Universiti Teknologi MARA | Cawangan Melaka

# i-JaMCSIIX 2022

International Jasin Multimedia & Computer Science Invention and Innovation Exhibition

# EXTENDED ABSTRACT BOOK

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International Jasin Multimedia & Computer Science Invention and Innovation Exhibition

Extended abstract

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# Borneo Food Hunter App

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***Abstract*** **- Introducing the Borneo Food Hunter app which is a user-friendly online application available on iPhone and Android that showcase varieties of local cuisines located in East Malaysia, Sabah. This app can assist tourists and food lovers to quest in gastronomy tourism into the exploration of authentic food for the best available local independent restaurants and hipster cafes in town. Tourists can do a quick search using the added GPS location service feature for self-guided local eatery tours and food festivals. Moreover, tourists can search dining places by budget range within the vicinity with added service features for pre-order meals, table reservations, or just simply dine-in to the nearby foodie places to enjoy local comfort food with the convenience of cashless payment. This app also provides the latest promotions, famous local dish fun facts info, and dietary preferences that allow tourists to opt for healthier meals. Additionally, the Borneo Food Hunter app comes with unique features that provide surprised self-food tour activities for curious tourists' unique tour experiences in food hunting besides the public rating info, scrumptious food photos, and travel bloggers' reviews on the best-recommended eatery places. This app promotes the Borneo culture and authentic cuisines thru the tourist knowledge of the available features of traditional food stories and recipes videos, and local ingredients used from the local menu descriptions. Hence, tourists can now conveniently search by utilizing the Borneo Food Hunter application for their culinary adventure in spotting the best recommended and affordable eatery places that served authentic local cuisines.**

***Keywords – Food Apps, Local Cuisines, Authentic Independent Restaurants & Cafes, Gastronomy Tourism***

## I. INTRODUCTION

Discovering the best local comfort food or where the locals eat is rather time-consuming which requires self-effort in doing research thru social media share posts and reading public reviews. Although a few food applications and websites may search for restaurants near the user, only famous restaurants are presented, with no mention of local cuisine. Moreover, some local eateries do not use food apps, resulting in long lineups when consumers wish to make a reservation at a favorite local diner. Borneo Food Hunter app is a user-friendly online application available on iPhone and Android that showcases varieties of local cuisines located in East Malaysia, Sabah. Tourists can do a quick search using the added GPS location service feature for self-guided local eatery tours and food festivals. This app can assist tourists and food lovers to quest in gastronomy tourism into the exploration of authentic food for the best available local independent restaurants and hipster cafes in town.

In addition, tourists can search dining places by budget range within the vicinity with added service features for pre-order meals, table reservations, or just simply dine-in to the nearby foodie places to enjoy local comfort food with the convenience of cashless payment. This app also provides the latest promotions, famous local dishes fun facts info, and dietary preferences that allow tourists to opt for healthier meals. Besides, the Borneo Food Hunter app comes with unique features that provide surprise self-food tour activities for curious tourists' unique tour experiences in food hunting besides the public rating info, scrumptious food photos, and travel bloggers' reviews on the best-recommended eatery places. This app promotes Borneo culture and authentic cuisines through the tourist knowledge of the available features of traditional food stories and recipes videos, and local ingredients used from the local menu descriptions. Now tourists can conveniently search by utilizing the Borneo Food Hunter application for their culinary adventure in spotting the best recommended and affordable eatery places that serve authentic local cuisines.

Therefore, the Borneo Food Hunter application has three main objectives of this project which are first to promote authentic local restaurants to recognition which means by using this application, the local restaurant can boost their image for popularity among the tourists. Secondly, to promote the culture of Borneo and encourage tourists to taste the uniqueness of the local cuisine because Sabah has a variety of unique foods represented by its culture, taste and history. Lastly, to promote gastronomy tourism in Sabah because this application has many options of meals that the tourists can use as a self-tour service. All the objectives stated tend to be achieved.

## II. MATERIALS

### *A. Electronic Map (eMAP)*

Digital maps with the plug-and-play multimedia cartography idea are known as electronic maps, or eMaps. These maps can display spatial data and multimedia features in dynamic and interactive ways via CD and flash drive. The data provided on the electronic map includes text, images, virtual reality, audio, and video. The usage of the electronic map is possible in both tourism and governmental administration. This is due to the offered map's clear depiction of the border region, county, town, and topographical information. In terms of tourism, the location and details on points of interest (VR) that are in a state are displayed in the form of appealing graphics to entice visitors to the place [1].

### *B. Online Food Ordering System*

An online food ordering system typically consists of two parts, a website or mobile app that customers can use to browse the menu and make orders, and an admin interface that the restaurant can use to accept and process orders from customers [2].

### *C. Restaurant Reservation System*

Customers can reserve a seat at a restaurant using a reservation system, which allows restaurant managers to keep track of reservations, cancellations, and no-shows. Additionally, reservation software may provide waiting facilities, graphic table management features, or a way for clients to manage online payments [3].

## III. METHODOLOGY

The ADDIE concept was used to create the Borneo Food Hunter mobile app. The ADDIE model is one of the systematic learning design models. To address the learning challenges, the ADDIE model was constructed with a sequence of methodical activities. The ADDIE paradigm is basic, linear, and easy to understand, making it ideal for mobile application development. As shown in Figure 1, the model has five stages: analysis, design, development, implementation, and evaluation. Figure 1 shows the development stages for the Borneo Food Hunter App. Each stage is described in detail below.

Figure 1 : ADDIE Model

*A. Analyze*

In the first stage, potential application needs are systematically researched and documented into specification documents which serve as the foundation for all future development. Typically, the outcome is a requirements document that specifies what the programme should do but not how it should do it. To understand the project goals, the objectives, problem description, and environment are clarified at this stage.

*B. Design*

Design is the second stage in the ADDIE process, and it covers technical design needs such as sketches and storyboards for the Borneo Food Hunter App, programming languages that can be utilized, data layers, services, and so on. Typically, a design specification will be generated that details how the business logic addressed in the study will be technically implemented. The structure and flow of the project, which includes the framework, object, icon, and interface layout, must be clearly described at this point.

*C. Develop*

The development phase is a complex phase and requires experts in developing software or application. Development of learning modules based on the outputs for each phase of analysis and design. The purpose of this phase is to develop a mobile application and this phase involves the process of operating the module using various software, hardware, and supporting documents.

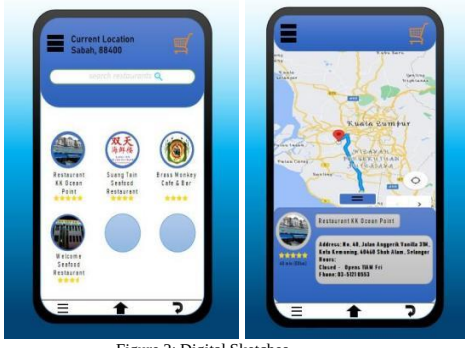


Figure 2: Digital Sketches

For writing and programming, mobile application development employs a range of applications. The designer is not bound to using the specified programme since the process can utilize any appropriate software. The creation of this mobile application is based on simple sketches created to stimulate thoughts, and from those concepts, a genuine application is created. Digital sketching is used to create the initial sketch.

*D. Implement*

The Borneo Food Hunter app will be tested at this stage. Implementation is the stage where the Borneo Food Hunter App will be installed on smartphones. At this stage, the Borneo Food Hunter App has been tested and is working smoothly. On the start and main pages of the Application, the application logo will be displayed and introduce the application in the form of a menu.

*E. Evaluate*

The final phase of the ADDIE model comprises evaluation. The instructional designers should evaluate every step to ensure that the objectives are achieved by the instructional design and material. During this stage, the Borneo Food Hunter App is installed on different smartphones with different android versions. The evaluation stage requires not only the evaluation and use of the application but also the possibility of subsequent support and maintenance required to keep it functional and up-to-date.

## IV. CONCLUSION

Borneo Food Hunter App allows tourists to find and get the best restaurants that have authentic food. It is simpler for travelers to locate traditional dishes that they can consume and taste, as well as learn about the culture via their food. Furthermore, it helps the local restaurant to improve their business and introduce more authentic food in Sabah. Last but not least, tourists can operate the app without any problems as the interface is easy to use and learn. Users can look for any restaurant they choose on the next menu by typing the restaurant name into the search field. The most crucial menu item is the map section, which shows neighboring eateries and allows customers to continue finding the way to the restaurant they want to visit.

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