

# Introduction To Cooking

Through a butter chicken recipe

Process book

Audience: People who don't cook

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# Table of Contents

<b>1</b>	<b>Introduction</b>
<b>2-3</b>	<b>Improvement Through Practice</b>
<b>4-5</b>	<b>Improvement Through Critique</b>
<b>6</b>	<b>Improvement Through Readings</b>
<b>8</b>	<b>Poster</b>
<b>9</b>	<b>Summary</b>

# Introduction

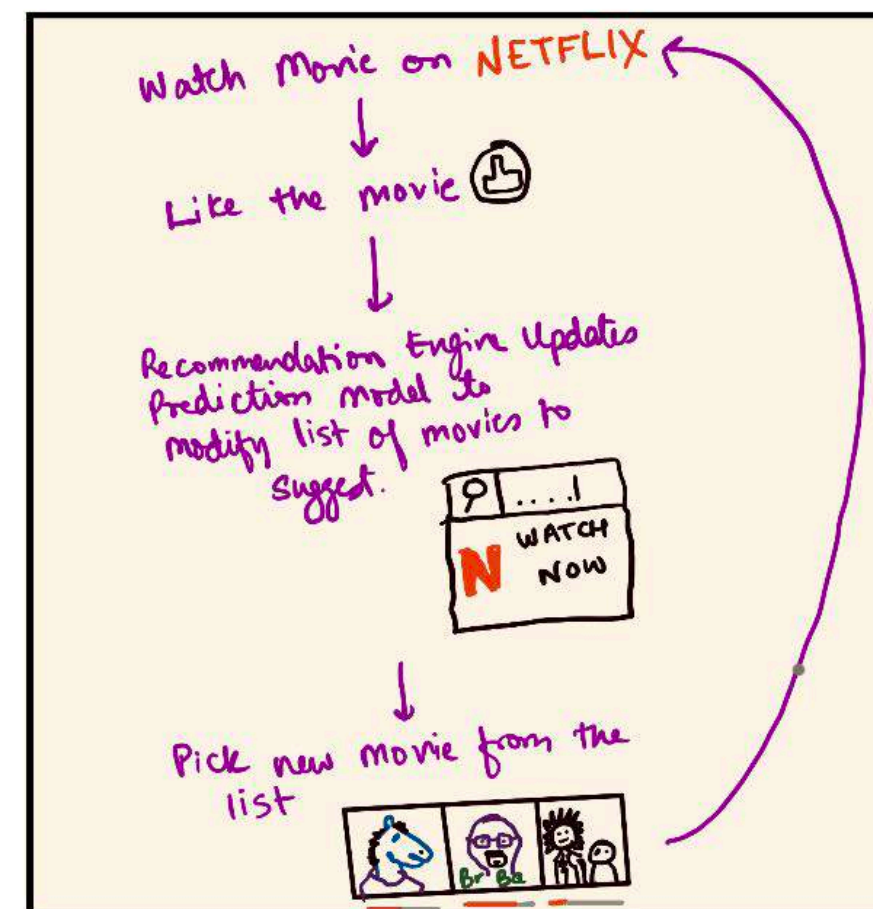


This process book shows my journey as a service designer. It captures my learnings through practice, critiques and assigned Readings throughout the conceptual model designing process.



# Improvement Through Practice

Getting introduced to creative expression



Initially, the purpose was to get better at creative expression and to become comfortable with sketching freely. The early exercises helped immensely with that.



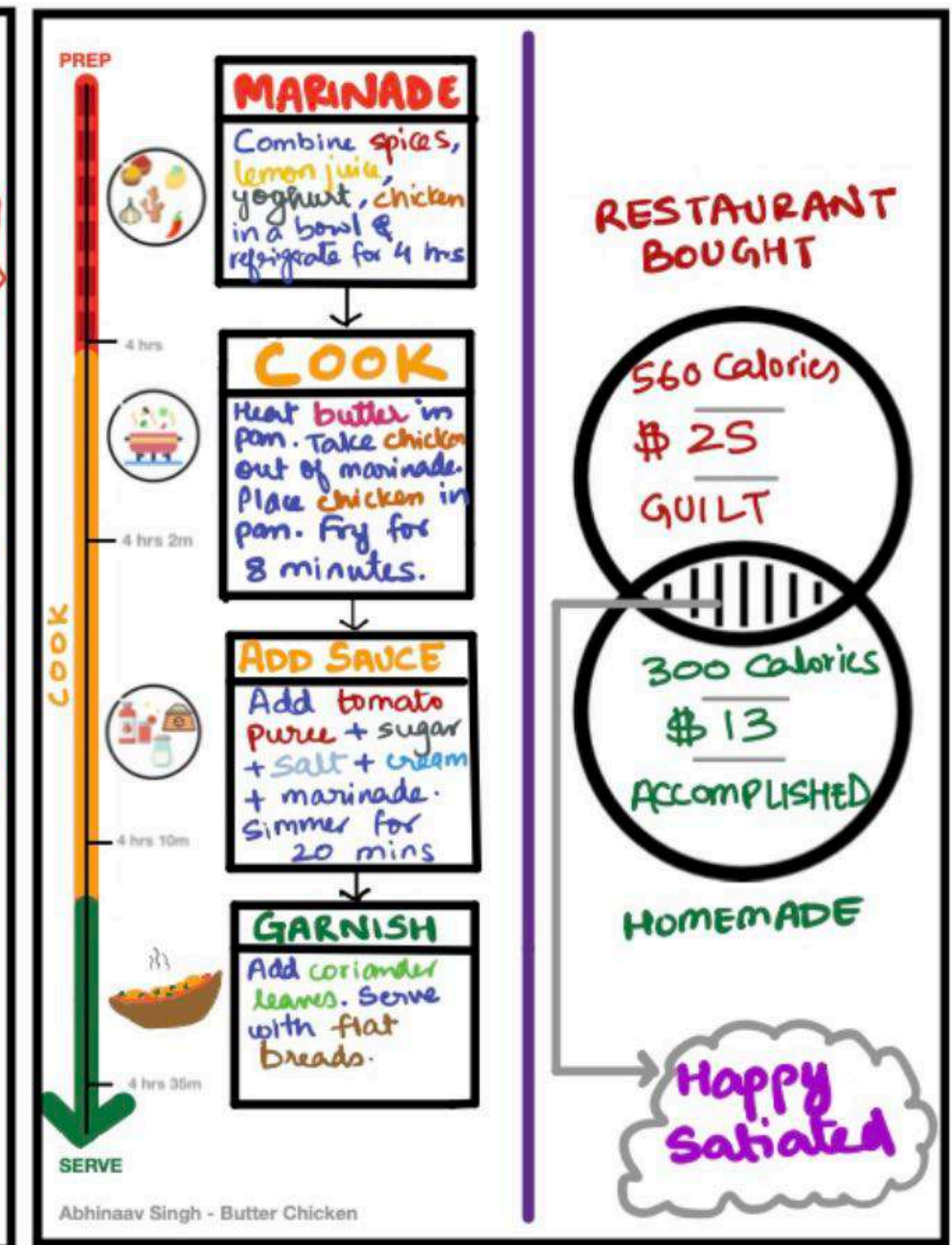
# Improvement Through Practice

## Aligning intent with the model

It took multiple iterations to align the intent with my model. The 2nd iteration's intent was teaching non-cooks how to cook butter chicken, but the model wasn't a complete recipe. The second iteration had the same intent, but introduced a lot of information to the audience, confusing the non-cooks and making them work to understand the model. While building the poster, I finally got closer to capturing the right intent, as you'll see in a few pages.



Iteration 2

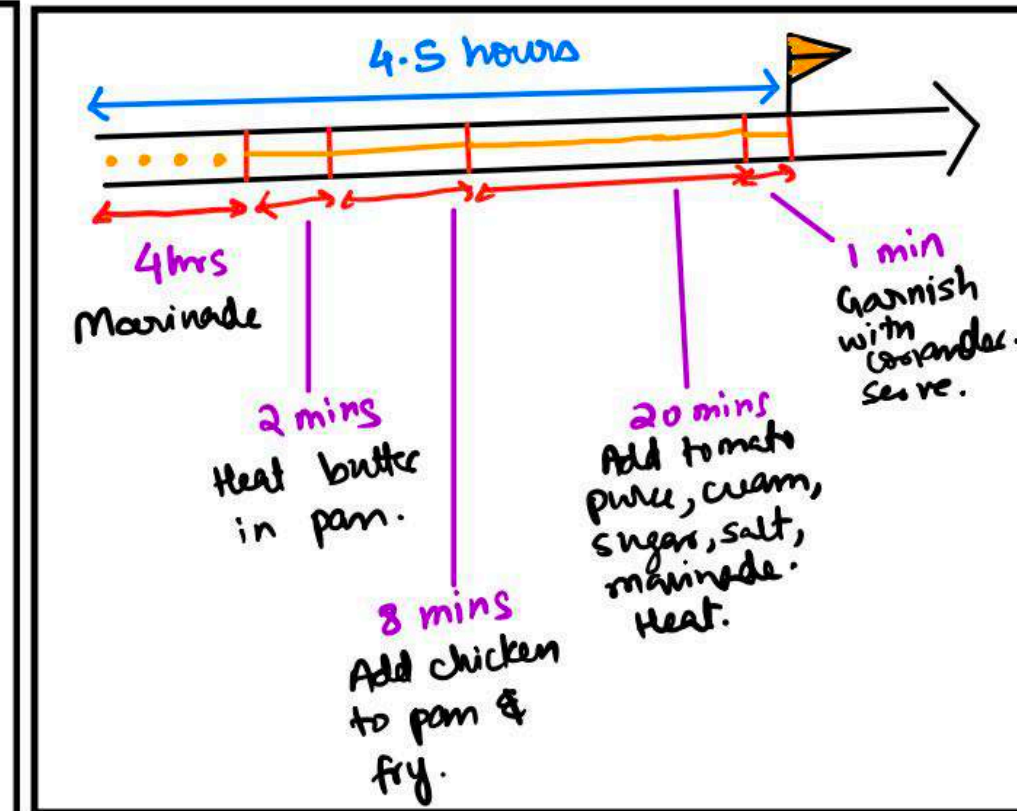
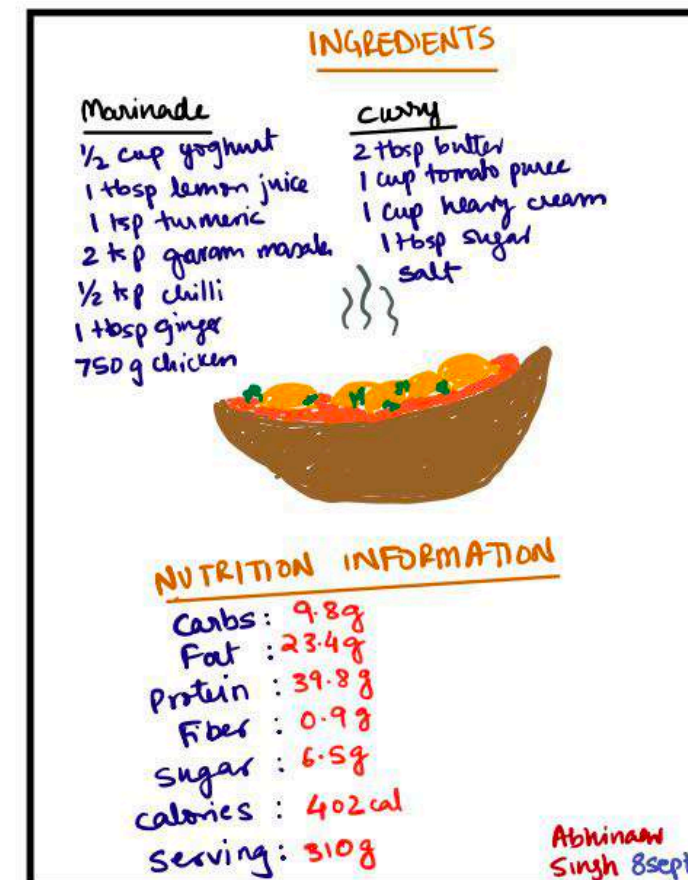
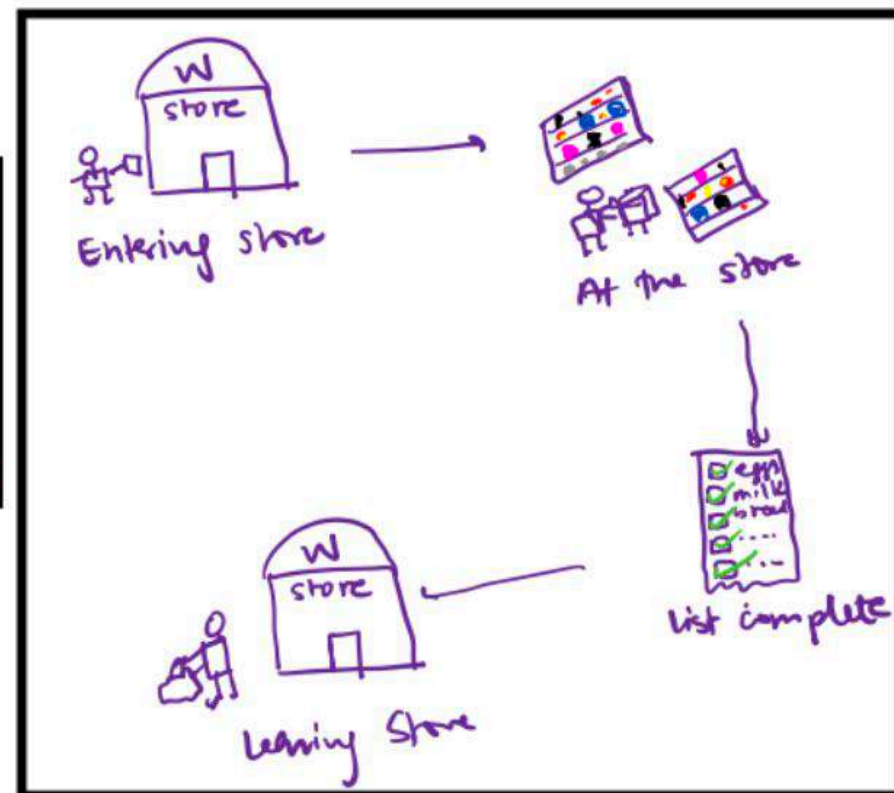
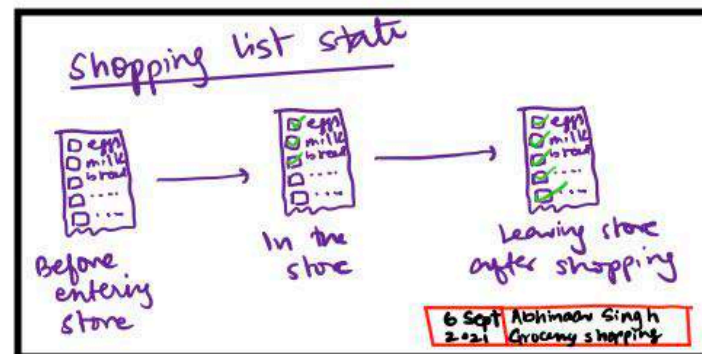


Iteration 3



# Improvement Through Critique

## Adding Conceptual depth



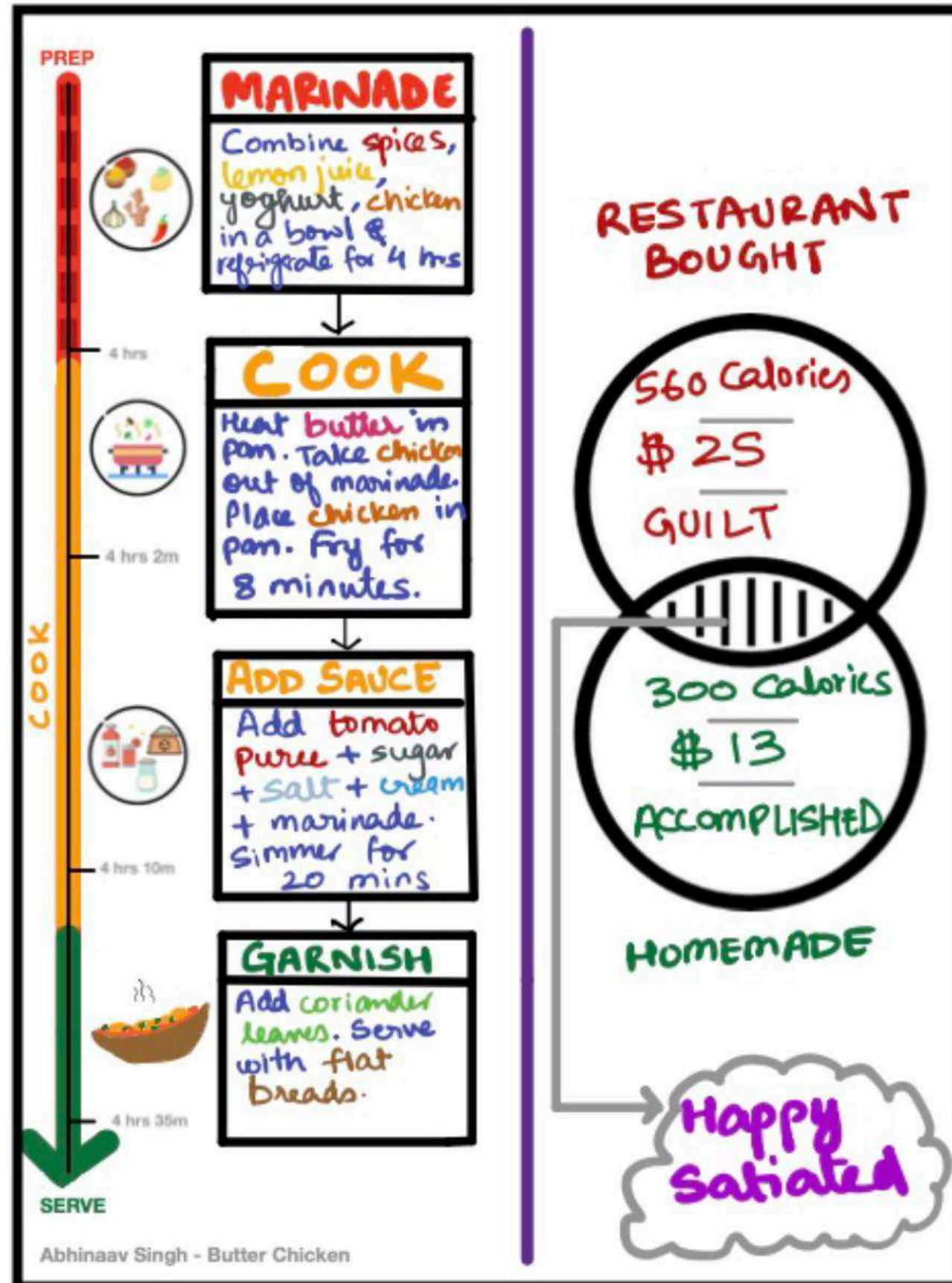
The topic for my first iteration was "Grocery Shopping". During a critique session, I got some valuable advice: My models were effective, but could have shown more conceptual depth. This would come by thinking about the activity from multiple perspectives.

This suggestion really helped with my second iteration having the topic "Cooking Butter Chicken". As you can see, one model shows the nutritional aspect of the dish and the other model shows a timeline view of the same. Multiple perspectives help capture the essence of the activity.



# Improvement Through Critique

Conflating Bardzell & Polaine's ideas to improve my work



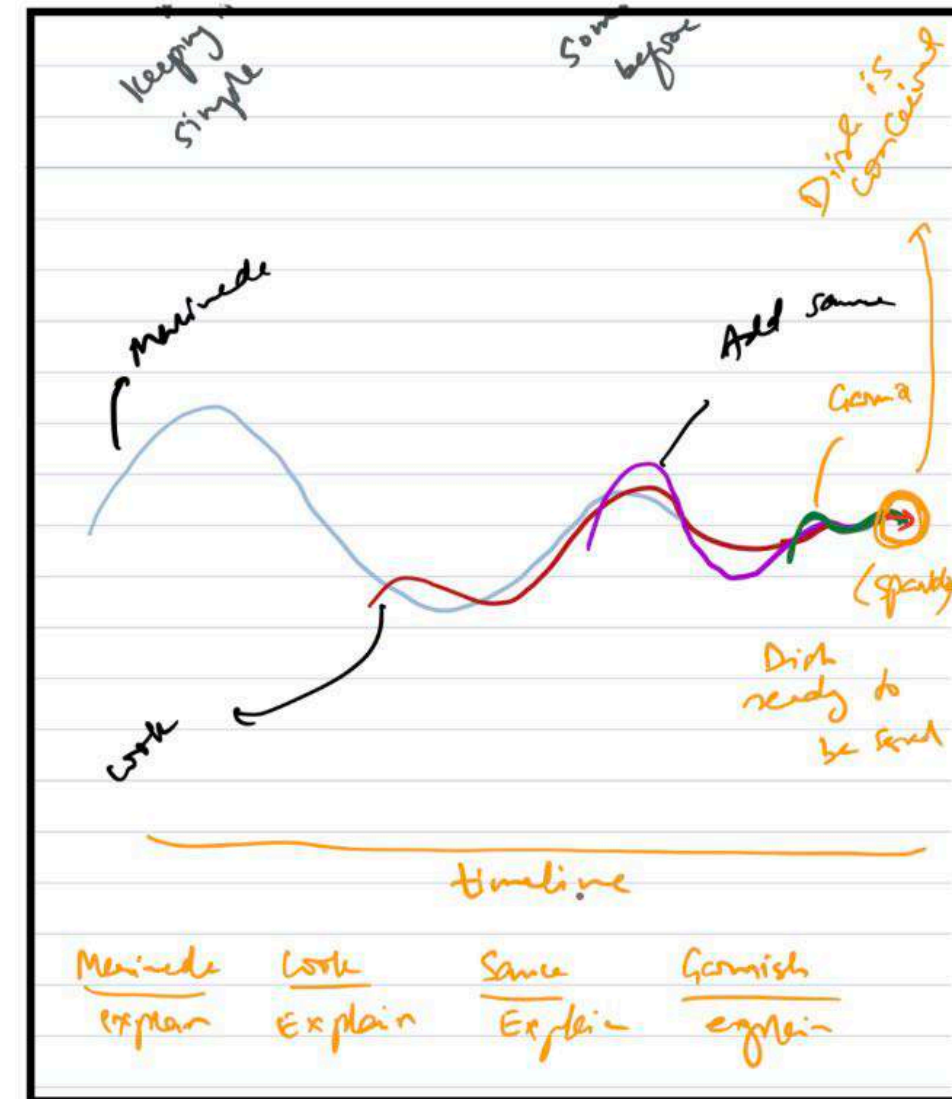
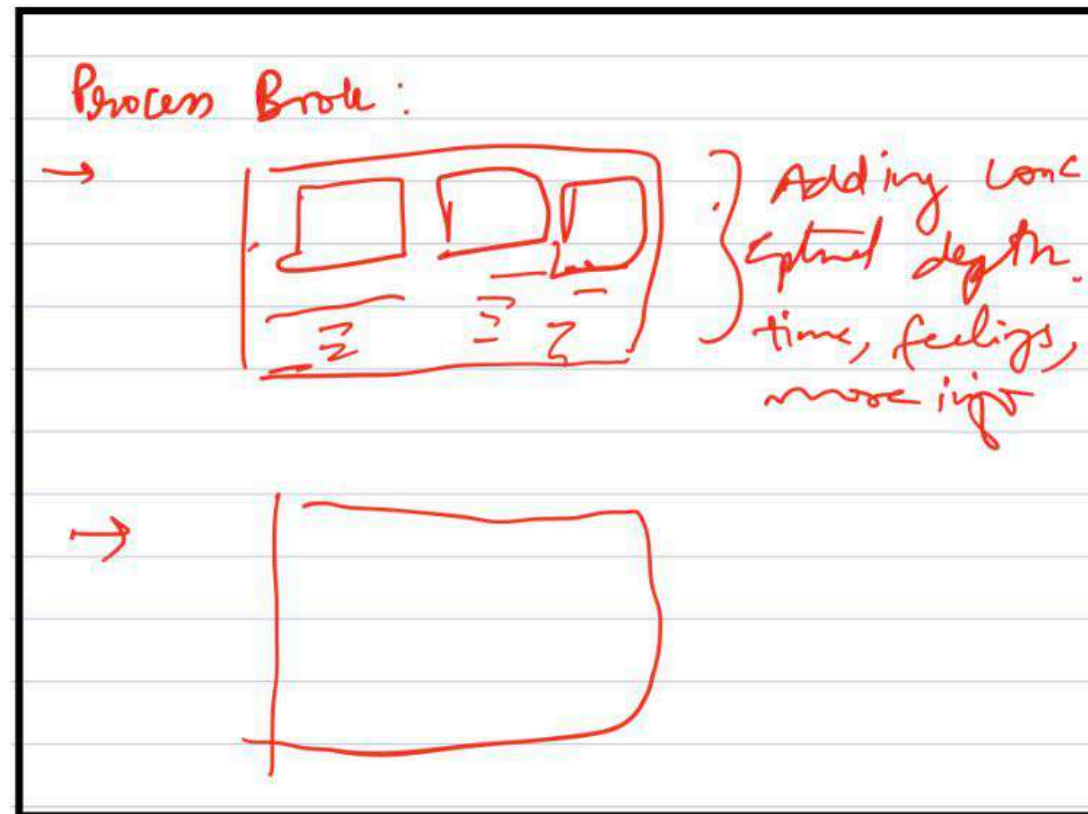
Bardzell's claim that critique improves domain & design literacy & Polaine's concept of co-creating with customers helped me embrace receiving feedback during critique sessions and using it to improve my work.

On the left is my first iteration of the "Cooking Butter Chicken" poster. It looks better after multiple rounds of critique sessions, with considerable conceptual depth. However, in the most recent session, I found out that this model was actually displaying too much information, and was closer to being two models. I used this sensible suggestion while making the poster on page 7.



# Improvement Through Readings

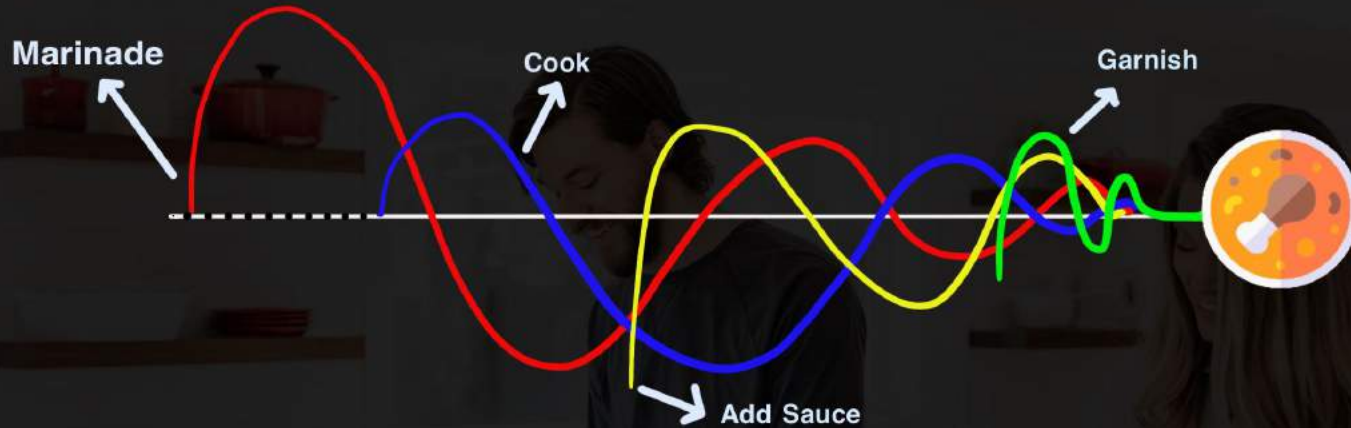
Design what you're designing



Taking a metaphorical page from Johnson's book, I started to design my designs. This helped create polished work that needed less re-work. These are designs that I created before creating this concept book.



# Cooking butter chicken



## Steps

- Marinade:** spices, chicken and lime in yoghurt
- Cook:** heat it in butter
- Add sauce:** add tomato purée, sugar and cream
- Garnish:** serve with coriander leaves

## Why not eat out?

- Healthier (300cal v/s 560cal)
- Cheaper (\$13 v/s \$25)
- Fun family activity



# Summary



We saw my journey from a novice service designer to a slightly more nuanced designer with tangible learnings displayed in my works. I learned about matching my models with the intent, adding considerable conceptual depth in my works, the importance of practice, and much more.

As professor Shelly says, it's about learning by making. The path is long and there is much more to be discovered as we continuously strive to be better service designers.