

Epicurious

- Login allows for:
 - Saving recipes ("recipe box")
 - Rating recipes
 - Commenting on recipes
 - Making shopping list from saved recipes
 - Cluster by recipe
 - Cluster by aisle
 - Can add new items manually, but cannot remove items
 - Adding your own recipes
 - Community
 - Find other members by name or interest (e.g. chocolate, organic)
 - Can view other members recipe box
 - Can view other members ratings of recipes
 - Can leave other members a message ("fridge door")
- Recipe Search
 - member recipes distinct from 'pro' recipes (sourced from Self, Bon Appetit, Gourmet, other Conde Nast pubs)
 - super categories for quick and easy, healthy, seasonal, desserts, etc.
 - can refine a search by ingredient, meal type, season, etc.
 - advanced search allows for a lot of options, such as those listed above and dairy-free, preparation method, etc.
 - recipe list shows fork rating (0-4) from member ratings as well as icons for other considerations (e.g. quick, has wine pairing info)
 - includes picture if available
 - can sort by date or rating
- Recipe View
 - Not always consistent in content - e.g. some recipes have introductions while others don't, some have photos
 - Ingredients listed first
 - can print a shopping list for the recipe
 - "At a Glance" view lists key words, cuisine, type of dish
 - Preparation steps listed below
 - Can add your own notes to recipe if logged in
 - Wine pairing listed below (if available)
 - Can view other members comments
 - often include alternate methods, tips, substitutions, etc.

Food Network (foodtv.com)

- "Quick Meals"
 - Select meal (bkfst, lunch, dinner); primary ingredient (beef, chicken, salmon, etc); and time it should take to make (15, 30 or 45 min)
- Recipe Search
 - shows pic, rating, cook time, primary ingredients, and difficulty
 - Sort by relevance, ease, rating, cook time

- Filter by meal, dish, chef, cuisine, main ingredient, etc.
- Recipe View
 - Cooktime, ease, yield static at top of recipe
 - Ingredients follow, then procedure
 - "Comments and Ratings" view to see other members ratings and comments
- Login to:
 - rate recipes
 - save recipes to recipe box
 - can add personal recipes or pick from food network ones

VegWeb

- all user-submitted vegetarian/vegan recipes
- Recipe Search
 - list shows name, submitter, rating, category and date posted
 - very basic advanced search
 - search by submitter
 - how to sort results
 - limit posting-age of results
- Recipe View
 - shows picture, ingredients, steps
 - rating, comments
 - can add recipe to recipe box, grocery list or meal planner (if logged in)
 - grocery list is customizable (i.e. can check/uncheck ingredients to add)
 - pictures can be from users (not necessarily the recipe creator)
- Login to:
 - add photos to recipe
 - comment on recipe
 - add a recipe
 - add to grocery list

Whole Foods iPhone App

- Recipe Search
 - Narrow by course, category or special diets
 - Can also enter keyword
 - Search results are nicely displayed with pictures
 - Items have a key of symbols, not all apparent.
- On Hand
 - Allows you to enter up to 3 ingredients you have to see what you can make from them
 - Doesn't allow you to specify more than 3...
 - On Hand Search brings up same list style as regular search

- Recipe screen
 - Shows overview, ingredients and method
 - Allows you to Favorite recipe, add the ingredients to shopping list, or email list
- Favorites
 - Lets you keep a list of your favorite recipes for easy retrieval, works well
- Locations
 - Show local whole food stores on a map using your location
- List
 - Keeps a list of ingredients that can either be manually added or by recipe in the app
 - Ingredients from a recipe are easy to add from recipe screen
 - Manually adding recipes is difficult—can't add name brand items
 - Allows you to email list
 - Allows you to check off an item (ostensibly if the item is in your cart)

Key Observations and Insights

- Epi's recipe -> shopping list feature is a nice idea but could be better implemented (i.e. allow to remove stuff you already have on hand)
- Saved searches for quick access of frequent interests
 - Ability to set default filters
 - Ability to save and name filter sets (i.e. 'potluck' or 'cooking for dalia')
- Inter-personal community features (i.e. messaging other members) seems to go largely unused
- Ratings and comments however seem well used
 - often provide useful information
 - other commentors often note using suggestions from previous comments
- Whole Foods
 - Nice application (heavily branded for WF)
 - A little bit tough to navigate lots of recipes
 - Not sure the scope of the recipes (hit or miss results)
 - No help with recipes