



-DESIGN REPORT-
FODO
-GET TO KNOW FOOD-

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TU Eindhoven
Industrial Design
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From Idea To Design
Tutor:
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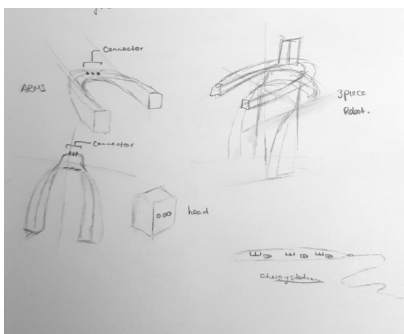
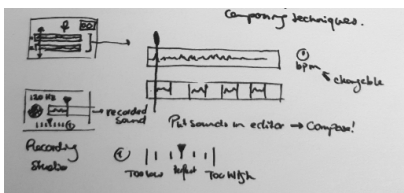
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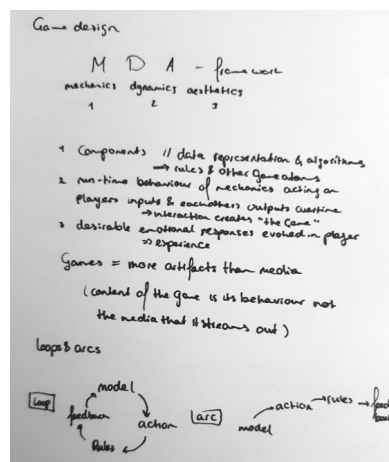
Process

Research

We looked into the design-brief to see what was expected from us. We did some research to game elements with help from the MDA framework to gain better understanding of what makes a game fun and educational to play

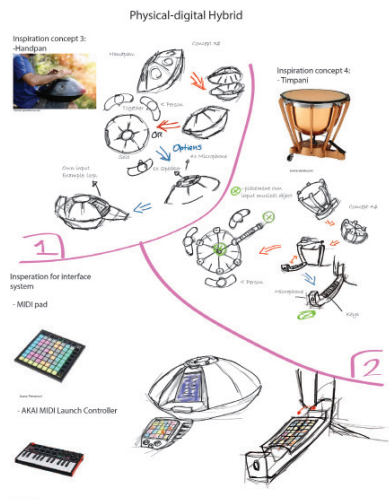


- Enhancements after the first tutor meeting:
- The focus is too much on one idea, try gathering more ideas to create something special in the end
 - Think more about the function of the design, how is it going to be used?
 - Think more outside the box to create a Kickass design



At the first brainstorming session we collaborated on some ideas based on the research we did. During the brainstorming session we mostly wrote down the ideas and made a few sketches. The first ideas:

- Music game
- Robot game



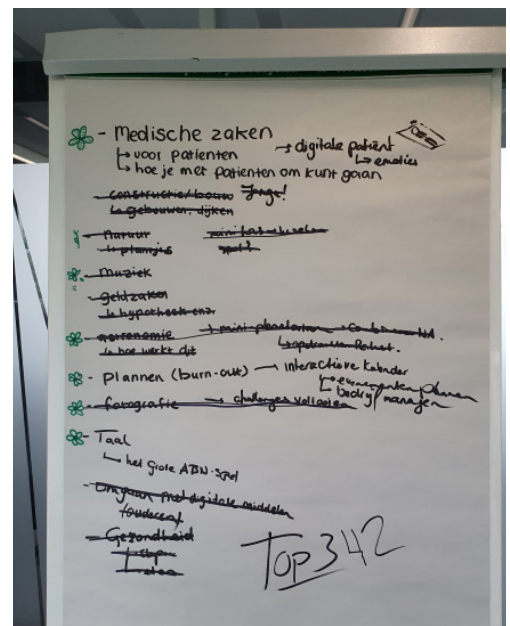
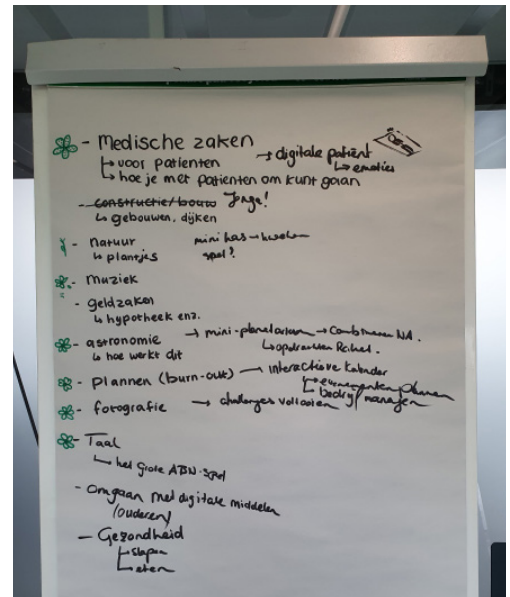
Brainstorming

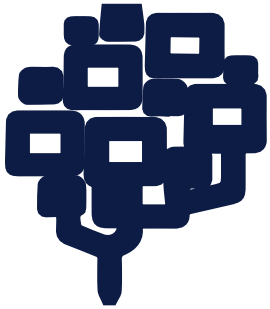
Working with 5-3-5 brainwriting technique to get more ideas on different topics. We used more visuals to be more clear about how the ideas worked. The visual aspect caused new ideas. We clustered the ideas into topics and made a top three topics opics to work from. Decided in the end for the medical topic because we thought of the most ideas in that space and were the most enthusiastic about it .



- Other topics included:
- Nature
 - Money management
 - Watermanagement
 - Planning
 - Dutch language
 - Photography

We made an selection based on the topics we had lots of ideas about and on topics we thought are most important in society nowadays.

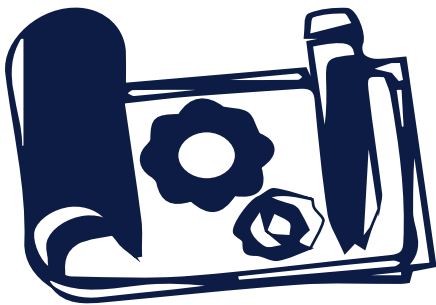




Source: <https://carrotsearch.com/lingo3g/>

Clustered Idea's

We further clustered our ideas concerning a medical topic. From then onwards we could easily spot the overlap within the idea's . The overlap gave us an perspective on the overall interests of the group and created two starting directions. Namely building an organism and a game about food.



Source: <https://www.vectorstock.com/>

The Prototype

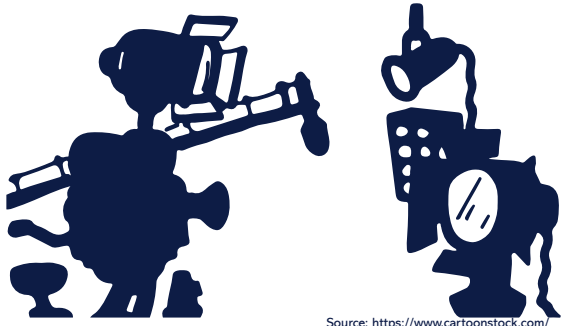
For the prototype we needed a controller which was based on the concept of the Wii controller. The big difference was that our controller has an app on the smartphone as console. And not separate game console. The communication of the device and user were through the app and made visual with different light colors. For the prototype we came up with a low fi solution, using cups and a color changing lamp to create our desired visual interaction for the video.



Source: <https://nl.123rf.com/>

Choosing the Topics

So, we had 2 good topic contenders but then came the hard part: choosing between the two (building an organism or a Food game). After questioning our self's about how to materialize each of the ideas. We came to the conclusion that the Food game was more suitable. The food game addressed overconsumption of unhealthy food in combination with people sitting at home. To solve this problem we thought of creating more awareness of unhealthy food consumption combined with a game element which has movement in his core.



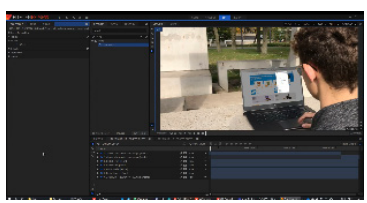
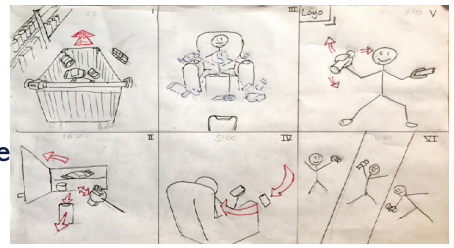
Source: <https://www.cartoonstock.com/>

Our Video

We already divided all the tasks for our video in our preparation. This made it easy to shoot the video. We gathered as much footage as possible in a short period. This meant we split the group up, and do different tasks at the same time. For example one part would film the supermarket scene. While the other part was shooting shots of fast food chains. The result was that we had lots of video material in a short period.

Preparing for the Mid-term Video

In preparation for our video we discussed what was needed for our midterm video. We made a storyboard. Storyboards are great for tackling misinterpretations about the story line or scenes. While we were discussing, we made a quick sketch for how we envisioned it. And we divided the tasks of creating the storyboard,



Editing and Presentation

The editing and presentation were tasks that both needed to be done for the midterm. Instead of working together on both, we decided to split these tasks. This gave every person one task to focus on. Three of us were focusing on the presentation and the other two would focus on editing.



After the midterm

After the midterm presentation we received some feedback:

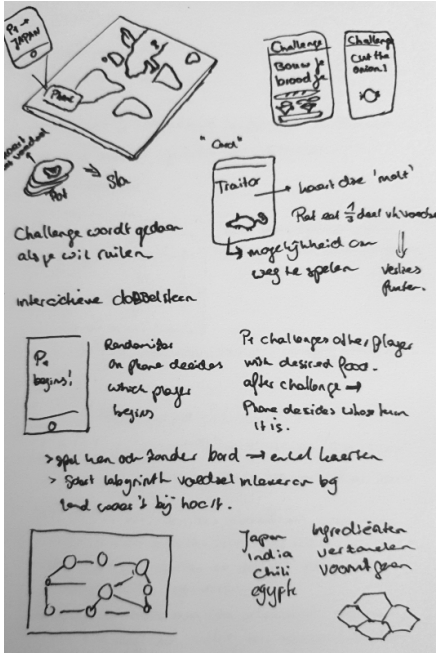
- It was more about an active lifestyle than about food
- Controller didn't evoke movement
 - Too much multiple-choice
 - Game was not very fun
- It needed more tactical elements
 - Find out how it is to play the game to find any errors

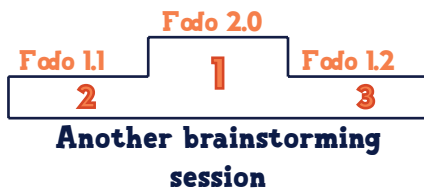
Thus, we had some decisions to make.



Firstly, we want to make the game about food because this was our initial idea and we thought you could have the most fun while learning. However, we needed new elements to our game to get the focus on food. Since we removed the movement part from our game, the controller wasn't fitting to the learning style of the game. So, we made the decision to remove this. Due to this, we had to think of other physical elements to meet with the design brief. We chose to work with a game board and cards. These elements are key elements in physical games for a long time and we thought it would be nice to bring these to the digital side of gaming. Combining the old with the new.

With the controller out and the cards and board in, it was easier to think about the third challenge which we faced: reducing the multiple choice elements. With the addition of the board element, the game would not be monotonous and more fun to play since we were able to add more tactical elements. This would keep the game interesting to play for longer. With action cards we would add another tactical layers and with the renewed gameplay 'bring back the food to the origin' the multiple choice part was reduced. Challenges added another layer of excitement and tactics.





How to take fodo to the next level with the origin of food as the educational topic?

We wanted to make it a board game or reasons explained above, but also because it was too focused on an app.

We decided the board would be a world map because you had to travel the whole globe in order to learn more about food cultures around the world
> Inspired by risk



We choose to integrate the board with an app to make it digital. We choose an app because this would automatically enable us to also play the game apart from each other



Fodo game

A challenge would determine how many steps you could take. This would be traced by the controller in form of a bracelet but later we eliminated this whole aspect because it reminded us too much of our previous game design and it was not focused on movement anymore. Determining how many steps to take would be done by a dice.

We were inspired by Ticket to Ride to add action cards were you could collect extra points

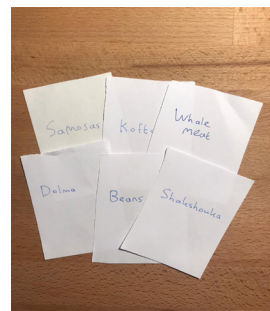
Prototyping

Then we made a lofi prototype of own game consisting of:

Board



- Foodcards



- Simple dice



https://ist.depositphotos.com/1069290/4433/v/450/depositphotos_44330825-stock-illustration-two-black-dice-cube-on.jpg

- A list of challenges

Font
Font
Font

Pizzeria font for titles

Because it displays the right amount of playfulness without becoming childish

Abadi for body text

Complementary to pizzeria font because it has all the letters in about the same style. F.e. it has a and not α. But more lowkey and pleasant for the eye when used as body text.



<https://previews.123rf.com/images/jemastock/jemastock1803/jemastock180301637/97198534-palette-with-brush-vector-illustration-graphic-design.jpg>



Source: see 1

A few of us made mood boards for the game and we decided with which mood we wanted to settle. We choose for our color-palette:

Primary color: Blue because we were inspired by a globe and a large part of a globe is blue because of the sea

Accent color: Orange because blue and orange are complementary colors

Different tints of these colors, so also implemented yellow and reds. And different brightnesses of the blue. To keep it exciting and not dull

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<https://previews.123rf.com/images/sabelskaya/sabelskaya1904/sabelskaya190400022/123465903-vector-cheerful-teen-friends-playing-board-game-together-happy-young-men-sitting-around-having.jpg>

Playing our game

We played our game to see what worked and what didn't. During this afternoon we also established most of the game rules



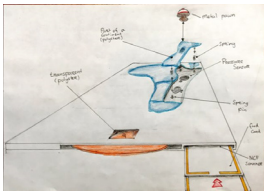
We checked how many steps one may take: 1 till 3/4/5/6?
> 1 till 4 because otherwise you would move too slow/fast over the board

We realized that we never discussed how you would get new food cards so we came up with placing food cards in the world map itself which you then have to collect.
> This added an extra element to the game because now you would not only have to travel to a country in which you wanted to deliver a food card but also to collect food cards
> Then we encountered new problems such as how many food cards should be placed in the game itself and when are the food cards placed in the country?
> Decided that there should be as many foodcards as players because this prevented people from collecting too much/too less food cards. There should be placed a new card every time a card is removed because if you would do it per round for example, there is always someone who has less chance of collecting one then others

But when do you win?
> We already decided that you would have to collect a certain amount of point. During this test game we settled with 10 point because then the game would be our targeted amount of game time span (45-60 min)

Physical-digital elements

We discussed how the board would track the movement of the pawns.



We choose for pressure sensors because these were the cheapest and would give us the results we wanted

We went with an NFC scan system for the cards so that the digital system could register what cards are being handed in and check for correctness. This does add an extra act to the game which could be experienced as annoying, but we thought it would build more tension and give an even bigger triumph if the card would be handed in correct.



<https://blog.mobilerestventory.net/wp-content/uploads/2016/12/nfc1.png>

We wanted to make a digital dice. So, we thought about how we could digitalize a traditional dice. However, we found this rather hard so we decided to later elaborate on this further.



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<https://preview.123rf.com/images/sabelskaya/sabelskaya1904/sabelskaya1904000022/123465903-vector-cheerful-teen-friends-playing-board-game-together-happy-young-men-woman-sitting-around-having.jpg>

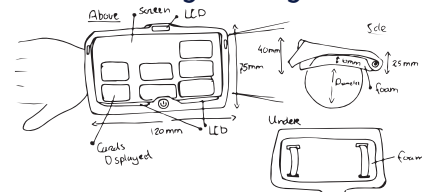
Allocated vs. Remote playing

We also discussed the difference between playing located and dislocated

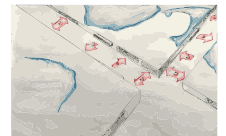
We only had in mind the idea of one big board so we were struggling a lot how we could realize this if you played apart since digitalizing the whole board in an app is not much fun and giving everyone a separate big playing board is too expensive.

> looked at a separate tablet but thought this would become too expensive.

We settled with having one big board which



could be separated into smaller boards for if you want to play it dislocated. In this way you still have a physical component if you play it apart which was a criteria of us.



Card do become digitalized.

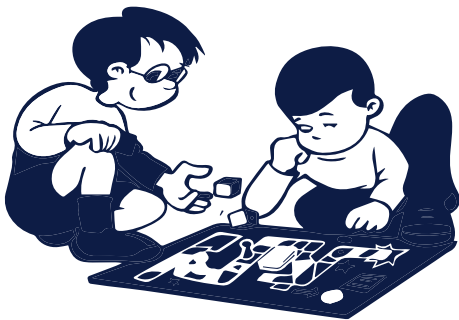
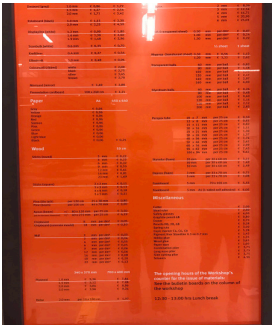
We were doubting between still have physical cards since the NFC system could still register the cards. But then every player would have to receive a stock of cards with NFC tracking which would become very expensive. Also this would cause trouble for the food cards in the world map itself > also digitalized this in the app



To see where other people are in the playing field > LED lights. Very convenient since you can catch in one glimpse where everyone is stand-

Pre-Prototyping

For we even began to create our prototype, we scouted Vertigo to see what materials are available. And started discussing which materials to use and how we envisioned building it. The key criteria were that the materials needed to be workable. So we can make easy adjustment in the process



Source: www.clipartmax.com

Dexbord

Most of the board games are made of cardboard, so we used cardboard as well. Dexbord (cardboard) was the perfect material to copy the material of a normal board game. The 2mm Dexboard in combination with the 1mm were the perfect thickness. Relative easy to work with and strong enough to give the board structure

What Materials?

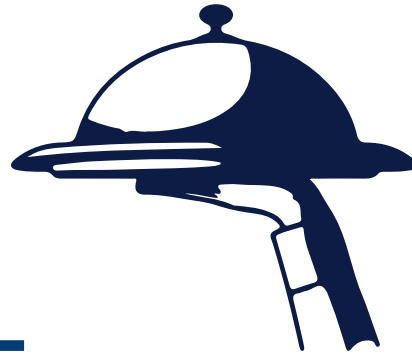
First we thought of using plastic materials and foam. Foam and glue can have chemical reaction causing the deforming of the shape. Thus we thought of using Dexbord instead in combination with wooden sticks. Because both materials are made from wood you can glue them easily with wood glue. And there is no big chemical reaction causing the material to deform.





Materials Used

For the base of our board game prototype we used Dexboard and 5mm x 5mm wooden sticks. We choose the 5mm sticks because we wanted our board to have a thickness around 8mm with the 1mm Dexboard on both sides. We colored our prototype with paint and colored paper. For the packaging we used mainly colored paper and thinner Dexboard. For the round shape mimicking the cloche/globe (A half globe in the shape of the lid of a dining Cloche) we used a half of a big Styrofoam ball. Because we thought of metal pawns for our game we choose clay it is easier to shape and it is heavier than for example cardboard or plastic.



Source: <https://nl.123rf.com>

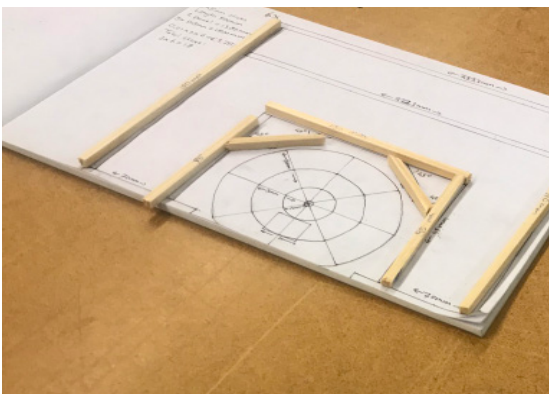
The Pawns

We decided to make the pawns from clay. Because it's easy to shape and has some weight.



2D sketch with 1:1 dimensions

We made 2D sketch with all the exact dimensions. As a result it made it a lot easier to communicate what parts were needed and how many material we needed to buy. Other great benefit was that it indirectly became an assembly guide.



The Small Board

We decided to have no cut outs for the small boards. Considering how labor intensive the first cut -out for the big board was. And the size of the small boards made the cut-out have not that great of additional effect, as it did on the big board. Instead we chose to print the world map we designed in illustrator and glue it on the Dexbord. This created more time for finishing the packaging. As well as creating a detailed clean look for the small boards.





The Big Board

For the big board we wanted to create different feeling between the big board and the small boards. So we decided to use plywood for the big board. And to make the world map stand out more. We cut out the world map on Dexbord and painted it blue. After painting the different parts we glued it to the plywood and sawed it in six even divided smaller parts.

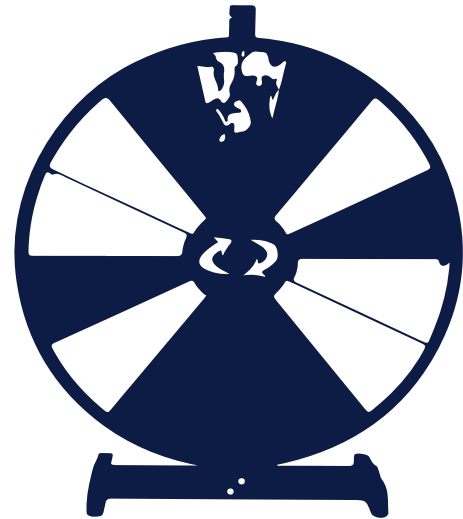


The Flower

For the packaging we thought of making something with a 'first time' opening experience. One of nature's own opening experience, is the blooming of flowers. For example the poppies have a tendency to bloom quite fast, just like opening a package. The link between food and flowers is not hard to imagine, because without flowers we wouldn't have a lot food at our disposal.



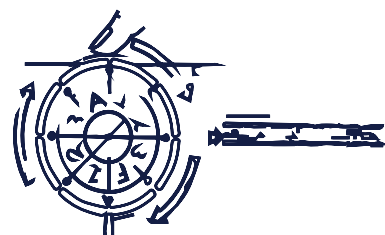
Source: Artmajeur.com

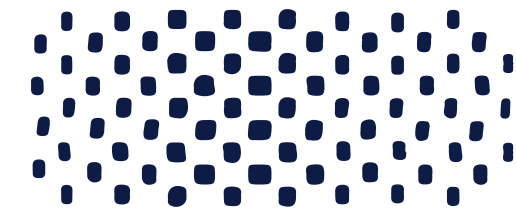


Source: www.zenylus

Spinning wheel

The game needed a randomizer. As explained before, we thought of an dice who can communicate with the app and knows which number is thrown. The problem we again encountered was, that it was quite hard to imagine how it would work. And if we came up with solution then the price would become unrealistic. Then we thought of a digital dice, but this would destroy the randomness feel of a real dice. So we starting discussing alternatives. We came up with a dice system based on the spinning wheel. Spinning wheels are great in giving the player the feel of randomness with a static base. The static base makes it easy and cheap to think of solution for communication with the app. We thought of using electric currents and different resistors, for knowing which number or





S U L A P A C

Source: www.sulapac.com

Material for the base of the packaging

For the base of the packaging, we searched for a cardboard like material with biodegradable properties. The other key element was that the material needed to be highly shapeable. After some research we came up with Sulapac. It is material made from wood and biodegradable glue and it is also highly shapeable. Sulapac is a Finnish crowdfunding company focusing on creating a more sustainable high volume productional sustainable packaging. Ideal for the packaging we wanted to



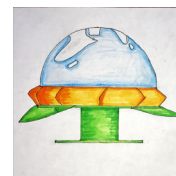
Assembling

The assembling part of the packaging was quite simple. Tobias made every part of the flower separately so it was easy to assemble. And Robin created the globe/cloche lid for our packaging. Every part only needed to be glued together and assembled. After the packaging was put together. We took the small assembled boards made by Gijs and put it in the packaging. Everything fitted nicely which gave a great feeling.



Prototype in small

Before building the flower we thought it would be better if somebody made a small prototype. So Tobias created different types of folded flower petals. We decided which flower petal looked the best. Then Tobias made a small prototype to look how the flower petals would assemble and work.



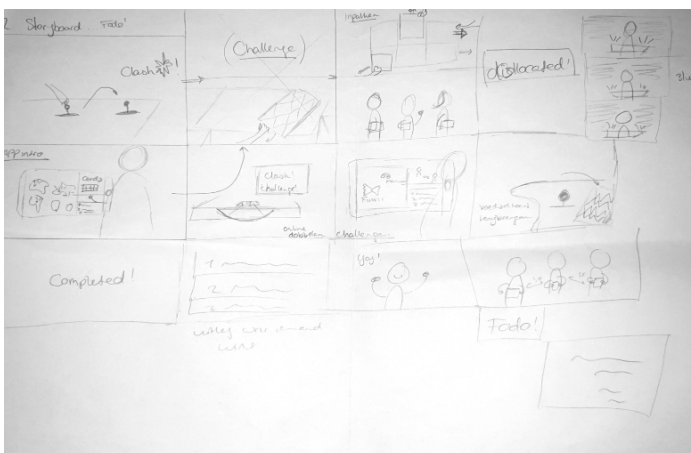
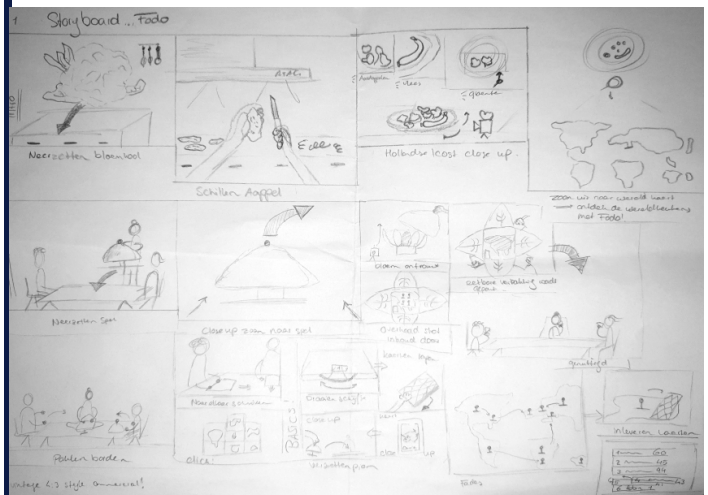
Edible paper and symbols

The game is about food and the flower petals are quite fragile. So we thought it was a good idea to combine these two elements by making the petals from edible paper. And to solve the fragile problem while storing the package after opening it for the first time. The solid base of the packaging is combination between a dining cloche and a world globe. The main theme of the game is broadening your awareness on different types of foods around the world. The dining cloche symbolizes the food part and the globe symbolizes the around the world part. We chose a color theme of blue and orange. And the globe became blue so the leaves of the flowers needed to be orange the match the color theme.



End Video

For the video for the end presentation, we created a storyboard beforehand to exactly know the shots we were going to need. We arranged who was going to bring what to the shoot. The storyboard was drawn and a general idea of a voiceover was written so we could act efficiently on the day of shooting.



We thought of the scenes that portrayed the purpose of our game best and tried to hold on to the 90 second mark. After the shoot the editing and voicing over began and here we tried to compile all the scenes into the video to form the best idea what our game was all about.



Final Deliverables

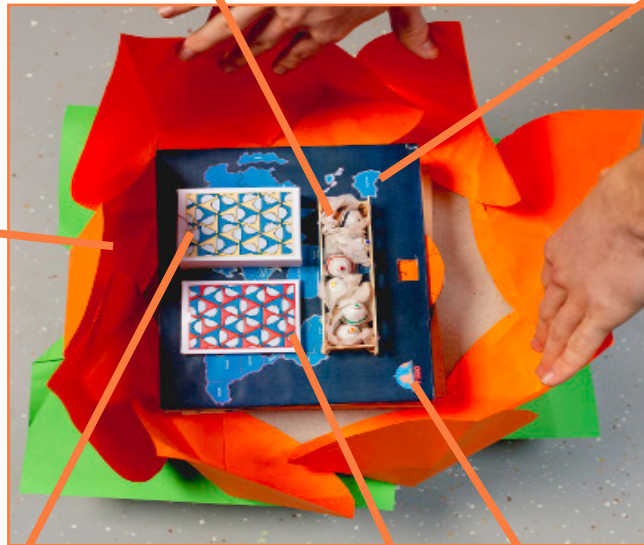
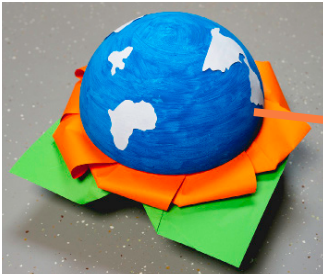
6x Pawns



6x Small Boards



1x Packaging



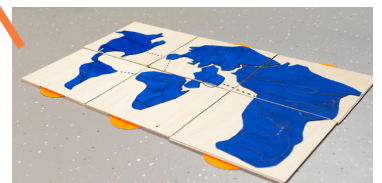
87x Food Cards



22x Action Cards



6x Small board which can be connected to one big board



Website

About page

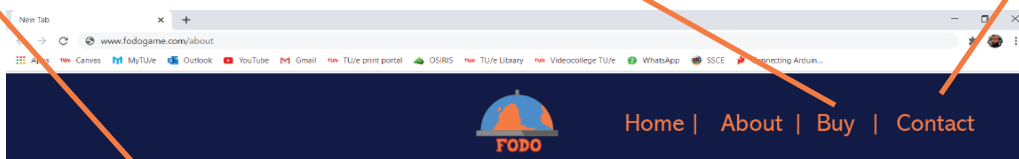
> To get visitors of our site more acquainted with our game and tell them a bit more about it.

Buy page

> To make sure that visitors can buy our game

Contact page

> As game designers we are very interested in feedback and would love to hear what people think of our game, therefore we implemented a contact feature



About



The game can be played together, as well as in a dislocated setting. To adapt to the circumstances, the smart playboard can be separated into 6 smaller playboards when played apart. Due to a smart tracking system, the board will always know where a player is positioned. The countries where fellow-players are located will be marked with a burning LED light.

Get to know more about food and specifically the origin of dishes, in a playful way with the game Fodo. Draw or pick up food cards along the way and return them to their country of origin in order to gain points. When completing activities from the action cards, you can collect even more points. Play exciting challenges if you encounter a fellow player along the way and use your tactics to thwart fellow-players. When you want to deliver a food card to its correct country of origin, simply scan the card in the board, and the system will automatically show if your handed in you card correctly.



White background:

In contrast to the app and world map it does not have a dark blue background because we thought this would make it look aesthetically less pleasing and harder to read the text. In addition, we made the background white to make the contrast with the menu beam bigger.

App

Shows the countries where the foodcards are located in the game. Placed in the upper left hand corner because we want it to be one of the first things you notice.

Challenge button in orange to make it stand out



Wanted to give them a central place where they are always visible > placed them in the whole bottom part of the screen

Leaderboard. We wanted it to be not the most prominent feature in the app so we put it in the upper right hand corner since people normally start looking from left to right.

Foodcards



Firstly, we have done research into different food cuisines on the internet and from that we chose the dishes on the food cards.

Selection criteria:

> Fame

If a dish was well-known or not since the game will become very hard if you do not know any of the dishes on the cards.

> Availability around the world

So that people can actually remake and taste the newly learned dishes. We made a few exceptions (see: narwhal blubber) but because these foods are so typical for a country, we did choose to include them

Regions on the board



Initially, we wanted to do it per country. But when doing research, we soon discovered that for example in Africa all the dishes were very similar, and the game would become very hard if we would do it per country. Therefore, we divided it in regions. For Europe we did choose to take country borders because there is a clearer division as to what comes from which country.



Target group

Time span



Not below the age of 10 since then:

- > The game would be too complicated
- > Attention span of children too small
- > Children are not really interested in food since their taste palette is not developed yet

Above the age of 10 since then:

- > It becomes interesting to learn children more about food, and bring them in contact with it early in their life
- > It is also interesting for teenagers/adult because it includes a lot of dishes which are not considered basic knowledge, so it is also educational for them.

We wanted to create a board game which you would play with you family on the Sunday afternoon, so we felt that 15 minutes would be too short in order to create that ambiance but no longer than 60 minutes since we do want to keep it 'gezellig'. We checked if our view matched with our game by playing it.

Name of the game

FODO

Naturally, we want our game name to be associated with food. Therefore, we thought it would be nice to do something with the word food thus we came up with switching the last O and D to make it fodo. We chose it because it is catchy, easy to remember name and it also translates to Food Of Different Origins which suits our game very well.



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Reflections

Jochem Verstegen

From Idea To Design is all about learning how to generate ideas and how to make a design out of these ideas. But it's also about learning how to work in a team. At least for me it is.

As I said in the midterm reflection, I was overwhelmed with the assignment at first. Partially because I did not realize that it was our assignment for the coming quartile until the lecture was over. For some reason, I seemed to think that it was an example of an assignment other students have had. But as time passed and we started working on it, it got more manageable.

A big reason for this is the team. Referring to my midterm reflection, I mentioned that my experiences with working in groups weren't that great. A lot of times, I just did most of the work. As we got older that changed of course, especially after going into 4th grade, everyone did roughly the same amount of work. But I did not let go of maintaining control. I still checked everything to make sure nothing is missing or nothing is incorrect, partially because of my earlier experiences. So for me, a group assignment still meant letting others do some of the work, but always spending time in every part of the assignment. Whether it was reading it, changing it or making it myself. I always did "something with everything".

On high school, that was perfectly manageable. But I think this was also part of my "WTH?!"-reaction. Automatically, I figured I had to spend time in everything, which would be near impossible with an assignment like this. But my team has showed me otherwise. I learned that it is okay to not maintain this control. It was a big step for me to "only" do my part, not worrying about the rest. I'm glad that I took it, because it really does help with staying calm. Well, I've always been calm and I usually don't experience a lot of stress, but it feels good.

Because of this new experience, it sort of felt like the assignment was making itself. Everything was happening automatically. Of course that wasn't the case, as I have spent multiple 8+ hour days working on this assignment, and I'm sure others have too. It was challenging to complete the project, but not challenging to learn how to do it.

I also liked working on this assignment, which is very important. I feel like this is a very important part of becoming an Industrial Designer, so I'm glad I like working on projects like this.

434 words



Tobias Visch

The course was a great tool for highlighting my own learning points. Not only for myself as a designer but also for myself as a designer in a group situation. Let me further specify the learning points I encountered during this course.

The first came up quite fast in the course, it was miscommunication. Which I explained in my first reflection. A short summary: “because I am quite a shy person, I can easily trap myself in a tunnel vision. Thus not verbal communicating with my fellow students and this will create misunderstandings”.

The second learning point was staying with my old habits instead of learning new approaches to create ideas and designs. A good example was: Staying with drawing everything by hand, instead of learning how to work digitally. Also things such as shared files and clouds are relative new to me. The moment I realized it the most, was the moment when we came together for the final video shoot. When we starting shooting the scenes it became apparent that there was some misunderstanding about the deliverables. Apparently I missed the need for the scanner and the digital-hybrid dice. I had the assumption that the big board of the game would be played in analog, with cards and a normal dice. This was not the case. The cause of this misinterpretation was due to me not checking the shared files in the cloud. This highlighted my lack of experience with communicating and working digitally. For the next design course I would like to focus more on working digitally. Shared files and working in the cloud makes it a lot easier and faster to work together.

The third learning point for myself was acknowledging that every person has a part he/she finds important. The moment I became aware of this fact, was the moment when there was a digital world map drawn. I reacted quite harsh on the proportions. I think the reason for my reaction was the way I grew up. In the living room at home there is big world map on the wall. So, every day I am confronted with the world. Even the map I see every day has not the real proportions, because it uses the Mercator projection. What I have learned from this specific moment is, it's important to see that not every person has the same thing he/she finds important. And it's always better to approach communicating things you find important in suggesting manner then stating it's wrong. Because you wouldn't want to hurt someone's feelings. I hope this was the last time I made this mistake.

One thing I think we can improve as a group, is doing more research. For example: on games, on materials, on costs, etc. In the meetings we sometimes tried to incorporate research done by one of us. But instead of doing our own research all we did was looking at someone's ideas. I think it's important to have guidelines for doing research. And because everyone is new to the university and we have no experience in doing academic level of research. Making it hard to imagine how to set up research guide lines. So, I am looking forward to the course dealing with scientific information. And using these skills in the next design project.



When I am looking back at the course it's clear to me, that I had some great diverse and talented people to work with. Who all had their own specialties and were motivating each other. The way we finally divided the tasks as a group worked great. Everyone took this project seriously. Nobody did not deliver as expected. Yes, the start was a bit slow, but everything was new. Yes, there were some misunderstandings, but we improved the communication. As a result working/learning environment improved. I learned new things about working in a group and how to start incorporating the digital environment in my professional identity as a designer.

745 words

Gijs Vogels

For the assignment for FITD we had to create a hybrid educational game with physical and digital components. We had 2 months to come up with ideas and make the deliverables, which included a prototype, packaging, a web shop, a video and a final report.

My expectations for this course were to learn how to convert your initial ideas into a real life product, using different methods to do so.

In the beginning of the course we had quite a slow start because no one knew each other yet, and therefore it was a bit awkward. I can be quite introverted and that's why some of my ideas fell to the background or I didn't mention them because I didn't speak out enough. After the lecture about brainstorming and especially the part about not critiquing others, I learned to speak out more and more, even if my ideas were silly. I believe that if I had done this earlier, we would have had even more diverse ideas from the start. In the future I will try to improve this further to be able to communicate with people as well as possible. At the end of the first half of the course the communication between all of us got better. We all got more comfortable around each other and that resulted in more creative ideas and a faster working pace.

In the second half of the course we basically had to start all over with our idea. The feedback that we got said that our concept was too global, and that we had two aspects in our game while we could have better used one. Creating a new concept of our game went way quicker than the first time though, because of the things we had learned in the first half of the course. I still could have spoken out more during the brainstorming, but it went better than in the first half of the course. When we finalized our idea we decided who was going to make which deliverable. A problem that I had when I look back at it now, was that I almost always chose to do things that I liked. They were not necessarily the easiest tasks, but I was comfortable with completing them. In this instance that wasn't really a problem, as I believe that everyone did a task that they were comfortable with. However, in future projects that could really hurt me and my fellow students in the process. That's why I will try to do tasks that I'm not comfortable with in the future, to develop a more diverse set of skills. The tasks that I did for this course were mainly building the prototype, trying to make aesthetic pictures of the prototype, and writing. In the future I will try to focus more on actually designing, by making



sketches and using programs as InDesign. Another quality that I would like to work on is leadership. During the course I sometimes just did the thing that I was told to do, which was my fault and not the fault of my fellow students. I didn't show my opinion to them as much I'd liked to. I think that also got better with time, but it is still something I need to work on. Nevertheless, I feel like we all learned a lot from each other and had fun during the process. My teammates were very helpful and I haven't had any problem with them in the last two months. Apart from creating a product that I'm proud of, I got a lot of learning experiences from this course, which is maybe even more important.

610 words

Raisa Vossen

"Beginnings are always the hardest" as people often say. During this elective, I have learned that, yes, they are hard. But, also very rewarding and educational. In this eight week journey, I have also gained much knowledge about design processes and aesthetics. But equally important, about myself and how to work together with a team effectively. And, about how nothing goes without a struggle.

When looking back, the first learning point that immediately comes to mind are the brainstorming techniques. In the first brainstorming session with my group, not that many great ideas were thrown into the group. However, after the first lecture concerning brainstorming techniques, we had a second brainstorming session and many more valuable ideas came up while applying the methods learned in the lecture. Specifically by using the 5-3-5 brainwriting technique.

Next to brainstorming, I have learned a few valuable lessons about selecting ideas. In my previous reflection, I wrote that choosing with which idea we wanted to settle went fairly well "because it went without much struggle". Knowing our final game design, I can say that we made this decision way too easy. Due to the upcoming midterm deadline, we simply chose the one we liked best and did not apply many other techniques learned in the lecture. Consequently, this resulted in a not very well thought out game concept and a change of direction very quickly after the midterm. During our second big selection moment, we did apply techniques such as value-based conceptualization and I believe that we chose a way better concept because of it.

In addition, during this course, I have learned how to work with Adobe Illustrator and Photoshop. Before going to university, I did not have the slightest clue about how to handle such programs. But, I was forced to learn this in a very rapid tempo due to the fact that I chose to do the graphics. Being very excited and eager to learn, I learned the basics. However, it cost me way more time and energy than expected. So, next to learning how to work with Illustrator and Photoshop, I have also learned a great deal about perseverance and how to cope with my frustration during this course.

Besides this, I think the thing I learned the most about during this course is how I function in a group and how to establish healthy group dynamics. If I could redo this course, I would have done a team bonding activity in the beginning, in order to get everyone acquainted and comfortable with each other. In the first few meetings, no one was very active during meetings, partly, because we did not know each other and the way we would react to things. If we had spent more time to get to know each other a bit better, the beginning could have been more fruitful. In addition, I soon noticed



that everyone started to speak up more if I asked the group for their opinion or asked questions. So, I took a leading role during meetings. I have always felt really at place in a leadership role, but in this particular group, it became rather exhausting after a while since I very often had the feeling that I was flogging a dead horse. Moreover, no one really took initiative, except for Tobias. I found out that the best way to activate the group was by clearly assigning tasks because then everyone would do their part satisfactory. If we had done this consequently from the beginning on, I believe we could have improved considerably. Nearing the end of the course, everyone got along way better which resulted in better communication and a more efficient work division. After showing each other our mood boards, it soon became clear that I would do the graphical content of our game and we divided the other task accordingly. So, for the end prototypes, I believe we did the best we could based on everyone's strengths.

All in all, during this course I have learned much about design processes including brainstorming techniques and selection procedures. But equally important, I discovered that I like taking on a leading role in a group but that this is not always as easy as it seems. Some groups are easier to steer than others and I found this a tough nut to crack. Therefore, it could be that beginnings are always the hardest. But it could also be that, beginning or not, nothing goes without a fair struggle.

748 words

Robin de Vries

In this project we learned a lot on how a design process takes shape and on how to form the best ideas that are fitting with the design brief.

In the beginning we did some research on game design. This way we knew which elements are important to put into the game. Towards the end of the project, we needed to collect all the links and articles we read for the design report. We had all read articles on different sites and the links were on different places and I didn't write down what page or section read. The documentation of the research could be better next time, so creating the report takes less time.

From the midterm onwards we decided to use more visual materials to explain our ideas to each other. This was a learning point from the first reflection. Working with drawings and sketches instead of words makes it easier to explain the idea to your teammates and make changes during the brainstorming sessions. It boosts creativity as well, when you can make associations by the sketches to work from.

The design process went pretty smooth. In the beginning we generated a lot of ideas to see what was possible and come to an innovative, original final idea. This was something none of us had done in the past, so it was a good learning moment. All the team members were motivated to contribute to the process. We made good divisions of work, every team member knew what to do. However I discovered that once the work is divided it is very important to keep communicating with the members that work on the other part of the design. In the group we divided work between the physical prototype and the digital matters



such as the website and the app. In the end we had all done our part but small details didn't completely overlap because of the lack of communication between the groups. The belief of the exact rules were differing slightly from each other and we had to make some last minute changes. This was a good learning point. Even with work division, keep communicating on a regular bases, otherwise you will work past each other.

For the design report we needed to have an in depth view of the design process. I wrote down what we did during each meeting and took notes of the current status of the rules. There were however multiple people who did this so we had a lot of unsorted information on the process side. It is better to make a work division in this as well I think. This way there is a clearer overview of what is done on what date.

During the brainstorming sessions we had to make some decisions on what the game was going to look like. There was always a good atmosphere in the group and if there was some disagreement in the group about an idea, there was no negativity. Everybody would explain what they thought about an idea or why it was not fitting to the game or how to improve it. This way the creative workflow was even better. I was never scared to share any ideas.

Sometimes I struggled when an idea got rejected by the others with arguments like 'this isn't what the tutor would like' or 'the tutor is definitely going to say this is wrong' used instead of looking at what it would bring to the game or if it would fit within the design brief. I should have resisted more in those cases and maybe asked a little deeper why the idea is actually wrong. It was educational to learn to deal with these situations and over time I learned to look more critical at the feedback I got on my ideas.

The reflection of the midterm also learned me a lot. During the first half of the project I only reflected how the project was going to that point in the end. For the last part of the case, I tried to reflect after each session to keep improving the process along the way.

In short it was a good and educational process where I learned a lot about the different aspects of a design process and think more outside the box to come up with more innovative ideas. The group functioned very well and I have got a few points where I can work on in next projects.

744 words

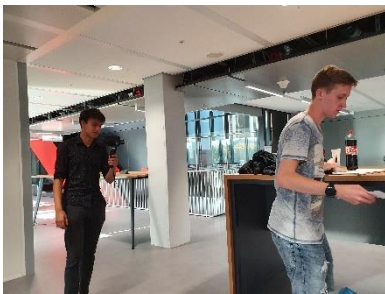
Work Division

Midterm Deliverables



Meetings to decide the topic

During the course, we've had several meetings to decide on the topic. These meetings, we've had **together** and as much on campus as possible.



Shooting the midterm video

The shooting of the midterm video also happened on campus, because it is a good idea to divide the work.

About half of the time, we've been split up in **separate groups** to record as many shots as possible in a short amount of time.



Editing the midterm video

The editing was done by two people: **Robin and Jochem**. Having two people working on one project is pretty efficient.

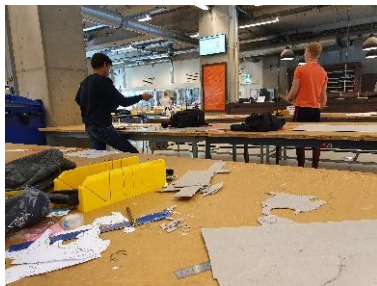
Voiceover for the midterm video

The voiceover for the midterm video was written and recorded by **Raisa**.

Making and presenting the midterm presentation

Gijs, Raisa and Tobias both made and presented the midterm presentation. Editing a video takes roughly a day, just like making a good presentation. This is why 2 people edited the video and the remaining 3 people made the presentation.

Final Deliverables



Making the gameboard

Since we added a board and cards to our game, we needed prototypes of both. **Raisa** designed the layout of the board, while **Gijs, Robin and Tobias** made the prototype of the gameboard in Vertigo.



Making the cards

The cards have been designed, printed and cut by **Jochem**. The ingredients on the food cards have been provided by **Raisa**. The actions on the action cards have been created **together**.



Designing the app

The app was designed by **Raisa**.



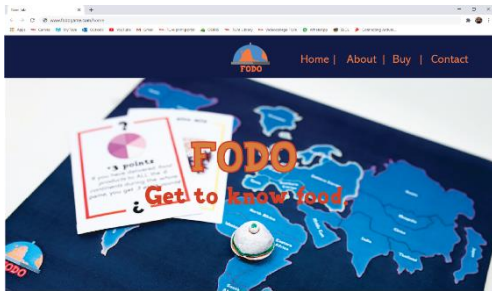
Packaging

Tobias designed the packaging, **him, Gijs and Robin** made the prototype of the packaging in Vertigo.



Cloches

The cloches (pawns) have been designed and made by **Tobias**.



Webshop

The webshop was designed by Raisa.

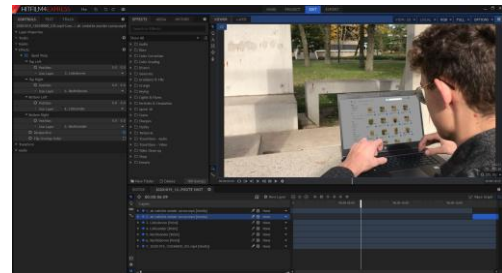


Prototype photos

Gijs took really high-quality pictures of our prototypes.

Shooting the final video

Again, we shot our video **together** on campus. This time, we decided to focus mainly on the game, so we didn't need to split up to take as many shots as possible.



Editing the final video

Just like before, Robin and Jochem edited the final video.

Voiceover for the final video

The voiceover was written by Raisa and recorded by Robin.



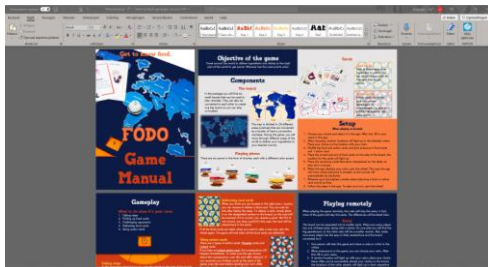
Making and presenting the final presentation

Also just like the midterms, **Gijs, Raisa and Tobias** both made and presented the final presentation. **Jochem** made sure the fonts and the video would work while presenting it in Teams.



Visually pleasant design process

Raisa, Robin and Tobias made the visually pleasant design process for in the design report.



Gameplay manual

The gameplay manual was made by Gijs and Jochem. Gijs wrote the text, Jochem designed the manual and made the text fit in it.



Visual overview of work division

The visual overview of work division was also made by Gijs and Jochem. Gijs provided the raw division of the tasks and Jochem added the text and the lay-out.

Get to know food.



FODO

Game

Manual

Objective of the game

Travel around the world to deliver ingredients and dishes to the right part of the world to get points. Whoever has the most points wins!

Components

The board:

In the package you will find six small boards that can be used to play remotely. They can also be connected to each other to create one big board so you can play co-located.



The map is divided in 29 different areas (cuisines) that are connected by a border or have a connection overseas. During the game, you will move through different areas of the world to deliver your ingredients to your desired country.

Playing pieces:

There are six pawns in the form of cloches, each with a different color accent.



Cards:



Food cards:

Each of these cards is an ingredient or a dish. You can deliver these cards to the right area to get points.



Action cards:

Action cards can either give you certain advantages or disadvantages, or give you a little side quest to get extra points.

Setup

When playing co-located

1. Choose your cloche and select it in the app. After this, fill in your name in the app.
2. After choosing, random locations will light up in the selected colors. Place your cloche on the location with your color.
3. Shuffle the food and action cards and give everyone 3 food cards and 1 action card.
4. Place the correct amount of food cards on the side of the board, the location for the cards will light up.
5. Place the remaining cards face-down somewhere on the table, so they form 2 stocks.
6. When the app displays your color, spin the wheel. This way, the app will know where everyone is located, so the rounds will automatically be clockwise.
7. Whoever spun the highest number starts (spinning a food or action card counts as five).
8. Follow the steps in the app. To start your turn, spin the wheel.

Gameplay

What to do when it's your turn:

1. Taking steps
2. Picking up food cards
3. Challenging opponents
4. Delivering food cards
5. Using action cards



Taking steps

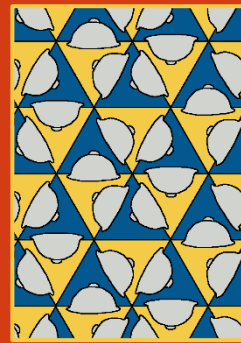
At the beginning of each turn you spin the wheel on your side of the board. If you spin 1 up to 4, you have to take this amount of steps. *You are not allowed to take less steps! So when you spin 4, you take 4 steps.* If the wheel stops at "F", you can take a new food card. If it stops at "A", you can take a new action card. After taking a new card, your turn ends.

Picking up food cards

When taking steps, you can pick up food cards that are located on the board. There will always be as many food cards on the board as there are players. *You are allowed to pick up a card along the way. So if you spin 4 and the card is only 2 steps away, you can go to the card, pick it up, and take the rest of your steps.*

Challenging opponents

If you want to travel to an area which another player is already in, you have to do a challenge. The app will automatically start one for you when it detects two people in the same area. Two areas will light up: The one where the challenge is started and one next to it where the challenger came from. The winner gets to stay, the loser has to go back.



Delivering food cards

When you think you are located in the right area / country, you can choose to deliver a food card. You can only do this after taking the steps. To deliver a card, simply place it on the designated surface on the board, so the card will be scanned. If it is correct, you receive a point. But if it is not correct, you lose a point! In this case, the card will be placed back in the stock.

If all the food cards are taken when you want to take a new one, spin the wheel again. The game will end when all the food cards are delivered.

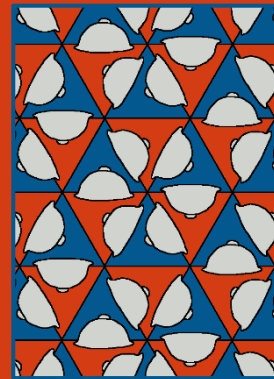
Using action cards

There are 2 types of action cards: Playable cards and instant cards.

If you take an instant action card, the consequence will happen immediately. To make sure the app knows about the consequence, scan the card after taking it. *If you received one of these cards at the start of the game, scan the card before starting your turn.* After this, place it face-up on the discard pile.

If you take a playable action card, you can keep the card and play it when you want to. *Some cards need to be played before starting your turn, other cards during your turn.* When you decide to play one of these cards, scan it and place it face-up on the discard pile.

If all the action cards are taken, shuffle the discard pile to make a new stock.



The winner

You can win the game in two ways:

1. You are the first to reach the chosen amounts of points (7, 10 or 12).
2. You have the most points after all the food cards are delivered.

The first way will be the most common, but the second way is also possible when a lot of food cards are delivered to the wrong area / country. In both cases, the app will display the winner, along with the scoreboard.

Playing remotely

When playing the game remotely, the rules will stay the same. In fact, most of the game will stay the same. The differences will be listed here.

Setup

The board can be separated into 6 smaller parts. Make sure every player has one of these parts, along with a cloche. On one side you will find the big gameboard, on the other side will be a smaller version. Also make sure every player has the app on their smartphone and the board connected to it.

1. One person will start the game and share a code or a link to the others.
2. When everyone is in the game, you can choose your color. After this, fill in your name.
3. A random location will light up with your color, place your cloche there. After you've successfully placed your cloche on the board, the locations of the other players will light up in their respective colors.
4. The app will give everyone 3 food cards and 1 action card. It will also display the food cards on the board. The locations of these food cards will light up and "breathe", so you can easily see the difference between food cards and your opponents.
5. Spin your wheel. Whoever spun the highest number starts (spinning a food or action card counts as five).
6. Follow the steps in the app. To start your turn, spin the wheel.

Gameplay

The gameplay will be the same for when you play remotely. The only difference is that your cards are displayed in the app, and the location of other players is displayed on the board using LEDs.

