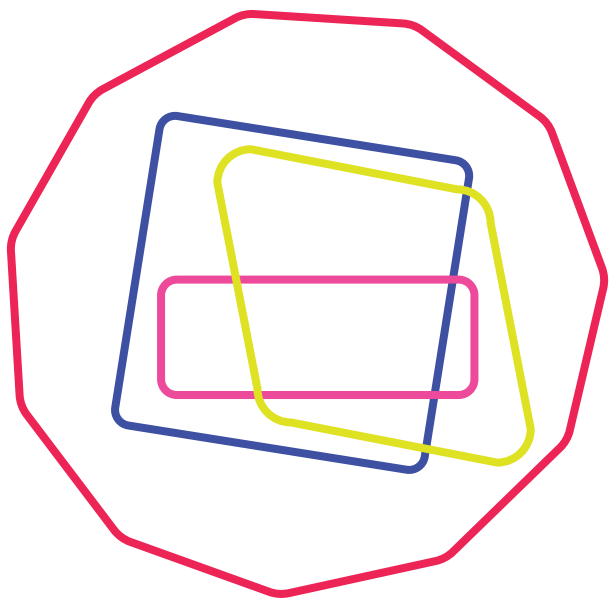


# Ritualia

A toolkit for multi-cultural food ritual observations, analysis & idea generation



## Contextual Explorations

**How?**  
The napkin serves as a valuable observational tool during the exploration of rituals, facilitating the definition phase of the research by capturing contextual elements, gestures, artifacts, and language triggers within multicultural food practices.

**Where?**  
The napkin can be utilized in a wide range of contexts, including homes, restaurants, communal spaces, and cultural events.



The **researcher's napkin**, an ethnographic tool, supporting the observer in the ritual analysis of a breakfast context.

## Support in Analysing Data

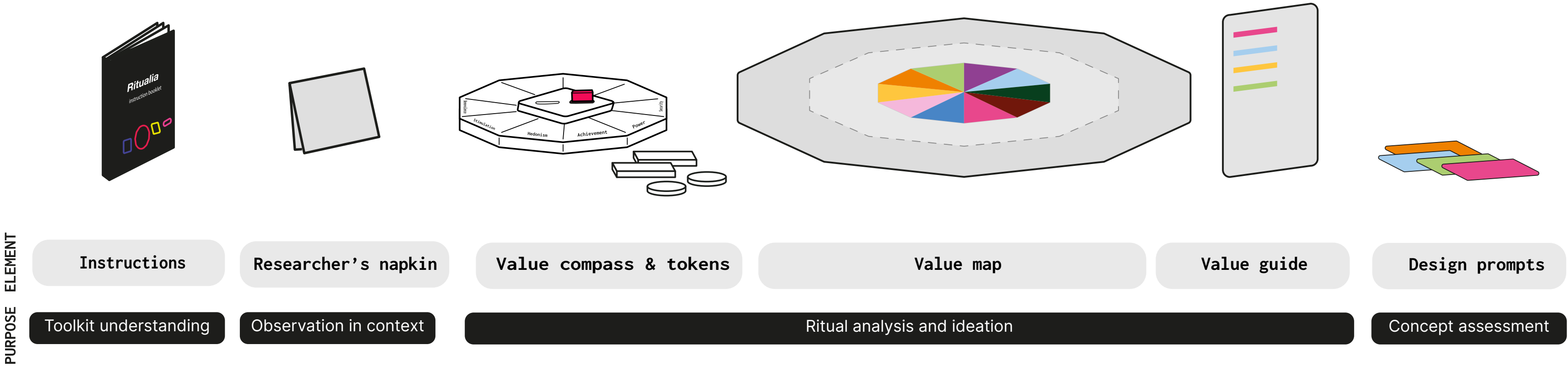
By relying on the basic human values framework developed by Schwartz, the toolkit facilitates the analysis and ideation process by providing a visual tool to foster designers' criticism of how cultural values intersect with food rituals, guiding them to generate design concepts in the developing phase of ritual exploration.

**When?**  
The value map and compass ecosystem can be used in both individual ideation and team collaboration settings, whether at home or in a professional work environment. Its versatility makes it adaptable to various scenarios.



The **value compass and map** being used by the user to analyse the chosen food ritual.

## Components of the toolkit



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