

Temptation

Sophisticated Desserts for iPad

Inês Goncalves, Russell Essary & Rajat Agrawal

References

Real Simple
magazine



The photo cookbook
iPad app



Healthy Recipes
iPad app



French Cakes,
Pastries, and Jams
iPad app



Serious Eats
website



Epicurious
website



Competitive analysis

	Real Simple	The Photo Cookbook	Healthy Recipes by Spark Recipes	French Cakes, Pastries, and Jams	Serious Eats	Epicurious
Readable	4	3	3	2	3	3
Shopping export	n	y	n	n	n	y
Difficulty indication	y	n	y	y	y	y
Health content	y	n	y	n	n	y
Exciting interaction	n	y	y	n	n	n
Rating	n	n	y	n	y	y
Organization by	seasonal	types	many	keywords	genres/cities	types
User reviews	n	n	n	y	y	y
Recommendations	y	n	n	n	y	y
Simplicity	5	5	3	2	1	3
Desirability	5	4	3	2	2	4
Social networking	n	n	n	y	y	y
Metaphor	magazine	print	website	fractured	website	website
Visual tips/guides	n	y	n	y	y	y
Search	y	y	y	y	y	y
User accounts	n	n	n	y	y	y
Modifying widgets	n	n	n	y	n	y
Best feature	beauty in simplicity	textural immersion	background images and layout structure	recipe suggestions by available time and ingredients	variety	good organization and iconography, user base lends credibility
For this persona	sophisticated cook	amateur baker	family especially mom	home cook	who knows?	anyone
Breakdowns	more tasty food than healthy food			measurement conversion needs	who is this for?	too much to look at and some icons are unclear

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We thought our competitors could better cater to their target personas, and decided our app should fill the gaps...

Personas



*N*ora is a 28 year old middle class **mother of three**. She works in a fast-paced marketing position at a demanding firm. She is a food lover and knows what she likes, but she also likes to try new things. On weekdays, she **doesn't have much time** or budget to choose and prepare meals. On weekends, she has more time to explore her love for food. She finds fulfillment in creating beautiful food.

Personas



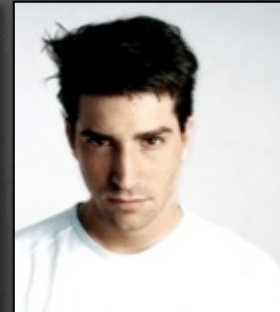
Clarence is a 45 year old, **wealthy bachelor** who has access to all the pleasures of life. He likes to hold social gatherings at his mansion where he **cooks to impress friends** and important acquaintances. He is constantly searching for the perfect, unforgettable dessert for his guests to remember him by. He has **all the time in the world** to perfect his delightful dishes.

Personas



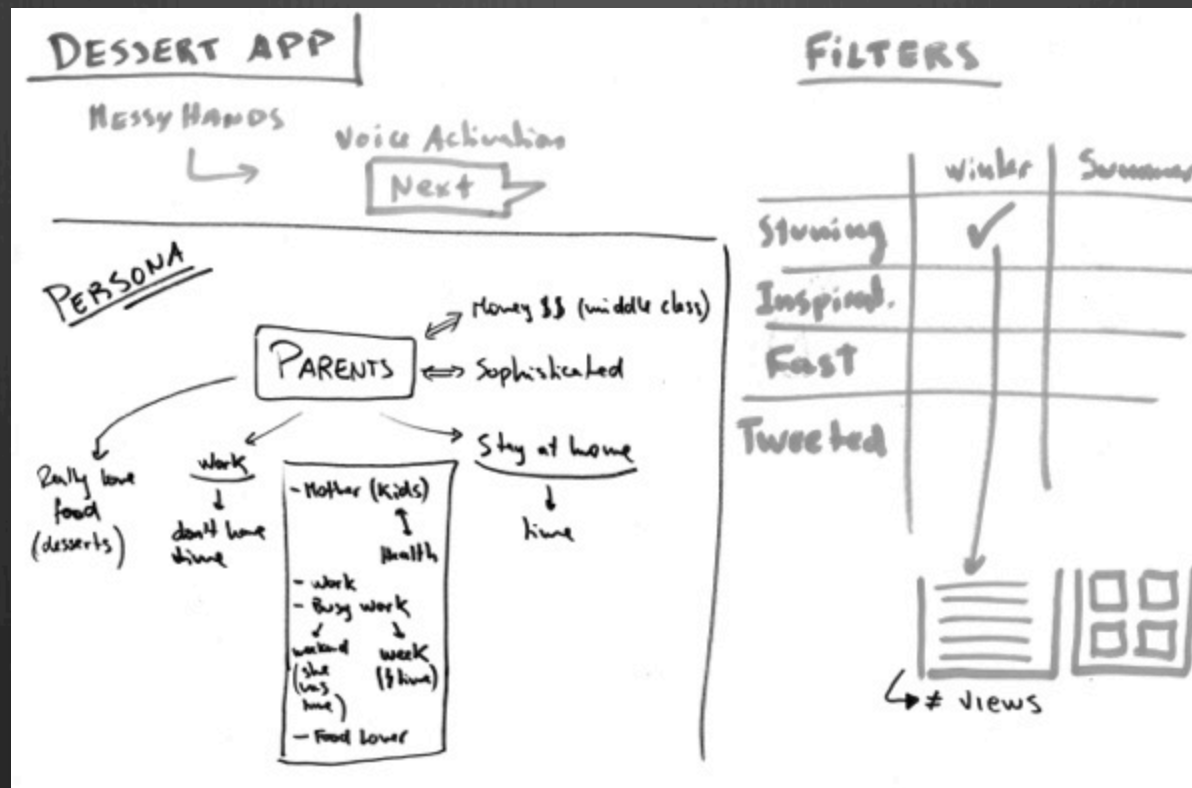
*A*staire is a 34 year old fashion designer and man-about-town. He spends his days surrounded by beautiful models. He has a sensuous and seductive aura around him—he likes to surprise and inspire in his design as well as in the kitchen. He is captivated by beauty and will do anything it takes to get what he wants.

Values



Style		•	•
Sophistication		•	•
Sex		•	•
Budget	•		
Sharing	•	•	
Nutrition	•		
Visual temptation		•	•
Pride		•	•
Freshness	•		
Uniqueness	•	•	•

First iteration



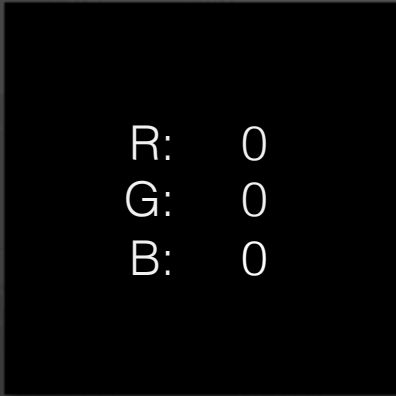
We envisioned...

...a gorgeous, immersive
interface that would combine
magazine print's beauty with
the iPad's customizability.


Mood board




Color palette



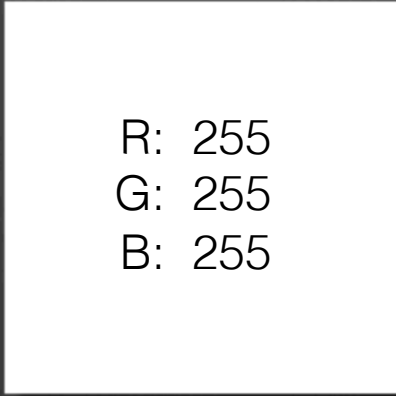
R: 0
G: 0
B: 0



R: 52
G: 52
B: 52



R: 170
G: 0
B: 0



R: 255
G: 255
B: 255

Typography sketches

Caramel pears

Simmer ripe Bosc pears in vibrant four-ingredient sauce, then add a splash of white rum, which lends an extra hint of sweetness. Serve with cinnamon sticks for a company-worthy garnish.

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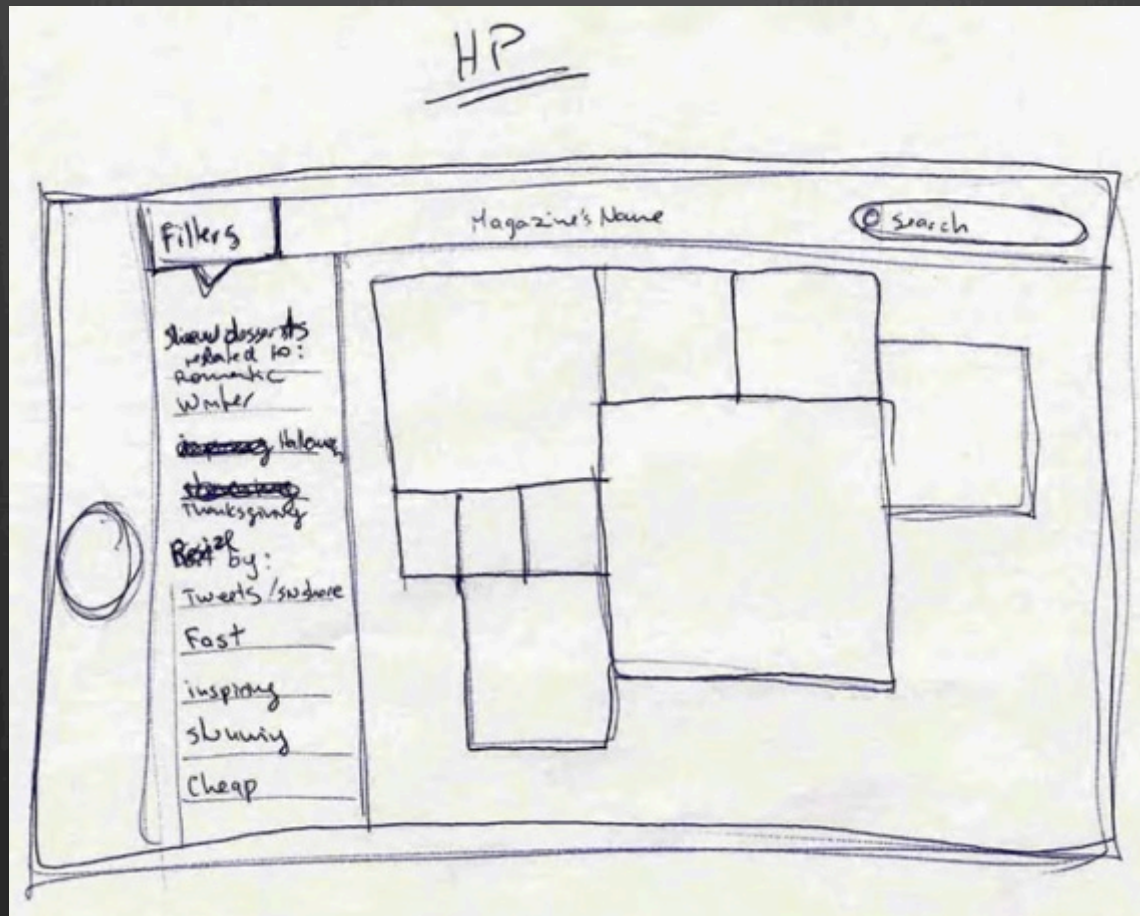
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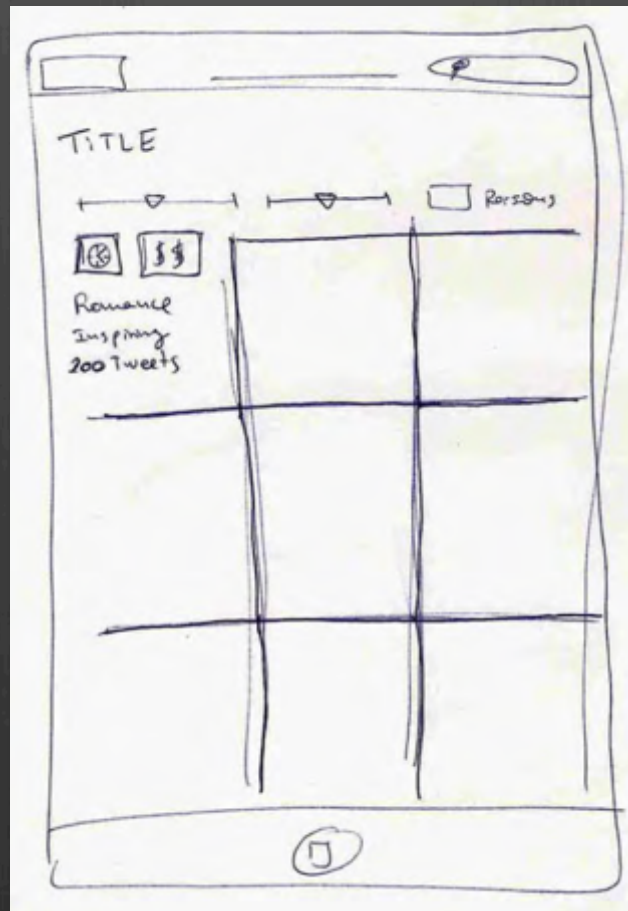
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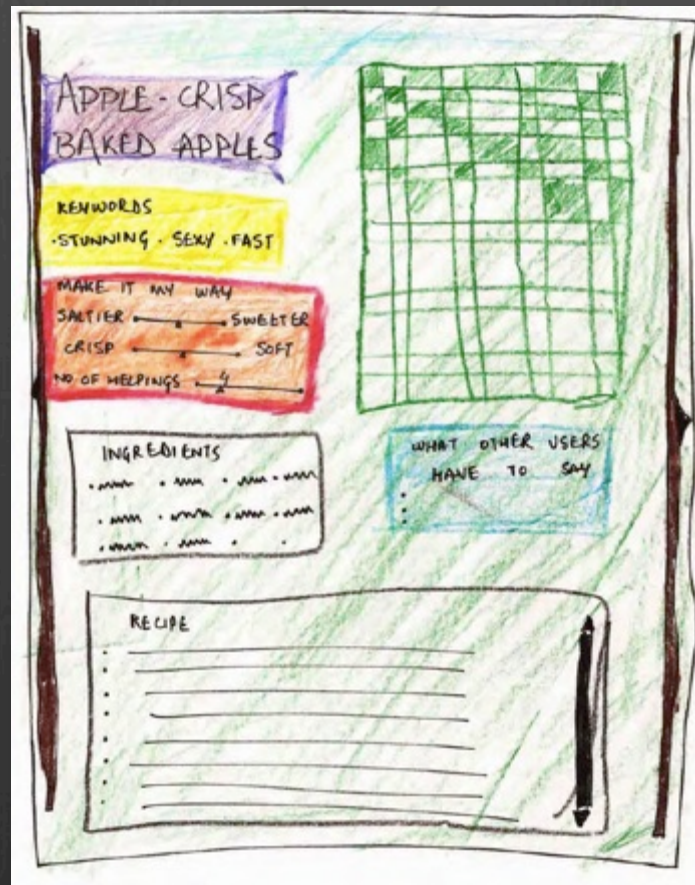
Hand sketches



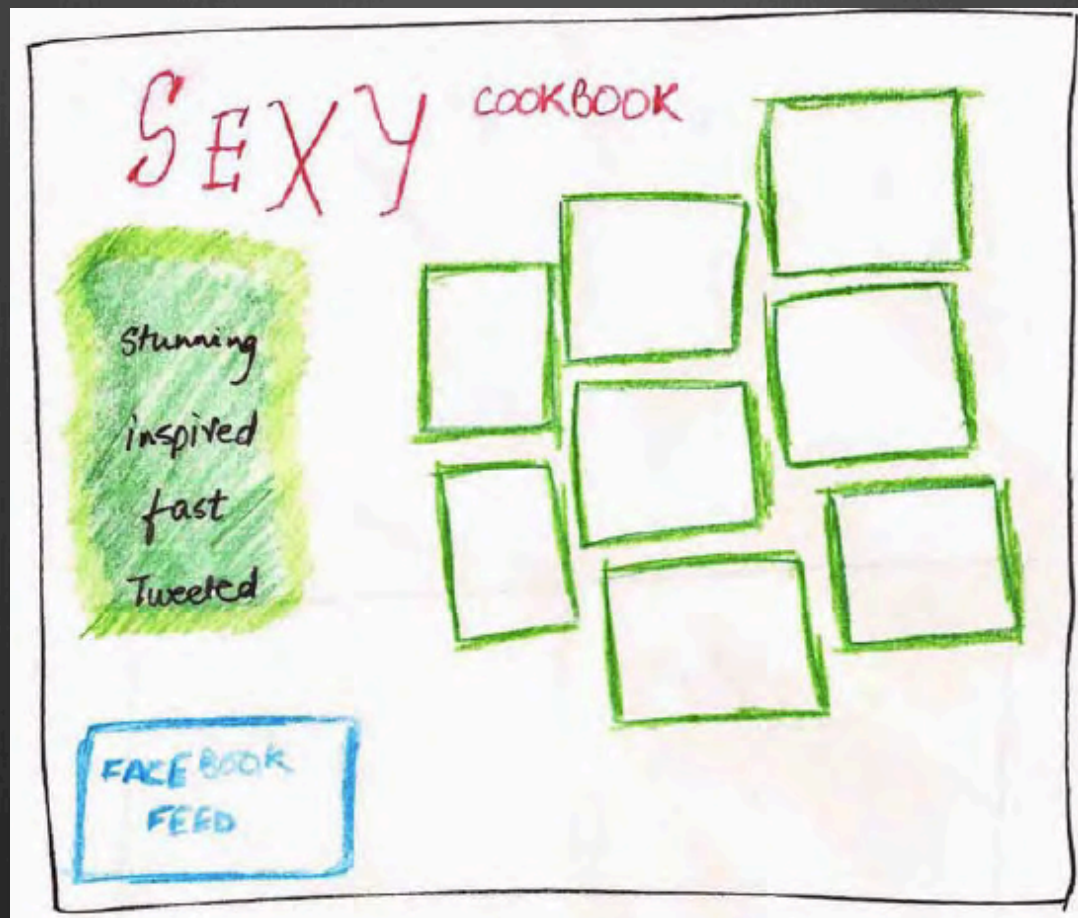
Hand sketches



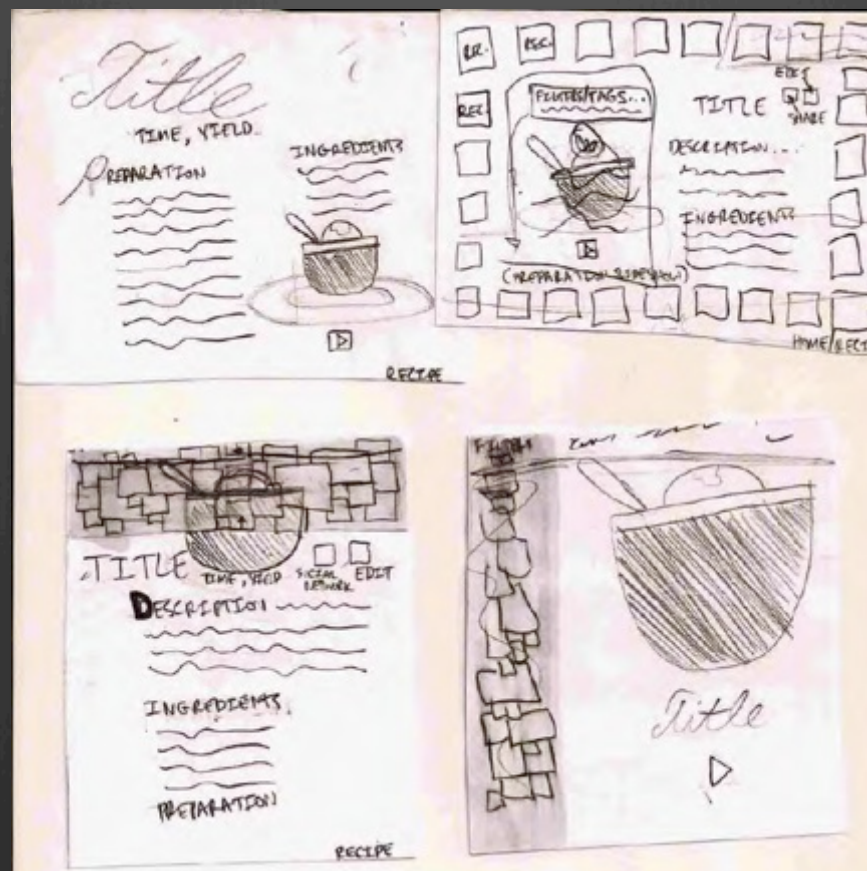
Hand sketches



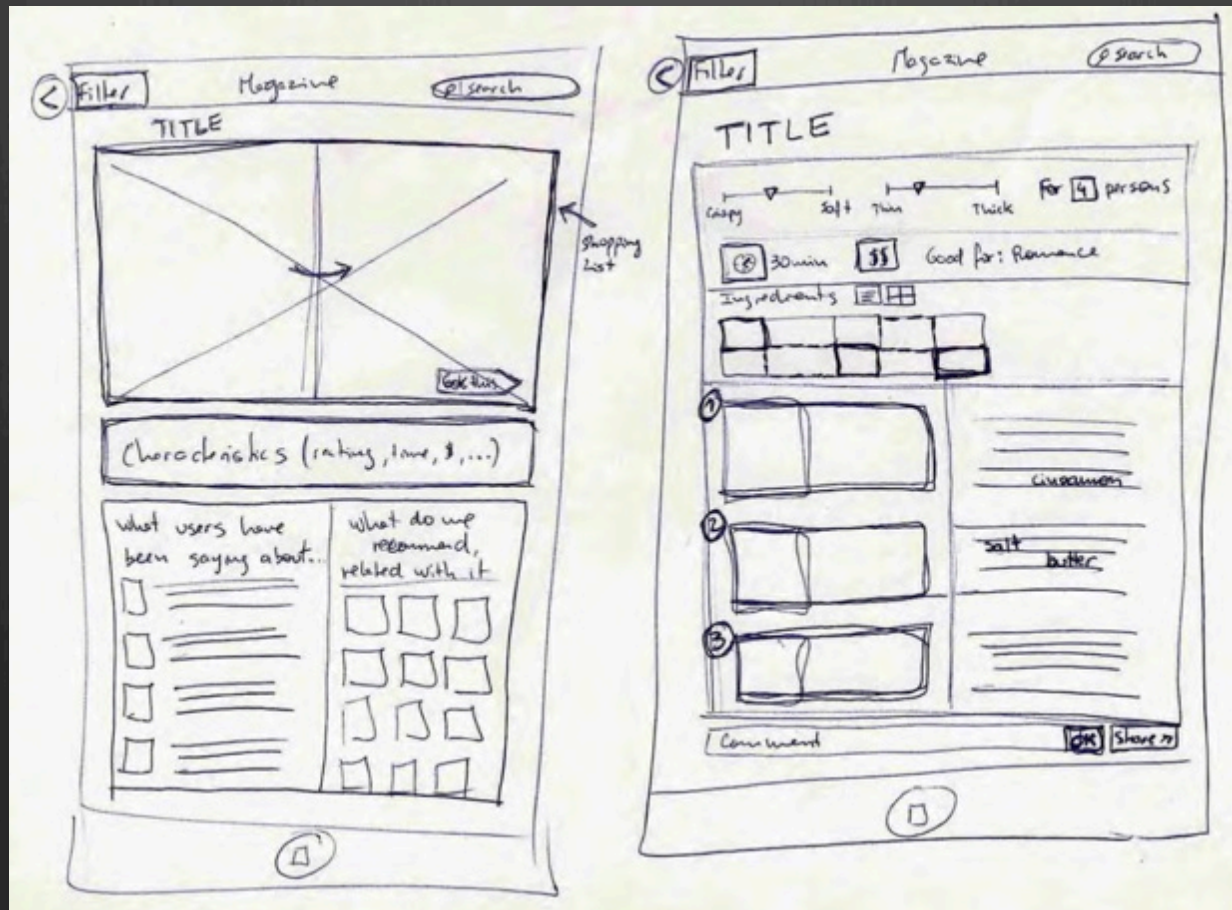
Hand sketches



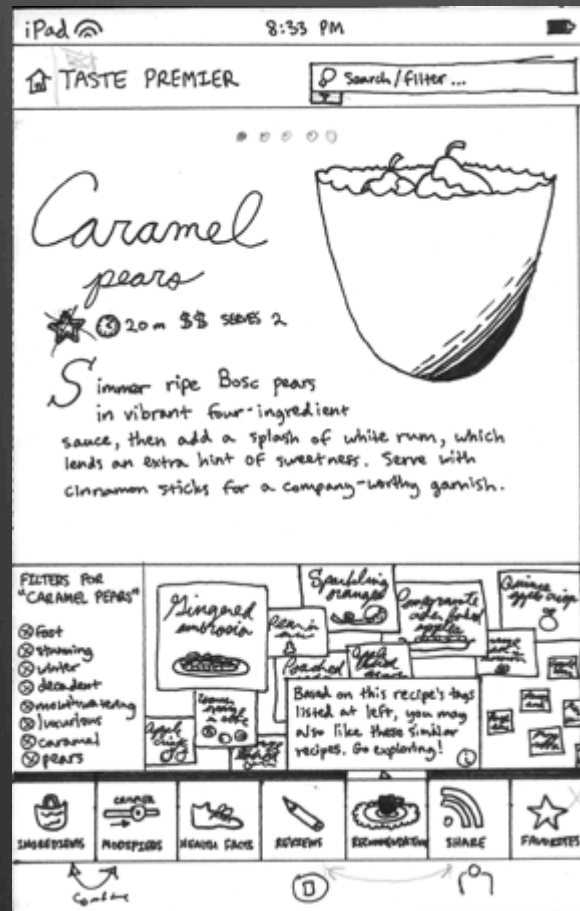
Hand sketches



Hand sketches



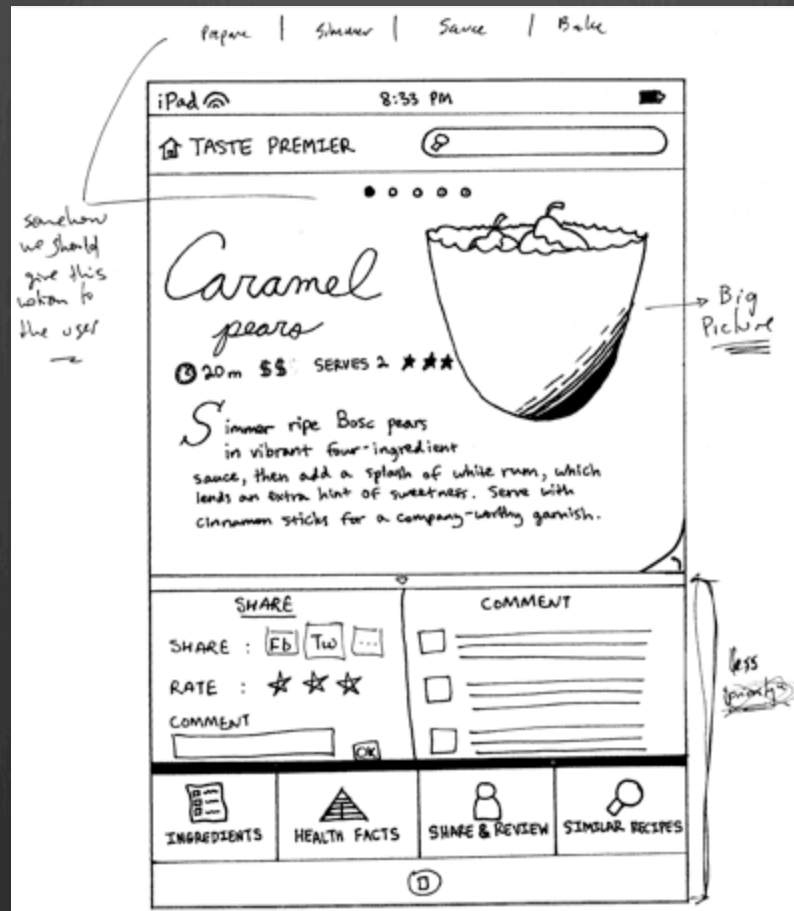
Hand sketches



Hand sketches



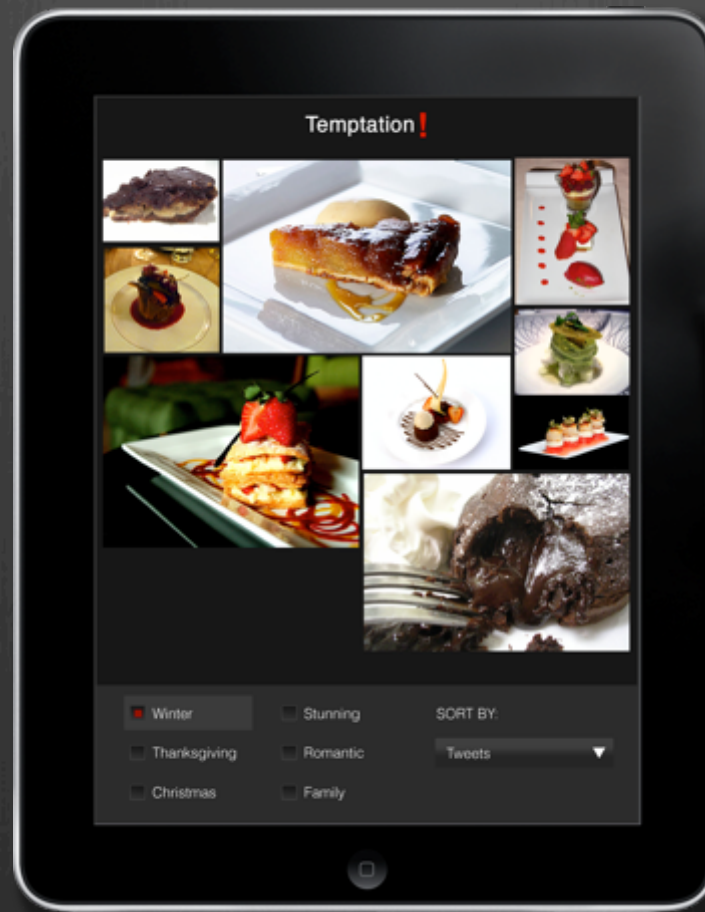
Hand sketches



Digital sketches



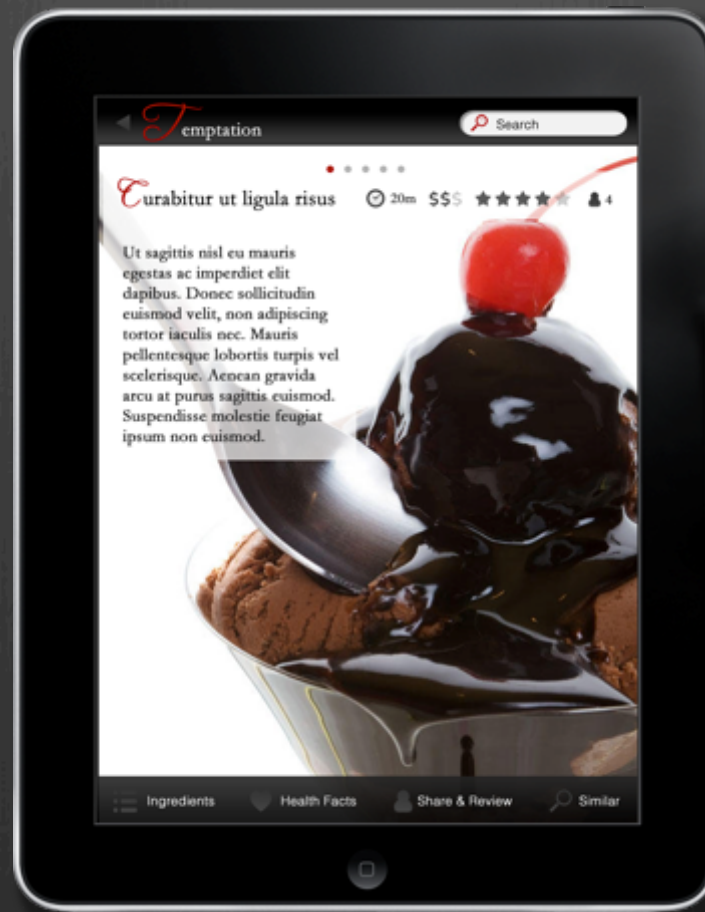
Digital sketches



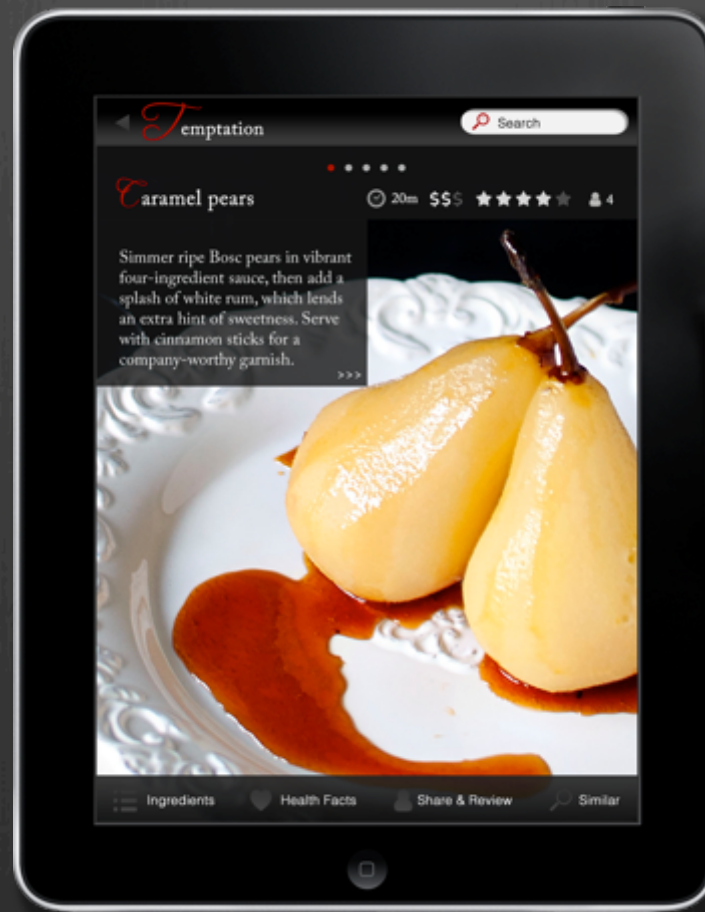
Digital sketches



Digital sketches



Digital sketches



And now,
ladies and gentlemen,
we give you...

Temptation

Sophisticated Desserts for iPad

Temptation

Search



Poached Pears
498 tweets



Pomegranate-Cide (...)
528 tweets



Spiced Apple and Pear Pie
1422 tweets



Minted Strawberries
29 tweets



Matcha Green Tea
563 tweets



Strawberry Shortcake
1394 tweets



Petit Gateau
920 tweets



Strawberry Napoli (...)
593 tweets



Caramel Pears
841 tweets



Pear-Cranberry Crisp
841 tweets



Warm Oranges in Sake Cream with Sesame Brittle
1373 tweets

Winter desserts ▼

Sort by: Tweets ▼

A to Z

Temptation

Search

Poached pears

55m \$\$\$ ★★★★★ 6

Savor this quintessential holiday dessert of poached pears, flavored with orange juice and vanilla beans. Drizzle a luscious ice cream sauce on top for extra pizzazz. Make the components for this dessert a day ahead, and assemble shortly before serving. Placing a plate on top of the pears as they cook keeps them submerged so they cook evenly.



Ingredients



Health Facts



Share & Review



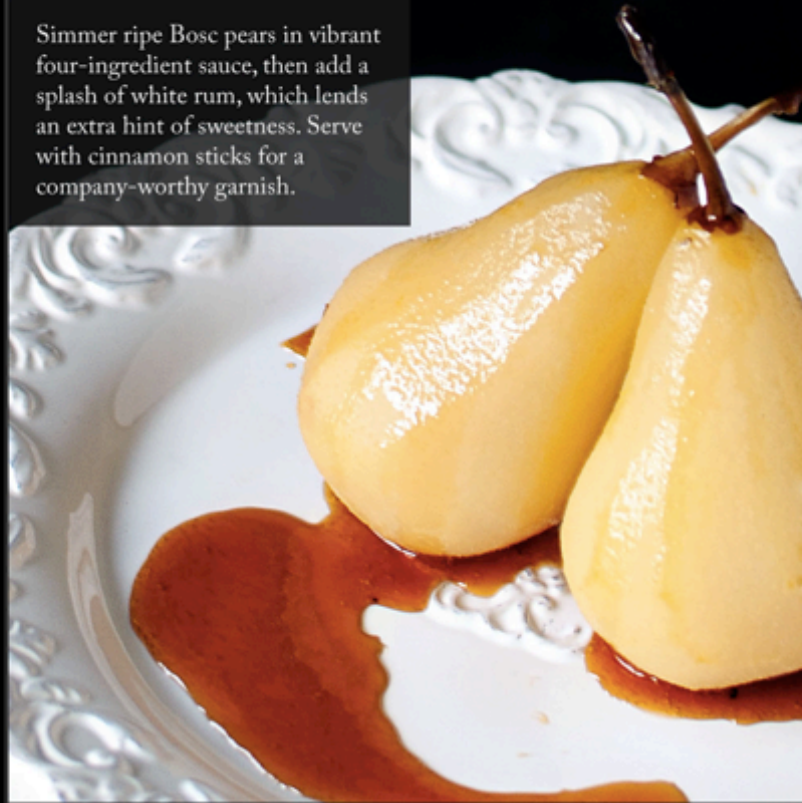
Similar

Temptation

Caramel pears

20m \$\$\$ ★★★★★ 4

Simmer ripe Bosc pears in vibrant four-ingredient sauce, then add a splash of white rum, which lends an extra hint of sweetness. Serve with cinnamon sticks for a company-worthy garnish.



[Ingredients](#) [Health Facts](#) [Share & Review](#) [Similar](#)

Caramel pears

20m \$\$\$ ★★★★★ 4

Combine the first 4 ingredients (orange juice, brown sugar, ground cinnamon, ground cloves) in a medium saucepan, and bring to a boil. Reduce heat, and simmer 5 minutes.



Cloves



Cinnamon



Oranje juice



Brown sugar

Ingredients

Health Facts

Share & Review

Similar

Caramel pears

20m \$\$\$ ★★★★★ 4

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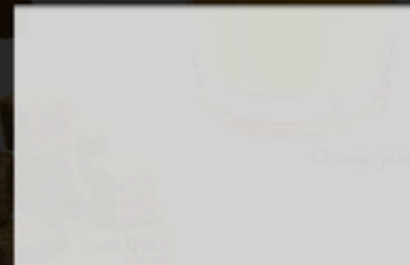
Cloves



Share...



Write a Review...

Cinnamon
Rate...

Orange juice

[Read other reviews](#) in sug

Post

Ingredients

Health Facts

Share & Review

Similar

Thank you.

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