

AR RECIPE - THE DOODLE PEOPLE &
NGEE ANN POLY

CharSiewParty



Ready in **3 weeks**

Serves **∞ people**

0 calories (but will make you crave Char Siew Rice)

Ingredients

- Staff-Feet-Pics: Jun Fai, Eron, Kyan
- The Doodle People
- Ngee Ann Poly
- Immersive Media
- Chosen Food: Nasi Lemak
- Software: Vuforia, Unity, Adobe XD

Step 1 - Project Overview

- This project is designed to be an interactive AR experience relating to Singapore's local food and its history.
- Our team has decided to use Char Siew Rice as the food we're basing our AR experience on.
- Our first part of the AR experience is a rotating model gallery to evoke nostalgia of eating at a hawker center chicken rice/char siew rice stall
- There is also a interactive quiz meant to test how well people know Char Siew Rice, one of Singapore's signature dishes.
- Last but not least, there is a fun interactive "set up your own stall" function you can place using GroundPlane AR to pretend to make a mini pop up store.

Step 2- Design Rationale

- For this project, we wanted a rotatable display of a hawker centre stall to help create an image of what it's like to have the authentic "experience" eating Char Siew Rice, and give them a sense of nostalgia.
- For the quiz minigame, we wanted to include an interactive experience to test how knowledgeable people are about the dish we chose, given that it's a fairly popular dish with a rich history.
- Last but not least, the empty stall you can place out in the world is meant to act as fun side thing to make a mini display stand of a hawker stall.



Step 3- Goals and Objectives

We planned to invoke a sense of nostalgia among the young adults, working adults and elderly who have long since grown up together eating Char Siew Rice. We also wanted to showcase the properties of AR to the user and slowly ease them into using it as they test out the application.

Step 4- Technical Requirements

- **iOS :** iOS 9.0 or higher.
 - **Android :**
 - OS 4.1 or later
 - ARMv7 CPU with NEON support or Atom CPU
- OpenGL ES 2.0 or later.

Step 5- Additional Research

Char Siew Rice originally came from East Asia, in Guangdong and Hong Kong, and was originally first recorded 3,000 years ago. Chinese immigrants brought it over to South East Asia where it was sold in streetside carts, and now Char Siew Rice is a staple dish of Singapore, often found in hawker centers and food courts together with Chicken Rice.

Step 6- Postcard Design



Step 8- User Journey

Journey Steps Which step of the experience are you describing?	Discovery	Downloading App	Experience	Sharing
Actions What does the customer do? What information do they look for? What is their context?	Customer receives postcard	Customer downloads app	Customer goes through the info gallery Customer participates in the quiz Customer tries placing the AR model on the ground	Customer shares the app with their friends Customer wonders if there are other similar postcards Customer reviews their experience and nostalgia online
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	I would want to try and see what the postcard is about I would want to avoid being unable to know what to do with the postcard	I would want to download the app to try out the features I would want to see what this postcard is about I would want to avoid having long download times	I would want to view all the app has to offer I would want to avoid getting stuck because of bugs I would want to learn more about the featured food	I would want to avoid losing interest in the activities I would want to share the nostalgia of the experiences with my friends I would want to see if there are similar things to try
Touchpoint What part of the service do they interact with?	The physical postcard	The app store to download the app	The Image Target interacting with AR cameras The Ground Plane Tracker to place objects The interactive screen quiz	
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😊	🤔	😢	😊 miro

Step -9 User Persona

Xtensio Upgrade your account to remove Xtensio branding and access premium features.

User Persona Name



A quotation that captures this user's personality.

Age: 51
Work: Admin & Purchasing Manager
Family: Married, 2 kids
Location: Singapore

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Motivation



Motivation Type	Level
Incentive	High
Fear	Medium
Growth	Medium
Power	Medium
Social	High

Goals

- To live a fulfilling life
- To have a happy family
- To care for others in need
- To connect with more people

Frustrations

- Not well versed in writing or speaking eloquently
- Unable to handle more stubborn people

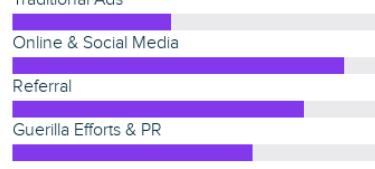
Bio

Manager at a shipping company in Singapore, married and has 2 children, one male, one female. Likes to care for others especially those struggling with health. Wants to socialize more but afraid of being unable to talk well.

Brands & Influencers



Preferred Channels



Channel Type	Level
Traditional Ads	Medium
Online & Social Media	High
Referral	Medium
Guerilla Efforts & PR	Medium

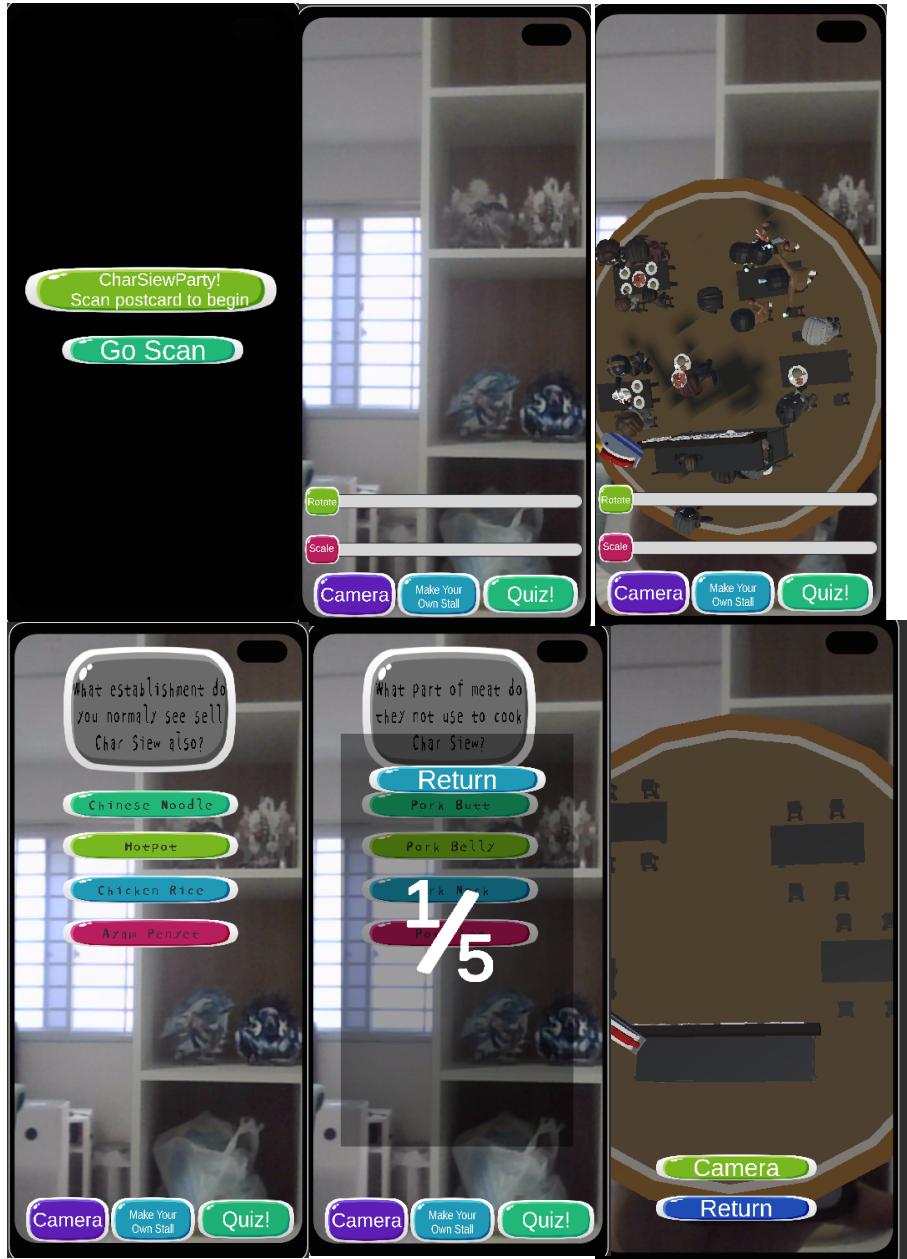
Step 10- Competitive Analysis

https://miro.com/app/board/uXjVPESzac=/?share_link_id=744017117076

"Adapting Waterfronts: Postcards from the Future, Singapore 2122"Competitor Analysis



Step 11- Unity Screenshots



Credits

Images:

Char Siew Rice Images-

<https://eatbook.sg/char-siew-rice/>

<https://hawkerpedia.com.sg/en/article/best-roast-pork-char-siew-singapore>

<https://danielfooddiary.com/2020/06/10/charsiew/>

Unity Assets

371 Simple Buttons Pack

CoffeeShop Starter Pack

Simple Foods