

PROJECT PROPOSAL

WA-EN WAGYU YAKINIKU



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PROJECT SCOPE

OBJECTIVE

The primary objectives of the project revolve around enhancing customer experience and increasing foot traffic at Wa-EN. This encompasses the strategic implementation of digital media solutions to address specific challenges faced by the establishment.

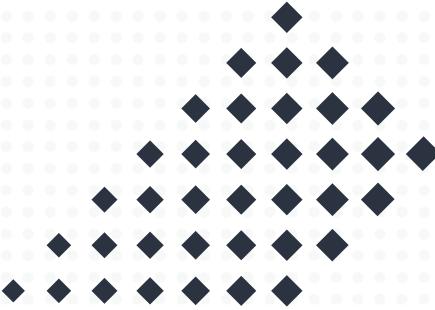
KEY OBJECTIVES

- Enhancing Restaurant Entrance:** Implement digital media solutions at the entrance of Wa-EN to attract more walk-in customers.
- Improved Menu Viewing:** Enhance the menu viewing experience for patrons through digital 3D assets that can be viewed and interacted in AR.
- Entertaining Customers:** Implementation of an AR game consisting of 2 sections to entertain customers while waiting for food.
- Enhancing Accessibility to Vortex and Light Show:** Ensure all customers have alternatives to viewing the vortex and light show.

EXPECTED DELIVERABLES

The project aims to deliver a comprehensive set of marketing and digital media materials to achieve its objectives. The planned deliverables include:

- Augmented Reality Apps:** Development of 2 Apps consisting of Game and Menu to improve the immersive experience of dining via Augmented Reality, which is both user-friendly and accessible to all as customers can play on their mobile devices.
- Projection Installations:** There are 2 physical materials proposed, Projection Mapping of Wa-EN's logo and holograms placed internally showcasing a video of the vortex and light show.
- Marketing Materials:** Creation of a social media campaign targeting platforms such as Facebook, TikTok, and Instagram to promote Wa-EN restaurant.





PROJECT SCOPE

DETAILED DELIVERABLES (AR WEB GAME)

The AR Web Game will be an educational, yet fun experience aimed at enriching customer knowledge of various cuts of Miyazaki Beef through an engaging Augmented Reality (AR) interface. There will be two primary sections for the game.

- 1. Beef Cooking Station:** The Beef Cooking Station offers a time-based experience where users interact with virtual cuts of Miyazaki Beef on a grill, utilising AR technology to adjust the scale of the beef models based on player preference. The simulation includes dynamic colour changes indicating different cooking stages.
- 2. Mix and Match:** Players will be challenged to pair different Miyazaki Beef cuts with assorted sake selections. AR technology presents models of beef cuts and alcohol, allowing players to match them on a plate and receive a pairing score along with detailed flavour profiles. The pairing score is represented using a slider, ranging from 1% to 100%, providing an interactive and informative learning experience.
- 3. Reward System:** Upon successfully completing the game, players will be rewarded with a complimentary ice cream. This incentive is designed to motivate players who are typically achievement oriented. To ensure sustainability and fairness, each player is eligible for one scoop of ice cream per game, with a daily limit of 10 scoops per table. This approach balances reward and resource management, fostering both player engagement and ensures that the restaurant maintains financial sustainability.





PROJECT SCOPE

DETAILED DELIVERABLES

- 1. Menu:** The Menu is an innovative AR-based application designed to elevate the ordering process by providing users with 3D models of food items displayed in accurate scale. This technology enhances the visual representation of menu items, allowing customers to make informed choices. In addition to showcasing the menu items, the app includes essential information such as nutritional details and allergen information, enhancing transparency and accommodating dietary preferences. The food items are categorized logically within the app, facilitating navigation and ensuring a seamless ordering experience. This approach not only enhances customer satisfaction but also streamlines the ordering process for efficient service.
- 2. Projection Mappings:** There are 2 projection mappings to be proposed. The first involves projecting the Restaurant's logo at the entrance alleyway, leveraging the dim lighting to highlight dynamic illumination. This display aims to attract the interest of passers-by and drive attention to the restaurant. The second project entails creating a Vortex hologram installation featuring a captivating lightshow video. A 4D holographic effect will be achieved by projecting the video onto an overturned pyramid structure. These innovative installations are designed to enhance visibility and create a unique and memorable ambiance for our establishment.
- 3. Social media:** A month-long social media campaign that will involve comprehensive planning and execution. This initiative will include developing a detailed social media calendar, defining metrics and Key Performance Indicators (KPIs), outlining an advertisement strategy, and generating engaging content. The content creation will focus on producing material for popular platforms like Instagram, Facebook, and TikTok. Our content strategy will encompass a mix of User Generated Content (UGC) and interactive elements derived from the AR Game, such as the "Which Beef Are You?" feature. By leveraging these platforms and content types, we aim to enhance brand visibility, drive engagement, and foster meaningful interactions with our audience.





PROJECT SCOPE

LIMITATIONS AND BOUNDARIES

1. **Physical Limitations:** The restaurant's projection mapping is subject to the influence of ambient lighting in its surroundings. Located within Jewel, a prominent shopping mall, the exterior areas are characterized by ample illumination. However, due to logistical constraints, the projection is confined to the interior space near the restaurant's entrance. As a result, there is a reduction in the potential audience among passersby to view it.
2. **Constraints: Due to Restaurant's Setting:** The formal ambiance of the restaurant imposes constraints on the implementation of various ideas. Consequently, we opted to revamp the menu and introduce an educational game designed to enlighten customers about the specialized cuts of Miyazaki Beef.
3. **Technical Constraints:** The accuracy and realism of the photogrammetry-derived 3D models depend on the software used, designing the menu app is highly dependent on high-quality scans that are optimized without compromising their visual appeal. The features we plan to include in the app and game are also dependent on the unity framework we use and our knowledge on how to utilize it.





BUISNESS CASE

ATTRACTING MORE WALK-IN CUSTOMERS:

- Create captivating projection mapping and marketing strategies for customers to feel more welcomed.
- Less intense and brighter lighting if possible
- Audio, diffusers, motion graphics, 3D prototyping are some of the options we can explore.
- Screens showcasing rating and recommendations.

CREATING A WELCOMING ENTRANCE:

- More promotional advertisements showcasing latest deals and recommendations similar to the neighbouring restaurant.
- Able to use without installing any application.

REFERRAL IMAGES:





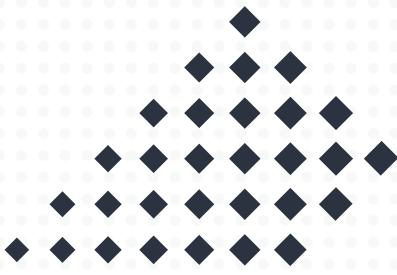
BUISNESS CASE

LEVERAGING AUGMENTED REALITY FOR ENHANCED CUSTOMER ENGAGEMENT:

- Creating a variation of their menu in an AR form. This AR menu will be helpful for customers in their decision-making and in turn, enhance their dining experience.
- Being able to visualise their food in 3D brings various benefits to customers, customers will have a more accurate representation of the menu items and the portion, aiding in the decision-making process when ordering.
- The current physical menu has too much words and Japanese terms which customers may not understand, an AR variation of the menu can help educate customer on the different menu items that they are paying for, such as the diff cuts of beef, origin, and allergies.
- In addition to the AR Menu, we plan on developing an AR game with will provide customers a fun and interactive experience.
- This includes cooking of the beef through a time based minigame and temperatures of beef and a Mix & Match minigame for beef and alcohol pairings.
- To encourage customers to play the games, we may add an incentive such as a small discount or free items that are less pricey from the menu.

SHOWCASING JEWEL'S VORTEX FOR THE OTHER CUSTOMERS:

- We are experimenting on ways to showcase the vortex to customers who are not seated near it, projection mapping is a possibility in this aspect.





BUISNESS VALUE

BENEFITS BROUGHT TO THE RESTAURANT

INCREASED REVENUE:

- Enhancement to the store's exterior and entrance through projection mapping and inviting audiovisuals are more likely to capture the attention of passersby, this increase in foot traffic will in turn convert to higher sales as more customers are drawn to the restaurant.
- By providing an AR-enhanced dining experience, customers can visualise menu items in 3D before ordering, which aids in their decision-making and encourages customers to try out more food items. This leads to higher customer satisfaction and potentially higher spendings and repeated patronage.

IMPROVED EFFICIENCY:

- Implementing AR for menu presentation helps streamline customer service processes. Customers are able to explore and view menu options independently, potentially reducing the restaurant's staff workload on explaining options and promotions. This efficiency allows staff to focus on enhancing service quality in other areas.

ENHANCED CUSTOMER SATISFACTION:

- The use of AR for visualising menu items and interactive games not only entertains customers but also educates them about their food choice. Customers can learn about the origin of the ingredients, suggested food pairings and the different cooking methods, which enriches their dining experience.
- Projection mappings and the vortex provide customers a unique visual experience that they may not get elsewhere, adding a layer to exclusivity to their visit.

COMPETITIVE ADVANTAGE:

- By integrating technologies such as AR, the restaurant stands out within the FnB industry as creative and innovative. This sets them apart from competitors will potentially attract media attention and favorable reviews from customers who have an interest in technology.



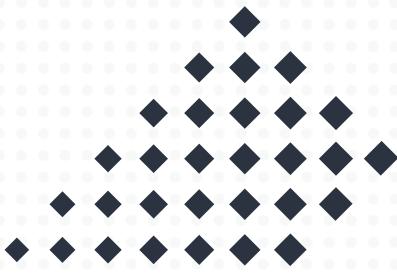


BUISNESS VALUE

BENEFITS BROUGHT TO THE RESTAURANT

COST SAVINGS:

- For the company, when they don't have to include a lot of screens in the front and with the AR which is used in their own phone to scan the QR codes not a lot of screens are needed, which can save a lot of costs for the company.
- **Hardware Costs:** Traditional screens, monitors, or terminals require initial investment for purchasing the equipment. By utilizing AR technology and relying on users' own smartphones, the need for purchasing and maintaining such hardware is minimized or eliminated altogether.
- **Installation and Maintenance:** Installing and maintaining physical screens or terminals can be costly, especially when considering factors like wiring, power supply, and repairs. With AR-based solutions, these overheads are reduced, as the primary interface is the user's own device.
- **Upgrades and Updates:** Upgrading or updating traditional screens or terminals often involves additional expenses, such as software licenses or technician fees. AR applications can be updated remotely and more cost-effectively, ensuring the latest features and security patches without substantial additional costs.





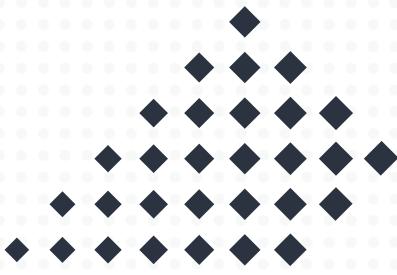
RELAVANT STAKEHOLDERS & OBJECTIVE OF PROJECT

RELAVANT STAKEHOLDERS

- Customers
- Developers
- Designers
- Ngee Ann Polytechnic
- Marketing Team
- Restaurant Manager

OBJECTIVE OF PROJECT

- To enhance the dining experience for the customers in a fun and interactive way.
- To attract more walk-in customers.
- Have an active social media platform for customers to be interested in going to the restaurant.





BACKGROUND OF PROJECT

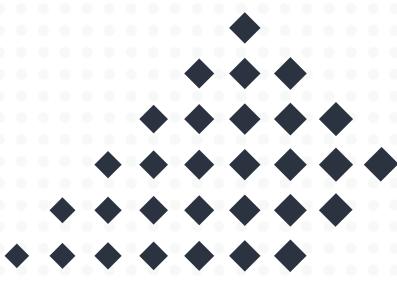
BACKGROUND INTRODUCTION:

Wa-EN – Wagyu Yakiniku is a Miyazaki beef specialized restaurant and bar from Hong Kong. It was recommended in the Hong Kong Michelin Guide 2016 and 2017. They opened their first Singapore outlet in Jewel, Changi in 2023. The restaurant is meticulously designed to sustain heavy cooking smell. The cozy interior makes customers immerse in the Japanese dining experience.

Some information we have gathered is that potential customers are hesitant to dine in as it serves mainly beef or requires self-cooking, which they feel is unjustified for the pricing paid. The general customer base is tourists on weekdays. This is due to Jewel being close to Changi Airport and a tourist attraction. Some factors that affect the number of diners is the number of arrivals and where the tourists are from. On weekends, locals are the usual customer base. Most diners are middle aged and come with their families, including kids.

PROBLEM STATEMENT:

- How can we attract more walk-in customers and utilize AR to enhance customer's dining experience.
- How can we make the vortex and light show more accessible to all customers.





PROJECT REQUIREMENTS

KEY FUNCTIONAL REQUIREMENTS OF THE PROJECT

AR MENU INTERACTIONS:

- Provide a QR code to open AR app in WebGL.
- Users can view menu items in 3D via AR.
- 3D model through photogrammetry (Polycom, Reality Scan by Unreal Engine).
- AR menu provides information and visualisations on food portion, popular items, such as nutritional values.
- Explain more about item.
- Educational game.

AR GAME:

- Interactive grill.
- Time based, different cooking temperatures.
- Mix and Match (Beef and Alcohol pairing).
- Incentive for playing, such as a free side dish.

WELCOMING AND LESS INTIMIDATING ENTRANCE:

- Projection systems on the exterior, displaying logo, promotional text and enticing visuals.

More screens

- Motion graphics for a more "Yakiniku" feel through fire, grill and logo.
- Show ratings and recommendations.
- Add audio.

PROJECTION MAPPING

- Using, jewel vortex.
- Logo.
- Visuals and Text.

MARKETING STRATEGIES

- Utilise social media to promote restaurant.
- User-generated content.
- Promotional posters.





PROJECT REQUIREMENTS

KEY NON-FUNCTIONAL REQUIREMENTS OF THE PROJECT

USABILITY:

- App should be user-friendly for people with no prior AR experience.
- Visual and text in the app must be clear and easily understandable.

AVAILABILITY:

- App should be usable on most mobile devices.
- Able to use without installing any application.

USER STORIES DERIVED FOR THE PROJECT FROM THE PRODUCT OWNER

USER STORIES FOR CUSTOMERS:

- As a customer, I want to be able to easily navigate the AR menu so I can understand what my food will look like and help me in my decision-making before ordering.
- As a customer, I want the app to be user-friendly and intuitive so that I can navigate and utilise the features with ease.
- As a customer, I want to have an incentive or reason for me to use the application.
- As a first-time customer, I want to be able to view the nutritional information, popular items, portion size, and ways to cook meat.
- As a potential walk-in customer, I want to see appealing visuals and something that would entice me to enter the restaurant.





TEAM COMPOSITION

STRUCTURE OF THE PROJECT TEAM

Our project team is meticulously organized to establish distinct lines of accountability and promote seamless communication. It is segmented into specialized roles, each dedicated to a crucial aspect of the project. This structure encompasses everything from initial planning and design to implementation and quality assurance. This section provides an overview of the team composition and highlights the key roles contributing to our project's success.

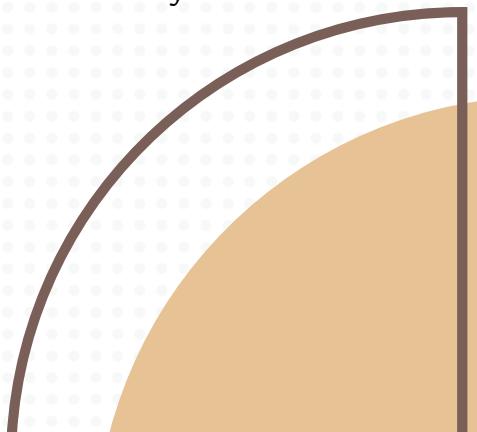
KEY ROLES AND RESPONSIBILITIES OF EACH MEMBER

Project Leader: Dhilsha

Responsibilities: The project manager guides the project through its entire lifecycle, coordinating AR app development, 3D modeling, and marketing activities. She ensures effective communication among teams and stakeholders, managing the project's scope and timeline. This role involves overseeing technical development, directing 3D modeling, and aligning marketing strategies while keeping the project on track and addressing any changes. Through her leadership, all parts of the project work together smoothly to meet key objectives and deadlines.

AR/3D App Developers: Curtis, Bhoomika

Responsibilities: The developers oversee building the AR app, focusing on coding, debugging, and implementing new features. They work closely with the 3D modeling specialist to ensure the app runs smoothly and the 3D assets are properly integrated. Additionally, they assist in incorporating marketing requirements into the app's design, collaborating with the marketing team to understand user needs and adapt the app's features and interface to meet these objectives. Through this teamwork, the developers create a reliable and user-friendly AR experience.





TEAM COMPOSITION

KEY ROLES AND RESPONSIBILITIES OF EACH MEMBER

3D Modelling Specialists: Jun Hui, Curtis, Dhilsha

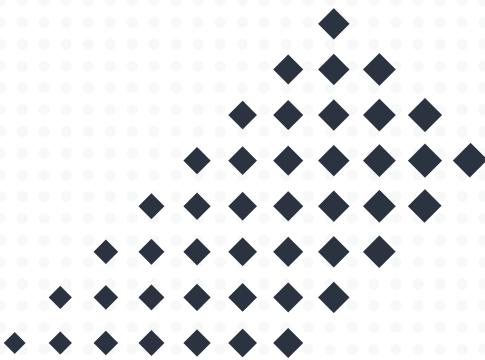
Responsibilities: The 3D designers create and design the visual assets for the AR app, such as the interiors of a restaurant or other required models. They collaborate with the technical team to ensure these assets are compatible with the app's framework and perform well in the AR environment. Additionally, they refine the models based on feedback and testing to guarantee a high-quality user experience. Through their efforts, the 3D designers help ensure the AR app is immersive and visually engaging.

Marketers: Jun Hui, Dhilsha, Bhoomika

Responsibilities: The marketing manager oversees developing and executing the marketing strategy for the project. They create promotional materials, manage social media campaigns, and coordinate with external partners to boost the app's visibility. This role involves producing content like graphics and videos, engaging with audiences on platforms, and working with influencers and media outlets to expand the app's reach. Through these efforts, the marketing manager plays a key role in promoting the project and attracting users.

Quality Assurance Specialist: Bhoomika, Jun Hui, Dhilsha, Curtis

Responsibilities: The quality assurance specialists are responsible for testing the AR app to ensure it meets quality standards. They conduct functional and usability tests to verify that all features work properly, and the user experience is smooth. When they find defects, they document them and work with the technical lead to resolve the issues. Through these efforts, the quality assurance specialist ensures the AR app is reliable and user-friendly before it is launched.





TEAM COMPOSITION

SKILLSETS AND ABILITIES OF THE TEAM MEMBERS FOR THE ALLOCATION OF ROLES

Dhilsha being the team leader processes a combination of leadership skills, effective communication, and a strategic mindset that drives the team to a successful product. She also inspires and motivates others, fostering a positive and collaborative environment. Dhilsha's and Jun Hui's strengths are more towards the design and visual aspects. Thus, Dhilsha and Jun Hui will be the main 3d modelers in the team. Jun Hui is slightly more skilled in media-related tasks thus she will be part of the marketing team together with Dhilsha. Bhoomika is also an effective leader, with a talent for generating a wide range of creative ideas through brainstorming sessions. She has the skills to lead teams successfully and bring innovative solutions to the table. Curtis is outstanding in coding and excels at all technical things. He can navigate complex technical challenges and consistently deliver high-quality results. Both their strengths are more technical as compared to Dhilsha and Jun Hui. Thus, they would handle mostly the AR aspect which requires more coding.





PROJECT MILESTONE

Number	Milestone / Sprint	Targeted Completion Date	Stakeholder Involved	Acceptance Criteria
1	Project Idea	Week 1: 21 April	Supervisor, Team	Start on planning scope of project
2	Project Plan	Week 3: 28 April	Supervisor, Team, Client	Finish client research & project plan report
3	Social Media Calendar (Timeline)	Week 5: 19 May	Marketers	Finish social media research, planning, timeline and proposed ads budget
4	Social Media Content	Week 7: 2 June	Supervisor, Marketers, Client	Finish taking raw shots and editing into photo and video content for social media platform
5	AR Coding for Menu	Week 7: 2 June	Programmers	Complete coding and debugging for AR Menu
6	3D Modelling Assets	Week 8: 28 May	3D Modellers	Finish 3D modelling and texturing of assets
7	Usable Prototype for AR Menu	Week 8: 28 May	Team, Supervisor, Client	Completed Minimum Viable Prototype (MVP) of the AR Menu
8	Mini-VIVA (Group)	Week 11: 1 – 5 July	Team, Immersive Media Lecturers	Present about completed work and future prospects



PROJECT MILESTONE

Number	Milestone / Sprint	Targeted Completion Date	Stakeholder Involved	Acceptance Criteria
9	Coding for AR Minigame	Week 12: 8 July	Programmers	Complete coding and debugging for AR Minigame
10	Playable Prototype for AR Minigame	Week 13: 14 July	Team, Supervisor, Client	Start on planning scope of project
11	Playtest	Week 14: 20 July	Team, Supervisor, Client	Play test the AR products and Vortex projection prototype with User Personas
12	Final Project Submission	Week 16-17: 22 July – 2 August	Team, Client, Immersive Media	Final workable product consisting of AR Game, Menu, Project Mapping Installation and Social Media Content is submitted.
13	Final Report	Week 16-17: 22 July – 2 August	Team, Client, Immersive Media	Final report is submitted, consisting of the Project and its deliverables, User persona, story, Site, Heart and Empathy map, Competitive Analysis, Wireframe, Usability Testing and Problems faced.
14	Final Project Showcase	Week 16-17: 22 July – 2 August	Team, Immersive Media	The final workable product consisting of AR Game, Menu, Project Mapping Installation and Social Media Content is show cased to School and Industry.



KEY INDIVIDUAL TASKS BREAKDOWN

Requirements/ User Story	Key Tasks	Estimated timeline	Stakeholder
As a team, we need to finalise our ideas with our supervisor and plan for our project.	Group discussions. Start on project plan.	By Week 3	Team, Supervisor
As a designer, I must develop a projection mapping that can attract users in restaurant.	Projection Mapping of Vortex, Logo, Visuals, Quotes.	By Week 12	Team Designer
As a Marketing Specialist, I must develop promotional materials that will attract people to come and dine in	Produce appealing promotional videos on social media like Instagram, TikTok Design interactive filters Do a social campaign and promote mini game quiz to test on “What Beef Are You?” campaign.	By Week 13	Marketer, Designer, Supervisor
As a developer, I must design and develop the AR app for users.	Design and develop core functionalities of AR app Integrate QR code scanner to launch app in WebGL Plan image targets in which Users can scan to view the 3D Models in AR.	By Week 14	Developer



KEY INDIVIDUAL TASKS BREAKDOWN

Requirements/ User Story	Key Tasks	Estimate d timeline	Stakeholder
As a developer, I must develop the minigame in an interactive way for users to play.	Utilize 3D models to create an AR game. Design a time-based minigame to simulate the grilling experience. Implement logic for varying cooking temperature. Design a minigame where users can pair their beef with sake. Design a quiz, and personalised questions to determine the results of the mini game “What Beef Are You?”	By Week 14	Developers
As a Marketing Specialist, I must think and create a way in promoting and welcoming customers to the restaurant.	We want make use of different ways in customers to come in the restaurant to eat the savoury food in by using diffusers that make use of artificial smell of meat. Soft music or calming audios. Ratings of the restaurant shown in the screen in front of the restaurant. Recommended or Deals Posters in the front of the restaurant. Motion Graphics of the logo in the screen. 3D prototyping of items related to the restaurant but still in consideration.	By Week 14	Marketer, Designer, Supervisor



PROJECT RISKS, ASSUMPTIONS AND CONSTRAINTS

Risk / Constraint	Contingency Plan	Contingency Plan Owner
Technical Challenges with AR Implementation	Develop prototypes and perform extensive testing to identify and resolve technical issues early. Have backup AR frameworks or libraries in case the current technology becomes problematic. Research into the possibilities and risk involved when developing an AR app.	AR/3D App Developers
Timeline Delays	Create a detailed project timeline with buffer periods for unforeseen delays. Establish clear communication channels and regular progress reviews to identify and address issues early.	Project Manager/ Team Leads.
Hardware Limitations	Design AR app with hardware limitations in mind. Test extensively on different devices and ensure a flexible approach to accommodate varying hardware capabilities.	AR/3D App Developers
Performance Issue	Optimize models used in app	AR/3D App Developers
Usability Concerns	Ensure bugs are all fixed and design UI/UX intuitively so first-time users can navigate around the app	Developers, UI/UX designers
Promotional videos may not attract the desired level of interest or interaction.	To address low engagement, I can closely monitor social media trends to identify popular themes, hashtags, and challenges. Creating content that aligns with these trends can help increase visibility and attract a wider audience.	Marketers



PROJECT RISKS, ASSUMPTIONS AND CONSTRAINTS

Risk / Constraint	Contingency Plan	Contingency Plan Owner
Issues with projection equipment or mapping accuracy.	Test the equipment thoroughly before the event. Have backup equipment or an alternative presentation method available.	Marketers





RECOURSES REQUIRED

Hardware

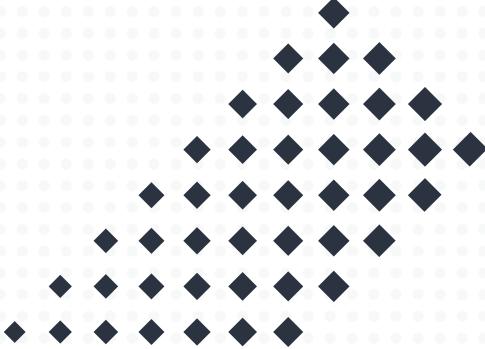
- Laptops
- Projector
- Mobile device
- Screens
- Mobile device
- Plastic stands

Software

- Unity
- Unity AR foundation/Mars
- Social media (Instagram, Facebook & Tik Tok)
- Maya

Assets

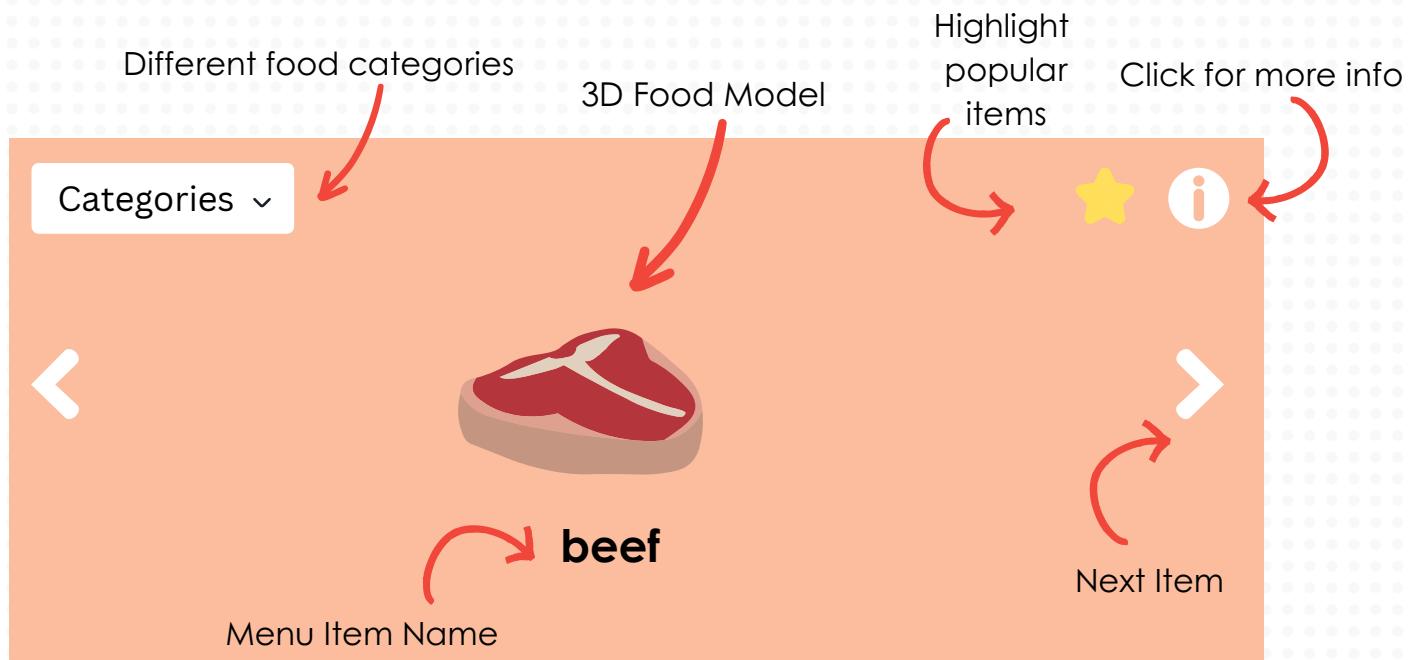
- 3D Food models
- Visual assets





APPENDIX

AR Menu Sketch



REFERENCES

Menu AR - Demonstration of AR menu functionality and process

<https://www.youtube.com/watch?v=wrwpfhpuBM4>





APPENDIX

REFERENCES

How Augmented Reality is Transforming the Food Industry

<https://medium.com/end-to-end-ar-solution/how-augmented-reality-is-transforming-the-food-industry-ef07f9f8ef25>

AR Food Menu Demo (Boraq Group)

<https://www.youtube.com/watch?v=7BRIN05jbP8>

AR Chef preparing food

<https://www.youtube.com/watch?v=LXyX-OvZlUg>

iEat experiential dining with a smart table

<https://www.youtube.com/watch?v=gvWxqAcsDBM>

How Restaurants Are Using AR/VR to Improve Business and Experience

<https://squareup.com/us/en/the-bottom-line/selling-anywhere/ar-vr-in-restaurant-experience>

Which Taco Bell Item are you? IG Filter



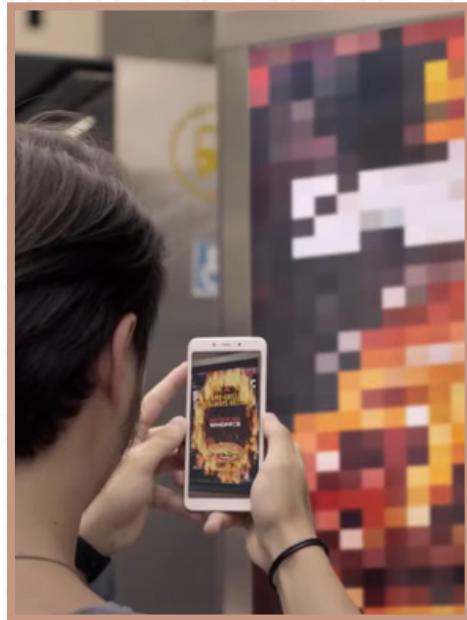


APPENDIX

REFERENCES

Burger King utilizing AR to encourage customers to burn competitor's advertisements in exchange for a free burger

<https://www.youtube.com/watch?v=nGU3Z-1zwDM>



Four ways AR/VR can profit restaurants

<https://www.foodserviceandhospitality.com/four-ways-ar-vr-can-profit-restaurants/?cn-reloaded=1>

