

CAT 4 RESOURCE DEVELOPMENT

Group 4-002
POCKETCHEF

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ABSTRACT

PocketChef is an initiative that aims to better the diet and overall lives of working adults and youths. We hope more adults cook instead of buying take out in order to reduce the currently worrying obesity rates in Singapore. We provide comprehensive recipes that are easy to follow and provide interviews with award-winning trainers in order to educate our users on how to lead a better lifestyle. Our recipes are vetted by a professional trainer cum nutritionist and we offer nutrition facts and tips that can aid new cooks in their cooking journey. With hardcopy cookbooks being a trouble to carry around and adults having a tiresome and hectic life, we believe that PocketChef, a digital cookbook, that provides healthy and easy to make recipes can benefit them.

1 INTRODUCTION

1.1 RATIONALE

In today's world, the current cookbooks are not able to keep up with the fast-paced society. Most cookbooks are hardcopy and are a trouble to carry around. Besides, they have limited and often mundane recipes. Online cookbooks often are restricted to a very limited type of food. Hence, to better people's diet, life and save time, we present Pocketchef. An instant website on your phone that is easily accessible no matter your schedule or diet. According to an article by CNA in 2017, in Singapore, the percentages of adult Singaporeans who were overweight were 31.7 percent for men and 21.2 percent for women in 2014. By 2025, the percentages are estimated to increase to 36.5 percent for men and 21.7 percent for women, according to the World Obesity Federation. We, at Project PocketChef, feel that our website can help these adults by allowing them to eat healthily while making these dishes themselves quickly, without the need to spend extra money on takeaway or eating out.

1.2 OBJECTIVES

The objectives of PocketChef were to

- Have easy to make recipes
- Incentivise adults to eat healthier by cooking
- Educate our users through interviews and nutrition facts and tips

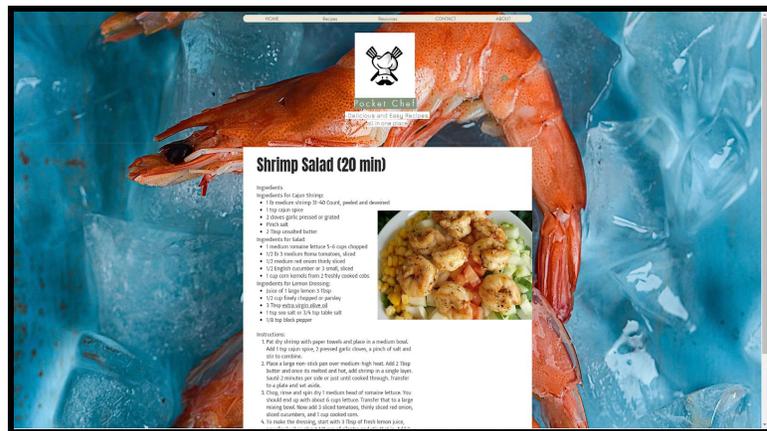
1.3 TARGET AUDIENCE

Working adults and youths are PocketChef's target audience.

1.4 RESOURCES

The resources created were an intuitive and aesthetically pleasing website that boasted easy to follow recipes, nutrition tips and interviews. We also created an Instagram page that has amassed over 550 followers and we have posted fun facts about food and tips that can help new cooks. Our recipes are vetted by fitness trainer, Jayson Bernado, who

has 8 years of experience in the fitness industry to ensure that our recipes are easy to follow and healthy. We interviewed Mia Guo, an award-winning fitness model and fitness trainer, to educate our users on dieting.



Pictures of our resources

2 REVIEW

This is the literary review we have from other online cookbooks. Here is an example of a recipe from BBC GoodFoods. As seen, exotic ingredients are used, and some might not know what can be used as replacements, which can cause confusion, resulting in new cooks being discouraged from cooking. Time is also another aspect that we pay close attention to. It can be seen here that the total preparation and cooking time for the recipe shown is nearly 2 hours, despite being called easy. This will discourage people from cooking and they might just order take out or fast food instead.

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For the marinade

- 1 [lemon](#), juiced
- 2 tsp [ground cumin](#)
- 2 tsp [paprika](#)
- 1-2 tsp [hot chilli powder](#)
- 200g [natural yogurt](#)

For the curry

- 2 [tbsp vegetable oil](#)
- 1 large [onion](#), chopped
- 3 [garlic cloves](#), crushed
- 1 [green chilli](#), deseeded and finely chopped (optional)
- [thumb-sized piece ginger](#), grated
- 1 [tsp garam masala](#)
- 2 [tsp ground fenugreek](#)
- 3 [tbsp tomato purée](#)
- 300ml [chicken stock](#)
- 50g [flaked almonds](#), toasted

1. In a medium bowl, mix all the marinade ingredients with some seasoning. Chop the chicken into bite-sized pieces and toss with the marinade. Cover and chill in the fridge for 1 hr or overnight.
2. In a large, heavy saucepan, heat the oil. Add the onion, garlic, green chilli, ginger and some seasoning. Fry on a medium heat for 10 mins or until soft.
3. Add the spices with the tomato purée, cook for a further 2 mins until fragrant, then add the stock and marinated chicken. Cook for 15 mins, then add any remaining marinade left in the bowl. Simmer for 5 mins, then sprinkle with the toasted almonds. Serve with rice, naan bread, chutney, coriander and lime wedges, if you like.

Recipe from Good Food magazine, February 2017

★★★★★ (214 ratings)

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Examples of exotic ingredients such as garam masala and ground fenugreek

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Easy butter chicken

★★★★★ (133 ratings) By [Jennifer Joyce](#) [Magazine subscription – 3 issues for £5](#)

PREP: 15 MINS | COOK: 35 MINS | plus at least 1 hr marinating | EASY | SERVES 4

Fancy a healthy version of your favourite Friday night chicken curry? The chicken can be marinated the day before so you can get ahead on your prep

Healthy

Nutrition: per serving

Save to My Good Food | Print

kcal | fat | saturates | carbs | sugars | fibre | protein | salt

Total of 1h 50 min to cook meals

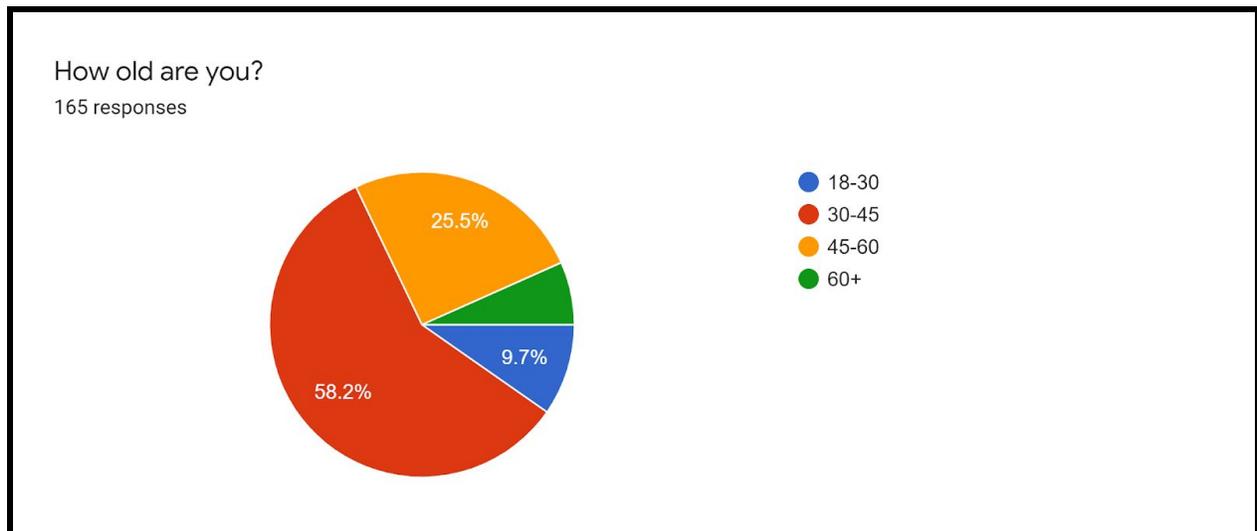
3 METHODOLOGY

3.1 NEEDS ANALYSIS

A needs analysis was conducted to ascertain the relevance of such a project. Firstly, a questionnaire was constructed to establish the respondents' position on whether they preferred to eat out or cook and reasons why this may be so. Indeed, the 165 respondents who were mainly working adults indicated that they ate out more than 3 times a week due to their hectic schedules and their inability to cook up a dish quickly. This feedback confirmed the feasibility of the project.

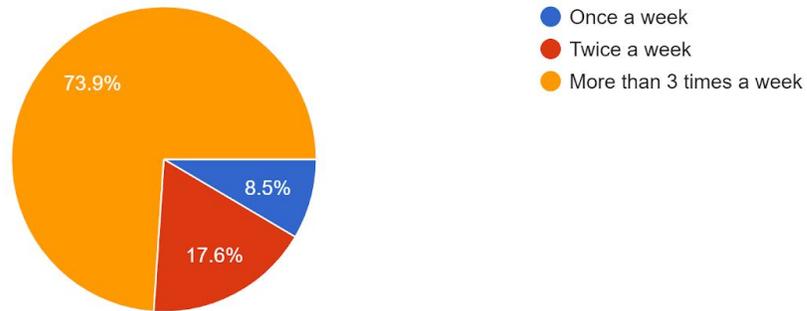
3.2 SURVEY RESULTS

Here are our initial survey results which motivated us to start this project.



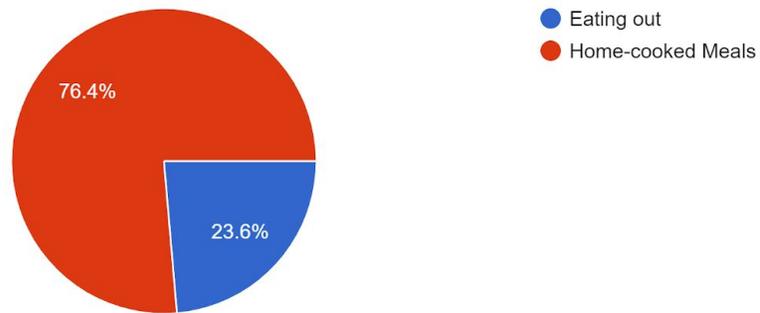
How often do you eat out in a week?

165 responses



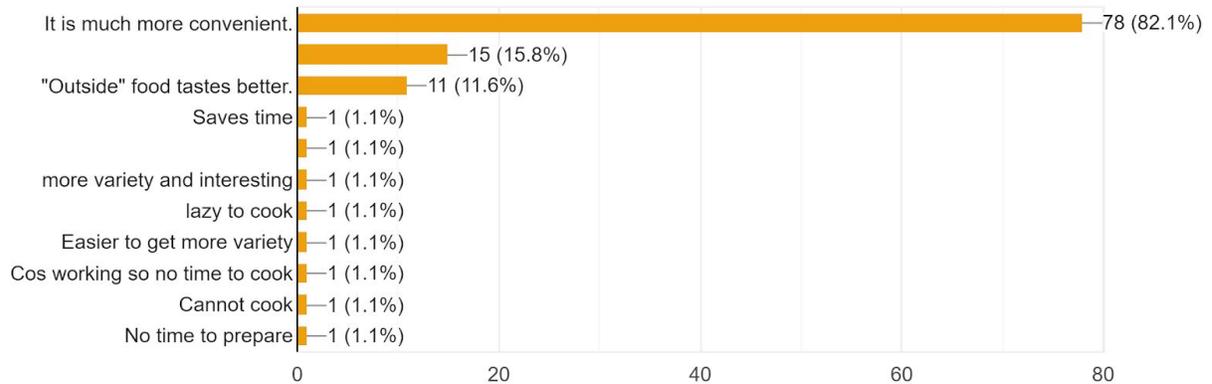
Do you prefer eating out or having home-cooked meals?

165 responses



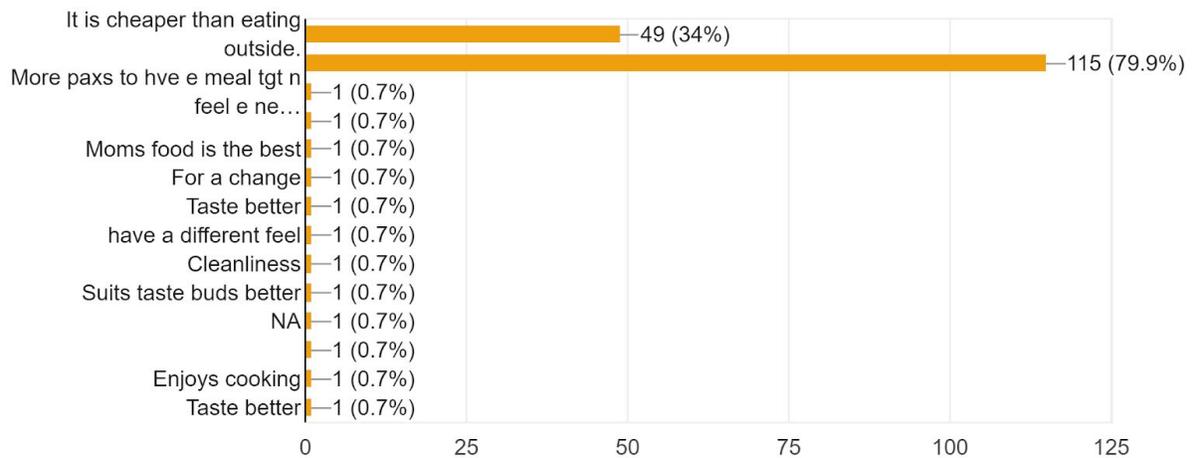
If you prefer eating out, why?

95 responses



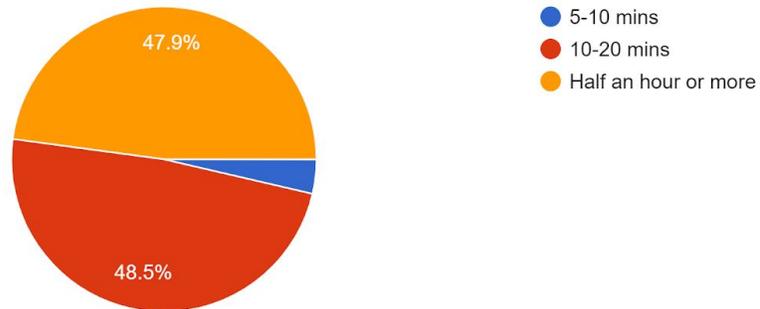
If you prefer having home-cooked meals instead, why?

144 responses



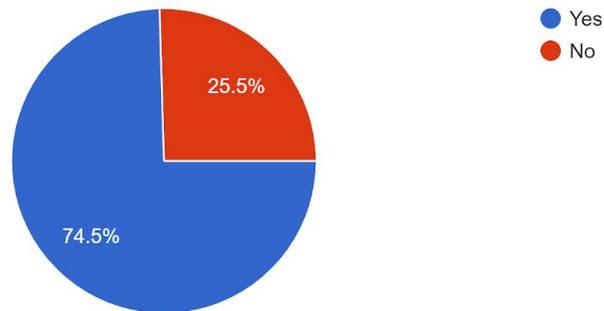
How long on average do you have a meal?

165 responses



Do you know how to cook?

165 responses



We also found out that a majority of our target audience have hectic work schedules, and are busy for long hours, leaving them with little to no time for eating.

3.3 DEVELOPMENT OF RESOURCES

We reached out to different companies to work with them on educating our users on healthy eating and dieting. From this, we decided to work with Mia Guo, an award winning fitness trainer and model, from 24xFitness Gym to learn more about healthy eating. We did this through interviewing her and asking questions on common pitfalls people may face while dieting and so on. We also wanted to allow new cooks to be able to start cooking without problems so we created infographics on tips to help new cooks on our instagram page. Other than that, we have fun facts of cooking and food in general posted on our instagram page. To create our website, we worked with an experienced fitness trainer, Jayson Bernado, to learn more about healthy recipes and we ensured that our recipes were in fact easy to follow and nutritious.



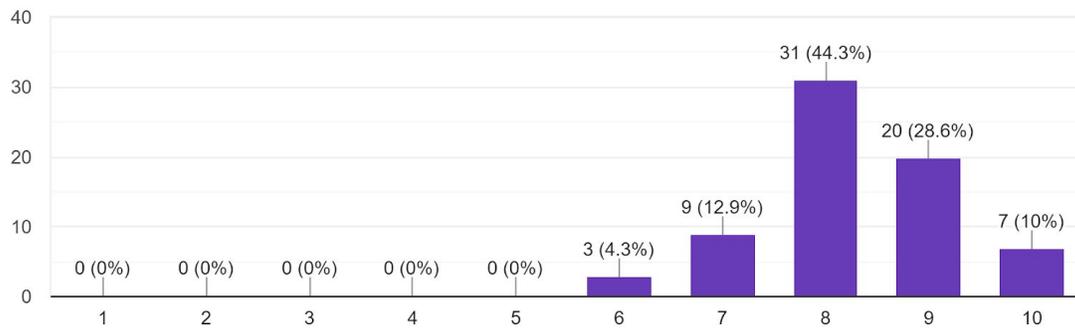
3.4 Pilot Test

The pilot test was administered to 70 working adults. A brief overview of our resources on the website was provided, and we allowed them to free roam on the site. They were asked to judge our website based on clarity, completeness of resources, and ease of access. Recommendations were evaluated and incorporated into the website.

Generally, the response was positive and most of them said that our website was visually appealing and that our recipes were easy to understand and resources helpful to them. Most of them were also more likely to start cooking after looking at our resources.

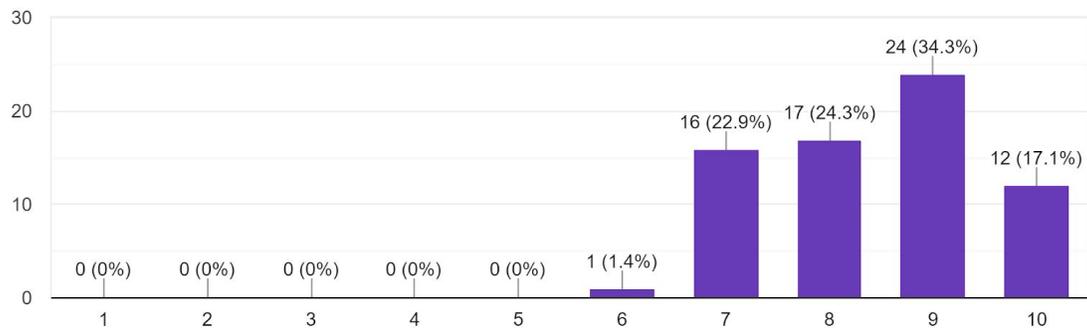
How visually appealing is the website on a scale of 1 to 10?

70 responses



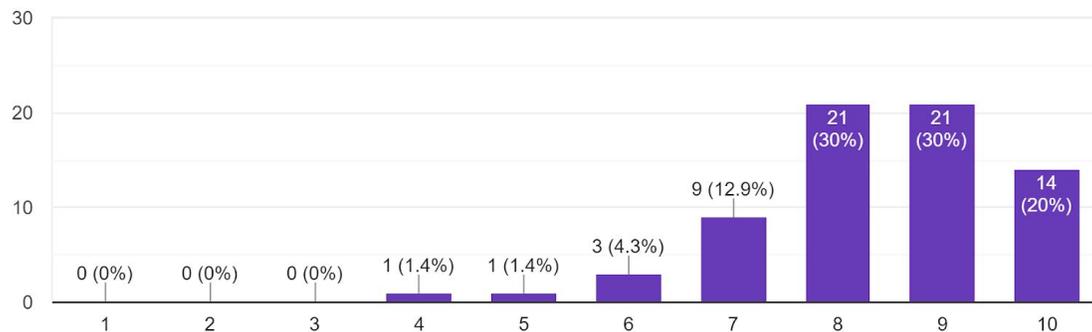
How easy are the recipes to understand?

70 responses



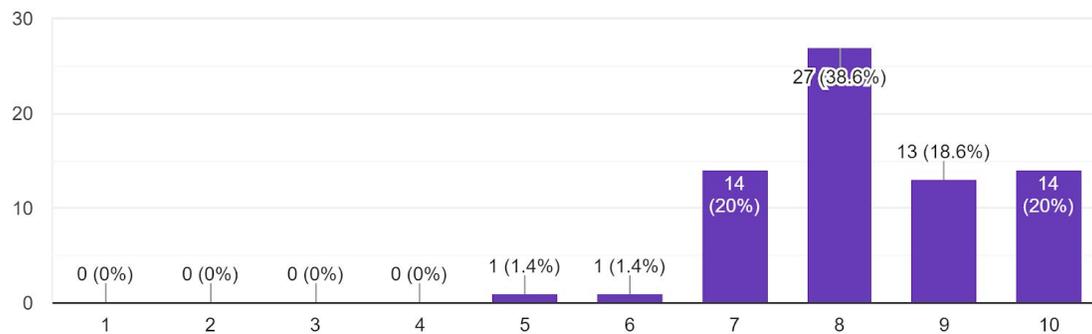
How helpful do you find our resources?

70 responses



Are you more likely to cook after taking a look at our recipes and resources?

70 responses



Some of our interviewees also had complaints about formatting and wanted step by step instructions and pictures to guide them along the way. This was crucial to us as ease of access and simple instructions were paramount to ensuring that our target audience would use our website/resources to cook as vague and complicated instructions would deter them from using it.

4 Outcome & Discussion

Although the project obtained positive feedback when it was pilot-tested, we made a decision to change most of the font sizes, increasing them in size. Some of the fonts in most pages were also changed to a font more pleasing to the eye, where it was previously cursive. We have also added various photos, for both step by step and the final product.

Changes to the font and font size was so that our audience might find out resources easier to read and more pleasing to the eye. This will allow them to be more likely to view our sites as it is easier to read the site. The addition of step-by-step photos will guide our audience to complete the recipes with ease and make it less vague and complicated for them.

5 Conclusion/Reflection

Despite some setbacks, such as certain periods where we felt unproductive and COVID-19, we managed to push through different challenges together, to complete our goals, and make this a successful project. For example, during the May holiday period, our productivity decreased drastically and had not worked on the project for a long time. However, with distribution of tasks and assignments, we quickly bounced back. We have also learned a variety of new skills and values throughout this long but rewarding journey, such as designing our website, creating the different healthy recipes, and ensuring our project would fulfil the needs of our target audience. Values such as resilience and patience were also acquired along the way, as we powered through multiple setbacks, and managed to overcome them. Overall, we are glad to have finished our project, and we hope that our product will be able to help the many working adults and busy youths in our society, to be able to begin a healthier lifestyle.

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