



Presented by the *hungry* ones:

**Stay hungry, stay Feedix !**

Ann Tsai  
Te-yuan Chen  
Yiling Chen  
Yiyan Huang



# BACKGROUND STUDY



## CULTURAL SHOCK

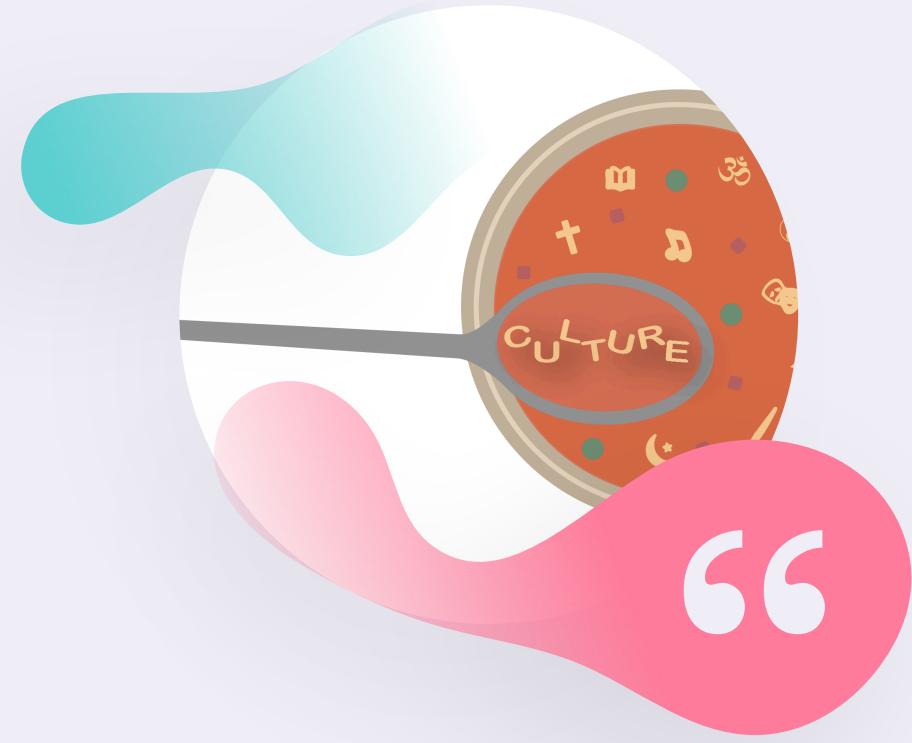
One of the most common challenges international students face is dealing with "culture shock." Culture shock is a feeling of disorientation many people feel when experiencing an entirely new way of life.

An study reports that 40% of international students had no close friends amongst their American classmates.  
Over 1 million students studying in U.S.



## DINNER TABLE AS A UNIFER

Alice Julier, *Eating Together*:  
It reduces people's perceptions of inequality, and diners tend to view those of different races, genders, and socioeconomic backgrounds as more equal than they would in other social scenarios.



## A TASTE INTO CULTURE

Food can host a lot of information: culture, habits, memory, feelings, language, history, and home. Exchange food is the exchange of culture, to bring students to a larger world of knowledge, culture and history.



## HUNGRY ALWAYS!

Hungry for knowledge  
While too busy to cook different and nutritiously everyday and limited by budget for eating in restaurants  
Usually good at cooking one dish, store it in refrigerator and heated every time to eat  
Eating diversified is equally



# WHAT IS FOODIX ABOUT?

STUDENTS WITH OR WITHOUT AN INTERNATIONAL BACKGROUND

FOOD AND EXCHANGE  
M-EAT TOGETHER!

EAT, SHARE, LEARN!

❶ FOODIX BUDDIES FROM A VARIETY OF CULTURAL BACKGROUNDS

❷ ENJOY AUTHENTIC TASTE AND AVOID BORING FOOD

❸ SOCIAL IN A FUN, SAFE WAY! FRIENDLY FOR INTROVERT ONES!

# DESIGN CHALLENGES

## DISCUSS BEFORE AND AFTER MEETING

Communication before and after meeting

## SAFE & TRUST

Fraud might happen  
Concerns over food quality, freshness, ingredients,  
and people who cooked

## FACTORS THAT SWAY EATING VOTES

- Flavor
- Predilection
- Location
- Food quality



## TIME & LOCATION VARIANCES

There has to be locations and timing selection but  
freedom of choice should also be permitted

# WELCOME TO FOODIX!



# WRAP IT UP

**BROWSE, SEARCH AND MAP  
PREVIEW**

**FREEDOM AND QUALITY  
CONTROL**

**EXCHANGE, MAKE  
FRIENDS, SHARE!**

**NETWORKING WITHOUT  
CHANGING YOUR  
ORIGINAL SCHEDULE**



**THANK YOU!**