

An Analysis of the Panel's Perceptions on Cooking in "Metaverse Kitchen"

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Abstract : This study uses the concepts of augmented reality, virtual reality, mirror world, and lifelogging to describe "Metaverse Kitchen" that can be defined as a space in the virtual world where users can cook the dishes they want using the meal kit regardless of location or time. This study examined expert's perceptions of cooking and food delivery services using "Metaverse Kitchen." In this study, a consensus opinion on the concept, potential pros, and cons of "Metaverse Kitchen" was derived from 20 culinary experts through the Delphi technique. The three Delphi rounds were conducted for one month, from December 2022 to January 2023. The results are as follows. First, users select and cook food after visiting the "Metaverse Kitchen" in the virtual space. Second, when a user cooks in "Metaverse Kitchen" in AR or VR, the information is transmitted to nearby restaurants. Third, the platform operating the "Metaverse Kitchen" assigns the order to the restaurant that can provide the meal kit cooked by the user in the virtual space first in the same way among these restaurants. Fourth, the user pays for the "Metaverse Kitchen", and the restaurant delivers the cooked meal kit to the user and then receives payment for the user's meal and delivery fee from the platform. Fifth, the platform company that operates the mirror world "Metaverse Kitchen" uses lifelogging to manage customers. They receive commissions from users and affiliated restaurants and operate virtual restaurant businesses using meal kits. Among the selection attributes for meal kits provided in "Metaverse Kitchen", the panelists suggested convenience, quality, and reliability as advantages and predicted relatively high price as a disadvantage. "Metaverse Kitchen" using meal kits is expected to form a new food supply system in the future society. In follow-up studies, an empirical analysis is required targeting producers and consumers.

Keywords : metaverse, meal kits, Delphi technique, Metaverse Kitchen

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