



Furu
Eliana Feng

A top-down view of a dark brown plate featuring a traditional Thai dessert. A mound of white, sticky rice (Furu) is garnished with a drizzle of white coconut milk and a scattering of small, orange-brown seeds. Beside the rice is a small, white ceramic pitcher filled with more coconut milk. In the foreground, several thick, diagonal slices of ripe, yellow-orange mango are arranged. A semi-transparent red circle with white text is centered over the dish.

An App for international travelers to learn about and experience local food



Helen, a 32 years old Recruitment Business Partner at Credit Suisse in NYC.

Helen was born in NYC, grew up in Singapore, and moved back to NYC for college and has lived here ever since. Helen is a very detailed planner, and she likes to plan everything ahead of time, including work and social activities.

Helen is quite active outside work. She frequently travels to different countries every year, and some of her favorite places include Costa Rica, Peru. Having grown up in a culturally diverse environment, Helen loves learning about different cultures. Besides traveling, food is one of Helen's biggest expenses. Being a die hard foodie, Helen loves trying out different restaurants regularly, and when she travels, she loves exploring local cuisine.

Key Characters

Frequent international traveler

Interested in learning different cultures

Die-hard foodie

Detailed planner

Goal

Explore and experience local cuisine when travels

Wants/Needs

To figure out what type of local food is worth trying

To know where she can try out this type of food

To gain some knowledge about the type of local food

Points of Consideration

What type of local dishes are famous in this place?

What is the history/cultural references behind this dish?

Which restaurants serve this type of food?

Which restaurants are popular, cheap and close to me?

Local dishes recommendations

Multi-language support

Info about local dishes

Multi-location support

Restaurant recommendations
(Data from TripAdvisor)

Trip planning centered around food



Moving to AppleTVOS

Local dishes Info -> Video Info
(video about history/cultural background behind the food)

Restaurant Info-> Video Info
(food critic personality tries out restaurants, entertainment elements)

Visual style -> Darker background
(for larger TV screen to accentuate the contents)

LandingPage

Where are you going?



thens



Thailand



Beijing

Top Menu

Local Dishes

Favorites

Settings



Pork Leg Stew Rice



Pad See Ew



Tom Yum Soup



Thai Iced Tea



Mango Sticky Rice



Green Jelly Pudding



LocalDishes

Main Course

Dessert/Snacks

Local Dishes



Mango Sticky Rice



Green Jelly Pudding



Thai Iced Tea



Coconut Pudding



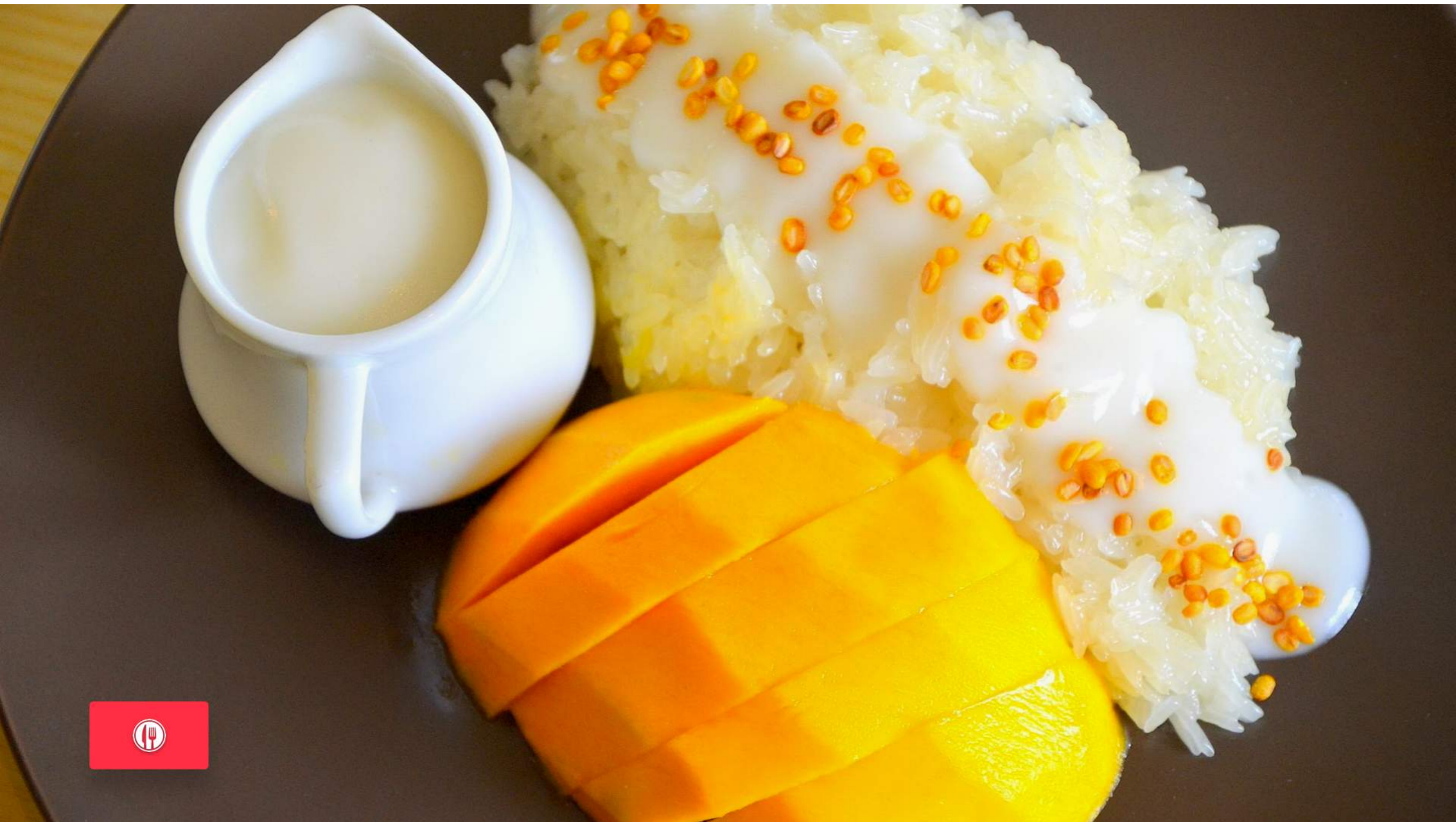
MangoStickyRice1

Mango Sticky Rice (Khao Niao Mamuang)

A Thai dessert made with glutinous rice , fresh mango and coconut milk. It is a traditional Thai food eaten with the hands. It is eaten by rolling the rice with the fingers and scooping up mango slices. Contrary with other desserts, Mango Sticky Rice is served warm or at room temperature.



MangoStickyRice2



Restaurants1

Recommended Restaurants

Popularity

Price

Neighborhood



Mae Varee Mango Sticky Rice



Sukhumvit Soi 38



Boonsap Thai Desserts



Pratunam Sticky Rice



Restaurants2

Recommended Restaurants

Popularity

Price

Neighborhood

Siam

Bangkok Chinatown

Sukhumvit

Old City

Silom



Mae Varee Mango Sticky Rice



Sukhumvit Soi 38



Boonsap Thai Desserts



Pratunam Sticky Rice

Mae Varee Mango Sticky Rice

Price: THB\$100-120

Opening Hours: 5am to 11pm

Address: Sukhumvit Soi 55

This shop have been around for about 20 years. At Mae-varee, both Mango and Sticky Rice hits the right spot! The mangoes used are of good quality and gives the right sweetness and juiciness, not those that are plain and sour.



Mae Varee Mango Sticky Rice

Price: THB\$100-120

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Address: Sukhumvit Soi 55

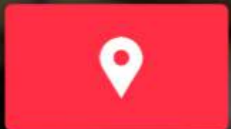
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Go To Favorites



Restaurants5

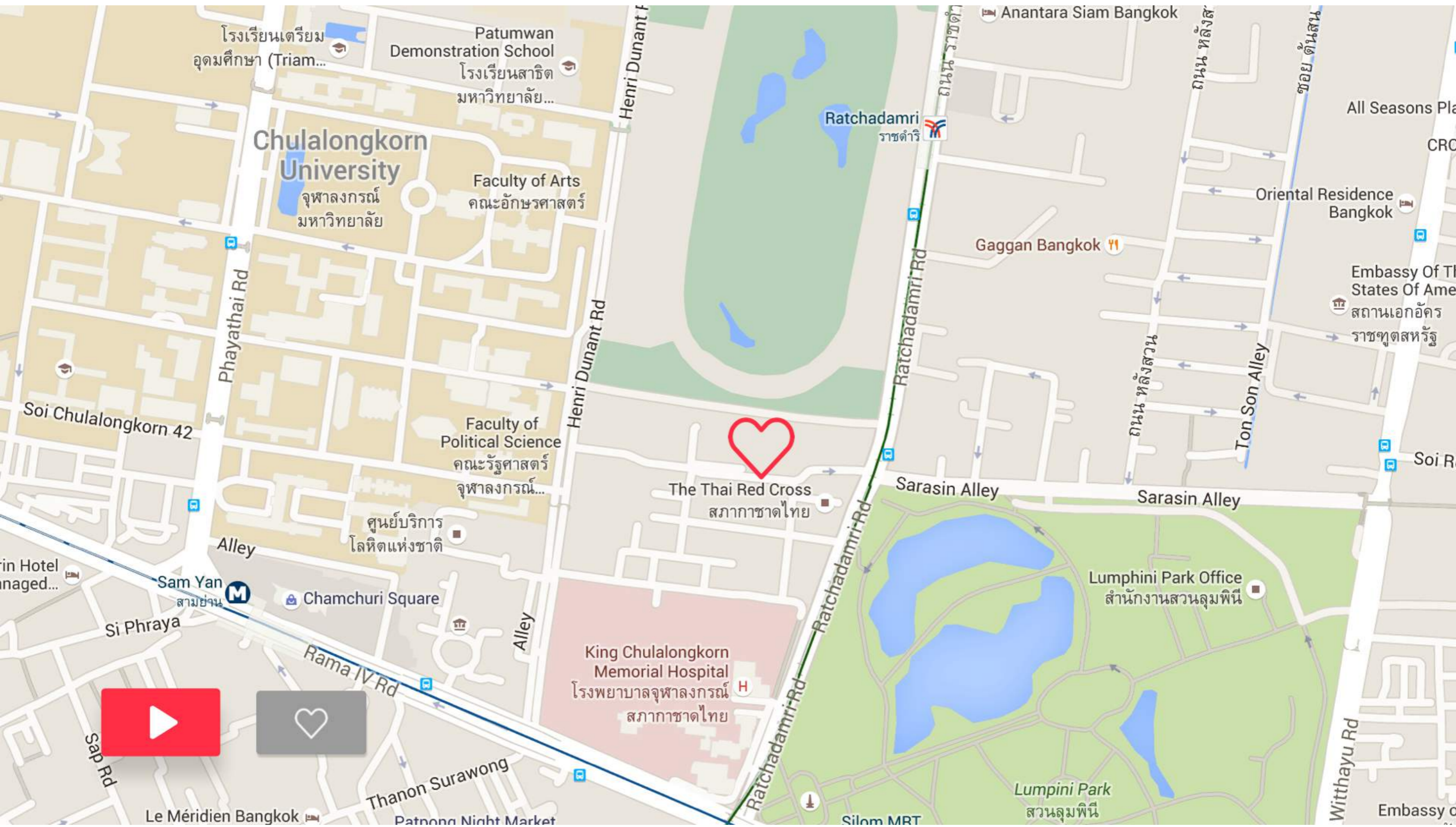


Restaurants6

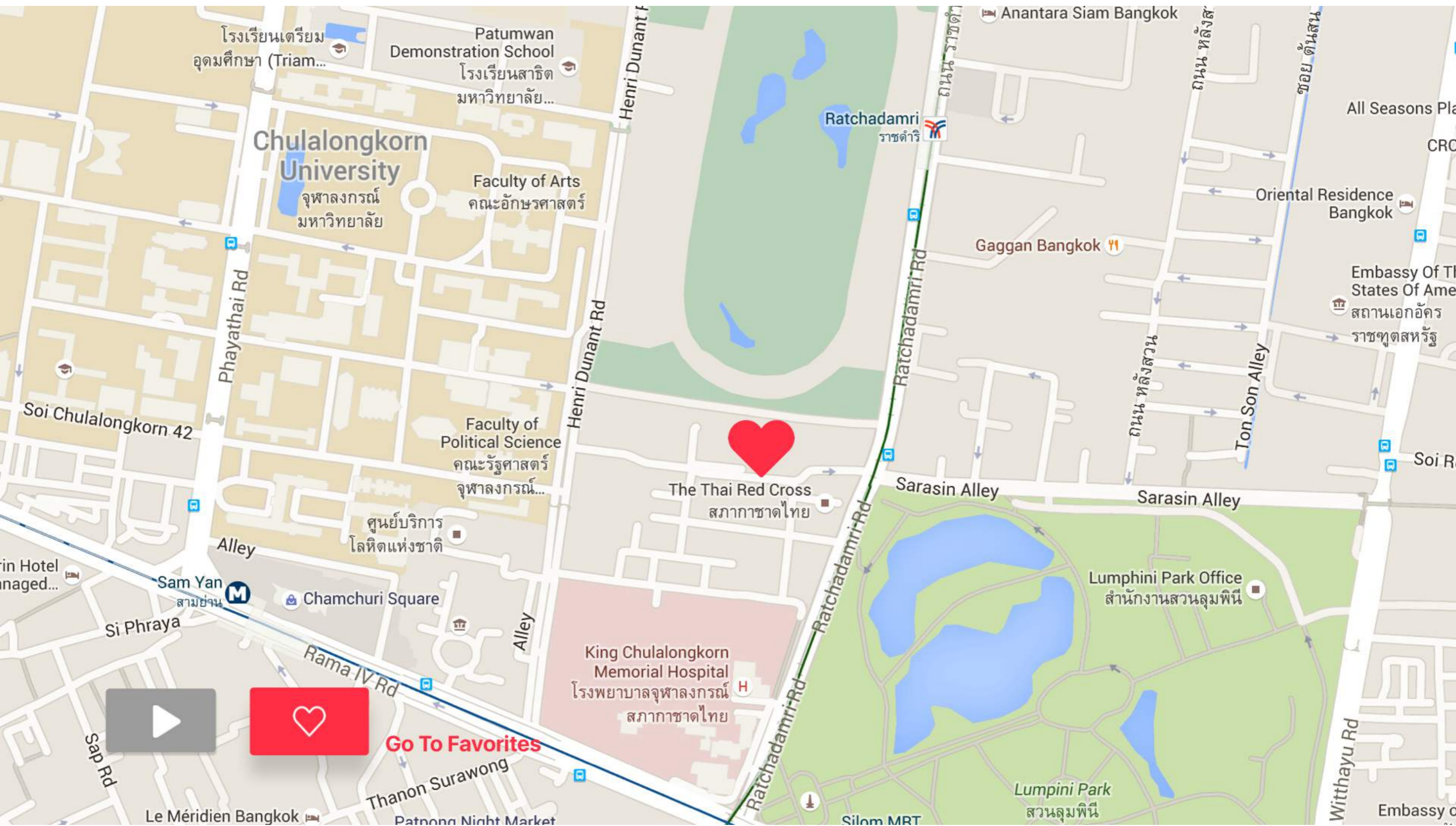


Go To Favorites

Restaurant7



Restaurant8



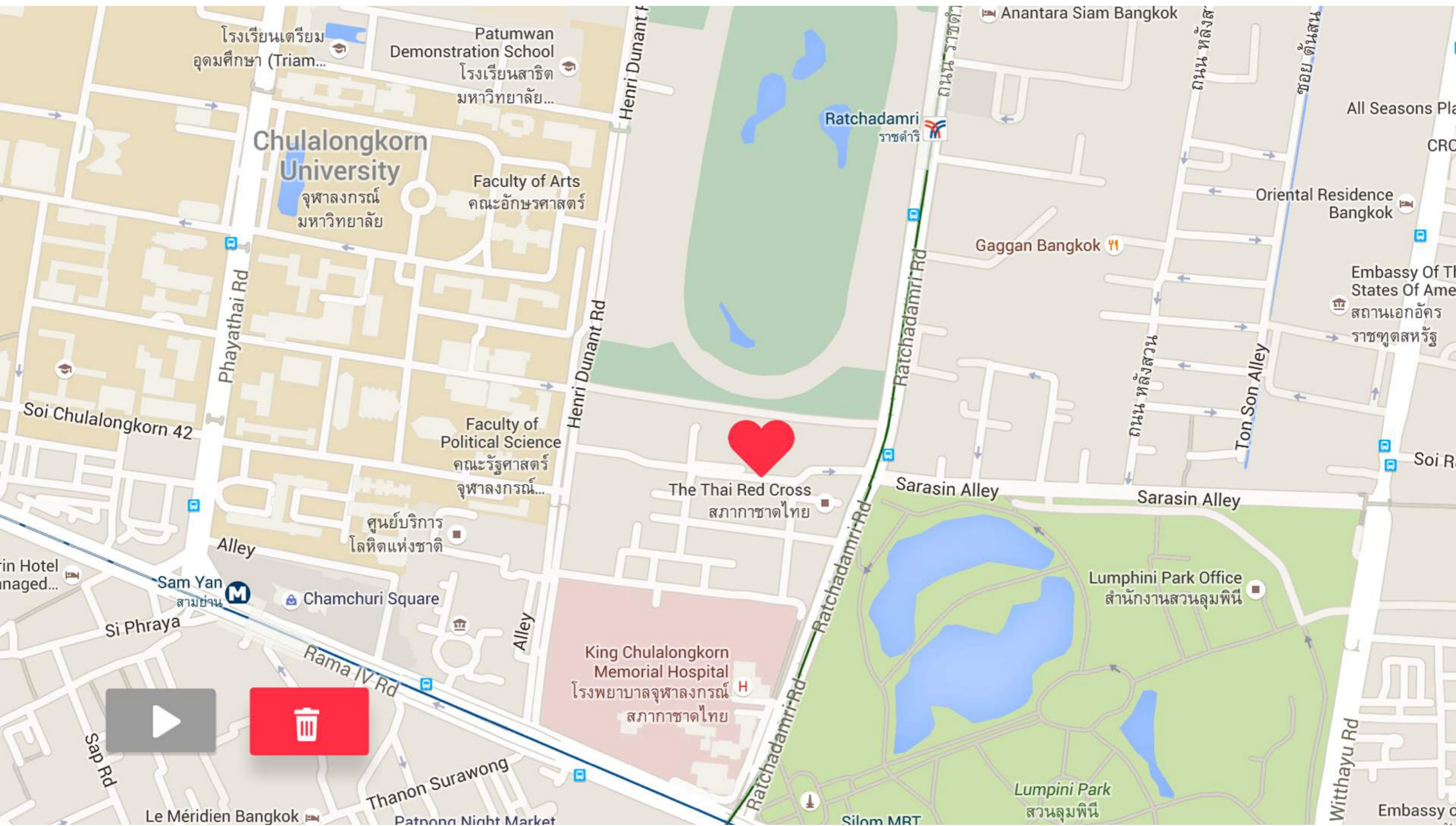
Restaurant9



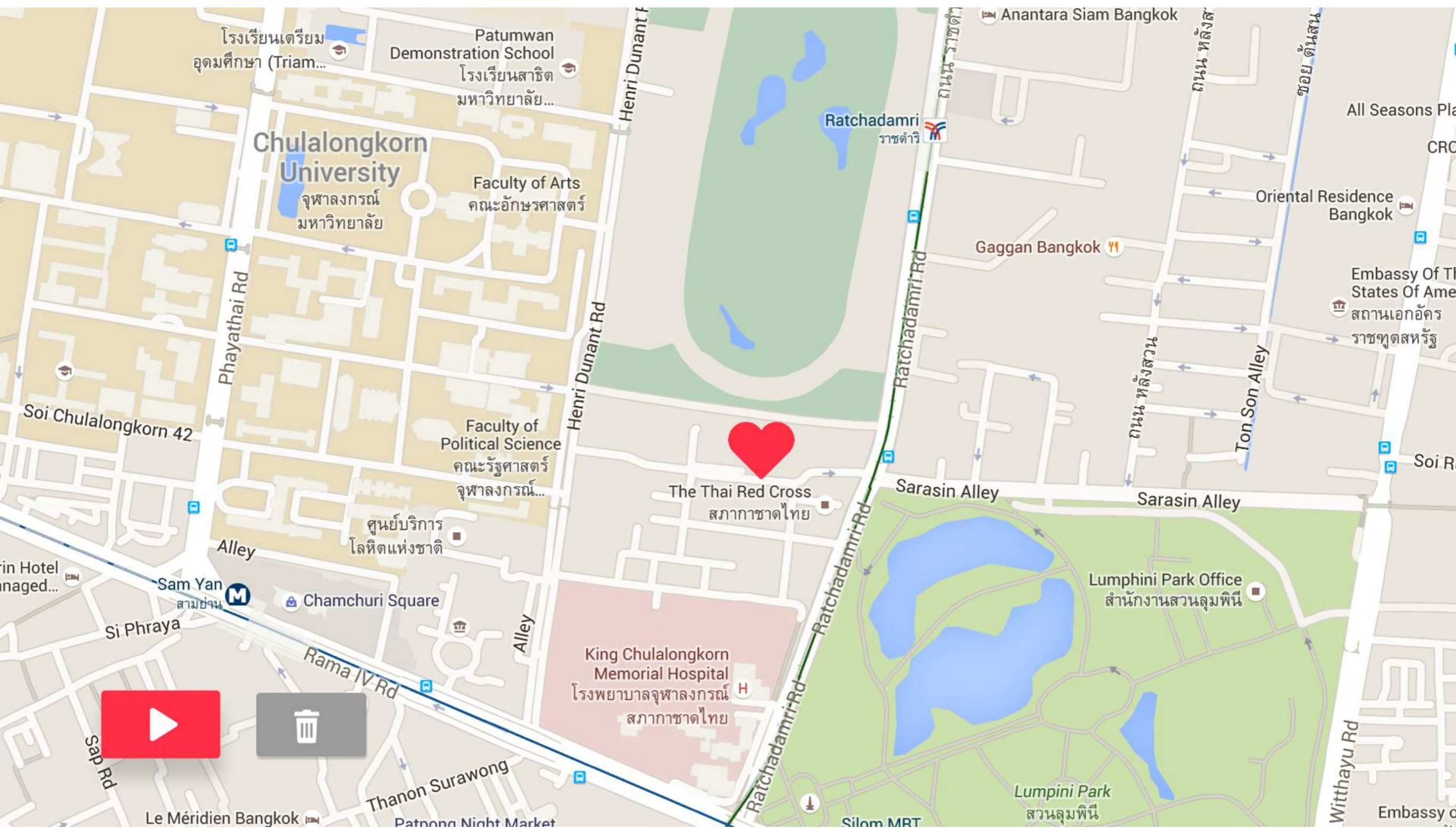
Restaurant10



Restaurant11



Restaurant12



Favorites1

List

Map

Favorites



Mae Varee Mango Sticky Rice



Sukhumvit Soi 38



Boonsap Thai Desserts



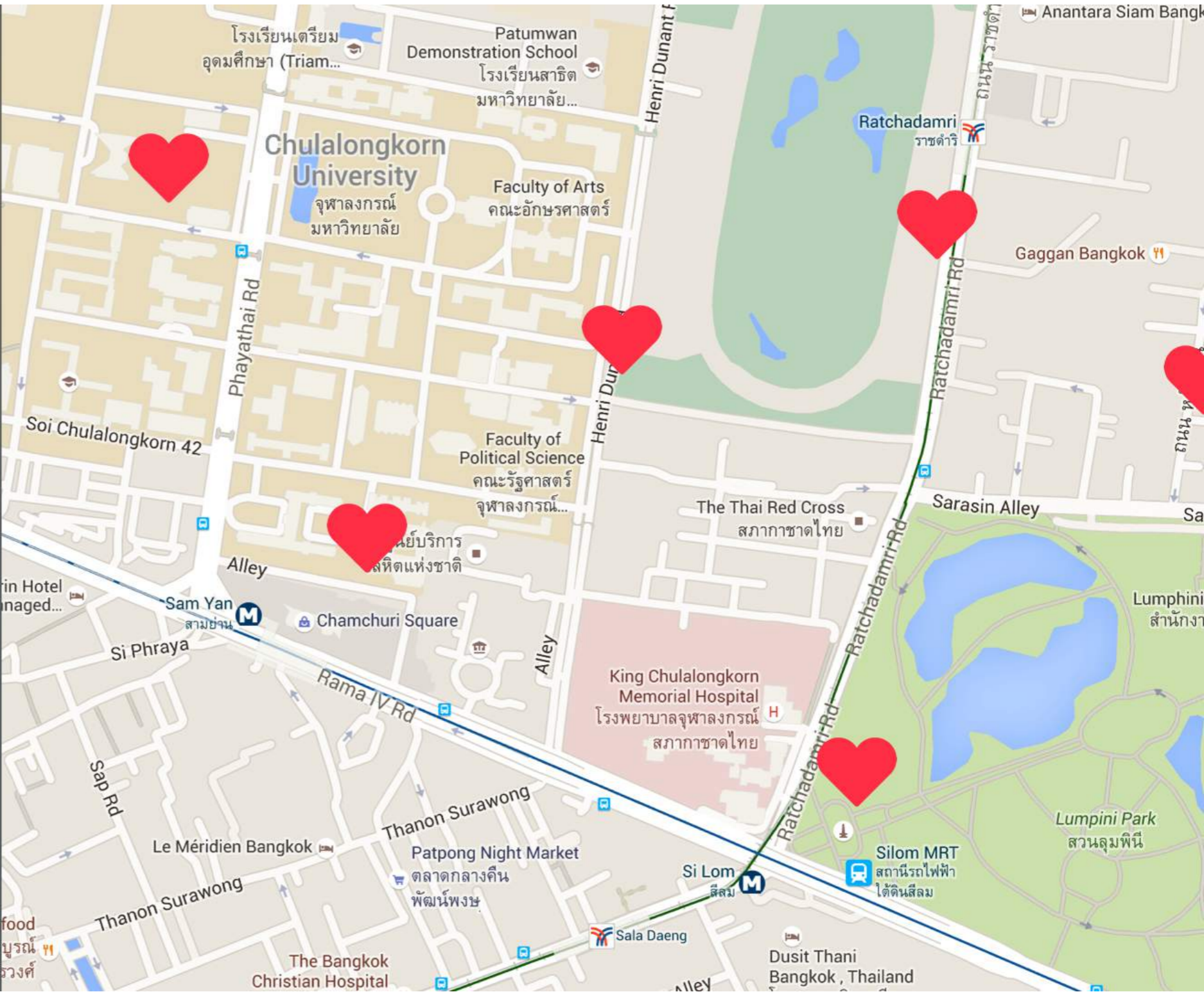
Pratunam Sticky Rice



Favorites2

List

Map



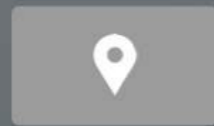
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Favorites4

Are you sure you want to delete this restaurant from Favorites?

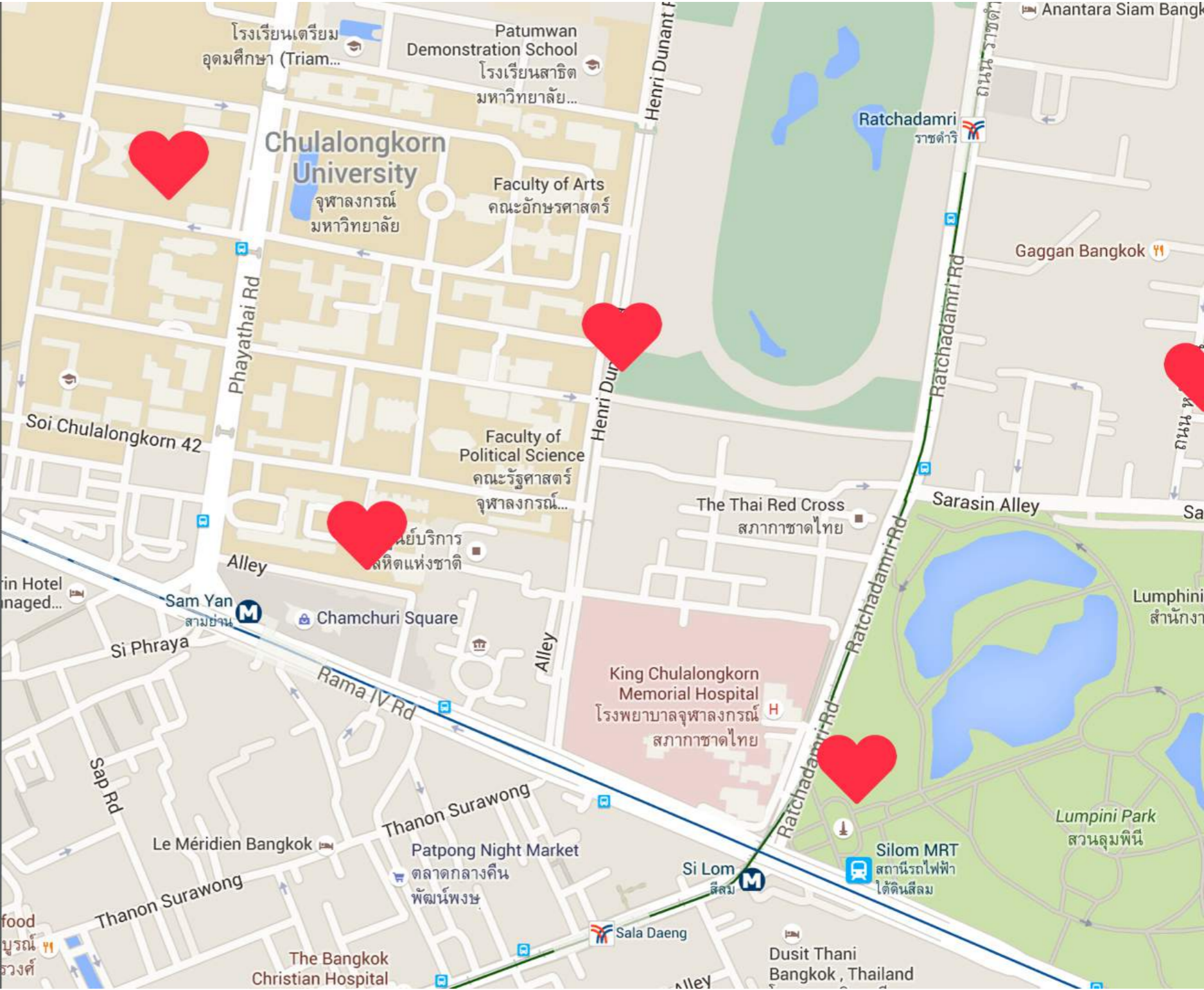
I'm Sure

Dismiss

Favorites5

List

Map



Favorites6

List

Map

Favorites



Mae Varee Mango Sticky Rice



Sukhumvit Soi 38



Boonsap Thai Desserts



Pratunam Sticky Rice



Settings1

City

Language

Settings



Athens



Thailand



Beijing



Berlin



Settings2

City

Language

Settings



Athens



Thailand



Beijing



Berlin



Settings3

City

Language

Settings



Arabic



English



French



Japanese



Settings4

City

Language

Settings



Arabic



English



French



Japanese

