YouCook

How can YouTube cooking shows measure success?

Information School — UNIVERSITY *of* WASHINGTON

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

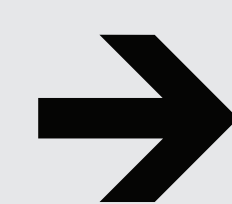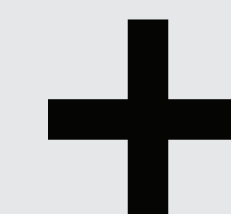4 out of 5 users are able to *successfully perform* basic tasks in YouCook.
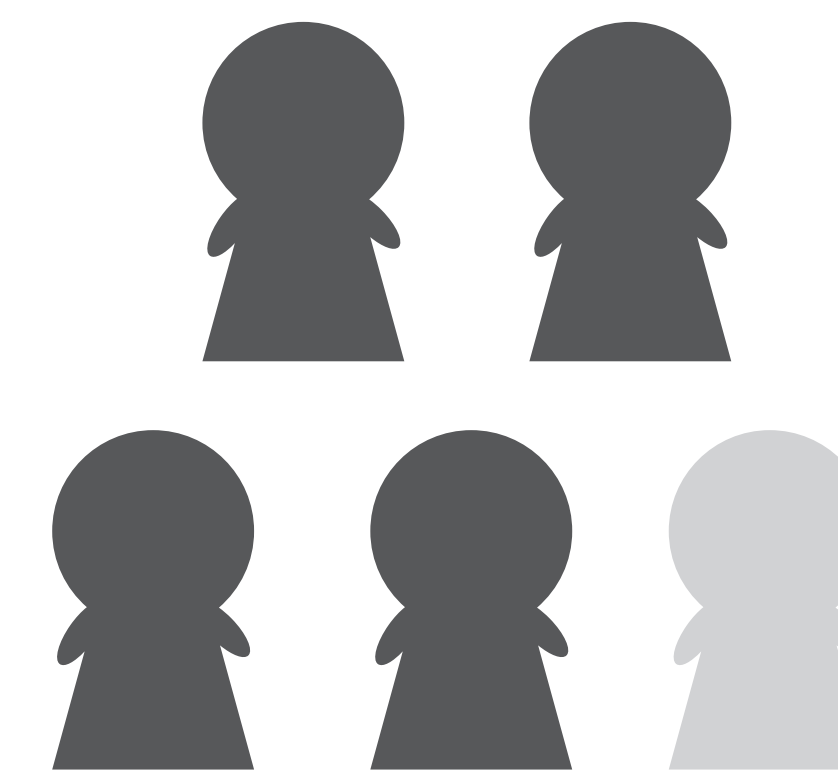
Benefits

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.
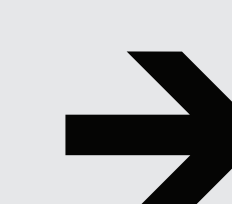
YouTube Cooking Show → Uses YouCook + Gains Metrics → More Sucessful YouTube Show

Creme Egg Chocolate Brownies — 20 mins
SORTED Food

Ingredients   **Directions**

0:00 Preheat an oven to 170°C.

1:19 Snap the chocolate into pieces and place into a bowl with the butter. Melt in the microwave for almost a minute, stirring half way through. Dump in the brown sugar once the chocolate mixture is completely smooth and stir well.

1:26 Crack in the eggs and beat.

1:42 Mix in the flour and cocoa powder.

2:00 Divide between 12 moulds/cupcake cases or into one large square tin 24cm x 24cm

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Creme Egg Chocolate Brownies

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21,492	13,715	6,307

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Recipes

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