To: Professor Howland

From: Dave Howland

Subject: Design Plan Memo for Korean BBQ Meal Instructions

Date: October 15, 2018

This memo serves to outline my plans to create a set of instructions for preparing and cooking a simple Korean beef barbecue dinner with rice, lettuce, beef, kimchee (a traditional spicy, fermented cabbage) and bean paste. It includes a brief discussion of the audience for and purpose of the instructions, the setting for and potential hazards of preparing the meal, and a timetable for developing, testing and producing the instructions.

**Audience and Purpose**

Anyone who has enjoyed a good Korean bulgogi (pronounced Bull-Goh-Kee) meal knows it’s a special treat. But not everyone has a Korean restaurant nearby or someone who can cook Korean food in the house. I propose to make a set of instructions to enable anyone with basic kitchen cooking skills to create their own simple Korean beef BBQ dinner. These instructions will include advice on shopping for ingredients, preparing, cooking and serving the meal. They can be used by grownup cooks and younger cooks under adult supervision.

**Settings and Hazards**

Apart from a trip to a grocery store, the setting for using these instructions is mostly the home kitchen. Cooks will be working with knives, a stove, cooking oil and boiling water – all hazards common to cooking in a kitchen. To prevent potential cuts and burns, adults will need to use caution and also supervise children closely with cutting and cooking ingredients.

**Performance Objectives**

I would like the user of these instructions to be able to shop for and cook their own Korean BBQ dinner, including rice, bulgogi, cabbage kimchee, Korean bean paste, sliced onions and garlic, and lettuce to wrap it all up. Below is a list of some qualities/performance criteria I would like the instructions to meet. The instructions should be:

Durable and smudge proof

Illustrated with clear, intuitive photos

Easy-to-follow

Engaging

Contextual

**Tentative Design Plan**

I would like to make a multi-page, laminated booklet (half the size of a standard piece of paper) with and durable ring binder. This will allow me to easily store it with my cookbooks or in a drawer. It will include photos and step-by-step instructions. The booklet will be divided into the following sections:

* *Cover* – A photo of the meal or attractive collage of the ingredients with a clear title.
* *Introduction* – A clear and engaging statement of purpose with some very brief history about Korean BBQ
* *Ingredients page* – A list of ingredients with photos of each and a word about where to find them. You might suggest readers call ahead to some stores and prepare to make a few shopping stops if needed
* *Step-by-step instructions* for: Cutting vegetables, cutting and marinating the beef, cooking the rice.
* *A final photo* of the meal with happy diners.

**Production Schedule**

I will develop and test these instructions with the help of classmates, friends and family over the next few weeks. Here are a few important dates and deadlines to help keep the project on track.

*October 15 and 17*: Work in class on design plan, production and usability testing.

*October 20 or 21*: Test instructions by having friends try cooking the meal following my rough draft instructions. Prepare two-minute talk for class the coming week.

*October 22 or 24*: In class, deliver a 2-minute “elevator speech” on my emerging instructions project. Receive and provide feedback on other’s projects.

*October 25 – November 2:*  Based on classroom and outside usability testing, revise and print my final instructions and letter of transmittal.

*November 5*: Upload my final project (instructions, letter and design plan memo) in one file by class time to Sakai. Hand in physical set of instructions to professor at start of class.