Enhanced Food

Key Insights:

People care less
about taste when
the people or
place are special

Eamonn

Food experience heavily influenced by other people/place

Chris H

Unhealthy Eating

The metaverse AR

Show nurition, outural facts, recipes/ instructions, and portion sizes

Target audience:

- People who want to eat healthier
- People who want to cook their own food more

Goals:

- Promote healthy eating
- Promote cooking and make it easier - don't have to keep looking at the phone while cooking
- Educate about food science and culture