# The Twitch's • International Food • Series •

An Interactive Culinary Adventure for the Cooking Community

## Trailer

Are you ready for a culinary adventure? Stay hungry!

The ImmersEX Team

https://youtu.be/319tcixv6Qs

## Audience's Intentions & Expectations

1 TO LEARN

TO FIND NEW RECIPES

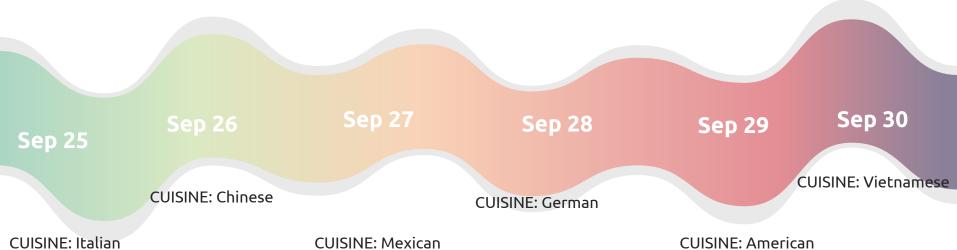
2 TO SOCIALIZE

TO BUILD CLOSE SOCIAL CONNECTIONS

3 TO INSPIRE

TO BECOME
BETTER COOKS

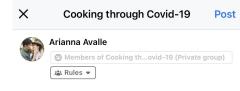
## The Series' Timeline



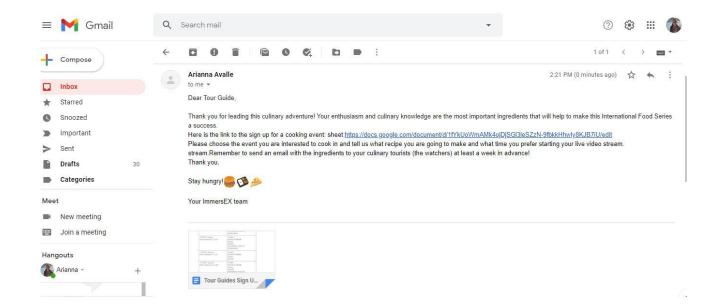
## Awareness

How does the cooking community find out about the International Food Series?

## The Helper



Hello aspiring food influencers and cooks! Are you looking for a chance to show off your cooking skills and make some extra money? Are you good at making dishes of a particular cuisine? Join us as tour guides for the Twitch's International Food Series, a culinary adventure in which people can virtually explore and learn about different cuisine from all over the world. The tour guides can be professional chefs or people with a passion for cooking and your job will be to record yourself with Twitch Studio while you cook in real time for a live audience. Don't worry if you have never used Twitch (or if you don't know what it is...), we will offer free training to the tour guides that participate at our event! If you are interested, please comment below and we will send vou more info.



## The Taster











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About

**Photos** 



#### **Yiling Cao**

Twitch's International Food Series is a week-long culinary adventure where you can explore and learn about authentic recipes from various cuisines from all over the world. Our tour guides will cook right in front of you in real-time and answer questions, while you follow along and chat with other fellow foodies or simply enjoy this experience.

What are you waiting for? Click on the map and let's get started. Stay hungry!

The ImmersEX Team



STORYMAPS.ARCGIS.COM (



#### International Food Series

Harness the power of maps to tell stories that matter. ArcGIS StoryMaps has ever...





Comment





Italian food is more than just pizza and spaghetti. There's a wide range of ingredients, flavors, and dishes to experiment with in your own home.

Italian cuisine is generally characterized by its simplicity, with many disas having only two to four main ingredients. X an cooks rely chiefly on the quality of the ingredients rather than on

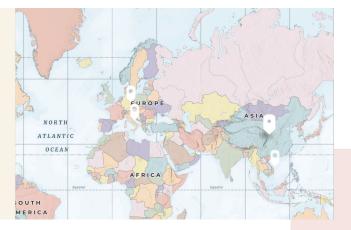


## The Taster

To explore more about Chinese food click on the link below to sign up for our live streaming series!

DATE: September 26, 2021. 4PM PST

https://forms.gle/nfYBTxFwNHcJE9v99



#### culinary explorers sign up

\* Are you looking for a cullnary adventure? You are invited to a virtual cooking tour around the word, the Twitch's international Food Series. Learn how to cook the best recipes from different cusines by watching you to

required

| Name *                             |
|------------------------------------|
| Your answer                        |
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| Email Address *                    |
| Your answer                        |
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| Cuisines you want to sign up for * |
| i Italian                          |
| Chinese                            |
| Mexican                            |
| German                             |
| American                           |

Submit

Vietnamese

ver submit passwords through Google Forms

# Welcoming Users to the Platform

Providing an easy transition to Twitch for the cooking community



## **PASSPORT**



International food Series

## PASSPORT / PASAPORTE

NAME

LAST NAM

**ERIN** 

REILLY

GENDER

DOB

FEMALE

12/31/1972

**NATIONALITY** 

UNITED STATES

**FAVORITE DISH** 

BARBECUE RIBS









## VISA INSTRUCTIONS

#### Are you looking for a culinary adventure?

You are invited to a virtual cooking tour around the world, the Twitch's International Food Series.

Learn how to cook the best recipes from different cuisines (ex Italian, German, American, Mexican and Asian) by watching your tour guides making them in real time in front of you. You can ask them questions, interact with other fellow food lovers or simply lean back and enjoy this cooking show.

#### WHEN:

The Series starts on September 25th 2021, National Cooking Day.

#### LINK:

https://www.twitch.tv/ariannaavalle

## VISA INSTRUCTIONS

New to Twitch? No worries! A tutorial will help you become a pro and get familiar with the platform.

In order to get your first travel stamp, you need to earn 5 points. Here is how you can earn the points:

- 1.Commenting
- 2. Answering polls
- 3. Following streamers
- 4. cheering for a streamer
- 5. recommending it to a friend.

You will also receive a stamp of the country for each time you finish watching a video stream of the International Food Series.

#### **VISA**



### **VISA**

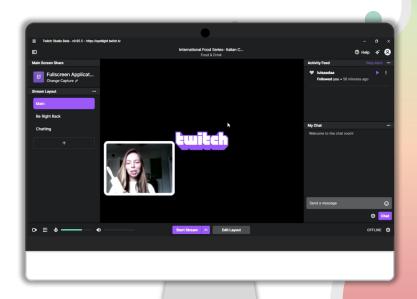


# The Cooking Community on Twitch

Using the properties of the platform to engage the audience

## Why Twitch?

- Flexible Interactivity: "lean back" and "lean forward" experience
- Live Streaming: answer cooking questions, chat with other members, share culinary tips
- Polling system: users can express their opinion and feel like their voice is heard



## Plugins

#### 1. StreamLab:

- Streamer can start polls and do giveaways
- Watchers can request songs
- Watcher and streamer can play mini-games (while food is cooking)

#### 2. Sound alert:

- Let viewers play a collection of sound effects on the streaming
- Give watchers the chance to cheer the streamer
- Can be used for positive feedback and to incentivise the Helper







## Thank you!

Do you have any questions?