

cauliflower for tvOS

Jason Brogan
Mobile Media
2016

the **iOS** app provided a dining **matchmaking service** for users with dietary requirements

the **tvOS** app focuses on engaging the same demographic in **lifestyle experience**

dietFinder → **cauliflower**
(iOS) (tvOS)

Content Contributors

- athletes
- chefs
- dietitians & nutritionists
- fitness specialists & wellness professionals
- restaurateurs
- celebrities & foodies

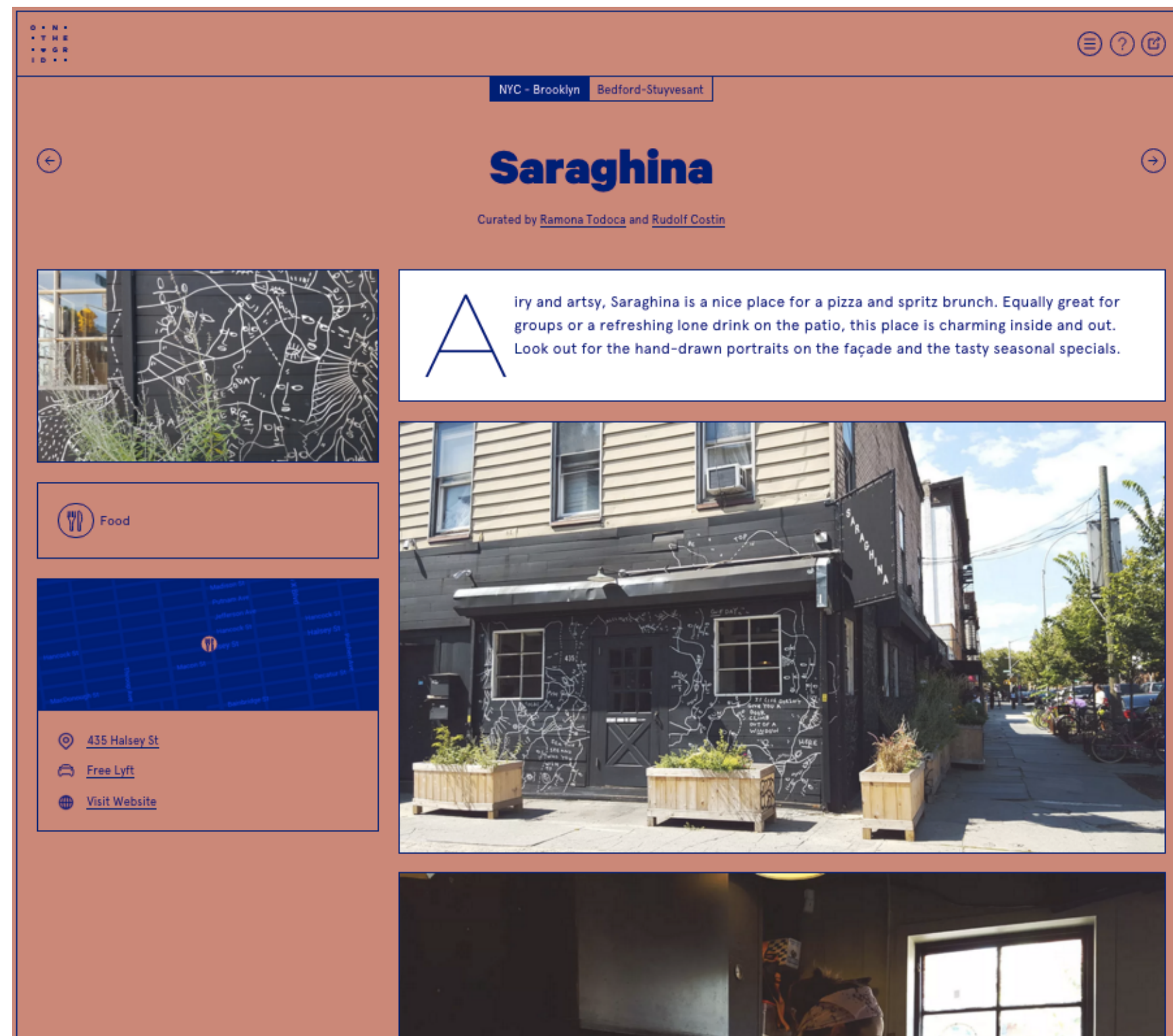
Precedents: Drift

- a new print magazine devoted to coffee culture
- each issues provides stories about a particular city as told through its coffee culture(s)



Precedents: On the Grid

- web site (launched in 2015)
- a “user-friendly guide curated by talented local designer who want to share exceptional places in their neighborhood with the rest of the world”



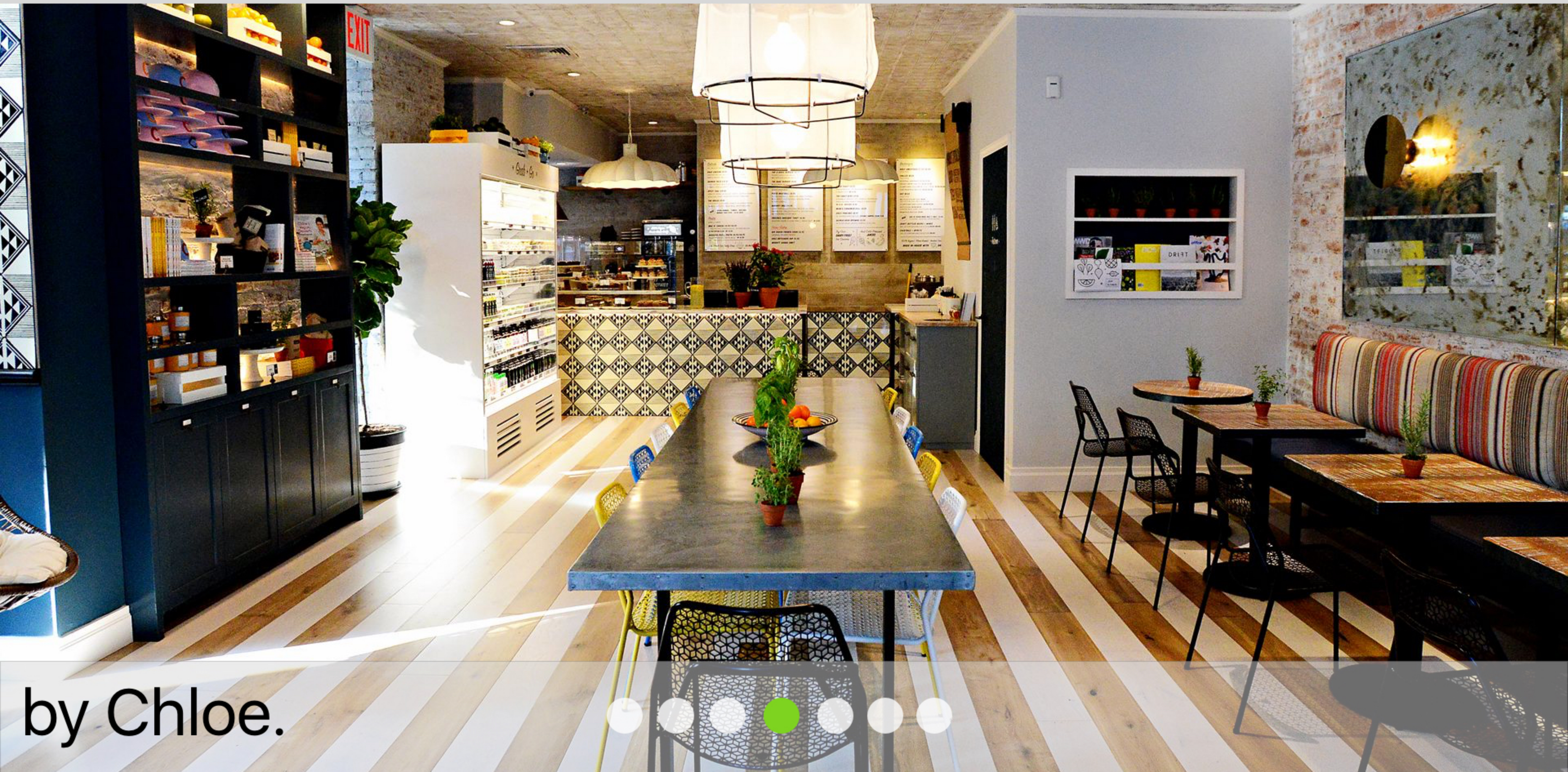
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2016

10 mins.

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Appetizers



Watercress, Avocado,
& Tangerine Salad



Sweet Potato Fries



Mango Salsa



Crispy Kimchi
Noodle Pancake



Southern Thai Rolls

Beverages



Chard, Lime,
& Mint Smoothie



Spiced Pomegranate Royales



Winter Warmer



Apple, Carrot, Ginger,
& Fennel Smoothie



Kefir "Orange Julius"

Breads





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2016

Join renowned chef and restaurateur Chloe Coscarelli as she takes you on a personal, behind-the-scenes tour of her busy, vegan café located in the center of New York's Greenwich Village.

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