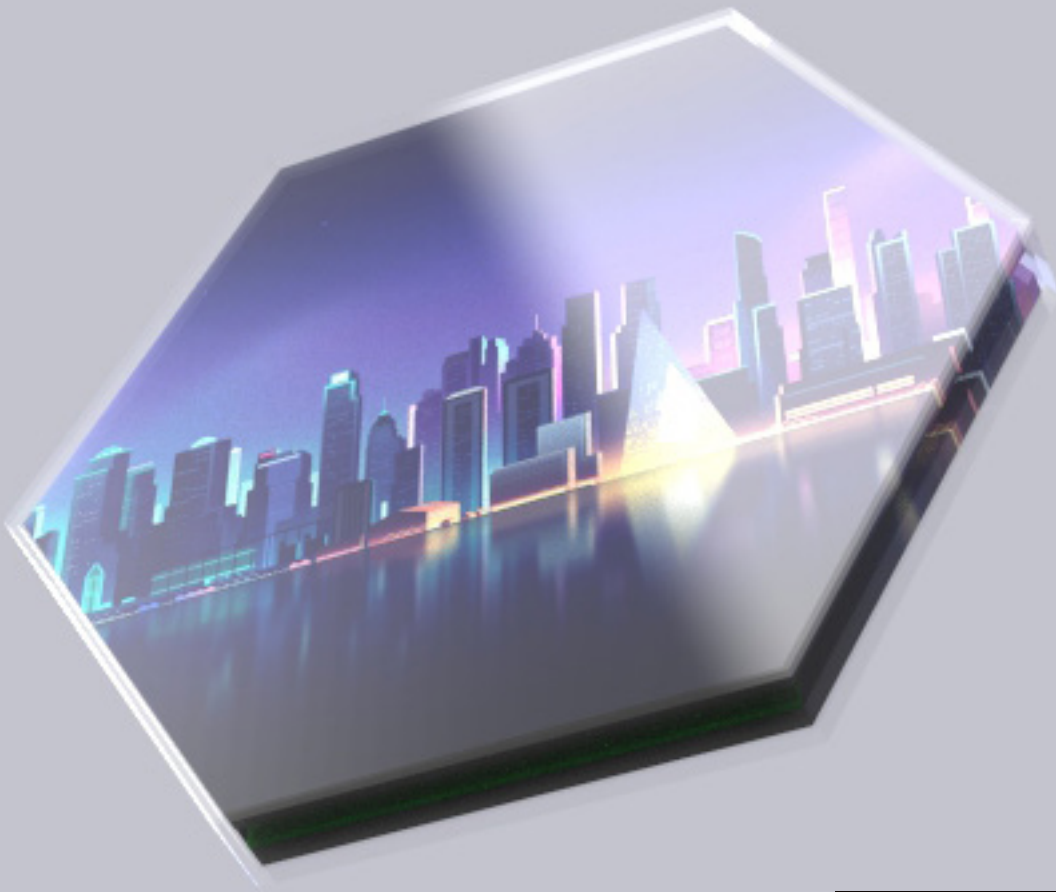


# locohub



# CONTENTS

## 4 Research

6 Survey

8 Autoethnography

## 10 Develop

11 Ideation

12 Initial concept

## 14 Final

16 Inspiration

18 Sketch

20 Storyboard

22 Final

24 Branding

26 User Interface

# RESEARCH



# MUKBANG

Initial research was on the mukbang culture. What is mukbang? It is a recent trend where entails people broadcasting themselves eating (usually a large amount of food) while interacting with their audience. It first started in South Korea, with people live broadcasting themselves. The name "mukbang" is a combination of two South Korean words, "mukja" (let's eat) and "bang song" (broadcast.

There's has been multiple concerns for both the mukbangers and the viewers over the years. Yet, there is still a very wide market for this trend. Why is that? Because mukbangs provide different types of comfort to their viewers in a way that other videos cannot provide. Here are reasons why people watch mukbang videos:



Source: <https://www.menshealth.com/health/a25892411/youtube-mukbang-stars-binge-eat/>

- Loneliness  
When one doesn't want to eat by themselves, they may watch mukbang videos for virtual company
- Entertainment  
Viewers may obtain pleasure from different sensation stimulus such as cooking and eating sounds
- Sexual use  
Donnar (2017.) stated that mukbang had a sexual aspect as it facilitates a sexualised gaze towards attractive mukbangers whilst in a vulnerable state (i.e. eating)
- Escapism  
A way of accessing foods that they cannot access or have

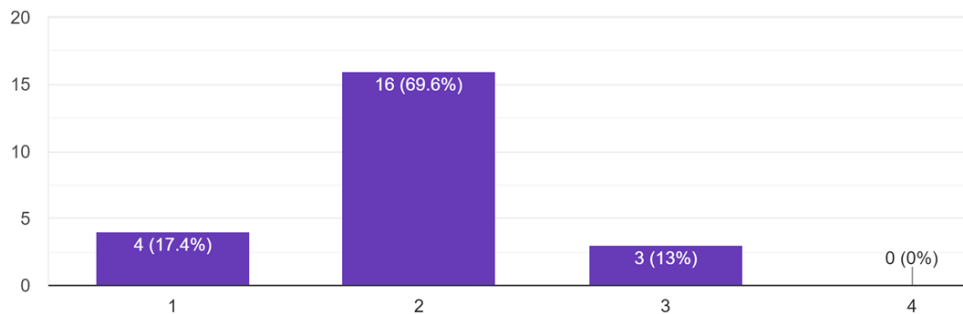
# Survey

Participant size: 23 Mukbang viewers: 14 No. questions: 13

All questions were asked on a linear scale of 1 (never) to 4 (always)

I lack companionship

23 responses

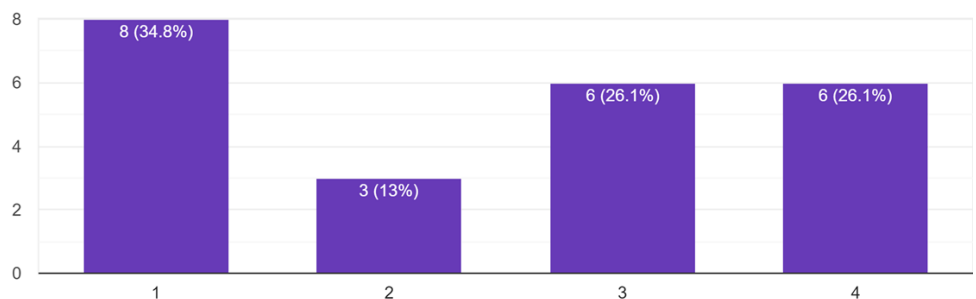


13% (3 out of 23) of the participants selected 3 on the scale, 66.67% (2 out of 3) were mukbang viewers

65.22% of the participants experience food guilt to some degree, 80% are mukbang viewers. 12 participants chose either 3 or 4 on the scale, 10 were mukbang viewers

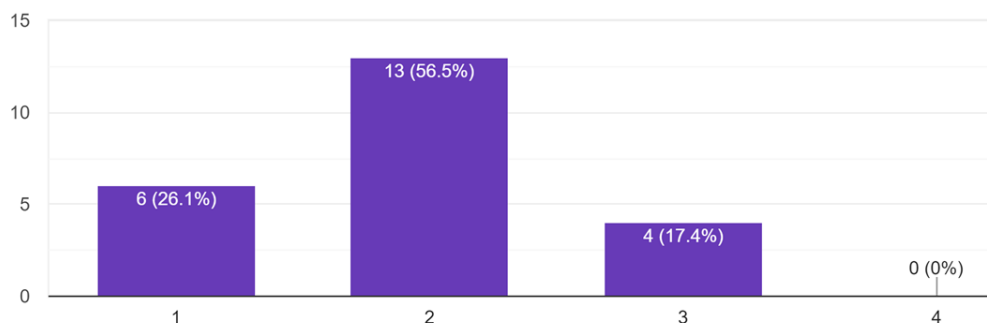
I'm troubled with food guilt

23 responses



I am unhappy doing things alone

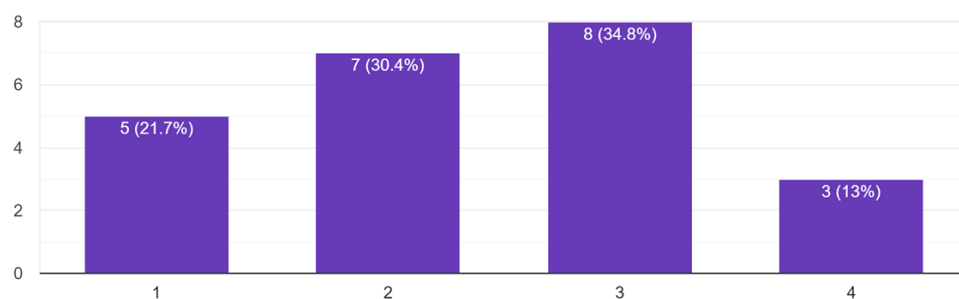
23 responses



17.4% (4 out of 23) of the participants selected 3 on the scale, with only 1 participant being a mukbang viewer

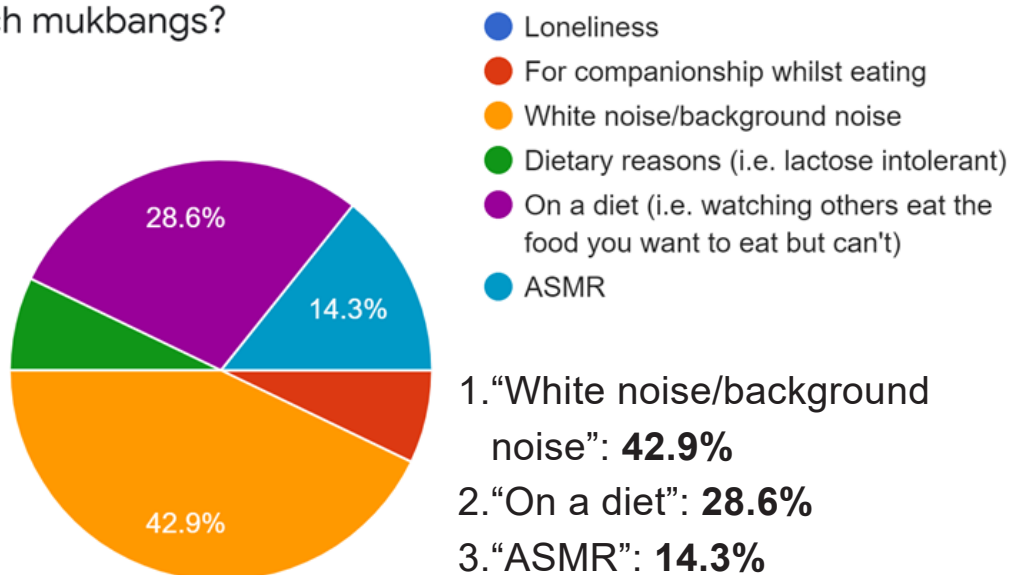
78.26% of the participants engage in dieting behaviour in some degree, 72.22% are mukbang viewers. 11 participants chose either 3 or 4 on the scale, 7 were mukbang viewers

I engage in dieting behaviour  
23 responses



Why do you watch mukbangs?

14 responses



## Conclusion:

- Indicates a possible correlation between one's relationship with food and watching mukbang
- No indication that loneliness affected one's mukbang watching
- 80% of the participants struggling with food guilt were mukbang watchers, with a majority of them choosing a higher number on the scale
- 72.22% of the participants engaging in diet behaviour were mukbang watchers, majority of them choosing a higher number on the scale
- In other questions, it indicates most mukbang watchers are conscious of the caloric contents in food as well as avoiding to eat when hungry

# SURVEY

# Autoethnography

An autoethnography of a 5-day journal entry, and a table with ratings for before and after watching a mukbang video was conducted to better understand it's effects on viewers.

## JOURNAL



6.8.21

*"However, I did notice a difference between a Korean mukbanger and an American mukbanger such as Bendeen. Bonggil would mostly eat and only have occasional comments about the food, whereas, Bendeen consistently commented on the food and describing it. I think I feel less lonely after watching Bendeen's videos because of his commentaries"*

7.8.21

*"I did start questioning myself a little and I felt a change in my mindset. I caught myself compariung the amount I was capable of eating and comparing our body sizes"*

8.8.21

*"I'm still watching the video, but I found myself thinking why couldn't I just continue eating as much as them without gaining weight and without having to care about how my body looks. There were some points where he either found the food too sweet or too cold, yet he would still push himself to eat it just to satisfy the viewers"*

# TABLE

Before:

Date	4.8.21	5.8.21	6.8.21	7.8.21	8.8.21
Hunger level	2	0	0	0	0
Food craving level	0	0	1	2	2
Food guilt level	0	1	0	1	0.5
Loneliness level	2	1	0	1	0
ASMR craving level	1	0	0	2	1

After:

Date	4.8.21	5.8.21	6.8.21	7.8.21	8.8.21
Hunger level	3	2	1	0.5	0.5
Food craving level	5	3	4	2	2.5
Food guilt level	0	0	0	5	2
Loneliness level	1	1	0	0	0
ASMR satisfaction	8	5	8	2	1

- \* all experiments were conducted at 9pm after dinner for consistency
- \* all scores are rated out of 10, 10 being the highest and 0 being the lowest

## Conclusion:

- Observed different between East and West mukbangs
- Cravings for food after watching mukbangs even though I was full prior
- Towards the end of the experiment, I started questioning my ability to eat and how I would love to eat as much as them yet stay slim
- when watching a female mukbanger, I started comparing my eating compacity and body to hers
- In conclusion, for people who are more suceptible to society's standards and may not have a healthy relationship with food, it could slowly cause damage by twisting their view on food and health

# AUTOETHNOGRAPHY

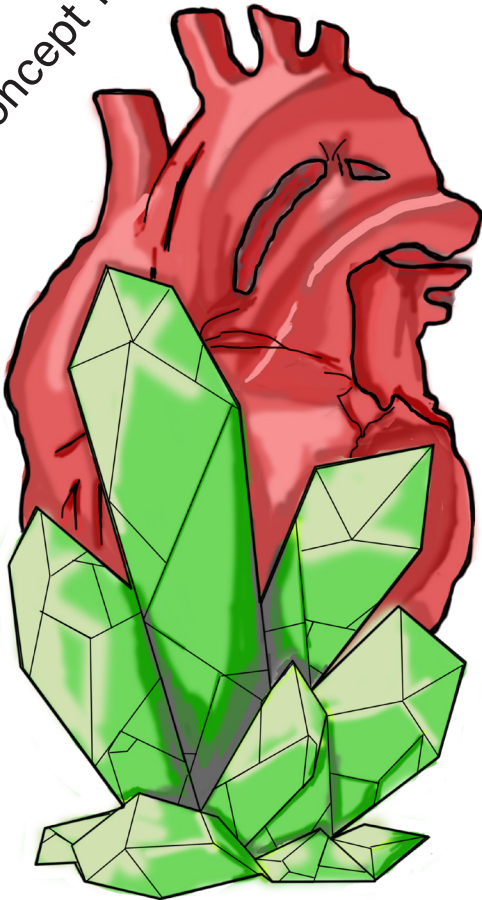
# DEVELOP



# IDEATION

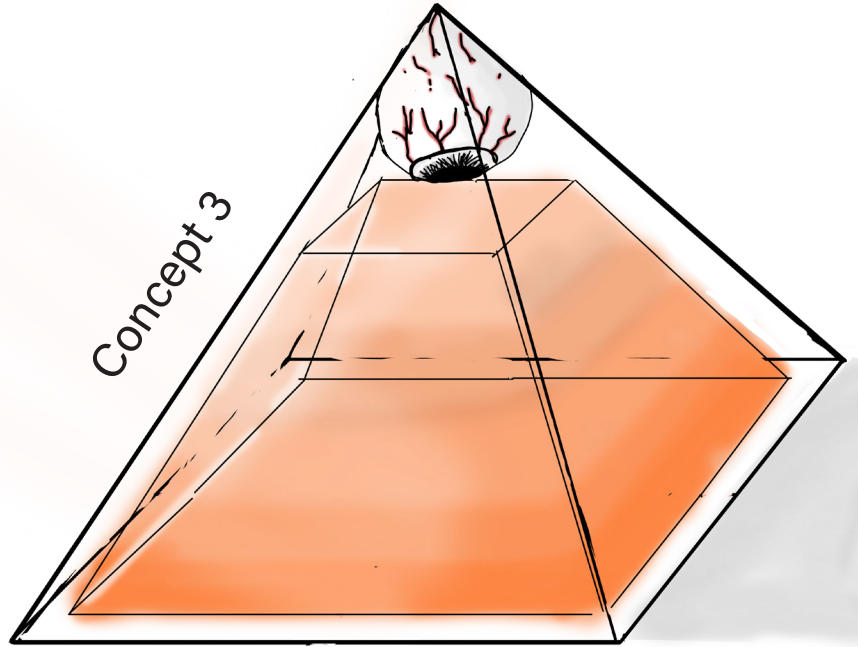
Pages of sketches were created during this process to finalise 3 initial concepts

Concept 1



Inspired by the research insights of multiple mukbangers admitting having health issues with filming mukbangs but still insisting on continuing due to the income they earn. Colour scheme of a dollar note to represent money.

Concept 3



Inspired by the research insight of viewers watching mukbang to eat vicariously

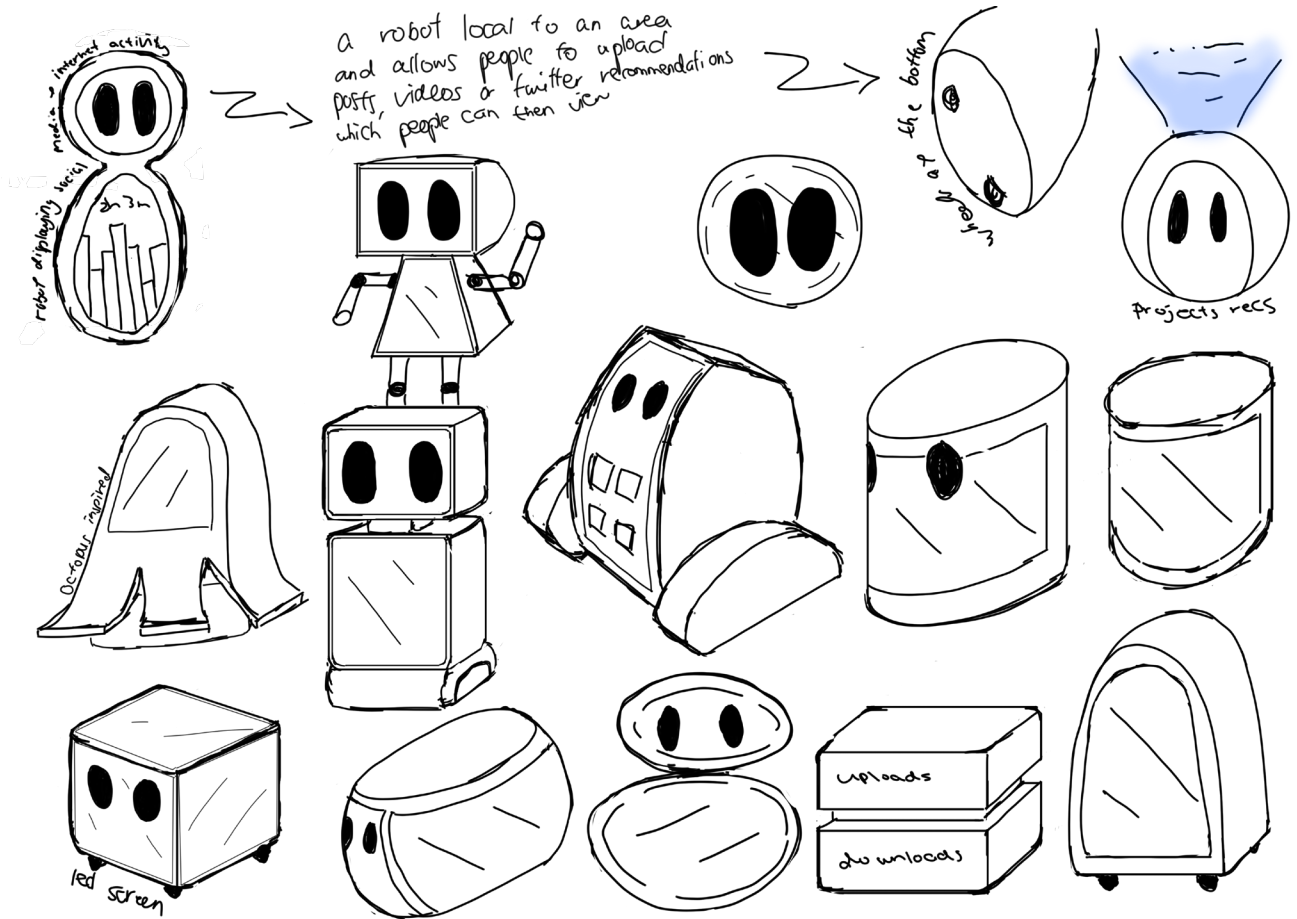
Concept 2



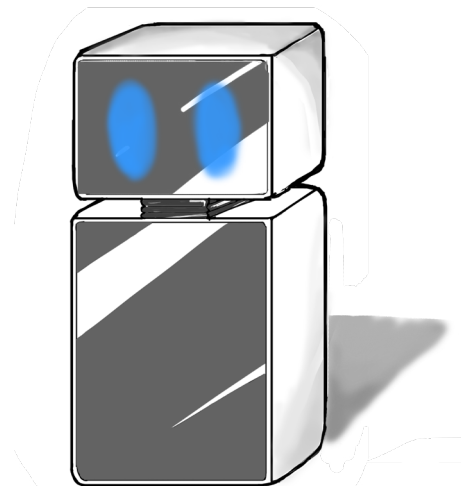
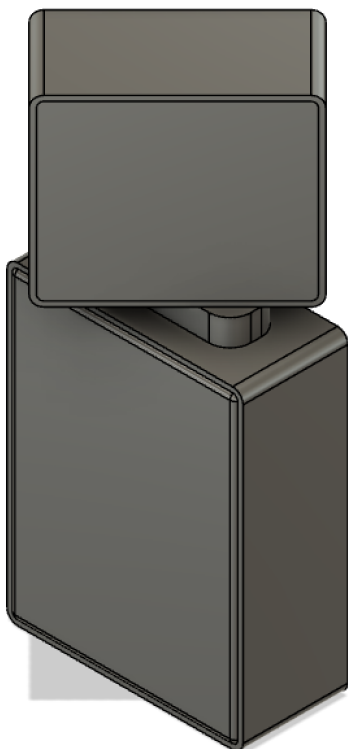
Inspired by the research insight that many mukbang viewers watch mukbang for companionship whilst eating alone, as well as inspired by the origins of mukbang

# INITIAL CONCEPT

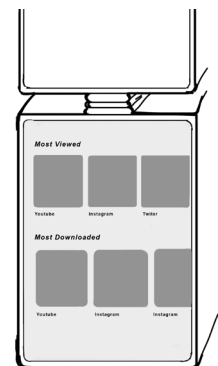
Refinement sketches of an idea from refining concept 3



Final



Front view



A robot that will move around a local area (i.e. a shopping center), allowing users to share posts from the internet onto the display screen. Inspired by the research insights of people watching mukbang videos due to loneliness



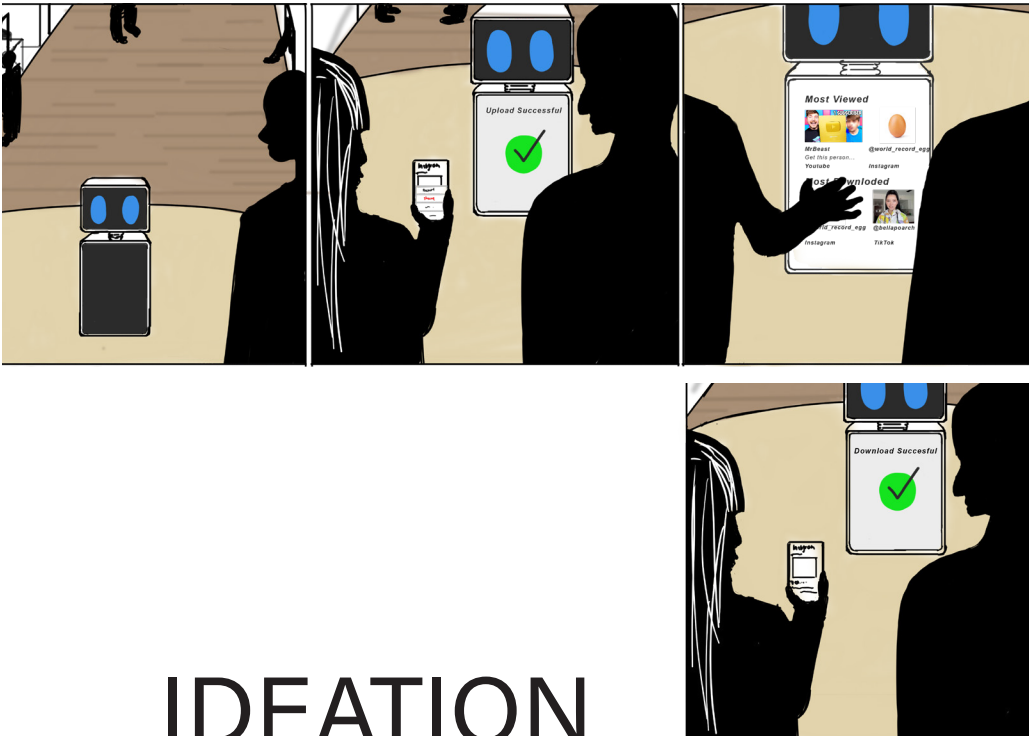
# MOCK UP



1:1 ratio

My height is 175cm, the robot is 100cm

# STORYBOARD



# IDEATION

FINA

LOCC

# L. D HUB

# Inspiration



street sign by the road

perhaps a small device by the street sign that will ask for consent to change their Instagram explore page



lamp post on a street

a small device attached to the lamp post that will ask for consent to change the users Instagram explore page



## park bench

A device that allows users who are sitting on the bench or near the bench to share posts and chat to each other without exposing their details (i.e. phone number, social media handles etc..) This way, users are not forced to talk to each other, whilst still allowing them to communicate



## park playground

Similar to the other devices but located in a playground



## shopping center entrance

An LED touch screen attached to either the wall, window or door with the same functions as the robot. As well as a secondary function of it changing user's Instagram explore page

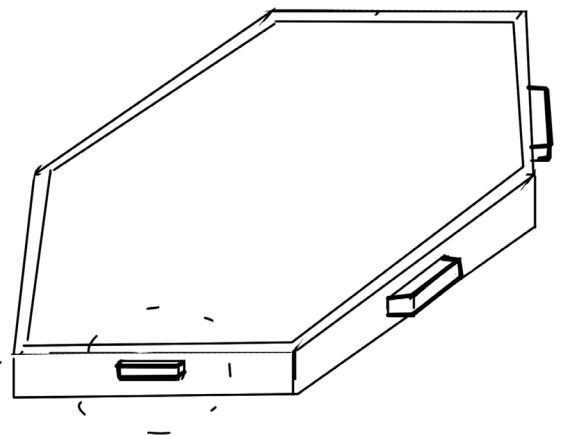
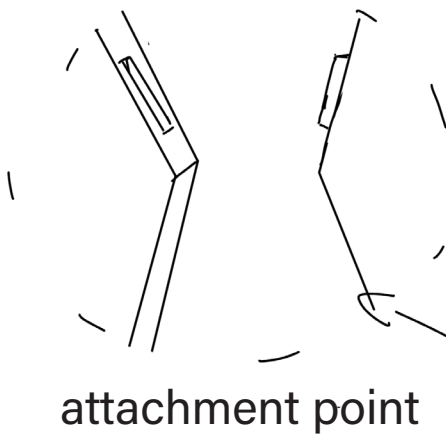
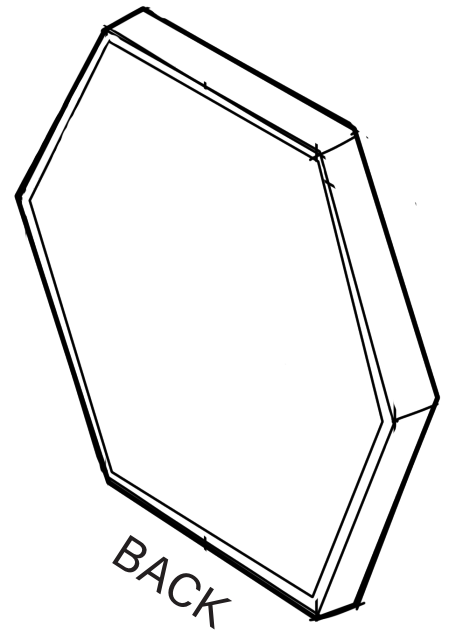


# INSPIRATION

\_\_\_\_\_



Final

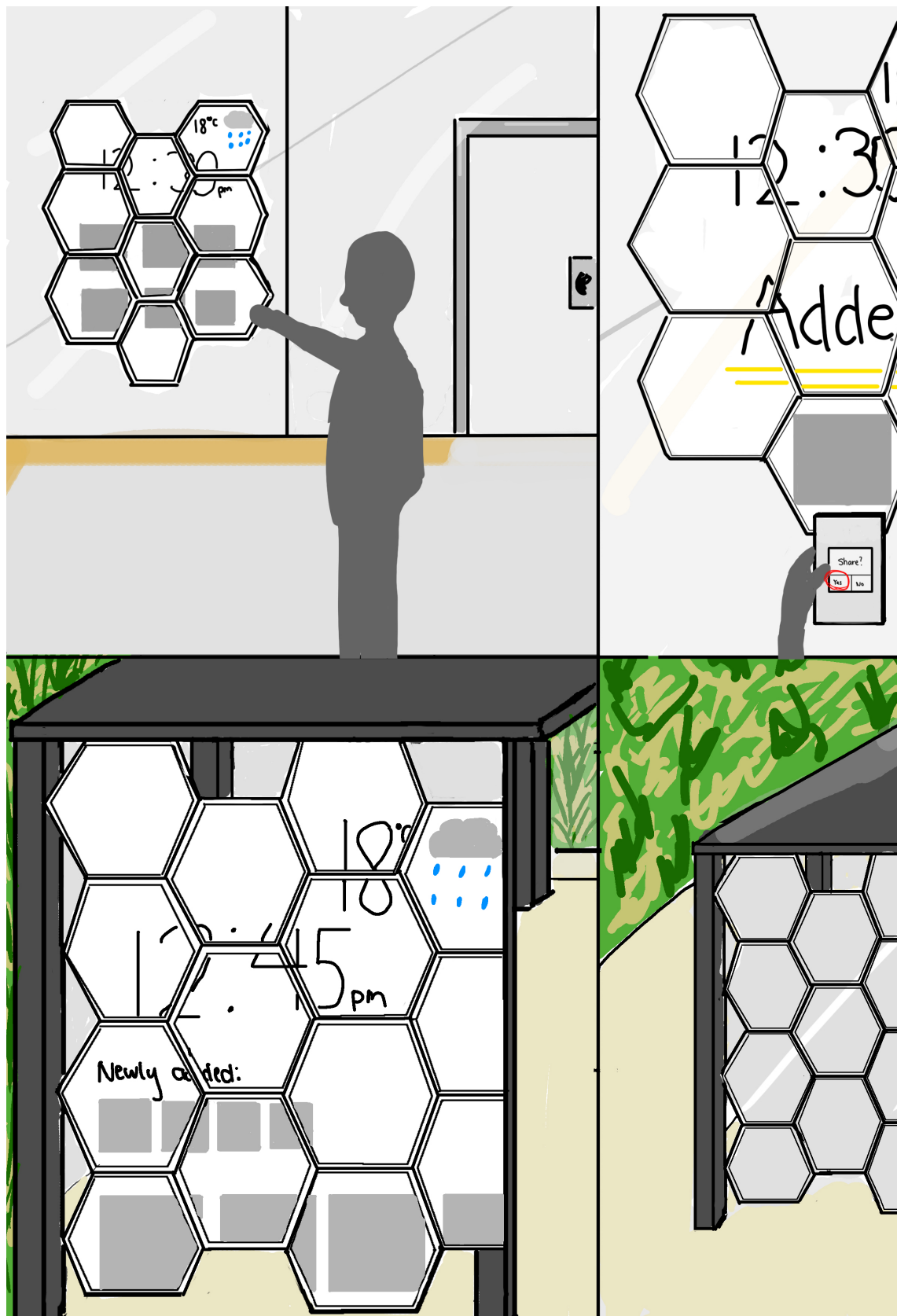


INSPIRATION

# Storyboard

1. User scrolling through home screen

2. User upload



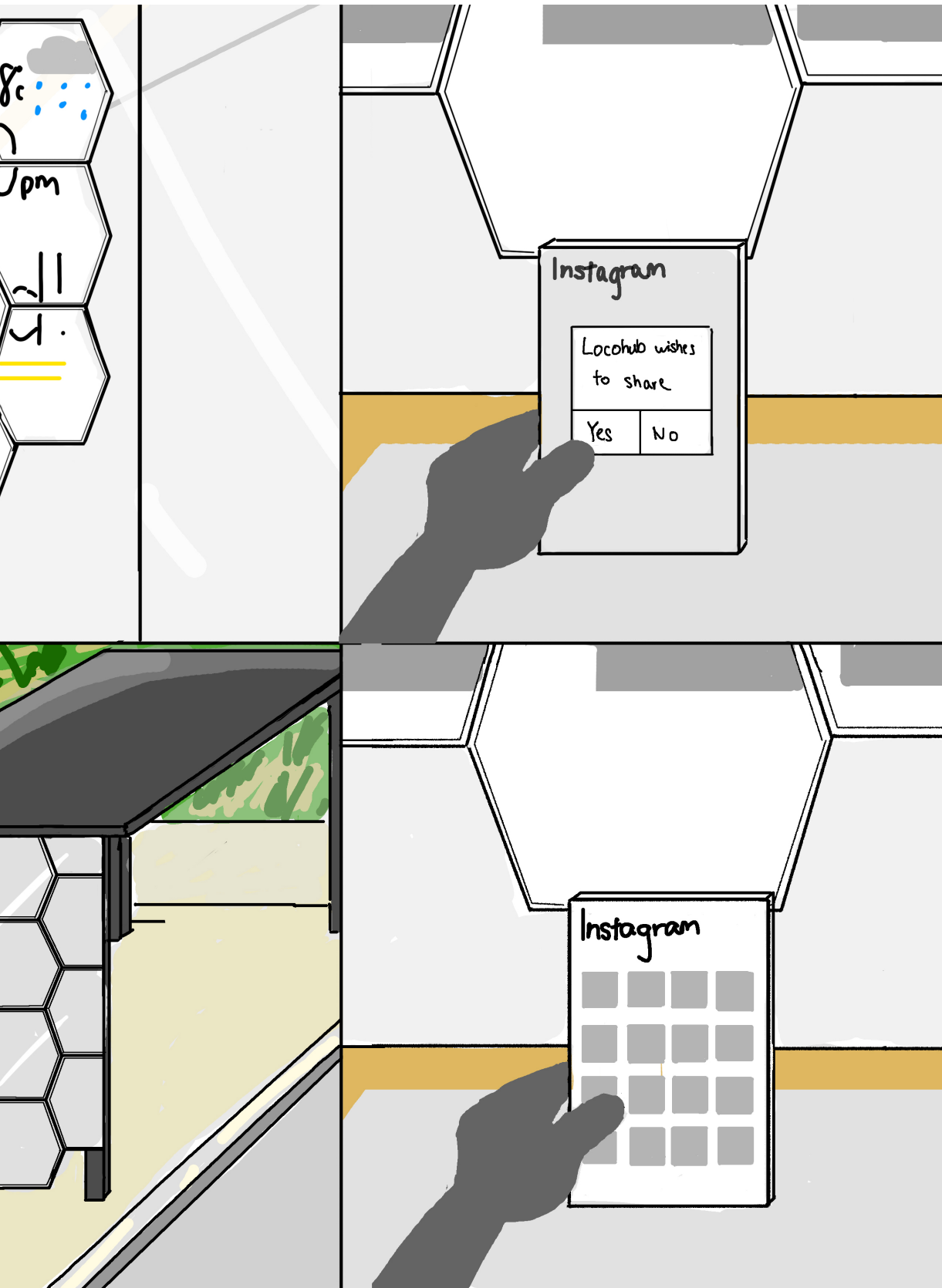
6. Shows the newly added posts for passerbys

5. The display screen in the bu



ds a post

3. Product asks for permission to change explore page



is stop recieves newly added post

4. Consent is given, explore page is changed

# INSPIRATION

# Final

*A touch screen embedded into a hexagonal glass, allowing it to form different shapes and be placed in different environments. The product will allow people within that area to share videos, posts and news. There will also be a digital message board, allowing people to post messages. The secondary function allows it to change a person's Instagram explore page to another person's explore page. It will also allow them to chat with the other person if they wish to do so.*

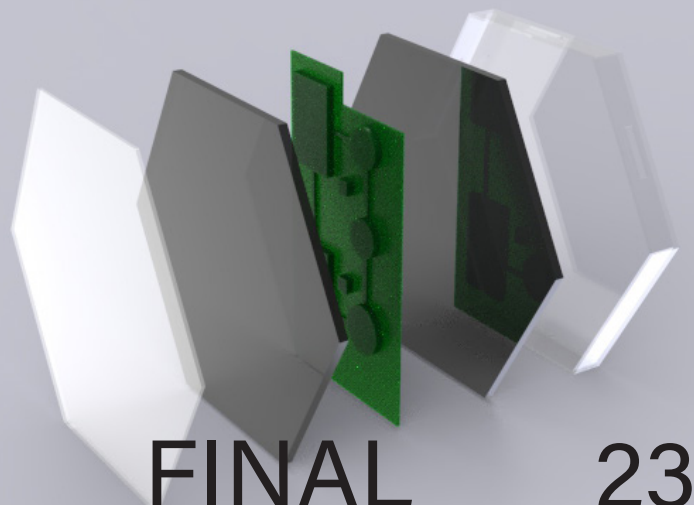
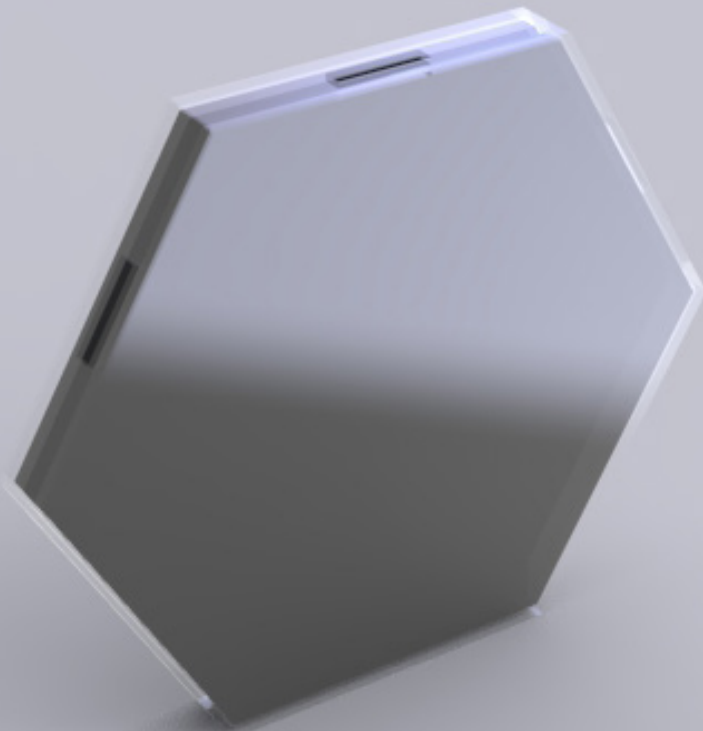
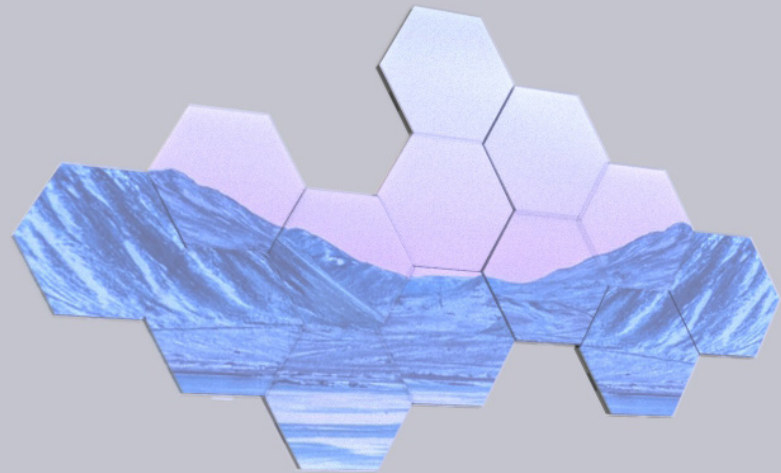
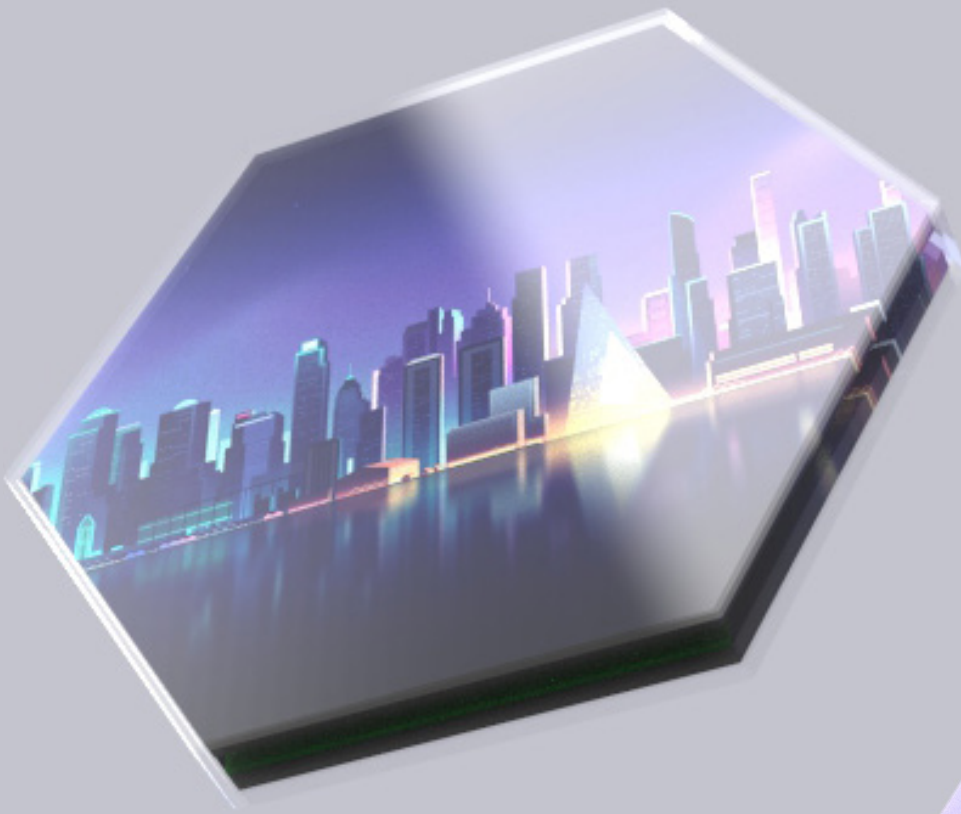
## **Functions list:**

### **Main function**

- Allow user's to posts messages on the message board
- Allow user's to upload posts and news articles that they find interesting
- Allow user's to download the posts and news articles uploaded onto the product

### **Secondary function:**

- Allow user's for consent as to whether they accept having their Instagram explore page copied and changed when they pass by the product
- Ask user's for consent when another user would like to chat. For example, when they find the posts on the explore page interesting or suitable to their personal taste



FINAL

23

# Branding

*The name, "locohub", is a mix of the words "local community" and "hub". Which also represents the purpose of the product, to create unity in a local community.*

## **Colour scheme**

- Black
  - Sophistication
  - Class
- 2 shades of blue
  - Loyalty
  - Trust
  - Integrity
- White
  - Peace
  - Purity
  - Unity

## **Typeface:**

- Segoe UI (Sans Serif)
  - Casualness
  - Informalness
  - Friendliness
  - Approachable
  - Youthful



Typeface



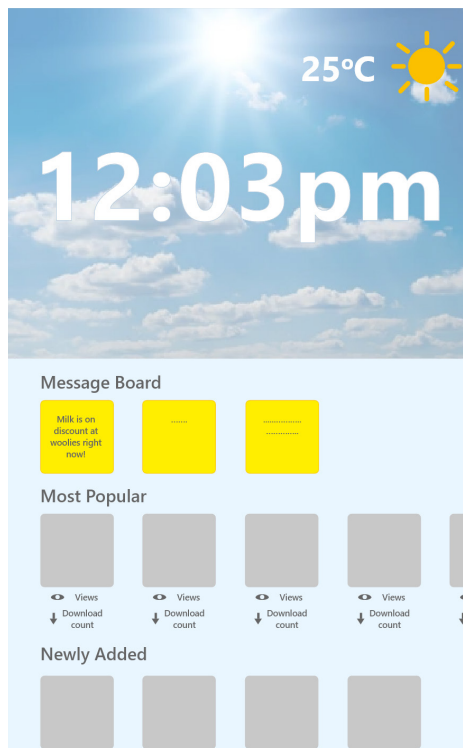
# User Interface

*Example of the interface on the product*

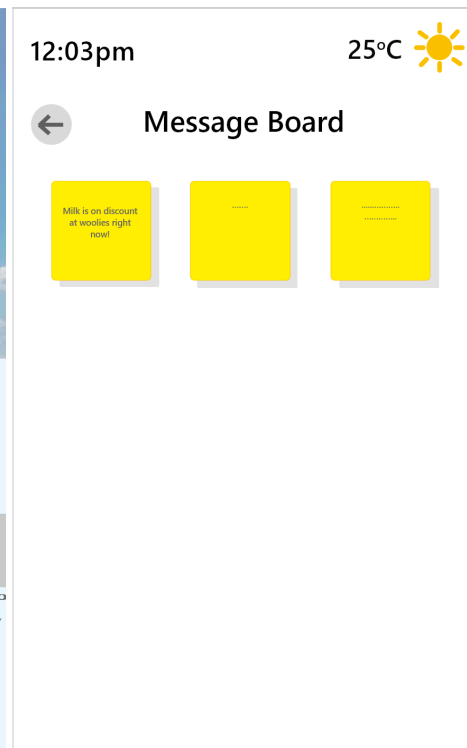
They would first access the home page, which they can then select to enter "message board", "most popular" and "newly added". The "message board" posts would imitate sticky notes for a touch of familiarity. For the "most popular" and "newly added" pages, they will include the view and download count as well as the time it has been uploaded.

# PRODUCT WIREFRAME

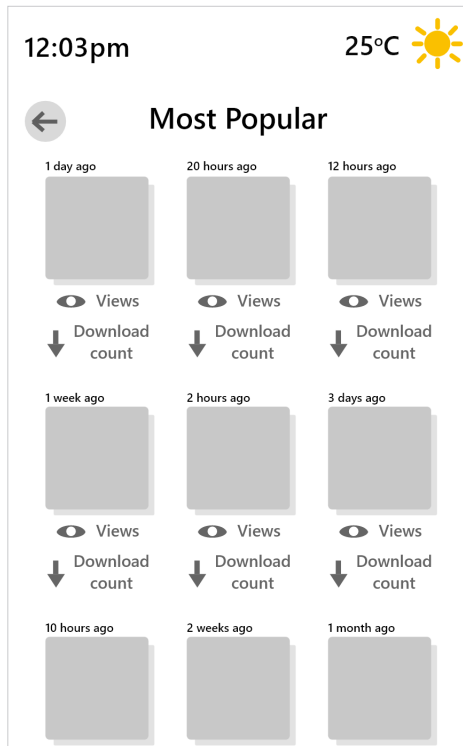
Home pg.



Message Board pg.



Most Popular pg.



Newly Added pg.



# User Interface

*Example of the interface on an iPhone*

User can choose to share a post through AirDrop as well as receive a post through AirDrop. A pop-up screen will appear for the user to accept the chosen post. Another pop-up screen will appear when locohub asks for consent to change the explore page as well as when another user asks to chat.

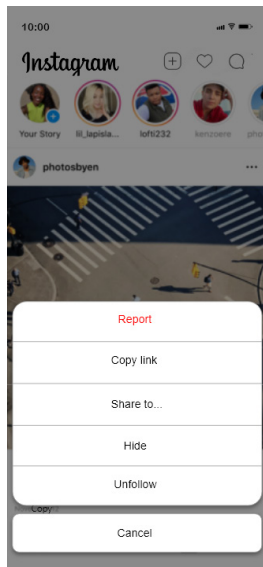


# PHONE WIREFRAME

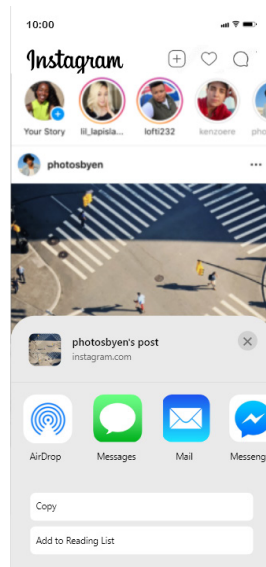
Home pg.



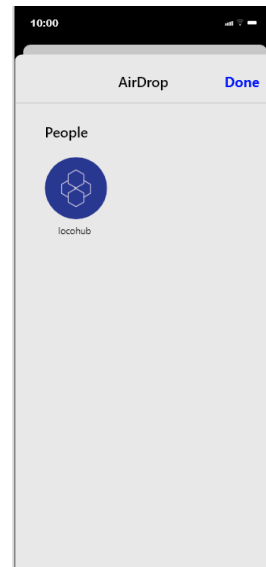
Share pg.



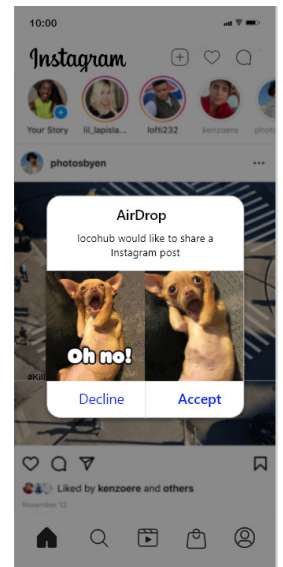
Share pg.2



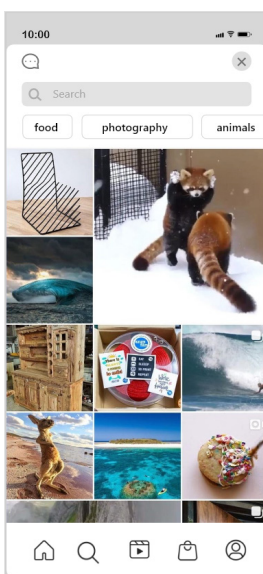
AirDrop pg.



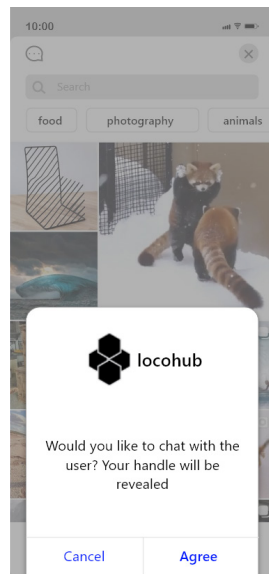
AirDrop receive pg.



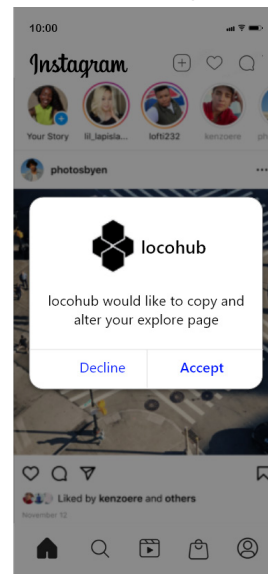
Explore pg.



Explore chat pg.



Consent to change



Consent to chat

