Problem
Through researching YouTube Cooking Shows (YTCS), we discovered that YTCS want to interact with their users and know who is using their recipes. YTCS cannot get this information through YouTube’s user engagement methods such as commenting, liking, and subscribing.

Solution
We designed a YouTube app called YouCook that gives users recipe suggestions, a cookbook, a meal plan, and a grocery list. YouCook records and analyzes user data and in return provides YTCS with metrics to measure what their viewers are cooking.

Evaluation
4 out of 5 users are able to successfully perform basic tasks in YouCook.

Benefits
YouCook bridges an information gap: user’s will be able to have cooking resources in one convenient location, and YTCS will have more data and analysis that will allow them to cater to their user’s needs by providing user-centered content based on user’s interests.

YouTube Cooking Show
Uses YouCook
Gains Metrics
More Successful YouTube Show

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