

# COPY

I decided to do a grilled cheese recipe for my copy based on the interview that I did with Ruta. I thought this would be something unique, and "from my country". Ruta expressed in her interview that she likes to cook rather than bake and she said that she likes something simple, which this recipe is very simple but also filling. This is also a recipe that is very easy to "eyeball" the ingredients and very easy to add your own ideas to, which is something she said she liked to do.

# RECEIVER

I did my interview with Ruta who is from Lithuania. I created these questions to figure out if she liked to bake or cook and the time that she likes to spend on a recipe.

**Do you enjoy cooking?**

- Yes

**Do you enjoy baking?**

- No

**Why?**

- I don't know what to do with sweets afterwards, it is very involved and precise, I like to be creative when I cook

**Do you enjoy sweet or savory foods?**

- Hard to tell! I like both sweets and savory foods but I would rather cook than bake

**How long do the recipes you cook usually take?**

- 15 minutes

**Do you mind a recipe taking a little longer if it is something that you enjoy eating?**

- Depends on whether it is a weekend or a work day

**What type of measurements do you cook/bake with? (cups, dl)**

- dl and ml but I eyeball a lot of my cooking

**Do you eat meat?**

- On occasion

**Are you interested in trying new/different recipes?**

- Yeah, as long as they are not crazy!

**Do you have any dietary preferences?**

- Gluten and carbs

# SENDER

I have decided to do a personal blog post as my sender profile because the recipe is something that I have a personal connection with and I will be able to write a blog post about it. Blog posts often contain information like where people first tried the recipe, the background of it, things like that. This recipe is actually something that my family and I worked on to perfect together, so I will have plenty to work with on that front.

# TONE OF VOICE

**Funny vs serious**

Funny because I like to make jokes and blog posts are very personal for both the sender and receiver

**Respectful vs Irreverent**

Respectful because, although it is a casual and fun site, it is also open to a lot of different people and you don't want to offend them or anything like that

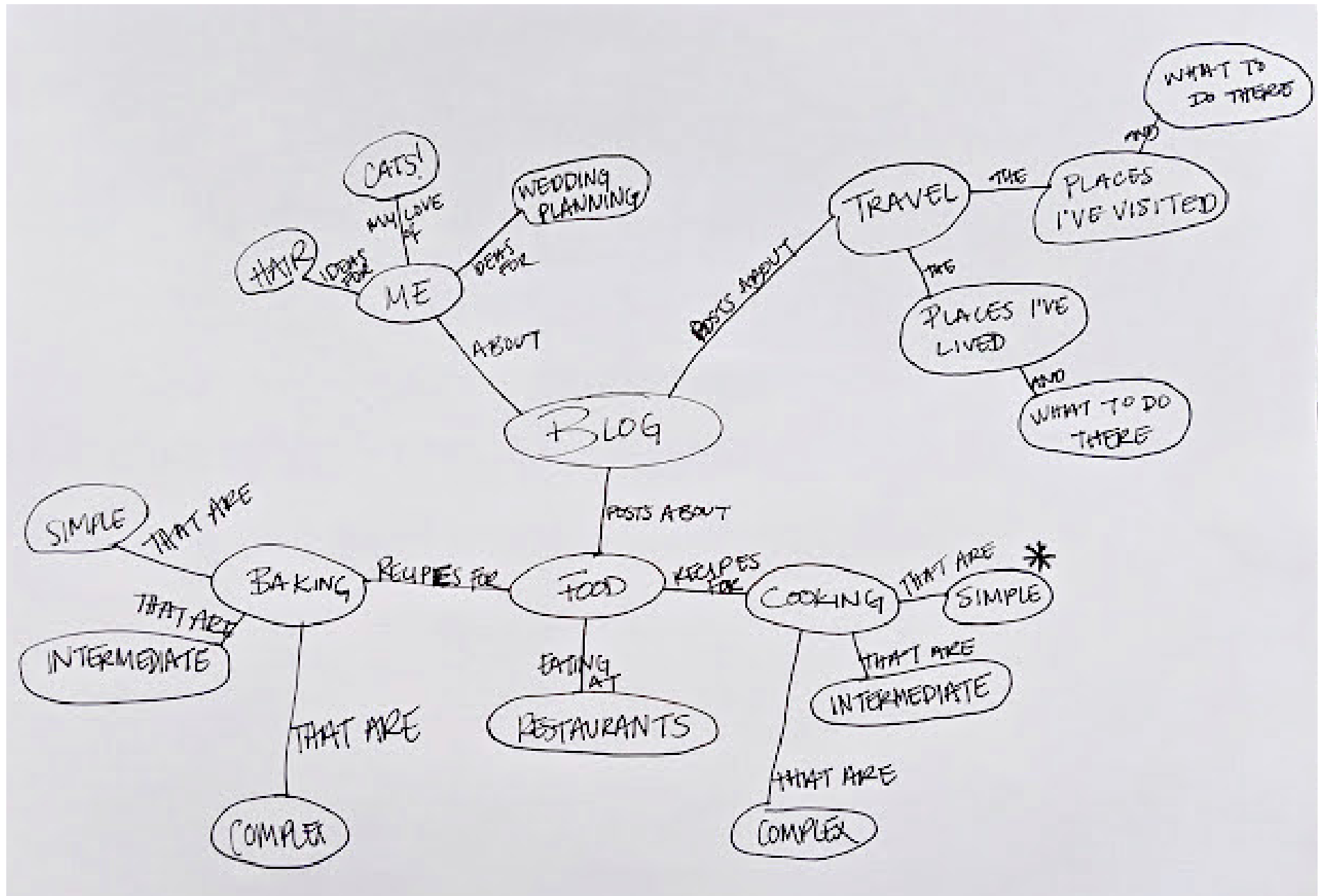
**Formal vs casual**

Casual because like I said above, blogs are all about sharing experiences and, for my purposes, recipes

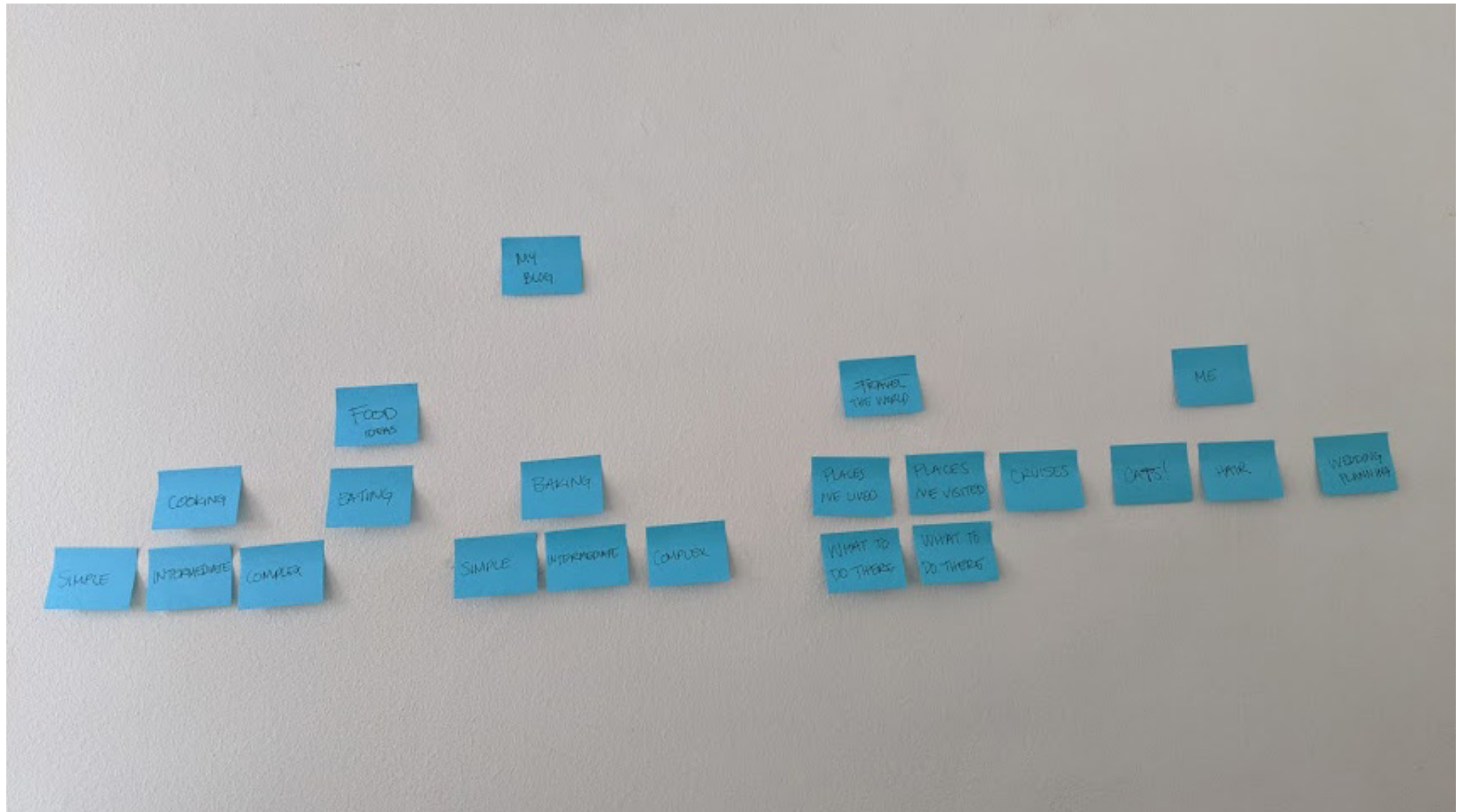
**Enthusiastic vs. Matter-of-Fact**

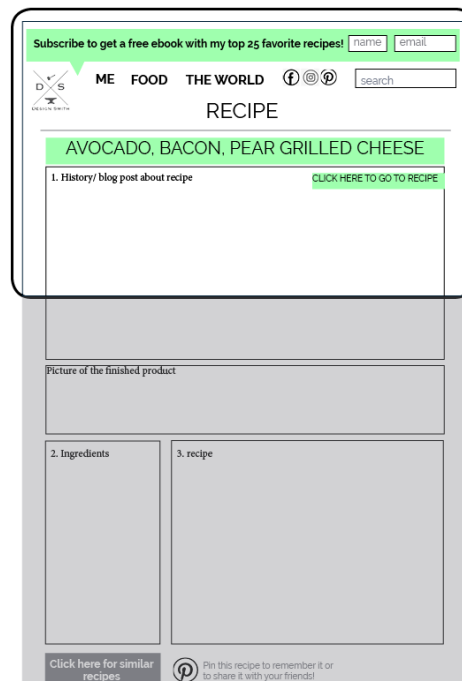
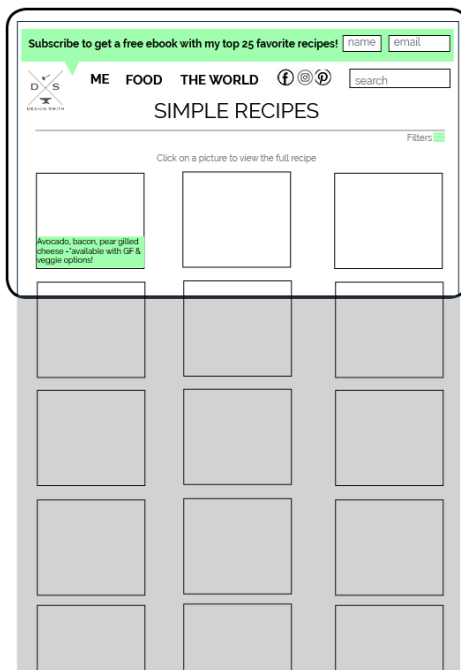
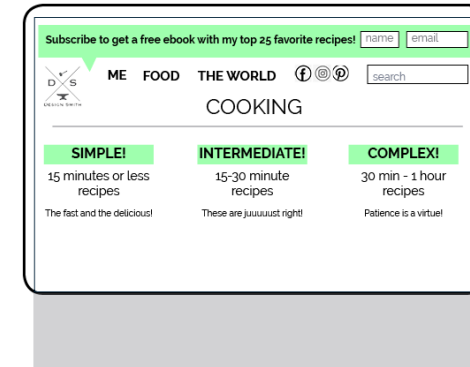
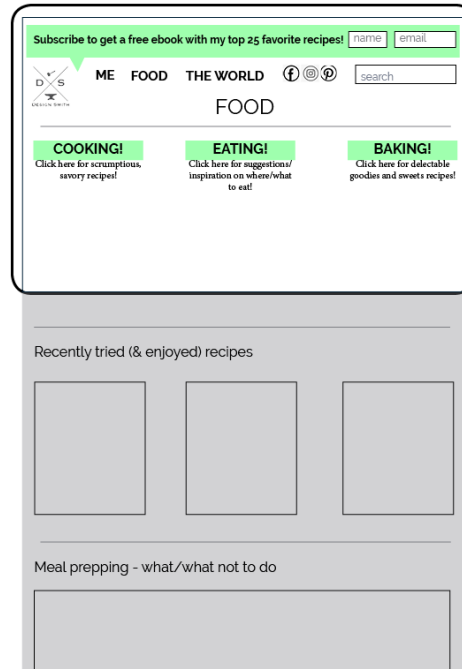
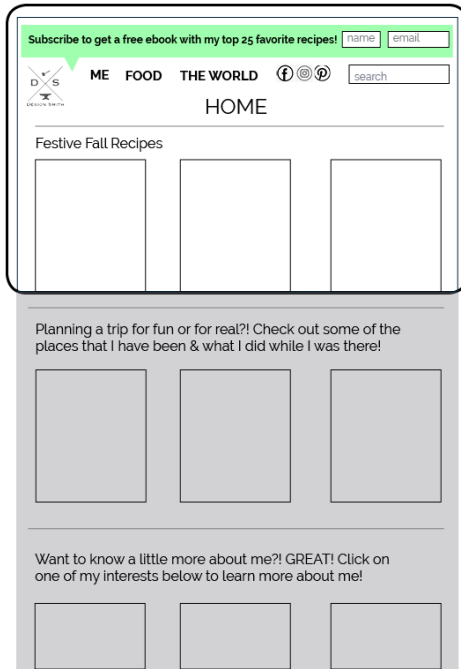
Enthusiastic because if you are writing a blog about something you should be at least somewhat excited about it!

# CONCEPT MAPPING



# CARD SORTING






This is how the path would go from the home page to the recipe. I based this off of the ideas that came up during the interview. Ruta said that she pays attention to the time that a recipe is going to take her. Therefore I sorted the recipes on the site based on 1. What type of recipe - baking or cooking and 2. on how long the recipe would take her to make.




The steps that the user would go through to get to the recipe on the blog are:

1. from the Home Page they would click on “Food” in the menu
2. They would click on “Cooking”
3. They would click on “Simple”
4. They would click on the recipe I prepared
5. They would arrive at the recipe

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HOME

Festive Fall Recipes

Planning a trip for fun or for real?! Check out some of the places that I have been & what I did while I was there!

Want to know a little more about me?! GREAT! Click on one of my interests below to learn more about me!

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COOKING!

Click here for scrumptious, savory recipes!

EATING!

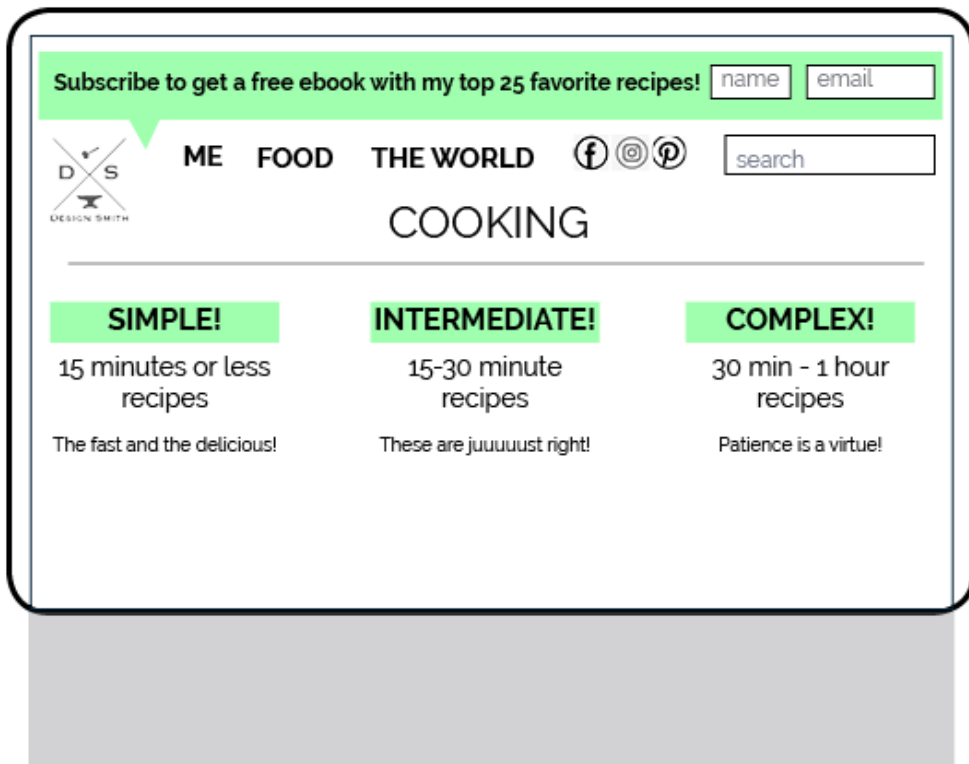
Click here for suggestions/ inspiration on where/what to eat!

BAKING!

Click here for delectable goodies and sweets recipes!

Recently tried (& enjoyed) recipes

Meal prepping - what/what not to do



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AVOCADO, BACON, PEAR GRILLED CHEESE

1. History/ blog post about recipe

CLICK HERE TO GO TO RECIPE

Picture of the finished product

2. Ingredients

3. recipe

Click here for similar recipes

Pin this recipe to remember it or to share it with your friends!

## 1. History/blog post about recipe

This is one of my favorite recipes! It is so simple and quick to make, but it is very filling and delicious! My mom brought this recipe to us when I was quite young and it has gone through several iterations. We have added and subtracted ingredients from the list so many times I don't remember what the original recipe was! But this particular grouping of ingredients has been my absolute favorite!

When we moved to Denmark there were so many things that were different. Lots of the groceries that we were used to getting were not available to us. However, this recipe is so simple that we were easily able to make it on one of our first weeks of living here, which made us feel "at home".

I think one of the best parts about this recipe is that it is delicious when you follow the recipe, but depending on what is around the house you can add to it or subtract from it based on what ingredients are available either in your house or in your grocery store.

One of the best things about grilled cheese is that it is versatile. In the summer, spring, winter, fall, no matter what time of year it is grilled cheese is so good! In the fall/winter you can pair it with some tomato soup. In the spring/summer you can pair it with a nice salad. Either way you are getting a tasty meal that is filling.

I have also tried this with GF bread and veggie bacon and it was still great!

### 3. Ingredients

For oil mixture for the bread:

.5 dl olive oil  
1 ml dried basil  
1 ml dried oregano  
1 clove garlic (diced)  
.5 ml pepper  
.5 ml salt

For sandwiches

4 slices of bread  
    \*or GF bread  
4 pieces of bacon (cooked)  
    \*or veggie bacon  
4 slices of munster cheese  
4 slices of havarti cheese  
1 pear (sliced)  
1 avocado (mashed)

### 4. Recipe

Step 1

Mix together all of the oil mixture ingredients - it will be used to spread on to one side of each of the pieces of bread

Step 2

Put the olive oil mixture on the outside of one of the pieces of bread and put the olive oil side down on a plate

Step 3

Put half of the mashed avocado on one of the pieces of bread

Step 3

Put two of the havarti cheese slices on top of the avocado

Step 4

Put half of the pear slices on top of the havarti

Step 5

Take two of the bacon (or veggie bacon) pieces and cut them in half and then put them on top of the pears

Step 6

Put two of the munster slices on top of the bacon

Step 7

Put the second bread slice on the top and put olive oil mixture on the outside

Step 8

Turn on the stove to a medium temperature and put a pan over the heat

Step 9

Put one side of the sandwich down until it is toasted and the cheese melts

Step 10

Cut in half, diagonally, of course - and enjoy!