

5. Competitor Strengths: What do they do well?

Things Mealime does well include:	Allows users to customize meal servings, and generates meal plans	Allows users to customize a range of dietary needs, including allergy options	Categorizes the shopping list for an easy glance
Things Yummily does well include:	Allows users to customize recipes and lists related recipes from same author	Shopping list registers with Instacart	Allows user to adjust meal servings and calorie count
Things Plan to Eat does well include:	Allows users to create custom meal plans, with step by step instructions	Allows substitution for ingredients, and cooking time and share options	Allows the user the ability to recipes with friends
Things Forks Over Knives does well include:	Has a share option, add to favorites option, and offers a summary of the recipe.	Allows users to add all to shopping list, and to customize the shopping list	Offers a categorized shopping list
Things Noonlight does well include:	Ability for users to press a button in case of emergency	Allows users to add information to timeline about meeting strangers-- partnered with Tinder	Offers text feature if you cant talk, and activates location service when button is pressed

6. Competitor Weaknesses: What could they improve?

Things Mealime could do better include:	Allow users to skip the on-boarding welcome tour	Slightly color scheme to be AAA WCAG compliant and offer more languages
Things Yummily could do better include:	Keep the cookware section separate, and make the general browsing process less complicated.	Offer in more than one language
Things Plan to Eat could do better include:	Add nutritional information, and offer recipes in app for users to choose from	Compile a generated meal plan from user recipes
Things Forks Over Knives could do better include:	Keep ingredients and instructions separate, and offer a variety of food groups	Allow recipes to be reviewed and commented on to reveal flaws for users
Things Noonlight could do better include:	Cost prohibitive	Users report many instances of app calling 911 for no reason

7. How do competitors talk about themselves?

- Mealime --"Meal planning made easy" They boast having made meal planning, grocery shopping, and cooking as simple as getting takeout.
- Yummily--"The smart cooking sidekick that learns what you like and customizes the experience to your personal tastes, nutritional needs, skill level, and more. " They offer personalized recipe recommendations and search.
- Plan to Eat--"We make eating at home easier. ." They allow users to collect and organize their own recipes from anywhere, then add those recipes to a meal planning calendar, then they will make you an organized grocery list.
- Forks Over Knives--"Forks over knives empowers people to live healthier lives by changing the way the world understand nutrition." They claim to provide the tools and resources to make a plant based lifestyle easy and enjoyable.
- Noonlight--"Ushering in a new era of safely." Their mission is to protect and comfort people so that they can live freely.

8. Gaps

Some gaps we identified include:

- *Wells Fargo website is not responsive.
- *Chore Pad, Greenlight, and Gohenry were not WCAG accessible
- *None of the websites offered the child a way to search for chores

9. Opportunities

Some opportunities we identified include:

- * Allow users to stay signed in and give each family member their own individual pin number
- * Notification for kids when a new chore has been added, or a reminder notification when a chore deadline approaches
- * Add a comprehensive monthly calendar that allows parents to set daily, weekly, and monthly chore schedules.