

**Prepared For :**  
The Doodle People

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# ONE POT LOVE

## PROPOSAL



*One Pot Love*

# Design Brief

- Project Overview
- Design Rationale
- Goals & Objectives
- Supporting Research
- Technical Requirements

# Project Overview

Anecdote:

Nomitha's extended family used to cook Biryani every Saturday.

Everyone takes part in the cooking (except her and her cousins since they were quite young). Dinner time was spent catching up with one another; watching a new movie or having a mini party with music.

Now that the family was separated, this “tradition” stopped and everyone just carried on with their lives.

# Design Rationale

## Postcard Design

- Resemble an old polaroid

### Why polaroid?

- Captures special moments in an authentic way
- No two polaroid are the same, making it feel even more precious

*"To be able to instantly see and feel the photo come alive in tangible form, right before your eyes, is a beautiful and nostalgic feeling."*

In the same manner, we want to bring out the uniqueness of this memory and share it with more people

# Design Rationale

## Character Design

- **Generic Character Design**

- Remind users of their childhood
- A distinct art style may take away the attention from the memory
- Ensure that it is more relatable for the general audience

- **Faceless characters \***

- Emphasize the characters' general look and form
- Allow users to project themselves onto the main character
- More emphasis on memory of getting together as a family

- **Mouth**

- It was suggested that instead of having the characters completely faceless, we could opt for simplistic facial expressions such as Hello Kitty's.
- We decided to only add the mouth since most of our respondents still preferred the characters to be faceless

*\*Refer to supporting research (pg 13) for elaboration*

# Design Rationale

## Colour Scheme

- **Video:**

- Analogous Colours

- Use 3 colours that are right next to each other to represent the 3 different generations
      - Green: Grandparents
      - Blue: Parents, Auntie and Uncle
      - Purple: Main Character

- **Postcard:**

- **Earth tones**

- provide a warming and inviting mood
      - emphasise the good memory of cooking biryani together as a family
    - make the postcard look like an old polaroid
      - emphasise that it has been quite a while since this has taken place
      - add to the nostalgia

# Goals & Objectives

- An interactive Augmented Reality experience that allows users to experience anecdotes of food through a postcard that comes to life!
- Through this experience, users can reminisce and share the memory of the local dish while learning more about the food and the diverse flavours of our multicultural Singapore
- This experience is to relive the wonderful moments with your loved ones through the making of biryani

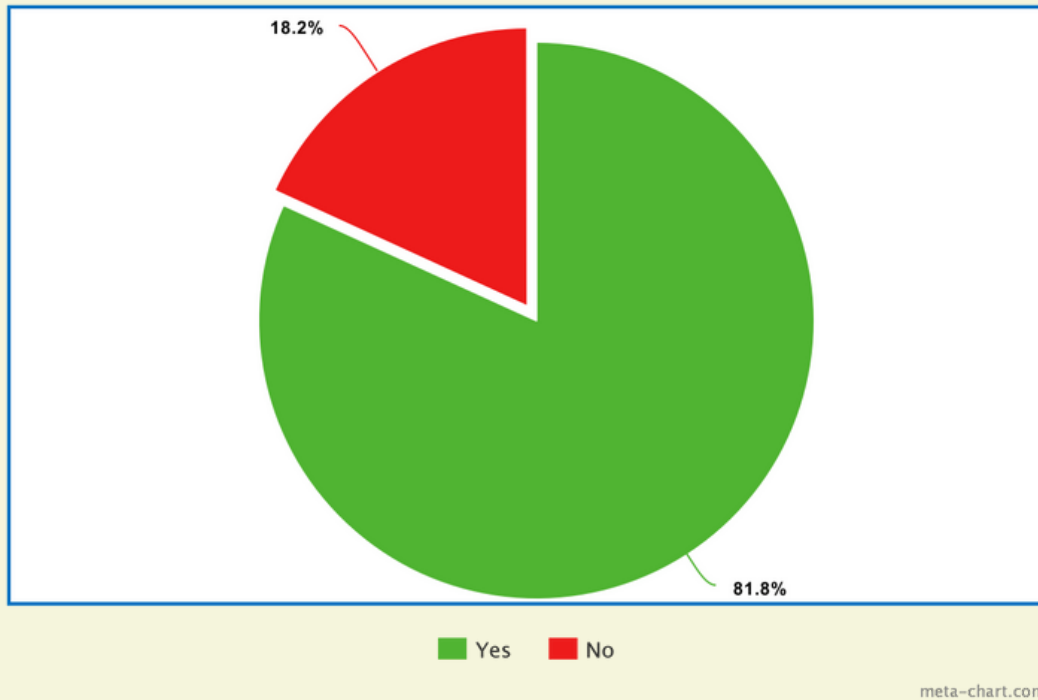


# Supporting Research

- Within our group, we shared our memories of our encounters related to local food
- We had the choice between Satay (Iffah's anecdote) and Briyani (Nomitha's anecdote). Eventually, we went ahead with Briyani because we felt that the story was more compelling.



# Supporting Research



**Fig 1.1**

- We sought opinion as to whether a character with or without face would relate to the memory better. And around 82% of our target audience said that they prefer a faceless character.
- The main reason being that most will think of the characters as an individual character rather than someone they can project themselves onto.
- *"Since once I see a character's face I'll think of them as an individual character."*

*~Yue Qin (one of our respondents)*

# Technical Requirements

## Hardware:

- **Android Phone**
  - Unable to download APK files on iOS, since they are designed to run on Android
- **Has a camera**
  - If the phone does not have a camera, one will not be able to scan the AR Image Marker

## Software:

- **To be able to download APK files**
  - **Change the security options**
    - go to settings and navigate to the security option
    - select the option of unknown sources to allow the installation of those apps that is not from the Play Store
    - select and check the box beside verify apps options to warn you if you are about to install a harmful APK file. With this option, you will only access healthy APK files for downloading.
    - In the case there is a warning that asks to scan, you may click install anyways as the scan may not allow the device to download the particular file
- **Able to scan QR Code/ has QR code scanner application**



# Visuals

- AR image markers
- UI design
- Other supporting visuals(Sketches, Mood Boards, Concept Art etc.)

# AR Image Markers

Front



*One Pot Love*

# AR Image Markers

Back

## *Ingredients*

*For Chicken Biryani*

- 1. *Chicken*
- 2. *Rice*
- 3. *Onions*
- 4. *Mint Leaves*
- 5. *Ginger Garlic Paste*
- 6. *Garam masala*
- 7. *Cardamom*
- 8. *Cinnamon sticks*
- 9. *Red Chili Powder*



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# AR Ingredients design

Cinnamon  
Sticks



Cardamom



Chilli  
Powder



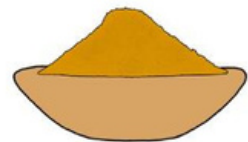
Rice



Onions



Garam  
Masala Powder



Chicken



Ginger Garlic  
Paste



Mint Leaves



# UI Design

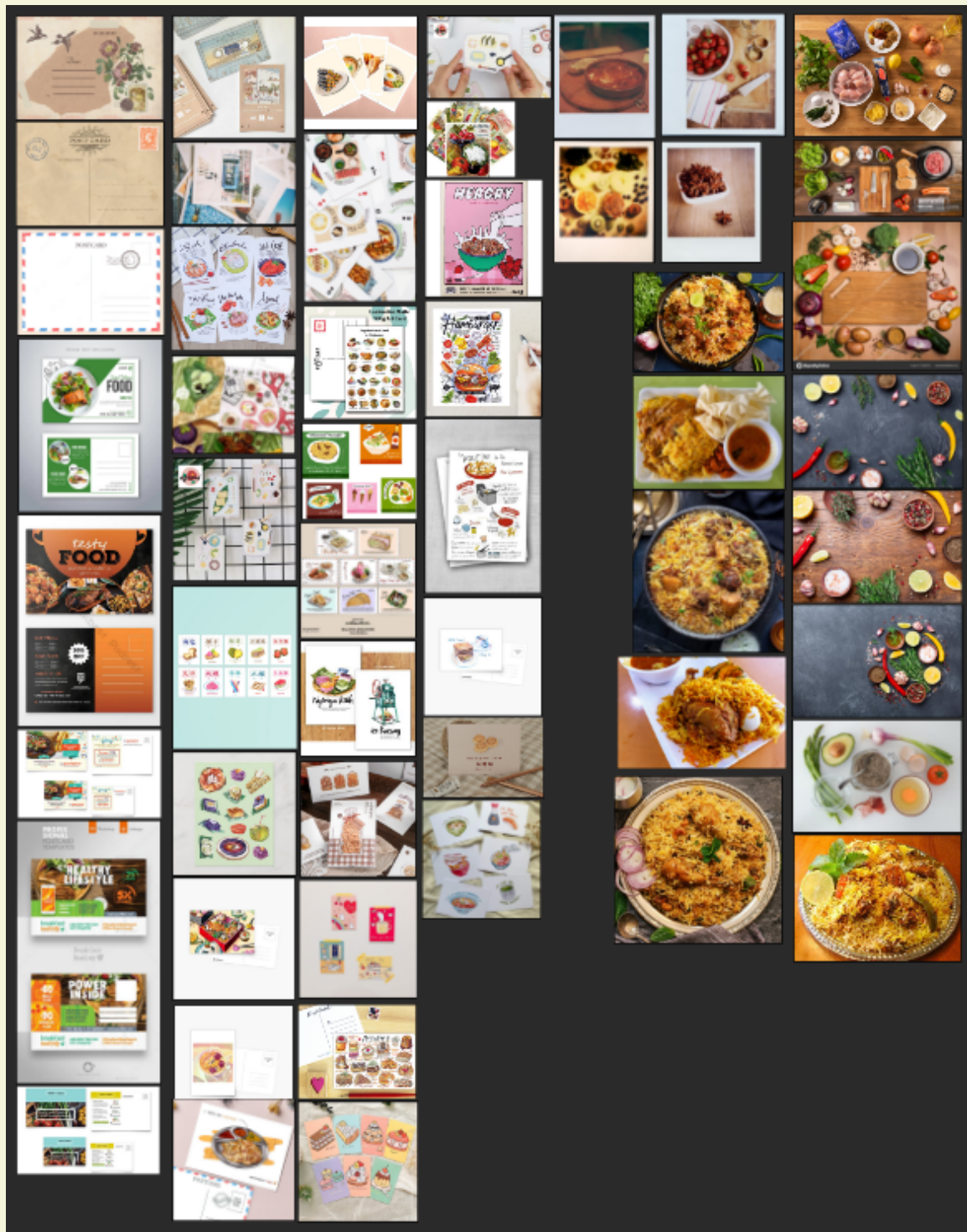


# Storyboard Sketch

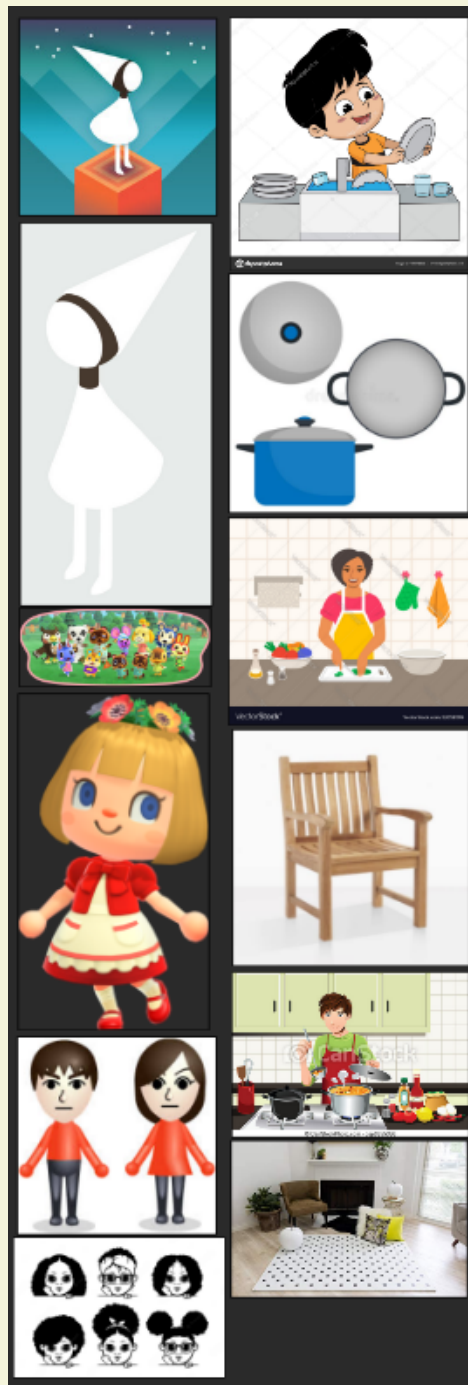




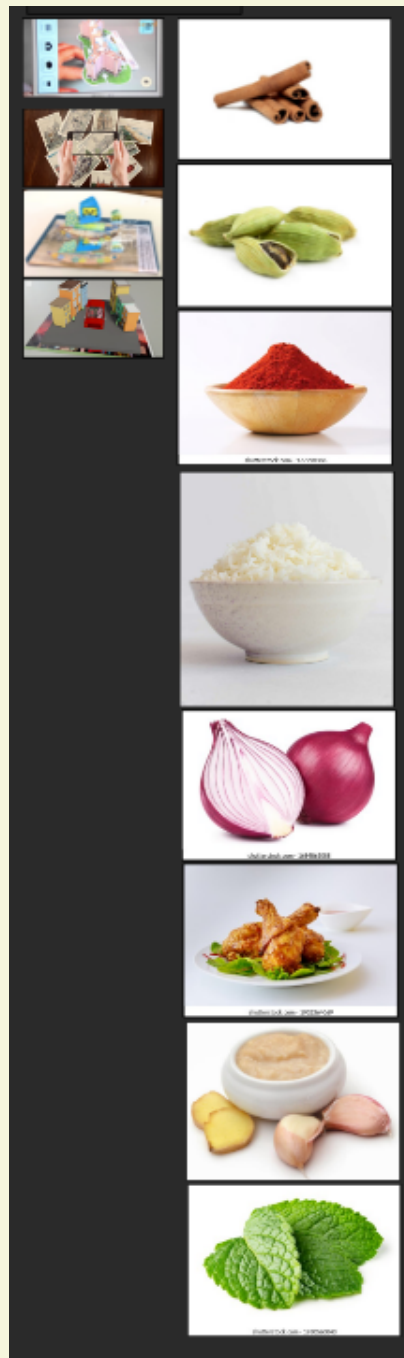
# Postcard Mood Board



# Video Mood Board



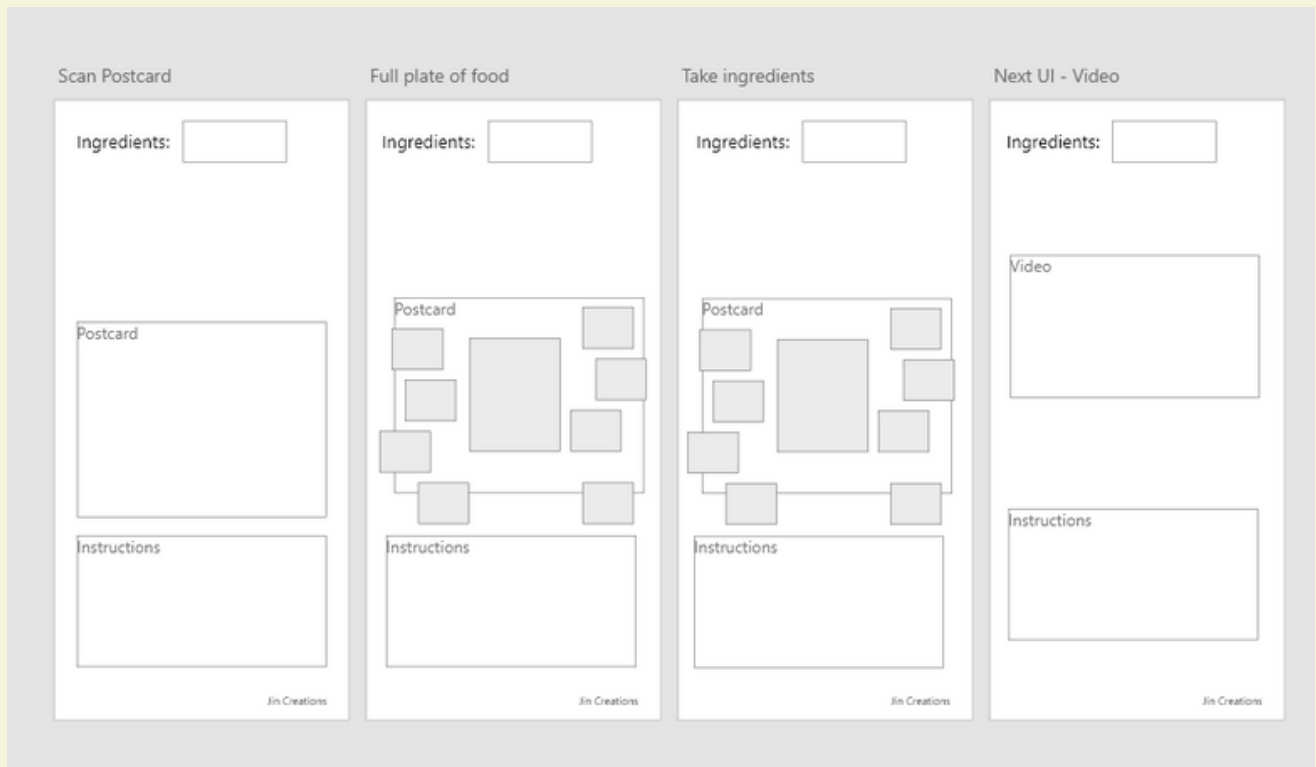
# Game Mood Board



# UX Deliverables

- Wireframe for initial app flow
- User Persona
- User Journey
- Competitive Analysis

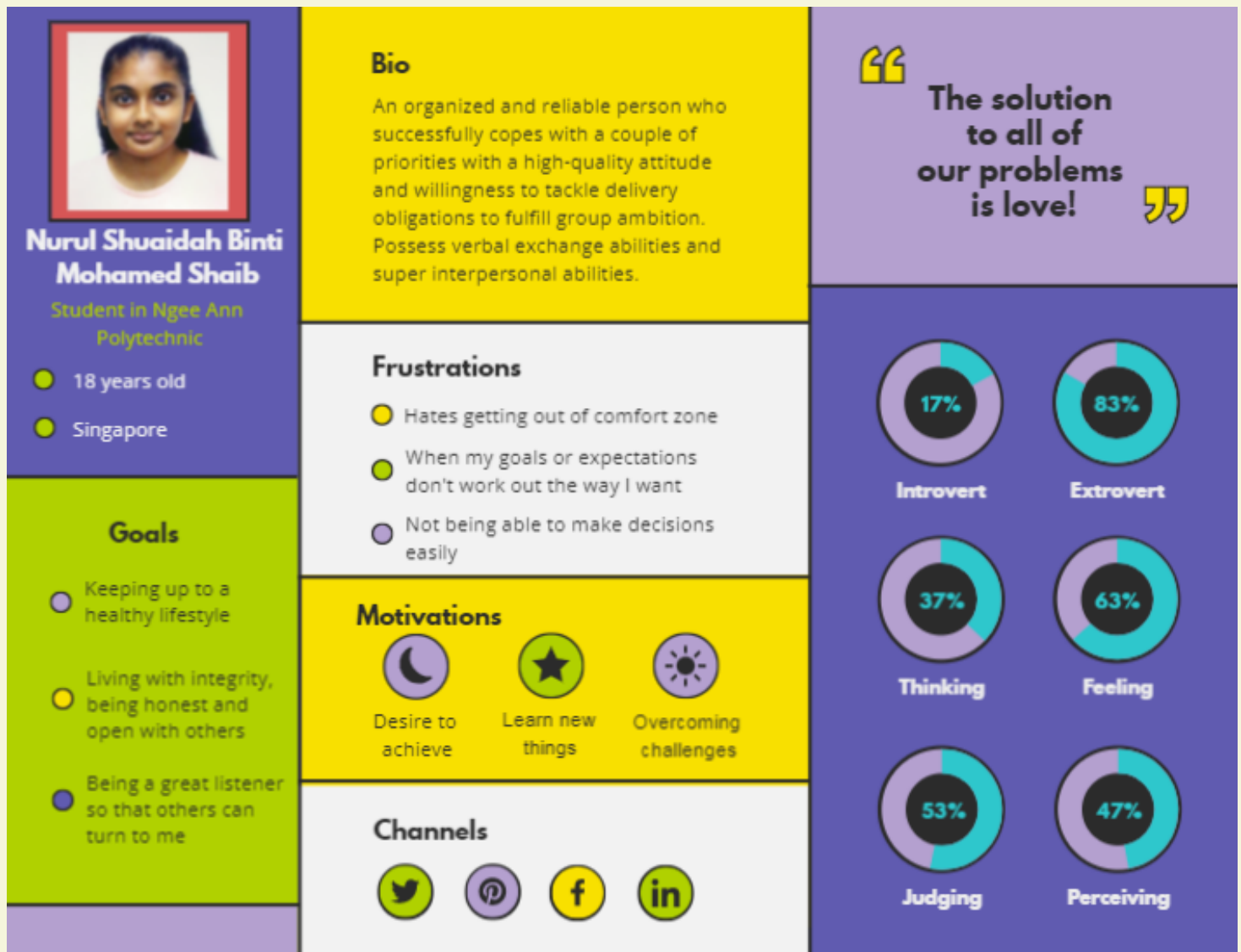
# Wireframe



# User Persona

**Age group: 17+**

**Reason:** users below that age may not be able to relate and have that emotional awareness



# User Journey

|          | Scan Postcard   | Play AR Game   | Watch Video                                | Pop-up UI                                 |
|----------|---|--|--|---|
| Doing    | Scan the postcard                                       | Place the ingredients into the pot to make the biryani | Click on the UI button to play the video   | Choose to share the app on social media   |
| Thinking | What might this be about?                               | Game is fun and interactive                            | Simple story that can be easily understood | Smart way to promote the application      |
| Feeling  | Excited to find out what the AR experience has to offer | Game is very engaging, keeps users hooked              | Evokes a feeling of nostalgia in users     | Sharing function is seamlessly integrated |

\*Unachieved

\*Unachieved

# Competitive Analysis

Using Pokémon Go and AR Dragon, we will be explaining the similarities and differences between the two applications and our application!

**Pokémon Go**

**AR Dragon**

**One Pot Love**

**Similarity 1**

**Scan a certain area to detect the Pokémon**

**Scan an area to make the dragon appear**

**Our game requires the user to scan a postcard so they do not need to search around**

**similarity 2**

**Based on the various Pokémon characters**

**Based on the Dragon**

**Based on the local food we chose that is linked with a memory**

**difference 1**

**The AR is based on the characters of the game**

**The AR is based on the characters of the game**

**Our game not only consists of a game, but also a video and poster, allowing more interaction**



# Annex

- Other reference materials/ sketches/ mind maps
- Credits

# Reference Links

## Technical Requirements

[How to Open APK File](#)

# Reference Images

## Character Design

### **Monument Valley Ida**

[Monument Valley Ida 1](#)

[Monument Valley Ida 2](#)

### **Animal Crossing**

[Animal Crossing Character 1](#)

[Animal Crossing Character 2](#)

### **MII character**

[MII Character](#)

### **Hairstyle**

[Afro Hairstyle](#)

# Reference Images

## Postcard

### **Vintage**

[Vintage Postcard 1](#)

[Vintage Postcard 2](#)

[Vintage Postcard 3](#)

### **Aesthetic**

[Aesthetic Postcard 1](#)

[Aesthetic Postcard 2](#)

## **Corporate Style Food Postcard**

[Corporate Style Food Postcard 1](#)

[Corporate Style Food Postcard 2](#)

[Corporate Style Food Postcard 3](#)

[Corporate Style Food Postcard 4](#)

[Corporate Style Food Postcard 5](#)

### **AR Postcard**

[AR Postcard 1](#)

[AR Postcard 2](#)

[AR Postcard 3](#)

[AR Postcard 4](#)

# Reference Images

## Postcard

### **Hand drawn Food Postcard**

[Hand drawn Food Postcard 1](#)

[Hand drawn Food Postcard 2](#)

[Hand drawn Food Postcard 3](#)

[Hand drawn Food Postcard 4](#)

[Hand drawn Food Postcard 5](#)

[Hand drawn Food Postcard 6](#)

[Hand drawn Food Postcard 7](#)

[Hand drawn Food Postcard 8](#)

[Hand drawn Food Postcard 9](#)

[Hand drawn Food Postcard 10](#)

[Hand drawn Food Postcard 11](#)

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[Hand drawn Food Postcard 22](#)

[Hand drawn Food Postcard 23](#)

[Hand drawn Food Postcard 24](#)

[Hand drawn Food Postcard 25](#)

[Hand drawn Food Postcard 26](#)

# Reference Images

## Postcard

### **Biryani**

[Biryani 1](#)

[Biryani 2](#)

[Biryani 3](#)

[Biryani 4](#)

[Biryani 5](#)

[Biryani 6](#)

### **Food Placement**

[Postcard Arrangement 1](#)

[Postcard Arrangement 2](#)

[Postcard Arrangement 3](#)

[Postcard Arrangement 4](#)

[Postcard Arrangement 5](#)

[Postcard Arrangement 6](#)

# Reference Images

## Ingredients

Cinnamon Sticks

Cardamom

Red Chili Powder

Rice

Onion

Chicken

Ginger Garlic Paste

Mint Leaves

## Additional Props Used in Video

Kitchen Sink

Pots

Countertop

Chair

Gas Stove

Living Room

# Credits

## Postcard Ingredients

*Initially, we used the ingredients that were drawn for the game but the feedback from the lecturer was that it looked rather flat and some ingredients were hard to identify.*

*Hence, we made adjustments.*

*We used to Illustrator's image trace function to make the ingredients to look more 'hand drawn'. Photoshop was used to further make changes to the design.*

Rice

Mint Leaves

Ginger Garlic Paste

Garam Masala

Cinnamon Sticks

Red Chili Powder

Onion

Cardamom

Chicken

Biryani