



Feedix

Presented by the *hungry* ones:

Stay *hungry*, stay Feedix !

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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!

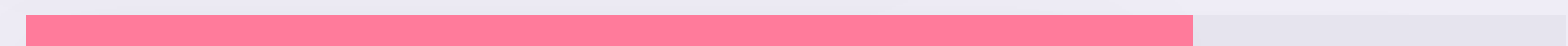
 **FOODIX BUDDIES FROM A VARIETY OF CULTURAL BACKGROUNDS**



 **ENJOY AUTHENTIC TASTE AND AVOID BORING FOOD**



 **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

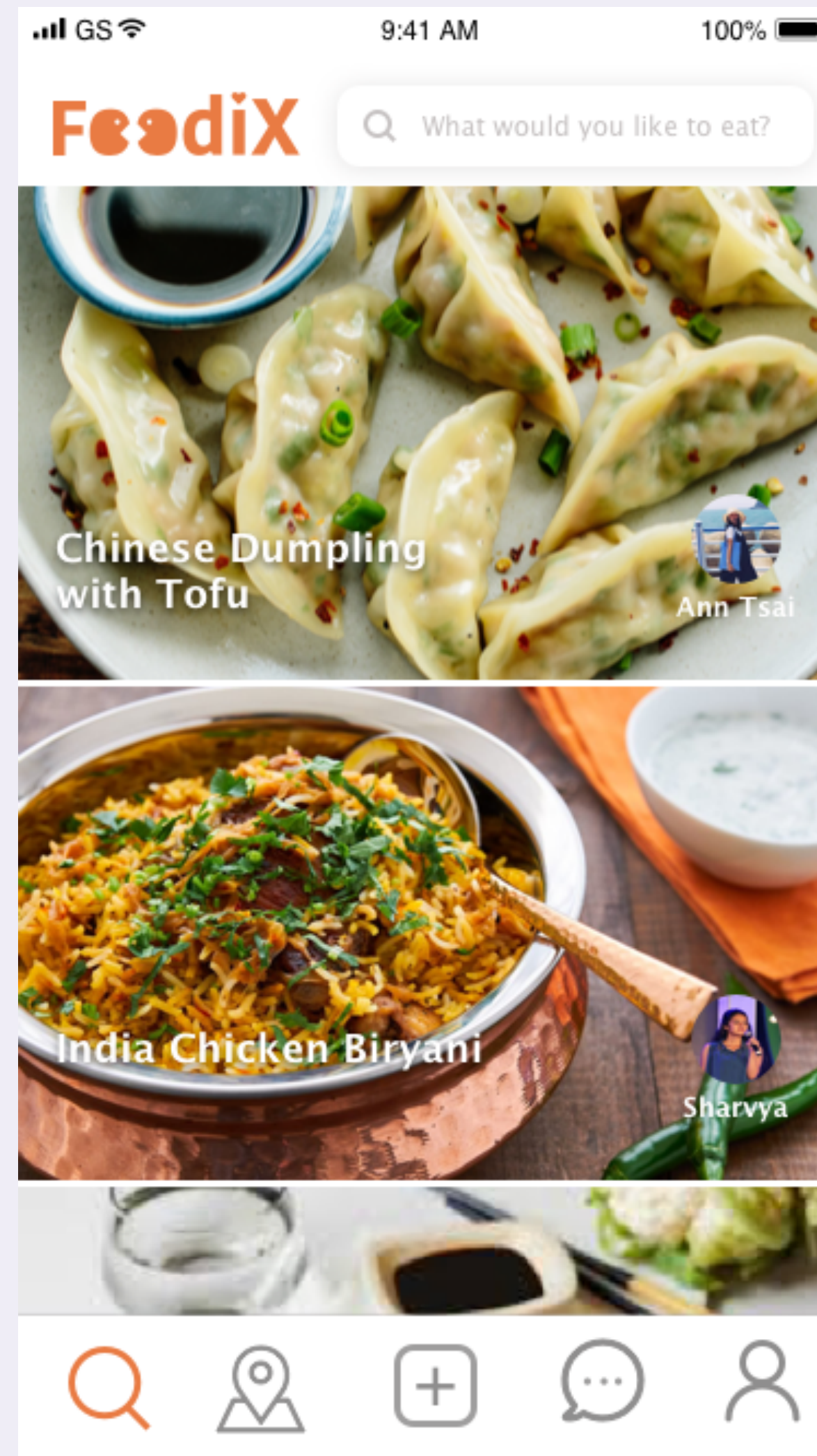
Flavor
Predilection
Location
Food quality



∞ 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!

