

Explore how people around the world behave in social interaction with Culture Fever

PROBLEM STATEMENT

Cultural barriers occurs when individuals from different cultures are unable to understand each other's cultural norms, religious beliefs and daily practices resulting in communication breakdown and inconveniences. Fast cultural adjustments for someone outside one's culture is crucial to promote better social inclusion in the community. Two important aspects of just about any given culture is its **code of etiquette** and its **use of body language**.

TARGET USERS

Traveller or anyone who is genuinely interested in knowing and sharing other cultures' social practices and etiquette.

USER RESEARCH



Maggie
from China

"In Thailand, you should give tips, but we don't do this in my country. It confused me... I don't know how much I should give to them and I always forget."

Max
 from United States

"When I was just arrived in China, I heard Chinese people saying "nage..." which means "that", however, it pronounces similar like "nigger", so I felt really angry at that time."

Head over now to

matcha.uqcloud.net

Team members

Nur Aisyah

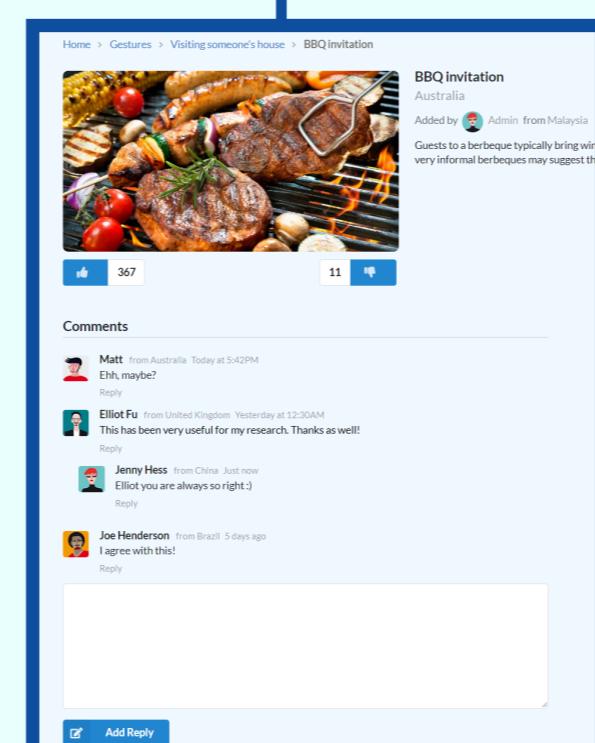
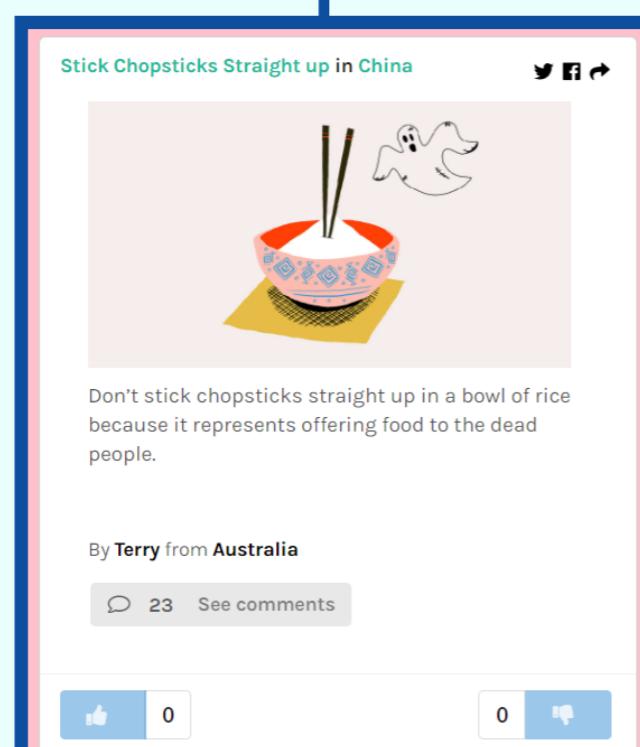
Jiaxin Ai

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Our partner

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DESIGN SOLUTION

The ideal solution is a web application that allows its user to look up the use of body gesture and code of etiquette in all countries of the world. The core functionality of the website is the crowdsourcing mechanism where user can engage by sharing their experience in social interaction happening in foreign countries e.g. the meaning of a gesture they wrongly used in the country. Whereas locals can upvote/downvote the post whether the gesture is widely used or acknowledged by the culture. This is inspired by the '**wisdom of the crowd**' that many platform on the internet are using like Wikipedia and StackExchange. The web application will also presents substantial cultural differences in other countries for user to compare.

PROOF OF CONCEPT

There will be two categories, which are Gesture and Etiquette. For instance, user can browse what a specific body gesture means in different countries and give comments and vote if they are local. Through simple searching, user will know the do's and dont's in other countries and their understanding towards other cultures can be improved. On top of that, user are required to input own information includes nationality and it will be shown below the user's name when the user post new definition or comment on other's post.

Compare cultural norms between different cultures. It will blow your mind how some gestures that we take as innocent may be seen by someone else as deeply insulting. What seems normal to one person might deem inappropriate to another person that have different cultural upbringing.

Upvote and downvote. Culture Fever allows user to upvote/downvote any definitions about the social interactions happening in their country only. This is a crowdsourcing mechanism where we can measure the acceptability of a definition and the accuracy by allowing only locals to vote.

Add your own experience in social interaction. If you've been in a foreign country and encounter rather strange/unfamiliar interaction where you wrongly use a body language in a way that it is different to your own culture, you may add it to this website to let others know. Or it can be the locals behaving or using gestures that may be disrespectful to you but is normal to them.

Select a country

What do you wish to know?

Be specific...

LET'S GO!