

# XUE YING ANG KU KUEH

By  
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# App Concept

Goals & Objectives, Brief Description of App,  
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1. Mix Dry Ingredients
2. Add BeetRoot Juice
3. Knead Dough
4. Blend Peanut Filling
5. Put Filling Inside Dough  
Before Putting it into the mold
6. Steam it And It is Ready To Serve



# App Concept – Goals & objective



1

## Connect with user's childhood

How?

- Memory many Singaporean children share
- Grandparents cooking for us.

2

## Bring an element of nostalgia

How?

- Recreating the moment
  - Cook with their grandparents

# App Concept – Description of App

Presenting...



- Granddaughter's point of view
- Immersive experience making AngKuKueh in 6 steps with their "grandmother"
- Make the AngKuKueh by
  - Interacting with 3D models
- Further enhance the experience by:
  - Voice overs, sound effects & particle systems
- Designed with personal touches
  - Name of app
  - Background of postcard

# POSTCARD DESIGN

- Back Page



Past and present picture





# PHYSICAL POSTCARD DESIGN

Inner



Outer



Closed



02

# Selling Points

Audio, Postcard, Sharing of Memories





# Selling Points - Audio

## Our App is Immersive

### Voice over audio

Voice over by: Jasmine  
and Mdm Xu



Before making the Ang Ku Kueh



After making the Ang Ku Kueh

### Background Music

Background music: "Xiao  
Bai Chuan"



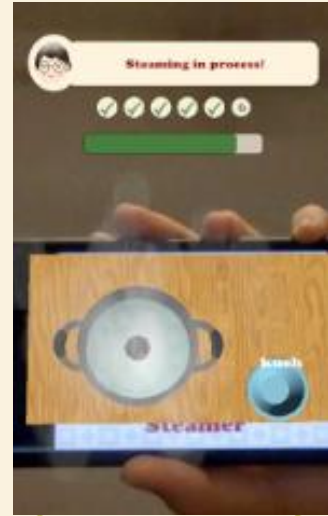
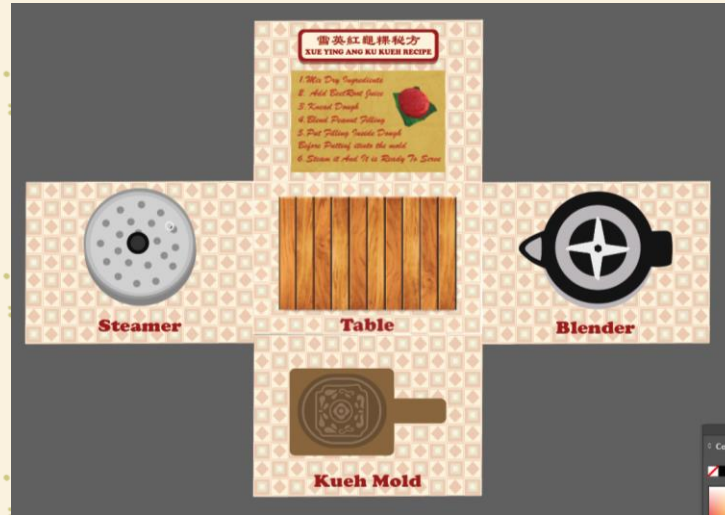
# Selling Points – Post Card

## Our App is Interactive & Creative

Scan image tracker of  
kitchen equipment



Corresponding  
3D model shows



# Selling Points – Memory Sharing

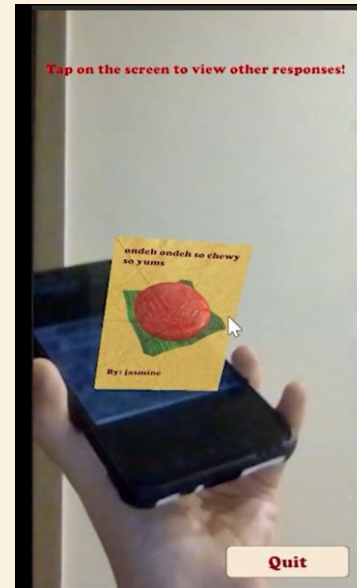
## Our App is Interactive & Inclusive

Share your favourite local childhood snack

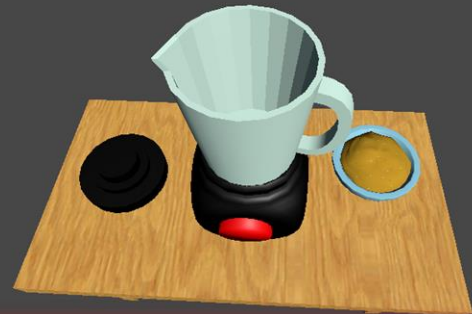
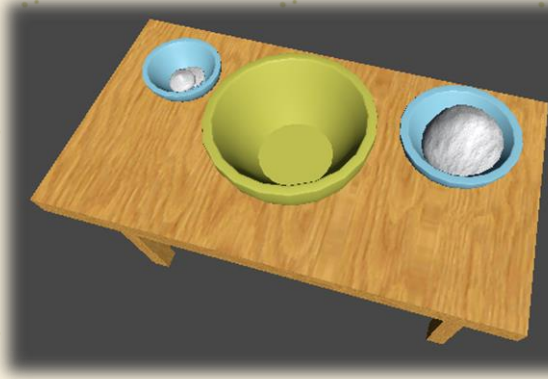
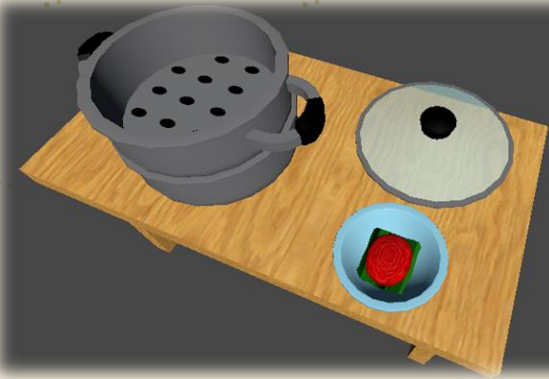


A screenshot of the app's submission interface. At the top, a red-bordered box contains the text '雪英紅龜粿' and 'XUE YING ANG KU KUEH'. Below this, the text 'Your turn! Share one of your favourite childhood snacks :)' is displayed. There are two input fields: the first is labeled 'Up to 255 characters...' and the second is labeled 'Enter your name Up to 16 characters...'. A 'Submit' button is located at the bottom.

Seeing responses from other people



# 3D Models Created by Us





**XUE YING ANG KU KUEH App is  
immersive, interactive, creative and  
inclusive.**





03

LIVE DEMO





Scan this image on the  
postcard to begin





Special shout out to Mdm Xu for  
contributing to this project!

# THANK YOU!

Any Questions?



