

EPICURIOUS IOS APP

THE PROCESS

ROBERT TOLAR HAINING
JUNE 26, 2010
CONVERGESE



OVERVIEW

2008

July



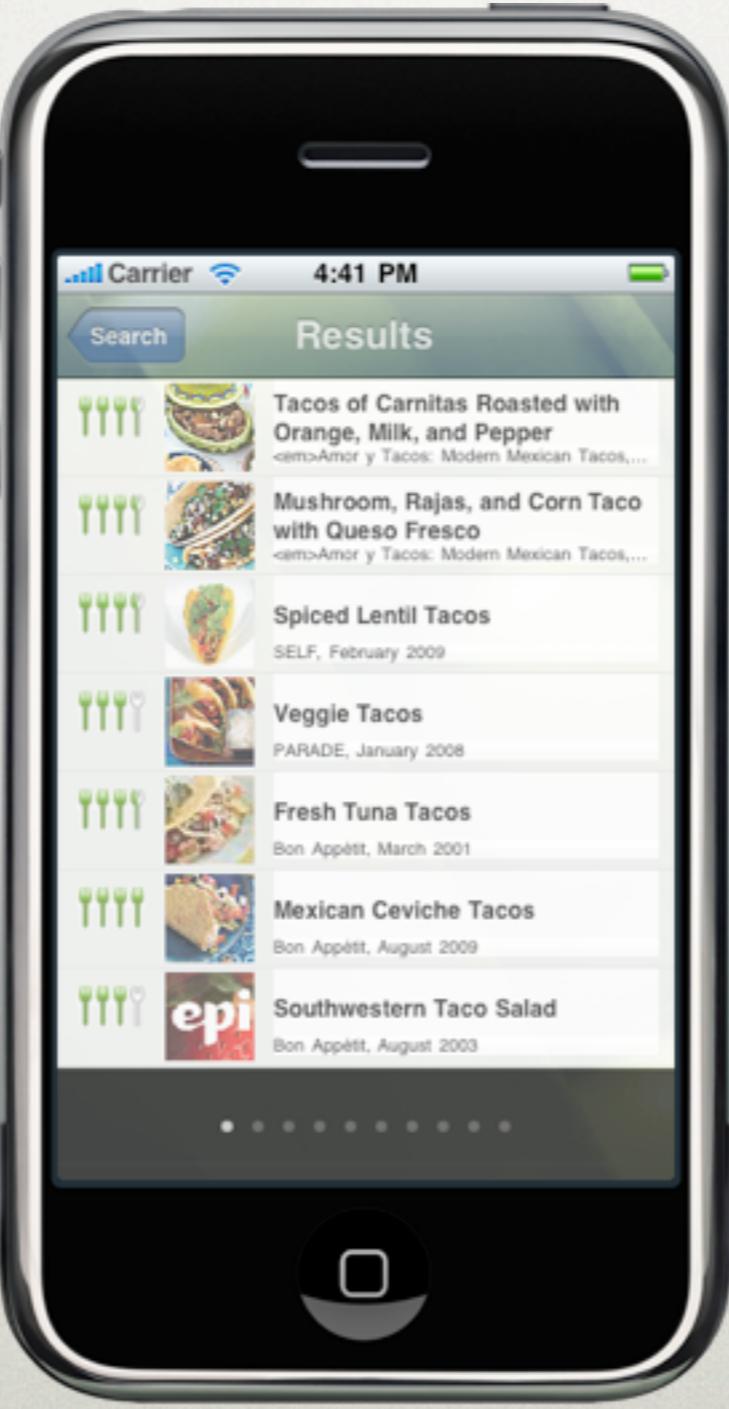
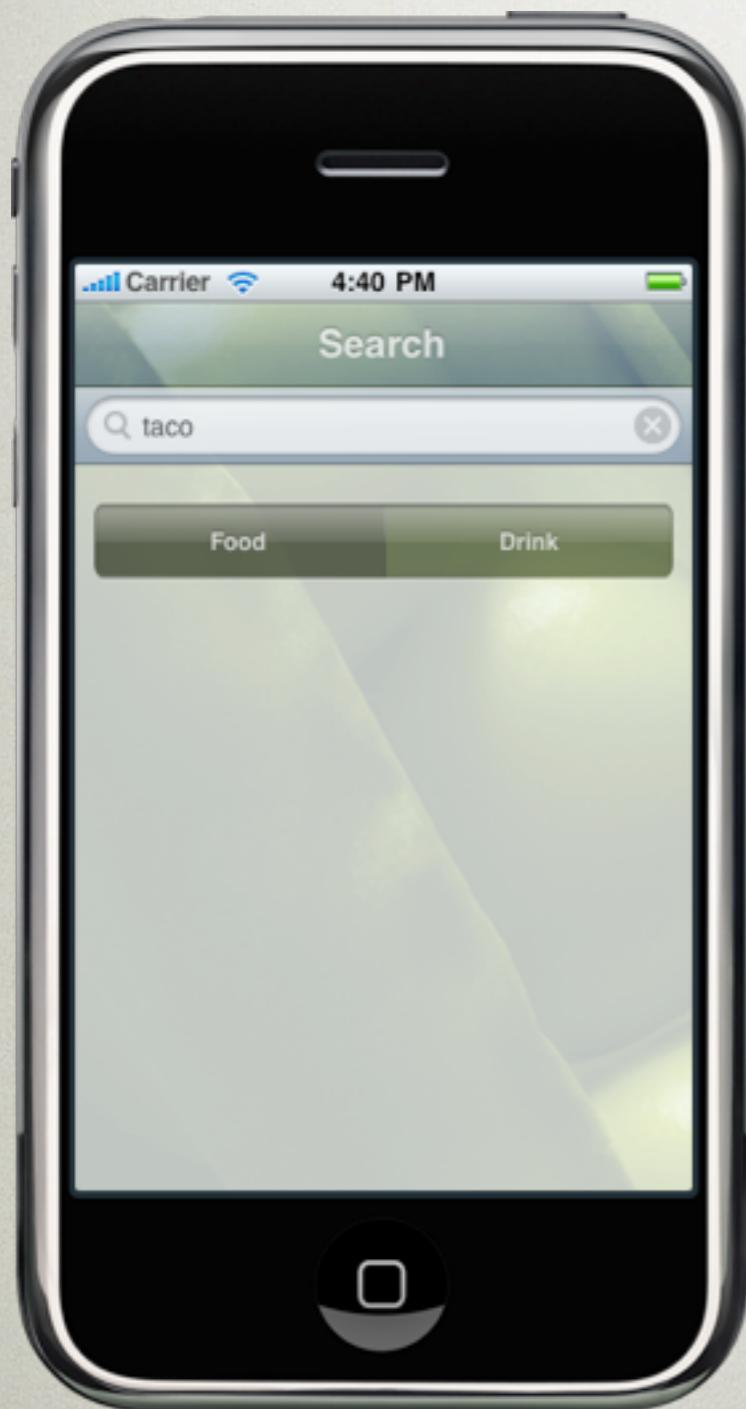
OVERVIEW

2008

July Sept



THE PROTOTYPE



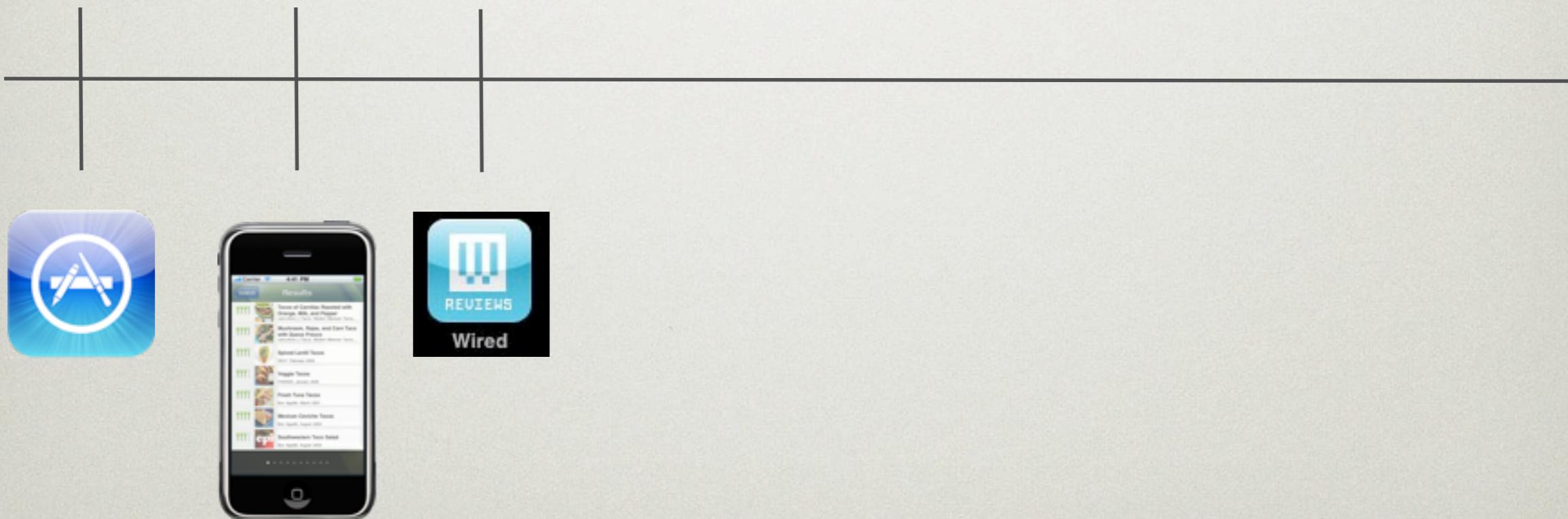
OVERVIEW

2008

July

Sept

Fall



OVERVIEW

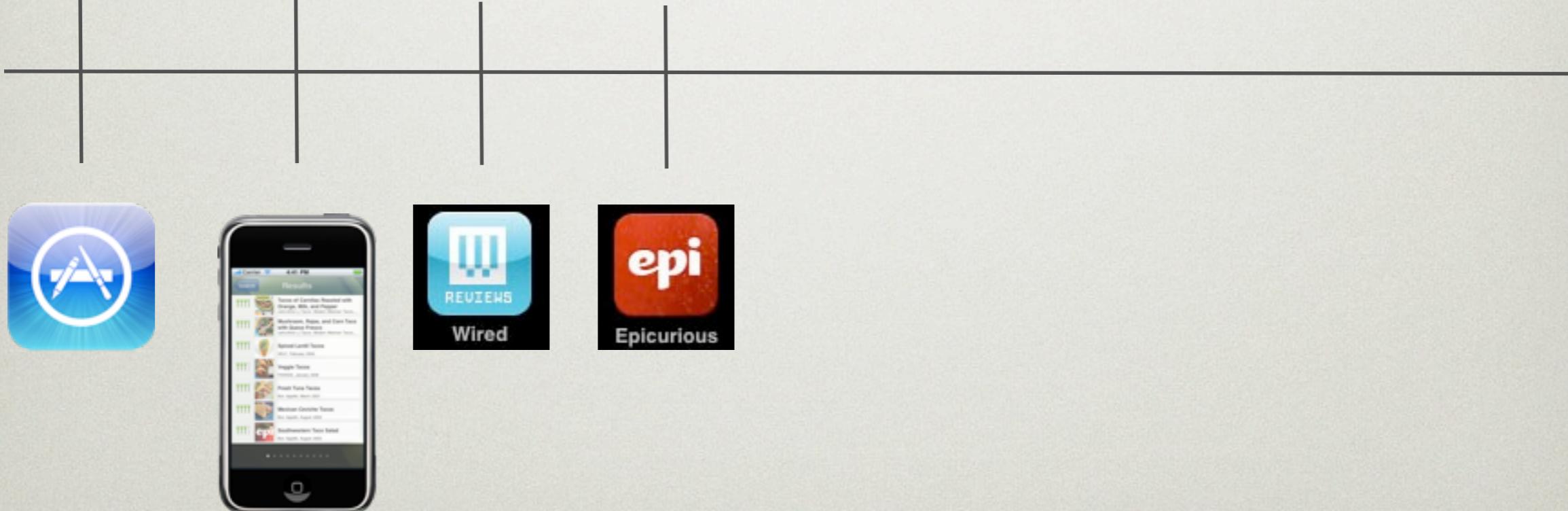
2008

2009

July

Sept

Fall Spring



OVERVIEW

2008

2009

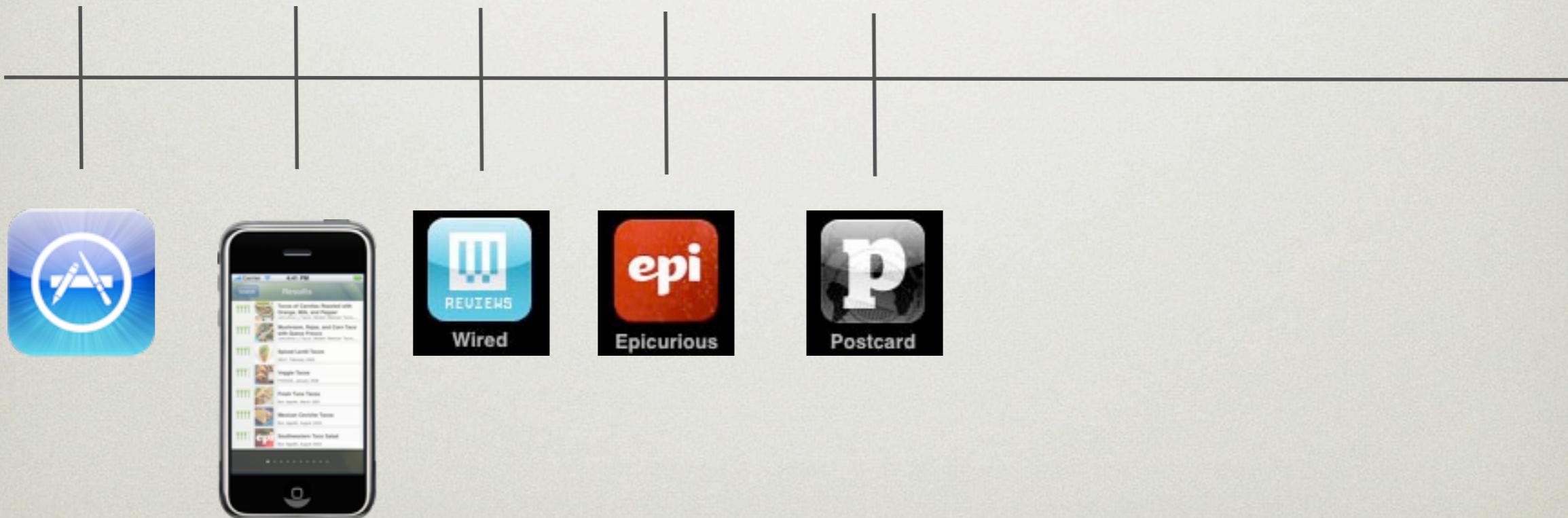
July

Sept

Fall

Spring

Summer



OVERVIEW

2008

2009

July

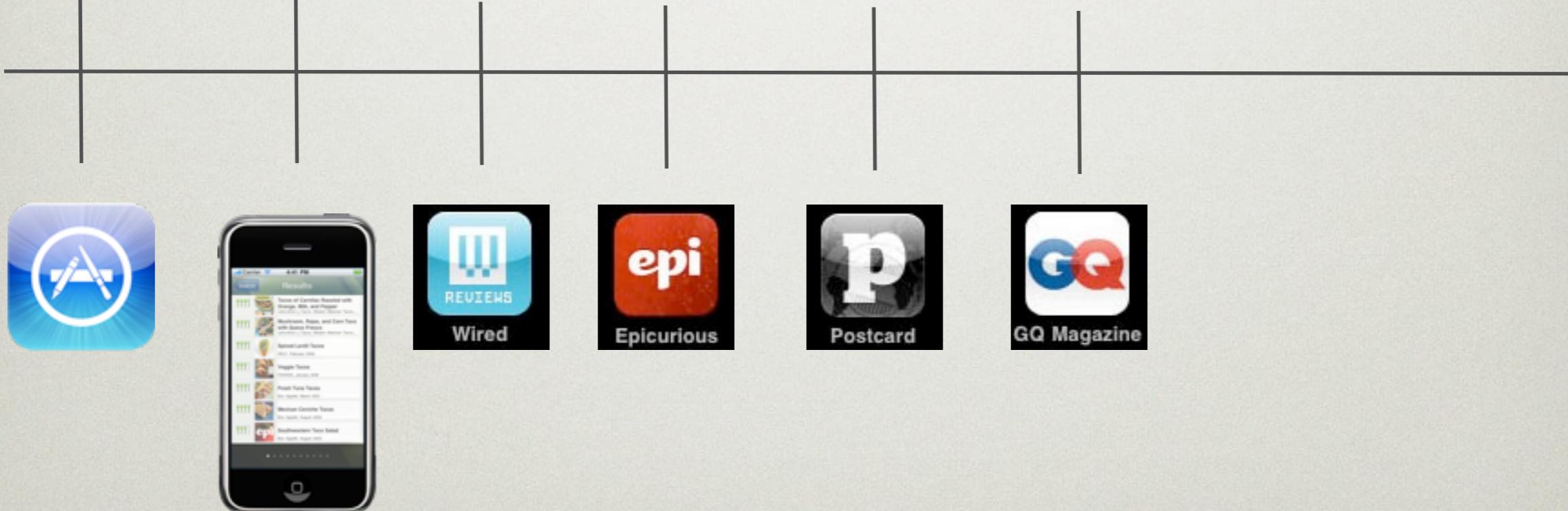
Sept

Fall

Spring

Summer

Fall



OVERVIEW

2008

July

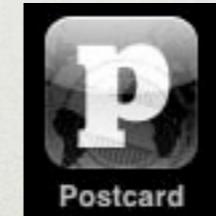


2009

Sept

Fall

Spring



2010

Summer Fall Spring

OVERVIEW

2008

July

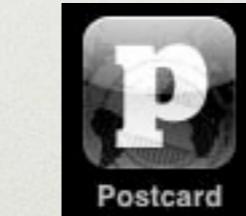


Sept

2009



Fall



Spring



Summer

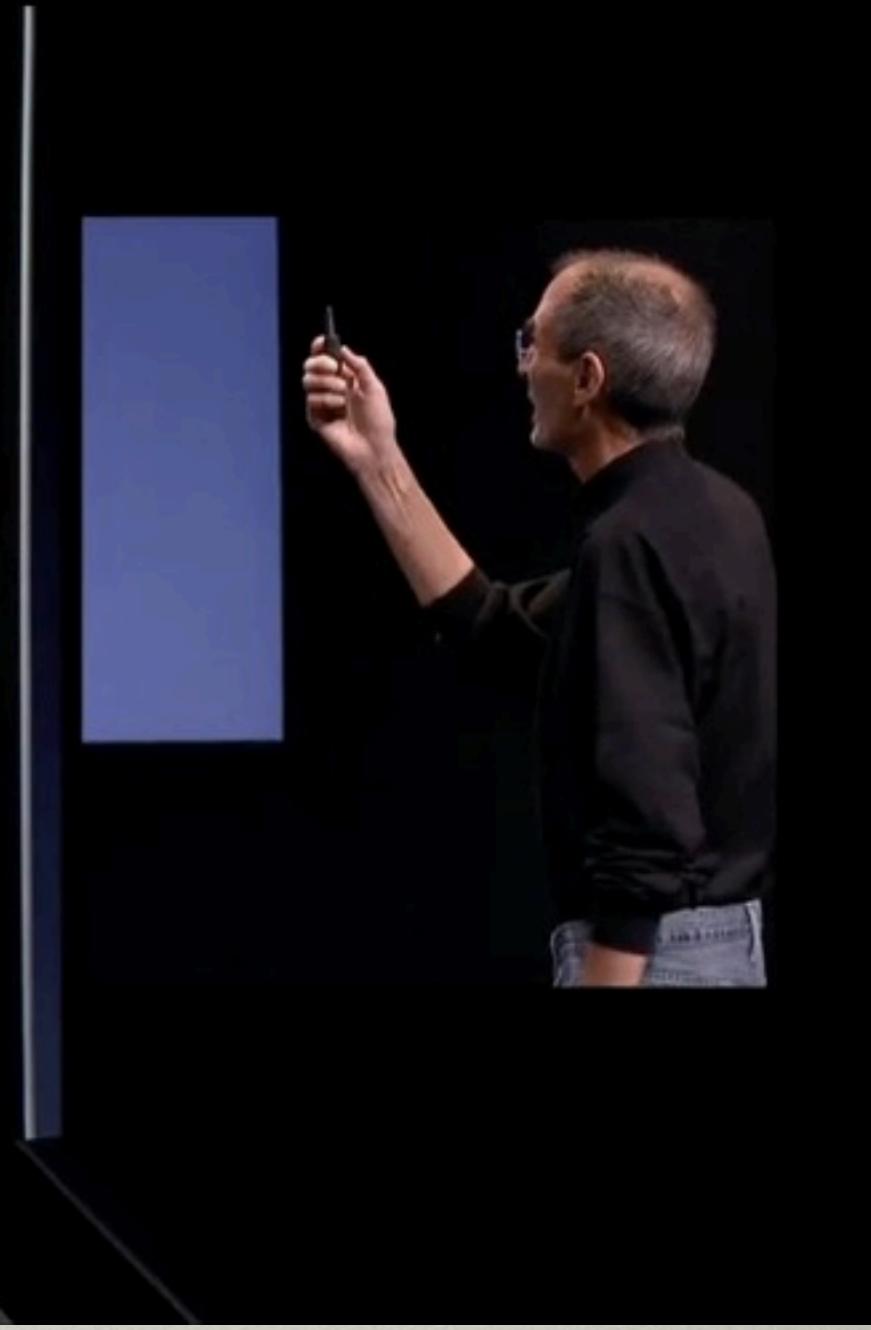
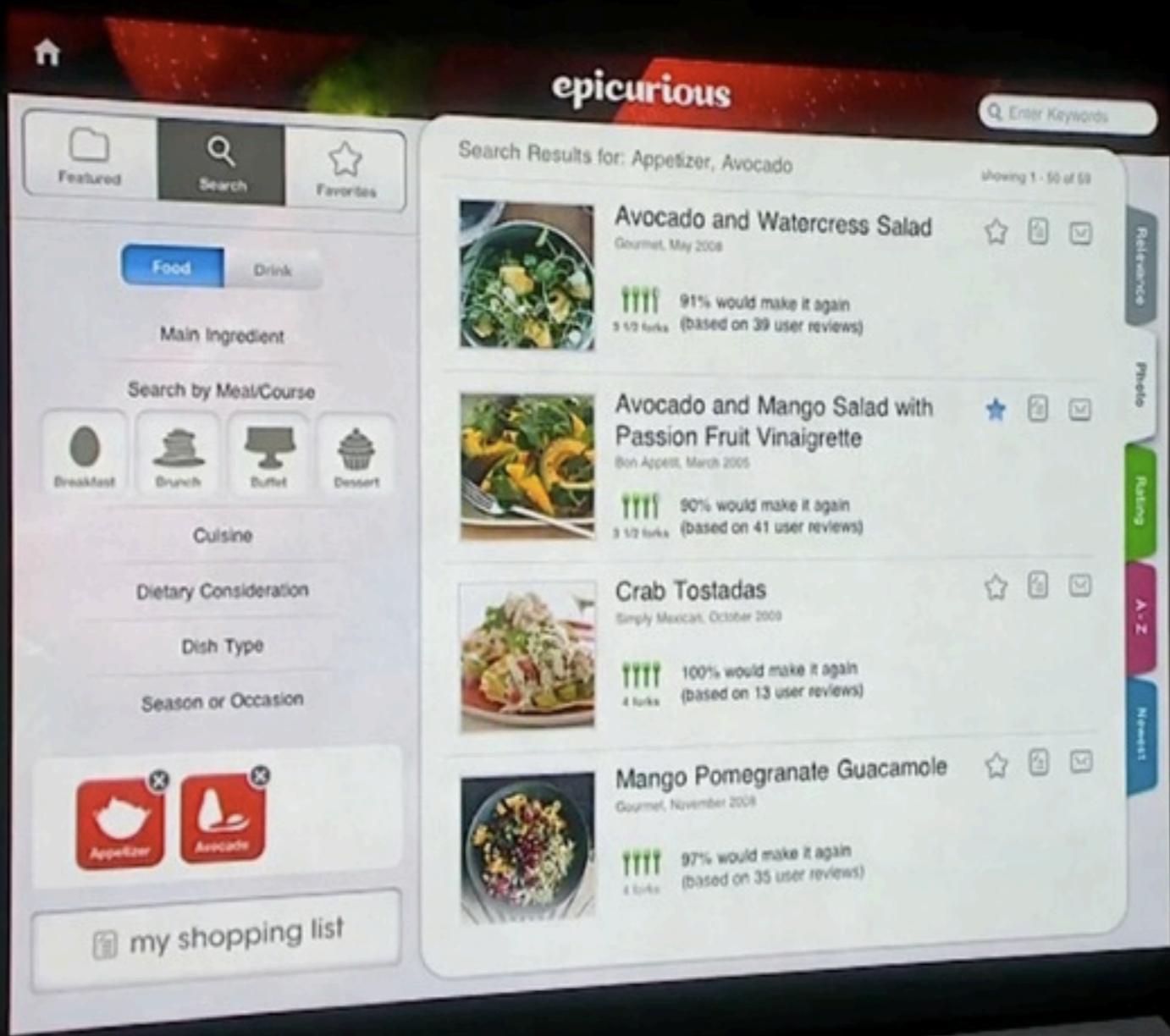


Fall



Spring

STEVE JOBS ♥ EPICURIOUS



OVERVIEW

2008

July



Sept



Fall

2009



Spring



Summer



Fall



2010

Spring



May

MOBILE: THE WILD WEST



“It's because, somehow, the iPhone is the first computer in a long time that doesn't make people afraid.”

- Dan Grover [dangrover.com]

REVENUE

- Affordable software
- Immensely profitable
- Higher CPM than web

CONSTRAINTS

- Sandboxing.
- Until this week, no multitasking.

Not all pictures work well on different platforms. For example this image of Alex Ross' Justice League looks fine on my Google Android phone:



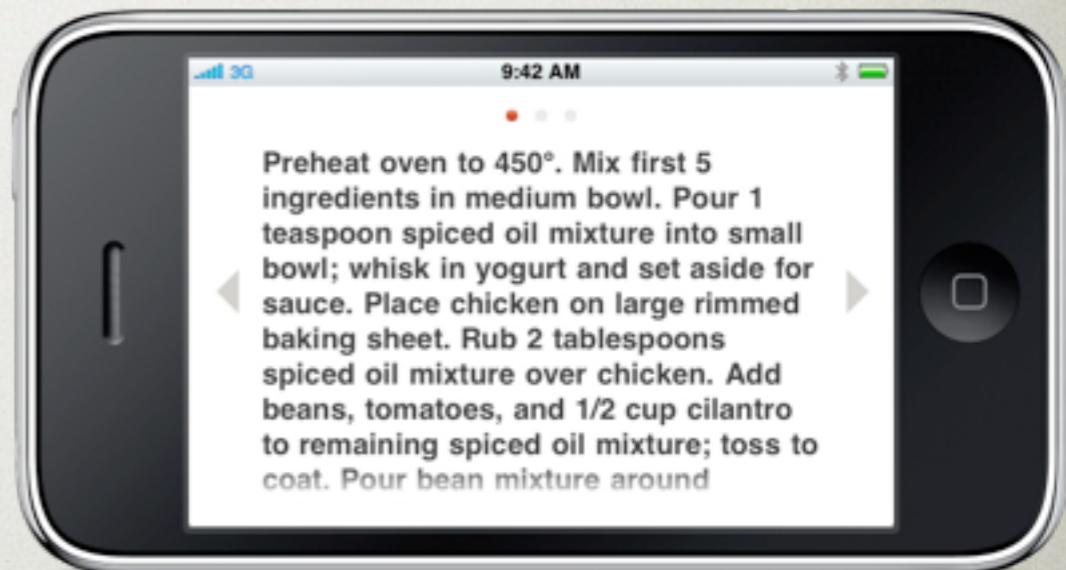
Not all pictures work well on different platforms. For example this image of Alex Ross' Justice League looks fine on my Google Android phone:



But it doesn't have the same "feel" on my iPhone and iPad.



EPICURIOUS



WEB VS IPHONE VS IPAD

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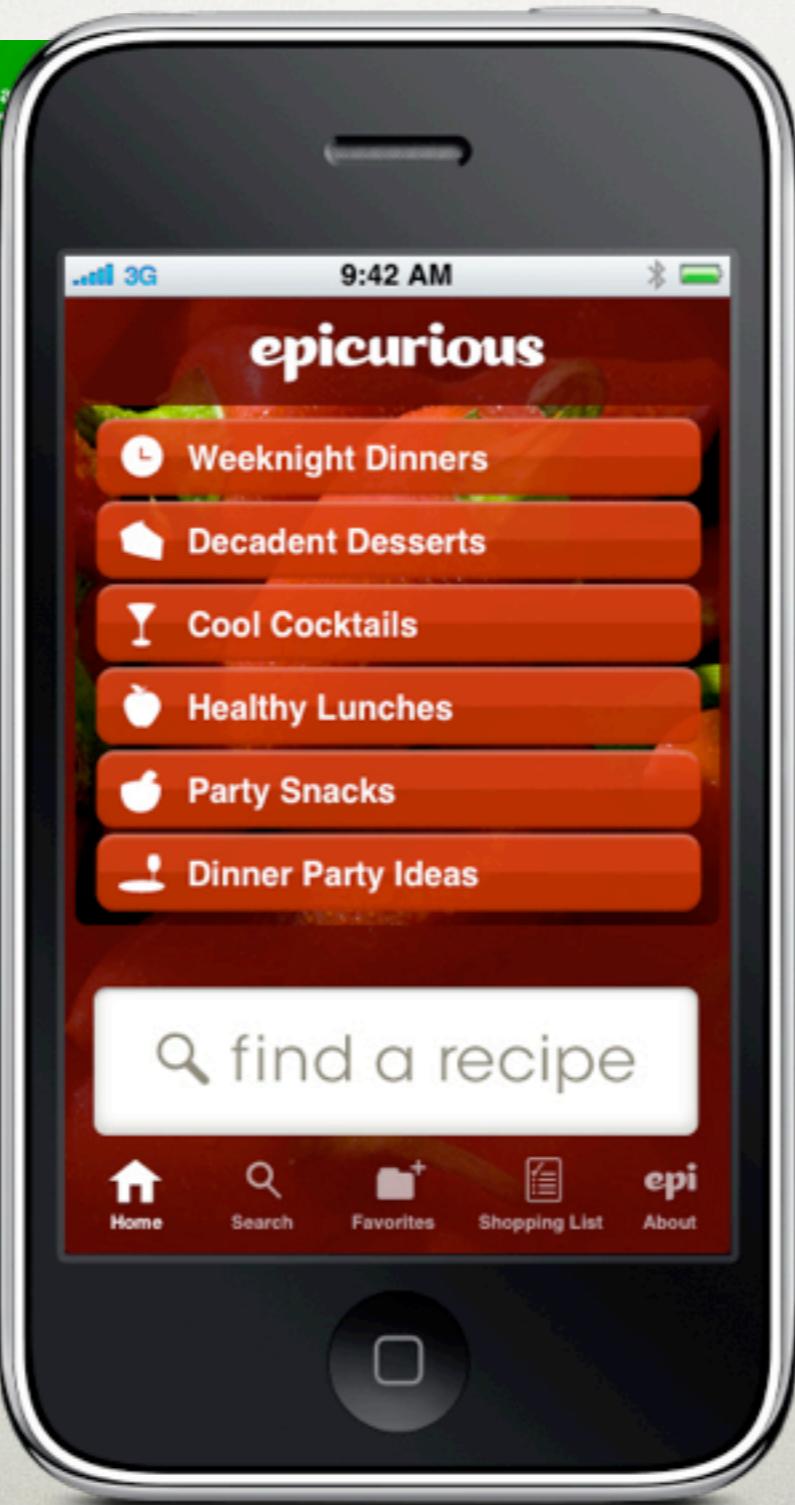
ADVERTISEMENT

GHIRARDELLI The next Intense Dark™ flavor. Create it and win. CREATE YOUR FLAVOR

WEB VS IPHONE VS IPAD



The screenshot shows the desktop version of the Epicurious website. At the top, there's a navigation bar with links for "Recipes & Menus", "Articles & Guides", "Community", "cooking videos", "cookie tools", "site map", and "bon appetit magazine". Below the navigation is a search bar. A prominent banner for Ghirardelli Chocolate features the text "Create our next Intense Dark™ flavor and win." On the left, there's a "sign in" form with fields for username and password, and a "remember me" checkbox. To the right of the sign-in form is a "flavor faves" section featuring a photo of ribs. Further down, there's a "home cook recipe CONTEST!" section with a sun icon and a "recipes & menus" link.



WEB VS IPHONE VS IPAD



I PAD



PROCESS

IN-HOUSE VS OUTSOURCING

- Retain tacit knowledge.
- Relationships.
- Morale booster.

STAKEHOLDERS

- Product
- Tech
- Design
- Sales
- Marketing

STAKEHOLDERS

- Tech
- Marketing
- Product
- Design
- Sales

STAKEHOLDERS

- Sales
- Tech
- Design
- Product
- Marketing

QUICK & DIRTY

VS ARCHITECTING

QUICK & DIRTY VS ARCHITECTING



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TURNING A PRODUCT INTO A PROJECT

- Idea → designs
- Designs → stories
- Stories → tasks
- Estimate tasks
- Backlog features out of scope
- Tasks → cards

iPad Project Card Board



SUMMARY

MORE?

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