

Improve The Experience of Tourists Ordering Food From Restaurants In Non-native Language Countries

Supervisor: Yuan Yin

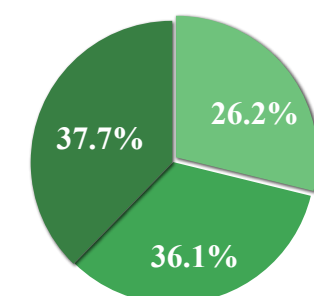
Author: HongJiang Zhu 33739651

Abstract

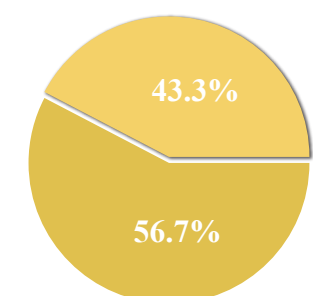
Travelling is one of the most important ways to learn about the world and one of the most accepted by the general public. However, it highlights a common challenge faced by travelers: the language barrier, particularly when trying to explore local cuisines. A survey revealed that over 90% of respondents feel anxious about dining in unfamiliar countries due to language barriers and unfamiliar menus. This issue is more pronounced for non-English speakers, hindering effective communication with locals and understanding of menus. Some travelers use translation tools to bridge this gap, but these methods are often time-consuming and less convenient. This can lead to ordering difficulties and less enjoyable dining experiences.

Testing & Evaluation

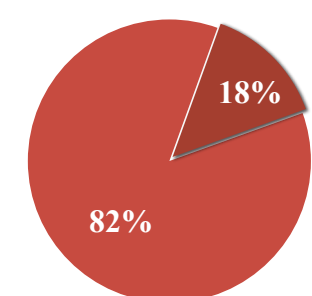
- Feasibility testing
- Questionnaire



Comments of unreality



Communication Misunderstandings and Barriers



Incomplete menu

Background

English, as an international language, is convenient for native English speakers, but unfriendly to some non-native English speakers and people with social barriers. The language barrier becomes a major issue when ordering food in overseas restaurants, and using translation software is not convenient enough and can be awkward and inconvenient, especially difficult for people with social barriers. Some restaurants also lack photos of dishes and information about ingredients, causing problems for allergy sufferers.

To solve these problems, I plan to develop an app that removes language and social barriers, provides a more friendly and inclusive ordering experience, and allows you to create your own online personalised menus to cater for customers with different needs.

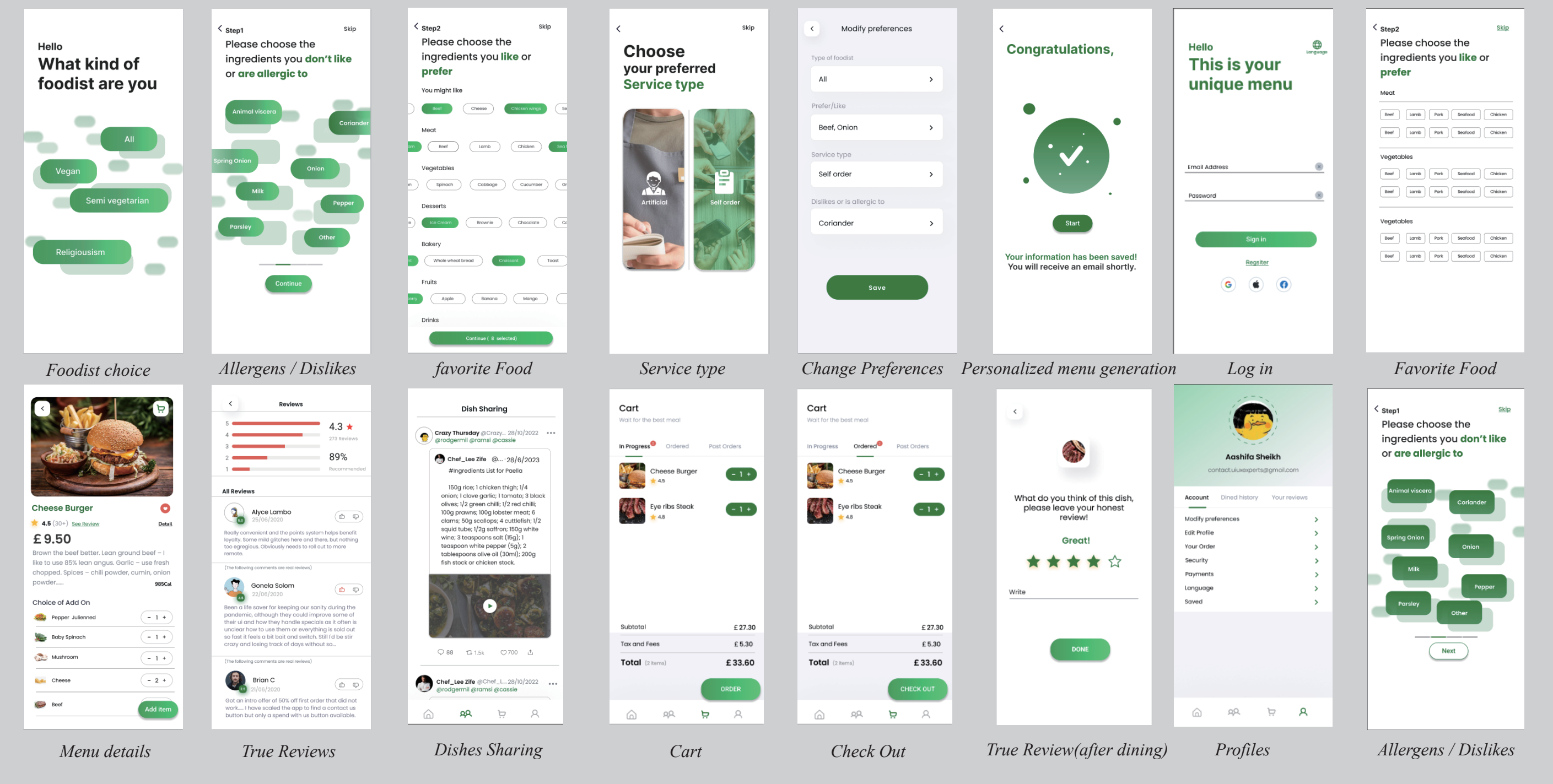
Study Methodology

The main methodology adopted in this project is a mixed methods approach using a questionnaire for quantitative research. 50 samples were collected as the main source of data for this project by finding people with different dietary habits to answer different questions in the questionnaire. In order to ensure that the sample selected is representative and true to the target population of the study, it is important to ensure that the questions are expressed clearly and concisely, avoiding the use of ambiguous or double negative wording. I will use appropriate types of scales and collate and analyse the data collected in a consistent manner. Consider people with different dietary habits and ensure that the questions in the questionnaire accurately capture their characteristics and views, and then interview these people separately.

Research Results

- Language barriers affecting communication and ordering: Because of language differences, travellers have difficulty communicating effectively with waiters and ordering food in restaurants, which undermines their ability to truly experience local cuisine.
- Limited knowledge of restaurants and cuisine: Lack of information and menu explanations about local restaurants and cuisine makes it difficult for travellers to identify and try unfamiliar dishes.
- Anxiety about entering unfamiliar restaurants: Travellers may feel uneasy about choosing to enter restaurants frequented by locals, which may cause them to miss out on the opportunity to experience the local culture and cuisine.
- Concerns about forbidden ingredients: Travellers may worry about accidentally consuming ingredients that are not in line with local culture or personal beliefs, which may prevent them from trying local dishes.
- Limitations of travel apps: Although travel apps can share travel tips and information about local restaurants, the lack of uniform ordering functionality and authenticity of reviews prevents these apps from providing reliable information that can effectively enhance the dining experience of international travellers.

Design & Outputs



Conclusions & Future Work

In summary, the study identified the limitations of traditional translation aids such as phrasebooks and language guides, revealing their inadequacy in capturing the nuances of the culinary experience. In their wake, the emergence of translation apps and tools offers hope, but their effectiveness remains a delicate topic. By evaluating various platforms and gaining insight into user feedback, we recognise the importance of accuracy, usability and user satisfaction.