

# IDEAS - INSPIRING DESIGN AND ART SCENE



A Documentation of  
Final Year Project  
Artworks In

ORPHIC  
Redefine 16 Exhibiton  
15 - 21 February

FSSR 2/LEVEL 3  
Universiti Teknologi MARA (UITM)  
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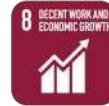
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## ATE? - PERAK'S FOOD TOURISM

Mobile Application



PERAK'S FOOD TOURISM APPS - Ate? is a unique food tourism app that works in partnership with the local tourism agency to boost tourism in Perak. The app combines food tourism with a social networking system, making it a go-to daily guide for those who struggle to find great places to eat. This project is based on extensive research on local tourism and food-related businesses and offers features such as easy navigation, a timeline similar to social media, and a secure QR code system for ratings and reviews. These features make it easier for people to discover the best dining options in Perak

### Product Visualization



One-Click Find button to ease the searching for finding places to eat.

Point showed on integrated map to show the place that suits the user preferences.

Surprise me function that recommend random place nearby by tapping on the mascot.



QR scan to secure the authenticity of the review.

Gain points when leaving a review on the apps.

Use points to claim discount coupon that can be used in the future.

Join official events that promote underrated eating places around Perak or plan food tours of the user own preferences.

In Partnership with  
Tourism Perak Malaysia



### Marketing



Tabletop Display





## Branding



Mascot



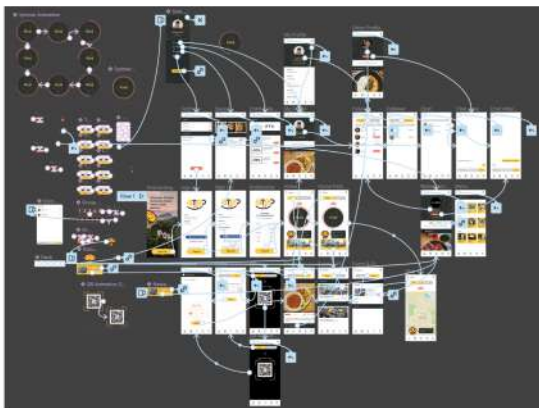
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## Prototype in Figma



<https://www.figma.com/file/VL7Rwu7MBnkpT7696okGc/ATE%3F-Prototype?node-id=0%3A1&t=PwN8ajkFUSUgQrBG-1>

## Platform:



Scan Here  
For Prototype



### 1. Onboarding



Onboarding

### 2. Registration Page



Sign In

Sign Up

Preferences

### 3. Home Screen



Find Place

Timeline

### 5. Leave A Review



QR Scan

Write A Review

Colors Point for Discount

### 4. Find Place



Map Navigation

Restaurant Profile

Menu List

### 7. Connect With People



Profile

Follower/Following

List

### 6. Plan A Tour



Events

Planner

Saved



# REDEFINE™

Redefine 16 - Orphic. From an adjectival standpoint, orphic signifies mysterious and entrancing, as well as something beyond ordinary understanding. Everyone has his or her own mystery that transcends anybody's ordinary understanding, which is also what makes each individual unique and unpredictable at best. Orphic was meticulously created to communicate to the world that we, 34 young designers, are ready to exhibit what mystery and beyond ordinary understanding genuinely means.