

Titan Staff Reporter Application: Writing Assignment

In order to better assess how your unique writing style will fit with our product, we ask that you complete a restaurant review. We ask this in lieu of a preliminary interview, and consider it to be the most important part of our application process.

Please be assured that any writing you submit to us will only be used as a means to assess your skill as a reporter. We will not publish this writing assignment.

The Assignment

Titan Travel is dedicated to making it easy to plan a vacation. Staff Reporters are central to this mission. We rely on them to produce brilliant reviews that surpass everything else on the market.

A strong Titan review should be all of the following:

- Clear (specificity is a must)
- Applicable to a broad audience
- Compelling (humor is always a plus)
- Insightful
- Concise (think density of language, not word-count)
- Able to answer the question: Do I want to go there?

Because well-written reviews are essential to our product, we ask that you complete a restaurant review. Please visit and review one of the following NYC restaurants:

- [Loreley](#) (Lower East Side)
- [Tia Pol](#) (Chelsea)
- [BLT Burger](#) (West Village)
- [Pio Pio](#) (Jackson Hts.)
- [Hummus Place](#) (East Village)
- [Caracas](#) (Williamsburg)

We do not expect you to order 6 courses from the menu, but we ask that you sample some of the food (perhaps just an appetizer) or just grab a drink. The purpose of this exercise is to understand how you describe and evaluate an experience – we're less concerned about your ability to critique cuisine. (Generally speaking, we don't have any interest in food critics. The primary purpose of the assignment is

to see how well you can discuss setting, scene, vibe, décor, etc. while keeping the narrative relevant and engaging.)

The Written Review

Prepare a written assessment of the restaurant as a whole (remember, a restaurant is more than just food). The review consists of two distinct sections:

- 1) The Experience**
- 2) The Bottom Line**

The experience is a thorough account of what the place is really like. We want you to interpret this section broadly, but bear in mind that any information included should be of some relevance to a prospective user – a tourist trying to figure out where to eat. Feel free to discuss atmosphere, décor, clientele, service, food, or anything else you feel is relevant to a potential user’s experience at the given restaurant. Word count: 200-500 (this is intentionally wide open).

The Bottom Line is an objective critique of the restaurant as a whole. Ultimately, it should answer two questions: 1) What is this place? 2) Why should I go there? Word count: 40-50 (firm).

Note that “The Experience” and “The Bottom Line” should each stand on their own as two independent sections. (Assume that a potential user may read one section, but not the other.)

The Deadline

Within 4 days, please produce the aforementioned review and return it to Susannah Magrane at susannah@titanstartup.com. If you have any questions about the assignment or concerns about completing it within 4 days, please contact Susannah immediately.

We will review all reviews shortly after receipt. If we are pleased with your writing and find it in-line with our needs, we will contact you for an in-person interview.

Again, please note that these reviews are integral to our application process only, and are not subject to publication.