

1.V-CUISINE

Project is about Cross-cultural Food exchange

has been an important bridge for us developed a **VR application** for this can match people from various who cook together at home. They can try dishes or learn from other cuisines to explore culture behind them.

Background

- The image is a collage of three photographs. The top left photo shows a world map where various food items like grapes, apples, corn, and a lobster are placed on different continents. The bottom left photo shows a group of people (two women and one man) sitting around a table, eating and socializing. The right side is a close-up of a table covered with a white cloth, set with many different types of international cuisine, including bowls of soup, plates of meat, and glasses of juice.

Research

In the context of the continuous advancement of globalization, the trend of food globalization is on the rise. More and more people choose to taste the food of other countries or regions, and they are also interested in the food culture behind it.

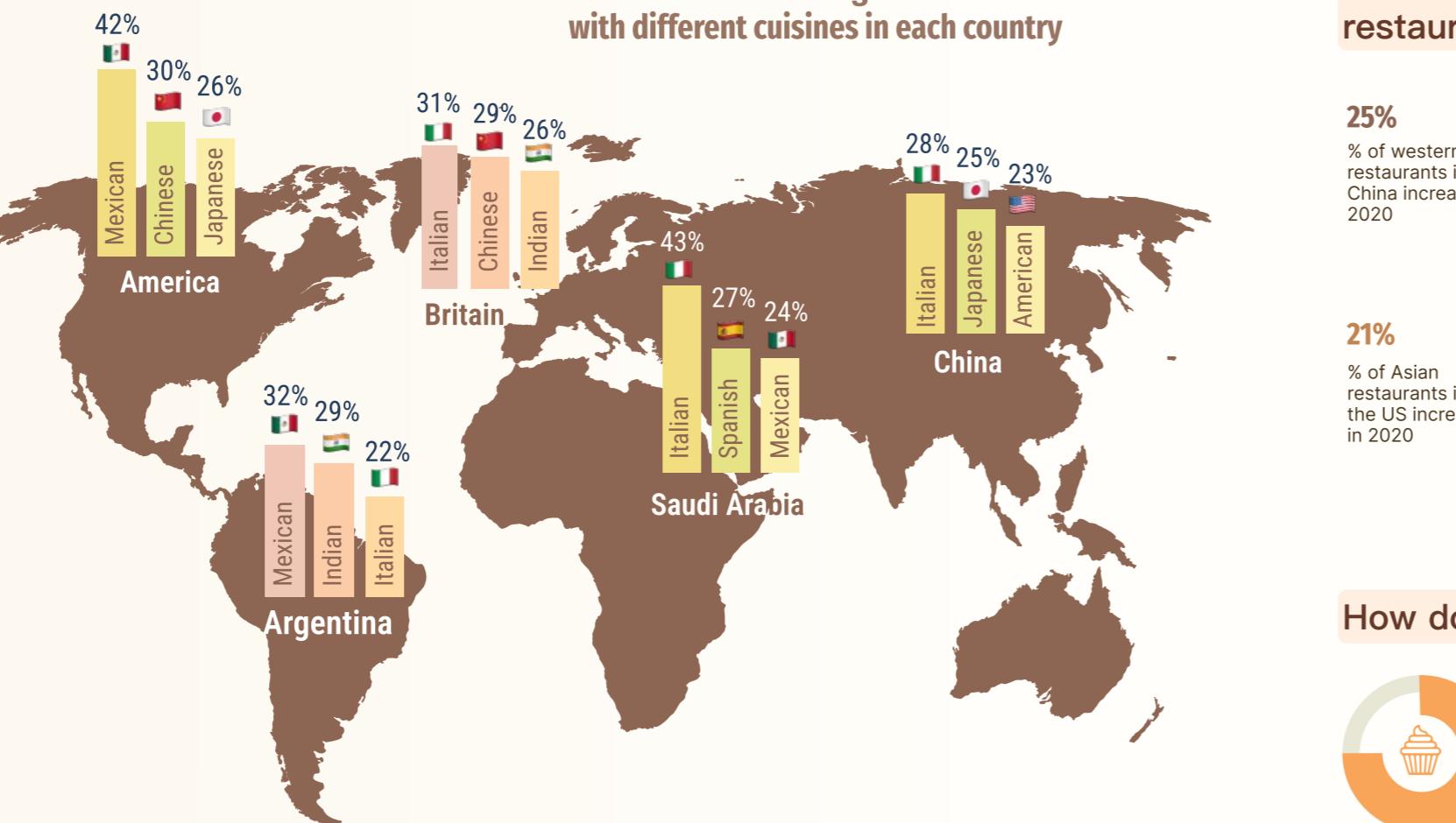
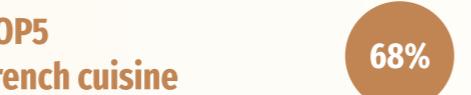
People who like to try food from other countries



People who are interested in the food culture of other countries

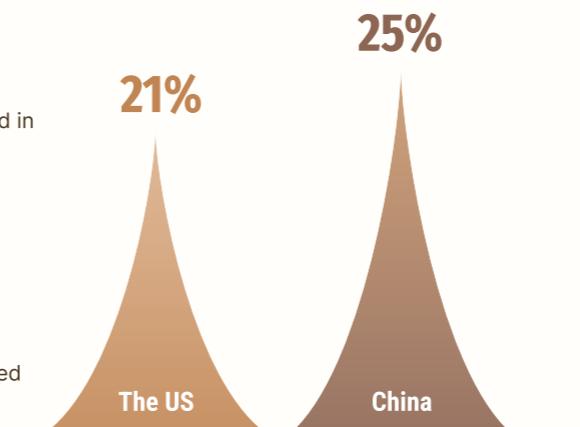


% of the popularity of cuisine by country in the world



% of consumers eating at restaurants with different cuisines in each country

Annual growth rate of foreign restaurants in the US and China



21%
% of Asian restaurants in the US increased in 2020

25%
% of western restaurants in China increased in 2020



Summary: Most people don't cook Asian food at home

The growth of Social Media has contributed to the globalization of food culture

More and more people like to follow food explorers and cooks from different countries and cultural backgrounds on platforms like YouTube, Facebook and Instagram. Through food photos, videos, and recipes, individuals can explore and appreciate different cuisines, fostering a more interconnected global food community.

Popular Food Youtuber from different countries



李子柒 Liziqi

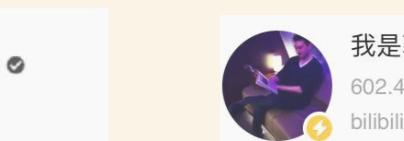
12.8M subscribers



The Food Ranger

4.58M subscribers

Popular foreign Food Volger in Bilibili Platform in China



我是郭杰瑞

602.4万粉丝 447个视频
bilibili 2019百大UP主



吃货小姐姐Hamzy

171.6万粉丝 218个视频
bilibili 知名美食UP主

Foreigners want to learn more about various food culture



But there are **misunderstandings** when food crosses geographical and cultural backgrounds

Fake Chinese food in the West



General Tso's chicken



Egg foo young



Orange chicken



Crab rangoon

Fake Western food in China



Borscht



Baked clams



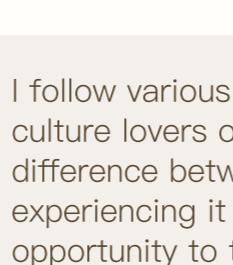
Fried pasta



Pineapple pizza

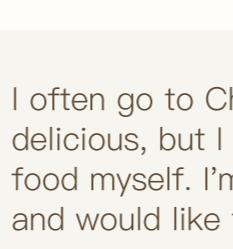
Persona

According to our interview and questionnaire survey, the following persona is obtained



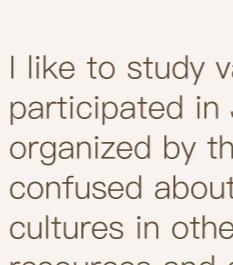
Wang
Chinese, Housewife

I follow various international bloggers and food culture lovers on YouTube, but there is a difference between seeing it in the video and experiencing it in real life. I hope to have the opportunity to travel and taste the local food myself while interacting with the locals.



Jack
Britain, Coder

I often go to Chinatown, I think Chinese food is delicious, but I have not tried to cook Chinese food myself. I'm new to authentic Chinese food and would like to know more.



Dora
American, Student

I like to study various culinary dishes, and I also participated in Japanese sushi making activities organized by the school. However, I'm a bit confused about how to start exploring culinary cultures in other countries, hoping to find reliable resources and exchange experiences and tips with other culinary enthusiasts.

Problem



Problem 1. Cooking exotic cuisines at home is complicated

In food culture exchanges, people may prefer to eat in restaurants rather than cook foreign food at home, because they don't know how to cook exotic food and the cooking process is complicated.



Problem 3. Lack of deep communication

In the process of food culture exchange, people struggle to truly comprehend the cultural significance behind dishes. Merely tasting food does not fully capture the historical, traditional, and cultural meanings. Meaningful interactions and deeper engagement with locals are necessary to grasp food culture.

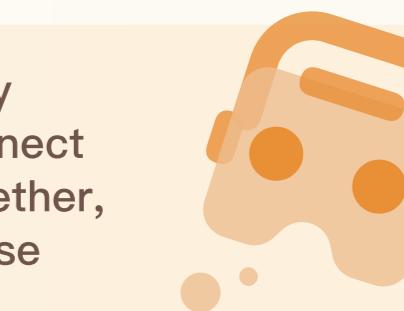


Problem 2. Cuisine is not authentic

As food crosses borders and cultures, its flavors and preparation methods may adapt to suit local tastes, leading to a reduction in the authenticity of dishes. Cultural misunderstandings and stereotypes may also arise.

How might we?

How might we create a new way of cultural food exchange by developing a VR application that allows users to virtually connect with people from different countries and regions to cook together, sharing their own culinary traditions and learning about diverse cuisines and cultural backgrounds?



Design Plan

A VR application

A VR app connecting users worldwide to cook together, share dishes, and learn about diverse food cultures.



A similar mobile app

This is available to users who do not have a VR device.

Offline immersive restaurants

The offline restaurant complements the app. It serves as a physical extension to promote the app and attract more users.



System Map

Offline immersive restaurants

To promote the app and attract more users.

Authentic Multi-Cultural Dining

The offline restaurant offers an array of authentic dishes from various countries, creating an immersive and culturally rich dining experience.

Table with Projections
Each table is equipped with tabletop projections, simulating the feeling of dining with people from remote countries, enhancing the sense of togetherness.

VR & kitchen facilities

For users without VR equipment, the restaurant provides VR setups and kitchen facilities

Cooking Events

Regular cooking activities for interactive culinary engagement.

VR applications Or Mobile app

Connecting users worldwide to cook together



Cultural Insights
The app offers recipe sharing, and cultural background information to enhance users' culinary knowledge.



Share meals

After cooking, participants come together to share their meals, exchange culinary knowledge, and appreciate the diversity of global cuisines.

Connect

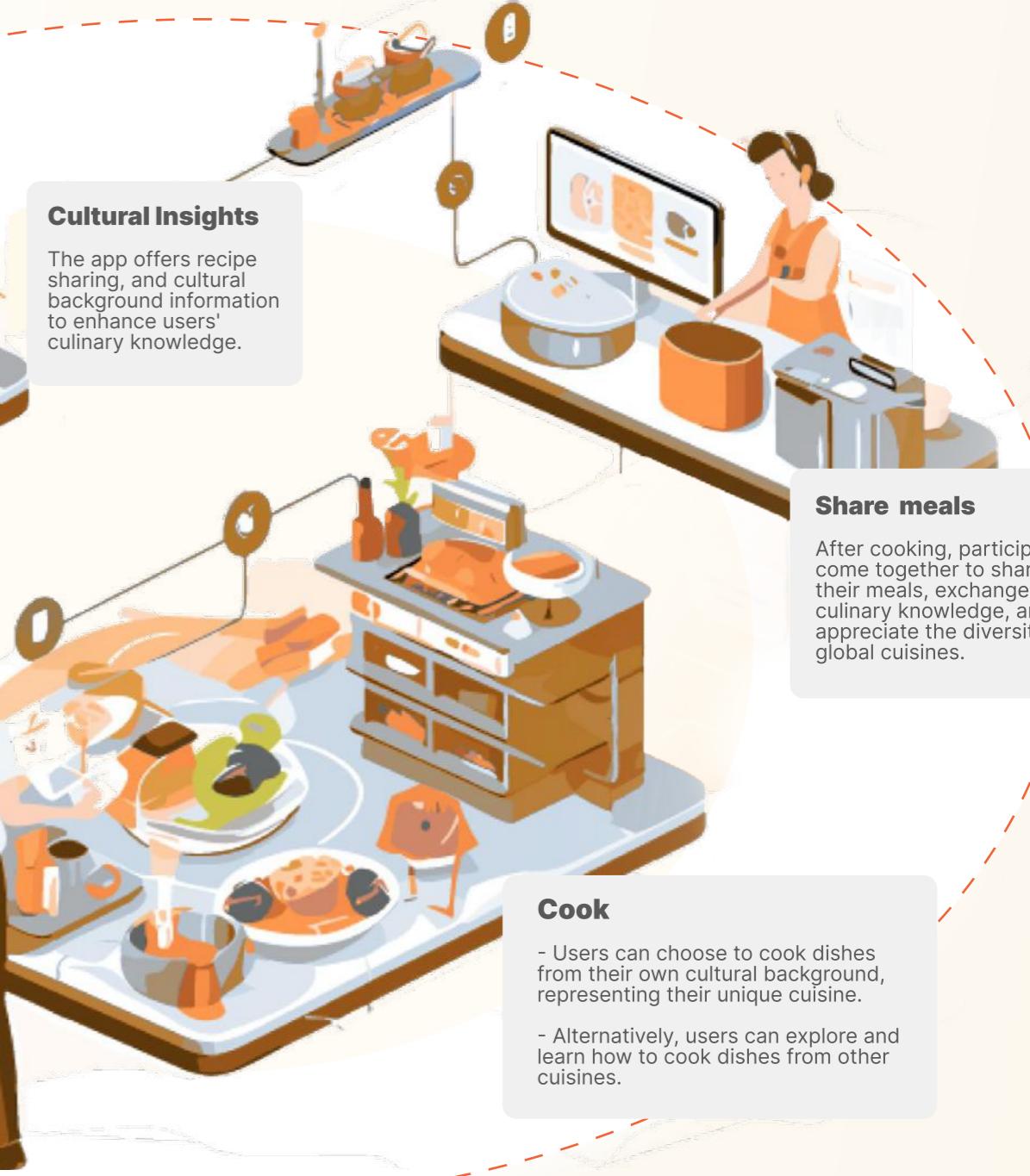
- Users can access the VR app and participate in virtual cooking sessions.

- The app provides a platform for users to connect with people from various countries who are interested in culinary exchange.

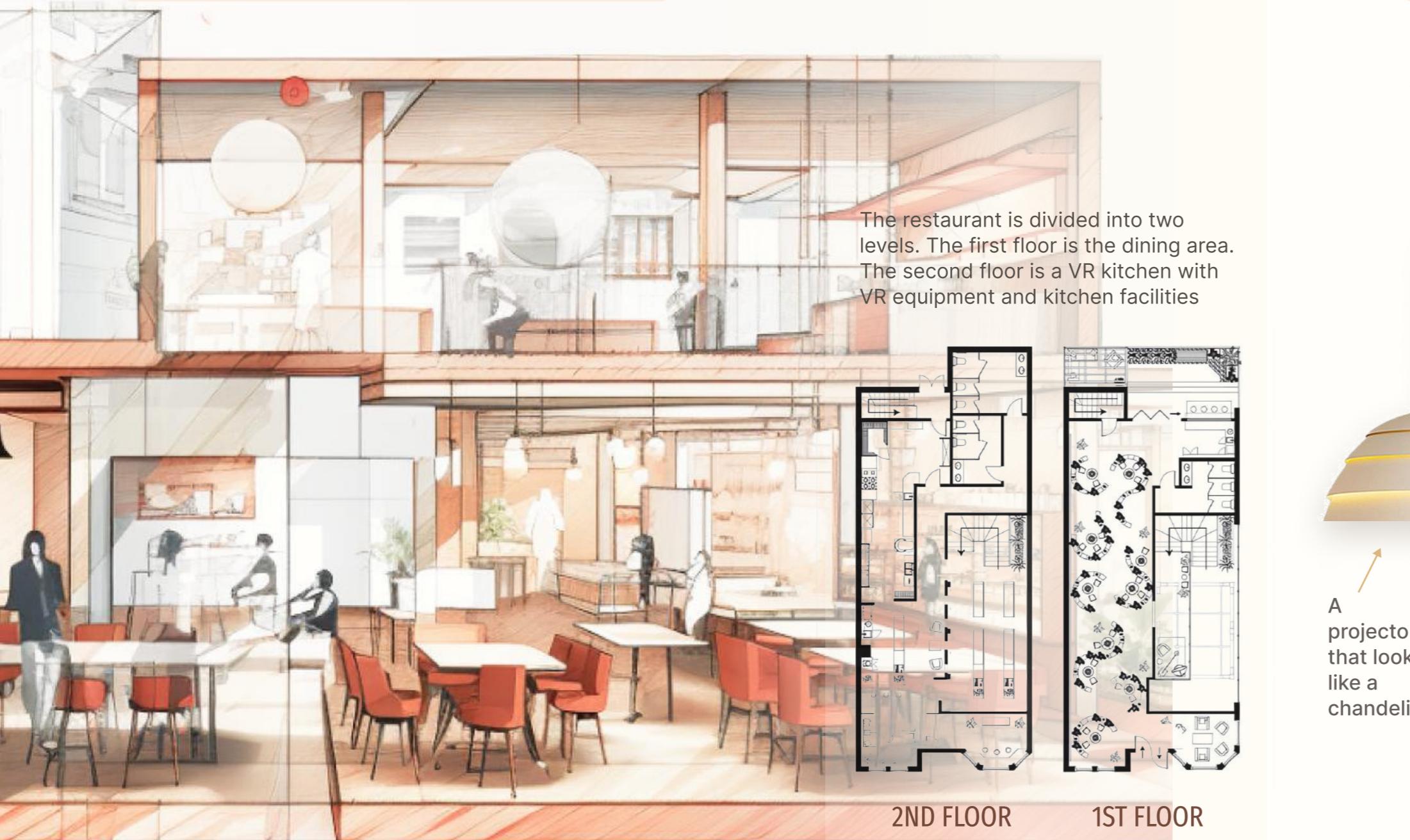
Cook

- Users can choose to cook dishes from their own cultural background, representing their unique cuisine.

- Alternatively, users can explore and learn how to cook dishes from other cuisines.



Design -Offline immersive restaurants



Immersive dining experience

The restaurant connects users from around the world, enabling them the feeling of eating at the same table through virtual projections, transcending geographical boundaries and fostering communication and sharing.

Utilizing desktop projection technology, we offer an immersive dining experience that combines virtual reality with gastronomy.

A projector that looks like a chandelier



Match diners from different countries, exchange food and culture of their hometown



A kitchen and VR equipment are available on the second floor of the restaurant



The restaurant will organize cooking events on a regular basis

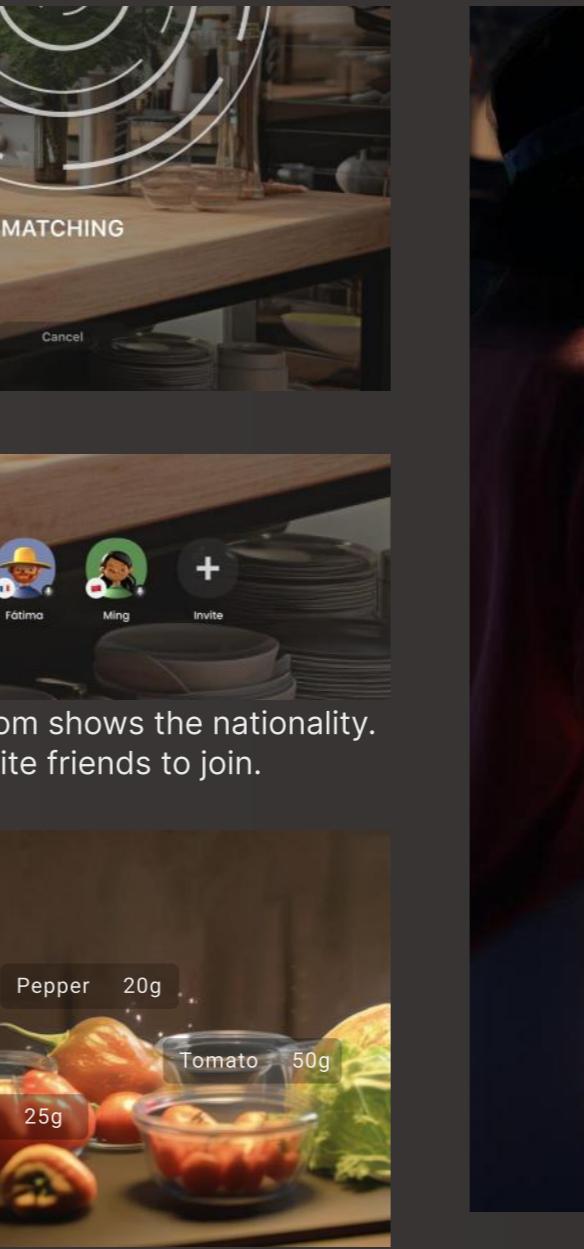




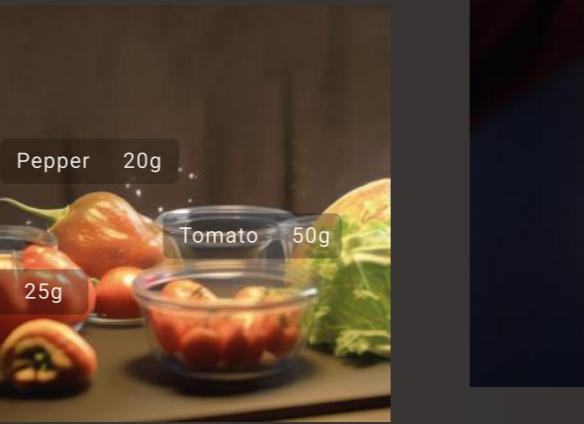
Design - VR Application

A VR application, users can match people from all over the world to cook together at home, they can cook their own cultural dishes or learn other cuisines, and understand the food culture behind them. After cooking, everyone sits together to eat, share food, and learn about other food.

The screenshots show the VR application's user interface. The top image is the 'Home Page' with tabs for Match, Recipe, Culture, and Mine. Below it are two 'Match' screens: one titled 'Match - Filter the user' showing options for Double or Multiple matches, and another titled 'Match - Matching Process' showing a list of countries, regions, and languages for filtering users.



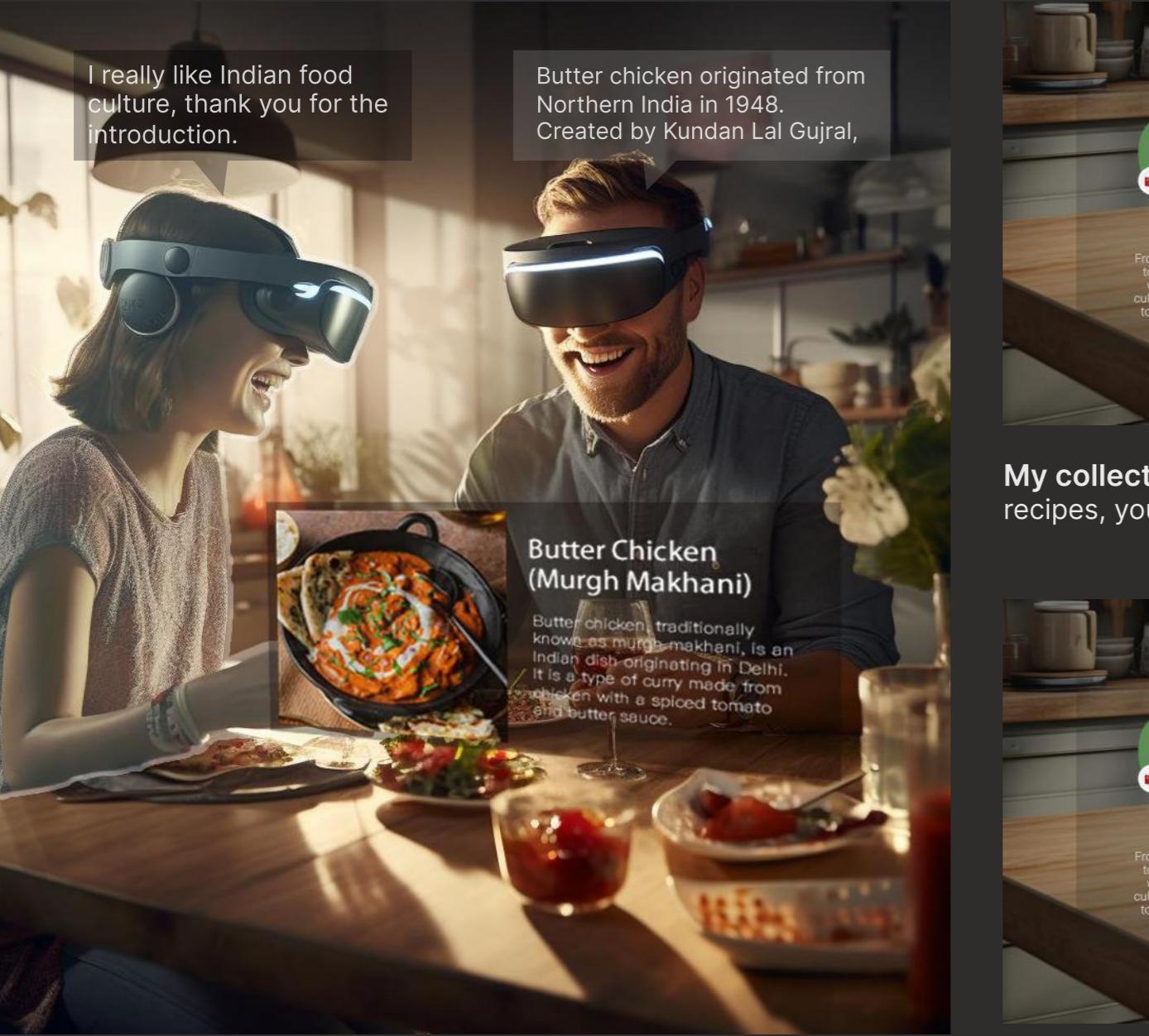
The user in the room shows the nationality.
Users can also invite friends to join.



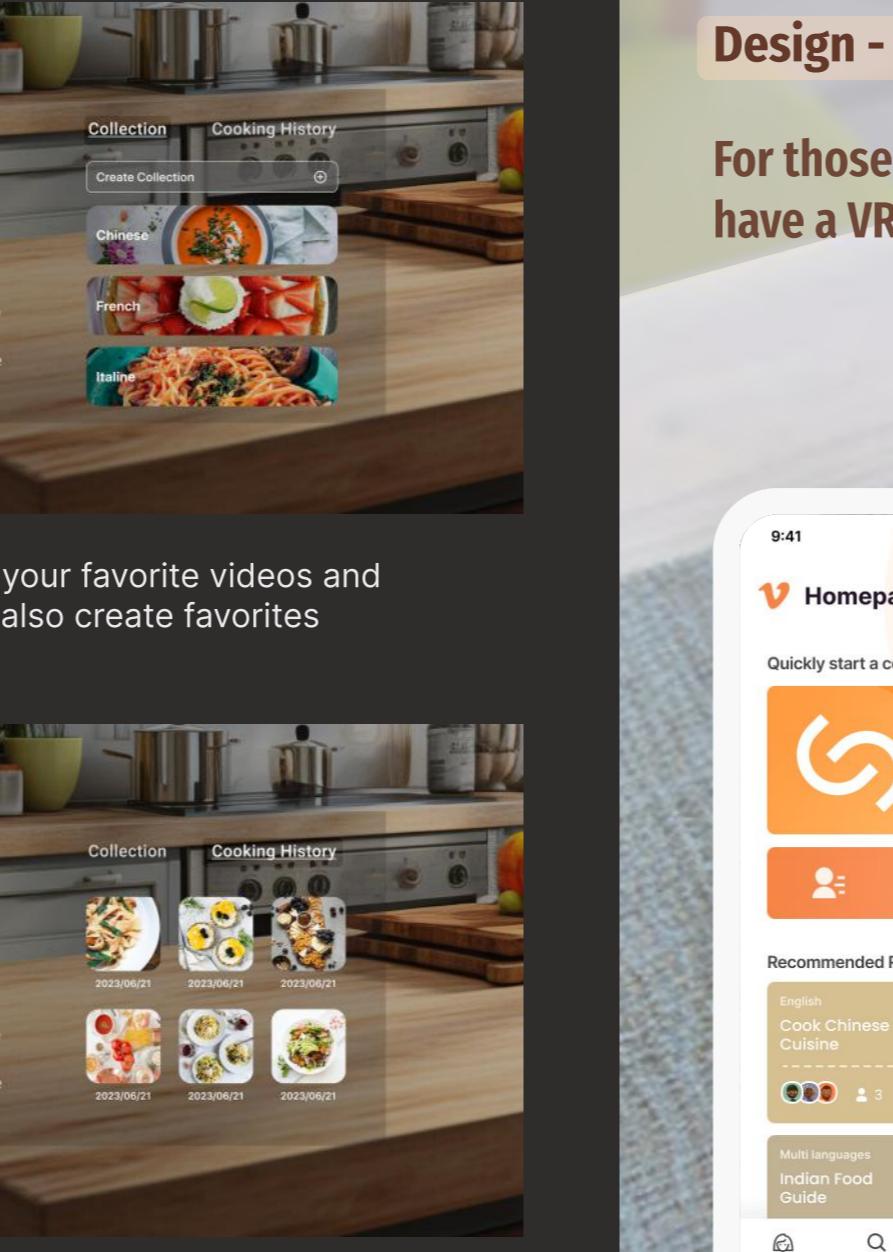
Quickly know the dosage of ingredients
through VR equipment.



Example: A Chinese person is matched, watch him demonstrate how to make authentic Chinese food, and ask him about Chinese food culture. He demonstrates how to make chili fried pork, and you watch the virtual screen and learn from him little by little



Eat together and share the food culture of your own country



Cooking History - view your culinary history

Design - Mobile app

For those who don't have a VR device

Because not everyone has VR equipment, mobile phone and tablet applications are provided to meet the needs of various groups of people. The mobile terminal has all the functions of the VR terminal

Homepage

Quickly start a connection

Match

My Contact

Recommended Room

- English Cook Chinese Cuisine
- Multi languages Authentic Italian Pizza
- Multi languages Indian Food Guide
- English Dessert cooking room

Recipe

Featured Recipes

Tartine Bread

Categories

Chinese Indian French

Ingredients

Enjoy the lavishly delicious taste of chicken curry at home with this easy-to-follow recipe. Bold spices like ginger, cumin, and curry powder add rich layers of flavor to succulent chicken.

Start cooking Find partners

Homepage: Match users to cook together or connect with contacts. Enter a room through a homepage recommendation. The room will display the theme, number of people and main language

Recipes and recommended categories