Copy:

I have chosen a dish from my culture which is Yomari,i belong to a Newar community of Nepal,we have varieties if dishes but i chose Yomari because its simple and easy to make.

Yomari is a sweet delicacy of a newar community,it is a steamed dumpling that consists of an extra covering of rice flour and inner content of sweets like chakhu,chocolates etc.

We actually have a festival for this particular dish called Yomari purnima in Nepal.

RECEIVER:

I chose my class mate as the receiver,his name is James Tamang and he is from Nepal too but he is from a different community i.e(Tamang community) and our cultures are different too. I prepared some questions and interviewed him just to know his food preferences and if he liked to cook.

What kind of food do you prefer?
-Well im not really sure because i sort of like everything thats tasty but i do prefer dishes with meats.
Do you like sweets?
-Yes
Do you enjoy cooking?
-Well not exactly but i cook when i feel like cooking or when i have to.
Do you like to try new dishes?
-Yup
I have a new recipe for you from my culture,would you cook it and try it?
-Okey,but when im free.
It doesn't include meat in it,it's actually an sweet delicacy is that ok?
-Ohh,i guess it would be fine,i like trying new foods.

He had some question for me like how long does it take,i answered about 15 minutes and i ended my interview with him.

SENDER PROFILE:

I chose a TV celebrity cook as my sender profile because it helps me to guide the receiver easily.I have already tried the recipe and cooked Yomari a couple of times when i was at Nepal .

TONE OF VOICE:

The tone of voice i want to use is formal,respectful and enthusiastic.I want the receiver to understand everything very easily without any problem at the same time want the receiver to be interested in what he's making and make him enthusiastic.
By interviewing him(the receiver) i noticed he liked things to be formal.

INGREDIENTS FOR YOMARI:

- ❏ 2 cups of rice flours

- ❏ ⅓ cups of all purpose flours

- ❏ 2 cups of molasses sugar/jaggery balls

- ❏ 1 tbsp dry coconut(shredded)

- ❏ 1 tbsp brown sesame seed

- ❏ 2 tbsp Ghee

- ❏ ½ cup Milk

- ❏ ½ cup water

DIRECTIONS

First(Yomari mix)

1. In a bowl, mix rice flour and all purpose flour.

2. Add warm water little at a time and start kneading (Finished dough should be soft and separate easily when pulled)

3. Once the dough is ready, keep it aside for about 10 minutes.

Second(Chaku)

1. In a high temperature, heat up a deep cooking pot.

2. Put the jaggery balls and start stiring.

3. Once all melted, add 2 spoons of ghee and stir it again

4. Then, add little milk and stir again for a minute.

5. Take it out in bowl, add grated dry coconut and brown sesame seeds.

Last(Yomari cover)

1. Take a little bit of oil in one hand and take a small portion of the dough.
2. Make a round and then make a cone shape.
3. Dip your finger in oil and make a hole on the top of the dough.
4. Press down to make a bigger hole.
5. Rotate the cover while you make the hole.
6. Fill the cover with the chaku . (If the chaku gets too thick, microwave for 20 seconds then pour it)
7. Fill it up to halfway and close the top.
8. Cook the Yomari in the steamer for about 15 minutes.

IMAGES

Flour:

All purpose flour:

Molasses sugar:
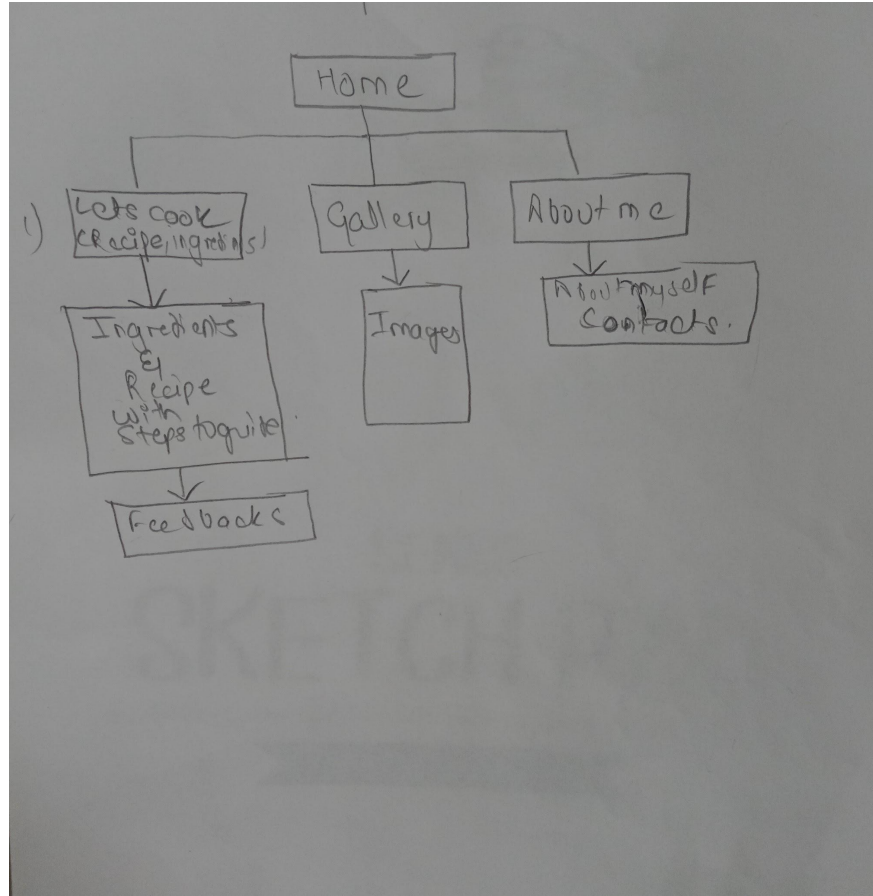

Dry coconut(shredded)
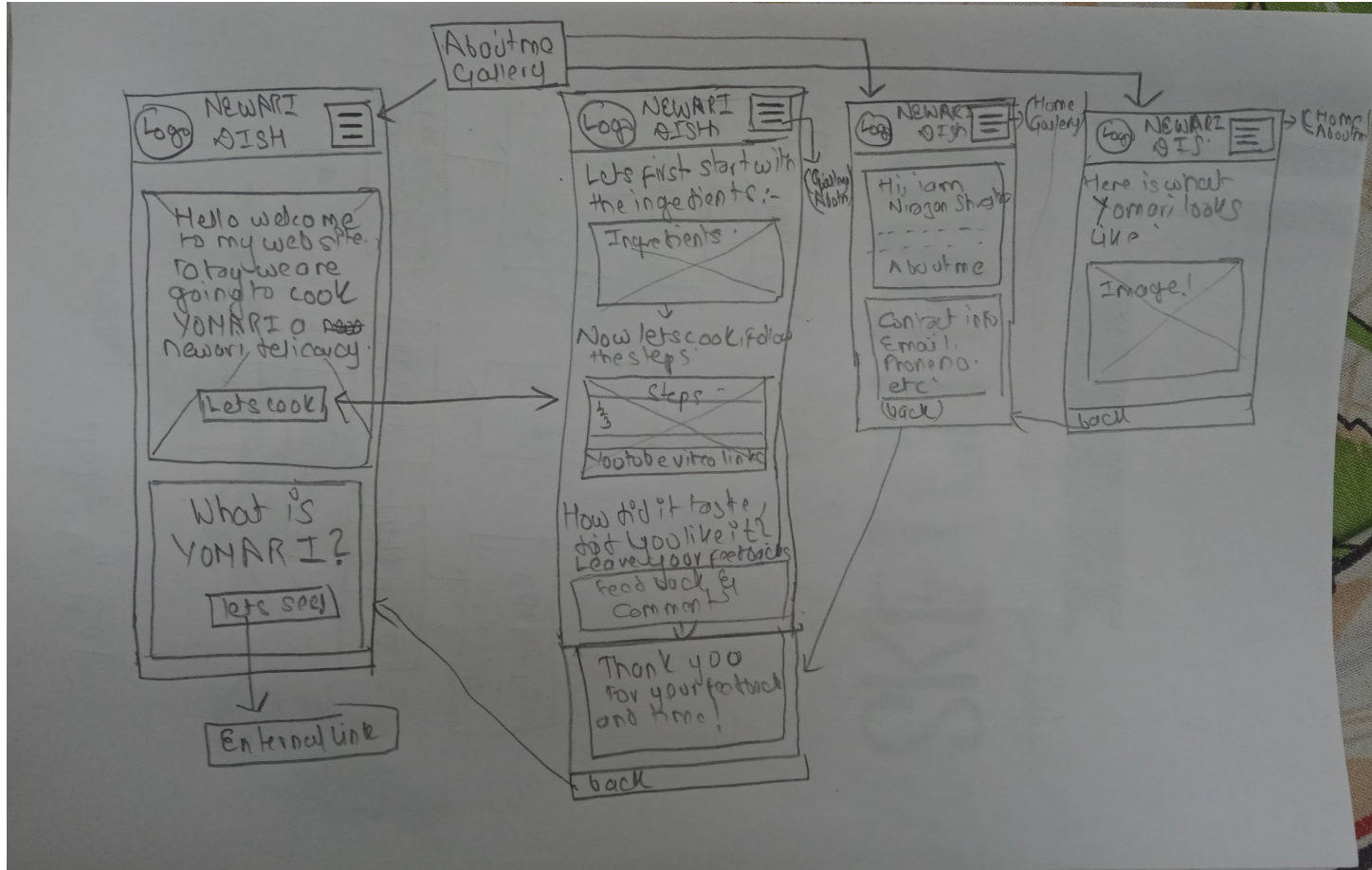

Brown sesame seeds

YOMARI

CONCEPT MAP/SITEMAP

Before making a wireflow i first drew a rough sketch of a map includings thing that will be in the wireflow.
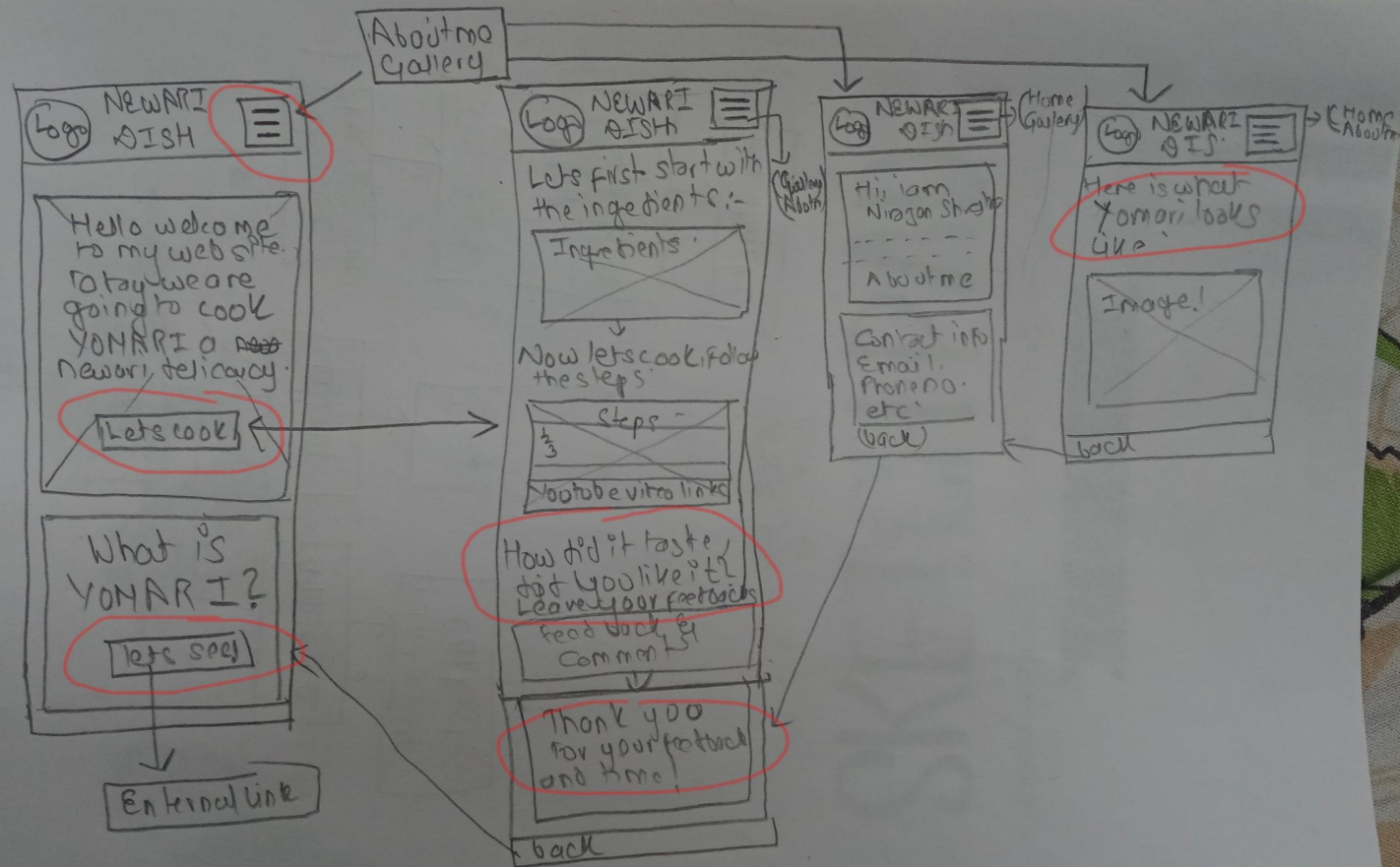
WIREFLOW:

As you can see in the wireflow, i have total of 4 pages including navigation menu at the top and feedbacks on the second page.

MICROCOPY:

I have marked the microcopy with red circles. i have used friendly and simple languages so that receiver can easily understand what he is looking at and navigate through it..

Tone of voice:
For the micro copy i have used enthusiastic and respectful tone of voice,
I want the receiver to feel respected and at the same time i want him to be intrested in what he is doing.