Topic

The UMI project primarily aims to broker connections between multicultural communities by eliminating language barriers to new and localised culinary experiences. As local populations increasingly reflect a globalised world, cross-cultural relatability and sensitivity become ever more critical to maintaining communal integration and hegemony. Studies show that culture experienced through cuisine forms stronger ties of cross-culture relatability, connecting people from many backgrounds to enjoy exotic foods and new culinary experiences. (Zafari et all 2015, p565).

For this project to be a success, we have devised a four-phased approach to achieving our goal. The overall aim is to have a market-ready application ready to launch at the end of phase four, scheduled to end on February 8th, 2022. The first two phases are research phases, in which we will investigate the feasibility and marketability of the application. In phase 3, we will look to prototype the app, and in phase four, we will perfect the application, as well as begin the marketing and feedback gathering to ensure a successful launch.

Zafari, K, Allison, G, Demangeot, C, Yuri, S, Angela, G, Cruz,B, Yuri S, Cruz, A & Kim-Shyan F, ‘Practising conviviality: social uses of ethnic cuisine in an Asian multicultural environment’ *Journal of consumer marketing* Vol 32 pp 564-575