

Research evaluation for: GRACE KAHLER

Make a duplicate of this file, save to your own Google Drive, and make it editable to anybody with the link. Then when it is your turn in your small group, post the link in the zoom chat so your peers can open it and add their evaluation notes.

The point of this evaluation is to help you determine whether you've really collected everything you need, and also to start you thinking about how your design might address these questions (or others like them). Your recipe source may not provide answers to all these questions, but as a designer and communicator, you may be able to fill in some of the gaps.

Deciding

Evaluated by: (Bernice Mai)

1. How appealing is this recipe? Do the visual references/sample imagery convince you to take a closer look? If not, what additional information, imagery, or design elements would whet your appetite?
 - **Love the recipe for the muffins. The image looks great, but I think what you can add are a few photos that show the process of making the muffins.**
 - **I love the font that you used and the way you centered the text in the middle.**
 - **I would add that you bold the measurements for the ingredients.**
 - **I think for the steps, you could do a bullet point type of style.**
2. Can you tell if this recipe meets your dietary limitations?
 - Yes, love the list of ingredients on the page that top.
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3. You have a very busy schedule. Is this recipe one that you're going to have time to make?
 - **Yes, I love how you put the time at the top of the page, which allows us to know that it will take 12 mins; maybe tell them how much prep time it will take.**
4. Where did this recipe come from?
 - New York Times Cooking

Planning

Evaluated by: (SECOND EVALUATOR'S NAME)

5. How much of the first ingredient will you need if you intend to serve 8 people? **(Second evaluator, your answer goes here)**

6. Based on the description/instructions, can you determine whether or not you have the equipment necessary to make the recipe? **(Second evaluator, your answer goes here)**
7. Are there any action items I need to take prior to cooking (i.e., soaking, preheating)? **(Second evaluator, your answer goes here)**
8. If I'm serving this recipe at 7pm, when should I begin? **(Third evaluator, your answer goes here)**

Preparing

Evaluated by: Audrey Brown

9. How confident are you that you could make this recipe and have it match the expected outcome? **I'm confident that I could make this recipe as I can clearly read through the ingredients, see defined steps (e.g., the steps being bolded and in different colors), and I see an image that inspires me to make this recipe.**
10. Are these instructions easy enough to read and follow? Will you need to refer back to them as you prepare the dish? **Yup! The steps are only a sentence or two at the most and easy to read. However, I would definitely refer to them as I can't remember recipe steps without the recipe.**
11. Is the imagery provided with the recipe helpful during preparation? If not, would it be useful to have supporting imagery for any steps? **Yes! One suggestion would be to include some supporting imagery for the steps.**
12. At what temperature should the recipe be served? How does it keep if I have leftovers? **The recipe should be served after the muffins have been baked at 375 degrees for 30-35 minutes. There may or may not be leftovers but you should store them uncovered or they will be too moist on the 2nd day.**