



FLAVOR JOURNEY
COOK • SHARE • CONNECT

Flavor Journey

A student-led APP enabling cultural exchange through small-group cooking experiences for students.

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JOHNS HOPKINS
WHITING SCHOOL
of ENGINEERING

Problem Statement

Widespread Loneliness

47.6% students experience loneliness
JHU: 43.9% (grads), 51.6% (undergrads)
(UCLA Loneliness Scale, 2025)

Lack of Meaningful Connection



- Surrounded by people, but struggle to connect
- 400+ orgs, but hard to navigate and join
- Hard to initiate interaction



Loneliness harms mental health and belonging

Core Problem

- ✗ a lack of diversity or activities
- ✓ lack of structured, meaningful ways to connect

Market Opportunity

Large Reachable Student Market

19.4M+ College Students **1.13M** International Students

- Clear Unmet Need: widespread loneliness
- Missing solution (culture + in-person interaction + easy discovery)

Solution

Core Idea

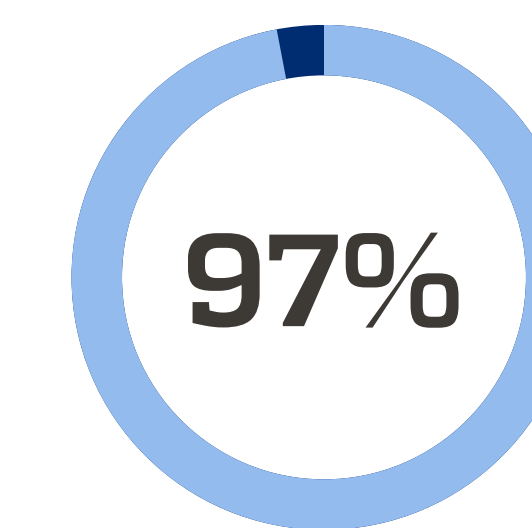
- **Goal:** Build meaningful connections and a sense of community among students
- **Approach:** A platform that enables small-group cooking experiences through food and cultural exchange
- **Impact:** Structured, shared experiences foster deeper relationships and real community building
- **Emotional Value:** Natural, low-pressure interaction that makes connection easier and more genuine

How It Works



Validation

Market Research



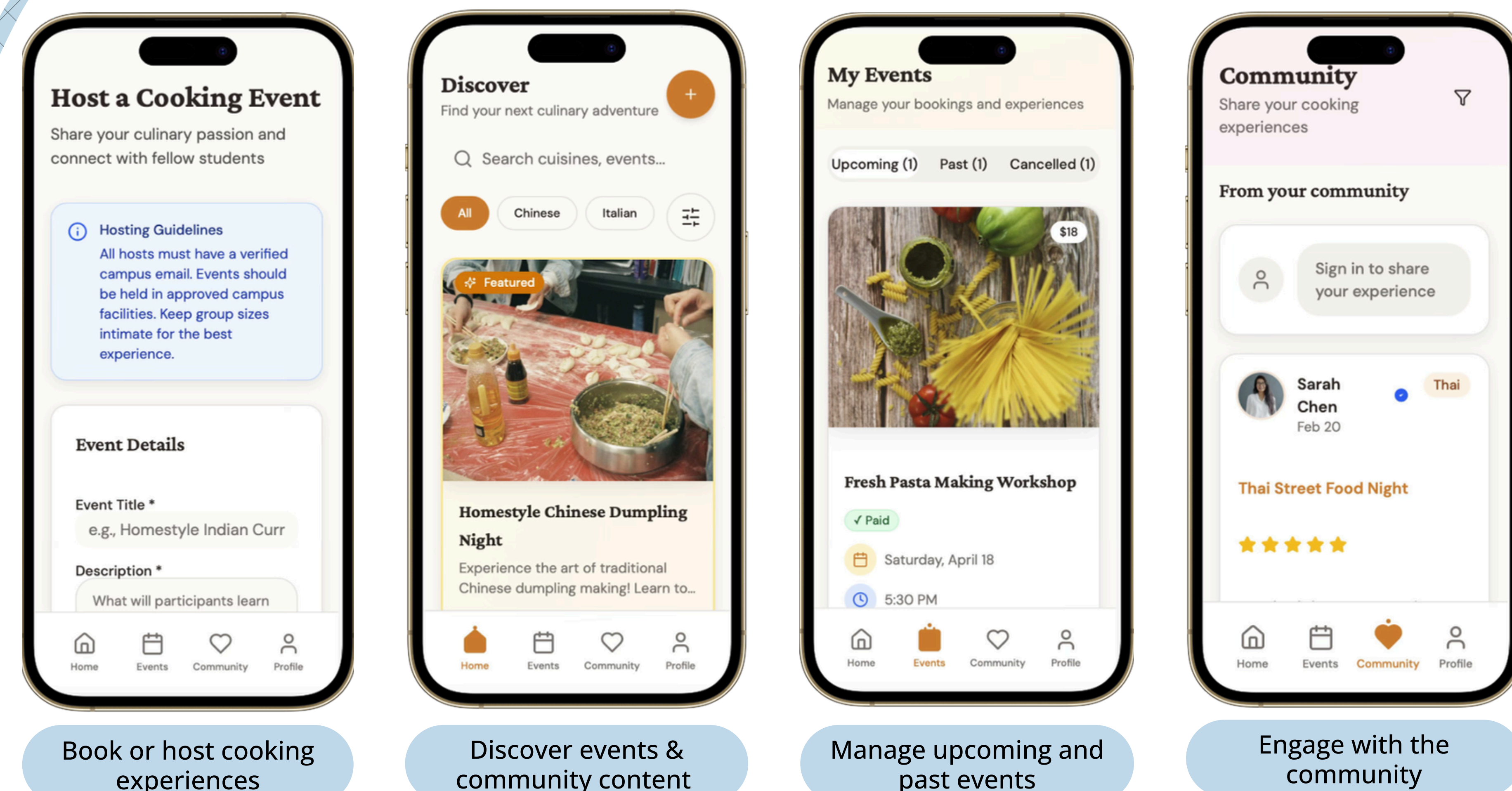
(n ≈ 100 students)

Students recognize the problem and express willingness to participate

Pilot



Seamless User Journey



Solution Impact



- Creates natural, low-pressure interaction
- Helps students build real connections
- Transforms shared experiences into lasting community



Linda Wang
Operations & Execution



Ruoshui Meng
App Development



Yuting Xiao
User Experience & Design