

Content Production

Copy

For my assignment, I decided to do an authentic newar cuisine recipe CHOYLA based on the interview that I did with Amara. Amara loves spicy food and have pretty good knowledge of cooking. And for spicy food lover what could be better than CHOYLA.

Receiver

I asked Amara a few questions just to figure out her taste in food and interest in cooking.

Do you like to cook?

- I love cooking.

What kind of food you prefer?

- I usually prefer spicy food.

Do you eat meat?

- Yes and I don't think I'll survive without meat.

Do you want to try a new recipe?

Yes, if it's not sweet because I am allergic to sugar.

Tone of voice

Serious:

The audience should be able to trust the food as it is the new taste for them.

Respectful:

As the audience should get clear instructions.

Enthusiastic:

Because we want our audience excited for the recipe as much as we are.

Microcopy

For Microcopy I can use words such as [sign in for free recipes](#) instead of [sign in](#), [continue with google](#) or [continue with facebook](#) instead of [google](#) or [facebook](#), to make them subscribe I can write [want to stay updated?](#).

I can use icons like thumbs up or heart to like my post. Also there will be a small description about the recipe below the recipe name. if I want to motivate someone to share my post I can write a quote above the share button [“you can't just eat the good food you've got to talk about it too”](#). For giving instruction I can write something in search button like eg: chicken curry.

Ingredients

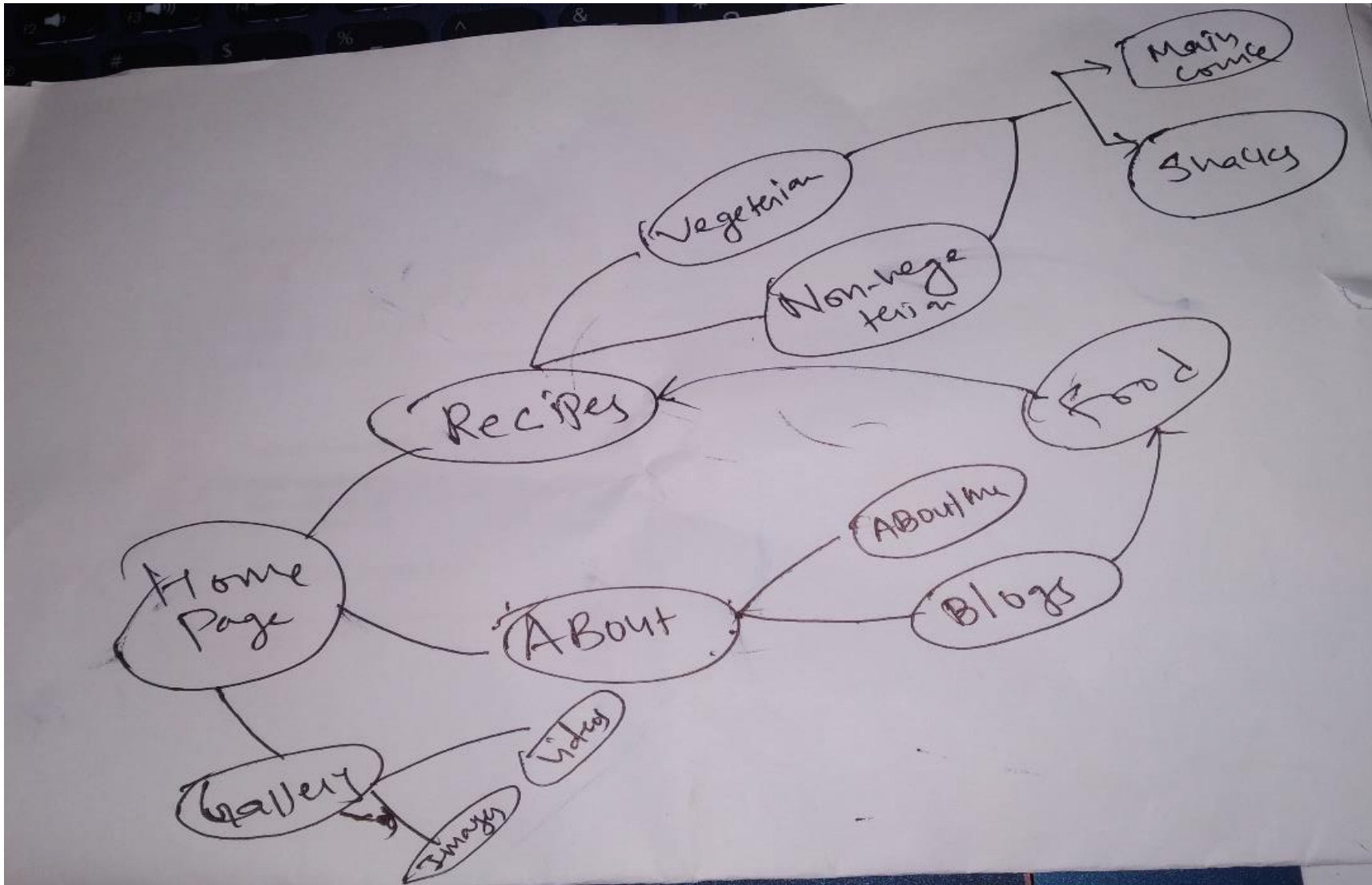
- Sliced buff meat
- Chopped onions
- Cilantro
- Scallions
- Boiled tomato
- Ginger-garlic paste
- Salt
- Dry chilly paste
- Cumin powder
- Fenugreek seed
- Turmeric powder

Process

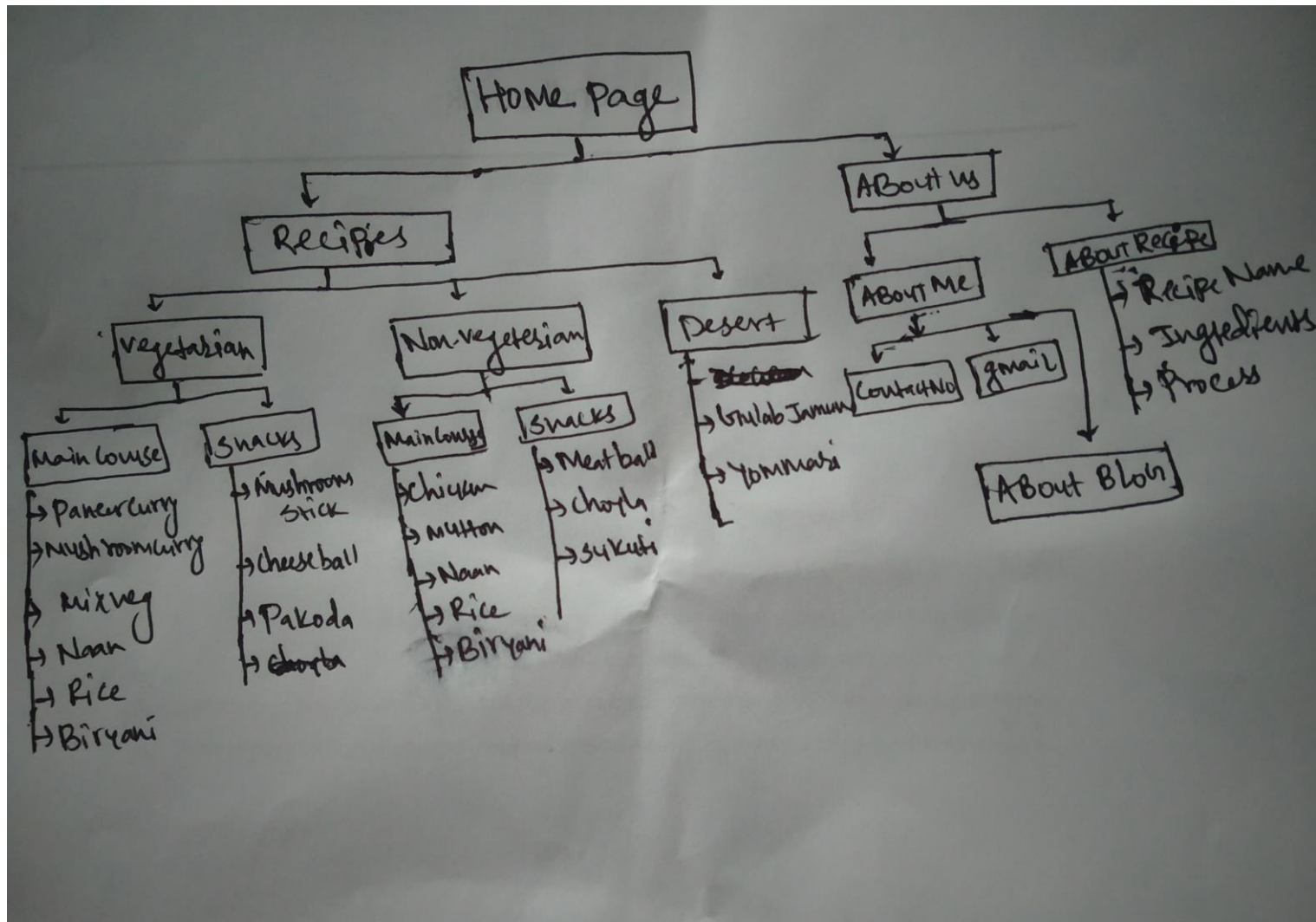
- Fry meat in a pan with little bit of oil.
- Let it fry in a high heat until it turns golden brown.
- Once it's done place it in a big bowl.
- Put every chopped ingredients together in a mixing bowl.
- Put all spices into the bowl including ginger-garlic paste except for fenugreek seed and turmeric powder.
- Fry some fenugreek seed in mustard oil until it turns black than put some turmeric powder in the same oil.
- Put it in the top of the mixture in the bowl.
- Mix them together



Concept map



Site map



Wireframing

