

CAT 4 RESOURCE DEVELOPMENT

Group 4-027

Au Naturel

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Words:1500

ABSTRACT

Project: Au Naturel is an online package, which includes an Instagram account and website containing videos, recipes and tips and tricks to encourage teenagers in Singapore to cook as cooking is an important life skill. Our resources are vibrantly coloured and easy to understand, packaging information into bite-sized pieces so teenagers may be more willing to view our resources and begin their culinary journey. The website houses step-by-step videos to educate teenagers on simple and elegant recipes as well as more expensive and fanciful meals that would impress. Weekly posts are made on the Instagram page as well as regularly updated stories, to sustain the attention of our followers, who are mainly Singaporean teens interested in cooking

1 INTRODUCTION

1.1 Rationale

Cooking is an important life skill as it helps people be self-sufficient in life. It also provides a healthier option. As provided by the example of this Covid-19 pandemic, cooking has proven an invaluable asset as people around the world strive to stay at home as much as possible. Learning how to cook has empowered individuals to be able to reduce interaction outside as they can cook from home instead of resorting to ordering takeaways.

1.2 Objectives

The objectives of our project are to equip students with basic cooking skills so that they

can be self-sufficient, to motivate students to start cooking, and to teach students how to cook affordably and healthily using reasonably priced ingredients.

1.3 Target Audience

Our project specifically aims at secondary school students from Hwa Chong Institution. Being in the same school allows greater connectivity with the Hwa Chong family. Hwa Chong students also have a likely chance of going overseas or be away from home for extended periods of time during activities such as immersion and boarding. Hence, it is imperative for students to learn how to cook basic food for themselves.

1.4 Resources

The resources created for this project include an Instagram page where Infographic posters were made on recipes, tips and cooking terminology were posted weekly. A website housing cooking videos, recipes, tips and tricks as well as external links for users who are interested in doing further reading on cooking was also created.

2 REVIEW

MoneySmart. (2019, November 8)

<https://blog.moneysmart.sg/dining/affordable-cooking-classes-singapore/>

Cooking classes in Singapore either focus on ethnic cuisines like Indian and Japanese food, or focus on meals revolving around specific dietary requirements, such as gluten free meals. These classes do not consider the availability of equipment or ingredients

as a factor, and are hence not geared towards students. Our resources aim to focus on budget cooking which is not as prevalent in other cooking classes, and will be easier for students to keep up with.

Top 15 Best Recipe Websites (February 2020)

<http://www.ebizmba.com/articles/recipe-websites>

Many recipes online from famous websites cater to an American audience with the use of units of measurement like Fahrenheit and Ounces in all recipes. Converting between the two units of measurement is inefficient and inaccurate. Our resources were presented in Celsius to cater to a Singapore audience.

Furthermore, many top cooking websites lack advice for beginner chefs. Allrecipes.com, Foodnetwork.com, Food.com, Epicurious.com, are websites listed as top 10 most popular recipe websites according to Ebzima

Top 50 Singapore Food Blogs And Websites With Best Singapore Recipes in 2020

https://blog.feedspot.com/singapore_food_blogs/

After looking at the top 50 food blogs and websites in Singapore according to feedspot.com, none of the food blogs or websites offered both the cost of the dish and where to buy the ingredients. For example, Miki's Food Archives features over 400 recipes, but many recipes contain many hard to obtain ingredients like banana leaves and oxtail, which are not available at conventional supermarkets like Fairprice and Cold storage

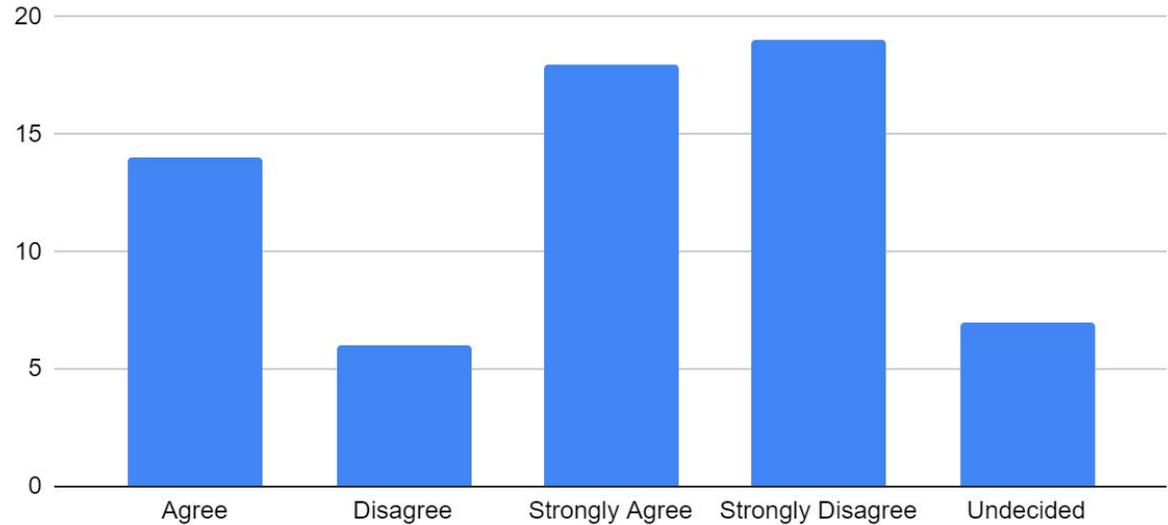
3 METHODOLOGY

3.1 Needs Analysis

A needs analysis was conducted to ascertain the relevance of such a project. We conducted an online survey with 64 respondents to determine the percentage of our target audience who were able to cook and the percentage interested in cooking.

3.2 Survey Results

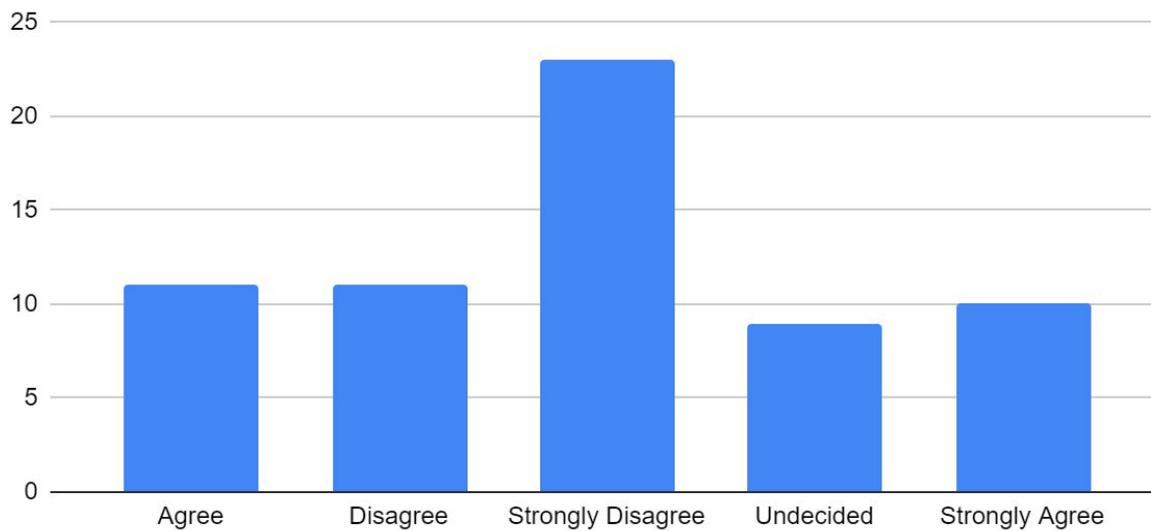
Count of Pick the option that best suits you [I like to cook on my own]



Count of Pick the option that best suits you [I like to cook on my own]

50% (32) of our respondents do not like to cook on their own so our project is feasible as half of our respondents do not have an interest in cooking; thus there is a need for our project to motivate them and develop an interest in cooking.

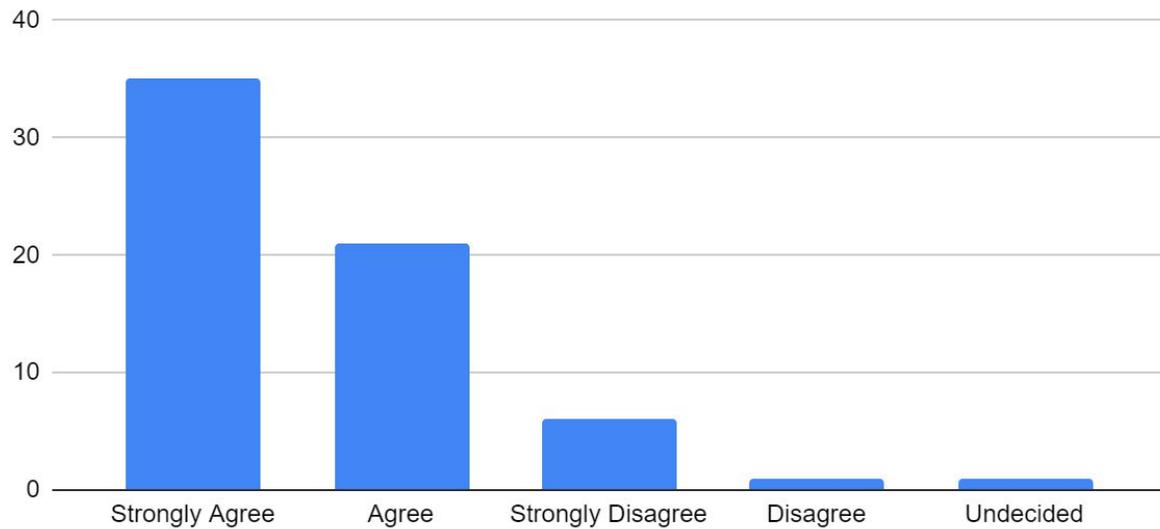
Count of Pick the option that best suits you [I can cook a balanced meal]



Count of Pick the option that best suits you [I can cook a balanced meal]

68.75% (44) of our respondents are unable to cook a balanced meal. This shows that our project is feasible as there is a need for our project in order to educate them on basic cooking skills.

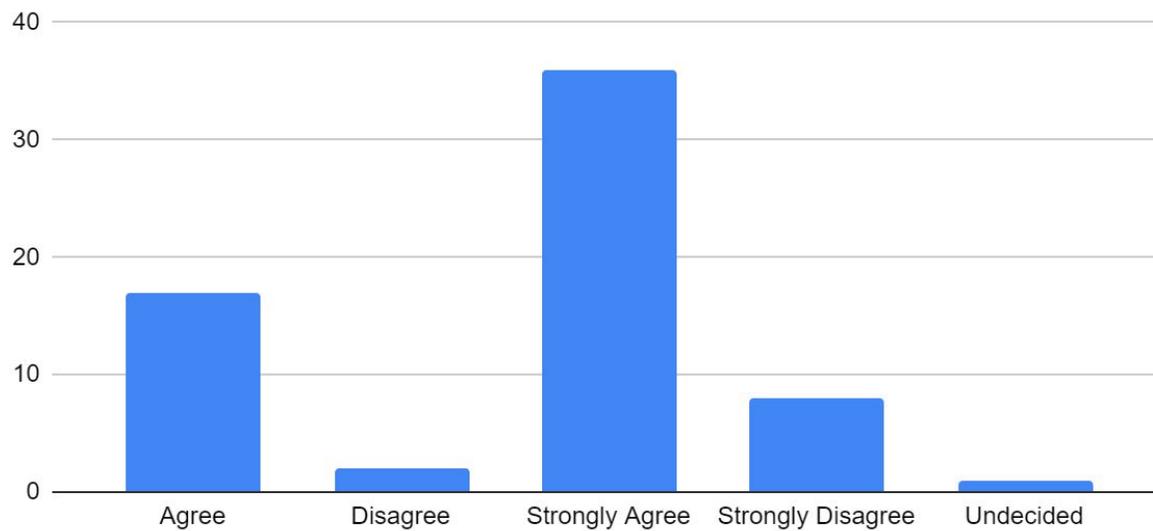
Count of Pick the option that best suits you [I think cooking is an important life-skill]



Count of Pick the option that best suits you [I think cooking is an important life-skill]

87.5% (56) of our respondents felt that cooking is an important life-skill. This proves that our project is feasible as there many students who will be interested in our project as we will address their need.

Count of Pick the option that best suits you [I would like to learn more about cooking]

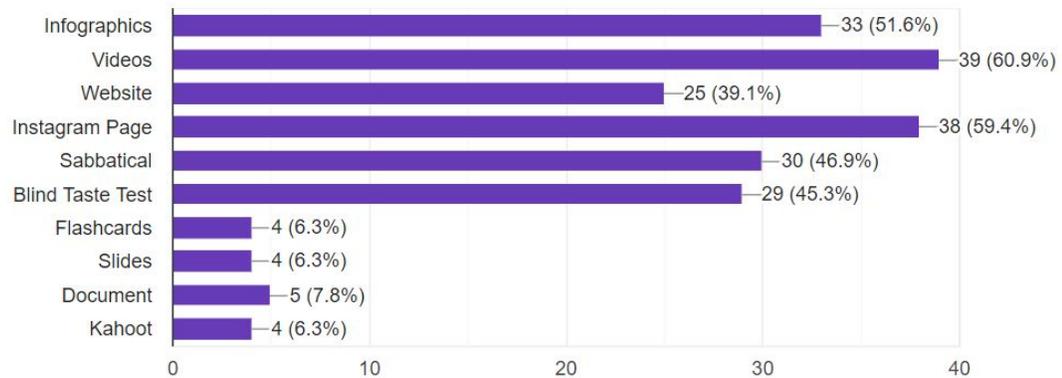


Count of Pick the option that best suits you [I would like to learn more about cooking]

82.8% (53) of our respondents would like to learn more about cooking. Hence, our project is feasible as many of our respondents are interested in cooking and thus our project will address their need by teaching them basic cooking skills.

Which resources would you like to use to learn cooking

64 responses

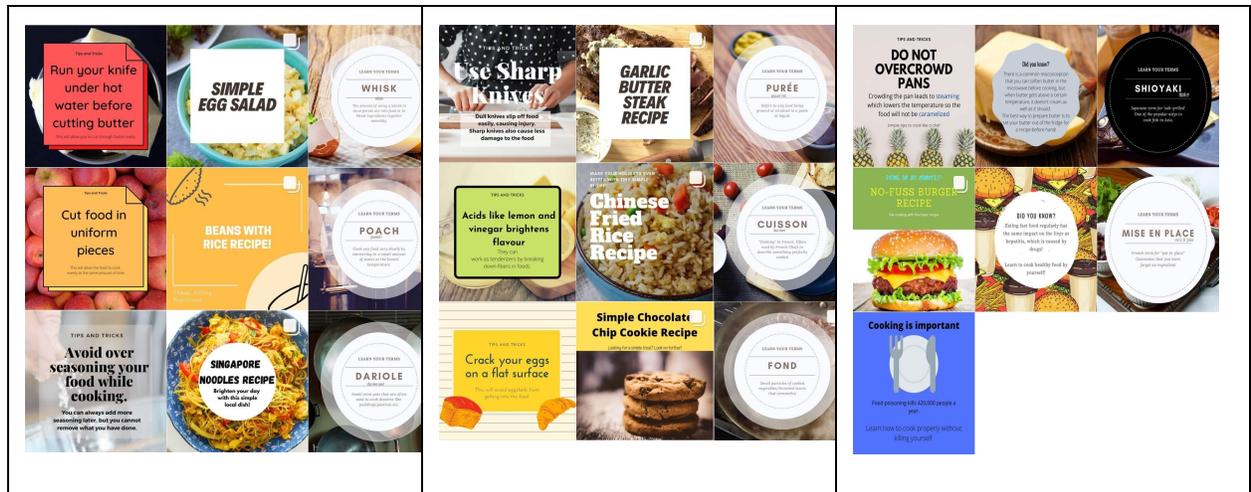


We decided to take the top four responses as elements of our resources and learning package, however because of the Covid-19 situation we had to cancel our idea for a sabbatical and a blind taste test. Thus, we decided to have Infographics, Videos, Instagram Page and a Website as our learning resource package.

3.3 Development of Resources

Infographics

Over the year, we created 27 posters, which were designed with reference to currently available resources to ensure more affordable and nutritious recipes. These infographics contained information about recipes, tips and tricks, cooking terminology as well as fun facts. We summarised the information into bite-sized posters to attract attention, and gain the interest of viewers. We also included price per serving, as well as where the ingredients for the recipe could be found on the posters.



Overview of infographics

| | |
|----------------------------------|---|
| <p>BANANA CAKE RECIPE</p> | <p>Estimated cost: \$3.10. All ingredients available at Fairprice</p> <p>Ingredients</p> <ul style="list-style-type: none"> • 200g overripe bananas • 120g self-raising flour, cake flour or all purpose flour • 3/4 - 1 teaspoon baking powder • 3 eggs, room temperature • 100 g powdered sugar • 1 stick unsalted butter, melted (100g) <p>Directions</p> <ol style="list-style-type: none"> 1. Preheat the oven to 190° C. 2. Pour the banana cake batter into the pan. For the best results, place the pan on another empty pan before baking. To avoid the top of the cake from becoming too brown, cover the top of the pan with aluminum foil after the cake is set at the top, about 20-25 minutes into baking. 3. Bake the banana for 40-50 minutes. Remove the cake from the oven, let cool on a wire rack for 10 minutes before cutting into pieces. |
| <p>Salmon Recipe</p> | <p>Estimated cost: \$6.50. All ingredients available in Fairprice</p> <p>Ingredients</p> <ul style="list-style-type: none"> • 180g salmon fillet • 1/2 lemon • 1 tablespoon light soy sauce • Salt and pepper <p>Directions</p> <ol style="list-style-type: none"> 1. Wash the salmon, and cut it into 2 pieces. 2. Add a pinch of salt and spread evenly. 3. Add a tablespoon of light soy sauce evenly. 4. Season with pepper. 5. Squeeze half a lemon evenly. 6. Refrigerate for 2 hours to marinate. 7. Air fry at 180°C for 13 minutes. |

More and better quality infographics can be found on our webpage.

Instagram

We started an Instagram page to facilitate interactivity between us and our target audience. On our page, we posted our infographics weekly, as well as answered any queries or clarifications by our followers.

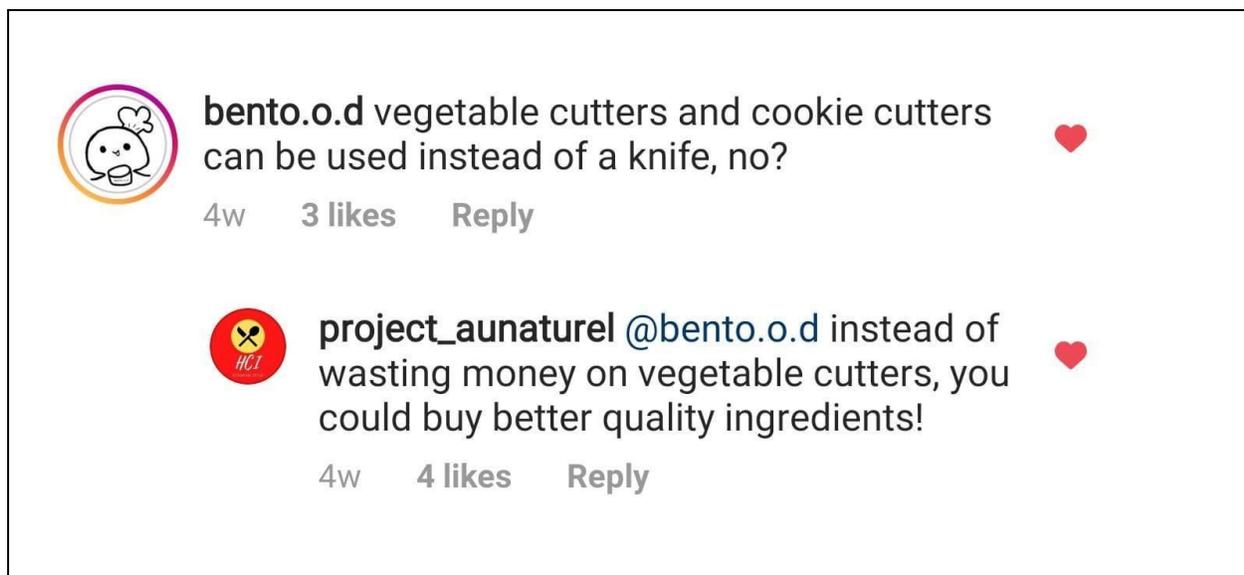
project_aunaturel ▾ • 



25 Posts **669** Followers **1,368** Following

Project Au Naturel
Product/Service
Official account of Basic Guide To Cooking: Hwa Chong Style
Follow for weekly cooking related posts :)
↓ ↓
forms.gle/TNzhQ8iDYzxnJvt9

Screen shot of Instagram Page



 **bento.o.d** vegetable cutters and cookie cutters can be used instead of a knife, no? 
4w 3 likes Reply

 **project_aunaturel** @bento.o.d instead of wasting money on vegetable cutters, you could buy better quality ingredients! 
4w 4 likes Reply



brawlccoli What about mashed potato. Is that a puree or mashed potato



12w **Reply**

— Hide replies



project_aunaturel @brawlccoli is you blend a potato into a smooth liquid it would considered a puree. But at that point it would be more potato juice than mashed potatoes.



12w **1 like** **Reply**



finite_doge Can you tell us the amount of calories there are in your recipes? And maybe the nutrition and health benefits of the food so that we can gauge how beneficial cooking at home is in comparison to eating outside. I think that would really incentive me myself to cook more food at home, and I think the time taken to prepare really matters so maybe you could also show less time consuming foods and cooking tips to shorten time taken to cook. I'm a big fan of your project, I hope these few tips can help you ❤️❤️



1w Reply



project_aunaturel @finite_doge thank you for the feedback :) there is about 312 calories in this recipe. Cooking at home is certainly healthier than eating out as you know and can control the exact amount of sodium, fat and sugar added to your dish. While cooking may be a little more time consuming than eating out, the health benefits certainly make it all worth it. To save some time, you could meal prep and prepare food in batches (for the week maybe?) For more information do visit our website :)



22s Reply

Videos

We filmed videos for some of the recipes we posted, especially the ones we felt students would encounter difficulties in. The videos document a detailed step by step process for a certain recipe. Over the year, we filmed 6 videos, showcasing a variety of cooking techniques, and included important reminders in the videos.

Check for the crisp brown layer



Website

Link: <https://171185e.wixsite.com/website>

Our website served as an information hub, where we compiled all our resources and information on. We also included an additional tab, dubbed “Culinary Adventures”, where we included links to external websites containing useful cooking information we felt our audience might be interested in. We summarised these websites so our audience would have an easy time navigating.

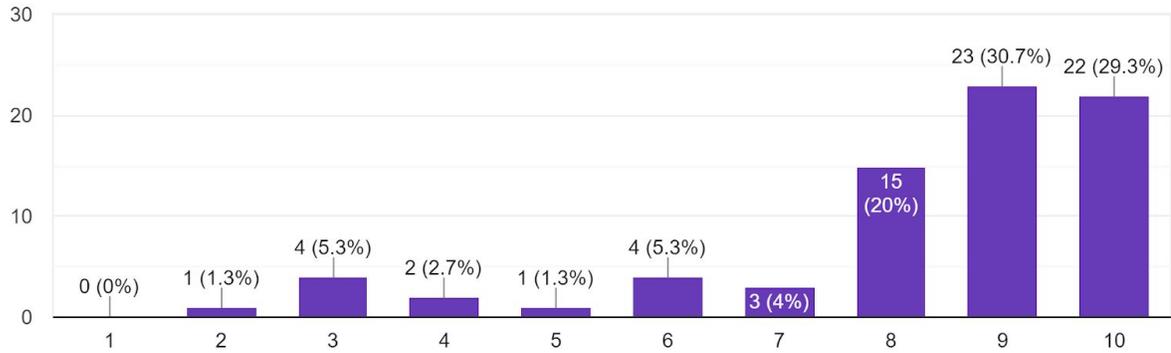


3.4 Pilot Test/Feedback

A pilot test was administered to our Instagram followers. Feedback on our resources was conducted through google forms due to the Covid 19 situation. Generally the feedback was positive and showed that our objectives were met.

How useful is our website?

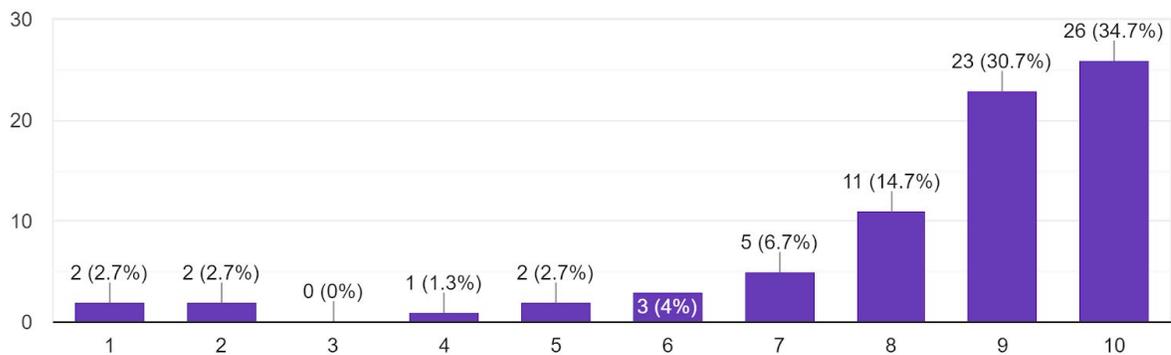
75 responses



89.3% of respondents rated our website with a usefulness rating of 6 and above.

How useful was our Instagram page?

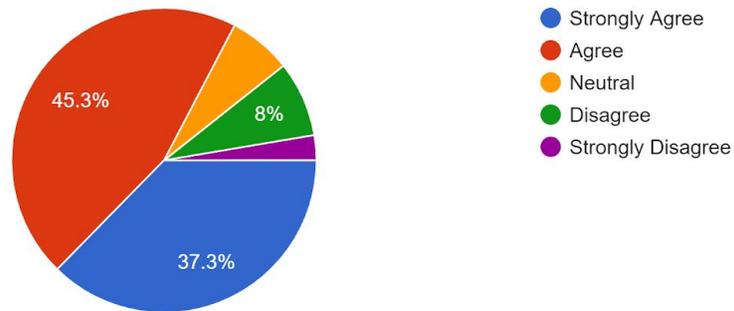
75 responses



90.8% of respondents rated our Instagram page with a usefulness rating of 6 and above.

I am well equipped with basic cooking skills after looking through the resources compared to before

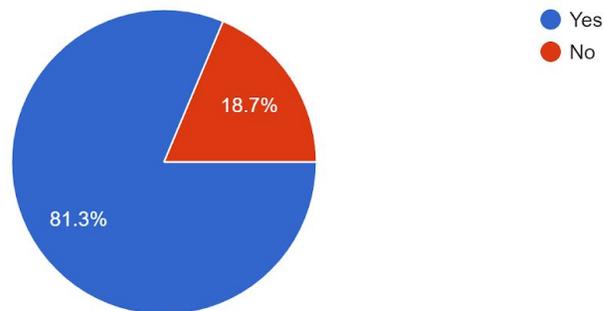
75 responses



82.6% of respondents agreed that they were well equipped with basic cooking skills after looking through the resources compared to before.

Are you more motivated to start cooking

75 responses



Lastly, 81.3% of respondents were motivated to start cooking after looking through our resources.

Additionally, we also put up a post on Instagram, requesting feedback from our followers and this is what they had to say about our project. The students believed that our project has benefited them in one way or another.



 **lovepeanuts22** It was pretty useful for me especially during circuit breaker period where I wanted to try cooking for the first time, your small tips and tricks have played a long way to helping me
1 h Reply

 **da_slimy_unicorns** I enjoy your project, I recently picked up cooking as my new hobby after following you this year
57 m Reply

 **diobranox.heo** Yeah I find your posts very attractive its like an ad honestly, perhaps you could include some more information but if you can't it's alright ❤️
53 m Reply

 **happyreaper2** Found most of your posts above average but I liked the amount of interaction you had with us
51 m Reply

 **quek1967** Some of your tips and tricks weren't actually useful so perhaps you could have some more of those targeted to be more useful?
48 m Reply

 **dfi.jiex** I like how you make the effort to reply to our comments and answer our questions. Overall, i think this project in successful in educating us more about cooking and the recipes have also taught us about the different cuisines. Being stuck at home, I really think that these posters have helped me since it has motivated me to spend time experimenting with these recipes.
43 m Reply

4 Outcome and Discussion

We had surpassed our original goal of creating 20 infographics and 5 videos. We were also able to accomplish our set objectives by reaching out to a large group of our target audience through Instagram, educating them on cooking skills and terminology as well as motivating them to start cooking. Due to the Covid-19 situation, we were unable to

proceed with our plans for sabbaticals or food taste tests. If we were to continue with this project we would create more recipes and videos exploring more basic cooking techniques.

5 Conclusion

Project Au Naturel has allowed the group to pick up important skills like perseverance, teamwork and creativity, especially during this special period where many of our plans were disrupted, so we had to find creative work-arounds to make the best of the situation. Although we could not meet face to face, we persevered through, making regular progress in our project with weekly Zoom calls. Lastly, not being able to meet face to face meant each of us had to maintain discipline and be responsible, to complete our allocated tasks even though there was no one to supervise and ensure we stayed on task.

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