

CAT 4 RESOURCE DEVELOPMENT

Group ID: 4-022

HC FOODIES

Keene Fong Kaiwen 2P1 (17)

Ray Chen KaiYi 2P1 (24)

Dylan Liao Eu Kern 2P1 (11)

Chua Yuan Xun 2P1 (08)

ABSTRACT

Project HC Foodies aims to help the general public to easily locate the food venues of their choice efficiently. We wish to help the public expand on their food choices. Unlike last year, we decided to focus more on the various aspects people consider before going to a place to dine because we understand that some people value one aspect (e.g. accessibility or cost) over another. We produced a website which covers the information regarding various foods from hawker centres, allowing members of the public to make more informed choices. It contains the directions to the hawker centres, and the history, photographs, and documentaries of the chosen foods. This is to allow the user's horizon to be broadened comprehensively and pleasurably.

1 INTRODUCTION

1.1 Rationale

Our rationale is that Singaporeans love food, so they would naturally face problems regarding how to make the best decision when it comes to deciding what food to eat, which is particularly important in today's world, where choices bombard everybody. With various websites being ambiguous and biased for promotional purposes, choices become increasingly difficult. Moreover, our preferences differ, so we included a decision matrix to reduce biased information. Our PW provides candid information that appeals to Singaporeans' who love food.

1.2 Objectives

The objectives of HC Foodies were to:

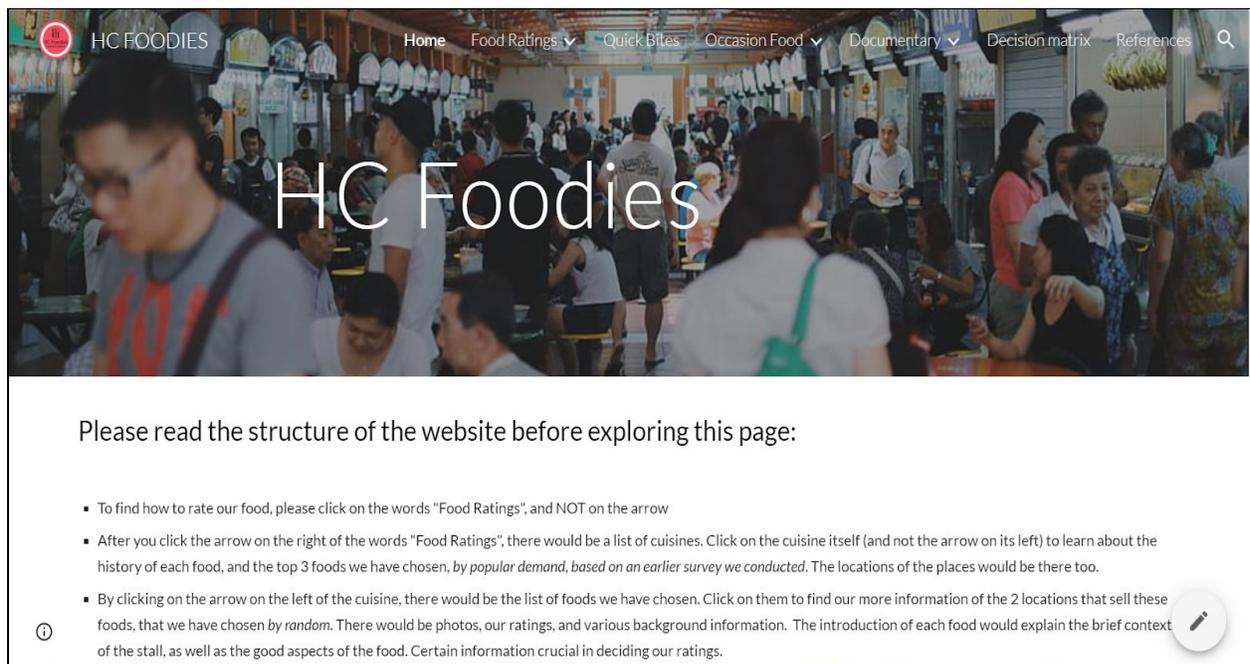
- Help people to make more informed choices when purchasing food
- Help people to appreciate the diverse food cultures in Singapore
- Cater to people who might value certain attributes of foods over others

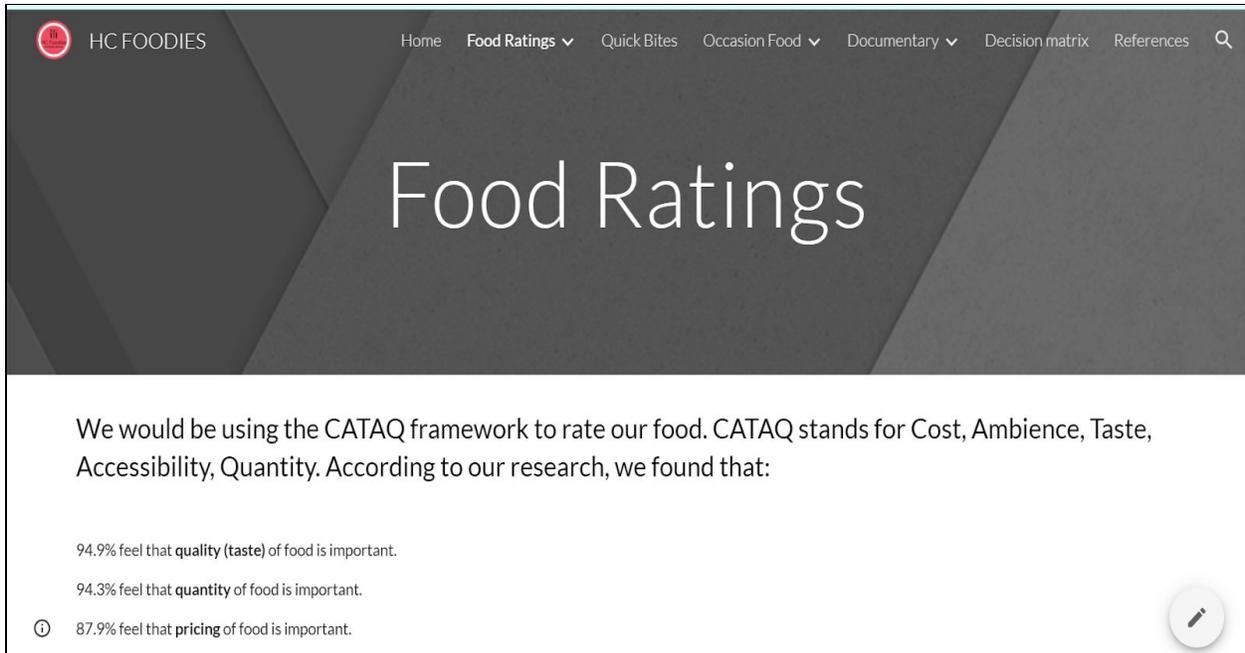
1.3 Target Audience

Our target audience would be the general public.

1.4 Resources

Ultimately, we would produce a website that consolidates foods from the five cultures, namely the Chinese, Western, Japanese, Indian, and Malay cuisines. The website contains the ratings, photos, documentaries, and a brief context of each food or stall.





The Components of our Website

2 REVIEW

We discovered that many websites merely focus on the taste of the chosen food. They do not describe the poorer qualities of the food. They also tend to judge food based on certain aspects (e.g. quantity) without reaching an informed judgement by discussing other qualities. Because of this, users are unable to reach an informed decision, because these websites are usually for promotional purposes. With the rise of people utilising social media for advertising purposes, this becomes increasingly worrying.

In two websites that reviews food, Daniel Food Diary (<https://danielfooddiary.com/2017/02/25/hawkerchan/>) and Tripadvisor (https://www.tripadvisor.com.sg/Restaurant_Review-g294265-d11961130-Reviews-Hawker_Chan-Singapore.html), there was a discrepancy between the cost of one plate of Soya Sauce Chicken with Rice. Daniel Food Diary stated that it was \$3.80, while

Tripadvisor stated that it was \$5.00. This shows that websites provide inaccurate information, and emphasises the need for our project.

In another two websites, Daniel Food Diary (<https://danielfooddiary.com/2019/08/29/masizzimsingapore/>) and HungryGoWhere (https://www.hungrygowhere.com/dining-guide/critics-reviews/lucky-chicken-rice-office-workers-in-*aid-cfa43101/), we identified specific weaknesses. Daniel Food Diary merely states the good properties of food, without any weaknesses of the chosen food. It also did not state how to get to this place, or whether it has a good parking area, MRT or bus station near this area. The ambience and cleanliness of the place where the food is being sold are not discussed. Similarly, HungryGoWhere focuses on the taste of food only and does not describe the poorer qualities in the food. Moreover, they have no description of the price and quantity of the food as well as the ambience of the location that sells the food. Lastly, it does not provide details on car parks or bus stations.

3 METHODOLOGY

3.1 Needs Analysis

A needs analysis was conducted to ascertain the relevance of our project and to obtain people's opinion on the foods they enjoyed eating. We conducted the survey which has garnered 96 responses. The feedback given suggests that our project would be useful to our target audience, and allows us to decide on the foods and cuisines to choose.

3.2 Survey Results

Below is the data we obtained for the survey:

- 1) 39.6% enjoyed Chinese food the most
 - Chicken rice, Bak Kut Teh and Dim Sum are the most popular
- 2) 30.2% enjoyed Japanese food the most
 - Noodles like Ramen or Udon, Don and Sushi are the most popular
- 3) 25.5% enjoyed Western food the most
 - Chicken Chop, Steak, Fish & Chips are the most popular

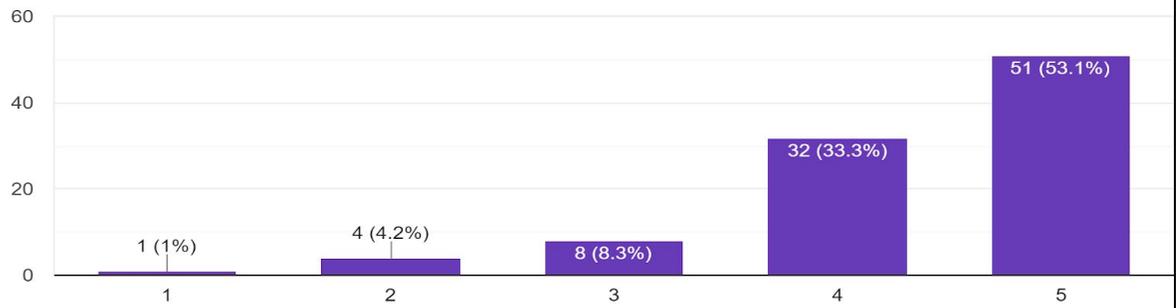
We would be sourcing these foods from these cuisines because they are the most popular.

However, we would still source a few foods from the other cuisines so as to increase the variety.

In the same survey, we asked respondents (total of 96) which aspect was the most important when dining out, and these are the results:

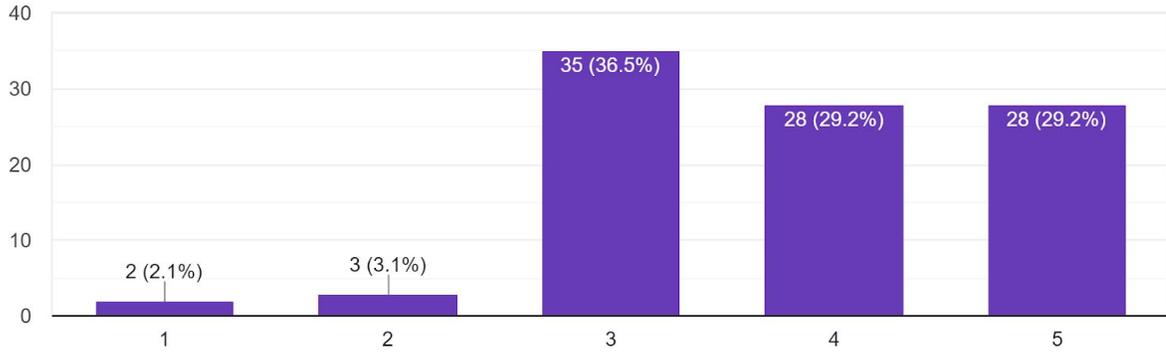
On a scale of 1- 5 with 5 being the most important, how important is quality of food to you?

96 responses



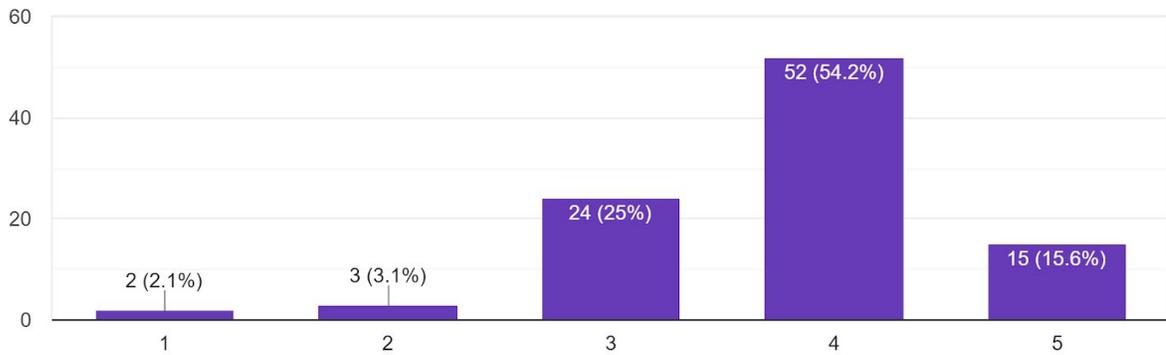
On a scale of 1-5 with 5 being the most important, how important is the quantity of food to you?

96 responses



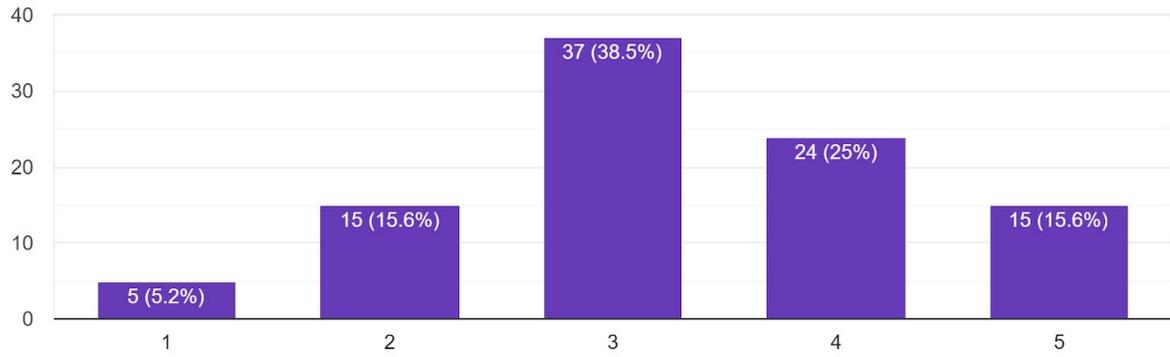
On a scale of 1-5 with 5 being the most important, How much is pricing of food important when deciding the food to eat?

96 responses



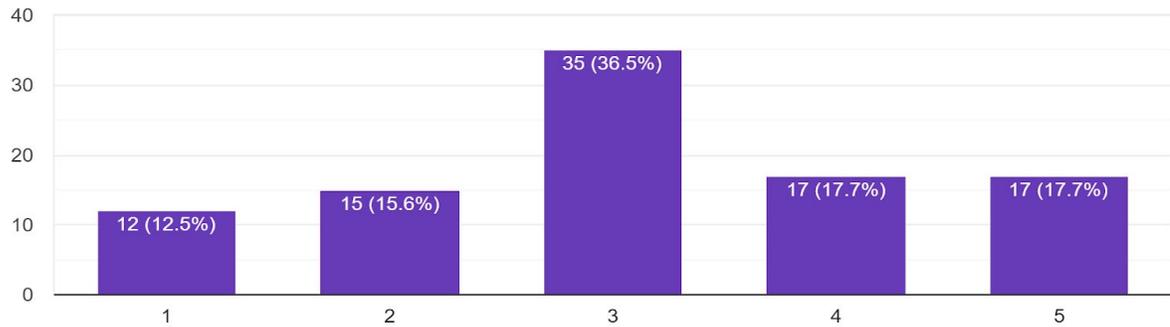
On a scale of 1-5 with 5 being the most important, how important is distance of eating place to you?

96 responses



On a scale of 1-5 with 5 being the most important, state how important it is to have an Air-conditioned environment in the place you dine in

96 responses



These criteria will be ranked according to importance, more points will be allocated for the more popular option (i.e. taste). However, if someone values another option (e.g. ambience instead of taste), a decision matrix would be made for them, and they could make their own choices based on it:

Criteria	Sub score. Use our template to determine the score for this.	Rate the importance of criteria to you. 5 being best, 1 worst. Multiply this by the score you have given in the prev. column.	Score
Cost			
Accessibility			
Taste			
Ambience			
Quantity			

3.2 Development of Resource

Based on the feedback given from the Needs Analysis, we looked for people's favourite cuisines and specific food preferences and we drew out a plan for each of us to visit the locations and take photographs and videos of the food. When we visited the locations, we purchased the food and brought the selected foods home to try them out. We then ranked the food based on its advantages and by the ranking system CAT-AQ format which consists of Cost, Accessibility, Taste, Ambience and Quantity. These are the content we added into the website, it includes a brief introduction to our Project Work, a brief history of each food, introductions to specific foods from specific stalls, photographs of the places/foods, the ratings we gave of the foods, the documentary as well as recommendations of food for people to try (ie: 'occasion' and 'quick bites' food).

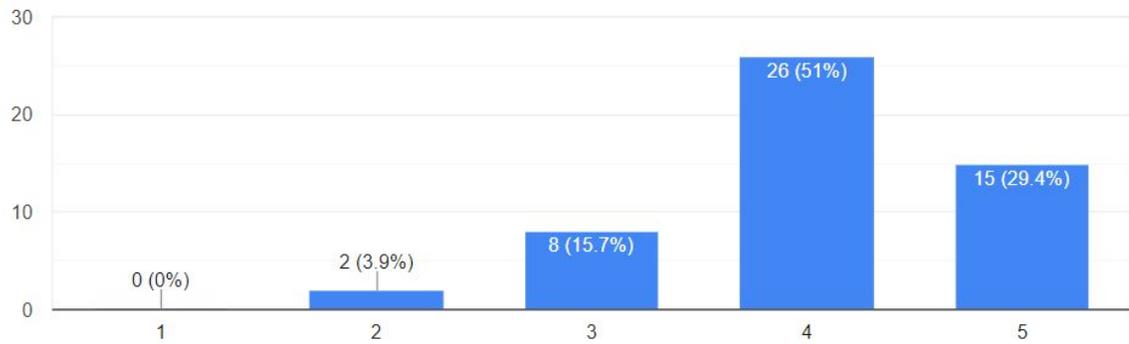
3.3 Pilot Test

A pilot test had received 51 survey responses. The respondents were tasked with answering questions after viewing our google site (<https://sites.google.com/student.hci.edu.sg/hcfoodies/home>) Based on the results, it suggests that our project was professional, useful and effective, and it allowed them to learn to appreciate food more and could make more informed decisions. They also thought that we managed to review the food well and liked the overall experience of our website. The figures below show our results, with 5 being the most and 1 being the least, we deem a positive response when the respondents gave us a scale of 3 and above.

HC Foodies (Part A)

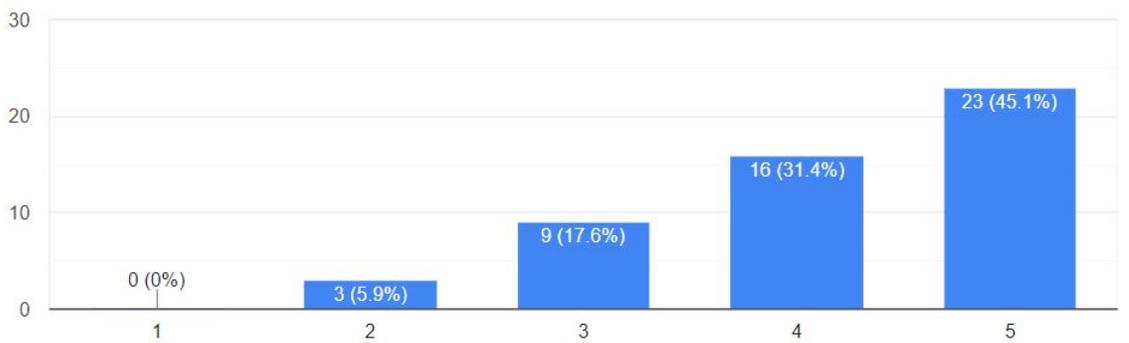
From the scale of 1 to 5, how professional do you think our website is.

51 responses



From the scale of 1 to 5, after viewing our website, do you learn to appreciate the food in Singapore more?

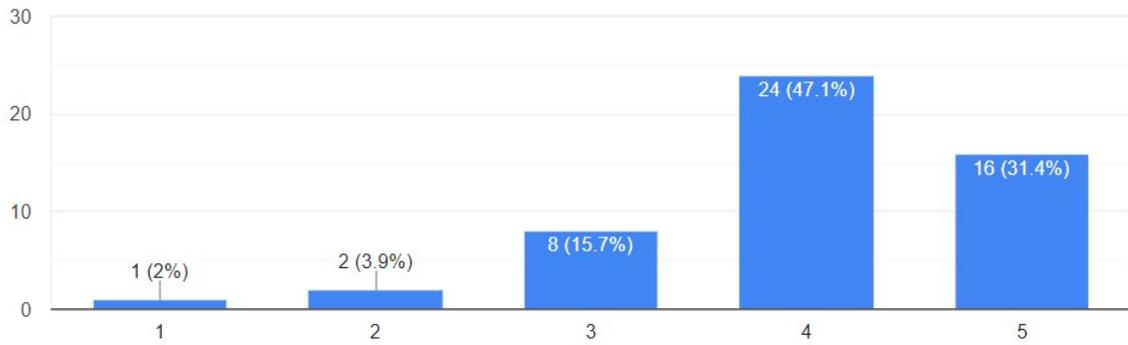
51 responses



How useful is this website to you?

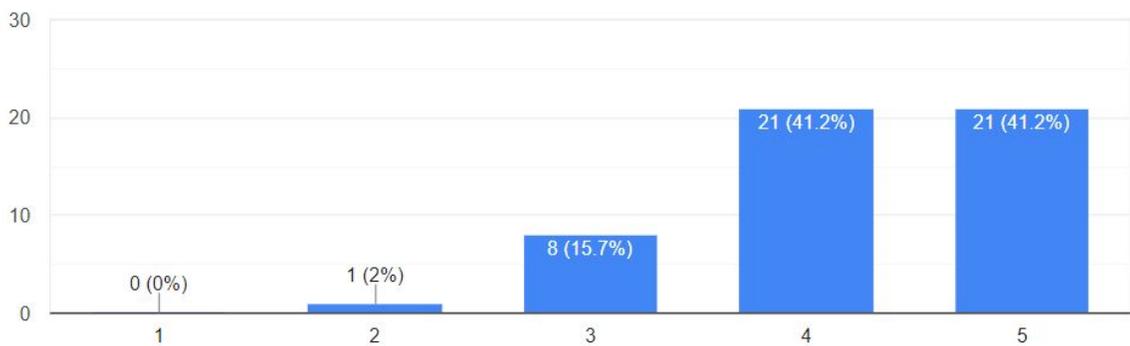


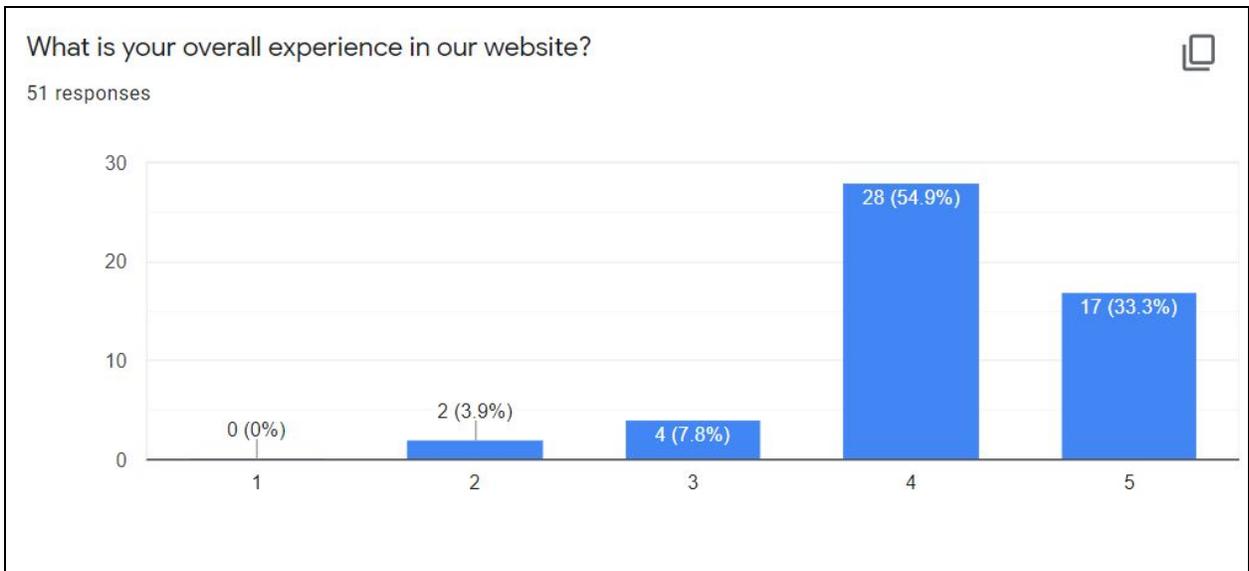
51 responses



From the scale of 1 to 5, how well does our website help you in making more informed choices when purchasing food?

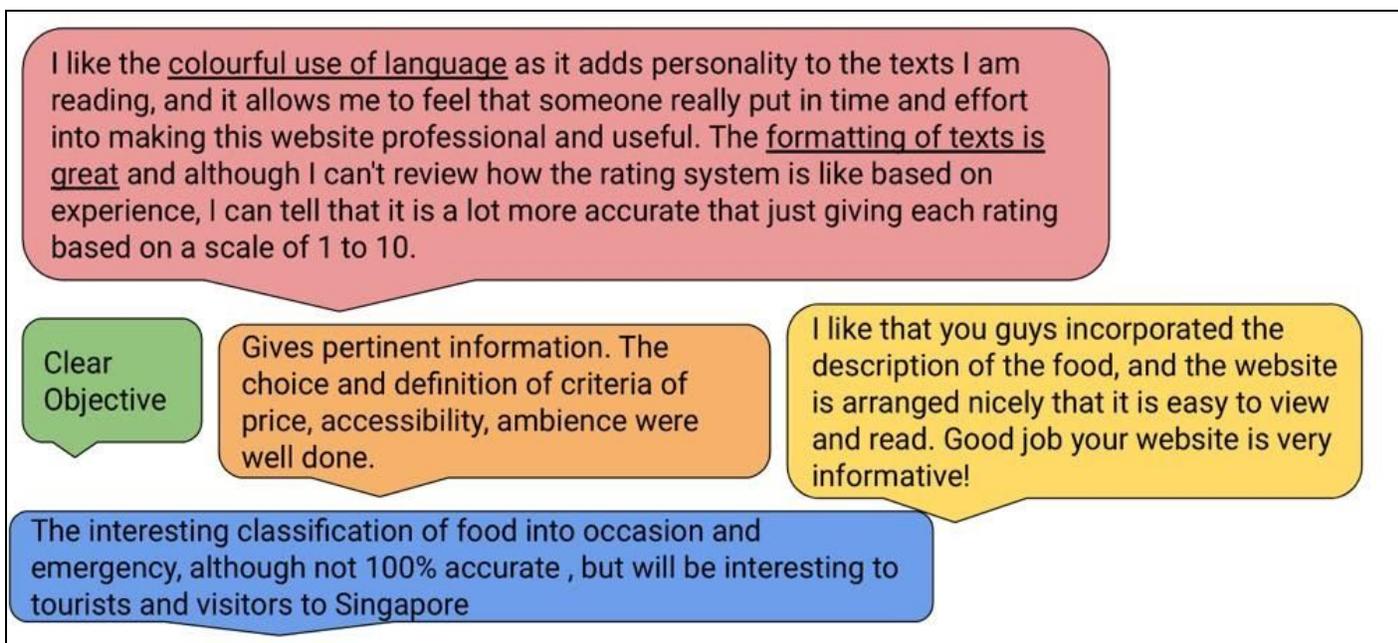
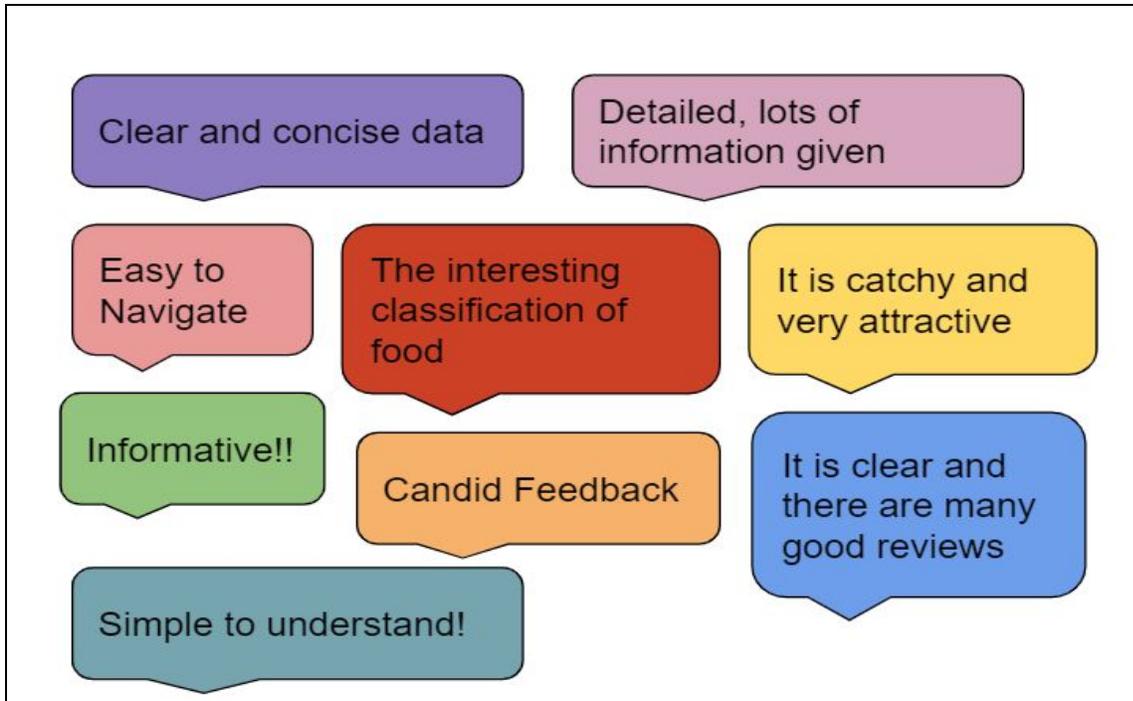
51 responses





It shows that the website was generally well-received by the public.

The figures below show the positive feedback of our website:



However, the respondents felt that we could make some changes too. They also felt that we could improve our website, because it was too wordy and had too few pictures. Thus, we included more pictures in our website, and stated explicitly, the price

of each food. We also broke long paragraphs into shorter ones, so that it is easier to digest.

4 OUTCOME AND DISCUSSION

4.1 Outcome

The outcome of our project is an integrated online platform which houses important information about the ratings of certain foods from different cultures with various background information, including the history of the foods. The documentary will showcase the selected foods, to add interactivity. The guides and information regarding these foods will help users to easily digest information, and make an informed decision. We have also acted on both the judges and the public's feedback and made necessary changes.

Feedback from Judges (Proposal Evaluation)

Comment 1

You may want to look at some established food assessment criteria and rubrics as a form of comparison. Eq Michelin Guide. You may want to introduce cleanliness score provided by NEA to the hawker store as part of your score too.

Ambience: 2/3

Why? It was well ventilated, but unfortunately birds were present near the stall. Service was quick, though the queue might be long at times. Cleanliness score provided by NEA is B

Introduced the cleanliness score provided by NEA

Ambience: 2/3

Why? The service was quick, the hawker centre was well ventilated and was extremely clean! Cleanliness score provided by NEA is B

Introduced the cleanliness score provided by NEA

Taste/Quality: 15/15

Why? The soup has a peppery taste and is slightly salty. The spiciness is what you need to drink more. The pork ribs were also very tender and has a great texture.

Quantity: 9/12

Why? Sadly, there was no "加送" as it normally would since it was taken away. I definitely ask for seconds!

Cost/Pricing: 6/9

Why? It is quite expensive (around \$13) for the premium Spare Ribs BKT but the quality is high.

Accessibility: 4/6

Why? The carpark is quite big and the nearest bus stop can be accessed via Bus 401. East Coast Lagoon Food Village is just a 3 min walk from the bus stop B93151. The MRT station is not near by though.

Ambience: 3/3

Why? It was very airy (in fact open-airod). Shades are provided to shelter people from the sun and rain. The food was served quite quickly too. (Cleanliness score by NEA is A)

Total: 37/45 (Very Good)

Our rating system is more holistic and focuses on many aspects of the food.

Taste/Quality: 12/15

Why? The Ramen soup would be considered a bit diluted, however the other condiments are really good.

Quantity: 9/12

Why? Although there were a lot of Ramen noodles, there was only 1-2 slices of pork which is quite limited.

Cost/Pricing: 9/9

Why? If you are on a budget and want to get a decent Ramen, the Ramen from Buta Kin is definitely for you!

Accessibility: 6/6

Why? There are many parking lots in the Beauty World Shopping Center, many bus stops nearby and the Beauty World MRT is very close by too!

Ambience: 1/3

Why? Although there are many seats in the Beauty World Hawker Centre and the ventilation is decent, the seats are taken up very quickly by other customers, unfortunately. The hawker centre is also open air in some areas and can get quite hot sometimes, and there are also many birds that fly in and out of this Hawker Centre too.

Our Corrections/Improvements:

Cost/Pricing: 9/9

Why? Affordable with large portions. The normal plate of chicken rice is \$3, and the half chicken is around \$16

Price range/ price stated clearly

Cost/Pricing: 6/9

Why? The cost of a set of Siew Mai/Shu Mai is \$2.20 and the cost of a set of Har Gao is \$2.50 which is affordably priced considering the wonderful taste of the food.

Price range/ price stated clearly

Cost/Pricing: 9/9

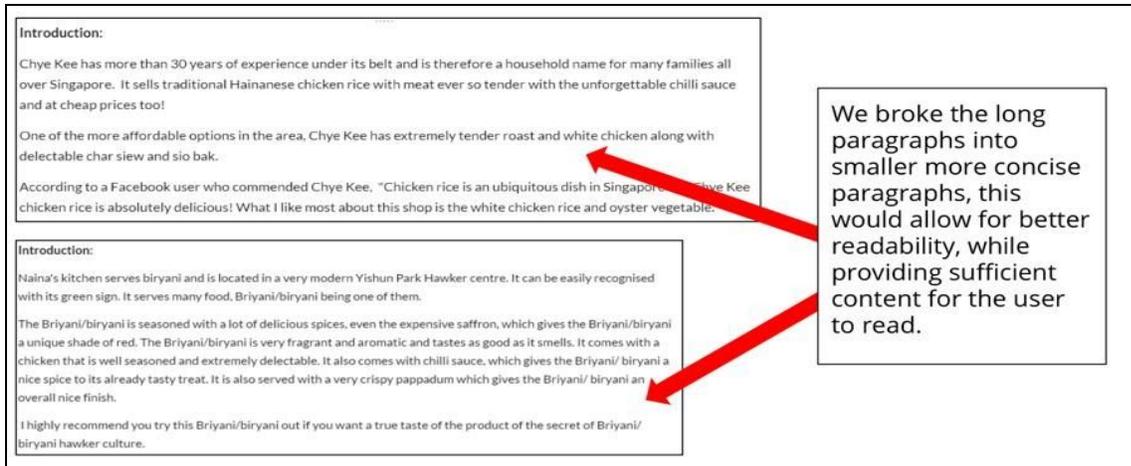
Why? Very cheap for dim sum. Around \$2-\$3 for 3 dim sums.

Price range/ price stated clearly

Cost/Pricing: 6/9

Why? It is quite expensive (around \$13) for the premium Spare Ribs BKT but the quality is high.

Price range/ price stated clearly



4.2 Limitations

Due to the recent COVID-19 situation, we were unable to eat at the place itself. Because of this, our ratings for the foods such as ambience or quality might be inaccurate. For example, the food might have become soggy after we reach home to consume it. We also were unable to conduct interviews, causing a lack of public opinion in our ratings, which could have boosted the accuracy of our ratings. We were also unable to make our documentaries more interesting by conducting interviews with stall owners and the general public so as to learn more about the history of that stall and the taste of the food.

4.3 Possible further works

We hope to include more aspects of food (e.g. healthiness) that could cater to even more people (e.g. halal food for the Muslim community). We also want to include more cuisines (e.g. Korean) so that people would have a greater variety of food to choose from.

5 CONCLUSION

HC Foodies is indeed a challenge, for 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.

Furthermore, we had to change our plans due to the circuit breaker measures put into place, so we need to think of ways to make up for the loss of these plans. We were unable to meet our mentor and groupmates as frequently, and therefore we needed to utilise various technological devices to communicate. We spent many hours collating information, analysing them, and taking videos and photographs to make the website as organised and succinct as possible. This project helped us individually improve our critical thinking skills, as well as creativity. Lastly, we learnt to look at situations with multiple perspectives. For example, we chose foods from various cultures, and made a decision matrix for people who value an aspect over another (e.g. cost over taste, instead of taste of cost in our website).

6 REFERENCES

Reviews Hawker Chan Singapore. (2020, February 17). Tripadvisor. Retrieved August 6, 2020, from

https://www.tripadvisor.com.sg/Restaurant_Review-g294265-d11961130-Reviews-Hawker_Chan-Singapore.html

Masizzim – Korean Kimchi Fried Rice With Egg Ring, Lunch Sets With Pancake From \$10.90++. (2019, August 29). Retrieved August 6, 2020, from

<https://danielfooddiary.com/2019/08/29/masizzimsingapore/>

Leow, G. L. (n.d.). *Lucky Chicken Rice: office workers at Orchard Road swear by it!*

Hungry Go Where. Retrieved August 6, 2020, from

https://www.hungrygowhere.com/dining-guide/critics-reviews/lucky-chicken-rice-office-workers-in-*aid-cfa43101/