



Tita's

Potluck

Prototype By Petra Nichols

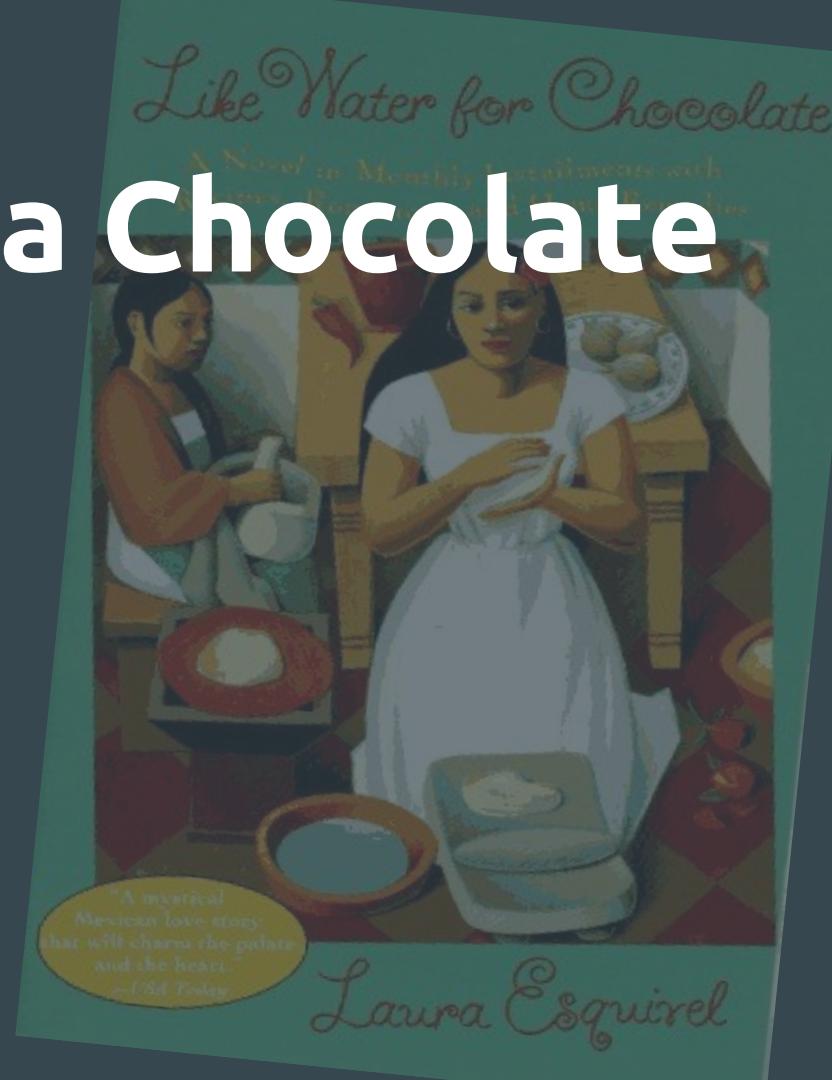
Content

1. Book 'Como Agua para Chocolate'
2. Story Plot
3. Audience Research
4. Audiences Survey
5. 1. Storyboard sketches closely related to the book
6. Closer look at the food in the book
7. MindMap
8. Sketches for User Experience video
9. Prototype Development - 1 low resolution wireframing
10. 2 low resolution wireframing - reiteration
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12. 3. High resolution - reiteration
13. Logo Progress
14. Tita's App Prototype Wireframe

Como Agua para Chocolate

Like Water For Chocolate

By Laura Esquivel



Plot

Like Agua for Chocolate

START



Story divided into 12 sections named after the months of the year.

Each section begins with a Mexican recipe. The chapters outline the preparation of the dish and ties it to an event in the protagonist's life.

Place: Mexico, Ranch close to the Mexico - US border

Time: turn of the 20th century.



Plot

**Neutral
towards the
story**



Plot

Like Agua for Chocolate

EXPOSITION

Tita de la Garza, main protagonist, is 15 at the start of the story. She lives with her mother Mama Elena, and her older sisters Gertrudis and Rosaura. Pedro is a neighbor with whom Tita falls in love at first sight. The feelings are mutual, Pedro asks Mama Elena for Tita's hand in marriage.



Plot



Happy & Enjoy
the story

Plot

Like Agua for Chocolate

CONFLICT



Mama Elena forbids marriage between Pedro and Tita.

Reason: De la Garza family tradition

- the youngest daughter (in this case Tita) must remain unmarried &
- take care of her mother until her mother's death.



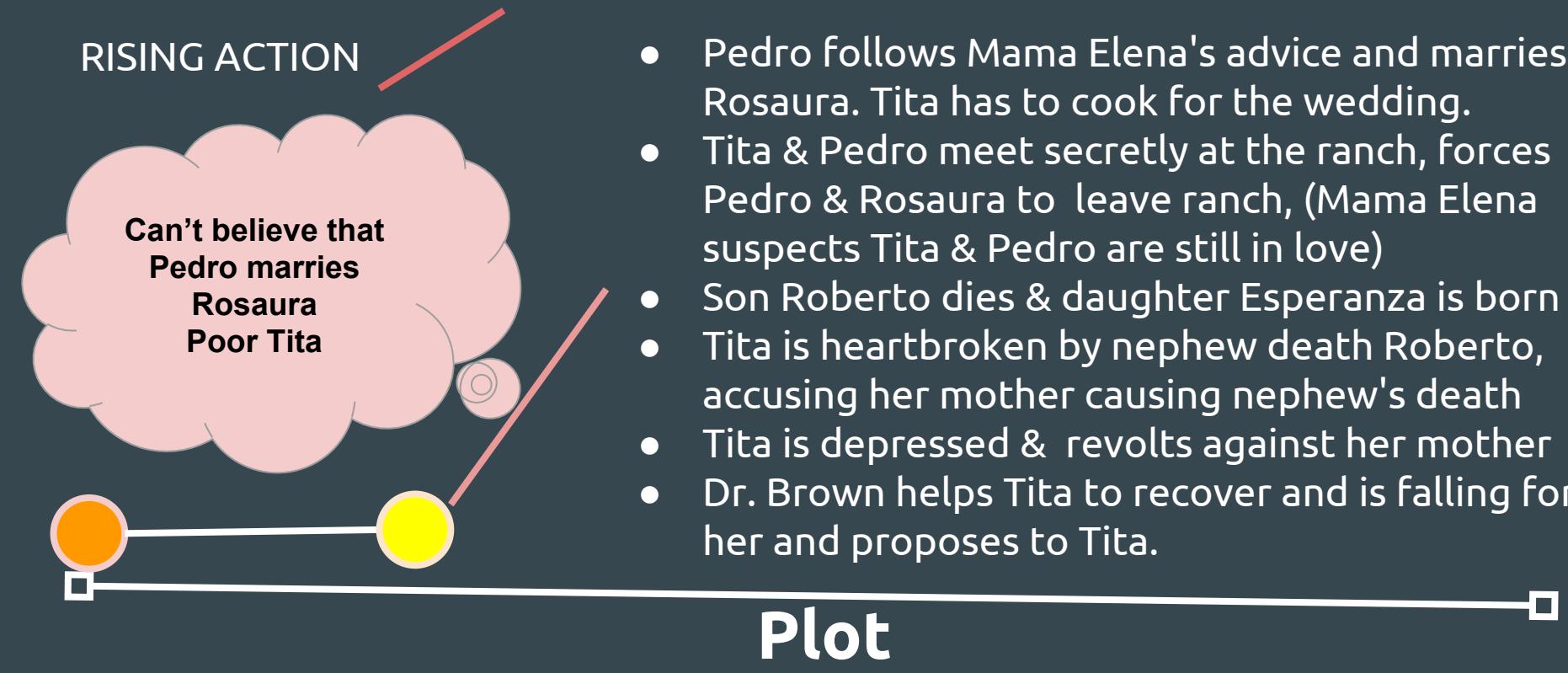
Plot

Shocked &
annoyed about
crazy old
tradition
ME: selfish
bitter bitch
I want them to
run away

Plot

Like Agua for Chocolate

RISING ACTION



Can't believe that
Pedro marries
Rosaura
Poor Tita

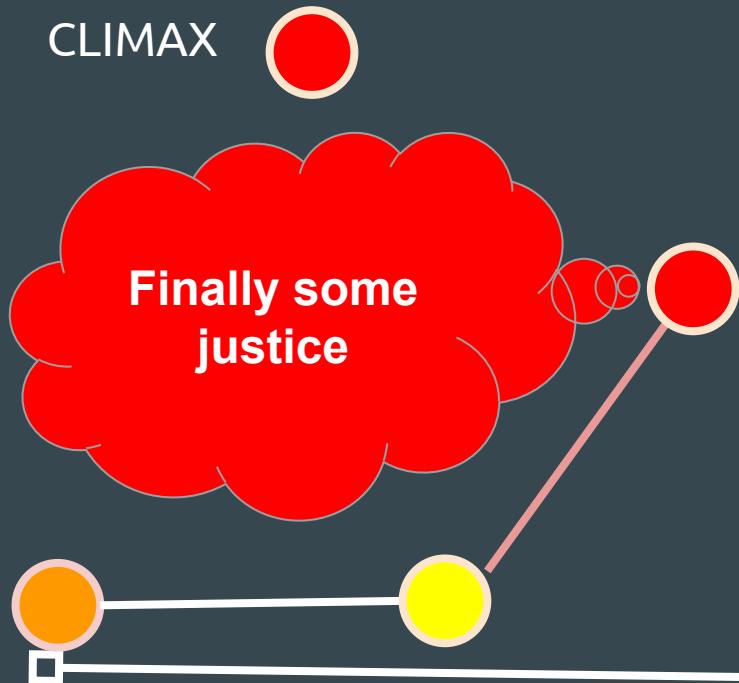
- Pedro follows Mama Elena's advice and marries Rosaura. Tita has to cook for the wedding.
- Tita & Pedro meet secretly at the ranch, forces Pedro & Rosaura to leave ranch, (Mama Elena suspects Tita & Pedro are still in love)
- Son Roberto dies & daughter Esperanza is born
- Tita is heartbroken by nephew death Roberto, accusing her mother causing nephew's death
- Tita is depressed & revolts against her mother
- Dr. Brown helps Tita to recover and is falling for her and proposes to Tita.

Plot

Plot

Like Agua for Chocolate

CLIMAX



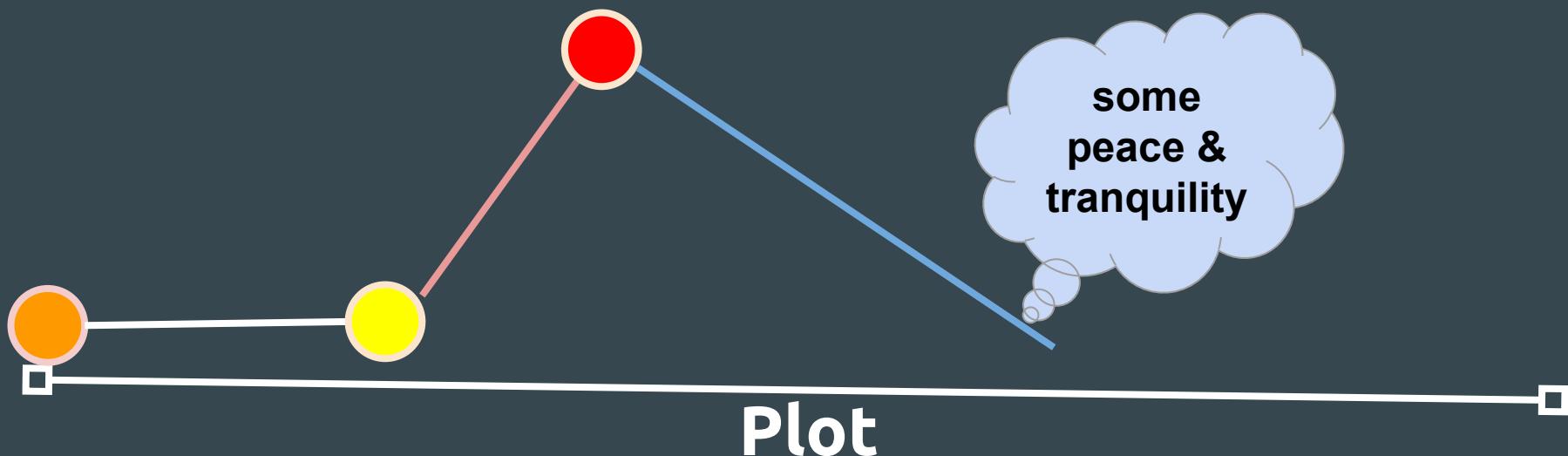
- Mama Elena dies
 - Pedro & Rosaura return to ranch
 - Pedro & Tita make love
 - Tita worries that she is pregnant
 - Pedro & Tita plan to run away
 - Rosaura wants her daughter Esperanza to maintain De la Garza tradition
- Rosaura dies

Plot

Like Agua for Chocolate

FALLING ACTION

- Tito & Pedro live at the ranch & raise Esperanza



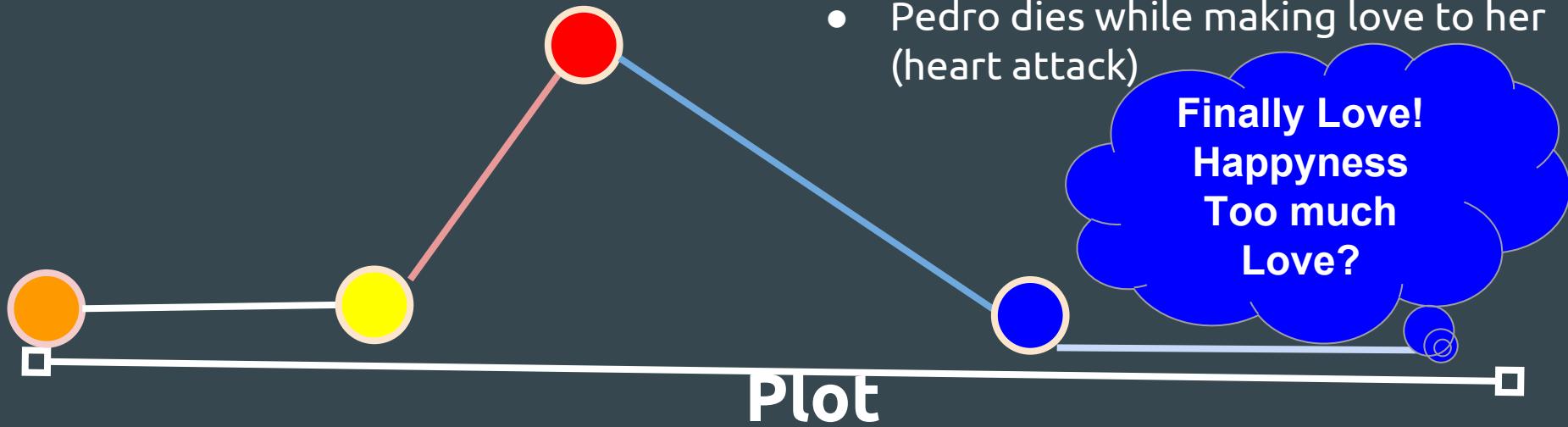
Plot

Like Agua for Chocolate

RESOLUTION



- Tita prepares Esperanza's wedding with Alex, Dr. Brown's son
- Pedro proposes to Tita to marry, she accepts
- Pedro dies while making love to her (heart attack)



Plot

Like Agua for Chocolate

END



- Tita kills herself
- Ranch burn down
- Only Tita's cook book survives
- Narrator is Esperanza's daughter "Tita"



Plot

Main Characters

Josefita (Tita) de la Garza – main character; a talented cook and Pedro's lover

Pedro Muzquiz – Tita's lover, marries Rosaura to be closer to Tita.

Elena de la Garza (Mama Elena) – Tita's mother who Tita thinks is cruel and controlling.

Gertrudis De La Garza – Tita's older sister, Mama Elena's illegitimate daughter. She runs away with Juan.

Rosaura De La Garza – Tita's oldest sister who marries Pedro; had a son (Roberto) who died. She later had a daughter (Esperenza)

Dr. John Brown – the family doctor who falls in love with Tita and has a son from a previous marriage.

Nacha – the family cook. She was like a mother to Tita.

Research results

Audience/readers/fans

- diverse ethnicity group since book has been translated into many languages (found arab twitters)
- **People Spanish speaking learners**
- Both sexes above 18 years old and up
- People who Enjoy & love food
- People interested in mexican culture & folklore
- People who enjoy a magical realism
- Mexican feminism

Social media

Facebook

Twitter

Pinterest

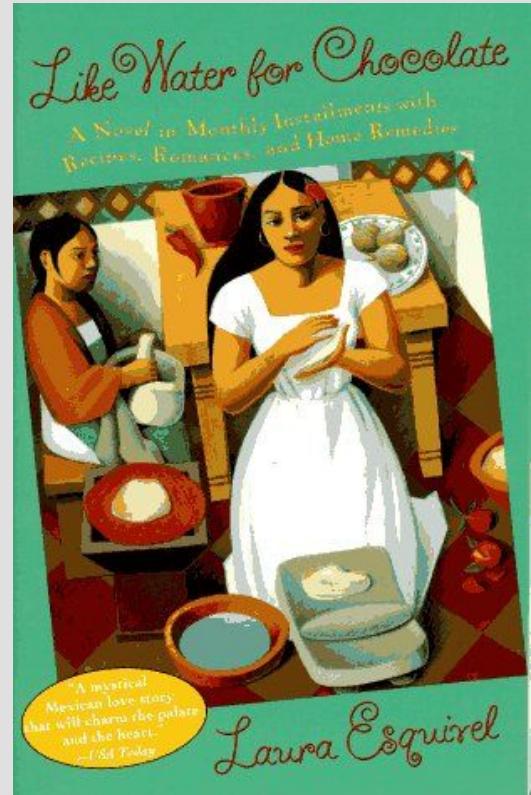
Flickr

Survey

Short Interviews

Traditional Media

- Book
- Movie
- Audio book



Social Media findings

Facebook

Twitter

Pinterest

General websites

Flickr

Bookstores reviews

Facebook

fan site: Como agua para chocolate FB

Restaurants named after the book, uses recipes? Or just name association (Colombia, Chile and Peru) - to clear up, do have web sites

Social Events Summer movies 2016 in public settings (Los Angeles and picnic & Miami w/Laura Esquivel)

Open to everyone, free and picnic style

Social Media findings

Facebook
O

Facebook

Cooking recipes - testing and meet
ups - socialising

Social Media findings

Twitter

Twitter

#comoaguaparachocolate

#likewaterforchocolate

#foodmovies

#foodfilms

Outreach

Twitter

Facebook

Approach people who may have
read the book

Tweets

Media

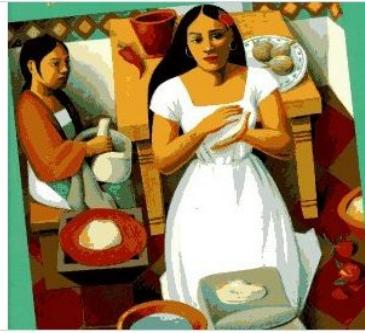
Likes



It's me @PetraBeatrix

#ComoAguaParaChocolate lovers! How you experienced the
book/film? short survey helps student project
goo.gl/forms/VSSfV4Kq...

41s



Social Media findings

Twitter

Twitter Results

“Loved” book,

Enjoy connection how Tita expresses her emotion through food dishes

Enjoy language, how language was used (in general)

Social Media findings

Blog

Bridgewater State University Spanish elementary I Cooked the recipes To experience Tita's Recipes

Tuesday, December 6, 2011

Quail (really chicken) in Rose Petal Sauce (Hailee and Ross)

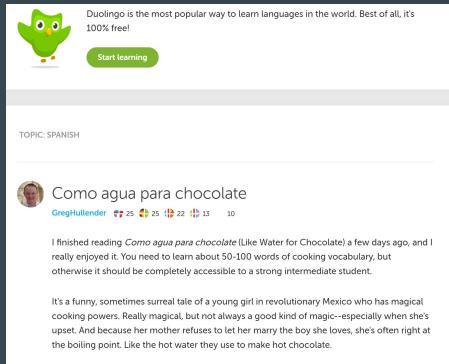


Como Agua Para Chocolate Project

This project was a collaboration between the instructor and all of the students in the section 001 of elementary Spanish I at Bridgewater State University during the fall semester 2011. We viewed the movie *Como Agua Para Chocolate* (*Like Water for Chocolate*) and then students, working in pairs, chose a recipe to prepare. Each pair turned in a paper explaining what recipe they used, how they prepared the recipe (including ingredients in English and Spanish), and how it related to the movie. Additionally, students were required to research the history and culture of the dish, or its ingredients, using library resources. The instructor for this class is also a librarian at the

App Duolingo

Language app
Chat



App User comments on language

Positive about spanish cooking
experience (above 100 new words)

Reader suggest perfect for teenage
girl who learns spanish

Use as a feature in Kindle to learn
language

Express through photography

Showing food

Or

Emotion how they read the book
in one reading

Show favorite quote in the book



robin_schwartz
Hudson River Waterf...

Follow

142 likes

3w

robin_schwartz Night time Reading on a rock #LikeWaterForChocolate read in one day. Amelia is an absorbed and obsessive reader. #AmeliasWorld #LauraEquivel garino. Very cool!

maggiesteber This is beautiful and you might think about going in this direction somewhat at least for a while.... dark & mysterious.

Log in to like or comment.

0 0 0



Mixed Company @GetMixedCompany · Sep 9
in movie **#likewaterforchocolate** she swallows **#matches** -
#stufftrumpdon'tknow **#mixedcompany** **#hispaniccard** **#trump2016**

Hispanic Movie Card

What did
Tita
swallow
that lead
to her
death?

MIXED COMPANY

MixedCompanyCardGame.com

4 17 1 333

Interesting question?
Fun question to ask?

Movie Trivia

Tentative Questions

I'm interested to hear what did you enjoyed most about the book?

Tell me about the character you most identified with?

Who is your favorite and least favorite character? And why?

Can you tell me one of the emotions you felt and thinking you could taste the food yourself?

Tell you about your favorite food Tita prepared?

Can you explain to me the connection between the Tita's emotion and food?

How do you apply Tita's cooking in your life?

Can you tell me about the magical realism in the story? Symbols or characters?

Why does this story connects so much with mexican culture? Or does it connect further even with hispanic culture?

Tell me the most annoying moment you felt in the movie?

Tentative Questions

Do you have any favorite quote in book? What does this quote mean to you?

How would you alter the story?

Can you tell me what most connected with you in the story

Actual questions

- Can you tell me what most connected you with in the story?
- I'm interested to hear what did you enjoyed most about the book?
- Can you tell me about how you implemented Tita's cooking recipes in your life?
- Tell me about the character you most identified with? And the one you least liked in the story?
- I'm interested to hear if you think this story could be translated into our nowadays life? How would look like?

Plan of Action

Outreach to visit

<http://www.lapca.org/> - info@lapca.org

Interview

Paulina - & mother in law & Regis -skype, Whats App (read book, seen movie)

Anna - Interview (seen movie)

Evelyn - Interview (reading book)

Personas

Gender: Female

Income: very diverse from being a dependent to be independent

Marital status: all of them

Hobbies: reads books and melodramatic movies

Empathy to irrational injustice through tradition

Can relate to it

Concepts ideas

Tita's kitchen

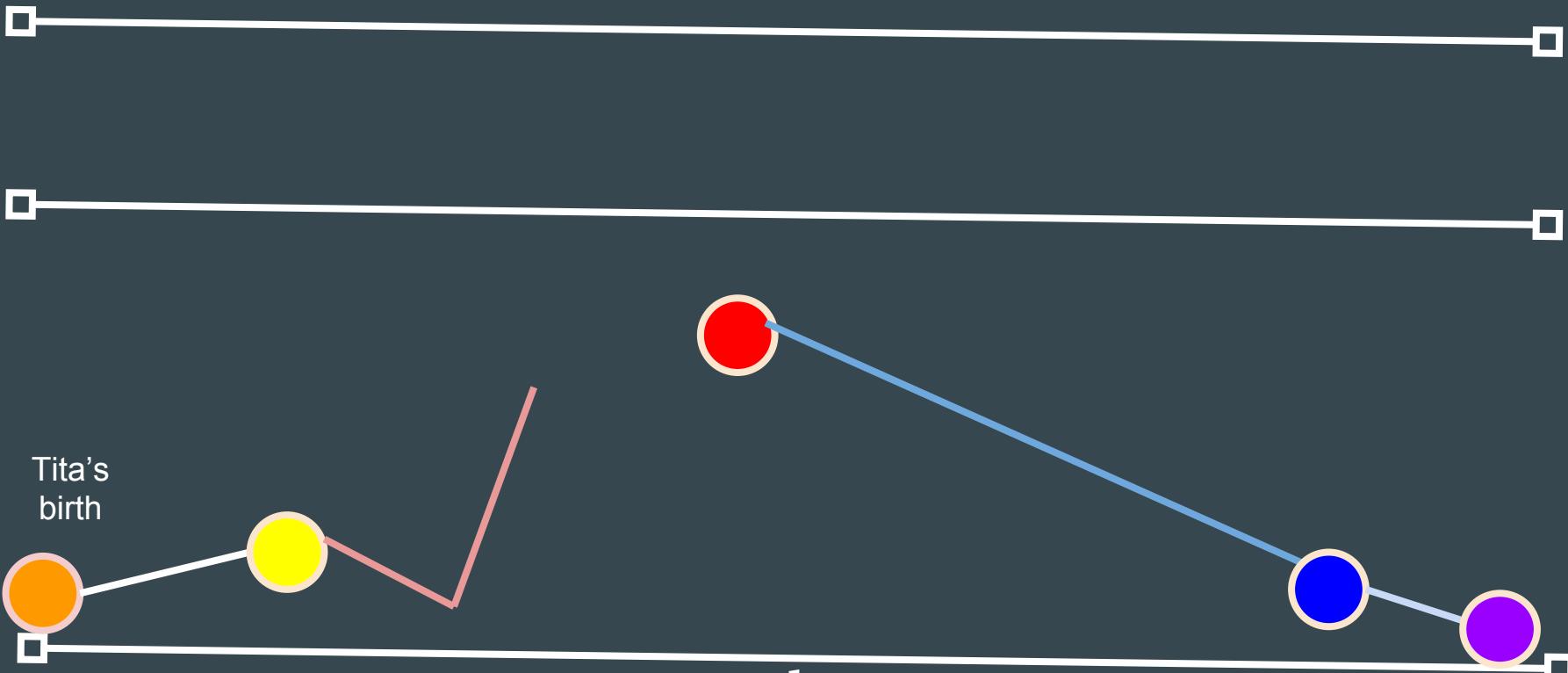
Kitchen set in which user clicks on Tita's dishes

1. How to make the dishes
2. What the dish means emotions
3. Interaction asks what does the dish or emotion means in their culture
4. Does it have its own word.
5. Asks where there are: create meet up: movie
6. Meet up - cooking

interface

A hispanic kitchen
Option to change into different
kitchens

Christmas
rolls



Christmas
rolls



Tita's emotion

Pain

Water, tears

Happy in
the
kitchen

Tita's
birth



Plot

Christmas
rolls



Tita's emotion

Pain

Water, tears

Happy in
the
kitchen

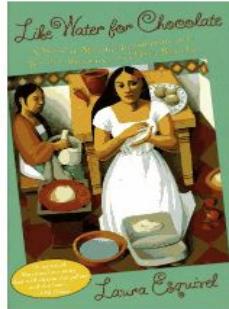
Tita's
birth



Plot

Like Water for chocolate

Hi, I'm in a UX student at Santa Monica College, California. I would love to hear from you, how you enjoyed the book and film of *Like Water for Chocolate* by Laura Esquivel. Just tell me what you remember. Thanks for your support.



I'm interested to hear what did you enjoyed most about the book?

Your answer

Tell me about the character you most identified with? And the one you least liked in the story?

Your answer

Can you tell me about how you implemented Tita's cooking recipes in your life?

Your answer

Can you tell me what most connected you with in the story?

Your answer

I'm interested to hear if you think this story could be translated into our nowadays life? How would it look like?

Your answer

SUBMIT

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Results

Question 1

1. 'Atmosphere' settings'
2. 'Tita's emotions through her cooking', 'like an art form... express feelings'
3. 'Forbidden love story'

Question 2

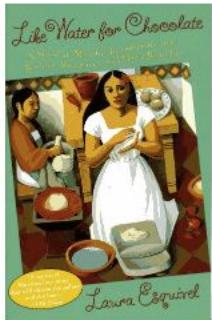
1. Favorite character 'Main character Tita'
2. Least fav character 'mother Elena'

Question 3

1. Would like to do that, but have not done so.
2. Perhaps does not need to, since 'certain gestures or other obvious ways to show' how we feel about people

Like Water for chocolate

Hi, I'm a UX student at Santa Monica College, California. I would love to hear from you, how you enjoyed the book and film of Like Water for Chocolate by Laura Esquivel. Just tell me what you remember. Thanks for your support.



I'm interested to hear what did you enjoyed most about the book?

Your answer

Tell me about the character you most identified with? And the one you least liked in the story?

Your answer

Can you tell me about how you implemented Tita's cooking recipes in your life?

Your answer

Can you tell me what most connected you with in the story?

Your answer

I'm interested to hear if you think this story could be translated into our nowadays life? How would it look like?

Your answer

SUBMIT

Question 4

1. 'Factor that the story was in spanish. It felt authentic.. Grandmother would tell'
2. 'The end.. No matter what the situation is... patient.. You will get all that you desire'

Question 5

1. 'Same problems nowadays' - 'static communities'
2. ' similar Classic Cinderella Story'
3. Restaurant fear - somebody spoils your dish, neglect by mom - careless food
4. Current society: Problem much neglect ..'not taking time to cook' - 'just order take out'
5. 'Forbidden love is everywhere'

Closer look at the food in the book

| Chapter/ month | Monthly dish | Preparation recipe | foods | Symbols/items | Tita |
|-------------------|---------------------------|---|---|---|--|
| 1 January | Christmas Rolls | 1 can of sardines ½ chorizo sausage 1 onion oregano 1 can of chile serrano 10 bread rolls | Onions – symbol water pain, tears, birth tita was born in the kitchen | Onion symbol of birth | |
| 2 February | Chabela Wedding Cake | 175 grams refined granulated sugar 300 grams cake flour, sifted three times 17 eggs grated peel of one lime Filling 150 grams apricot paste 150 grams granulated sugar Fondant Icing 800 grams granulated sugar 60 drops of lime juice plus enough water to dissolve the sugar | Food preservation preserve eggs in earthenware crock: cover with w/10% lime solution | Magical: Out of preserved chicken egg comes a small chicken Tita's try tears try tears-hurt even more, more pain | Tita's culinary education tried, jumil bugs, maguey worm, crayfish, tepezcuittle pigs, armadillos how she batters the eggs how she makes the icing |
| 3 March | Quail in rose Petal Sauce | 12 roses, preferably red 12 chestnuts 2 teaspoons butter 2 teaspoons cornstarch 2 drops attar of roses 2 tablespoons anise 2 tablespoons anise 2 tablespoons honey 2 cloves garlic 6 quail 1 pitaya | | | |
| 4 April | Turkey Mole | ¼ chile mulato | Milk | Sparkle in Tita | Tita helps |

Closer look at the food in the book

| | | | | | | | | | | | |
|--|-------------------------------|---|------|--|--|--|--|--|--|--|---|
| birth of nephew Roberto (son of Pedro Rosaura) | with Almonds and Sesame seeds | 3 chiles pasillas 3 chiles anchos a handful of almonds a handful of sesame seeds turkey stock a hard roll (1/3 conch loaf) peanuts 1/2 onion wine 2 squares of chocolate anise lard cloves cinnamon pepper sugar seeds form the chiles 5 cloves garlic | eyes | Rosaura to deliver the baby. Tita helps to give mother milk since Rosaura can't and wet mother got killed (supernatural act) | | | | | | | elaboración de los chorizos, baños de Mamá Elena... todo esto se agrava cuando recibe la noticia de la muerte del pequeño Roberto, causa de la mala alimentación que se le daba. Tita culpa a su madre de su muerte, y tras discutir con ella, sube al palomar. Mamá Elena ordena quitar la escalera por la que se accede al palomar, y así obligar a Tita a permanecer toda la noche allí. Al día siguiente, cuando Chencha sube al palomar para bajar a Tita, la encuentra dándole de comer al pequeño pichón, sin saber que ha muerto tras |
| 5 May | Northern style chorizo | 8 kilos pork loin 2 kilos pork head or scraps 1 kilo chiles anchos 60 grams cumin 30 pepper 6 grams cloves 2 cups garlic 2 liters apple vinegar 1/4 kilo salt | | Tras la partida de Pedro, Rosaura y Roberto a Texas, Tita pierde el interés por la vida, importándose solamente el alimentar a un pequeño pichón que sobrevive a la visita de los rebeldes al rancho. Fruto de este desinterés son todos los fallos que comete Tita en todas sus tareas: | | | | | | | |

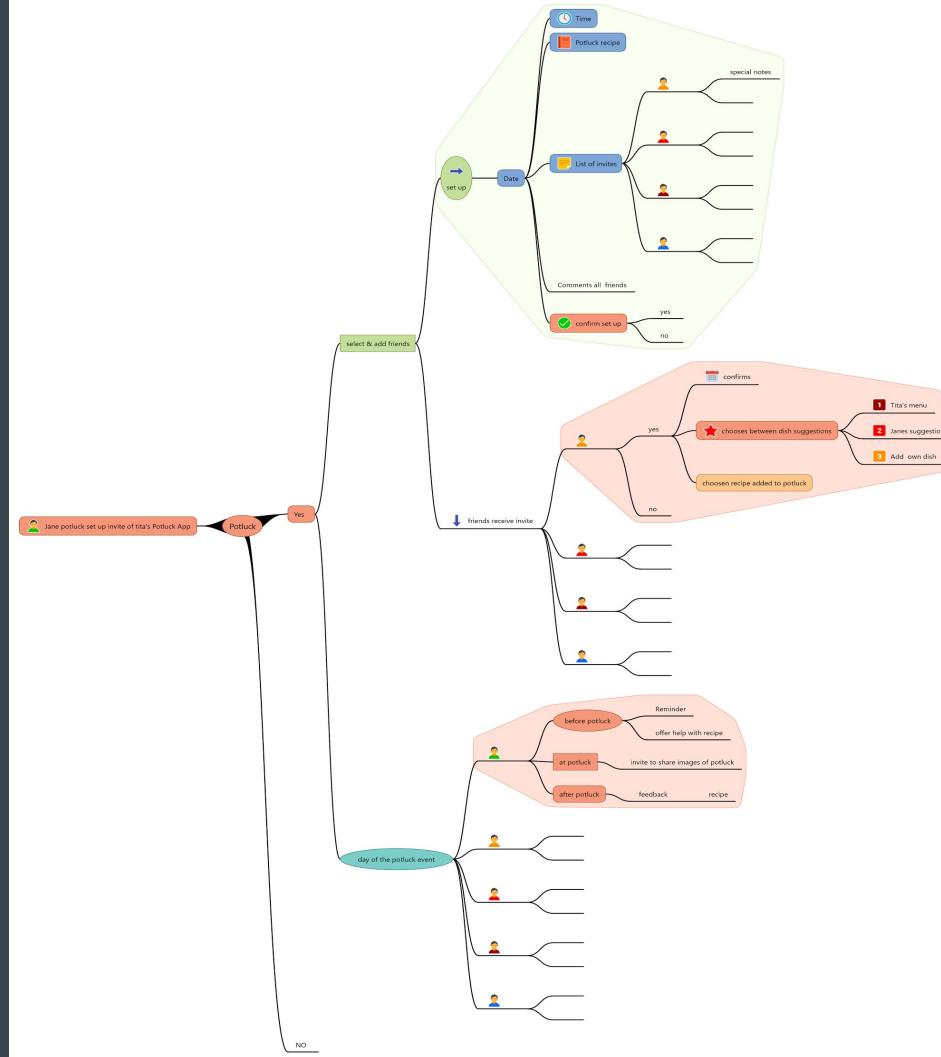
Closer look at the food in the book

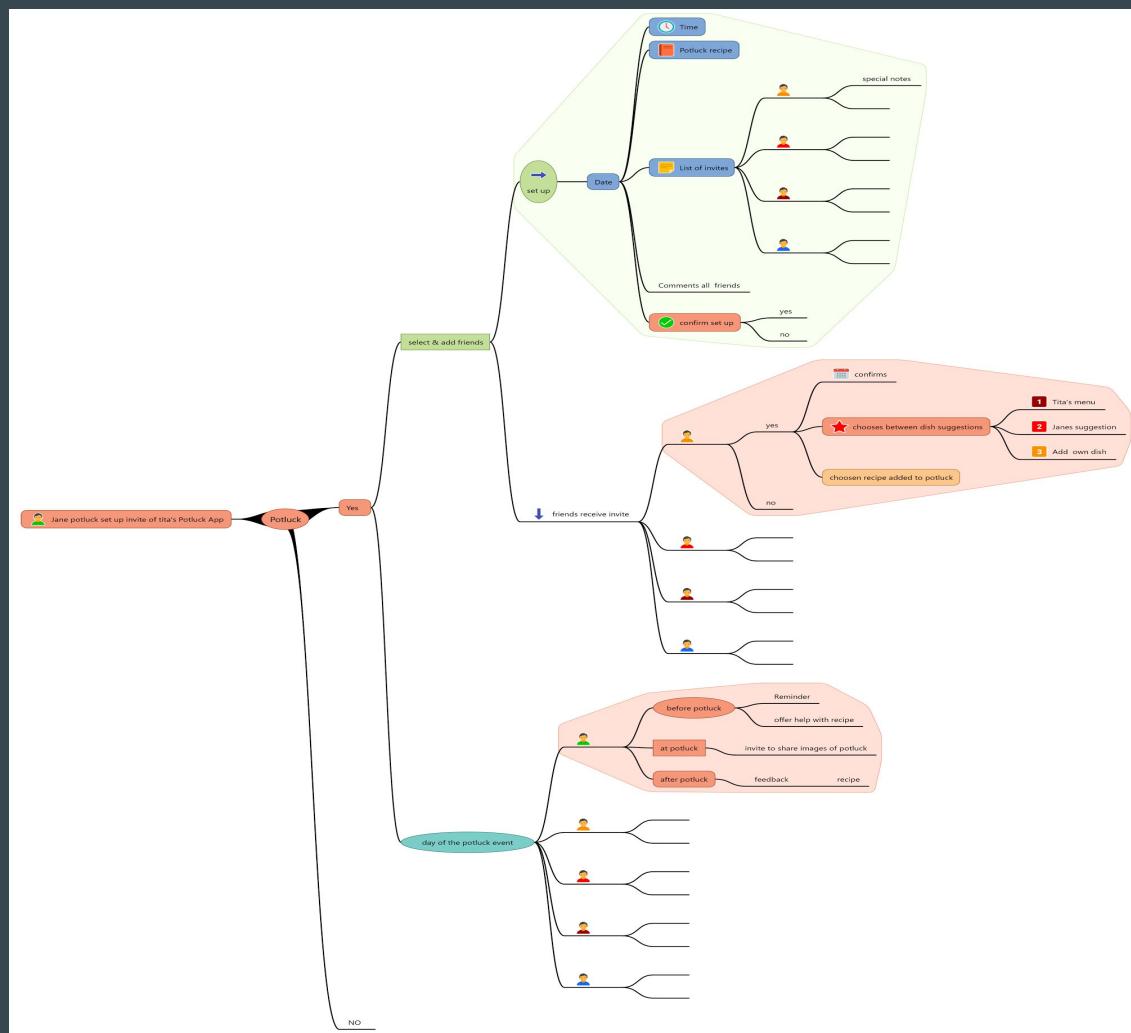
| | | | | | | | | | | |
|----------|---------------------------|---|--|--|---|--|--|--|--|---|
| | | | | | tantas lombrices. Rechaza el bajar, y ante la explicación de Chencha, | | | | | de John, Luz de amanecer, una india kikapú que fue raptada por su abuelo, visitándola diariamente hasta que poco a poco, va apareciendo John más que su abuela. En el laboratorio se pasan horas y horas, enseñándole nuevas cosas que Tita, sin él, no podría entender. John, en ese tiempo, está interesado en comprobar científicamente una teoría de su abuela, que conforma uno de los párrafos más bonitos de toda la novela: |
| 6 June | Recipe for making matches | 1 ounce powdered potassium nitrate ½ ounce minium ½ ounce powdered gum arabic 1 grams phosphorus saffron cardboard | | | El doctor Brown, en contra de lo que Mamá Elena pide, decide llevarse a Tita a su casa y allí cuidar de ella. Tita desarrolla, desde ese momento, una actitud un tanto extraña: decide no hablar, ya que no había palabras que expresaran lo que sentían, y pasa horas enteras viendo sus manos, ya que, a diferencia de su vida en el rancho, en donde todo estaba programado, ahora no sabe qué hacer con ellas, además de tejer. Allí conoce a la difunta abuela | | | | | |
| 7 July | OX Tail soup | 2 ox tails 1 onion 2 cloves garlic 4 tomatoes ¼ kilo string beans 2 potatoes 4 chiles moritas | | | | | | | | |
| 8 August | Champandongo | ¼ kilo ground beef ¼ kilo ground pork 200 grams walnuts 200 grams almonds | | | | | | | | |

Closer look at the food in the book

| | | | | | |
|-------------|--------------------------------------|---|--|--|------------------------------|
| | | 1 onion 1 candied citron 2 tomatoes 1 tablespoon sugar 1/4 cup cream 1/4 kilo queso manchego 1/4 cup mole cumin chicken stock corn tortillas oil | | | |
| 9 September | Chocolate and three King's Day Bread | 2 pounds Socoñusco chocolate beans 2 pounds Maracaibo chocolate beans 2 pounds Caracas chocolate beans 4 to 6 pounds sugar, to taste | | | |
| 10 October | Cream Fritters | 1 cup of heavy-cream 6 eggs cinnamon syrup | | | |
| 11 November | Beans with Chile Tezcucana style | Beans pork pork rinds chiles anchos onion grated cheese lettuce avocado radishes chiles tomachiles olives | | | |
| 12 December | Chiles in Walnut Sauce | 25 chiles poblanas 8 pomegranates 100 cashew nuts 100 grams aged fresh cheese 1 kilo ground steak 100 grams raisins 1/4 kilo almonds | | | Pedro dies of a heart attack |

Mind Map

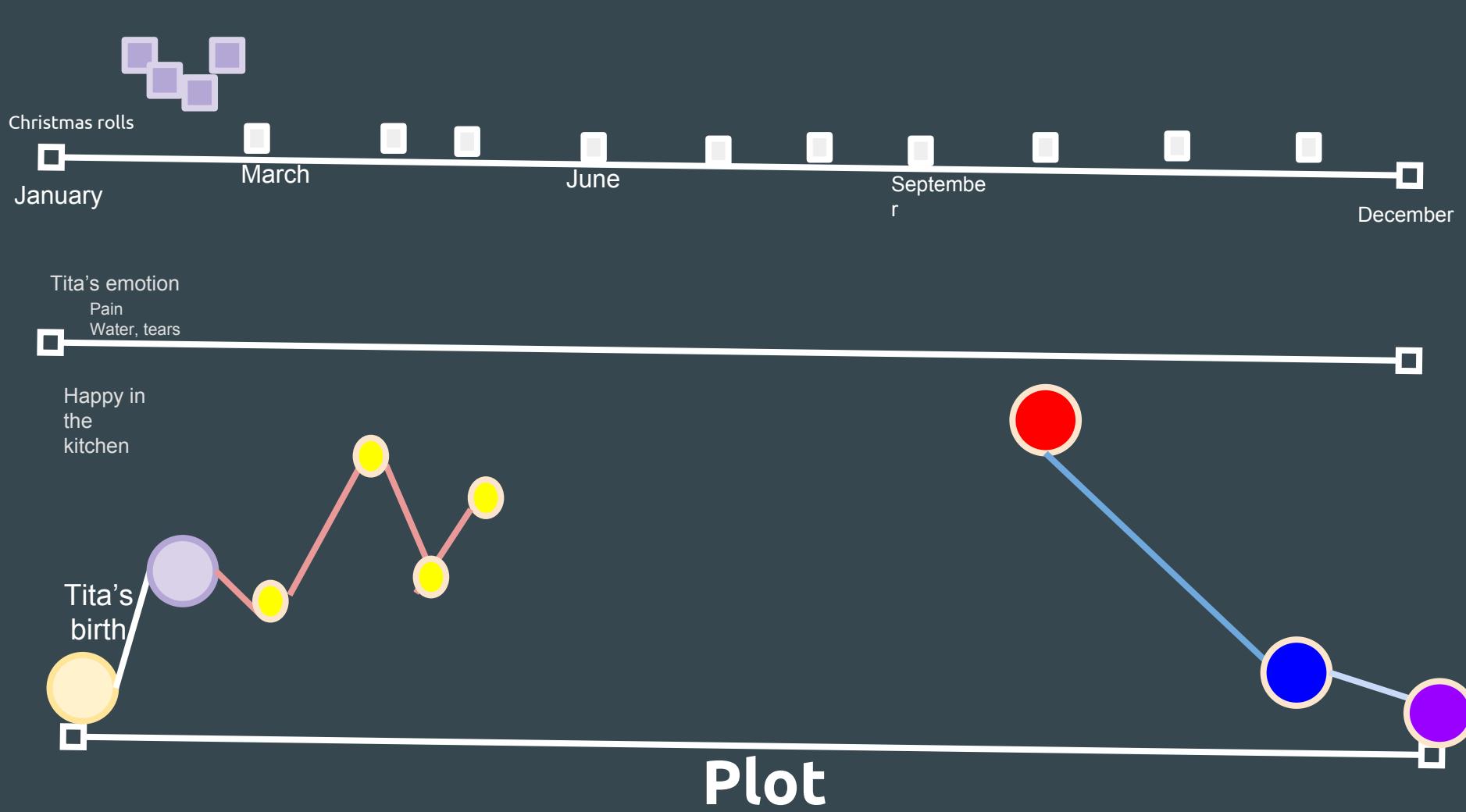




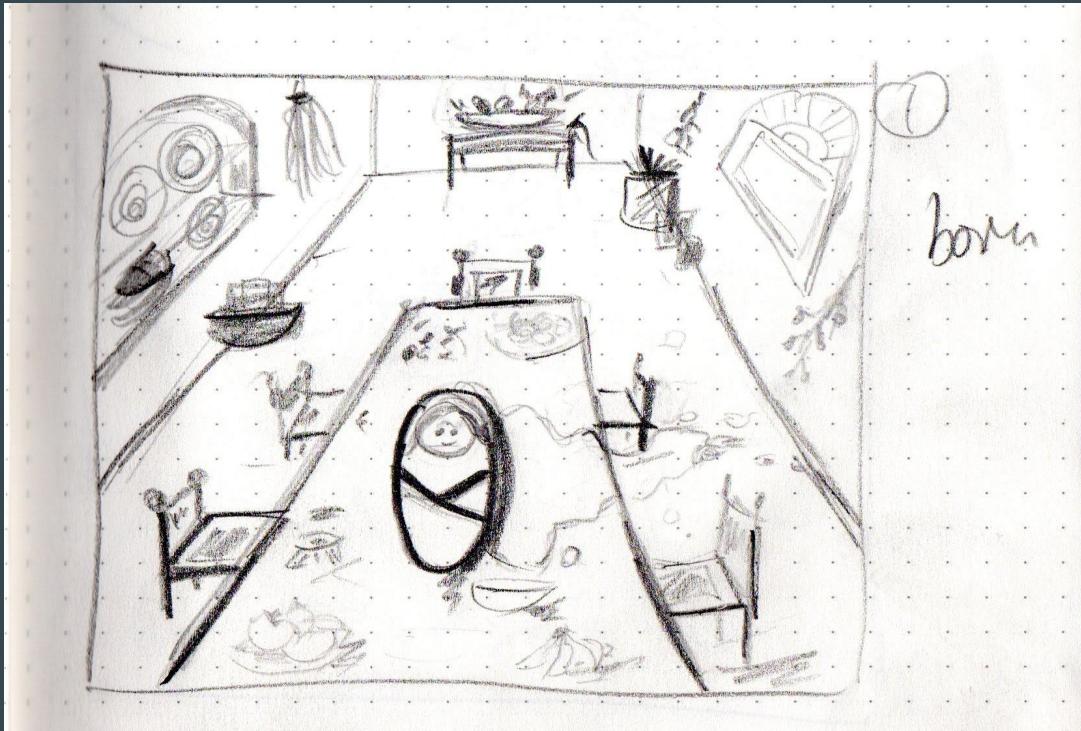
Like Water For Chocolate

...

sketches

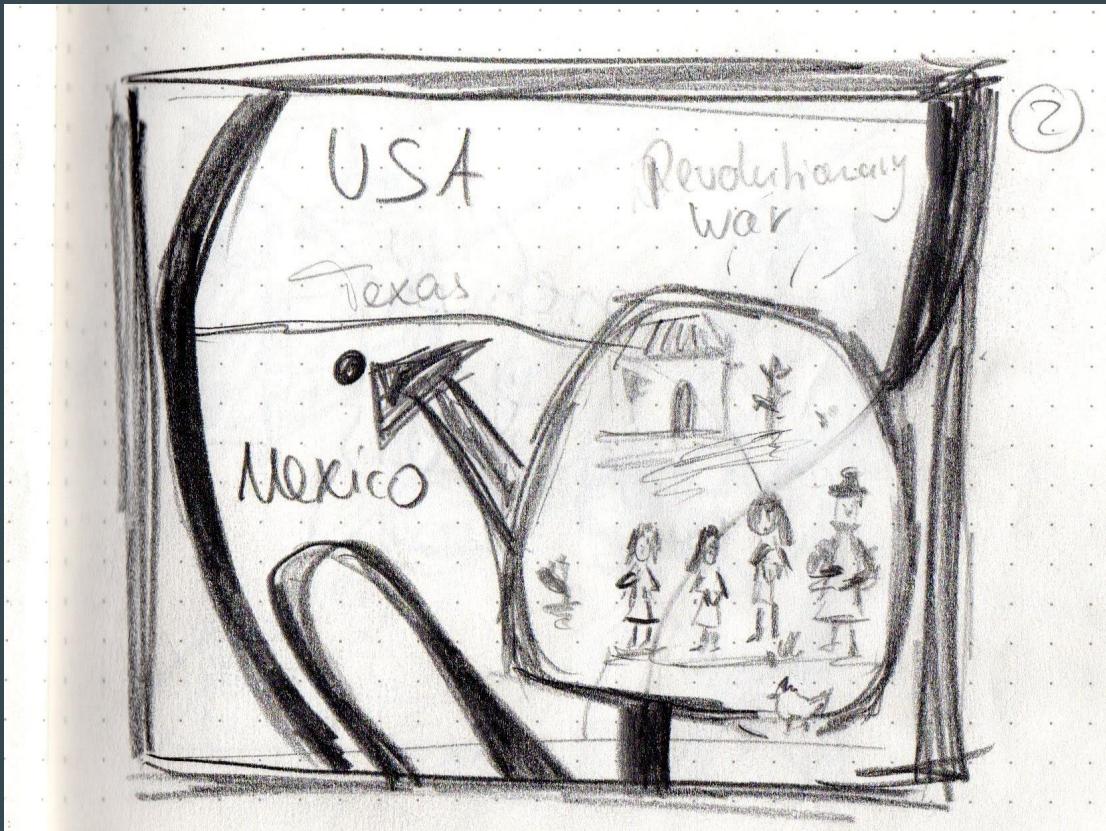


Chapter 1- January - Christmas Rolls



Tita was born in the kitchen

Chapter 2 - February - Chabela Wedding Cake



Location:
Mexican border
Ranch

Tita is the youngest
daughter of three girls of a
recent widow Elena

The mother manages well
the ranch and has many
workers

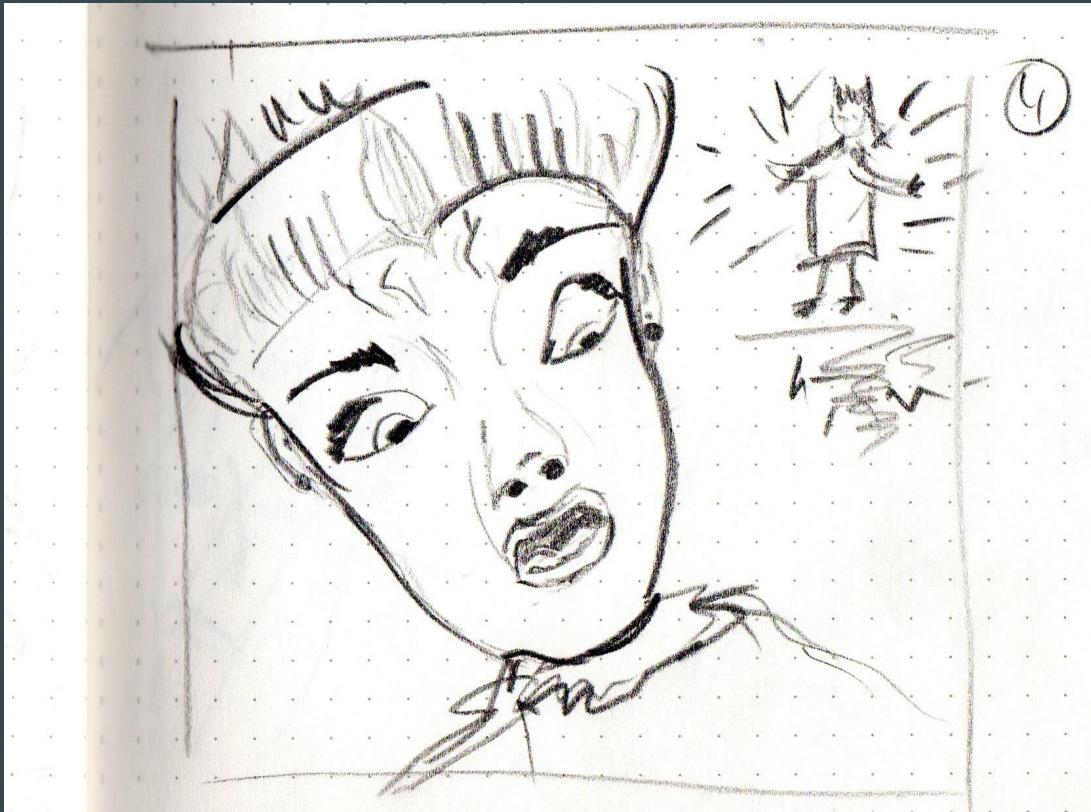
Chapter 2 - February - Chabela Wedding Cake



Location:
Mexican border
Ranch

Tita falls in love with Pedro.
Pedro loves Tita also.
He proposes to her.
Tita is happy

Chapter 2 - February - Chabela Wedding Cake



Location:
Mexican border
Ranch

Pedro goes to Tita's Mother Elena to ask to marry Tita. Mother says "NO". Tita will take care of me, when she is going to be old.

Mother Elena proposes to Pedro to marry Rosaura the oldest of her daughters. Pedro accepts Mother Elena and accepts to marry Rosaura. He wants to stay close to Tita

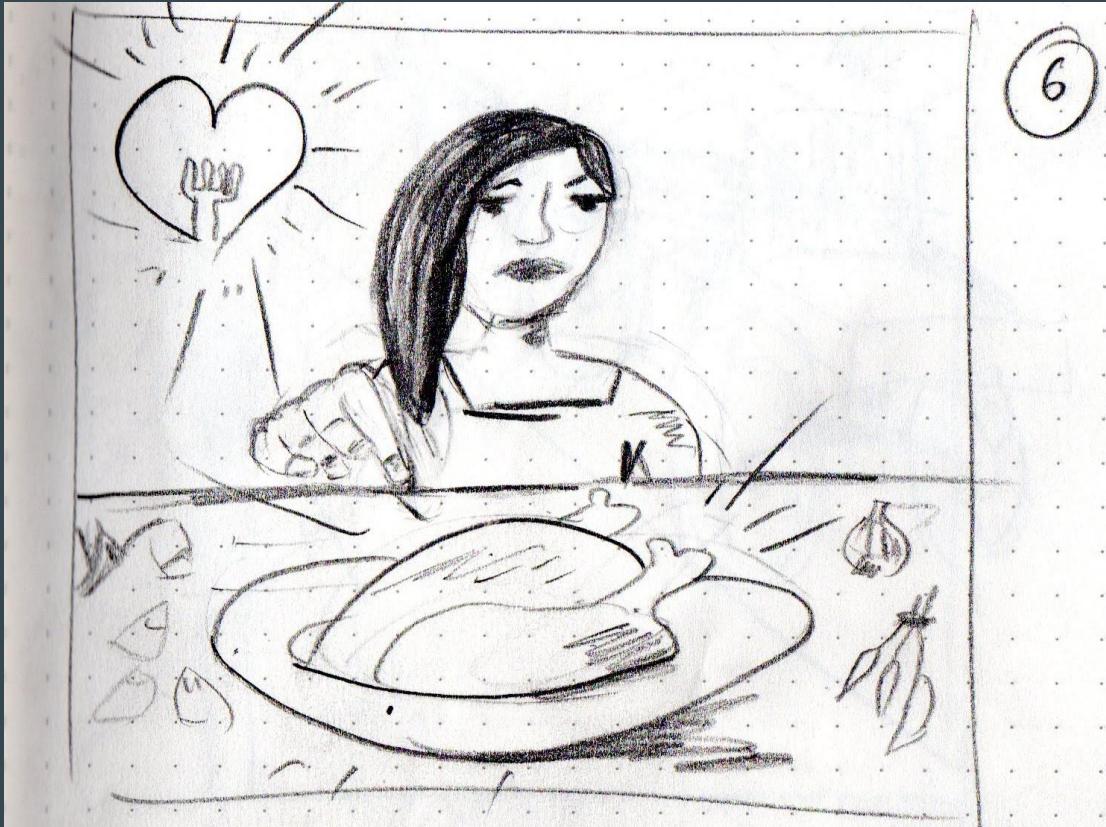
Chapter 2 - February - Chabela Wedding Cake



Tita has to prepare Pedro & Rosauro wedding cake and all the food.
She is very sad and her tears change the wedding cake.

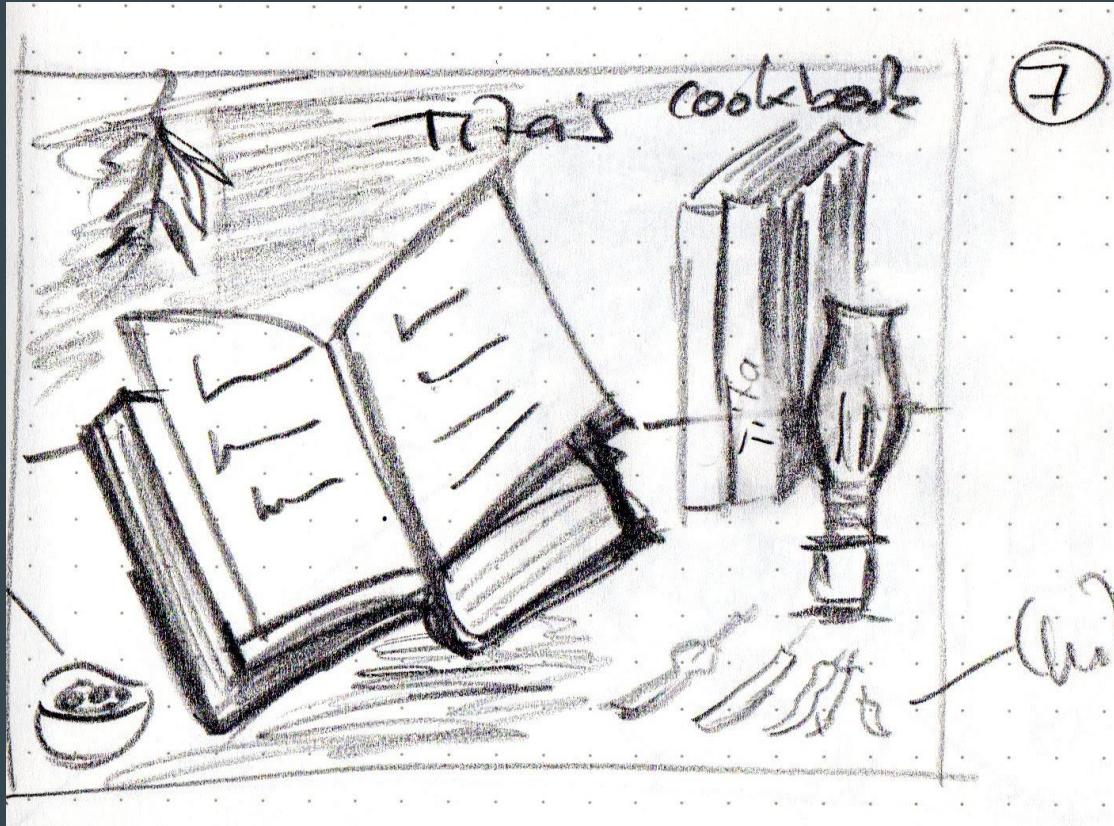
Everybody in the wedding party gets sad and start to cry at the table

Chapter 3 - March - Quail in Rose Petals



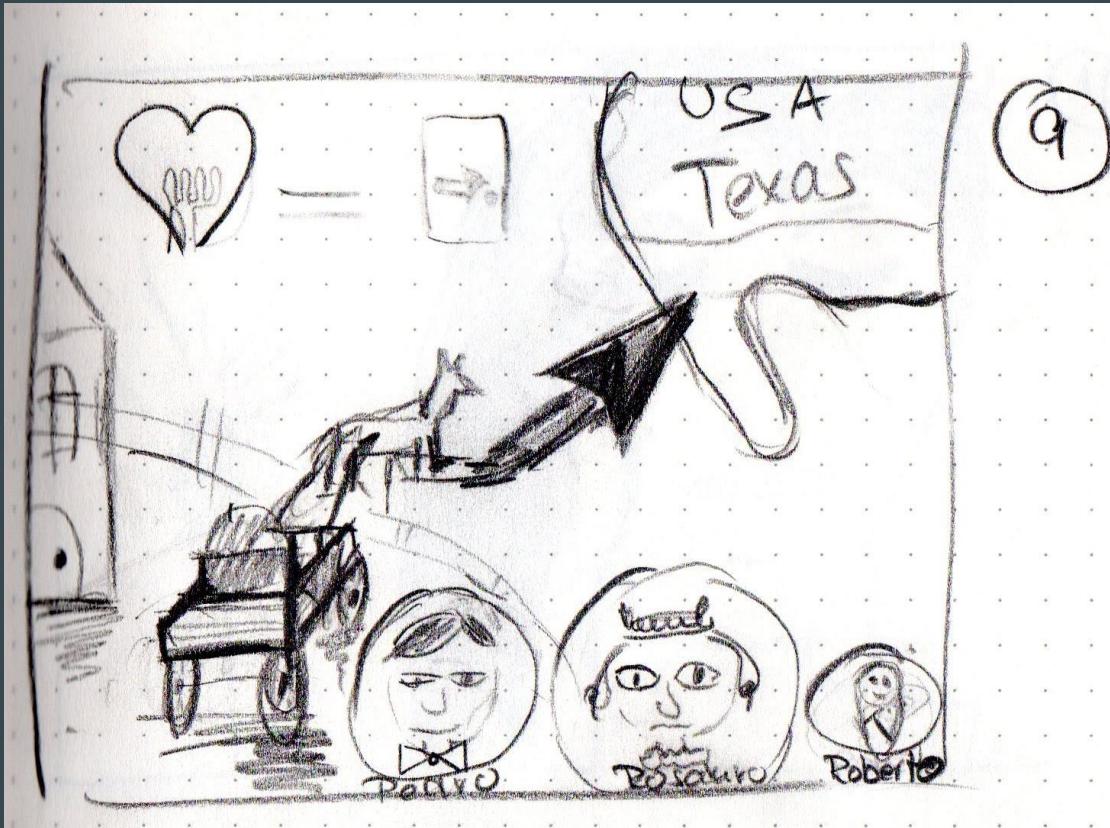
To express her love to Pedro Tita becomes a master chef. She can express her feeling through cooking delicious meals. Pedro love her food and compliments her.

Chapter 3 - March - Quail in Rose Petals



Her cookbook with all
recipes.
All her cooking experiments

Chapter 6 - June - Recipe for making matches



Mother Elena realized what is going between Pedro & Tita.

Pedro & Rosaura have to leave with their newborn child Roberto to Texas/USA

Chapter 6 - June - Recipe for making matches



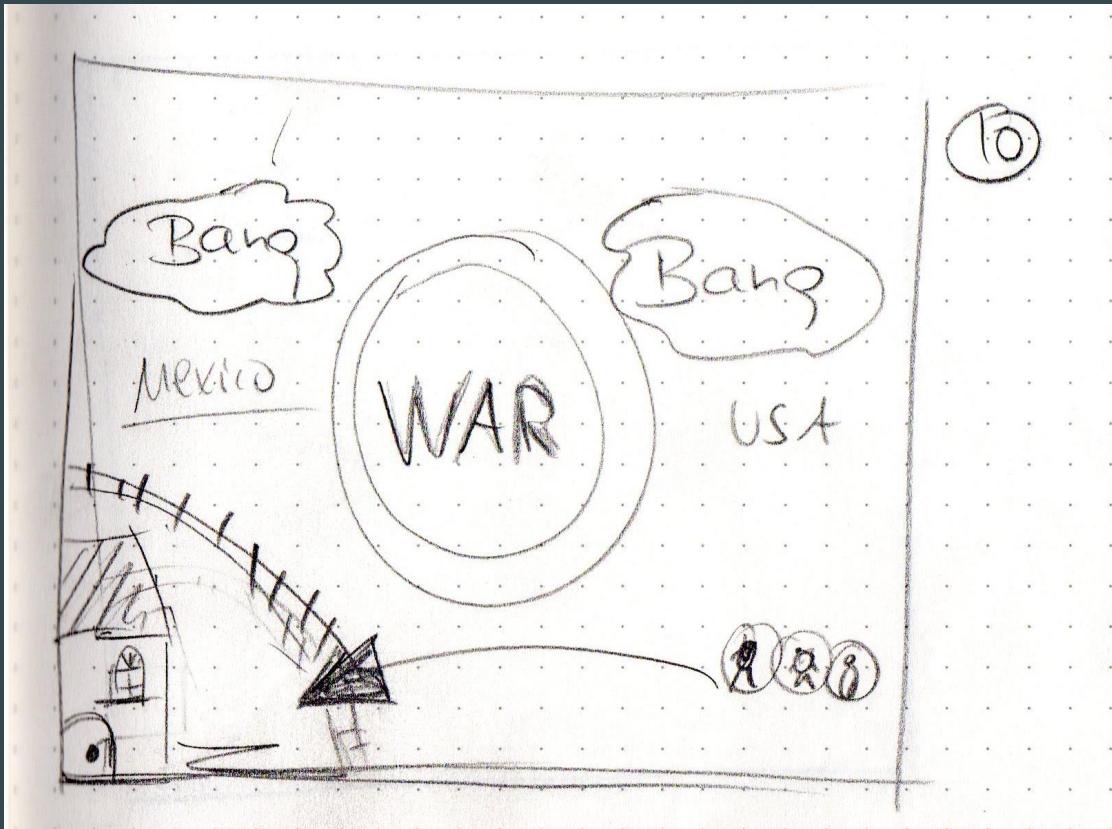
Tita is unhappy Pedro and the son Roberto left the Ranch. Worse once Roberto dies. Tita hides in the birdhouse. She does not care for herself. Dr. Brown comes to her to overcome her depression and takes her to his home. Mother Elena wants her in a madhouse

Chapter 6 - June - Recipe for making matches



Tita is unhappy Pedro and the son Roberto left the Ranch. Worse once Roberto dies. Tita hides in the birdhouse. She does not care for herself. Dr. Brown comes to her to overcome her depression and takes her to his home. Mother Elena wants her in a madhouse

Chapter 6 - June - Recipe for making matches



Tita is unhappy Pedro and the son Roberto left the Ranch. Worse once Roberto dies. Tita hides in the birdhouse. She does not care for herself. Dr. Brown comes to her to overcome her depression and takes her to his home. Mother Elena wants her in a madhouse

The life at the Ranch suffers.

Chapter 6 - June - Recipe for making matches



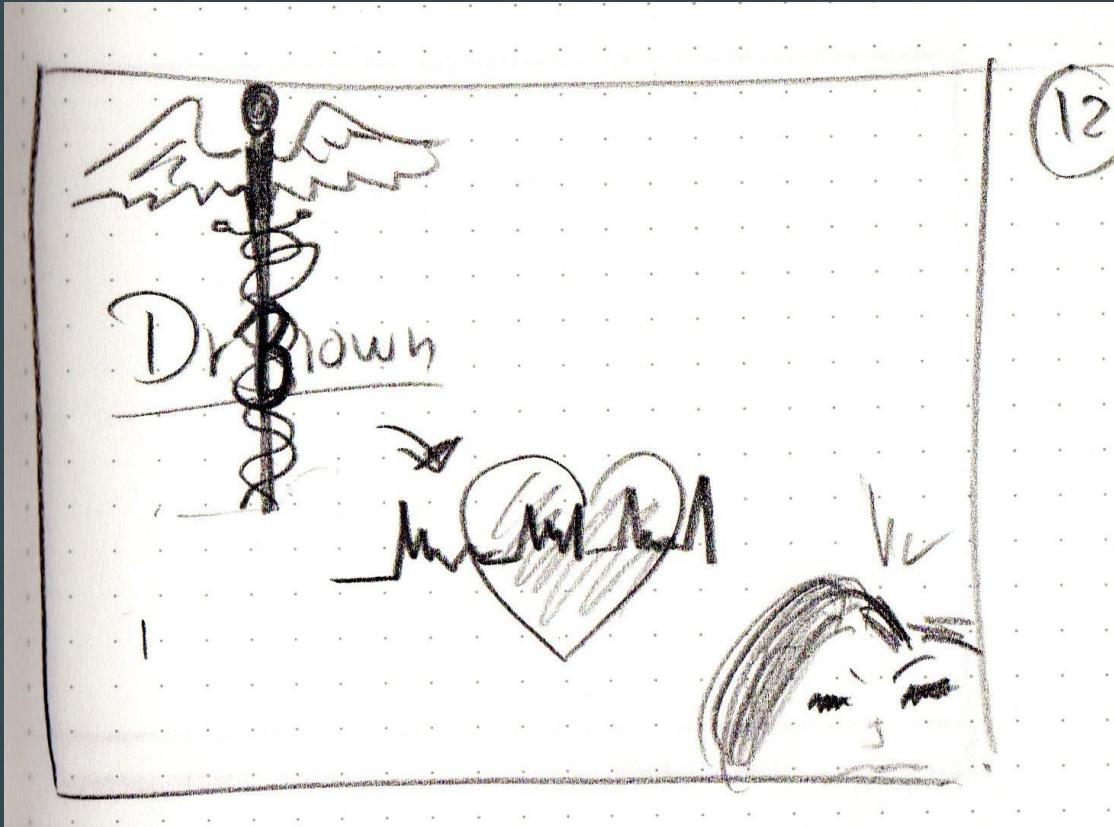
Tita stops talking.

Tita is still depressed, but Dr. Brown helps her to feel better.

Matches are like fire

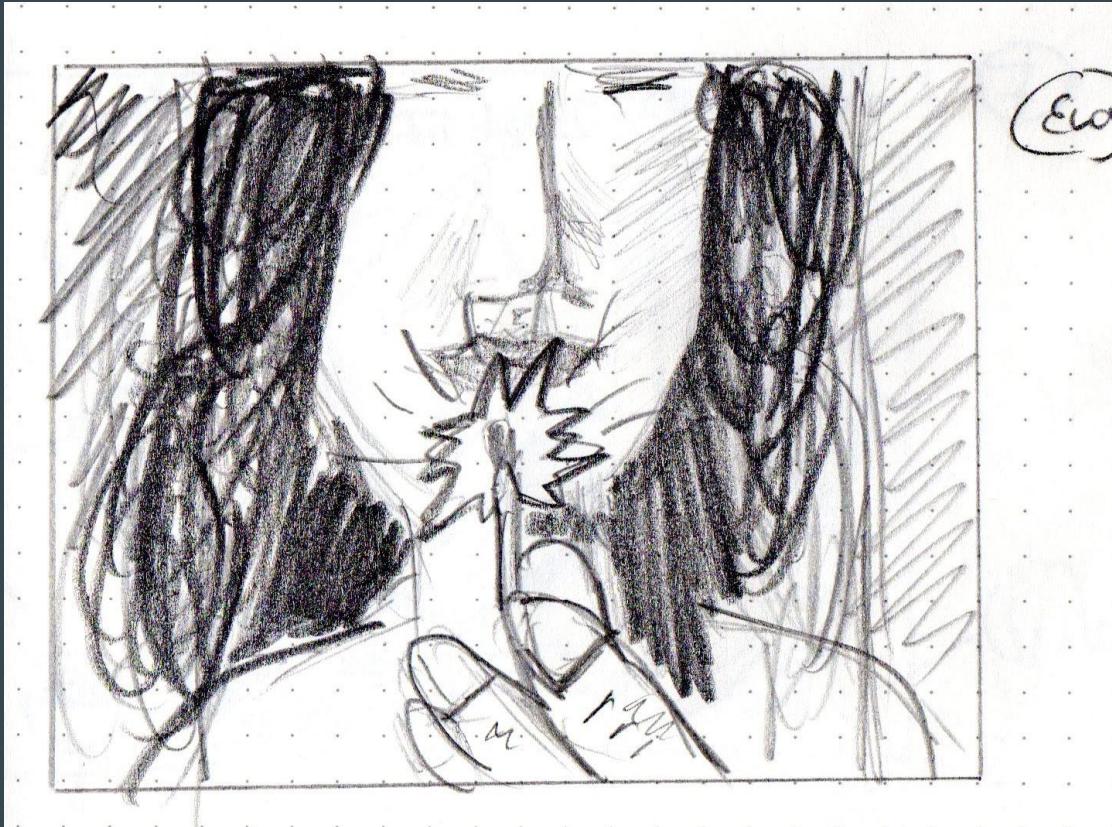
“Si bien todos nacemos con una caja de cerillos en nuestro interior, no los podemos encender solos, necesitamos oxígeno y la ayuda de una vela. Sólo que en este caso el oxígeno tiene que provenir, por ejemplo, del aliento de la persona amada; la vela puede ser cualquier tipo de alimento, música, caricia, palabra o sonido que haga disparar el detonador y así encender uno de los cerillos...”

Chapter 6 - June - Recipe for making matches



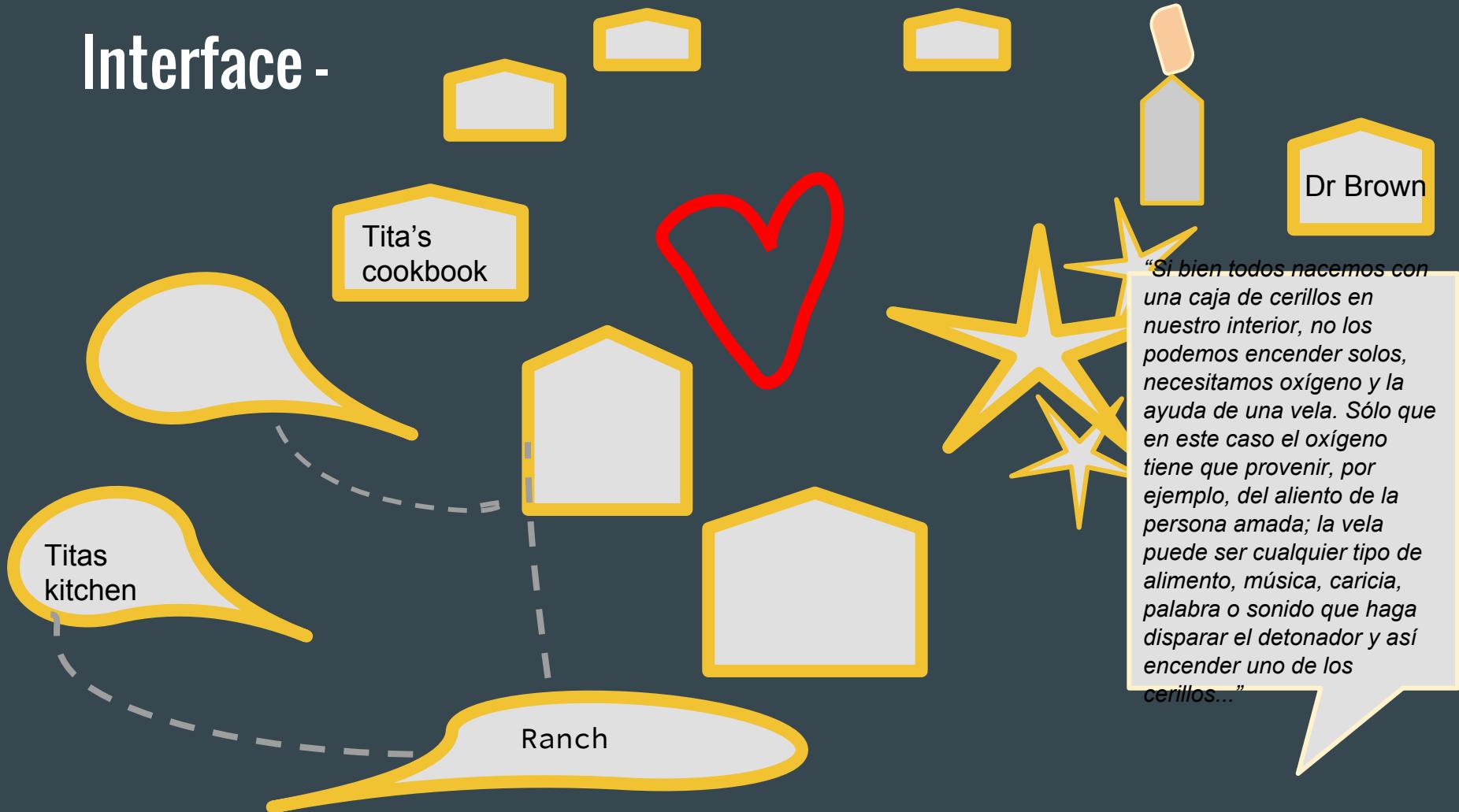
Tita is getting better.
Dr Brown is falling for Tita.
He proposes to her.

Chapter 12 - December - Chiles in Walnut



Tita and Pedro make love and Pedro dies of a heart attack. Tita eats matches and kills herself later to be with Pedro.

Interface -

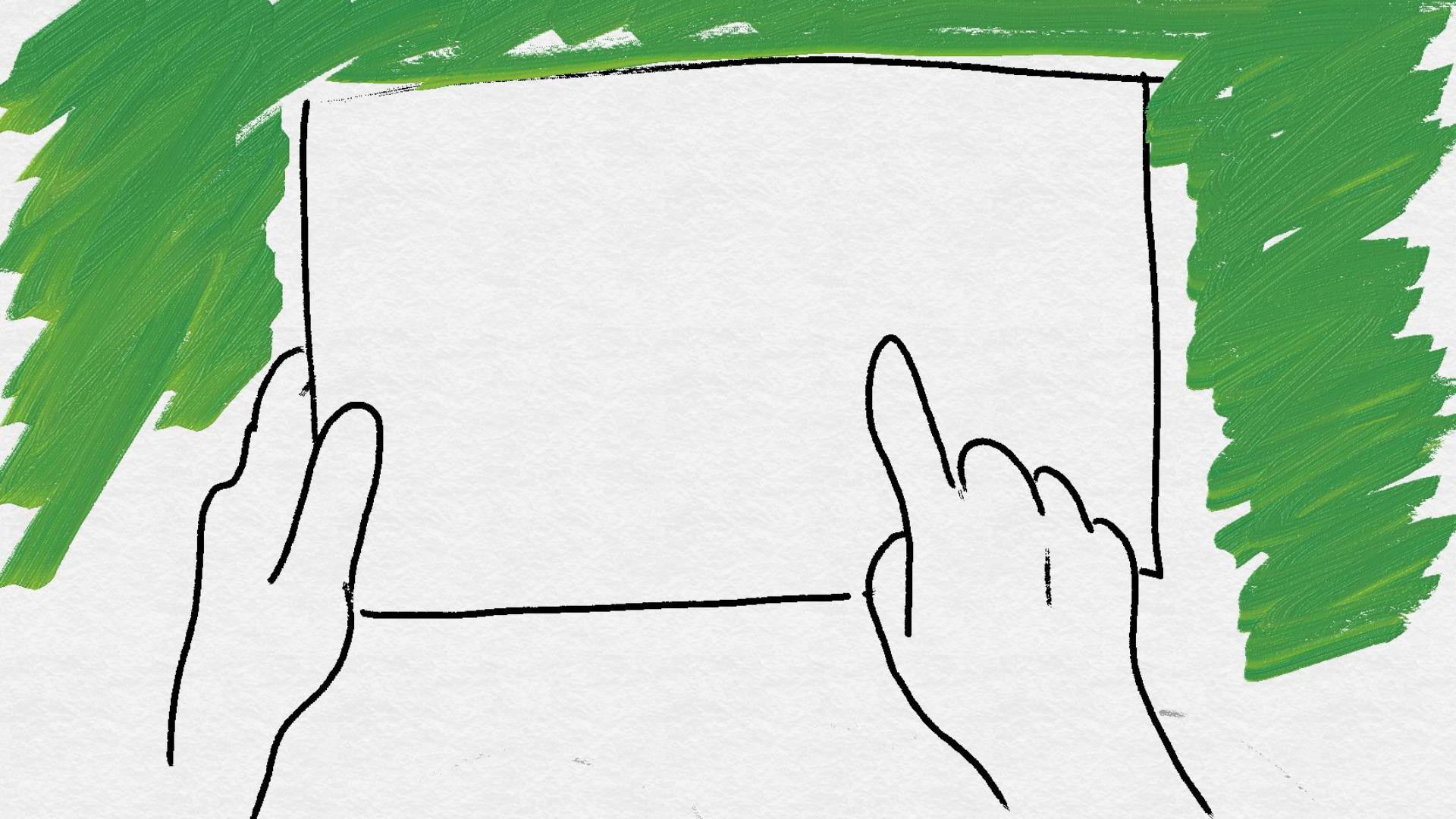




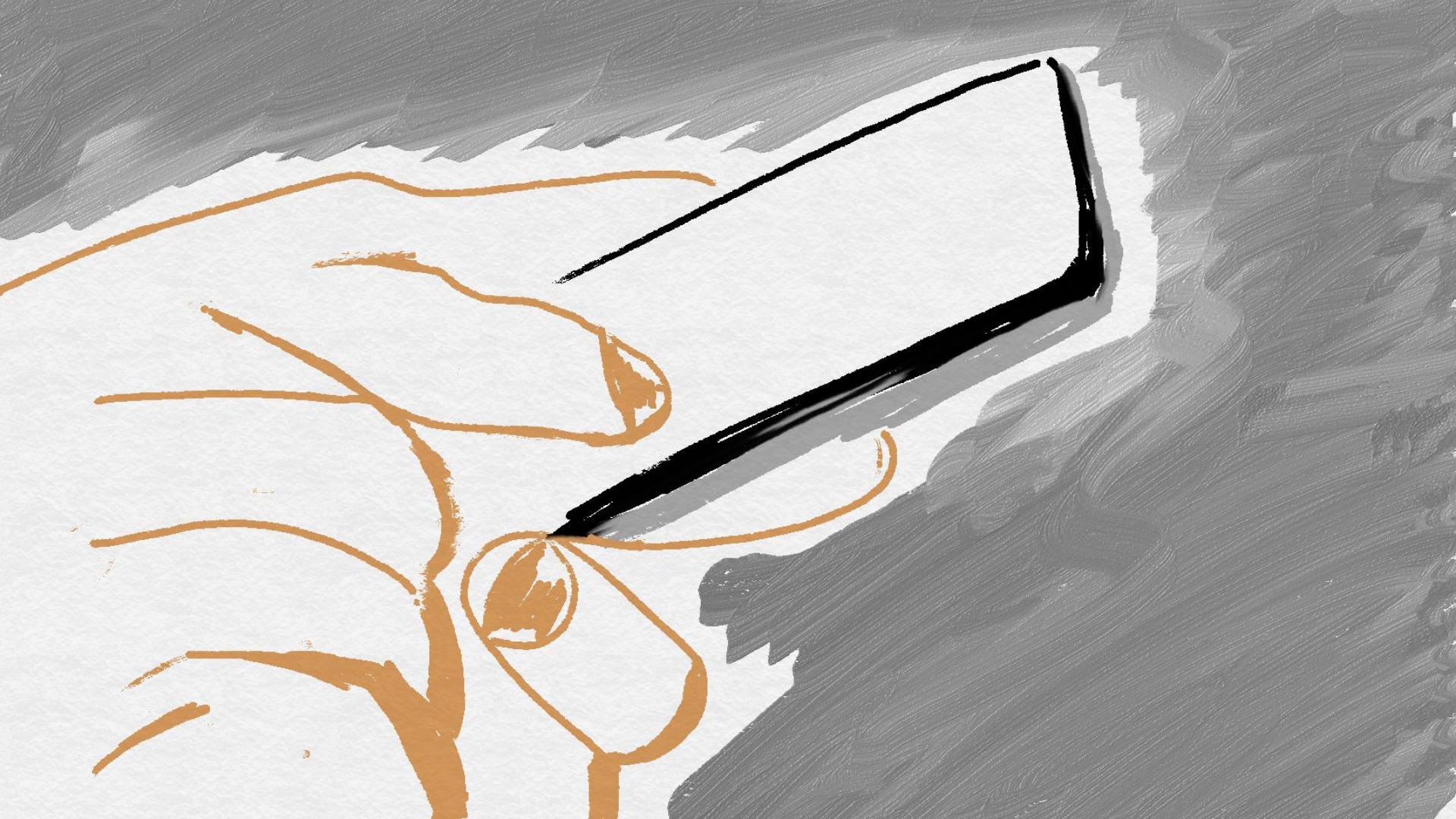
User Experience Video

<https://spark.adobe.com/video/JSA4yf4RBgwiz>











Love this
new Quinoa recipe!







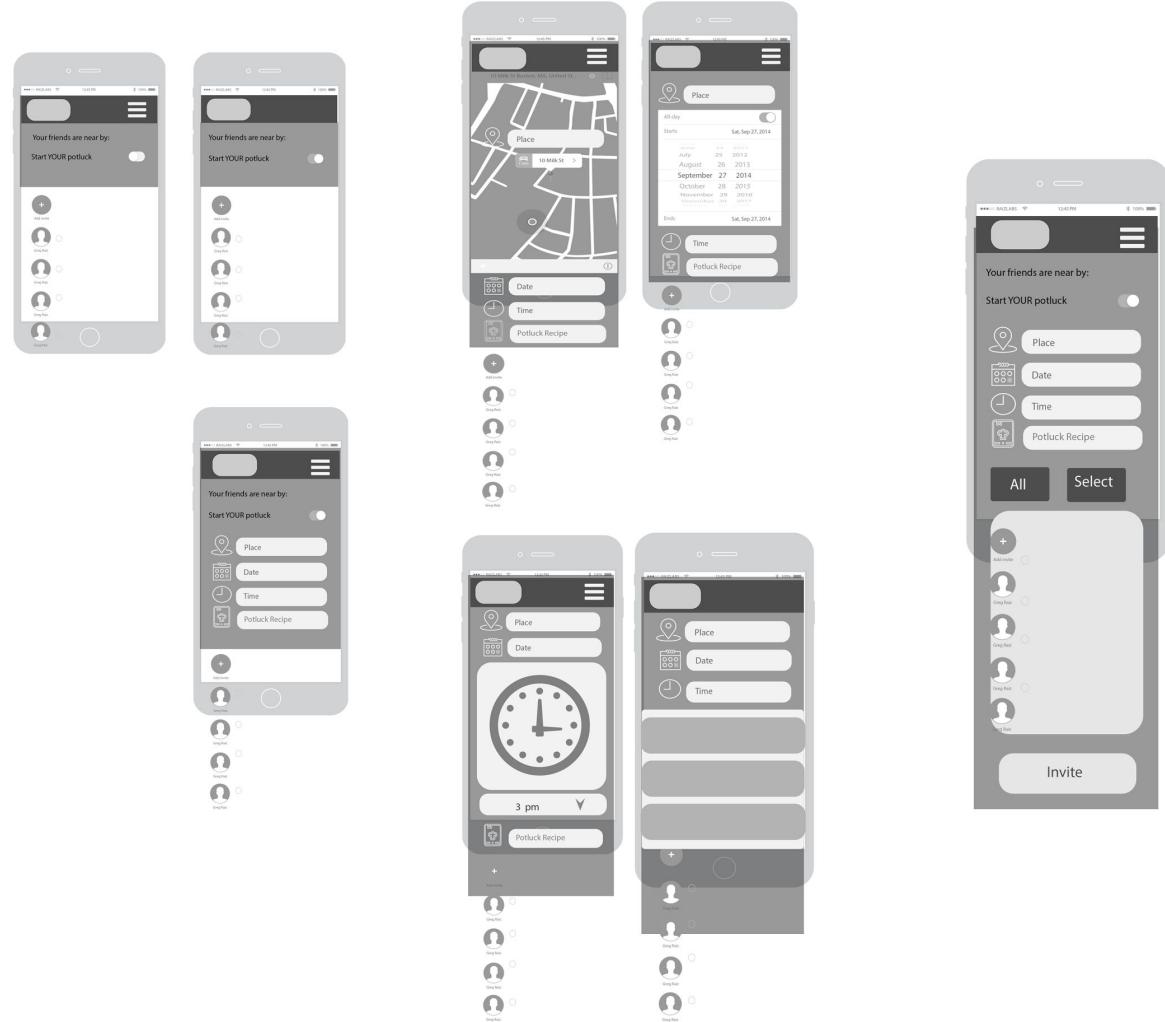


<https://spark.adobe.com/video/JSA4yf4RBgwiz>

Prototype Development

Wireframing

1. Low Res

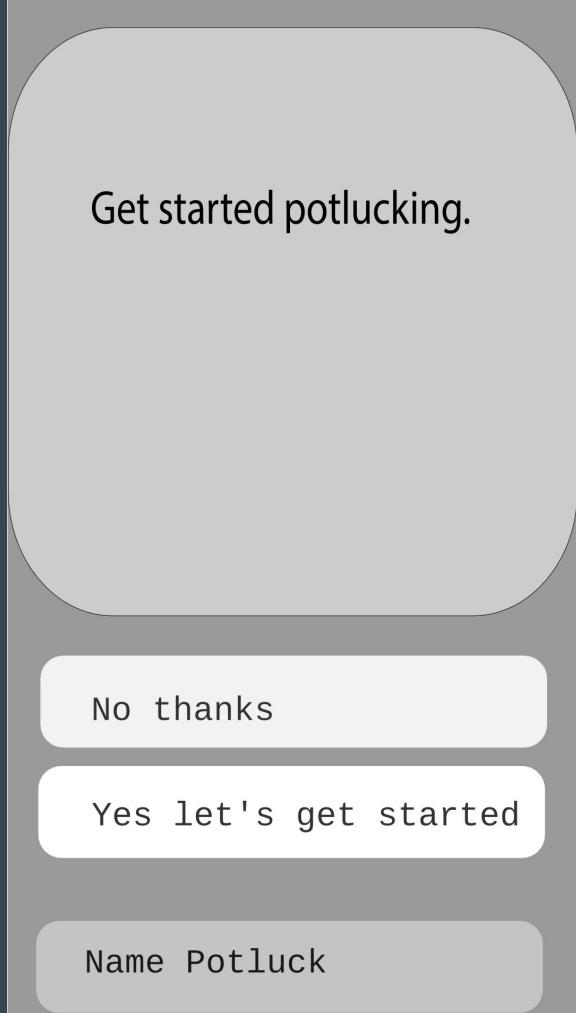


Wireframing

2 low res

Landing page

Menu



2 Wireframing

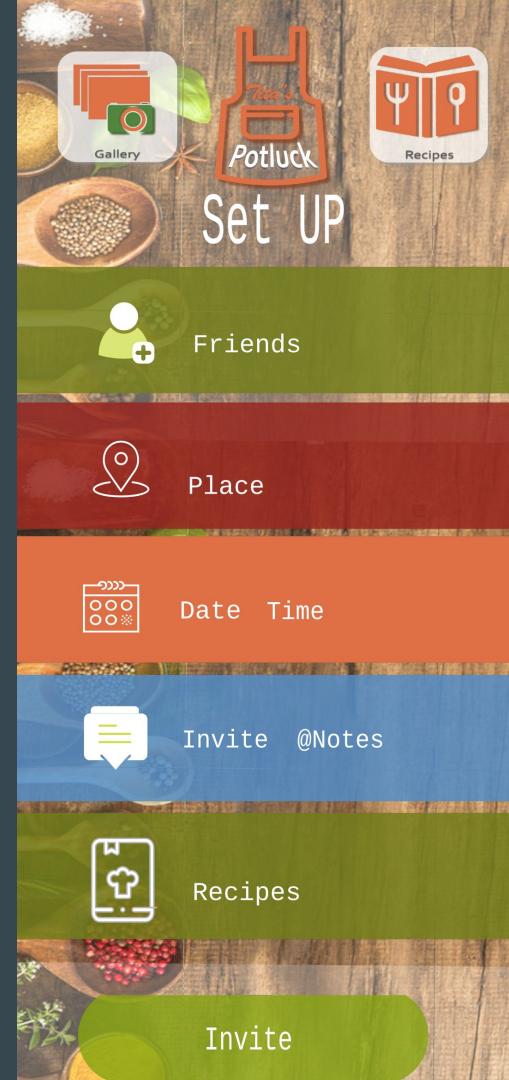
Landing page

No Menu slide out

Feedback:

Dominant background

Too much going on
buttons



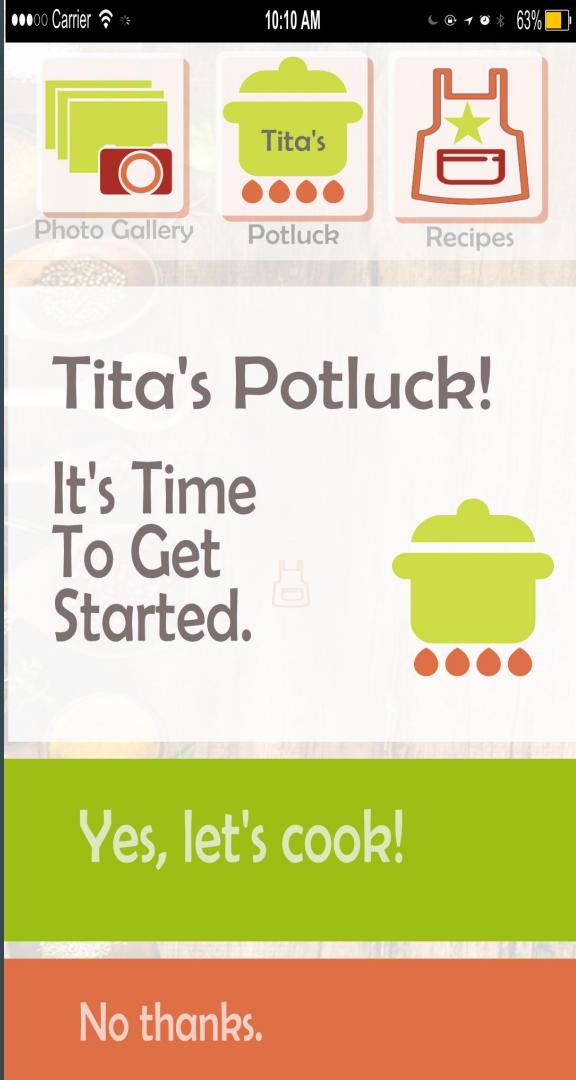
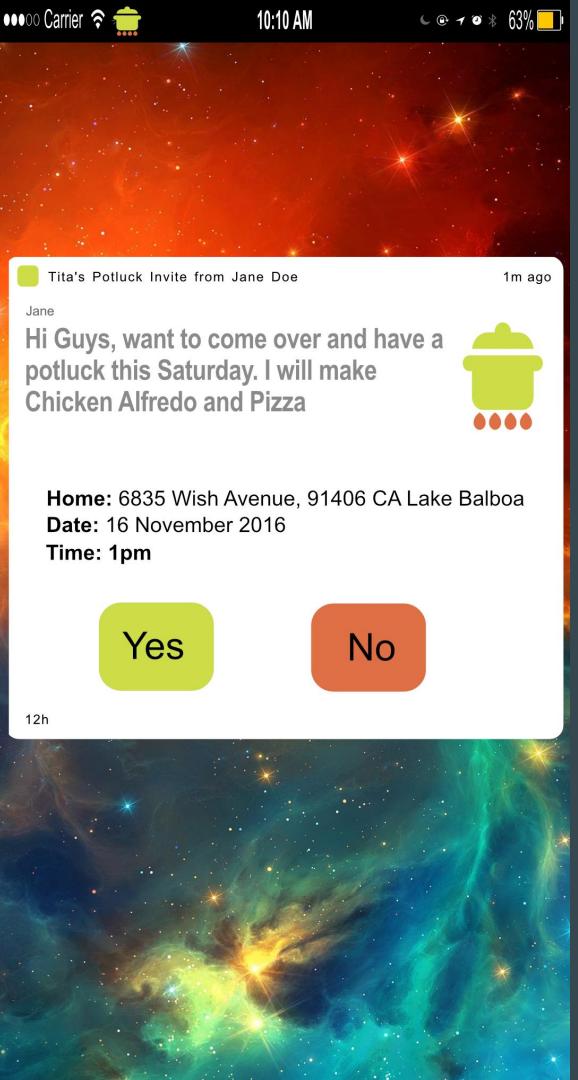
2 Wireframing

1. Invite
2. Landing Page

Feedback:

Redundant Y/N

Header ?

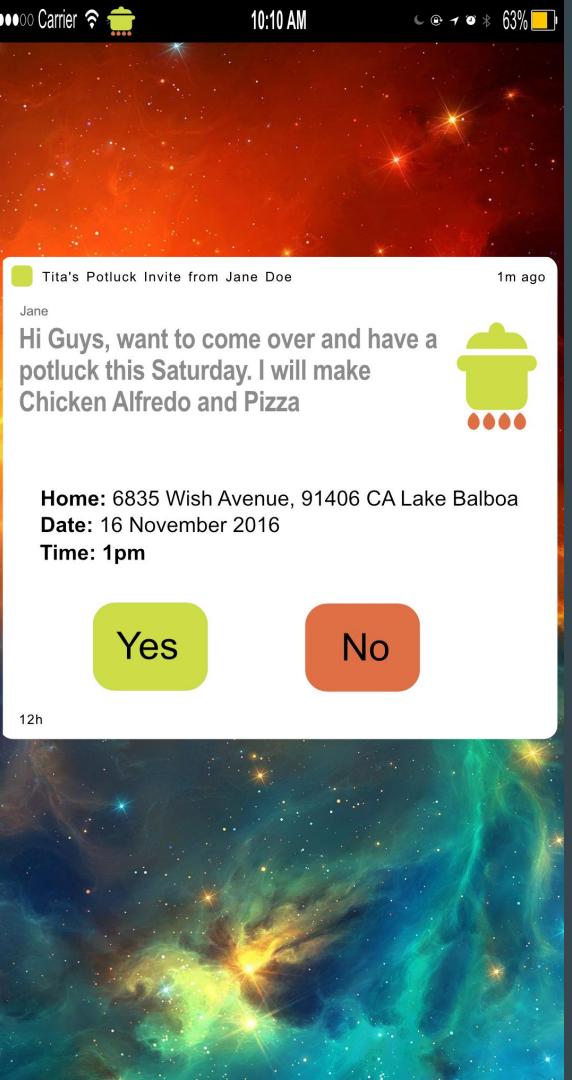


2 Wireframing

1. Invite
2. Landing Page

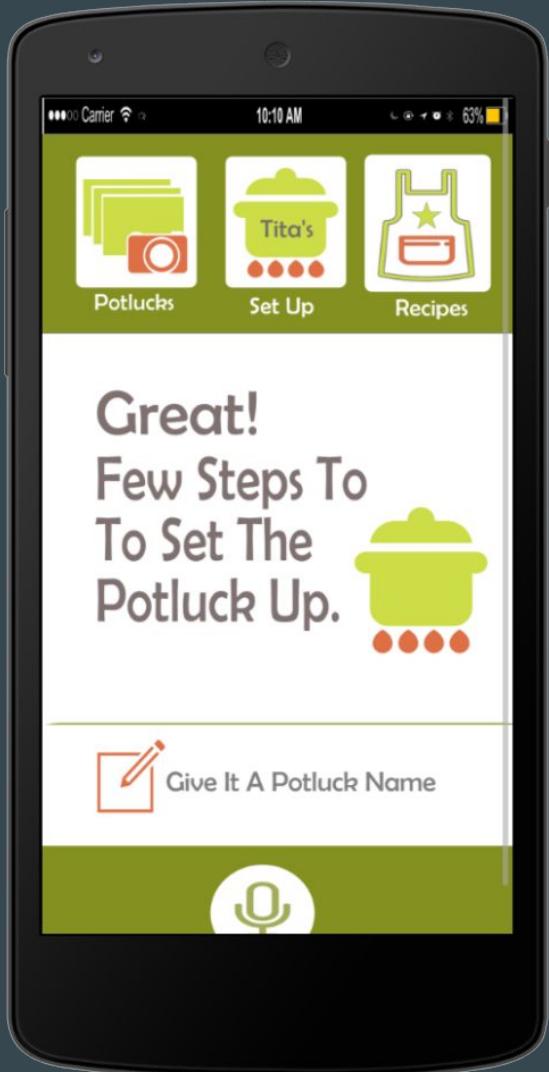
Feedback:

Header ?



3 Wireframing

1. Invite
2. Landing Page



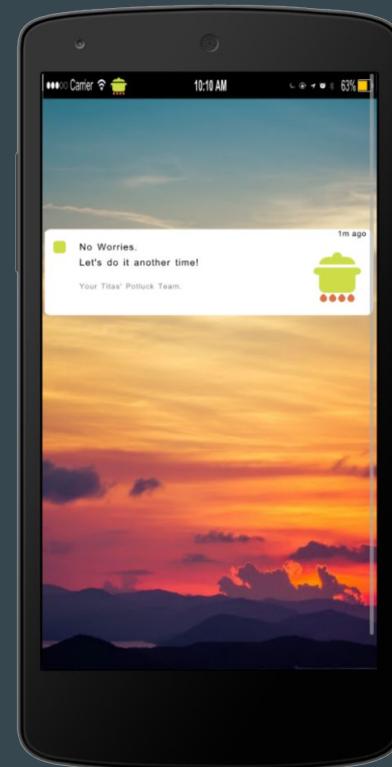
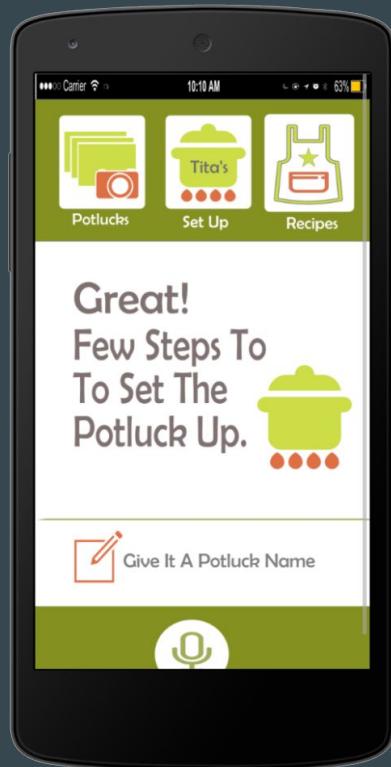
Logo Progress



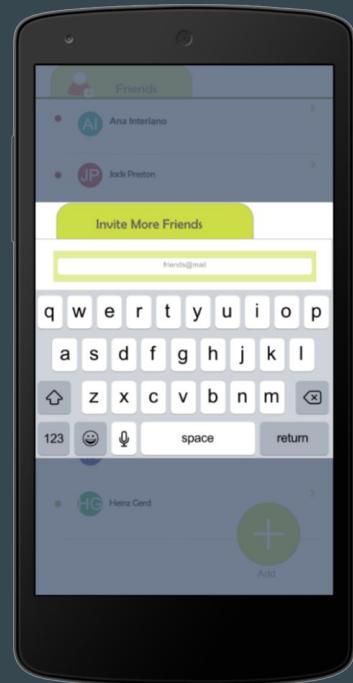
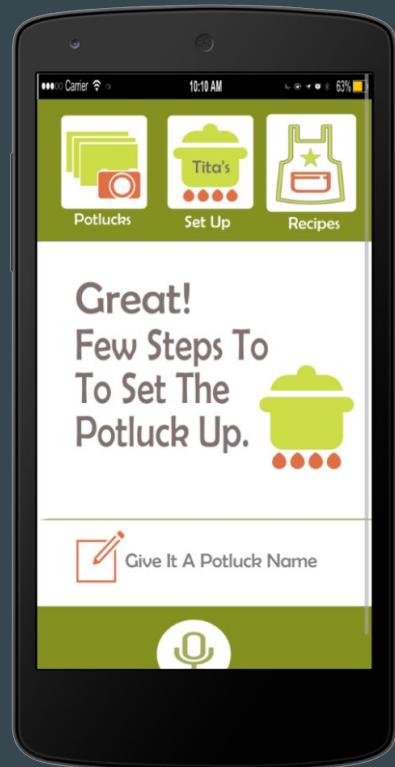
Tita's App Prototype Wireframe

...

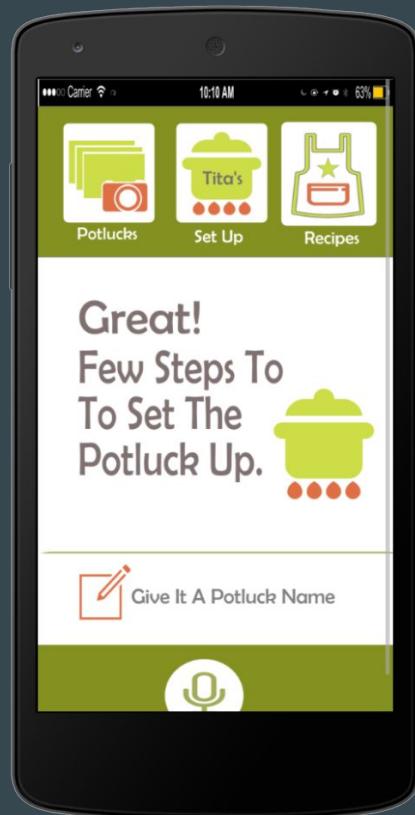
Invite Accept Yes /No



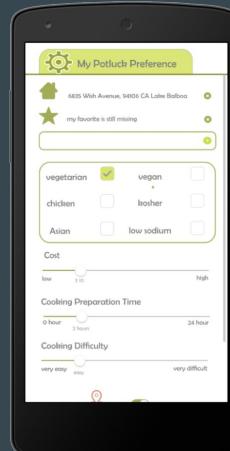
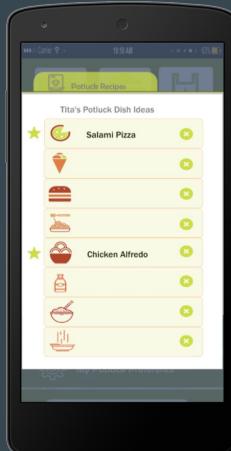
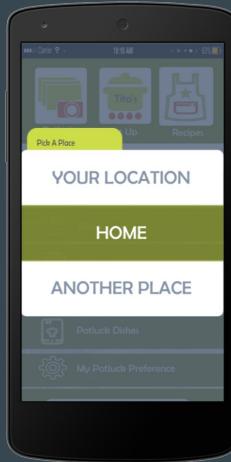
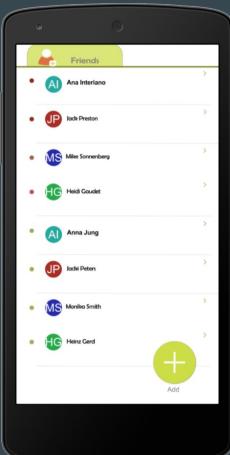
Type/speech recognition



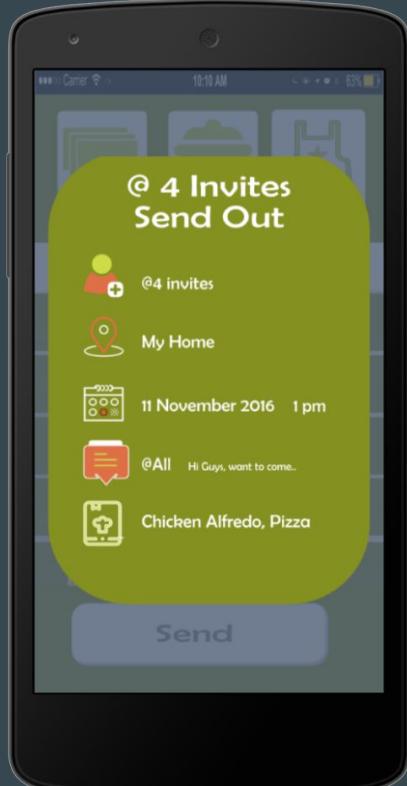
Potluck Name - Set Up



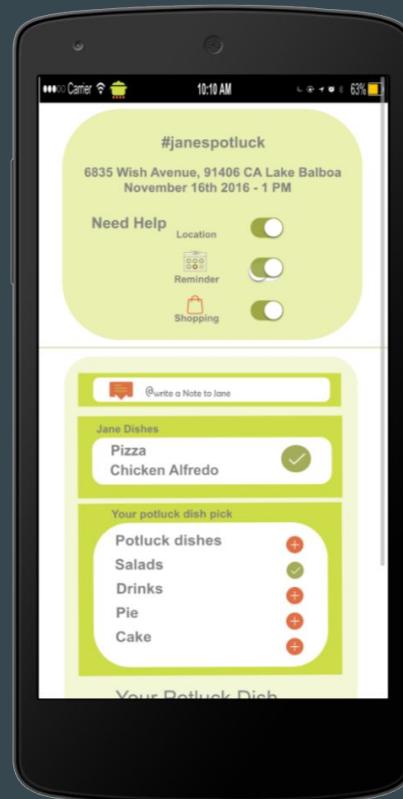
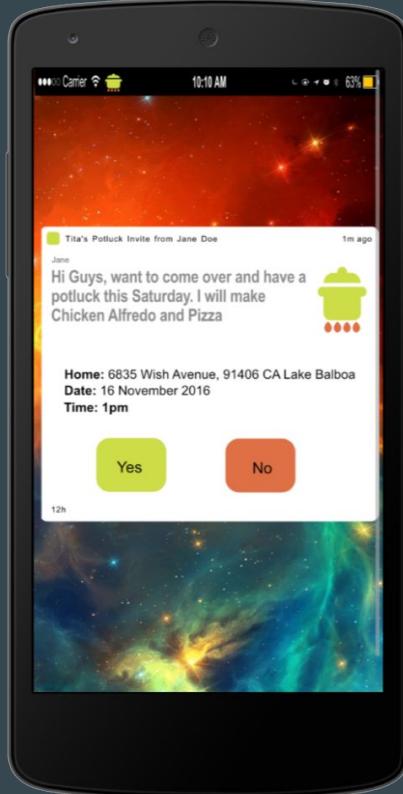
Set Up



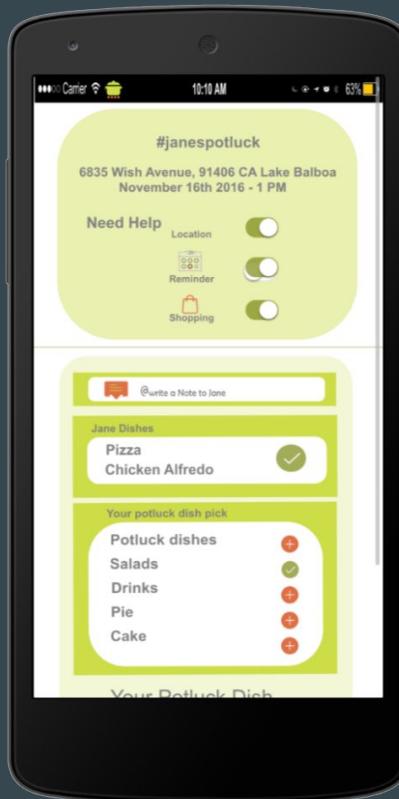
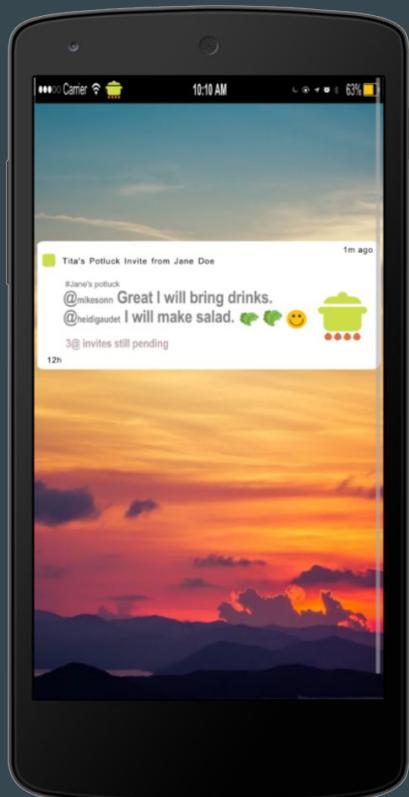
Invite send



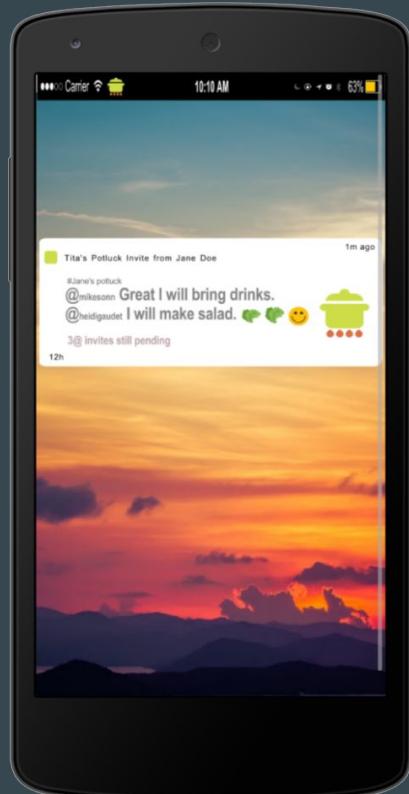
Receive Invite - select



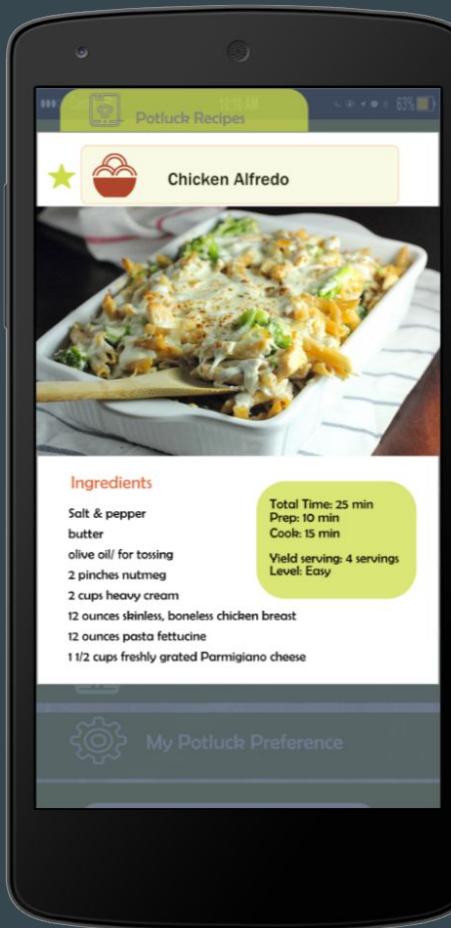
Receive Invite - confirmed



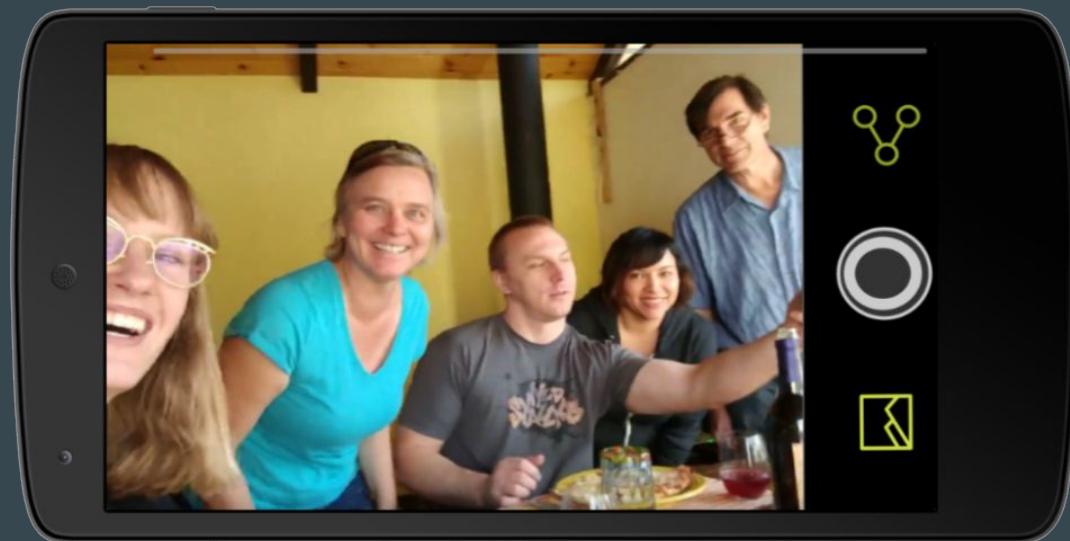
Receive Invite - confirmed



Receive Invite - Recipe



Receive Invite - Memories



Receive Invite - Memories





Tita's

Potluck

Prototype By Petra Nichols