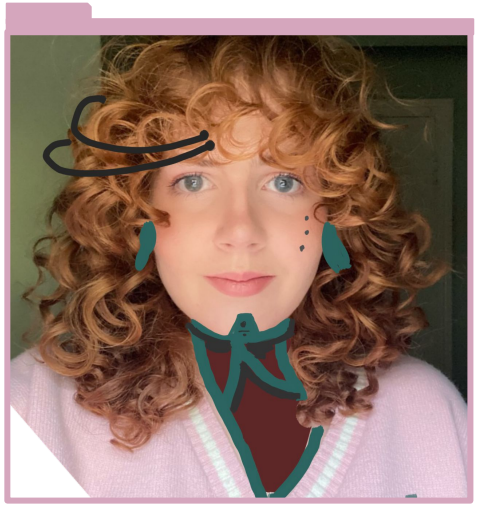
GENZOYA NOODLES

Excited to taste a new menu at Genzoya Noodles, guests are lured into a magnificent mushroom infested biopunk noodle bar where they are forced to ask: is the food all that it says on the tin?

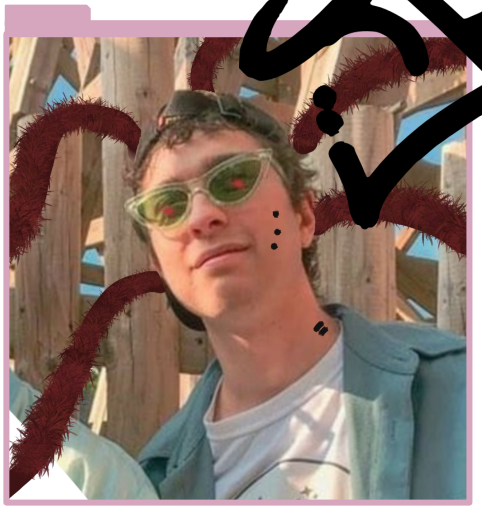
TEAM MEMBERS



BECCA ASHWORTH

English and Creative Writing
University of Warwick/University of British Columbia

Favourite Sci-Fi world - Wayfarers Series

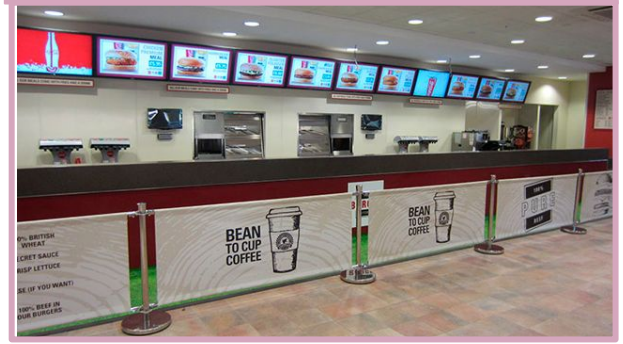


LARS VAN DE CROMMERT

Architecture
Oxford School of Architecture

Favourite Sci-Fi World - Blade Runner

WHY HAVE WE MADE THIS?



Why counter service?
Unique approach to a narrative dining experience
Different stages of dining lend themselves to linearity of gaming narrative
Price accessibility
Large numbers served

Why Biopunk?
Opportunity for ecological commentary and sustainability action
Potential to comment upon the scientific interaction with food networks and bodily autonomy

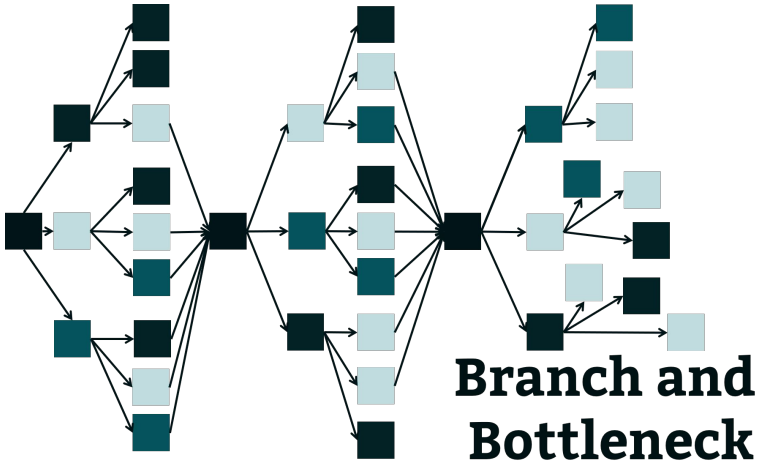
Why exploration gamification?
Further engagement rewarded
Guest autonomy
Potential for replayability

Who is our audience?
Older families with teen and young adult children, or independent teens and young adults

_ENTRANCE

INTRO TO STORY

As previously mentioned, the counter service dining experience lends itself to a linear narrative, broken up into stages. This forms what is known as a branch and bottleneck storyline. Each stage leads off into several independent options, before regrouping at each of these predetermined stages: **entrance and ordering, seating and eating, disposal and exit.**



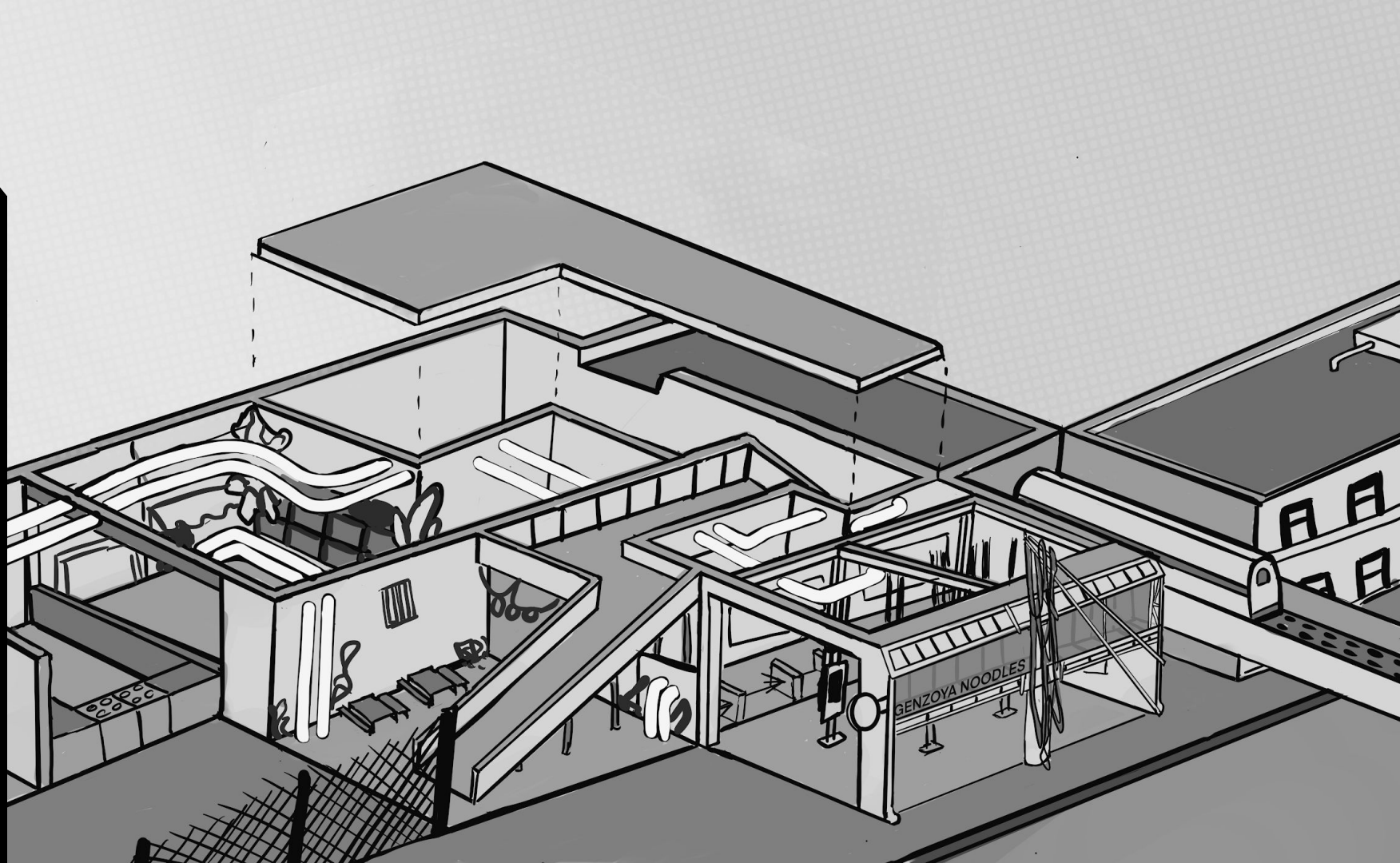
THE CHARACTERS

Professor Maddox

Maggie

Collective Members

EXPLORATION



ORDERING

Maggie is an AI doomed to serve the customers of ... until the world ends, and she's not too happy about it.

Customers select order items from the menu by touch, while Maggie prompts them to hurry up

As they check out, a buzzer is dispensed and Maggie gives the customers some insight into what is going on at ...

Oh another one... May I take your order?

Hmmm... Ah, they're all good options, maybe...

I may have all the time left in the world, but I really don't want to spend it listening to you debating the merits of udon vs. soba

According to Omnico, 78% of visitors will walk away from a food and drink purchase due to queues, but if guests are able to order ahead it can boost average order value by 160%.

FOOD

Each bowl comes with: Edamame beans, Radishes, Wok fried chinese leaf, Cucumber, Pickles, Fresh herbs and Chilli.

STEP 1

PROTEIN

Tofu – VG, GF	**12.99**
Chicken – GF	**12.99**
Fried Chicken	**13.99**
Prawns – GF	**14.99**
Beef – GF	**14.99**

EXTRAS:

Extra Protein -	**3.99**
Shiitake Mushrooms - VG, GF	**2.99**
Oyster Mushrooms - VG, GF	**2.99**

STEP 2

BASE

Udon - VG
Egg noodles
White Rice – VG, GF
Romaine and Kale - VG, GF

STEP 3

SAUCE

Satay – VG, GF
Teriyaki – VG
Sweet Chilli – VG, GF
Thai Green Curry – VG, GF
Szechuan Sauce – VG
Sweet and Sour – VG, GF

FOOD

Extra items you can buy before or during the experience.

1 VEGGIE SUMMER ROLLS

2 BREADED MUSHROOMS

3 SOYLENT: BOBA MILKSHAKE

4 VENDING MACHINE: BUGS

5 VENDING MACHINE: DRINKS

6 VENDING MACHINE: SQUID CHIPS

BUZZER & INTERACTIVES

Docking Station

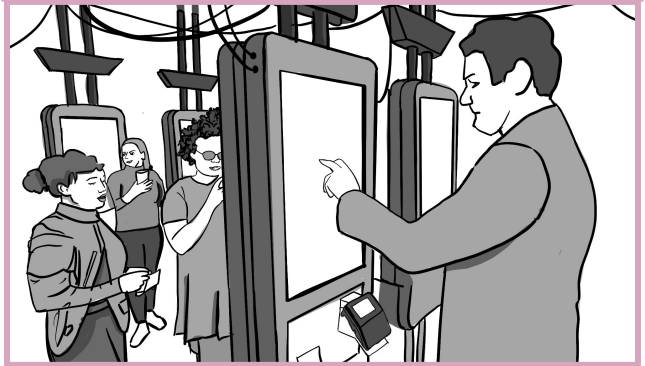
When you order you get assigned a table number this is to help throughput but also encourages that discovery. Each table has a napkin holder with soy sauce and salt & pepper. You can dock your buzzer here which connects your device to the leaderboard.

Buzzer

After you've made your order you receive your buzzer. This has a dual function to alert you to when your food is ready as well as a way of unlocking the space and interactives around you in the experience.

BUZZER & INTERACTIVES

1



Make your order and receive your first adventure

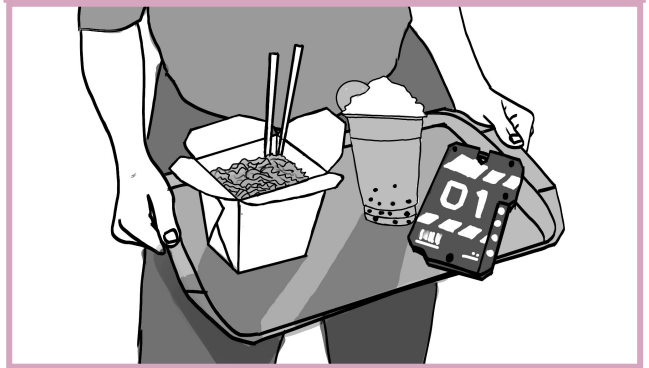
2

Grab your device

3

Explore and activate the world

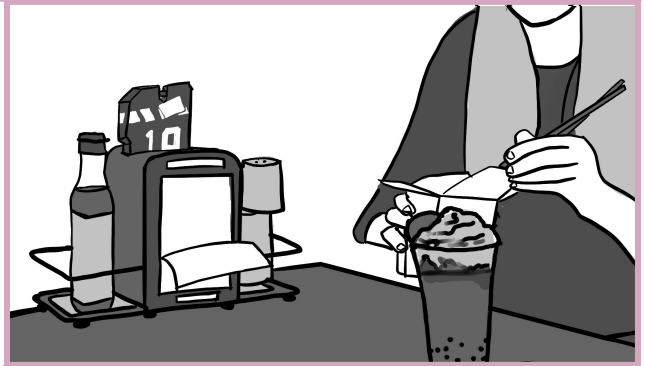
4



Collect your food

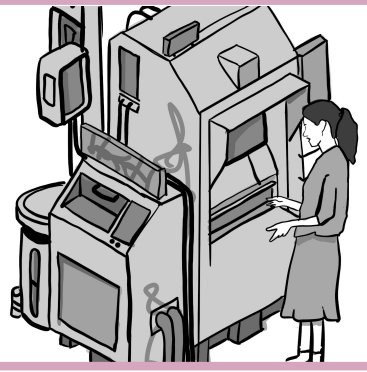
BUZZER & INTERACTIVES

5



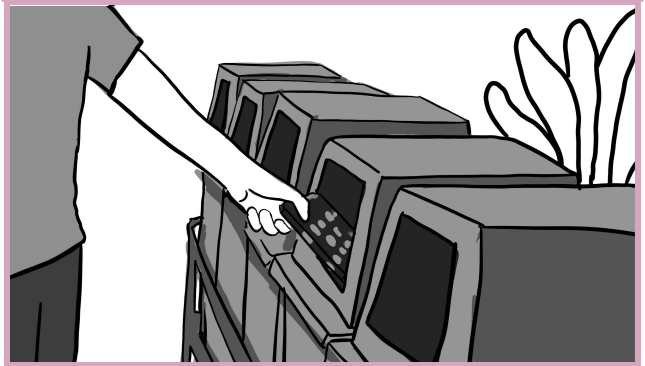
Find your table and dock your device

6



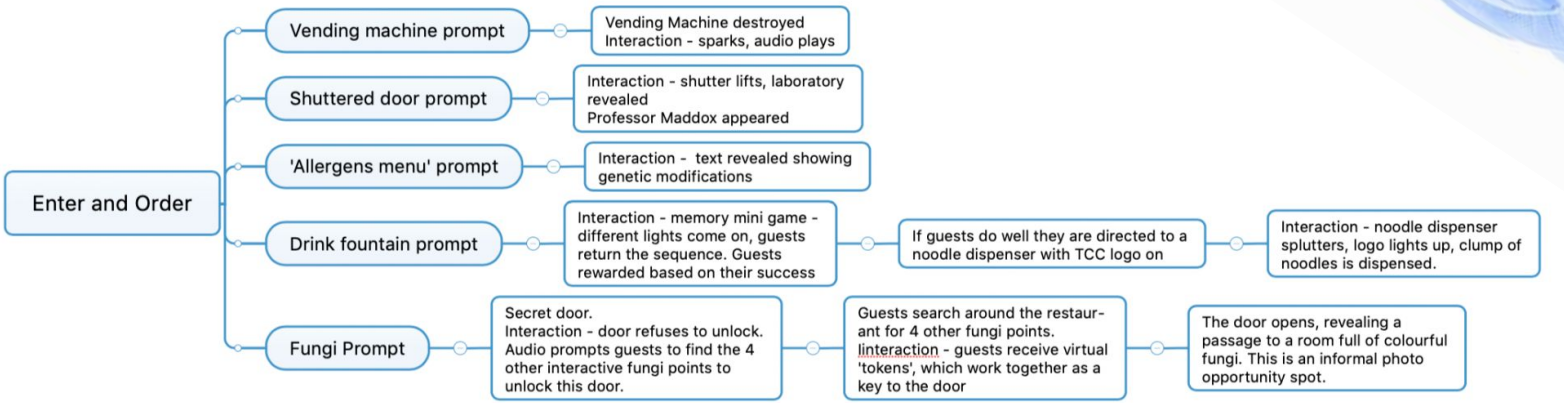
Continue exploring the world

7



Return device

EXPLORATION



EXPLORATION

DISPOSAL AND SUSTAINABILITY

We will endeavour to be waste free, using compostable packaging wherever possible. Where this is not possible, we will use recyclable materials.

At the end of our experience, guests are invited to dispose of their waste before exiting. At this point, there will be a Collective member, who will evaluate their disposal suggestions, rewarding them with points if they dispose of things in the right place. Here, they will return their buzzers to this member of staff.

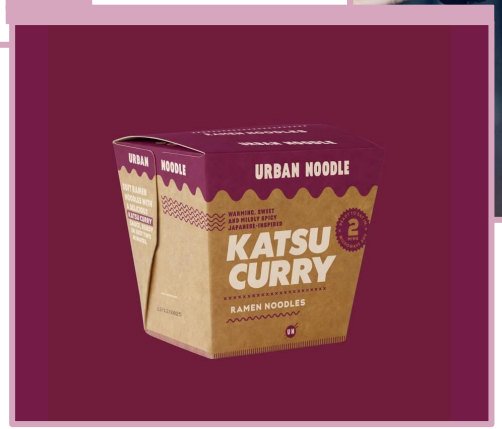


PHOTO OPPORTUNITY

Guest Led Photo Opportunities

Providing the Instagrammable moment guests crave

Encourages and rewards exploration

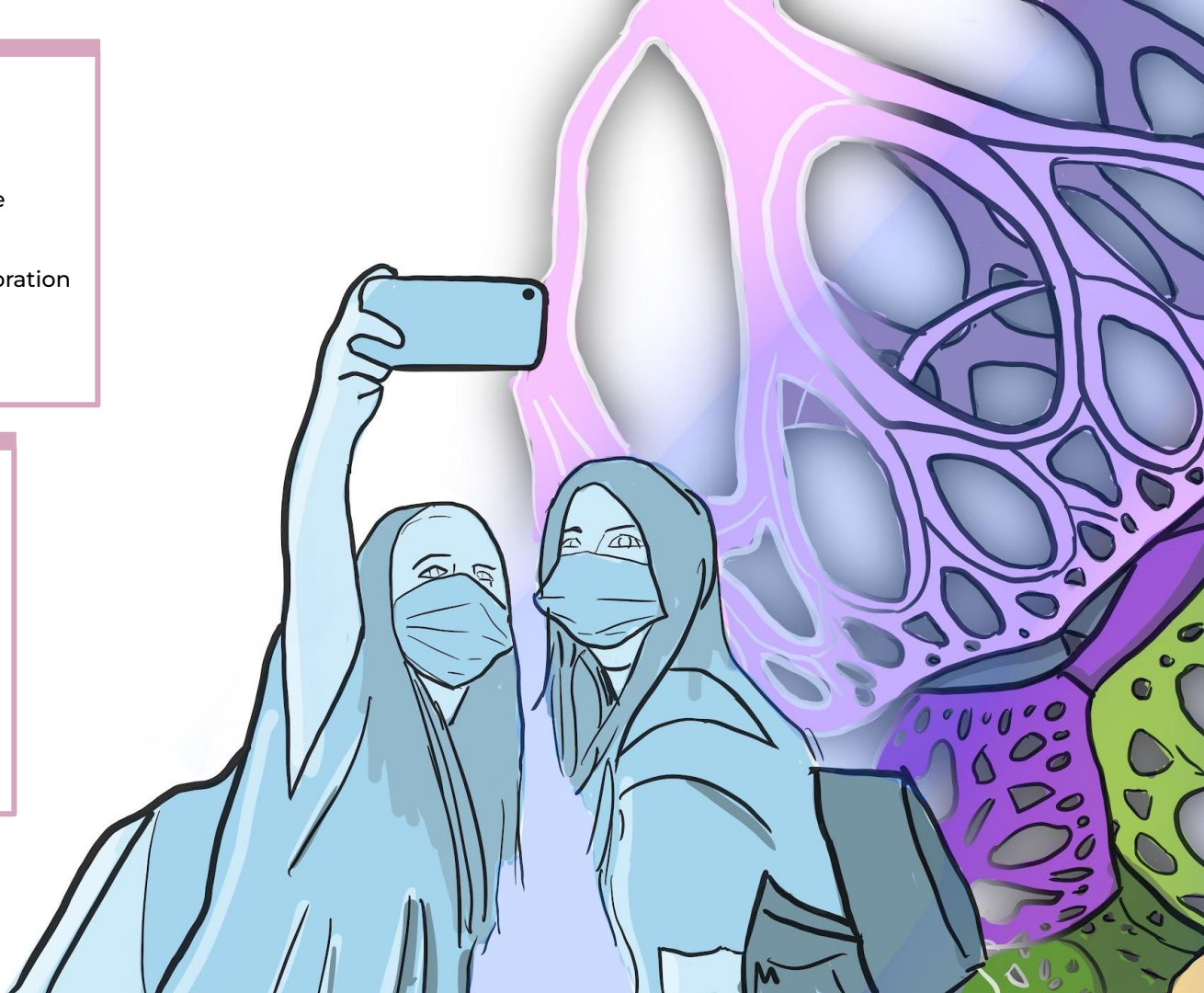
User generated content for marketing

Formal Photo Opportunity

Provides something different - turns you into an alien

Shareable souvenir

Surcharge for hard copy



THANK YOU

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