

Affordable Fusion Food For teenagers

4-047

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1. Abstract

Wikipedia,(2020, July). “**Fusion cuisine** is **cuisine** that combines elements of different **culinary traditions** that originate from different countries, regions, or cultures.”Fusion Cuisine. https://en.wikipedia.org/wiki/Fusion_cuisine. Affordable Fusion Food for Teenagers is a Category 4 Resource Development project which provides user friendly, informative, accessible online website and recommends affordable fusion food for teenagers, categorising fusion food found in Singapore according to where it is found and its price range. We also came up with an interactive online quiz with a competitive point system for our target audience to engage in and understand more about fusion food, raising awareness among teenagers.

2. Introduction

The rationale of this project is to bring forth different communities of different races closer through fusion food. Through our research and personal experiences, we have realized that teenagers have a passion for food and it can be a platform to allow teenagers to know different races better. As such, our group has decided to make use of this project to spread the awareness of food fusion. This project aims to reach out to secondary school students as many of them will start to have growing appetites, this project can serve as a way to learn more about the different cultures in Singapore while satisfying their hunger. Students of these ages are more “daring” in the food they eat and are willing to try different kinds of food. Furthermore, when they are exposed to this type of exploration and try out the fusion food, they are immersed in the experience, and this can pique their interest in such food.

3. Review

Some of the current available resources include [8-days eat \(https://www.8days.sg/eatanddrink\)](https://www.8days.sg/eatanddrink) , [Seth Lui.com \(https://sethlui.com/\)](https://sethlui.com/) , [HungryGoWhere \(https://www.hungrygowhere.com/\)](https://www.hungrygowhere.com/) as well as [Waitrr \(https://waitrr.com/\)](https://waitrr.com/). We evaluated most of the results coming from the first page on the Google search results section and we noticed a similar trend-these websites have many ads on different sections of the website and are extremely distracting for the reader. The websites were also not up-to-date as we searched up more on some of the restaurants mentioned and found out that they were either closed, did not serve the specific dishes anymore or had a rise in price. Lastly, many of these websites only covered expensive and fancy restaurants that would not fit into the budgets of our cash-strapped secondary school students. Besides that, we also researched on teenagers' appetite on food and how "daring" they are on trying out different forms of food such as fusion food. From a survey research we have found online, teenagers are known to be more daring to try out different foods as they are "experimental" and "daring" about testing out new foods.(Simons,2018, *Farm Rich*,para 4, https://farmrich.com/press_room/teen-food-attitudes-new-survey-reveals-teens-spend-1000-hours-thinking-about-food/) This hints to us that most teenagers will be willing to try on fusion foods that they may not be familiar with, thus, making use of our resource package to search for recommended affordable fusion food that suits their budget, while at the same time, utilising our resource package to further deepen their knowledge on fusion foods.

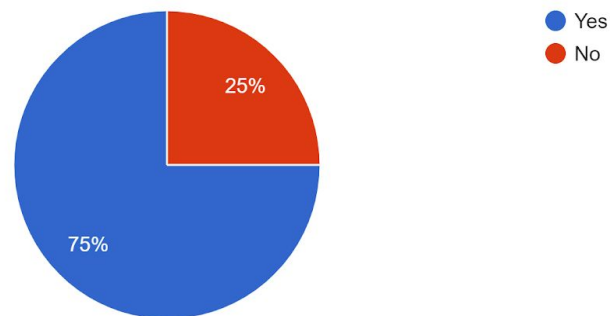
3. Methodology

We conducted a needs analysis to confirm the need for our project together with 316 participants. We first enquired about the participants' awareness of food fusion and found out that 72% of them lacked adequate awareness of food fusion. We also found out that 75% of them had misconceptions that food fusion was costly. These statistics

prove the need for our project, which can help raise more awareness of food fusion. Around 75% of them indicated interest in learning more, and felt that they would benefit from our resources.

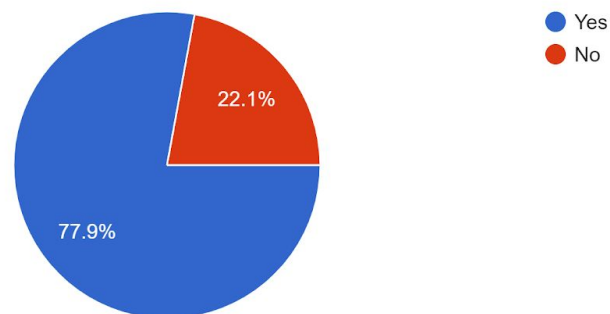
Would you be willing to learn more about the types of food for our 4 main ethnic groups?

104 responses



Would a resource on affordable fusion food be useful to you?

104 responses



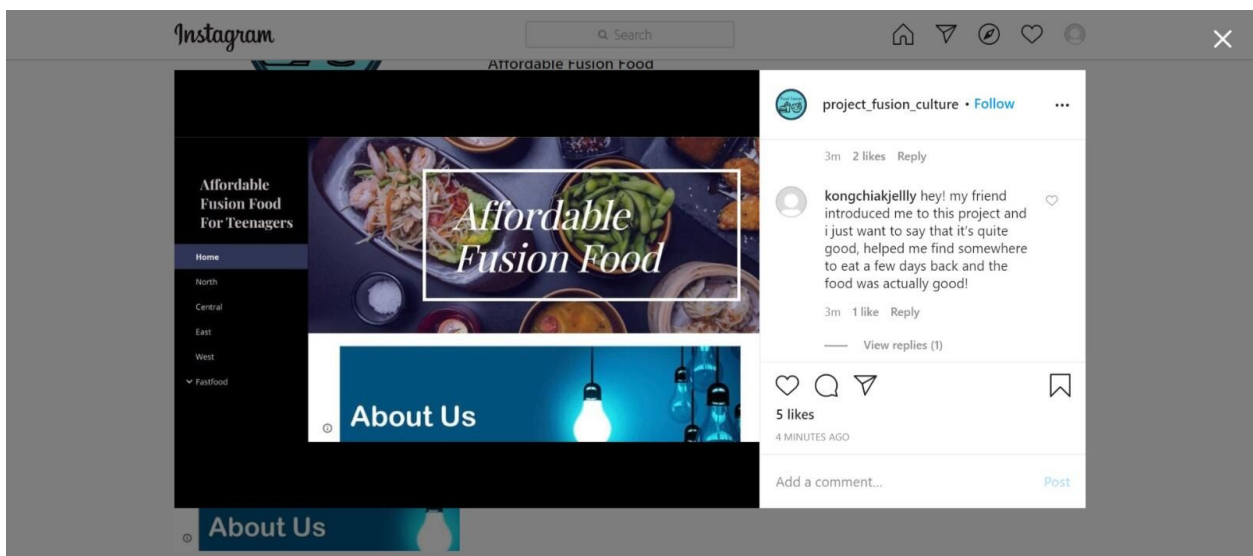
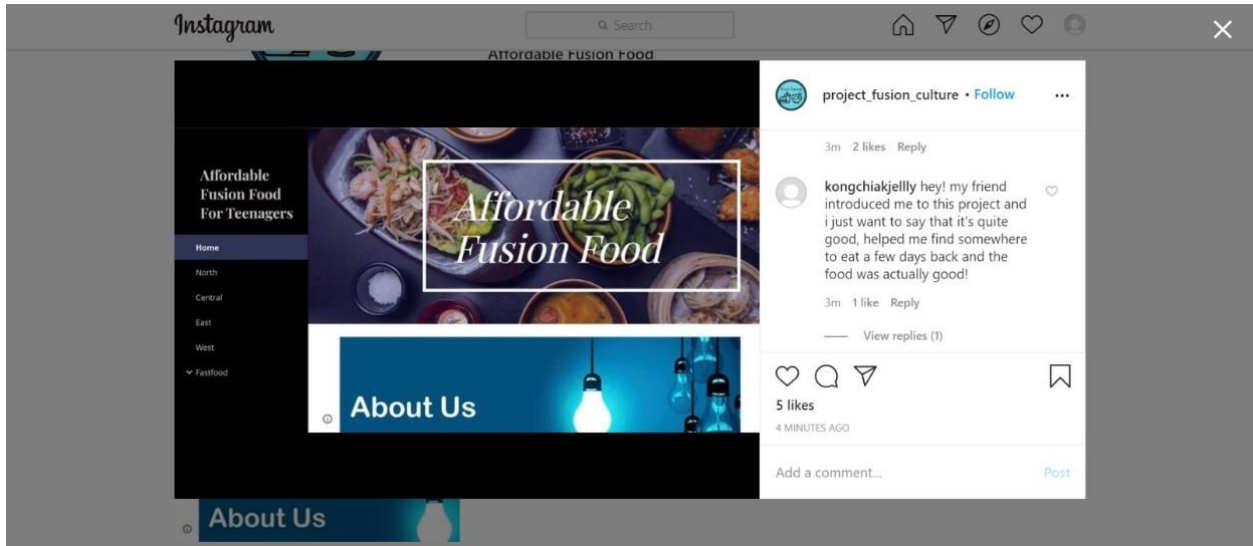
We aimed to create a resource to recommend delicious yet affordable fusion food, educate the young people on the different fusion available in our community and engage the audience on the different cultures in Singapore. We recommended such food on our [website](#) after thorough research and also organising the food according to the locations in Singapore as well as their price. This also served as a platform to educate them on the variety of fusion food available in Singapore. Our target audience

would also be immersed in the culture which stems from the fusion food that they are consuming, and also spark interest in these cultures so that they would search up and find out more about them. In order to confirm that they learned something from the experience, we created a short quiz that they could complete when free to check their understanding of fusion food. We designed the quiz with catchy music and an eye-catching design to make sure that they do not get bored while completing it. We also designed original posters to raise awareness of our project.



4. Outcome & Discussion

Our project managed to assist some of our target audience in finding fusion food restaurants to eat. In fact, some of them even indicated interest in fusion food after trying out our resource.



We faced some limitations due to the COVID-19 crisis. For example, we could not go out and confirm that the restaurants were still open during the Circuit Breaker, and that the prices of the fusion food were still the same. As such, we had to call each of the

restaurants individually to enquire about these information before adding the restaurant into our website. Some of our target audience also pointed out that they had no motivation to complete our quiz considering there was no incentive offered for them to complete it. We evaluated this limitation and decided that we had limited resources to dedicate to an incentives system for our quiz. Therefore, we changed the quiz from a mundane Google Form to an eye-catching [Quizizz quiz](#) so that our target audience would not become disinterested when completing it. However, we still had to rely on their own interest in the topic so that they could complete the quiz on their own accord. In the future, we could implement a rewards system to attract our target audience to complete our quiz. One way we could do this would be to create more quizzes and create a leaderboard where the top scorers of the month would get a prize. The prize could even be a voucher to one of the fusion food restaurants, but we would have to liaise with the restaurants first before implementing this. We could also relay news on our instagram and inform our target audience about upcoming discounts for the fusion food restaurants. All these can serve as a motivation for them to check the restaurants out.

5. Reflection

After experiencing the process of developing this project, we learned the importance of foresight and thorough planning. Had we taken into consideration the risks that the virus could entailed for our project at the start of the project, we could have started to visit the restaurants first before proceeding with other aspects of our project such as the creation of our website and posters. We also experienced the importance of clear formatting. Since physical project evaluations could not be conducted, we had to include all the relevant information regarding our project in the slides itself, as we could not give a verbal presentation which could have allowed us to cover more information regarding the project. Therefore, in order to make sure that the judges get a clear idea of our project, we had to present our ideas clearly in the slides presentation and format them clearly so that the judges could process them. We

also learned that if we want people to engage in activities, some form of motivation is needed. Therefore, when we plan future parts of our project, we should ponder how we can motivate our target audience to do something, rather than just relying on their own interest to engage in our activities.

Lastly, We have learned that there are actually many ways in which culture can be passed down the generations. This has opened up many doors for me to find our own ways to explore our own culture and those of others.

6.References

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