1 From talking to a technologist, I learnt that I needed to: understand budgeting to keep recipes low cost and use staple foods; have a commitment to quality by testing all recipes; ensure the recipe is fit for purpose by having correct processes and quantities; consider the target market - their feedback is very valuable; etc.

This was supported by the information I got from food bank suppliers. They said that users who are unable to provide food for themselves or their family need to have foods that are cheap and that can be cooked easily, but also foods that they prefer to eat. I also found out that I need to consider that those who receive these food parcels sometimes come from different cultural and religious beliefs and may have little or no reading ability as well as little or no cooking equipment.

The technologist also stressed the importance of a user friendly layout that included photographs of all recipes to ensure clients can see end products. I therefore analysed a range of layouts to realise the best format for clients. I concluded that the MenuMade format or 'Recipe Analysis #2 is the ideal recipe format to use for the users of the food parcel. This is because this recipe format could be used by anyone with or without culinary cooking experiences. MenuMade recipes use limited cooking jargon and are compressed into one page. I thought the one page idea was very good, as it takes away turning pages for recipes in the kitchen, which can get messy. It was important that I included in my recipe a format with similar features to MenuMade, eg to follow, number of servings, photo, step by step instructions, serving suggestions, etc. Because I am producing six recipes it is important that all recipes are formatted the same way to avoid confusion by the people using them. The recipes do include lots of information that probably shouldn't be necessary for my users, unless it is rather essential to benefit them greatly.

Through research (for example, http://www.quintcareers.com/resume_fonts.html), I have found that fonts are a very important factor in any presentation. I have applied this information to the recipes to be given to my clients. This is because I have found that the use of fonts can either encourage or discourage reading habits.
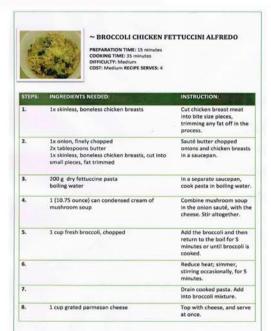
2 "The chicken is a little over-cooked."

"The noodles are a little bit soft but not a problem as it is from an instant noodle packet which can be cooked easily."

"Using powdered stock instead of liquid would make the recipe cheaper to make"

"The meat is a little dry and hard – the cooking time could be reduced."

3 "It is good that the recipe format has specified time frames like preparation and cooking time, as well as indication for its difficulty, cost and its serving. I think the photos should be made larger so that it can be seen easier. Since most of the writing is enclosed and crowded on the left side of the recipe, there is a lot of empty space in the right side. I suggest that the photo be increased and moved so that there is a balance in the overall layout of the recipe."

~ BROCCOLI CHICKEN FETTUCCINI ALFREDO

PREPARATION TIME: 15 minutes
COOKING TIME: 35 minutes
DIFFICULTY: Medium
COST: Medium RECIPE SERVES: 4

STEPS:	INGREDIENTS NEEDED:	INSTRUCTION:
1.	1x skinless, boneless chicken breasts	Cut chicken breast meat into bite size pieces, trimming any fat off in the process.
2.	1x onion, finely chopped 2x tablespoons butter 1x skinless, boneless chicken breasts, cut into small pieces, fat trimmed	Sauté butter chopped onions and chicken breasts in a saucepan.
3.	200 g dry fettucine pasta boiling water	In a separate saucepan, cook pasta in boiling water.
4.	1 (10.75 ounce) can condensed cream of mushroom soup	Combine mushroom soup in the onion sauté, with the cheese. Stir altogether.
5.	1 cup fresh broccoli, chopped	Add the broccoli and then return to the boil for 5 minutes or until broccoli is cooked.
6.		Reduce heat; simmer, stirring occasionally, for 5 minutes.
7.		Drain cooked pasta. Add into broccoli mixture.
8.	1 cup grated parmesan cheese	Top with cheese, and serve at once.

4 "It's Asian flavours added to the dishes exceptional taste."

"Good nutritional value for the consumer."

"An exceptionally great source of carbohydrates, protein and fibre."

"The dish is very filling which makes it ideal."

"The recipe is easy to use."

5 "Cooking a lot of meals is certainly demanding. The new recipe format is a lot easier to read since I know which key ingredients I need for each step. Also, things like 'preparation time' and 'cooking time' are very helpful."

(6) The following points are based on the requirements I established for producing a conceptual design.

Recipes must be easy to make.

People who trialled my recipes had a range of cooking ability. They agreed the recipes were easy-to-make meals. They would therefore be suitable for my main stakeholders who may not have culinary experience to execute complex and hard recipes.

Must be the normal foods/ingredients found within a food parcel. Extra foods/ingredients to be bought must be listed.

The majority of the foods in my recipes are included in the food parcel; mostly staple foods. I capitalized on the most common ingredient – carbohydrates (pasta and rice) – found in the food parcel and used it as the base for most of my recipes.

Although I included other ingredients; I tried to make them ingredients that were cheap and easily available. I decided that there was not a lot of value in listing them as food parcels vary in each branch.

The recipes need to specify the number of servings, eg serves 6.

My recipes indicate the average quantity of servings the dish can provide.

Recipes must be easy to read.

Feedback and extensive research has indicated that my recipes follow a format that is easy to read. I chose the format arrangement to make the recipe's interpretation, execution and application easier and more efficient, as my stakeholders do not have to look back at the 'ingredients needed' table when reading the methods.

Recipes must be durable.

I suggest that the recipes are laminated so that they can be wiped over etc. I will also include a CD with the recipes, although I realise users may not have ready access to a computer and printer.

Recipe layout must attract the reader in a positive way

My research made me decide to use green as much as possible. It is the colour of harmony, balance, refreshment, universal love, rest, restoration, reassurance, environmental awareness, equilibrium and peace – all things that I think would be good for my users. Green strikes the eye in such a way as to require no adjustment whatever and is therefore restful. Being in the centre of the spectrum it is the colour of balance. When the word about us contains plenty of green, this indicates the presence of water and little danger of famine so we are reassured by green.