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Flash Research Assignment – Apple and ITunes Store

FoodLuv is a new application that provides the user recipes and instructional videos. The user can create extraordinary dishes no matter your culinary expertise. This app can create revenue from food advertising in the recipes and selling user's data information.

Not everyone is gifted with culinary creativity. This digital cookbook app allows users to look up recipes and watch tutorial videos, submitted by advanced users, on how to prepare the perfect meal. A user will choose their difficulty level from beginner, intermediate or advanced. Once they choose a level they can pick a favorite recipe and have the option to read the instructions or watch a full tutorial on how to prepare the recipe. When watching cooking shows you never fully understand the timing of creating a meal due to preparing food in advance. FoodLuv users will be able to watch and learn proper time management from the tutorial. If the user wants to save their meal, they can create their own digital cookbook out of all their favorite recipes.

Millennial's are the generation who mostly uses technology. Sharing your life activities is a big part of this generation, especially food. With a push of a button users will be able to share the recipe on any of their social media sites. Before sharing this recipe the app will ask the user for their personal data. We are able to then sell this information to third parties, or use this information to uniquely advertise to each user. Creating revenue for the app will mostly come from selling data from these Millennials. We are also able to advertise certain products in our tutorial recipes. Brands can pay us to use their specific brand in a recipe so users are more likely to purchase that brand when buying the ingredients.

References:

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