

# Temptation

Sophisticated Desserts for iPad  
Inês Goncalves, Russell Essary & Rajat Agrawal

# References

Real Simple  
*magazine*



Healthy Recipes  
*iPad app*



Serious Eats  
*website*



The photo cookbook  
*iPad app*



French Cakes,  
Pastries, and Jams  
*iPad app*



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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Simplicity	5	5	3	2	1	3
Desirability	5	4	3	2	2	4
Social networking	n	n	n	y	y	y
Metaphor	magazine	whole book	whole book	whole book	website	website
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Search	n	y	y	y	y	y
User accounts	n	n	n	y	y	y
Modifying widgets	n	n	n	n	n	y
Best feature	homemade	simple	simple	recipe suggestions by ingredients	variety	good organization and iconography, user base lends credibility
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# 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



*C*larence 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



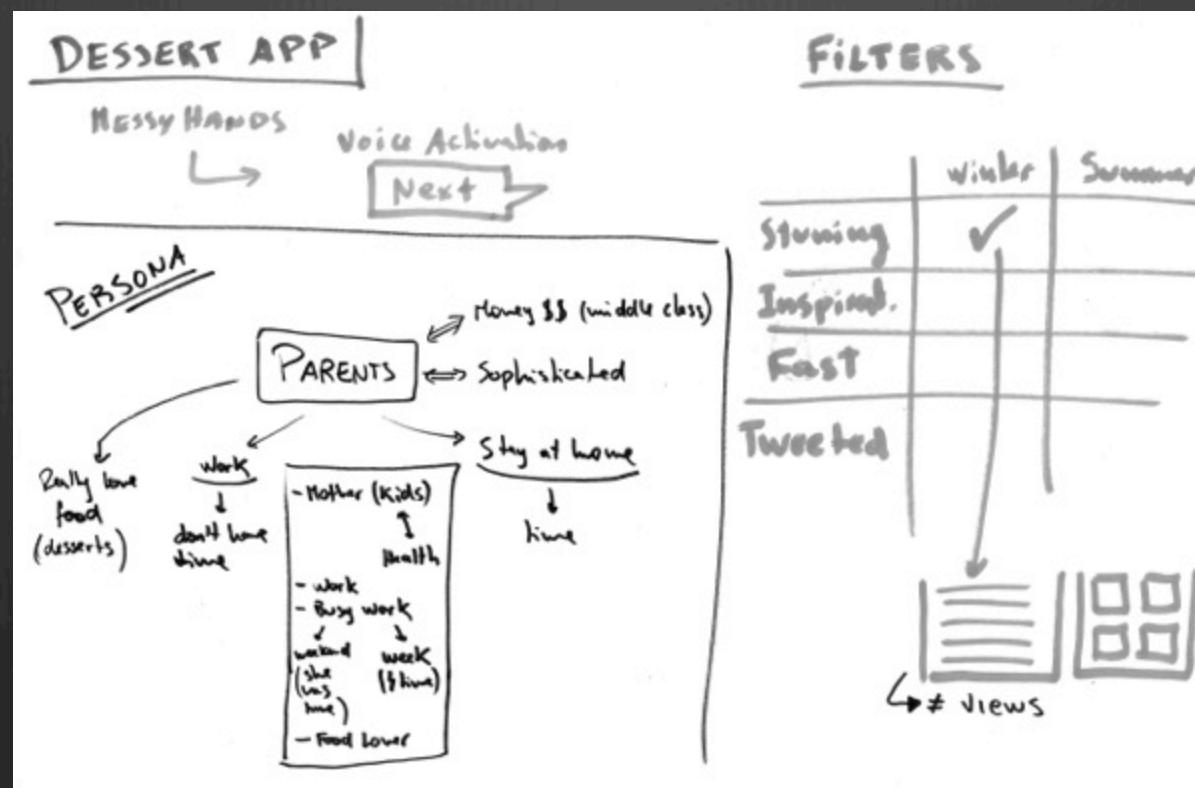
*A*staire is a 34 year old fashion designer and man-about-town. He spends his days surrounded by beautiful models. He has a sensuous and **seductive** aura around him—he likes to surprise and inspire in his design as well as in the kitchen. He is **captivated by beauty** and will do anything it takes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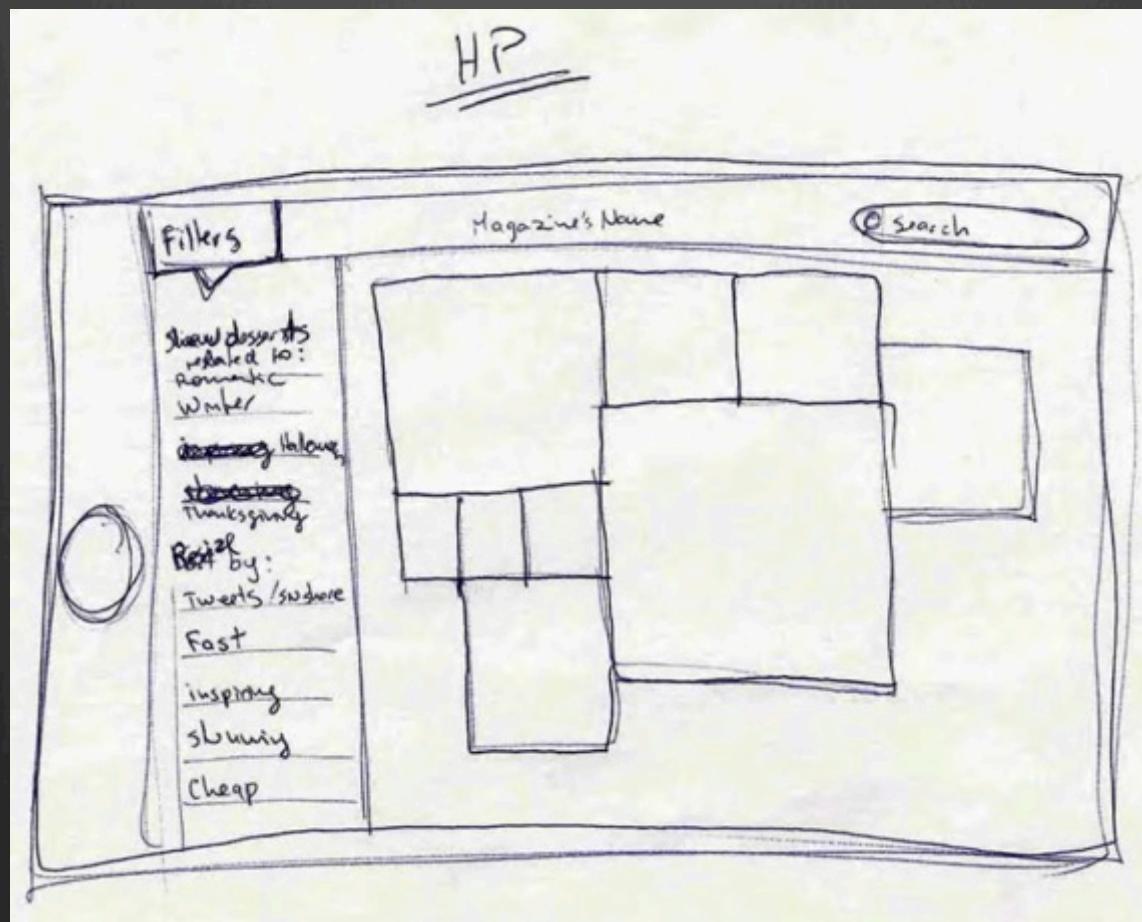
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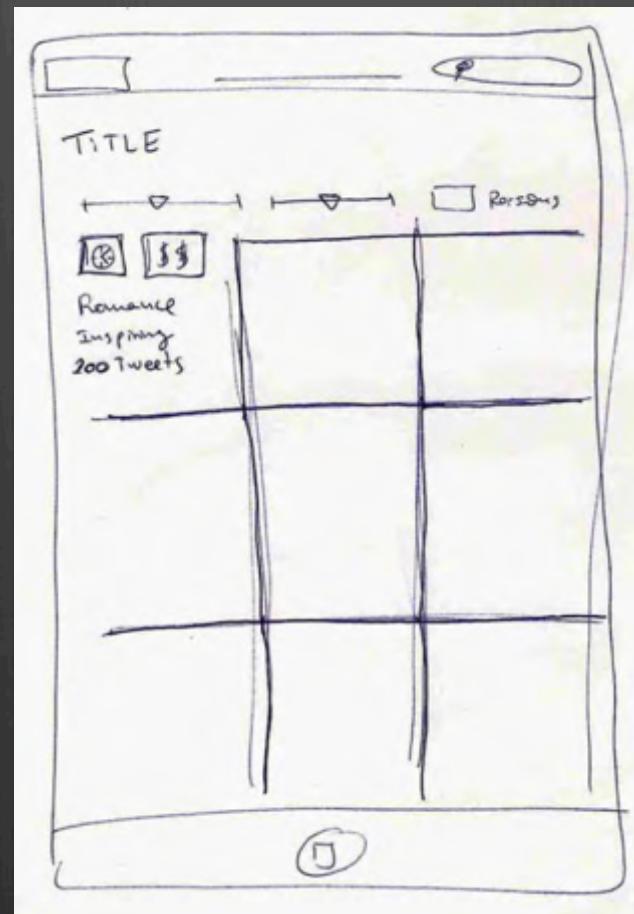
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# Hand sketches



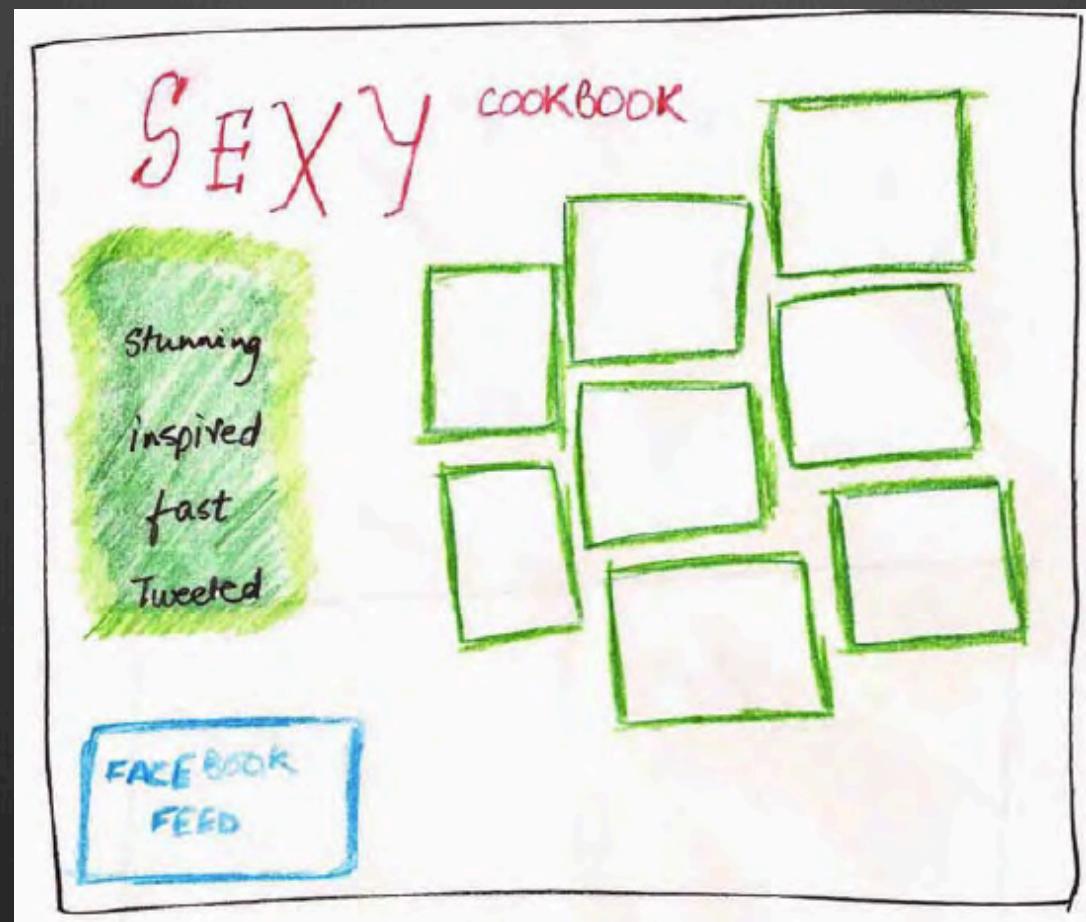
# Hand sketches



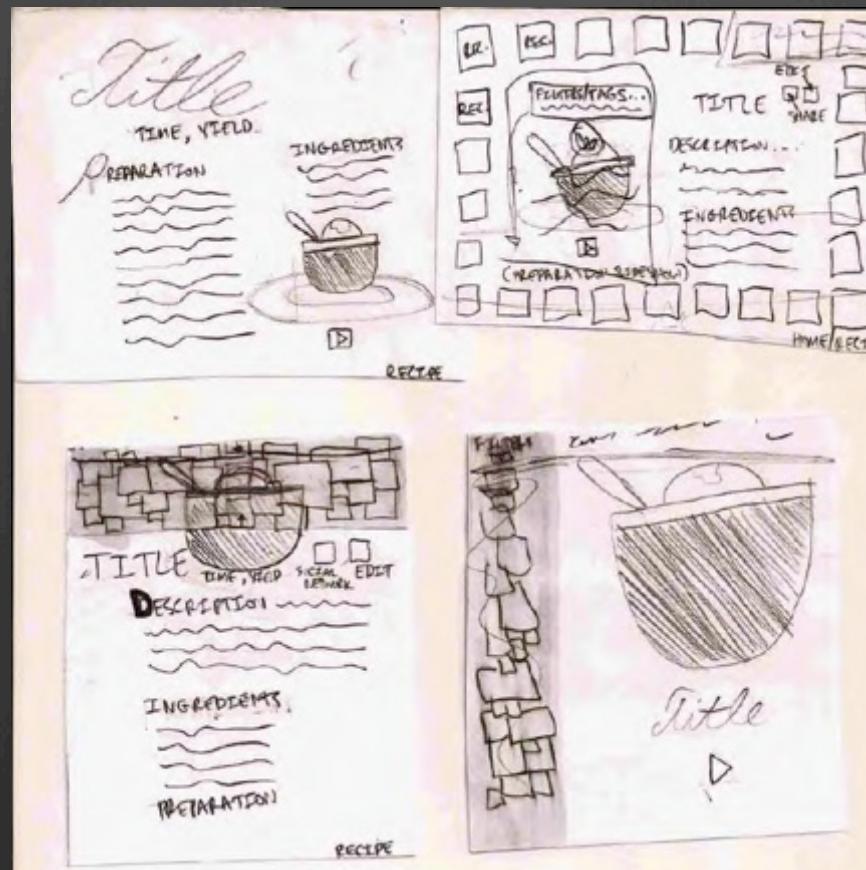
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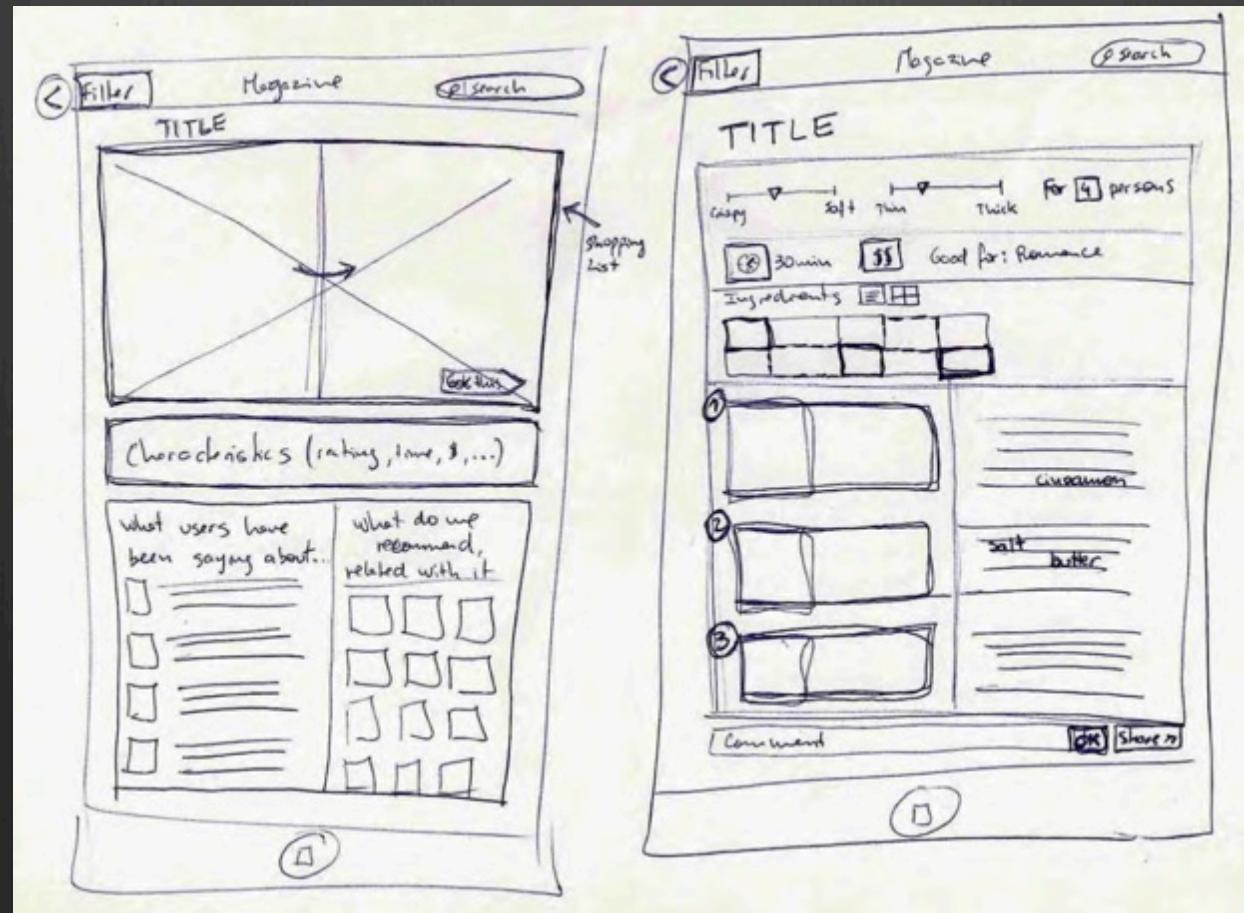
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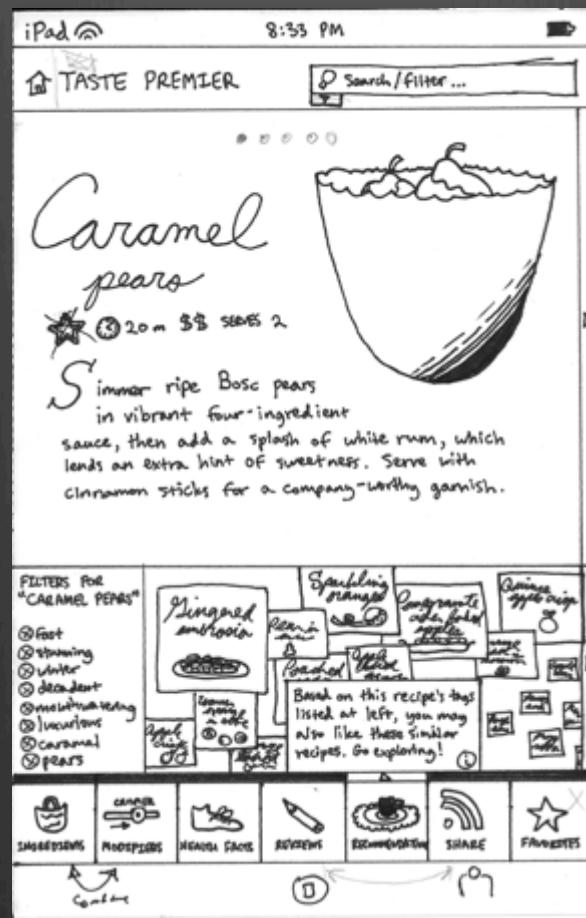
# Hand sketches



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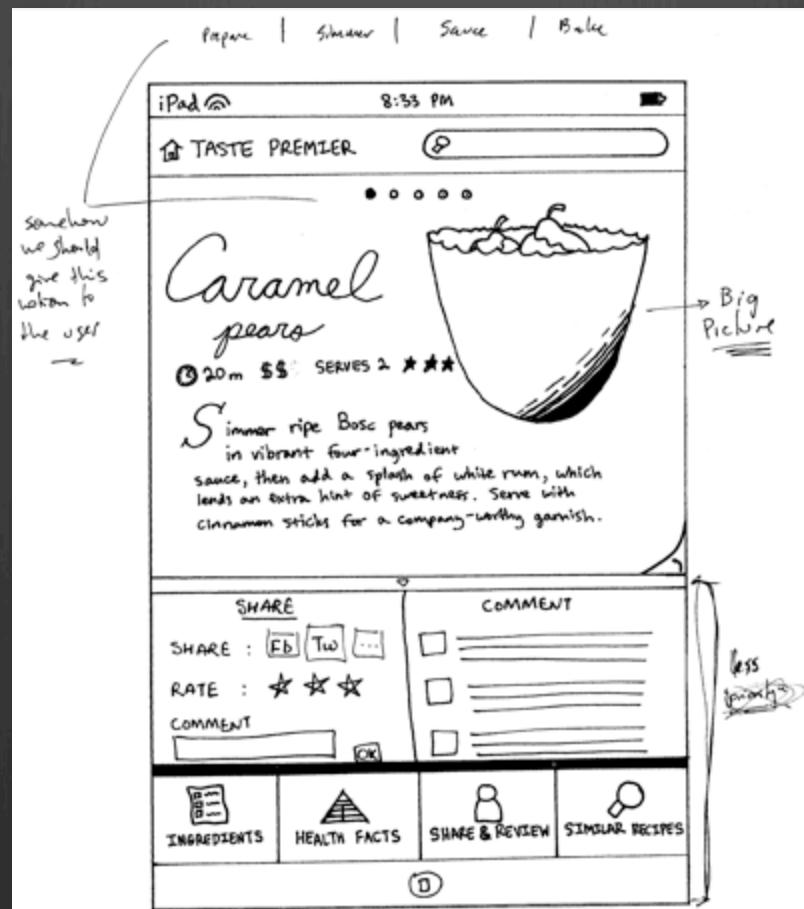
# Hand sketches



# Hand sketches



# Hand sketches



# Digital sketches



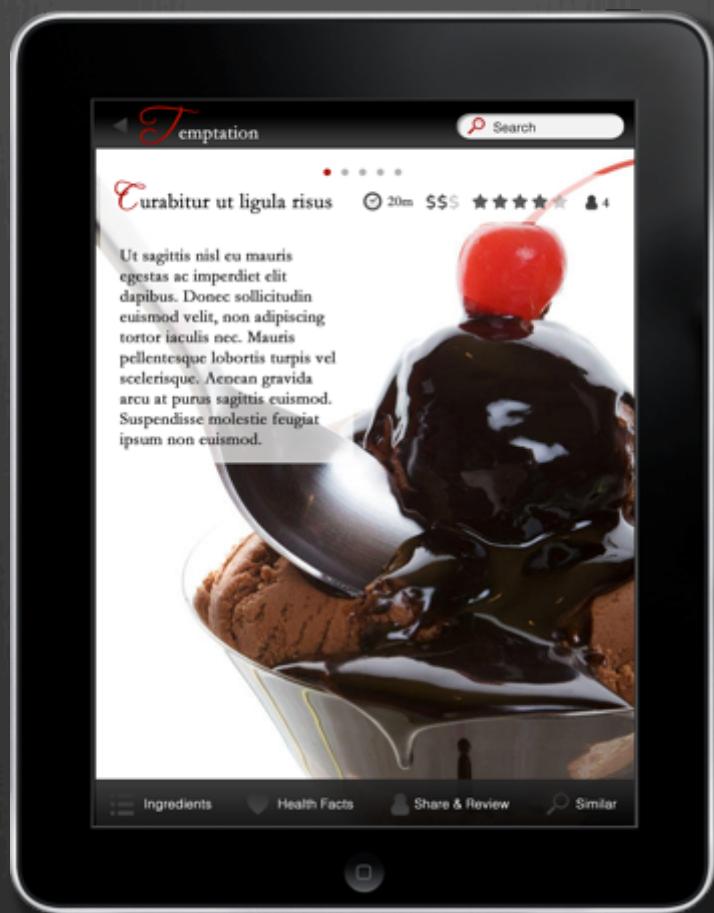
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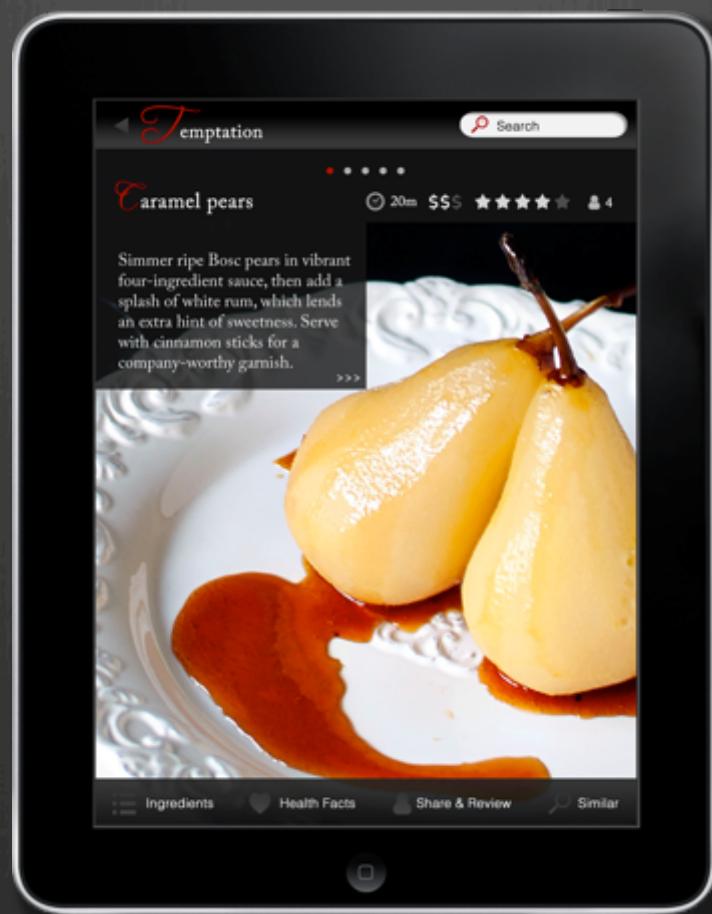
# Digital sketches



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# Digital sketches

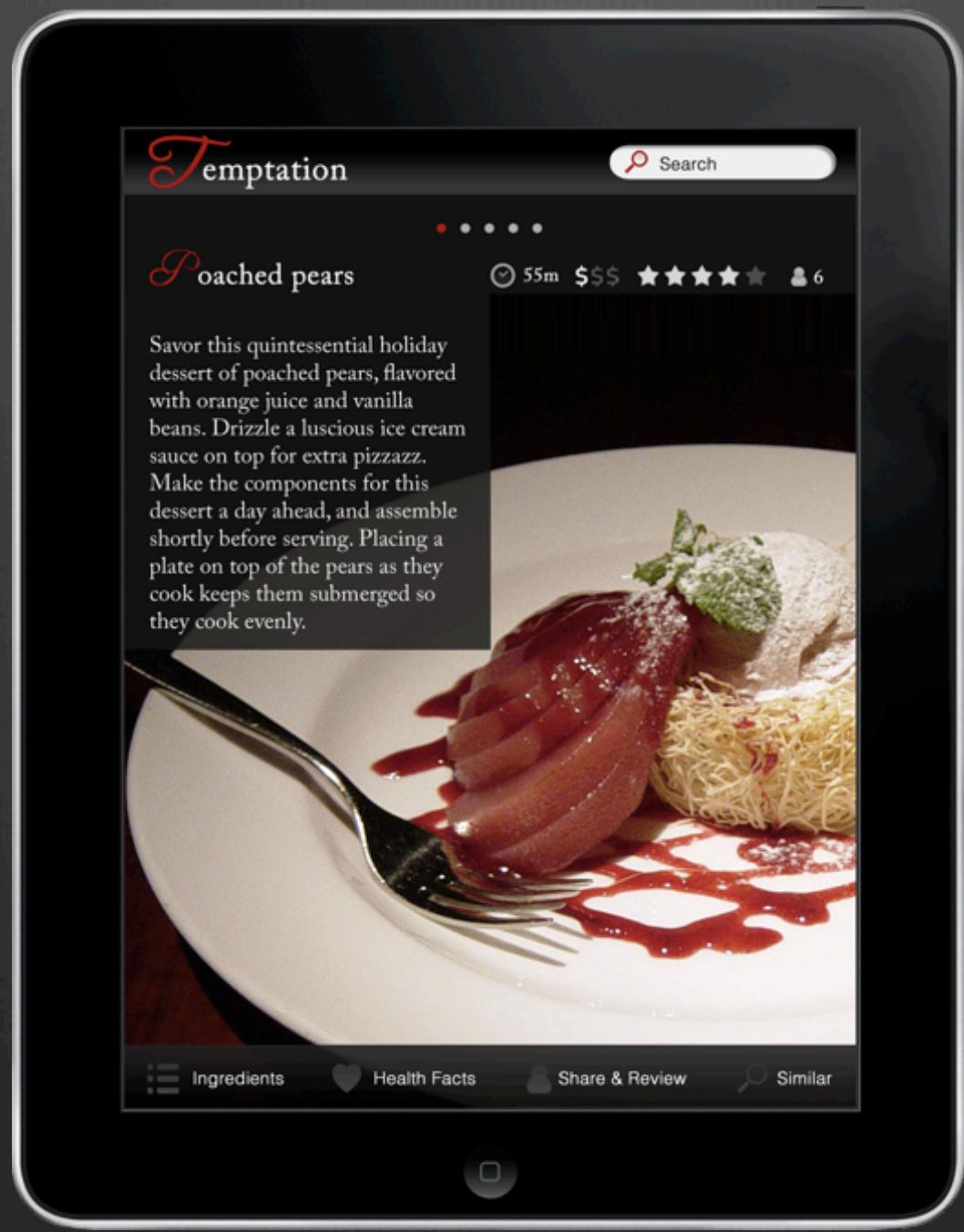


*A*nd now,  
ladies and gentlemen,  
we give you...

# temptation

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Thank you.

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