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E-Poster of the 1st ICT Conference 2022

ICT CONFERENCE

2022

"Embracing Digital Learning Transformation"

22 - 23 November 2022

EMBRACING
DIGITAL LEARNING
TRANSFORMATION

ICT CONFERENCE 2022

INFOSTRUCTURE OFFICE • UiTM

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PEJABAT PEMBANGUNAN INFRASTRUKTUR &
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SIP AND CHILL

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ABSTRACT

The concept for this project was inspired by this new era of social media such as Pinterest, Instagram, Facebook, and TikTok. But, what makes this project different from the other social media companies is that this app is focused mainly on gastronomy and culinary as well as on marketing and community-making purposes. This app features almost all functions just like other social media such as pictures and video posting, chat messeges and sharing features but what makes it special is that users can create its communities that shares the same passion and interests that related with food and beverages. Sip and Chill also have a features that users can explore so many kinds of culinary hype and scenes such as new restaurant in town, food festivals, best cafes, and what's special around the city and many more.

INTRODUCTION

Sip and Chill is an application that connects foodies and cafe hoppers to explore new and trendy cafes and restaurants in the city where the users lived. this app also provides information about the latest news on the food scene all over Malaysia and helps to connect with other users to make up a community where they can meet hang out and chill together. this app also helps to support local businesses and start-ups by promoting their brands. Every week, lucky users will be rewarded with vouchers or discounts for every points that they collect during their visit to any cafes or restaurants featured in our app. this app also has a future to share pictures, videos, blog, articles, and community chat that related about food cultures

METHODOLOGY

The way we create this app are by using the application maker platform such as Adalo and we will cooperate with other food vendors, photographers, video makers and food bloggers to help us finding and promoting the best culinary cultures and scene all around Malaysia. Every users are required to register their account for the app and they're allowed to add their profile pictures or an avatar. This app can be downloaded from Playstore or app store and each users can communicate with each other to make friends and share their passion and knowledge about the trendy and new food culture in the city that they lived or anywhere in Malaysia. The users also can upload and share their images, videos, postings and blogs that related. for restaurant owners, they can register as a business owner option and they can promote and introduce their restaurant to the society. they can show what's special about their restaurant that people have to visit.

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RESULTS

since Malaysia is one of the top destinations for its gastronomy tourism, this app helps to boost the culinary scene in this country by introducing so much exciting information and news that people need to know about the culinary hype of Malaysia. it also helps to support local entrepreneurs by promoting their businesses and startups as well as generating income for any writers, photographers, and video makers to show their masterpiece through this app and share it with the community. Through Sip and Chill app, will help to make Malaysia's gastronomy scene on the map and can compete with other neighboring countries that have been the gastronomy powerhouse such as Thailand, Vietnam, and Indonesia.

CONCLUSION

The establishment of this application can help startups or local restaurant operators to grow quickly and get a response from the community. Besides the use, it is clear that this app will help the community to get to know or try new foods and create helping the community to taste and know the new and traditional culinary trends.

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