

# CAT 4 RESOURCE DEVELOPMENT

Group ID: 4-098

## TIN HILL FOOD TRAIL

Chua Yuan Xun 1P1(08)

Ray Chen Kai Yi 1P1(24)

Ryan Tay (Zheng Rui'An) 1P1(25)

William Yao Bo 1P1(31)

## **ABSTRACT**

Project Tin Hill Food Trail is an initiative that aims to help Hwa Chong Institution students as well as the general public to easily locate the food venues of their choice effectively and efficiently. We do not want them to limit their food options to the school's canteen food and we want to help the public expand on their food choices, nor for the students to waste time finding suitable food venues to have their meals. It provides coverage of information for a variety of foods from various hawker centres, allowing students and the members of the public to make better choices. It houses the directions to the hawker centres, history, photographs, and a documentary of exploring and tasting of diverse foods. This is so as to allow the user's horizon to be broaden comprehensively and pleasurable. Moreover, this allows everyone to gain valuable insights of Bukit Timah's hawker centres' pasts and its developments, as well as to give them a good variety of food to choose from.

## **1 INTRODUCTION**

### **1.1 Rationale**

Hwa Chong students and members of the public agreed that they had some problems finding good food locations that were along Bukit Timah Road, they often waste a lot of time finding suitable locations to have their meals which might cause some delays in their schedule and cause unnecessary inconvenience to them.

### **1.2 Objectives**

The objectives for Project Tin Hill Food Trail were to

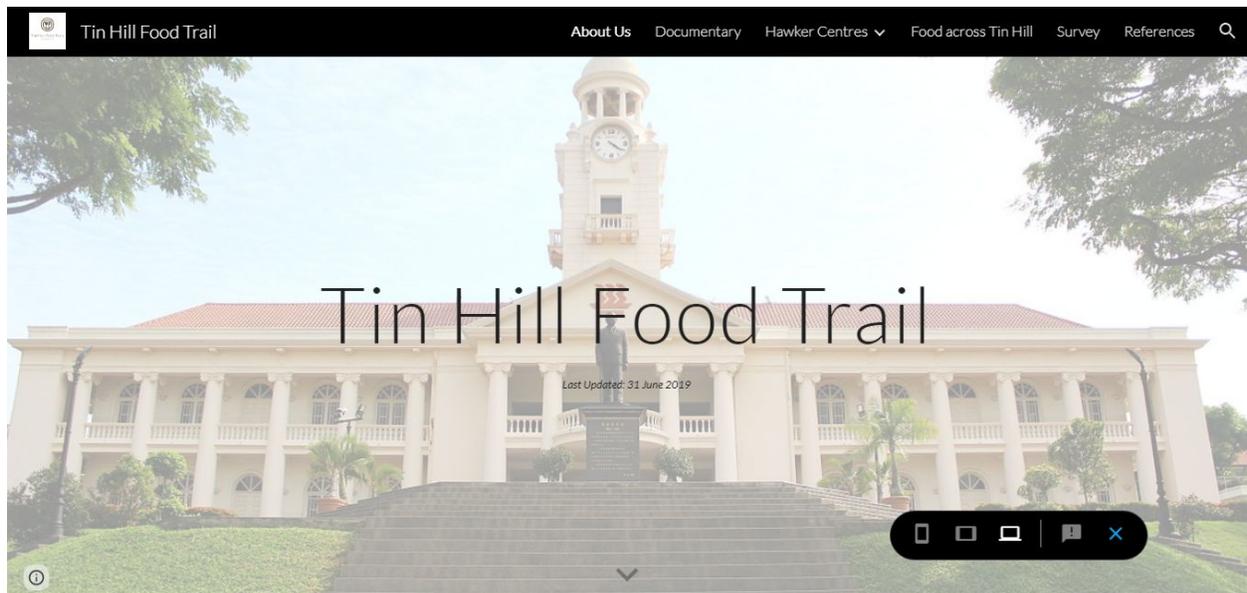
- Help everyone access comprehensive information regarding the hawker centres.
- Educate students about the rich cultural heritage of hawker centres.
- Promote the exploration and enjoyment of food.

### 1.3 Target Audience

The target audience are Hwa Chong students as well as the general public.

### 1.4 Resources

The resources used in our project is an online platform which comprises of an Introduction, Documentary, Hawker Centres information as well as a food directory.



*Components of The Website*

## 2 REVIEW

A survey has been conducted and it showed that Hwa Chong students showed interest in exploring food choices. The public is also receptive to the idea of exploring other food choices around Bukit Timah. We have found out that most food guides on the internet are not targeted to students. Instead, they are targeted towards tourists. The recommendations may contain places where food are relatively expensive. The price range does not fall in our \$5 to \$7 price range which we have collected through our survey. One such example is this food guide:

<https://thesmartlocal.com/read/bukit-timah-student-food/>.

It shows more pricey foods such as Korean food (Gayageum Korean Family

Restaurant), Sushi (Sunny Choice), Western Food (The Tea Party) etc. The food guide does not include bus numbers which will potentially make it inconvenient for people to access. The food guide from [thesmartlocal.com](http://thesmartlocal.com) only displays static information. Conversely, our food guide provides a documentary which allows viewers to have a pleasant food experience by viewing us tasting the various foods. Videos are more appealing in an educational approach as shown in a research done by Huffpost ([https://www.huffpost.com/entry/research-confirms-video-i\\_b\\_5064181](https://www.huffpost.com/entry/research-confirms-video-i_b_5064181)).

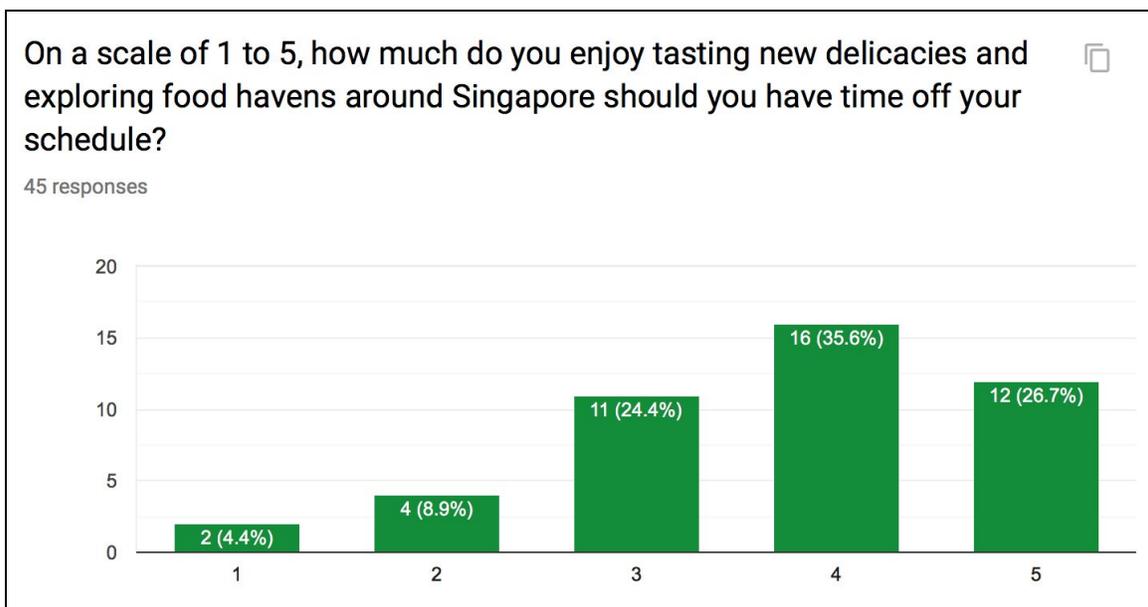
The resources available online do not encompass information such as how modernisation and time has affected the hawker centres by far. Our integrated online platform provides information of the past of the hawker centre, which we find may be insightful in the students point of view. For instance, in the website: <https://sethlu.com/must-try-eateries-bukit-timah-holland/>, there is no mention of any history of the past of the hawker centre. Our website also includes interviews with selected hawkers who have worked there and dedicated customers of Bukit Timah who have tasted food there for a considerable amount of time. These are displayed in our documentary which proves that the food there is truly delectable from an outsider's point of view. The online platform provides a comprehensive and summarised food guide, providing opening hours of all our 13 documented food stalls, which will surely allow our viewers not to miss out on the golden food opportunity. The documentary that will convey information regarding the recommended foods and one can view our very own food critics taste it and comment on the food. The public and Hwa Chong students could also navigate to the locations using a map embedded in the website. In a nutshell, our project is certainly useful as diverse resources and information are all consolidated in our integrated website.

### 3 METHODOLOGY

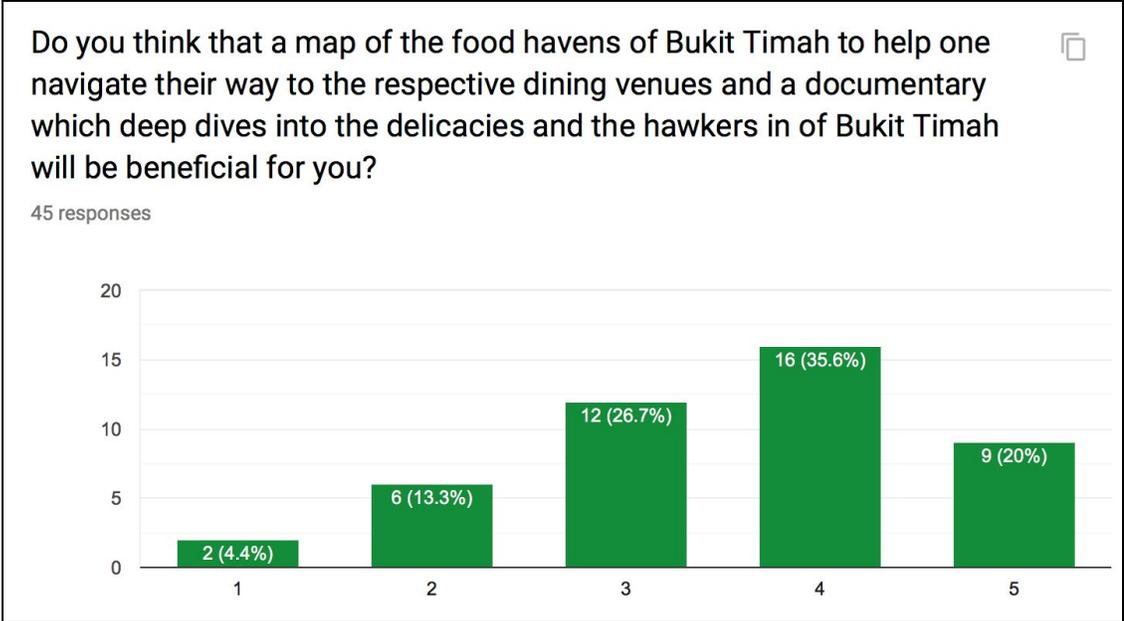
#### 3.1 Needs Analysis

A needs analysis was conducted to ascertain the usefulness of our project. We firstly released a survey to about 45 respondents about their knowledge of Bukit Timah' dining venues and the potential they see in our project. Results show that the students are positively receptive of this project

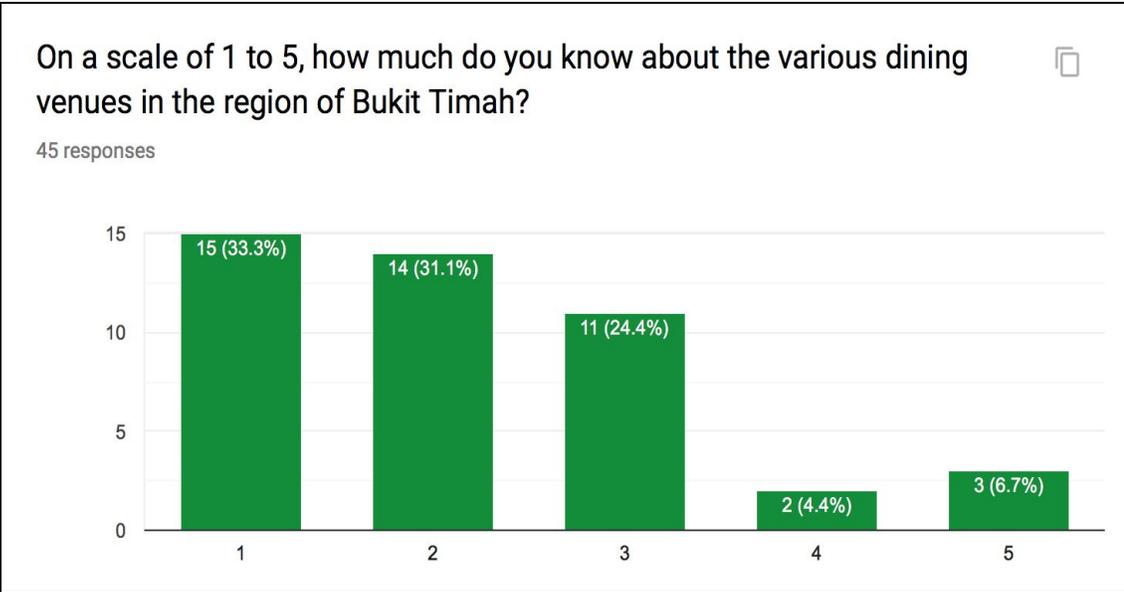
#### 3.2 Survey Results



- The results showed us that students and the public showed interest in heading out and trying out new delicacies
- They were generally receptive to venture and explore the food havens in the region of Bukit Timah



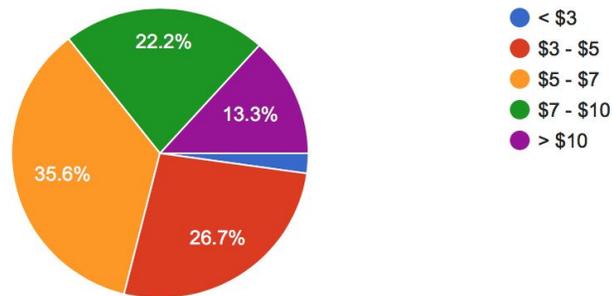
- About 60% of respondents assured our usefulness of our project



- Majority of the respondents are not familiar and clear with the various dining venues in the region of Bukit Timah
- This shows that our resources will be useful to them in terms of allowing them to explore deeper into the foods of Bukit Timah.

On the note that your budget could change depending on the food price and dining venue, what is your general budget when it comes to purchasing meals outside?

45 responses



- This tells us to set the average budget to all foods at \$7 and below
- This price range shows that people are willing to spend from \$5 >\$7 to purchase food
- We are able to fine-tune the great taste of food with the relatively high cost

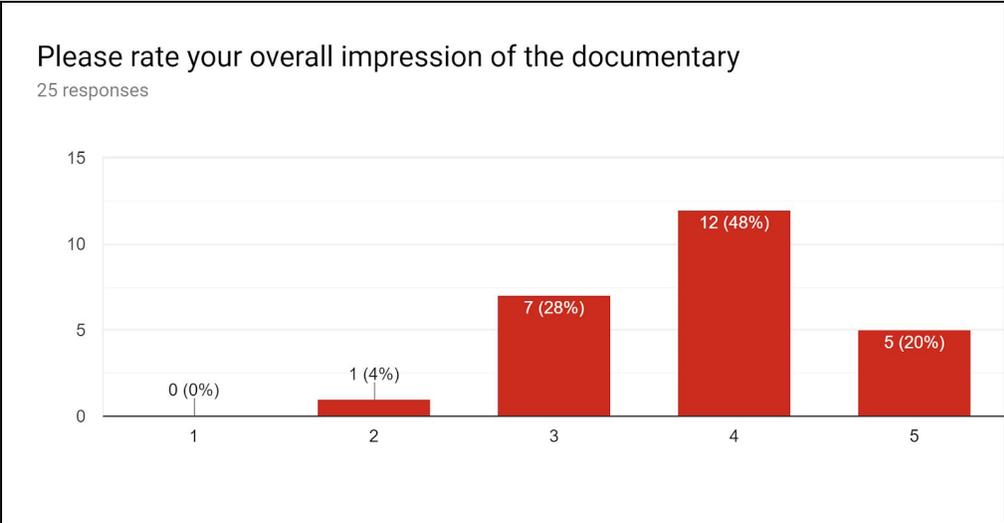
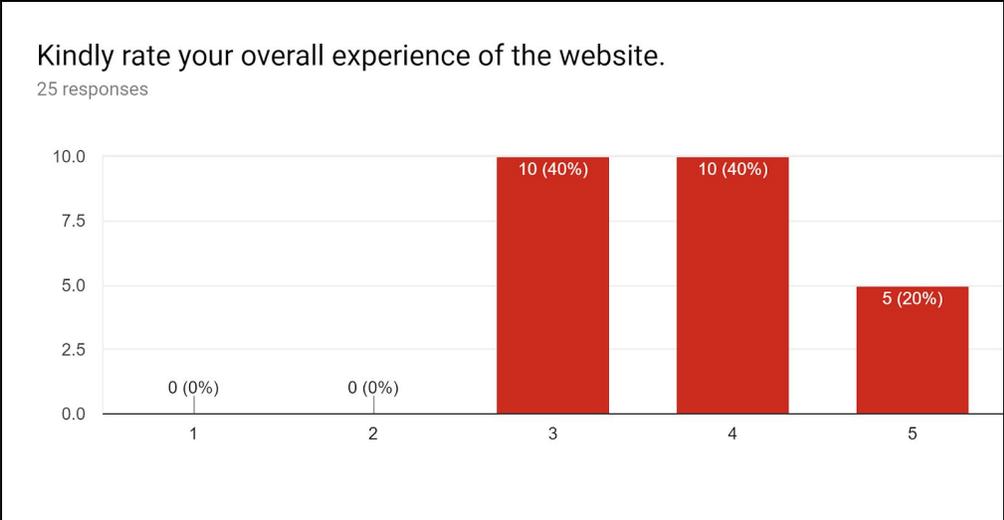
### 3.3 Development of Resources

We have reviewed other websites regarding the various types of food along Bukit Timah Road and gathered information of the various popular stores from a series of research and questions. We personally visited the various hawker centres many times in search of the best foods. Interviews of some customers, hawkers and some elderly residents of Bukit Timah were also conducted. We have also created a short documentary of the more popular iconic dishes as well as take pictures to enhance the visual experience of the website user. We also included directions to help the user find their way there. These functions were incorporated into the website. An online survey was then conducted with Hwa Chong students' and the public and we sought to ask them for feedback about our website.

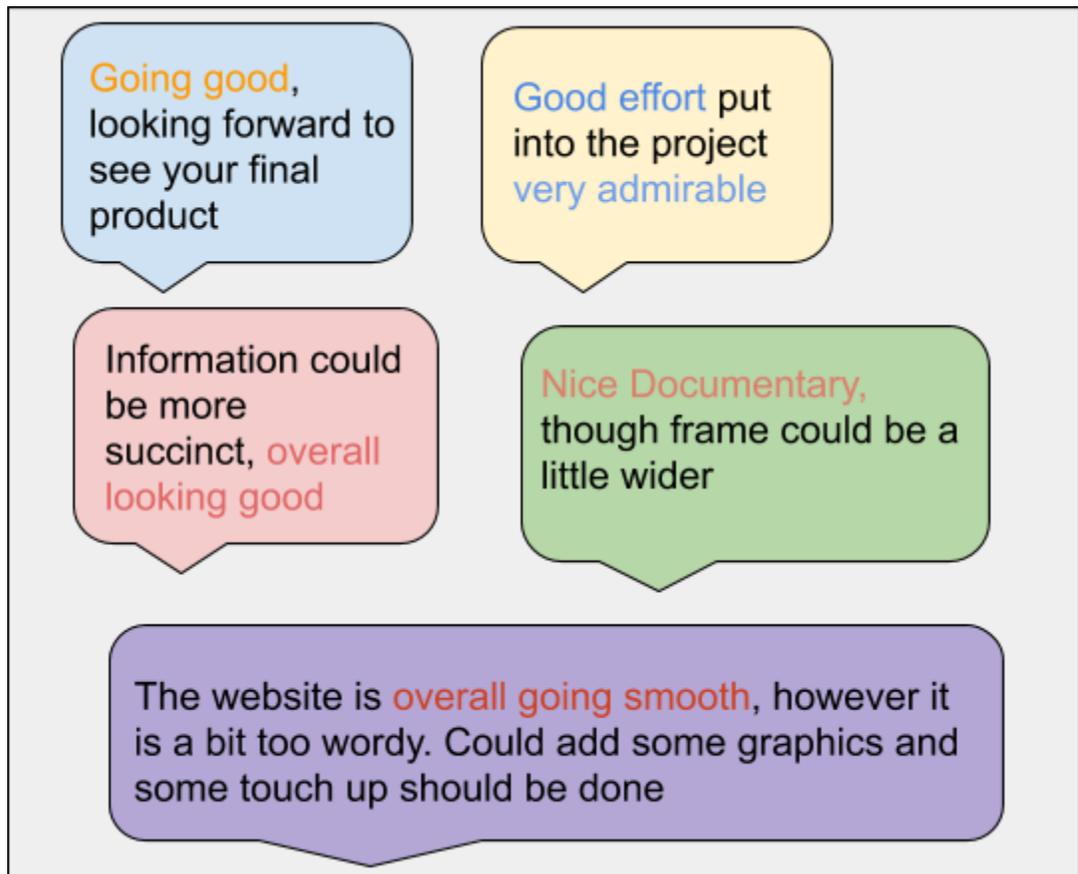
These functions were incorporated into the website. An online survey was then conducted with Hwa Chong students' and the public and we sought to ask them for feedback about our website.

### 3.4 Pilot Test

A pilot test was conducted with 25 participants after they have viewed our website. We plotted various questions and their opinions were recorded. This pilot test is targeted towards gauging our room for improvement for our website as well as our documentary.



- This shows that majority of the respondents showed positive feedback to our work, and would generally be useful to them.



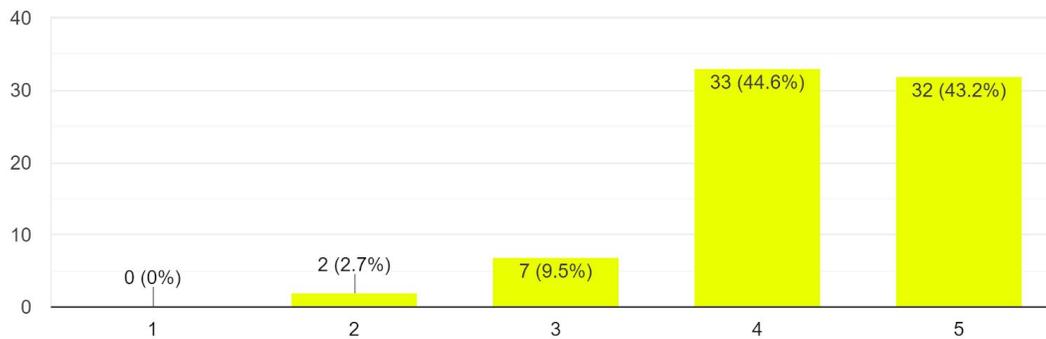
*Feedback from respondents who participated in the 1st pilot test*

### 3.5 Pilot Test

A second pilot test was conducted with 74 participants after several changes have been made to our resources. We plotted various questions and their opinions were recorded. This pilot test is targeted on ascertaining the usefulness of our resources on Hwa Chong students as well as the public.

How insightful/useful are our resources (website and documentary) in your opinion? Did it motivate you to explore food choices in Bukit Timah?

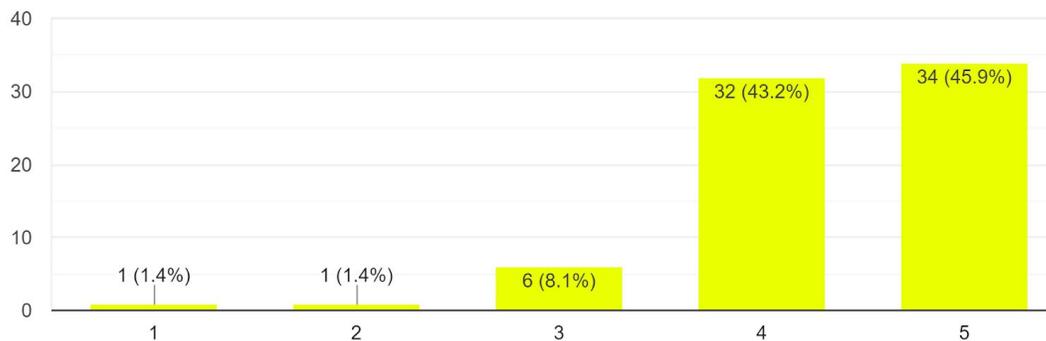
74 responses



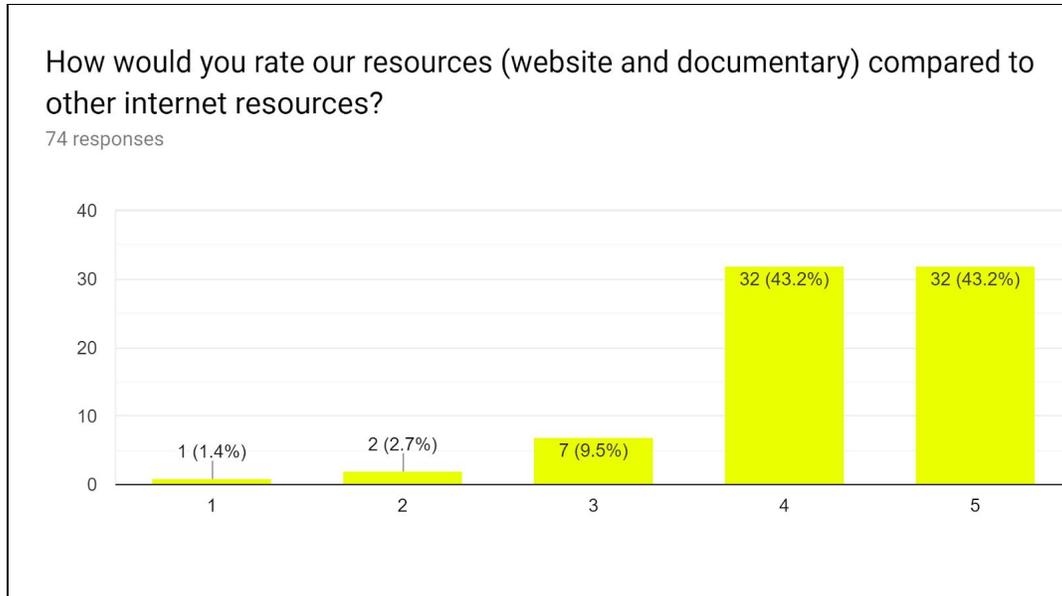
- The result shows that our resources were useful in terms of providing users with an insightful coverage of the food and food centres in Bukit Timah

How effective are our resources (website and documentary) as a reference should you decide to explore food choices in Bukit Timah?

74 responses



- This proves that our resources are certainly able to be used as a food guide when users are exploring dining venues in Bukit Timah, which makes it very applicable to users



- Overall, this shows that majority of the users will definitely prefer our resources compared to other online resources

#### 4 OUTCOME & DISCUSSION

The final outcome of our project is an integrated online platform which houses important information about the foods in Bukit Timah, a documentary, guides, as well as some history. The documentary will showcase the best foods that Bukit Timah can offer and recommend a range of foods from Malay to Chinese foods. The guides and information regarding Bukit Timah will help the user to easily digest the different history and periods of time where the range of foods changed and evolved as modernisation took place.

We hope to further include enhancements such as the layout of the hawker centre and to further enhance the navigation experience, so as to adhere to people who choose to personally try out the foods on their own at the hawker centres. This would surely allow the user to have a more pleasurable experience when locating their food locations.

## 5 CONCLUSION

Project Tin Hill Food Trail was definitely a challenging project to undertake. It took a lot of brain-storming before we could come up with the project idea with the least referencing of ideas from other websites and trying to make it as original as possible. It required many of us to take time off our schedule and we conducted frequent meet-ups to discuss our plan for our project and how we ought to organise our roles. Furthermore, it was definitely difficult to interview the hawkers and the public to get their opinions and thoughts about the food along Bukit Timah due to our lack of confidence as well as their unfamiliarity towards outsiders. Filming and editing were also very tough jobs to complete as it required us to learn soft skills before our attempt. We spent many hours of work collating information and data, undergoing analysis and synthesis, and taking videos and photographs to make the website as organised and succinct as possible. This project helped us individually improved in our communication skills, critical thinking as well as creativity. Much dedication, value, and hard work has been practiced in this period of time to accomplish the objectives that we planned to do. In addition, patience, teamwork and leadership were the three most important aspects which aided our project to be completed.

## 6 REFERENCES

1. Chee, N. (2016). 17 Must Try Places to Eat in Bukit Timah and Holland Road. Retrieved 31 July 2019, from <https://sethloi.com/must-try-eateries-bukit-timah-holland/>
2. Racho, M. (2016). 18 Eateries In Bukit Timah For Students With Less Than \$10 In Their Wallets. Retrieved 31 July 2019, from <https://thesmartlocal.com/read/bukit-timah-student-food/>

3. Tsur, M. (2014). Research Confirms Video Improves Learning Results. Retrieved 31 July 2019, from [https://www.huffpost.com/entry/research-confirms-video-i\\_b\\_5064181?guccounter=1&guce\\_referrer=aHR0cHM6Ly93d3cuZ29vZ2xILmNvbS8&guce\\_referrer\\_sig=AQAAAH\\_hGWA4\\_GgytIDZZVdMU3tyhfUZtmjtIN-QHzw-FQZJLKcKb-PY2Wpjgi3D2Nq5XFpDB8yYGgN6lyrz\\_J1CLxllcahK75Q3PRA\\_8xc8TAU8vt4N4wPWkiKcro8IM0cXu3pd2uyU6fGqt3ZLG\\_slPdtlPJozxe-b6gyL8G-QZ8U](https://www.huffpost.com/entry/research-confirms-video-i_b_5064181?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xILmNvbS8&guce_referrer_sig=AQAAAH_hGWA4_GgytIDZZVdMU3tyhfUZtmjtIN-QHzw-FQZJLKcKb-PY2Wpjgi3D2Nq5XFpDB8yYGgN6lyrz_J1CLxllcahK75Q3PRA_8xc8TAU8vt4N4wPWkiKcro8IM0cXu3pd2uyU6fGqt3ZLG_slPdtlPJozxe-b6gyL8G-QZ8U)