

# Pitch Deck

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01

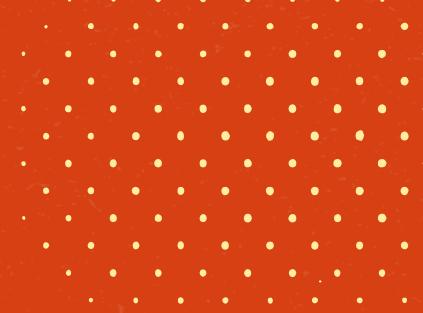
# Problem Statement

# Problem Statement

## Revamped Customer Journey

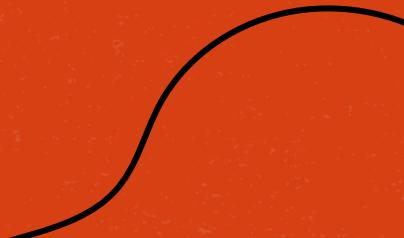
- Trendy
- Improved customer's dining experience
- Better target consumers & target audience





# Our Client

## EN GROUP (Monster Curry)





# EN GROUP

## EN GROUP

### Japanese Restaurant Chain

11 brands



ABURI-EN



CHURA SUSHI BAR



EN DINING



和宴  
WAGYU YAKINIKU



たまご園  
Tamago EN



MONSTER  
PLANET  
MONSTER CURRY



TEMPURA MAKINO



Ka-EN  
Grill & Sushi Bar



MONSTER  
CURRY



宴美豚  
TONKATSU ENRITON



## Specialty

Japanese Demi-Glace Curry

## 11 Outlets

## Target Audience

Late Teens to Early Adulthood



# Identified Areas of Improvement

Cuisine Authenticity

Variety vs Efficiency

Dining Atmosphere

Portion Sizes

# Targeted Areas of Improvement

## Variety vs Efficiency

**Creative variety**

We are active in innovating and creating new dishes for customers to enjoy.



vs

**Operational efficiency**

Currently facing manpower crunch - Waiting time is too long and food turns cold.



Unavailability of menu items leading to customer disappointment and service lapse.

“

So sorry, I'm the only one on the floor today with limited staff in the kitchen... we have to stop service on desserts and burgers.

Bugis staff

Create variety of dishes



Staff not able to keep up



Poor customer Service

# Targeted Areas of Improvement

## Portion Sizes

**Generous serving**

*Provides great value and great portion size.*

*Generous portions to share with friends.*

**Big on size and big on taste!**



**Our Plates**

**Big Plates**

Our sturdy bowl comes in 28cm and 31cm sizes plates, giving you great reasons to eat delicious Monster Curry. Share the love of our enormous plates of delicious curry with your friends and families.

**vs**

**Intimidating portion**

*Women aren't big eaters, so the customers we see are mainly males.*

*These days people are more focused on health and do not want to overindulge.*



Large plate width



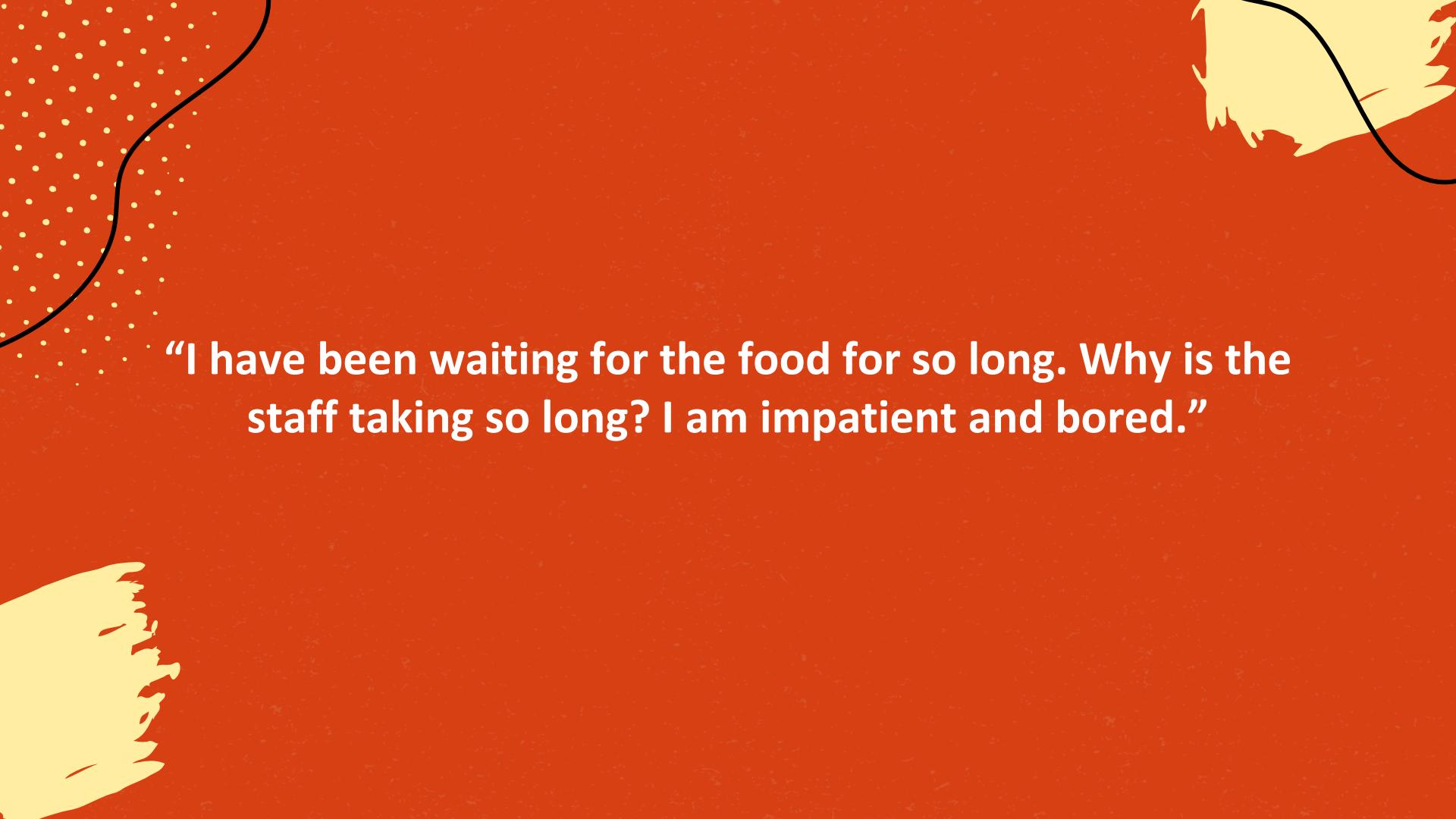
Customer Intimidated



Not willing to try Monster Curry

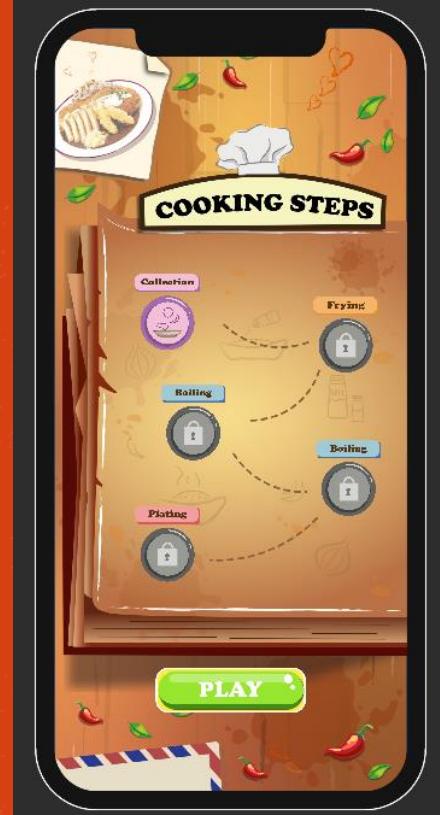
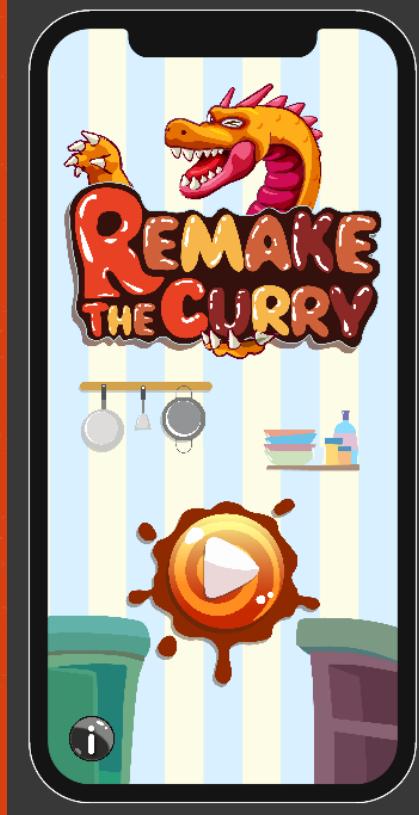
# 02

# 2D Game



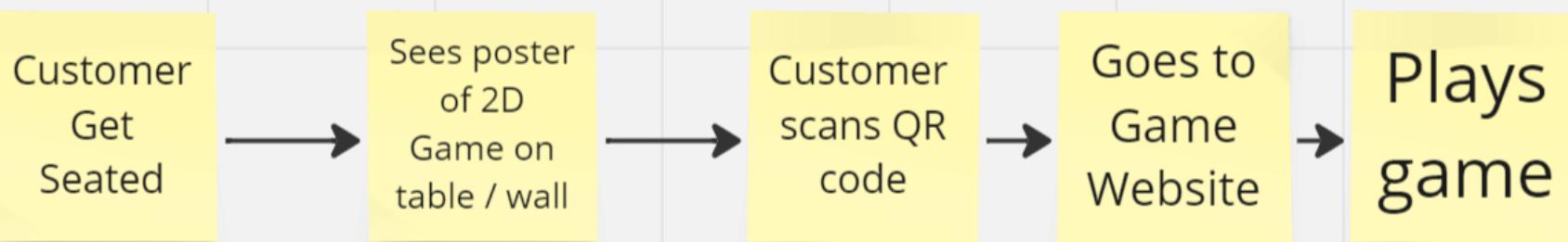
**“I have been waiting for the food for so long. Why is the staff taking so long? I am impatient and bored.”**

# 2D Mobile Web Game



# Customer Journey

## Possible User Flow for 2D Online Mobile Game



# Features

2D Game

Cooking simulation

Users will prepare the generated curry dish



5 levels to complete

Collecting

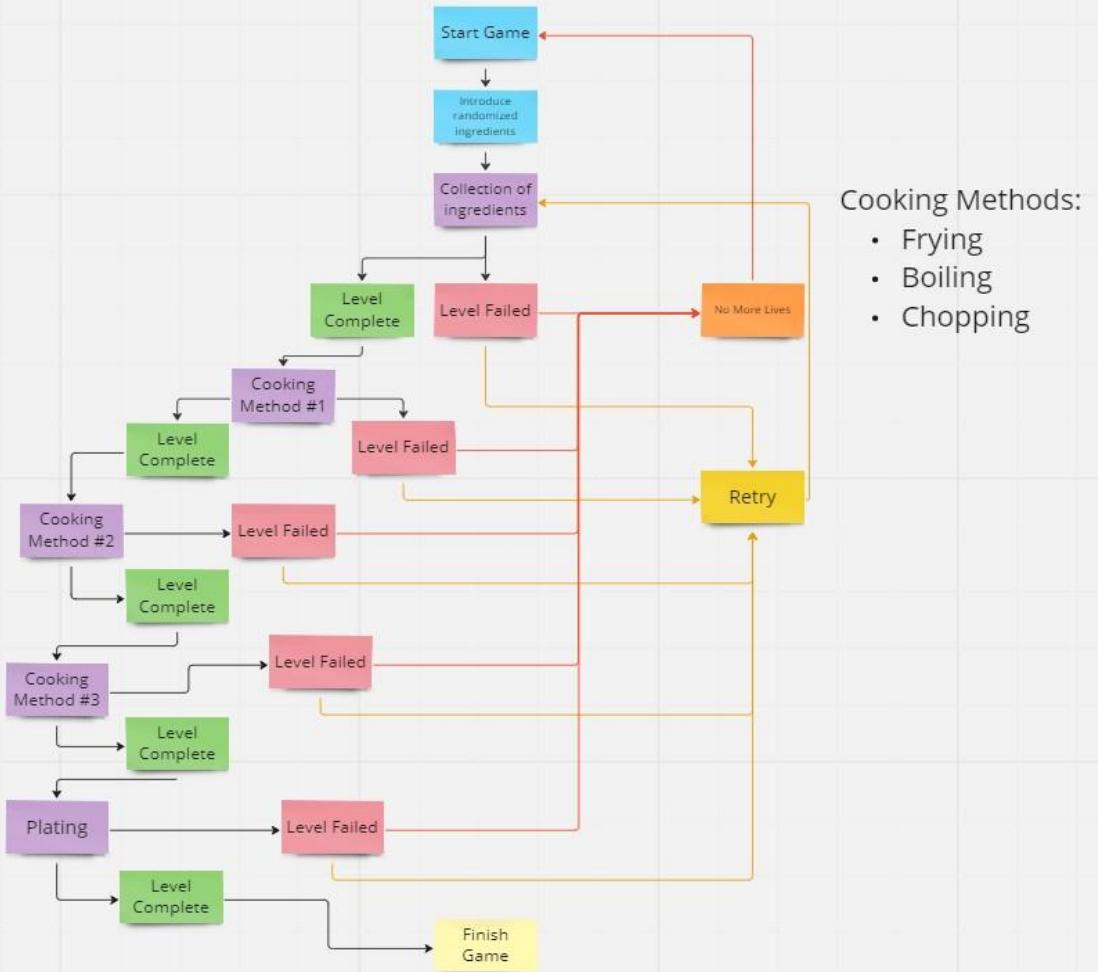
Boiling

Chopping

Frying

Plating

# Game Structure Map



Cooking Methods:

- Frying
- Boiling
- Chopping

# Unique Selling Points



**Re-playable**  
(Different set of ingredients  
each round)



**Unique Dining  
Experience**  
(New idea unique to  
Monster Curry)



**Easily Accessible**  
(Available on Web – Do not  
need to download to play)

# Re-playability through Random Generation

```
"Mains": [  
  {  
    "id": 1,  
    "name": "prawn",  
    "cookmethod": "fry",  
    "progress" :  
    {  
      "collection" : "raw",  
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      "afterprep" : "cooked"  
      "overprep" : "burnt",  
      "plating" : "top"  
    }  
  },  
  {  
    "id": 2,  
    "name": "steak",  
    "cookmethod": "grill",  
    "progress" :  
    {  
      "collection" : "raw",  
      "beforeprep" : "raw",  
      "afterprep" : "cooked",  
      "overprep" : "burnt",  
      "plating" : "top"  
    }  
  },  
  {  
    "id": 3,  
    "name": "chicken",  
    "cookmethod": "roast",  
    "progress" :  
    {  
      "collection" : "raw",  
      "beforeprep" : "raw",  
      "afterprep" : "cooked",  
      "overprep" : "burnt",  
      "plating" : "top"  
    }  
  },  
  {  
    "id": 4,  
    "name": "salmon",  
    "cookmethod": "bake",  
    "progress" :  
    {  
      "collection" : "raw",  
      "beforeprep" : "raw",  
      "afterprep" : "cooked",  
      "overprep" : "burnt",  
      "plating" : "top"  
    }  
  }],  
  
  "Sides": [  
    {  
      "id": 5,  
      "name": "egg",  
      "cookmethod": "boil",  
      "progress" :  
      {  
        "collection" : "raw",  
        "beforeprep" : "raw",  
        "afterprep" : "cooked",  
        "overprep" : "null",  
        "plating" : "top"  
      }  
    },  
    {  
      "id": 6,  
      "name": "potato",  
      "cookmethod": "fry",  
      "progress" :  
      {  
        "collection" : "raw",  
        "beforeprep" : "raw",  
        "afterprep" : "cooked",  
        "overprep" : "burnt",  
        "plating" : "top"  
      }  
    },  
    {  
      "id": 7,  
      "name": "salad",  
      "cookmethod": "wash",  
      "progress" :  
      {  
        "collection" : "raw",  
        "beforeprep" : "raw",  
        "afterprep" : "cooked",  
        "overprep" : "burnt",  
        "plating" : "top"  
      }  
    }]
```

Sprites

## Randomization:

The manager would select: 1 main ingredient and 2 side dishes without duplicates.

The ingredients coincide with number of steps the game has.

The ingredients are stored In a list "Selected Ingredients" for future usage

# Re-playability through Random Generation



## Re-playability:

The steps for the game are randomly generated based on the ingredients generated. Thus, every time the player plays the game, the steps would vary.

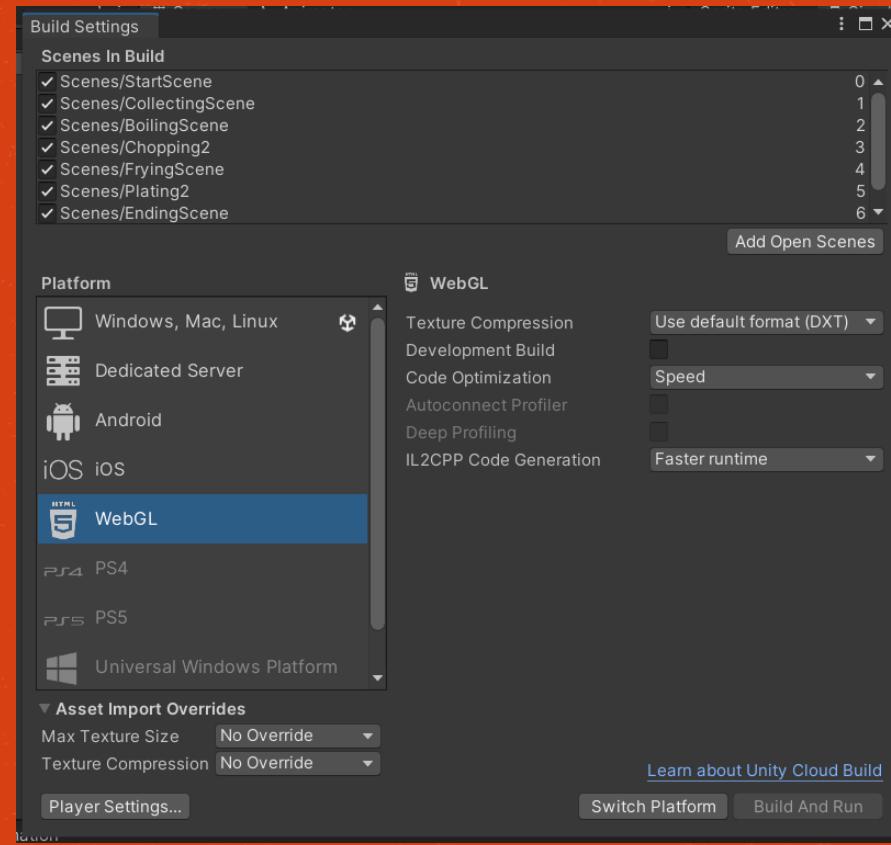
# Engaging Visuals

## Sprite Sheet Animation



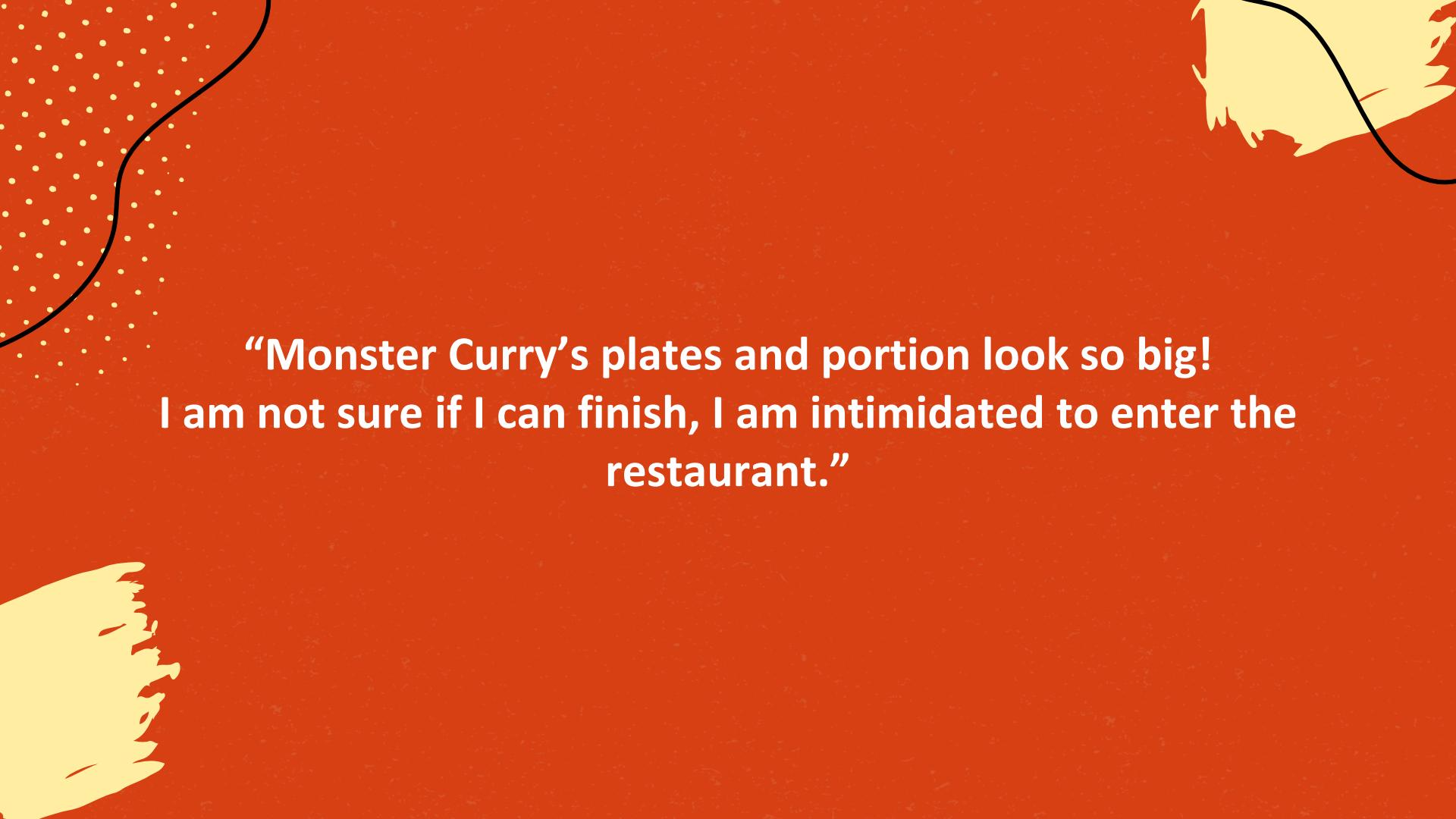
# Making Our Game On Web

Used a JavaScript API, **WebGL** to build our game



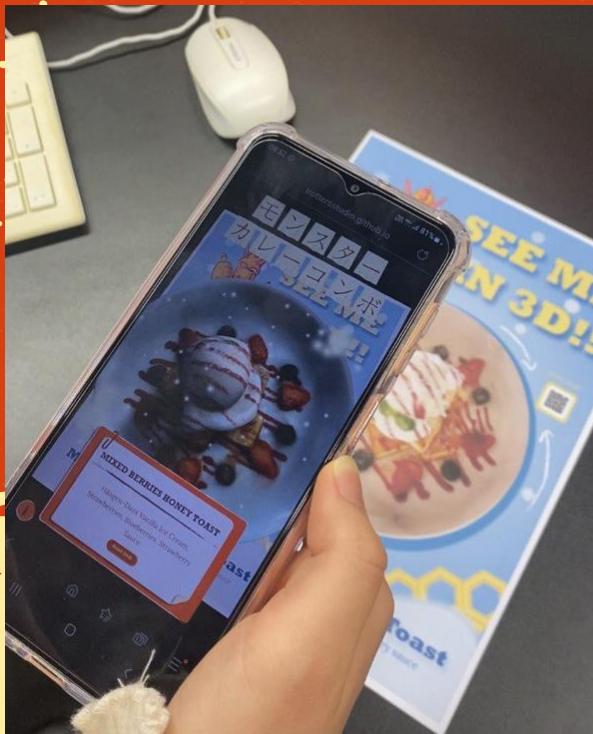
03

# AR Preview Website



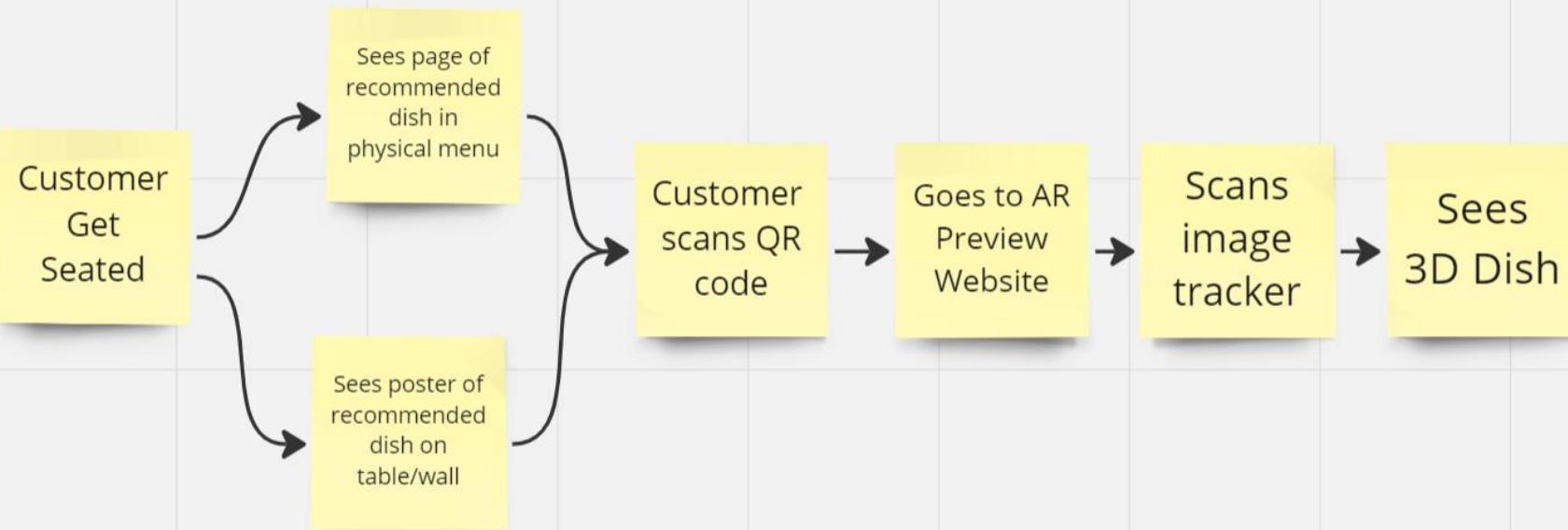
**“Monster Curry’s plates and portion look so big!  
I am not sure if I can finish, I am intimidated to enter the  
restaurant.”**

# AR Preview Website



# Customer Journey

## Possible User Flow for AR Preview



# Features

Augmented  
Reality  
(AR)  
Experience

Features 9  
3D Dishes

Simple  
Interactions  
(Scaling, Rotation,  
choosing your spice  
level)

Visual effects  
(Steam, Fire,  
Sparkles, Snow)

# Unique Selling Points



**Realistic 3D Models**  
(From Photogrammetry)



**Easy Access**  
(Through Web)



**First-Time Users Friendly**  
(Many Text Prompts)

# How we made the AR Models

- Used Polycam app
  - leading 3D capture application for iPhone
  - Photogrammetry Software
- Placed dishes on a turntable
- Take around 75 – 80 images of all 9 models



# Featured Dishes

A total of 9 signature dishes

Monster Combo  
Curry



Sea Monster  
Combo Curry



Monster Premium  
Steak Curry



Pork Katsu  
Curry



Tango Mango  
Honey Toast



Prawny Shrooms



Tori Karaage Salad



Pork Shabu Shabu  
Omelette Curry



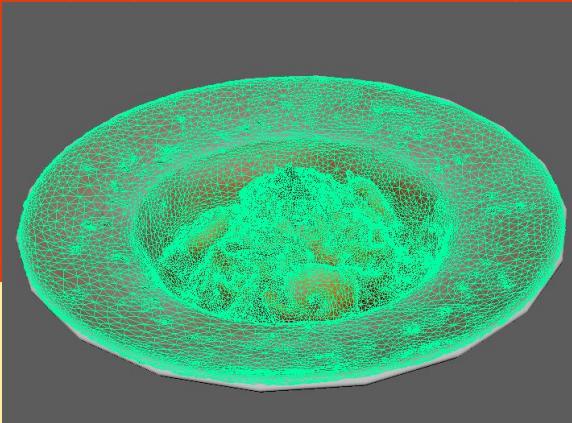
Mixed Berries  
Honey Toast



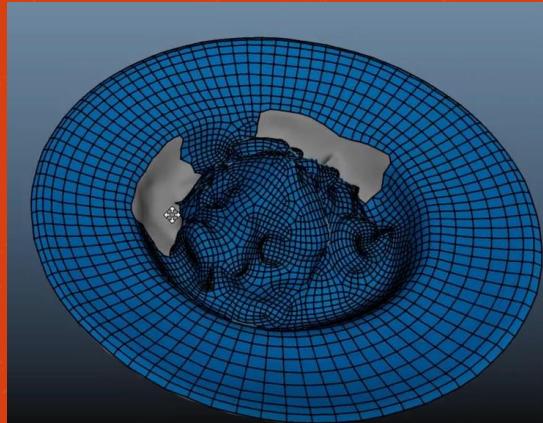
# How we made the AR Models

- Retopology and Quad Draw
- Bake textures map in Maya
- Model and texture the plates

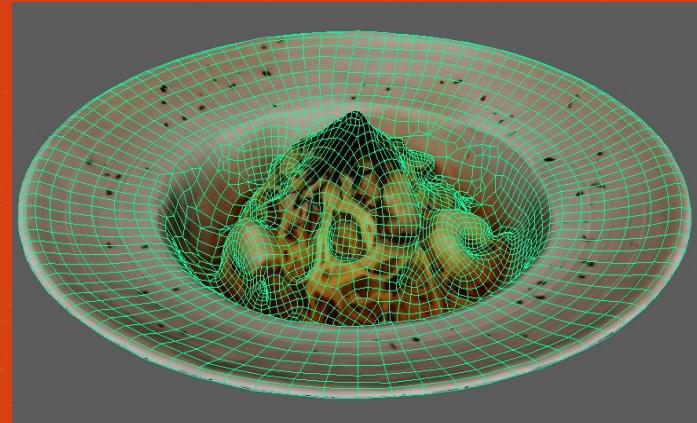
HIGH POLY



LOW POLY



RESULT



# Introducing: Imagine WebAR

- AR image tracking plugin, available for Unity
- Intended for WebGL
- Supports major browsers for desktops and mobile
- Purchase Needed (**\$215 per license**)



## How it works for the users?

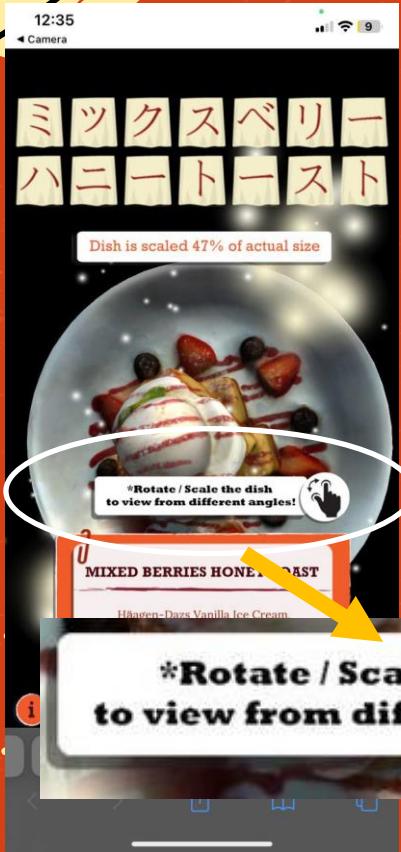
- Just scan a QR code to launch the website
- No download required



# AR VFX



# Text Prompts



# Text Prompts



03

# Randomizer Website



**“So many options available in the menu. Hmm... I do not know what to eat.”**

# Randomizer Website

MONSTER CURRY

DON'T KNOW  
WHAT TO  
ORDER?

We got you!



Select The Following Category/s

Burger	Curry-Rice	Ramen
Drinks	Honey-Toast	Pasta
Pizza	Salad	Sides

RANDOMIZE

RANDOMIZING

...



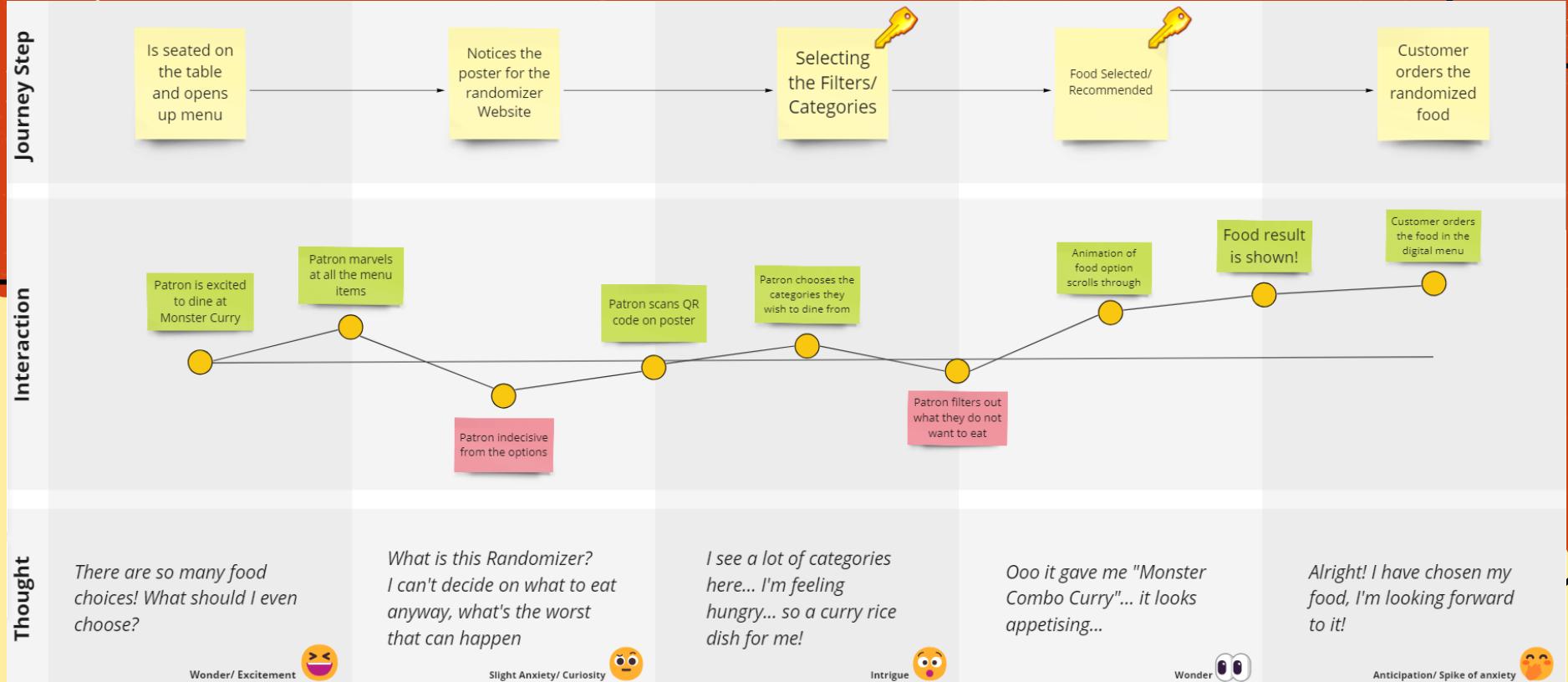
Flame Monster  
Curry

Pork Shabu-Shabu, Tori Karaage,  
Shrimp, Onsen Egg, Cheese, Signature  
Chilli Sauce

RANDOMIZE AGAIN



# User Story & Customer Journey



# Unique Selling Points



**Easy Access**  
(Through Web)



**Listings Editability**  
(Configurable settings)



**Filters and Categories**  
(Choosing from their  
favorites)

# 04

# Project Management

Milestone/Sprint	Targeted Completion Date	Stakeholder Involved	Acceptance Criteria
Research and create PowerPoint slides on the considerations of using Web AR platforms and app Compare which is a better fit for the app: a tablet or web AR plugin  Need to consider the production costs	7th May	Miss Shirley (Brand Owner)	Decide whether to use which Web AR plugin or a tablet when creating the app
Create a wireframe prototype of the Menu Randomizer in Adobe XD to understand how it will work  The stakeholder approved of this feature idea, and she has requested to see how it works	7th May	Miss Shirley (Brand Owner)	Finalise how the Menu Randomizer works and a plan to code it out
Create wireframes for the entire app prototype's screens in Adobe XD  To link up all the screens accordingly to complete the user flow of the application  Let stakeholder understand how the app functions and make changes to meet their needs during the face-to-face meeting ** They changed the meeting to online and on Friday instead.	10th May  * To complete the day before our actual face-to-face meeting so that we have time to prepare and finalize	Miss Shirley (Brand Owner)  Miss Joy	Get the stakeholder's approval for the user flow of the app before developing the actual app

Milestone/Sprint	Targeted Completion Date	Stakeholder Involved	Acceptance Criteria
Overarching System/Game Manager System Implementation	17th May	Monster Curry	Game levels successfully links up
Integrating Frying and Boiling scenes	21th May	Monster Curry	Frying & Boiling interaction completed without bugs
Finish all the game level's (Start, Collecting, Boiling, Frying, Chopping, Plating) basic functionality.	22th May	Monster Curry	all level's interaction completed without bugs
PolyCam Shoot for all 9 featured Dishes at Chinatown Point outlet	26th May	Miss Shirley	All models successfully generated for photos taken
Link all game functionalities  Complete UI Layout for AR Preview website	29th May	Monster Curry	Game can seamlessly go from level to level  Get stakeholder's approval for design of website

Milestone/Sprint	Targeted Completion Date	Stakeholder Involved	Acceptance Criteria
Integrating Chopping and Plating scenes	30th May	Monster Curry	Chopping and plating interaction's bugs fixed
Add in all designs and UI in game Each member to clean up and texture one 3D dish & put in Unity	12th June	Monster Curry	All game UI placeholder is replaced with designed version  4 3D models edited & textured
PassionArts External Projects and the actual Event at Toh Guan community area	30th June - 22th July	Passion Arts	Interaction for each antique model completed
Import UI for AR website	4th July	Monster Curry	All placeholder replaced with designed UI
UI implementations for AR website	4th July	Monster Curry	Functions for UI buttons set up without bugs

Milestone/Sprint	Targeted Completion Date	Stakeholder Involved	Acceptance Criteria
VFX and interaction for AR website	6th July	Monster Curry	VFX created and integrated in scene
Mini Viva Preparation and Showcase in person	7th July	Monster Curry	Materials for presentation compiled and presentation completed
Complete randomiser functionality  Do usability testing  Make further improvements to game & AR Preview based on user testing feedback  Complete Report	10 July	Monster Curry	randomiser functions all work together seamlessly  User feedback compiled  features to improve game & AR added without bugs  All sections of report is filled up

Milestone/Sprint	Targeted Completion Date	Stakeholder Involved	Acceptance Criteria
Import all AR Models to Unity	12th July	Monster Curry	All 9 Models placed in individual Unity scene with texture
Randomizer Mid-Fidelity Prototype Design	13th July	Monster Curry	Each page in randomiser website designed
Randomizer Website Commerce, UI Blockout and Design	21th July	Monster Curry	layout of website setup according to prototype
Completion of Randomizer Website's Frontend (High-Fidelity)	31th July	Monster Curry	layout of website setup according to prototype
Programming of Randomizer System and Category Picker	26th July	Monster Curry	Randomiser system and category picker completed without bugs

Milestone/Sprint	Targeted Completion Date	Stakeholder Involved	Acceptance Criteria
Face-to-face meeting with EN-Dining clients for progress updates	27th July	Monster Curry	Updates given and feedback from clients received
Implementation of QoL features and improvement of user experience on Randomizer Website	3rd Aug	Monster Curry	Features added without bugs
Adding Randomizer Website's Brand Colors, Design and Assets	4th Aug	Monster Curry	Randomizer website design looks similar to prototype
Randomizer Website's filter System implementation, optimization of generative system	8th Aug - 9th Aug	Monster Curry	Filter works seamlessly and randomising page is optimized
Randomizer Website media queries	12th Aug	Monster Curry	randomizer website scales nicely for different phone sizes

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Milestone/Sprint	Targeted Completion Date	Stakeholder Involved	Acceptance Criteria
Randomizer Website's Final UI Changes			UI edited
Submission for Final Project plan document	13th Aug	Monster Curry	Project plan sections all filled up and submitted

05

# Conclusion

Accommodated  
MC Targeted  
Areas of  
Improvement

Demystifies  
Portion Sizes

Supports Share  
It. Love It

Fun Factor

Inviting to all  
Demographics

A take on Tech

# Thank you!

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