

Ashley Sykes
DMI Capstone
Research Project
3/27/2021

RESEARCH PROJECT

PROBLEM STATEMENT

Adults need a more efficient way to search and find meals to make based on what they currently have in their kitchen to reduce the amount of time spent doing research, reduce time in grocery stores and reduce food waste.

MARKET ANALYSIS

Many adults find difficulty in deciding what to have for a meal. Research shows about 85 percent of consumer make quick fix decisions, like restaurants or meal kits, if they don't prepare or decide on what they are having before the mealtime has arrived (Zarling). Eating is one of the most important activities we do in our lives. Research shows that Americans that are 15 and older spend a little over an hour eating and drinking (Hamrick). The target market is parents, young adults, young professionals and busy professionals.

There are a few problems I discovered in the cooking and recipe genre. Searching for recipes and taking trips to the grocery store can be very time consuming. I also noticed that we, as humans, throw out a lot of unused or expired food. And lastly I've noticed a trend in the number of new restaurants that pop up in the city I live in. I love eating out at restaurants and trying new food, but I think if we had more options and easily accessible recipes we can be healthier and eat at home.

The Reverse Recipe mobile app will work in partnership with a food blogger's website or Pinterest. It will be capable of keeping a running grocery count of what is available in the consumers kitchen. Once a recipe is logged as being made, the app will automatically deduct

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the items that the recipe calls for from your pantry or refrigerator. The app will also be capable of keeping a running grocery list. If the consumer uses up a specific ingredient they will be able to add it to their grocery list to keep track of what they need to grab on their next grocery haul.

FINANCIAL PROJECTIONS

I will offer a 30-day free trial to consumers so that they can get a feel for the app and have the opportunity to try out all of the offered features. After the 30-day free trial, the consumer will be charged \$19.99 per month. This subscription will give the consumer access to the recipe generator, the pantry that holds a list of all of the food items they currently have in their kitchen, a grocery list so that they can enter what they need for their next grocery shopping trip and list of their closest food donation bank so they can donate any food they do not want or need before it goes bad.

I would project the app to have about 10,000 consistent users every month. If each user is charged \$19.99 per month, the company would be able to generate \$199,900 per month. If you look at the numbers, out of iPhone users about 22 million entertain the idea of cooking (Patel). If I am able to obtain 10,000 consistent users every month I would be tapping into only about 0.05 percent of that market. Eventually I would want to switch the app to a freemium model and include in app purchases to access certain recipes. I would like the app to generate most of its income via in app purchases and from advertising dollars.

The revenue generated will be used to fund the salary of the chefs and bloggers to feature their recipes on the app. The funds will also fund the salary of the anyone working on the back end, maintaining the app and website, keeping algorithms up to date, etc..

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DIVERSITY AND GLOBAL IMPLICATIONS

Depending on where you are in the world, the app will take into consideration your location and your country and generate recipes based on your likes. The user will also have the option to choose the cuisine they would like to cook for their meal. The app will present an array of diverse ingredients the user can choose from based on their location and the cuisine they choose.

Based on the audience and who is utilizing the app, I will hire a diverse team of chefs and bloggers who have a background that caters to different unique cuisines and cooking styles. The app will feature family style meals, meals for singles, meals for dinner parties, etc.. I will also feature meals for those on a budget and gourmet meals.

COMPETITION

Supercook is an app and website that has the same concept. They allow their users to enter their ingredients using voice, typing, or selection from different categories. When you have all of the ingredients added their site will provide links to “the most popular cooking websites” that have recipes to match the ingredients in your kitchen. Their strength is they give the user the option to filter by diet type, key ingredient, meal type and cuisine. After adding the to your ingredient list and adding the filters, their site will display how many recipes matches there are and how many of those recipes you can make based on your ingredients. If there aren't any recipes that match your ingredients, their site will show what is missing from your ingredient list in order to recreate that specific recipe. Some weaknesses I noticed were that

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they didn't give an option after a recipe is used to have it automatically deduct those ingredients that were used. I also doesn't give an option to list the quantity the user has of each ingredient. There is also no social media factor built into the app and website itself.

Allrecipes Dinner Spinner also has the same concept of finding recipes based on what you have, but it is executed slightly different. They have a search by ingredient concept that shows recipes based on the dish type, ingredient you choose, and how much time you would like to spend cooking. Their strength is you can narrow down the type of dish you want if you are looking for something specific. You can also do a search for a specific recipe. Their site also allows you to list ingredients you do not want to see in a recipe. This option is good for those with allergies. Their weakness is not having the option get a running list of all of the ingredients you have in your kitchen. It also does not give you an option to choose from a list of ingredients, you have to type in the ingredients you want included and excluded in the recipes.

Hello Fresh is a recipe and grocery delivery service. Instead of getting recipes based on what you have, they allow you to choose from a number of recipes every week and they deliver the ingredients needed for those recipes to your address and provide with step-by-step instructions on how to create those dishes. Their strengths are you can almost completely cutout grocery shopping because they provide all of the ingredients needed for each recipe. They only give you a certain number of recipes to choose from so that you are not overwhelmed with options. The user doesn't have to spend time updating their pantry. Their weaknesses are you if you don't find any of their recipes appealing that week you will still have

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to either go shopping for other ingredients for your meal or you will have to spend time trying to piece together possible meals with what you currently have in your kitchen.

POTENTIAL SOLUTIONS

The consumer will keep a running list of what they have in their pantry and kitchen. When they are ready to cook a meal they will simply generate recipes from the database based on what they have in their kitchen. They will be able to sort through the list based on the type of meal they are seeking (breakfast, lunch, dinner, snack, dessert, etc.). I will incorporate a page that will educate the user about reducing food waste and places where they can donate food they do not use or need. This page will include a map where the user can search for the nearest food donation location based on the address, zip code, or city they enter. I would add a section for users to submit recipes submissions. It will almost work like a searchable and interactive social media feed. I will incorporate a way for the user to mark a recipe as “used” or “cooked” and the app will give them an option to automatically deduct the ingredients from that recipe from their digital kitchen. This will also allow me to keep track of which recipes are the most and least popular.

There is also an opportunity to partner with companies like favor, Instacart, and any other grocery delivery services. If the user utilizes the shopping list option of the app, this feature will give them an option to place a grocery delivery based on what they need. I could also partner with grocery store company and add a feature that allows users to scan their grocery receipts using the app to automatically upload their grocery hall into the app.

MARKETING STRATEGIES

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I will reach the target market mostly on social media and by word of mouth. I will start by creating an ad campaign on Facebook to reach my target demographics in order increase awareness of the problem assuming many consumers do not realize they can use their phones to take the stress and planning out of mealtime. The purpose of the social media campaign will be to demonstrate how the apps works and the features it offers. I will also reach out to food bloggers and other writers in the market and have them test out and feature the app on their blog or in feature piece.

I will create a sleek, simple design for the app so that it is easy to use and navigate through. My goal is to get more people cooking at home and reduce food waste at the same time. Millennials (25-40 years old) and the older half of Gen Z (18-24 years old) fall in the target demographics for this app. Gen Z and Millennials are more conscious with their consumer behavior (Choudhary). They make conscious choices when it comes to environmentally friendly options and sustainability.

LIMITATIONS

One challenge the user may face while using the app is having the app accurately generate recipes based on which ingredients they have listed as available in their pantry. If the user doesn't accurately update their pantry, then the app will generate recipes the user doesn't have ingredients for.

Another challenge the user may face is if they don't have enough in their refrigerator to generate any recipes. In order for the algorithm to successfully generate recipes for the user is if the user has the available ingredients to match what is already in the database. Also, the user

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could face a challenge if they have specialty or rare ingredients in their kitchen that do not exist on the app, the app will not be able to generate recipes using those ingredients. The app could also face not having enough recipes that are different enough to satisfy different palates. I could face the problem of not being diverse enough with the meal options.

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