

# **Service Design for wild vegetables**

as a source of livelihood generation

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## Initial Area

Service Design in Agriculture



## Narrowed Focus

Livelihood generation



## Final Area

Wild vegetables as a source of  
livelihood generation



## Initial Area

Service Design in Agriculture

PRIMARY  
RESEARCH

+

SECONDARY  
RESEARCH



## Narrowed Focus

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# Primary Research (Rural)

## WHERE?

- Jawhar taluka, Palghar district
- Nearby villages around it.
- BAIF (Bharatiya Agro Industries Foundation)  
Development Research Foundation



# Primary Research (Rural)

## WHERE?

- Jawhar taluka, Palghar district
- Nearby villages around it.
- BAIF (Bharatiya Agro Industries Foundation) Development Research Foundation

## HOW?

- In depth interviews with 10 tribal farmers
- 4 expert staff members at BIAF
- Attending a session on policy at BIAF and a wild food festival at Karegaon.



# Research Synthesis (Rural)

## The case for wild vegetables

Some wild vegetables are abundant but are not being utilised

MP093 US  
Chowk village, 15 acres, he has wild trees also in his farm

SP13 US  
the ones that are the propagators can we program them in 100 acres of our land. Others that are great naturally, we can also grow them also in certain steps and methodology

KL04 US  
when I said about the leftover vegetables, she said that they will cook it for dinner for their dog. But later on said "kharun kharun khilavani"

Some wild vegetables are abundant but are getting wasted due to under utilisation

SP029 US  
there are no. of wild food resources that are abundant, but get wasted because of under use and utilization

They are healthy, some have medicinal properties

SP003 US  
Kundu, it's seeds are good for kidney stone, you can also make vegetables

VP059 US  
baphali is very good, tastes like jeera, very good for stomach

Wild vegetables can be a source of food for villagers during summers

Nutritional Value for the villagers

KL031 DI  
if they do something, could they also be paid back by produce, not money

SP017 US  
this will also be good for their nutrition in their diet

SP032 US  
can we dry and keep it for long use for food security and nutritional security of these communities

Good source of livelihood for villagers

SP016 US  
this will be good for their livelihood

Villagers do not value it as much, see it as poor man's food

SP055 US  
tribal people should be proud that this is good food for us. They think it is poor man food

SP056 US  
even if they eat finger millet rot which is good for them, if you come as a guest they will prepare wheat roti

Urban people do not know about it either

They should know the good food options that exist and spreading it to them can help conserve the bio resource

SP057 US  
urban people should also know that there are a lot of good food options

SP011 US  
we should create such events/salas in cities. Then people will also know about these vegetables

SP068 US  
bio-resource will spread by giving it to urban people

Trees are depleting

MP122 US  
trees have gotten less, we make saplings out of those trees and give it to people

SP007 US  
these vegetables are reducing in numbers, jungle has also reduced and we are not getting this anymore

## Logistics

Need to be consumed immediately

MP069 US  
people eat the vegetables fresh, pluck it and eat it immediately

VP014 US  
Quickly remove it and sell it in the evening and not to waste for long

KL005 DI  
some people did not buy the vegetables as it looked a little bad, these things need to be sold fast

SP053 US  
mornign 1 hour market only in jawhar

KL005 DI  
some people did not buy the vegetables as it looked a little bad, these things need to be sold fast

Women need to spend a lot of time and efforts to collect wild vegetables

SP017 US  
women need to spend a lot of time and efforts to collect wild vegetables

SP004 US  
all of these are taken from the forest, these women have been collecting it since the last 8 days

SP015 US  
now these woman have to go 5/10 kms deep into the forest to procure these vegetables

KL008 DI  
is there a way we can determine how much has to be plucked for a day?

Not feasible for the growers to sell produce in urban market themselves as they are busy

MP073 US  
it is not feasible for the women to go to the mumbai market and sell it

Transportation

KL011 US  
paid 20 rs fare for jeep to come from her village

KL021 US  
train to go to kalyan is in morning only, cant go now

Wild food recipe is unique but the same

KL019 US  
cut it, keep it for boiling, remove the water, add salt, garlic, mishi habat, dahi, put 100 much masala

KL020 US  
All women have similar recipes for the dishes, simple boil and sautee

# Cumulative Key Findings

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## Need for a sustainable and desirable source of livelihood

Difficult to manage their own food

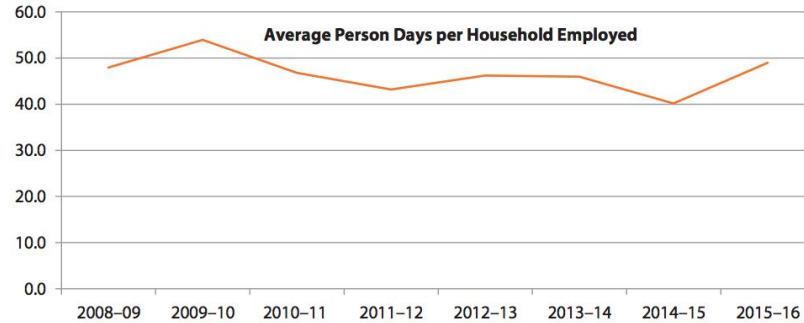
The case of wild foods

Revival of wild foods

Source of livelihood and nutrition

Current Efforts

Looking at urban markets



**Figure 4.2:** Average Employment Days per Participating Household

Source: MIS Data from the website of Ministry of Rural Development.

- More than **one-third of the farming households in India suffer from the vulnerability of livelihoods.**
- Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)
- 57% of MGNREGA job card holders in Maharashtra sought work but were unable to get it, unable to deliver on it's promise of 100 days of employment.



# Cumulative Key Findings

## **Need for a sustainable and desirable source of livelihood**

Difficult to manage their own food

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“People in the villages often migrate to nearby areas like Palghar, Vasai, Virar in search of employment, where they would take up road making and other construction work. ”

*User Studies*

# Cumulative Key Findings

Need for a sustainable and desirable source of livelihood

## Difficult to manage their own food

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Source of livelihood and nutrition

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Looking at urban markets

- **Farmers having small land holdings are do not have enough produce to consume themselves**
- In that case, they get rice, wheat, dal, sugar, kerosene through **BPL cards from ration shops**
- For **vegetables, don't have enough water to grow** them so they **pluck wild vegetables in monsoon season**
- During summer they pluck and sell these wild vegetables to buy tomatoes, onions etc.

# Cumulative Key Findings

Need for a sustainable and desirable source of livelihood

Difficult to manage their own food

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Source of livelihood and nutrition

Current Efforts

Looking at urban markets



100% pure, naturally occurring species



High nutritional content



To be cooked with unique indigenous recipes



+Medicinal Properties

# Cumulative Key Findings

Need for a sustainable and desirable source of livelihood

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The case of wild foods

## Revival of wild foods

Source of livelihood and nutrition

Current Efforts

Looking at urban markets

- **Knowledge and use of these wild species has also been on steady decline in rural areas.\*.**
- Treat it as poor man's food
- Revival of these locally available wild foods is important to **preserve knowledge**
- And also as it **satisfies the nutritional needs of the tribal people** and can help subside cases of malnutrition and other health issues among them\*

# Cumulative Key Findings

Need for a sustainable and desirable source of livelihood

Difficult to manage their own food

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Revival of wild foods

**Source of livelihood and nutrition**

Current Efforts

Looking at urban markets

Wild vegetables has a potential to serve as a means of livelihood for them since;

- They are **freely available**
- Because of their **rare and unique qualities**
- The tribal farmers **already possessing the knowledge** to identify them, as well as having indigenous recipes of processing and cooking them

# Cumulative Key Findings

Need for a sustainable and desirable source of livelihood

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## Current Efforts

Looking at urban markets



- **Wild food festivals** being conducted at village and city levels.
- Not be sufficient for generating livelihood and promoting wild foods, as it happens **only a few times in the monsoon** season , produce **sold at low price**

# Cumulative Key Findings

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## Current Efforts

Looking at urban markets



- **Wild food festivals** being conducted at village and city levels.
- Not be sufficient for generating livelihood and promoting wild foods, as it happens **only a few times in the monsoon** season. , produce **sold at low price**
- **Possible wastage** as everything is plucked on the same day

# Cumulative Key Findings

Need for a sustainable and desirable source of livelihood

Difficult to manage their own food

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Revival of wild foods

Source of livelihood and nutrition

## Current Efforts

Looking at urban markets

- Also sold in **nearby markets and towns**:
- However these do not fetch the villagers a good sum as they are **not a rare commodity** to the people living around.



# Cumulative Key Findings

Need for a sustainable and desirable source of livelihood

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Current Efforts

**Looking at urban markets**

- Given the **rising market for organic produce** in urban areas\*, and the urban footfall that wild food festivals (those conducted by BIAF) have attracted, there seems to be a potential in getting higher returns on selling them in urban markets.
- There are also other advantages in promulgating these wild foods to urban people. These foods can serve as a **healthier eating option for urban palettes.**



## Initial Area

Service Design in Agriculture



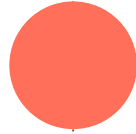
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Livelihood generation



## Final Area

Wild vegetables as a source of  
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## Initial Area

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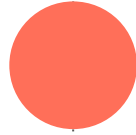
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## **Initial Area**

Service Design in Agriculture



## **Narrowed Focus**

Livelihood generation



## **Final Area**

Wild vegetables as a source of  
livelihood generation



## **Problem Statement**

Promulgation of wild vegetables as a means to generate livelihood for the rural population using Service Design

# Concept map

**FOR WHOM**

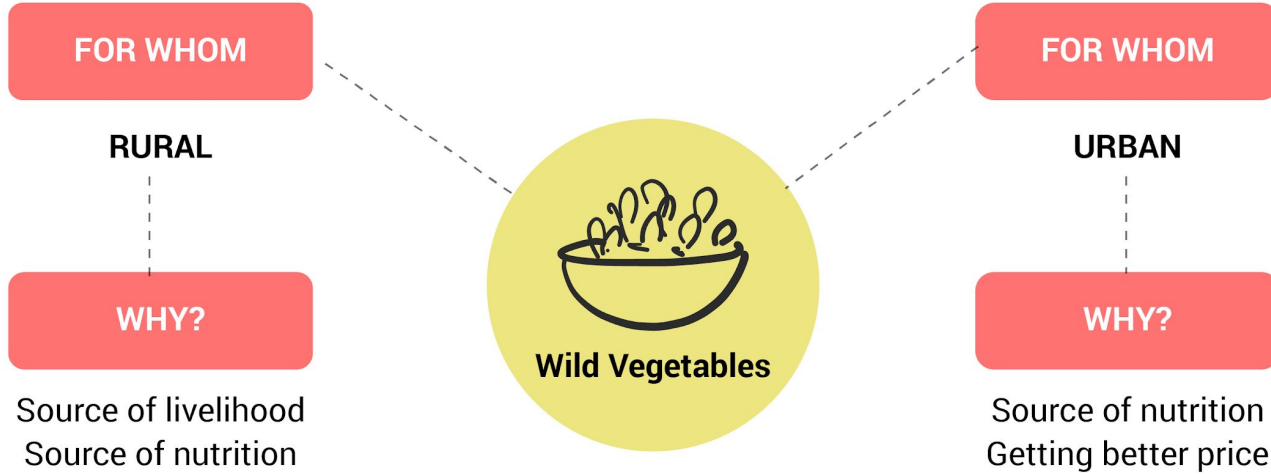
**RURAL**

**WHY?**

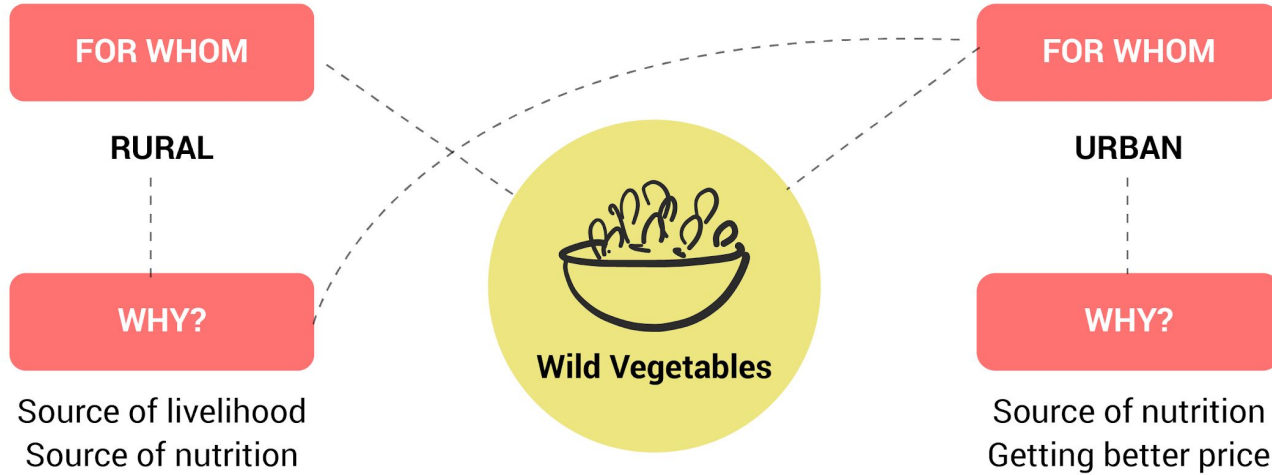
Source of livelihood  
Source of nutrition



# Concept map

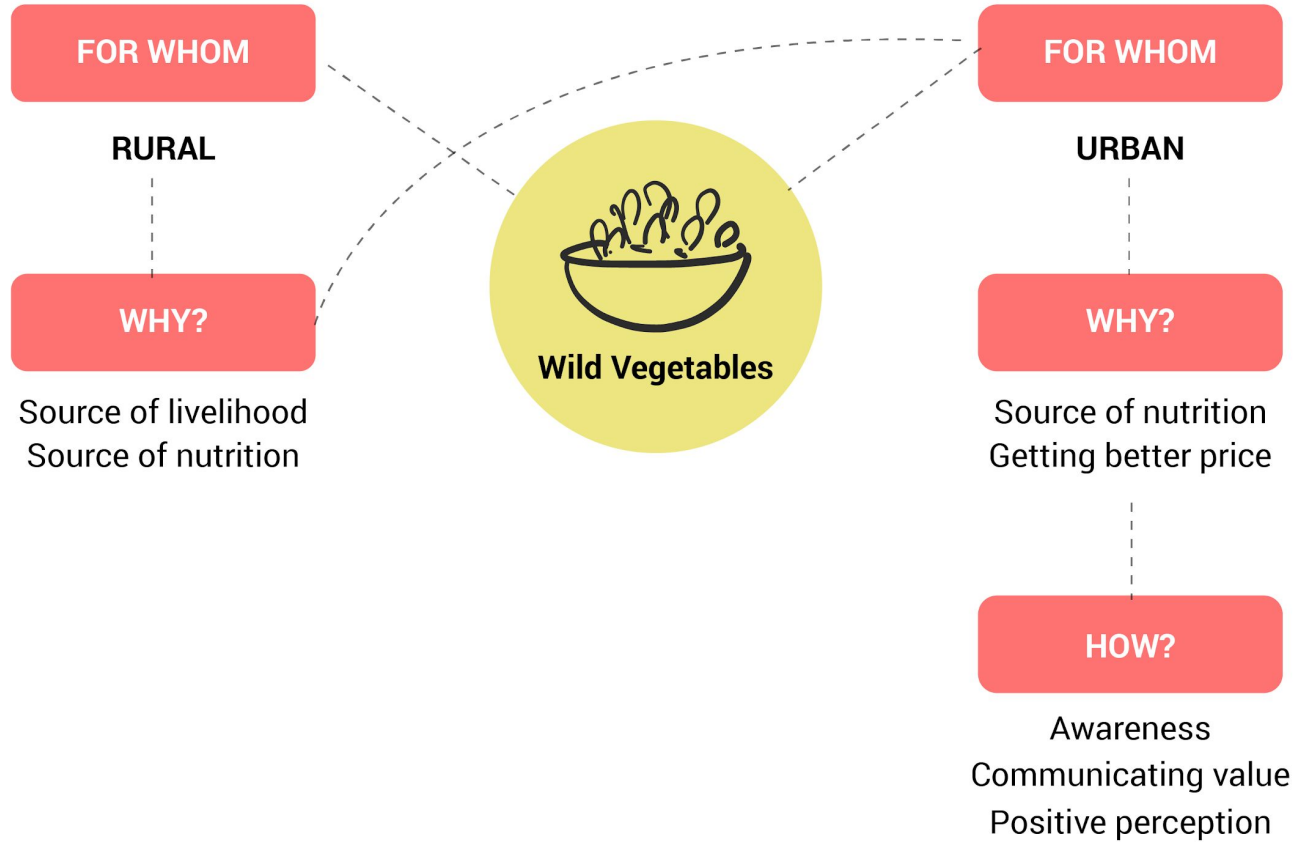


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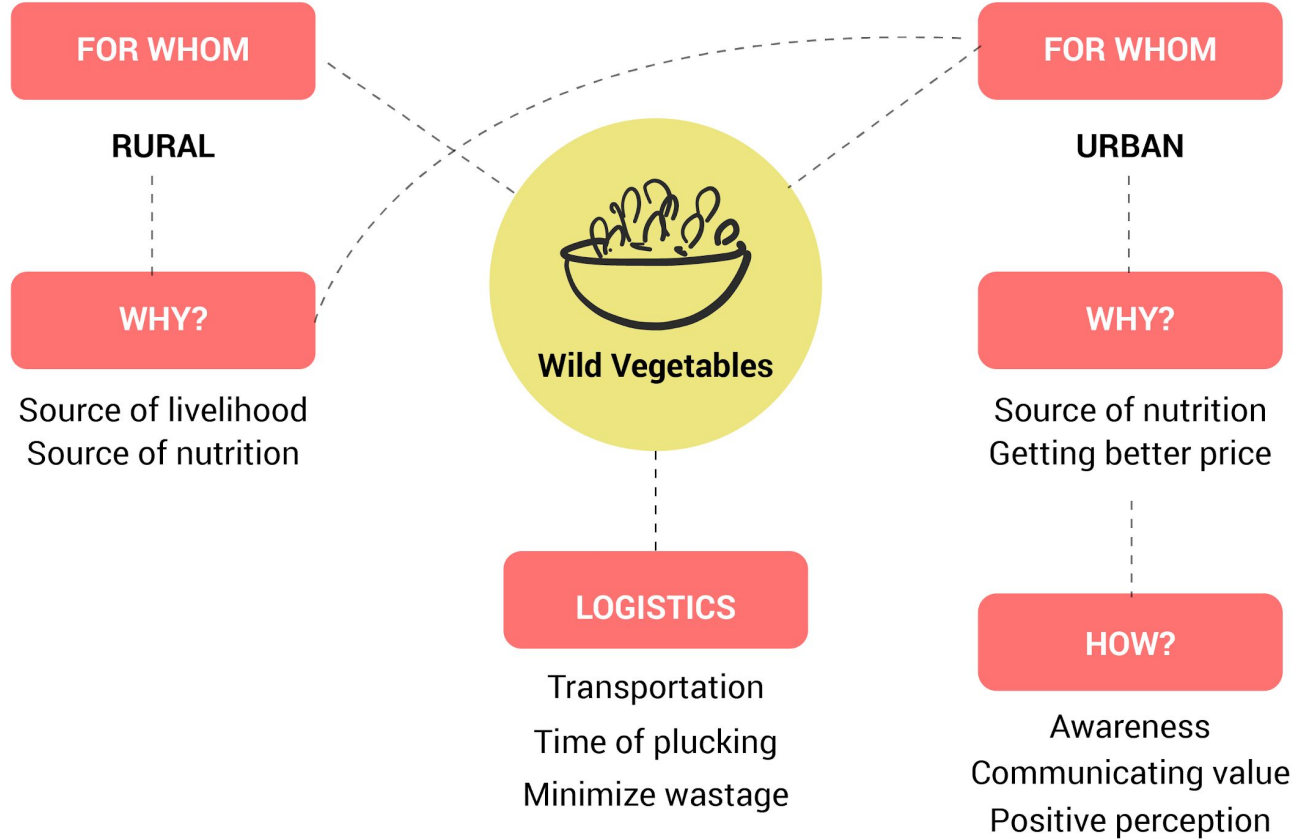




# Concept map



# Concept map



# Farmer Persona

**Vanita Pawar** is a 30 year old farmer, who lives in Vaganpada village, which is surrounded by forest area. She has a small farm in the forest, less than an acre, given to her by the forest department.

<b>Family members</b>	-Family of 7 members, with most of them working as farm labourers, or in nearby towns.
<b>Occupation</b>	-Agriculture -Daily wage by forest dept -Also does some SHG work -In the summer season, she migrates to the city with her family to do some road making or construction work.
<b>Area of land</b>	~1 acre
<b>Crops grown</b>	Rice, Nagli (millets), Udit
<b>Animals</b>	some hens
<b>Expenses</b>	Rs 10,000 for 1 acre of land



# Farmer Persona

## Personal

<b>Education</b>	9th standard
<b>Mobile</b>	<ul style="list-style-type: none"><li>-Uses basic phone no data connection.</li><li>-Only makes calls, no sms either</li><li>-Likes to read Pune Nagrinewspaper</li><li>-Watches Kisan TV</li></ul>
<b>Daily Life</b>	<ul style="list-style-type: none"><li>Busy schedule</li><li>Works all day from 5 to 7.</li><li>Does household chores and farm activities</li></ul>



# Primary Research (Urban)

## PURPOSE

- Understand their consumption patterns, to know what role can wild foods play in their dietary habits.
- Understand their general awareness and perception about wild foods to base efforts towards creating or changing it.

## METHOD

- Semi structured interviews were conducted with 6 individuals; 3 people(2 male and 1 female) aged 20- 25, and 3 people (2 females and 1 male) above 50 years of age.
- From Mumbai and Vasai

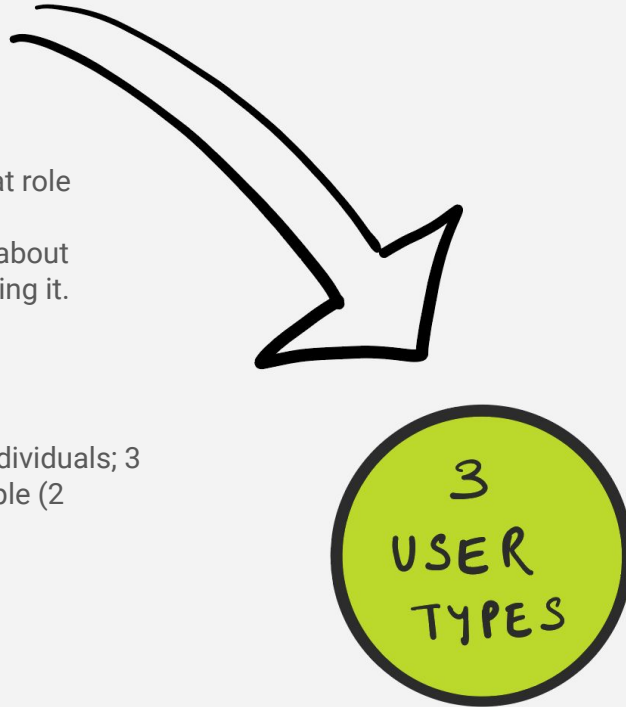
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# The Nostalgic

**Radha** is a 50 year old woman, living in Mumbai city. She moved to Mumbai from West Bengal, after her marriage 26 years ago. She is familiar with wild foods as she has had them in the past, when she was young.

<b>Motivation</b>	Re-connect with foods she has had in her childhood
<b>Needs</b>	-Finding vegetables -Inconvenient to travel far away
<b>Opportunities</b>	-Help her find that food -Provide convenience -Can try other vegetables



# Health Conscious

**Swati** is a 32 year old working professional. She is always on the look for the most natural organic food for her diet.

<b>Motivation</b>	Staying healthy
<b>Needs</b>	-Find fresh, organic food -Finding the right food
<b>Opportunities</b>	-Wild vegetables are naturally grown and high in nutrition content





# The Hobby Cook

**Rahul** is a 32 year old working professional. He is a hobby cook loves to try cooking different meals on weekends.

<b>Motivation</b>	To Find and try different recipes
<b>Needs</b>	-Sourcing ingredient -Finding recipes
<b>Opportunities</b>	-Cooks during holidays -Connect with influencers



# Ideation Process

## Systems Mapping Tools

Value Flow  
Models

Cluster Maps

Connected Circle



Early Ideations

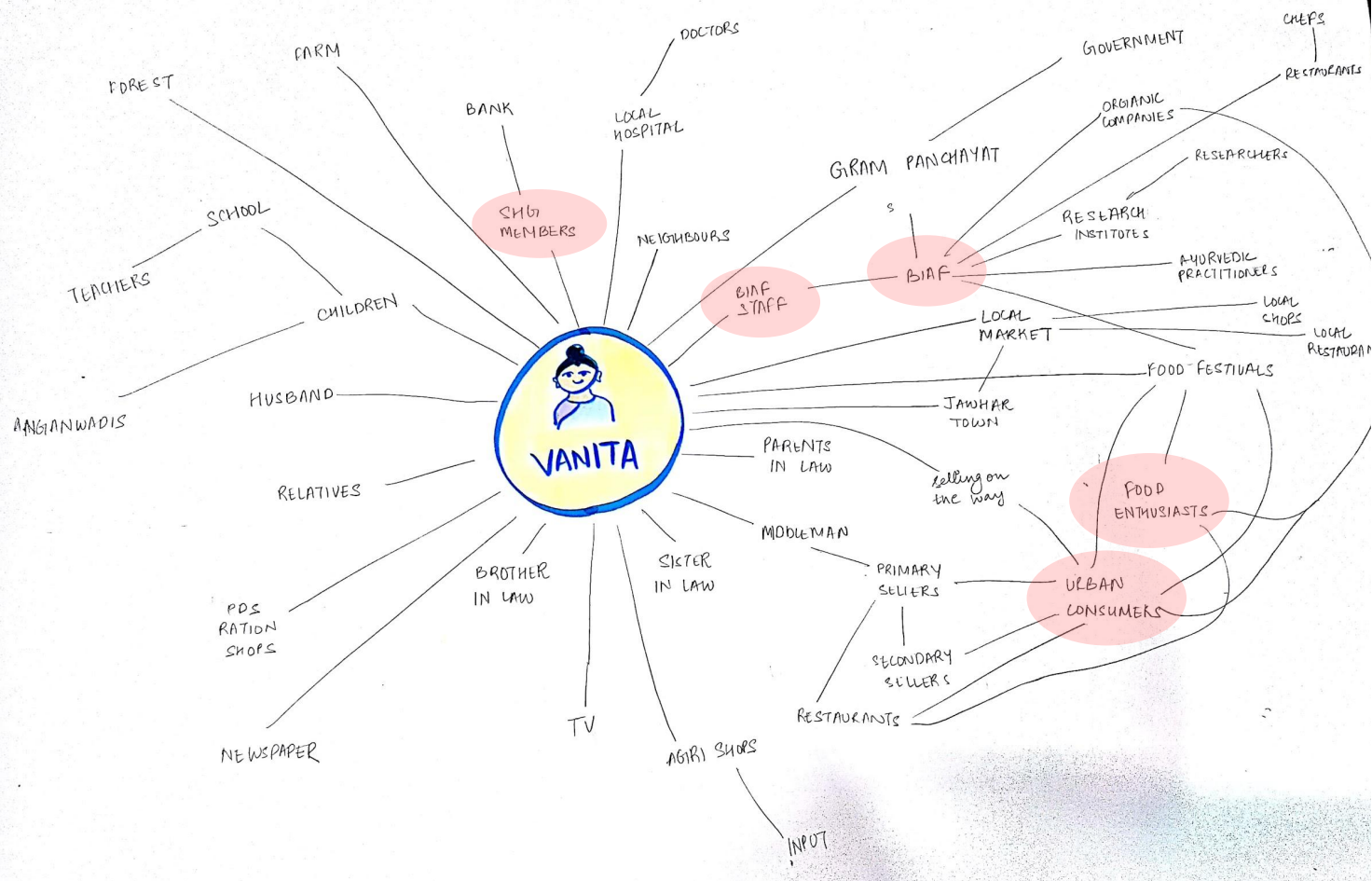
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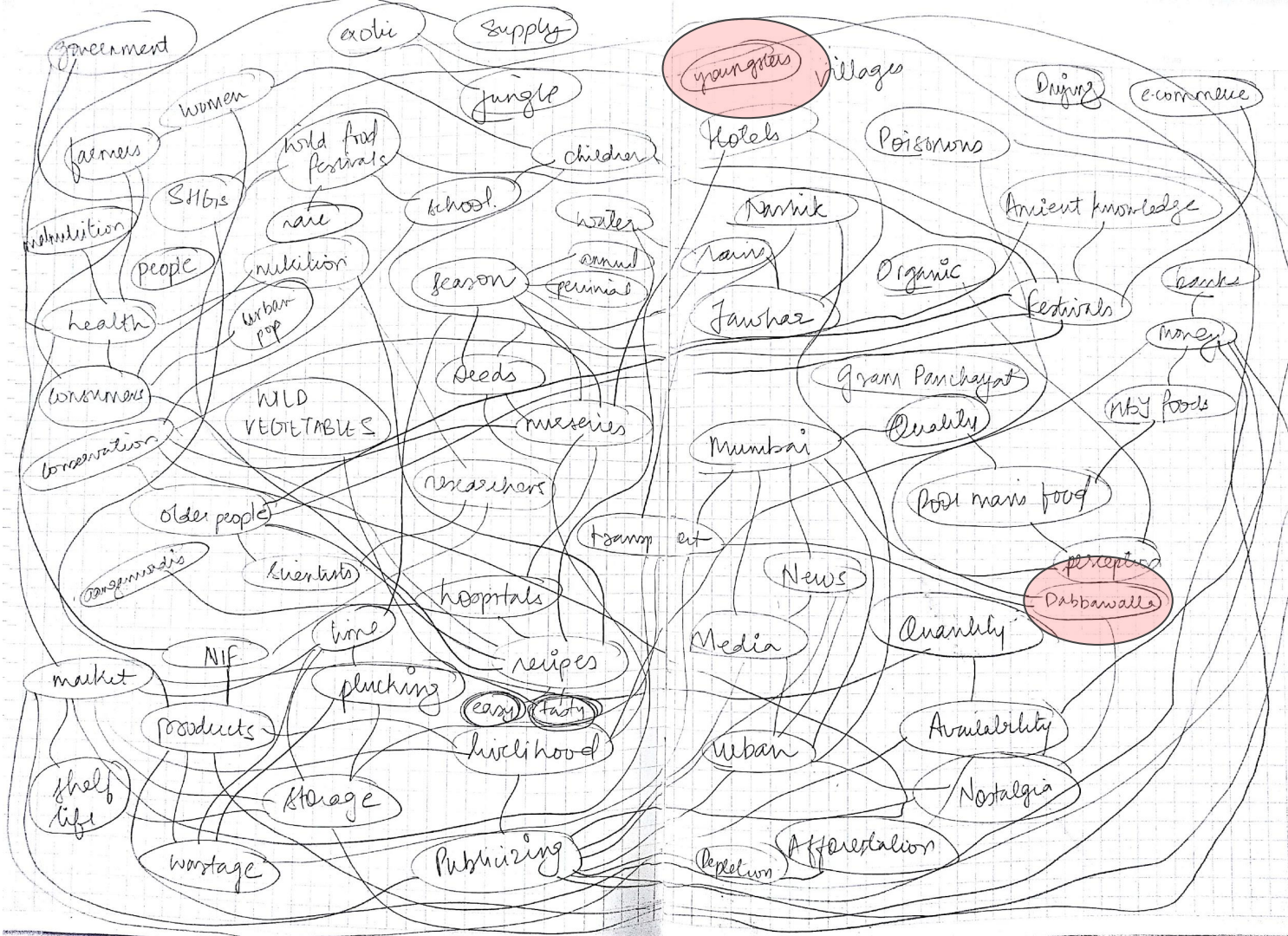
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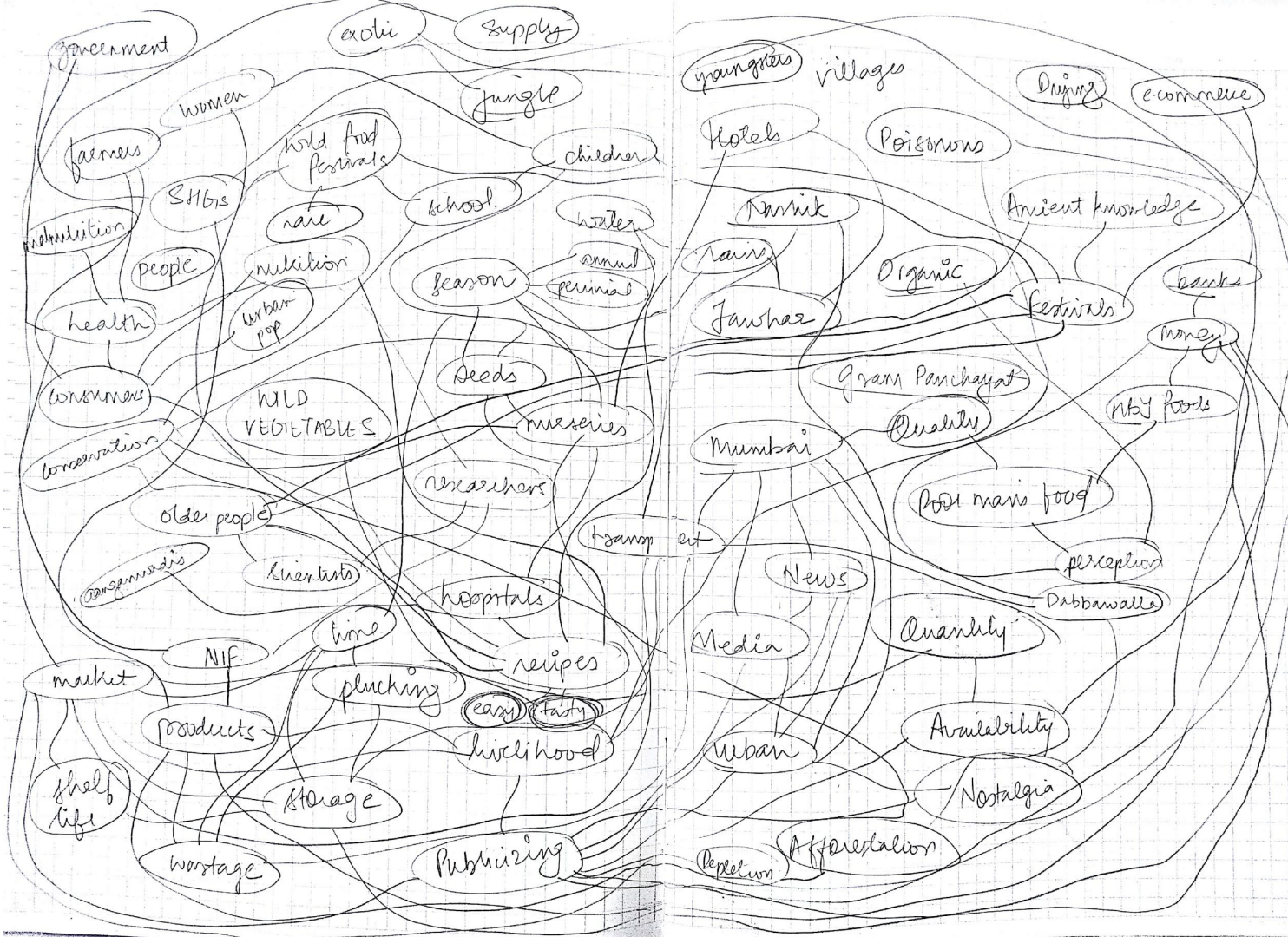
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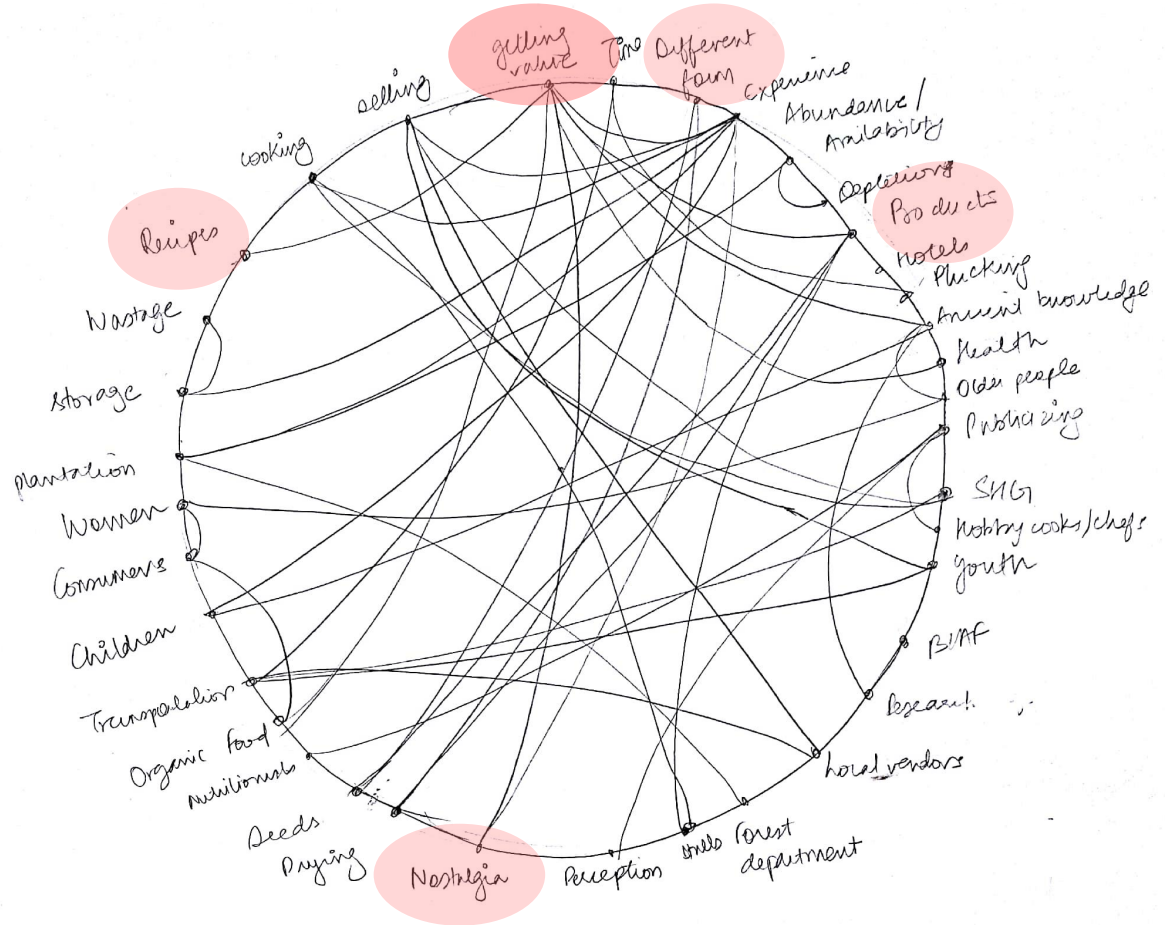
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# Systems Mapping Tools

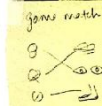
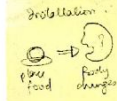
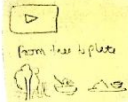
Value Flow Models

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Early Ideations

## Communicating Value



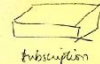
banjar foot

fusion  
look-books

community experience  
with food in train  
hall

kind vegetable  
journey

## Forms of Wildfoods



## Physical Space & Time



FESTIVALS

RESTAURANTS  
local

## Stakeholders

MIGRANT FOLKS



Get help from  
local authority

Fun@Hindia

Arrange transport for  
urban folks to go far

facilitator to  
local & regional

## Value Creation

Making children  
and wild vegetables  
learn about it

working with agencies  
don't  
look + explain  
agency don't

family involving  
parents child

sell bags of low  
vegetable recipe with  
instructions  
Team can subscribe to  
a P.I. frequently

Urban → village  
with people in  
village  
note a helping  
hand

People eat regional  
city & village

Knowledge sharing  
between cities

It's a good  
idea in  
many  
places

## Touchpoints

Participating  
P.A. → village!  
P.A.

choose healthier  
choices of products

Resonant with  
children's needs  
not in different  
interest type

extra space  
pro  
Partnership



# Systems Mapping Tools

Value Flow Models

Cluster Maps

Connected Circle

Early Ideations

## 1. Stakeholders



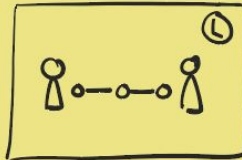
## 2. Value Creation



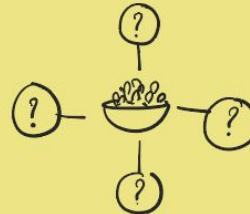
## 3. Touchpoints



## 4. Physical Space and time



## 5. Forms of Wildfoods



## 6. Communicating value



## Systems Mapping Tools

Value Flow  
Models

Cluster Maps

Connected Circle



Early Ideations

## Systems Mapping Tools

Value Flow Models

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Early Ideations



Final Concept





# Final Service Concept

# Wildfresh





VEGETABLES

The proposed service let's urban consumers experience wild vegetables through a pre order delivery service that provides them with assorted boxes containing them. The consumers can choose different ways, as they find fitting, to enjoy these wild foods.

# Stakeholders

Primary Stakeholders	 Consumers	 Producers	 Co-ordinator	 Delivery Personnel
Who?	Hobby cooks, Health concious, already familiar	SHGs, Individual farmers	Staff members at local organization. Ex: BIAF	Youth, local vendors, drive tempo/jeeps within the village

# Stakeholders

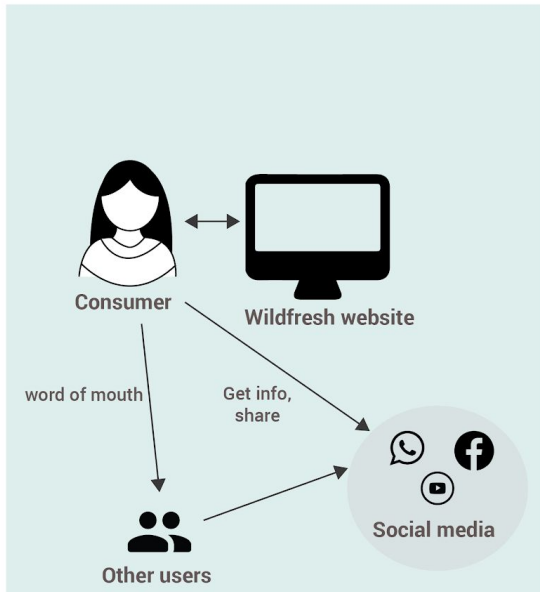
<b>Primary Stakeholders</b>	 Consumers	 Producers	 Co-ordinator	 Delivery Personnel
<b>Who?</b>	Hobby cooks, Health concious, already familiar	SHGs, Individual farmers	Staff members at local organization. Ex: BIAF	Youth, local vendors, drive tempo/jeeps within the village

<b>Secondary Stakeholders</b>	Tiffin makers	Influencers	Cooking supplies company
<b>Who?</b>	Dabba makers in urban areas who prepare paid home cooked tiffin meals on an order basis	Nutritionists, Dieticians, chefs, food bloggers, youtubers	Companies selling ingredients, utensils, other cooking apparatus

**Service Ecosystem**

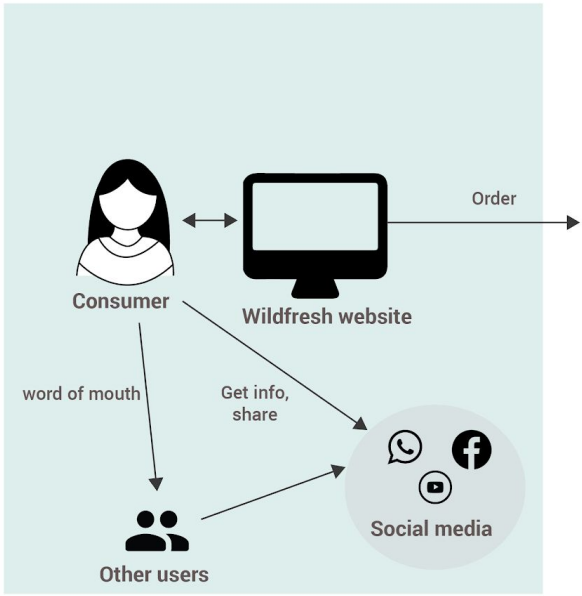


Service consumers



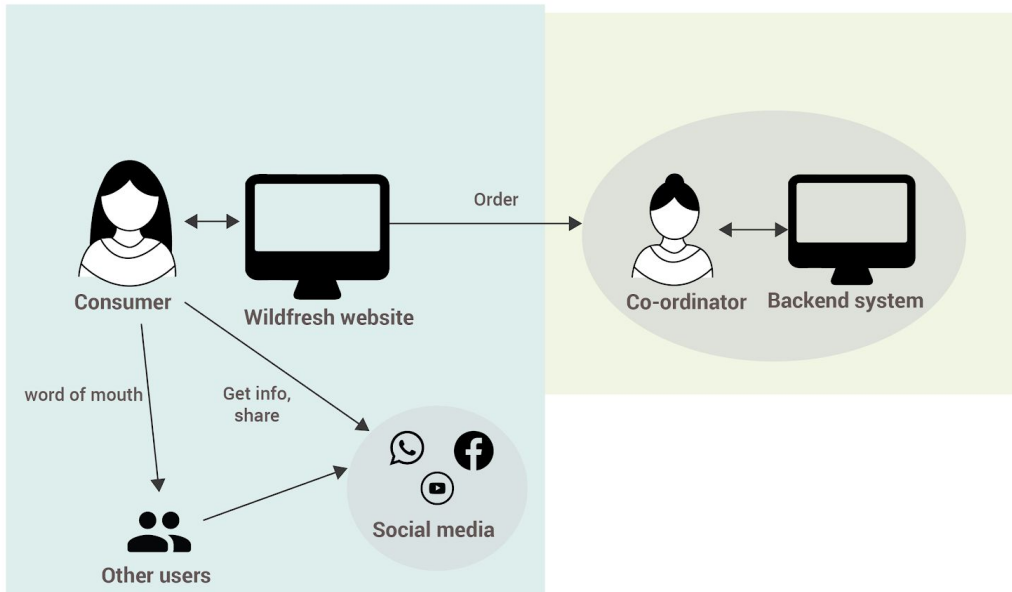
## Service Ecosystem

Service consumers



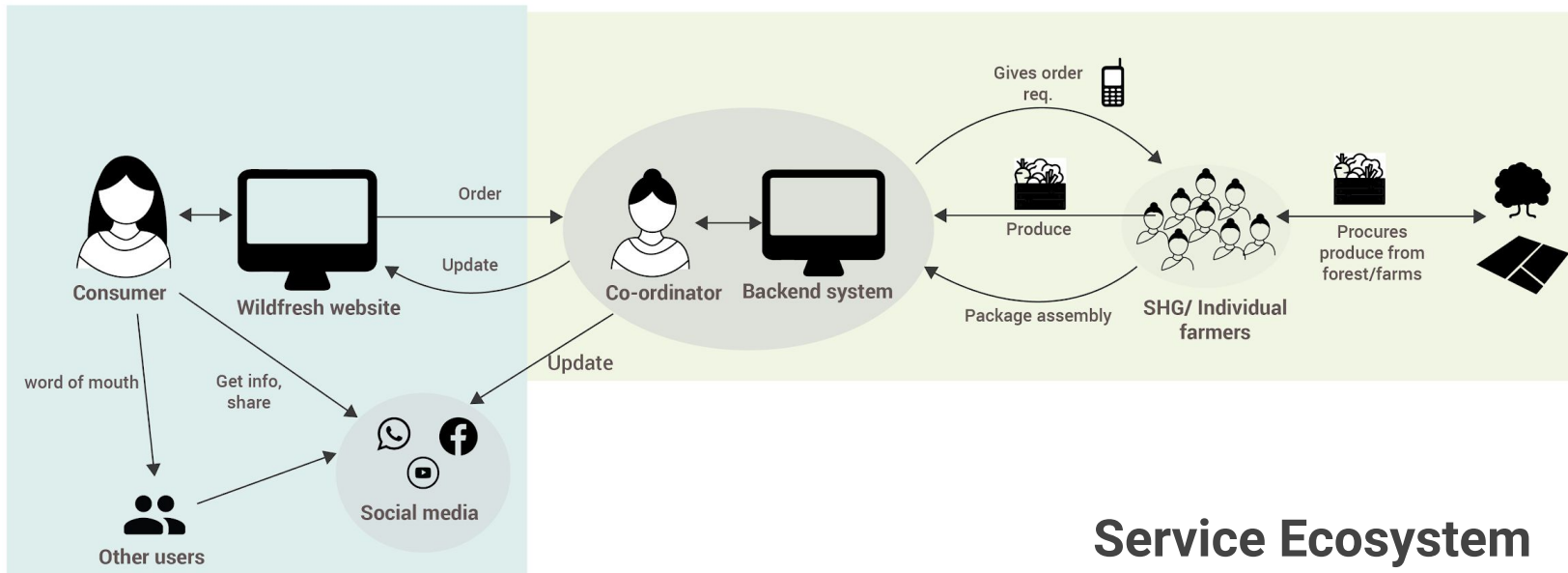
# Service Ecosystem

- Local organization
- Service providers
- Service consumers

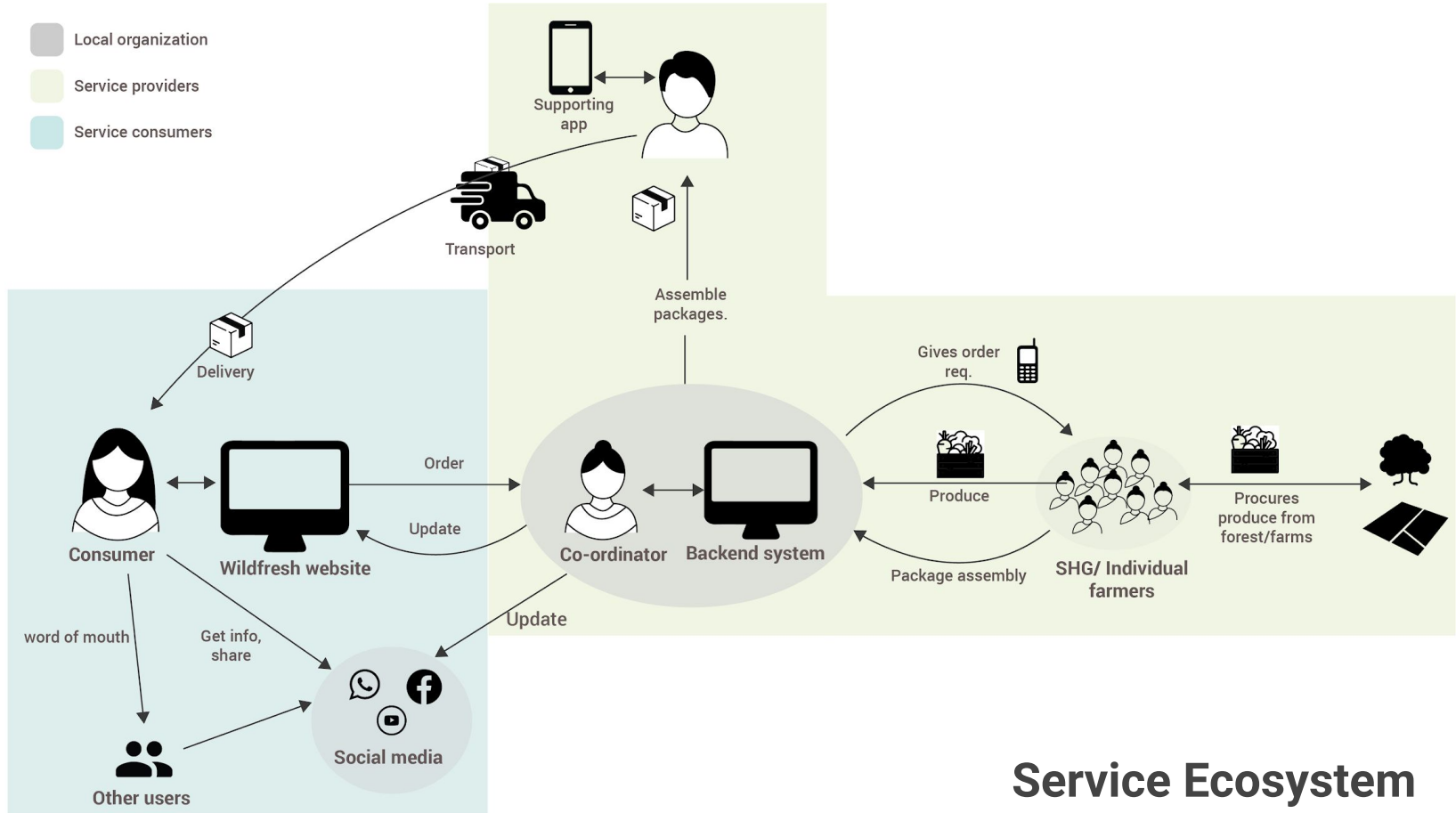


## Service Ecosystem

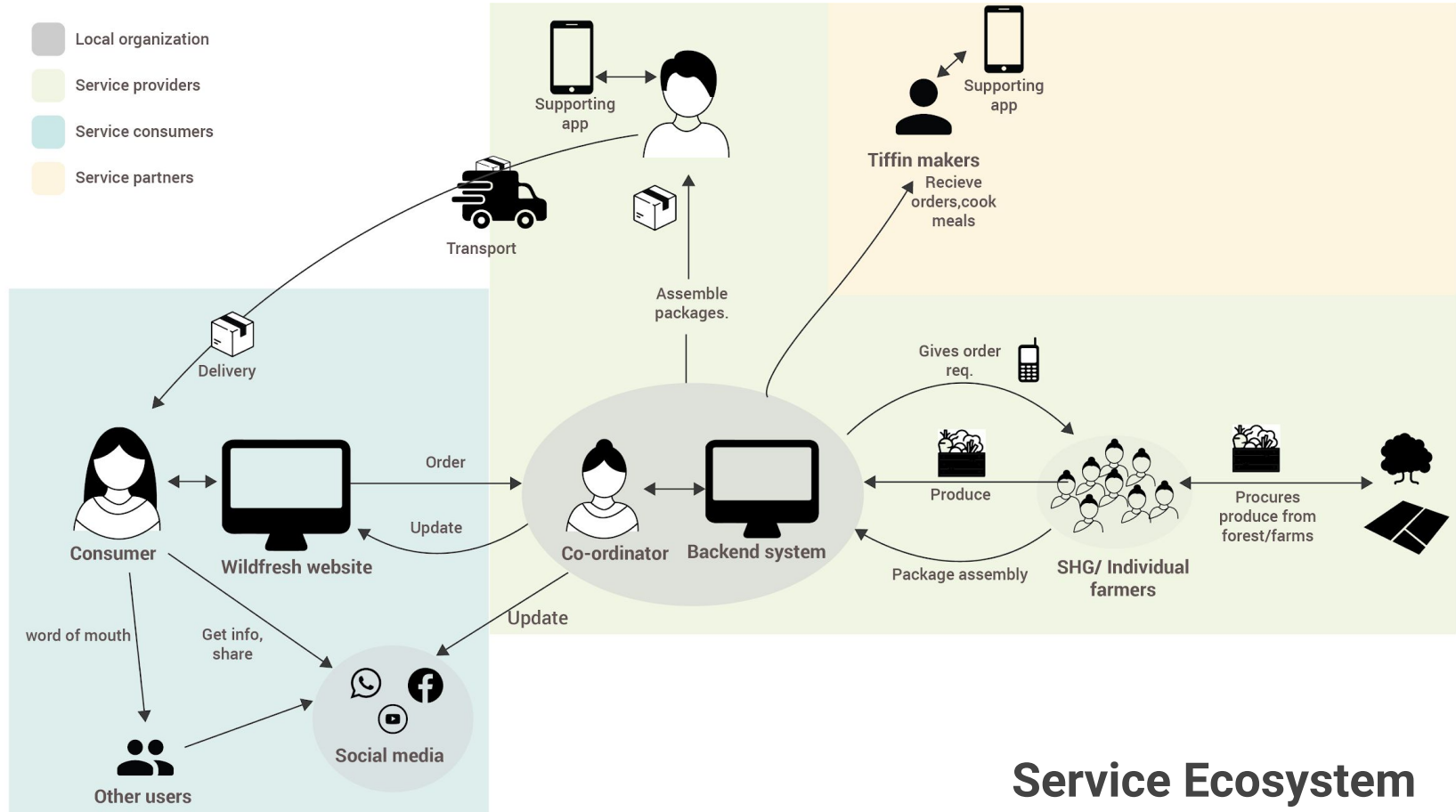
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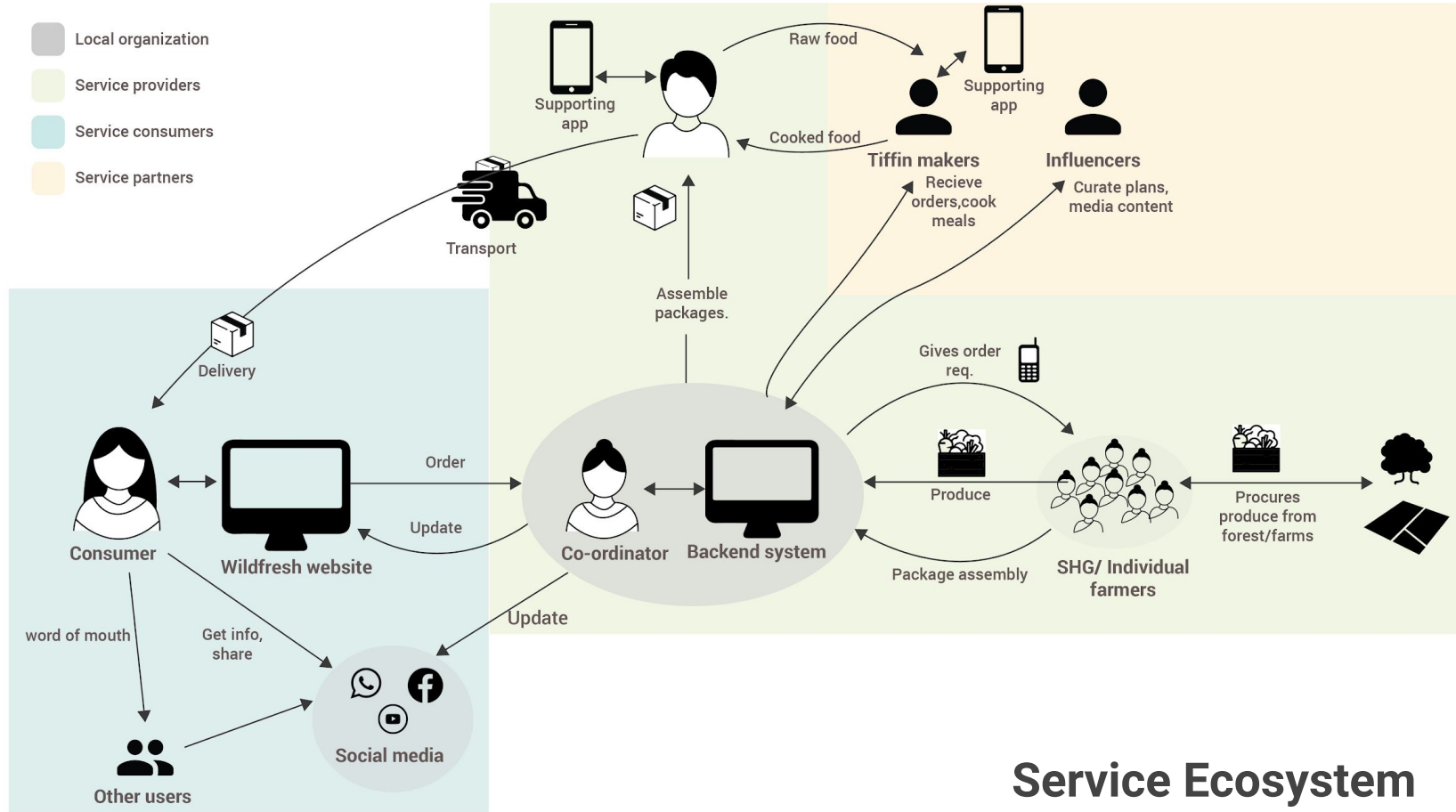
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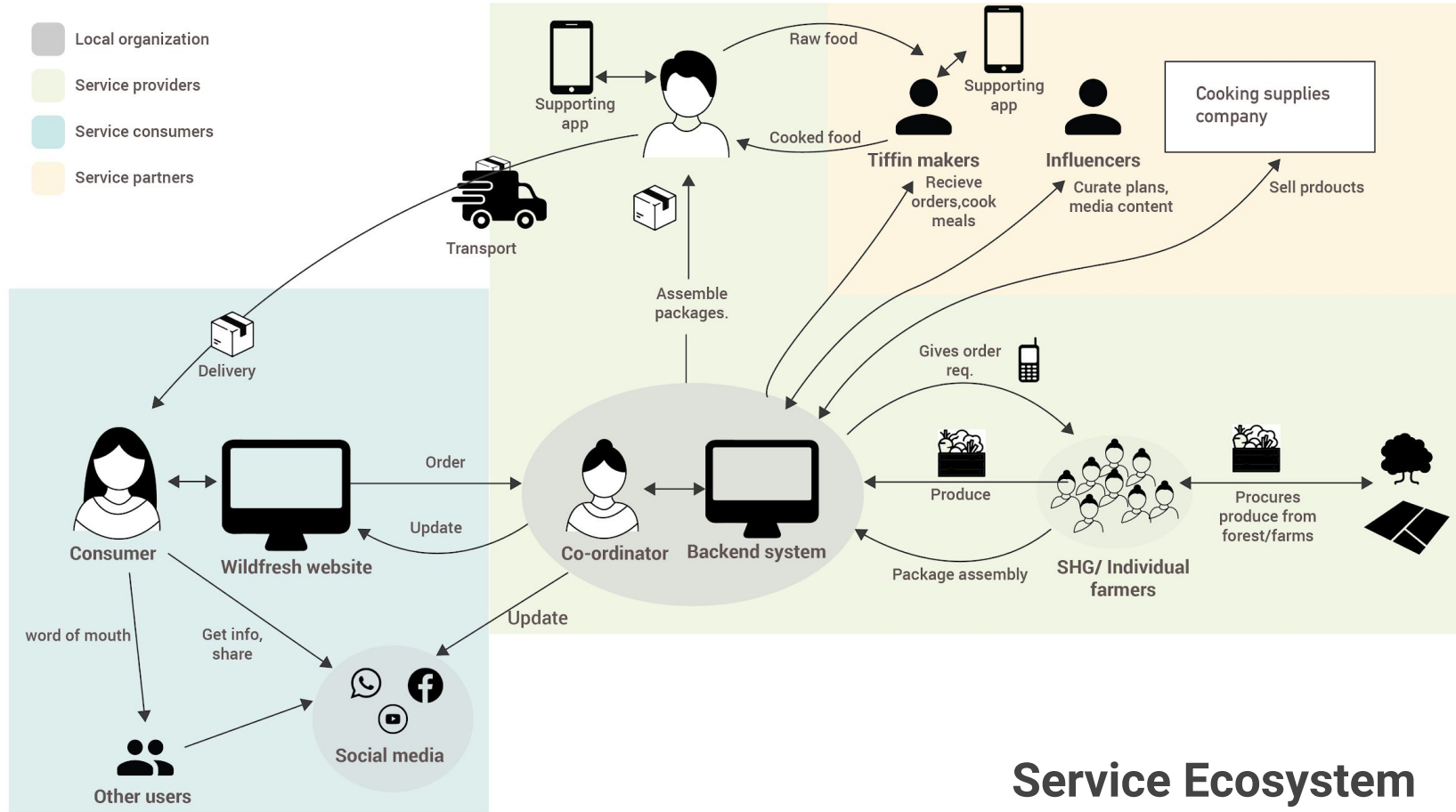
# Service Ecosystem



# Service Ecosystem



# Service Ecosystem



# Service Ecosystem



## **Service Constellation**

There would be different sub service offerings within the main service, designed to suit user needs and preferences.

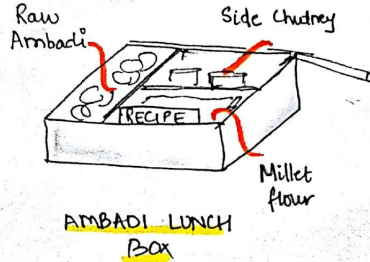
Menu Boxes

Tiffin Service

## Menu Boxes

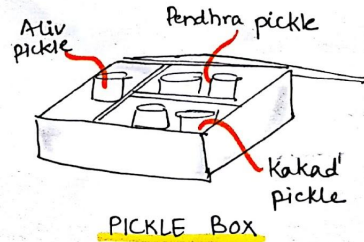
### Recipe meal box

Cook your own meal from the ingredients and recipe provided



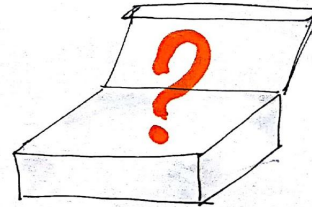
### Standard

Assorted combinations of wild foods that go well together



### Make Your Own

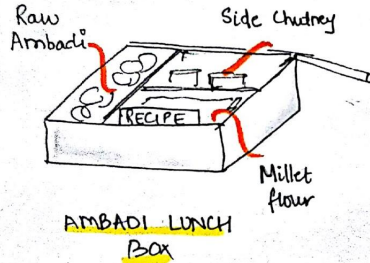
Add items of your own choice



## Menu Boxes

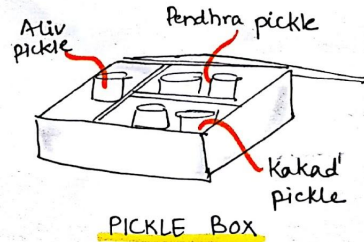
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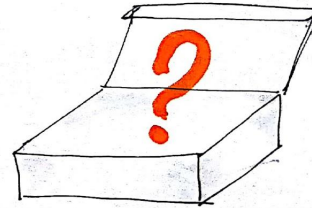
### Standard

Assorted combinations of wild foods that go well together



### Make Your Own

Add items of your own choice



## Tiffin Service

### Tiffin Service

Pick wild vegetable to be cooked by local tiffin makers



# Addressing Problems & Opportunities

**Logistical Issues**

**Maximize livelihood**

**Awareness and Perception**

**Meeting user needs**

# Addressing Problems & Opportunities

## Logistical Issues: Pre-order service

Maximize livelihood

Awareness and Perception

Meeting user needs

- The pre-order service also ensures that the **produce will get plucked only when there is a demand**, not otherwise.
- Hence **wastage or over supply** can be prevented.

# Addressing Problems & Opportunities

**Logistical Issues:** Pre-order service

**Maximize livelihood:** Value addition

Awareness and Perception

Meeting user needs

- Add value by including processed items, **adding curated options by influencers, assortment** of items that go well together, etc.
- Assortment of items enables **people to try more vegetables and related items**
- Provide authentic **tribal experience**
- These can in turn contribute to **enhance the revenue from the service.**

# Addressing Problems & Opportunities

**Logistical Issues:** Pre-order service

**Maximize livelihood:** Value addition

**Awareness and Perception:** Tiffin, web

Meeting user needs

- **Tiffin Service makes wild foods more accessible for people to try**
- Website can be an effective medium for different media of content (videos, pictures, recipes, user quotes, lab reports) etc. to reach people.

# Addressing Problems & Opportunities

**Logistical Issues:** Pre-order service

**Maximize livelihood:** Value addition

**Awareness and Perception:** Tiffin, web

**Meeting user needs:** Doorstep delivery,  
order options

- Order options designed to meet user needs
- Doorstep delivery, tiffin service provides convenience, make wild foods accessible



# Service Prototypes

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## SERVICE PROTOTYPES

1. Service Blueprint
2. Storyboard
3. Website (customer facing)
4. Backend system (backstage activities)
5. Delivery box and other items within it

# Service Prototypes

## **Fidelity**

Closeness to  
eventual design

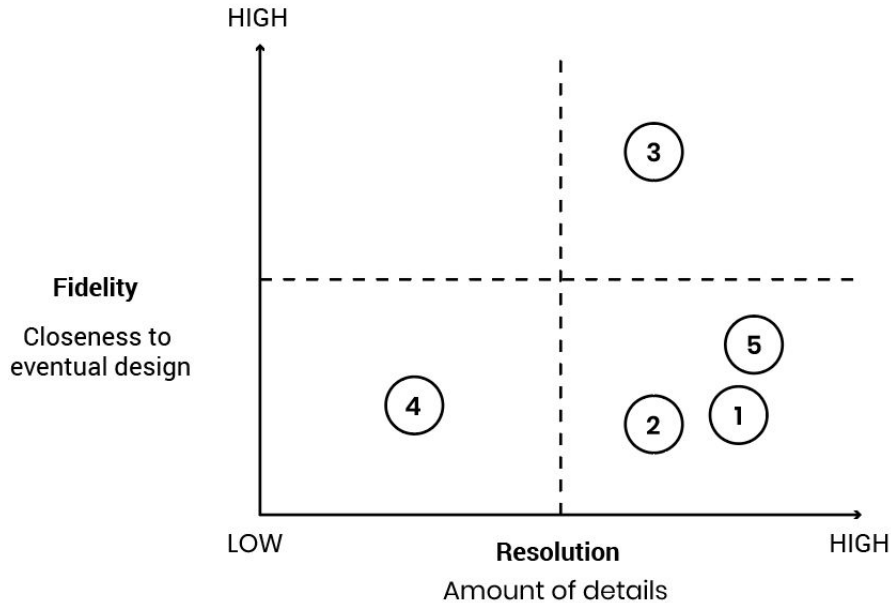
## **Resolution**

Amount of details

## **SERVICE PROTOTYPES**

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# Service Prototypes



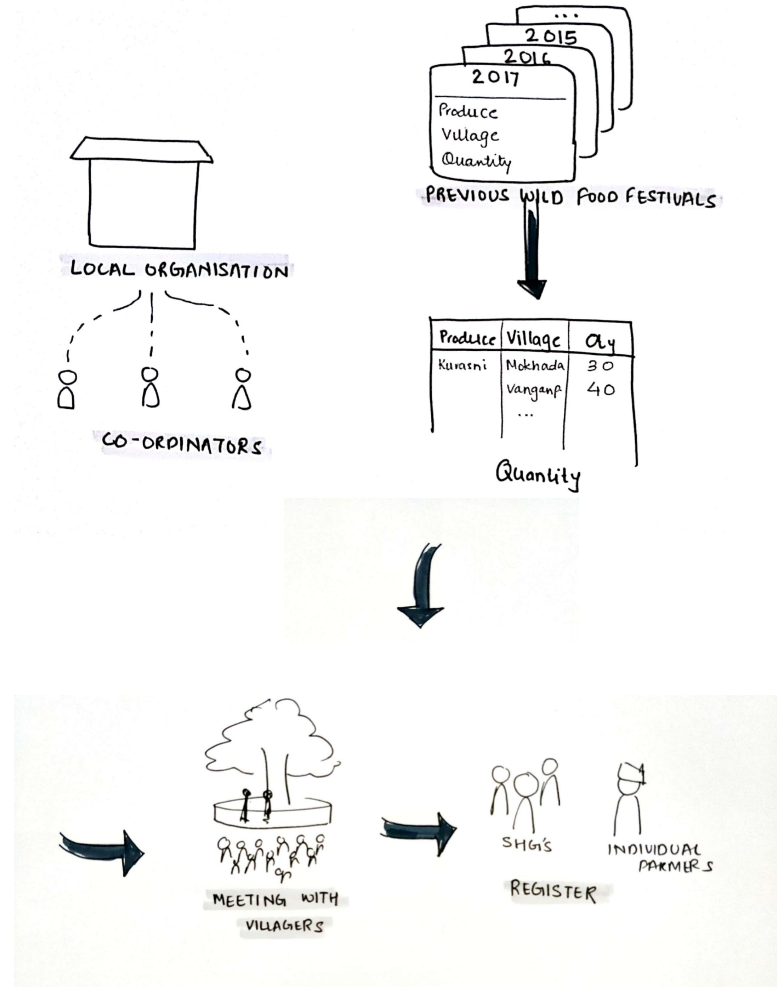
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# Pre-Service Process Summary

# 1. Managing Supply & Demand

- This data from previous wild food festivals of the produce and its available quantity can be considered for starting out the service.
- Based on the available produce and its quantities, various boxes can be curated.
- During the initial period of the service, a cap can be kept on the maximum amount that can be supplied. A **demand based pricing model** can be used to garner more revenue even if the supply is relatively limited.



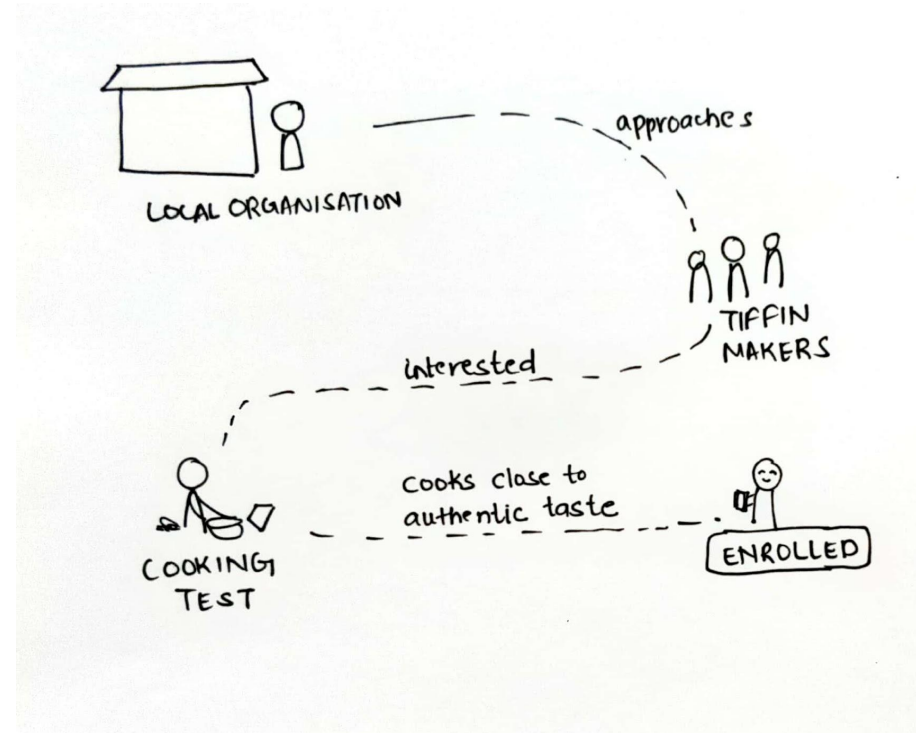
# 1. Managing Supply & Demand (Future aim)

- The service will **aim to eventually increase the domestication** and plantation of these.
- This can be achieved by **encouraging partner farmers for farm plantation, kitchen gardens(for those who may not own land areas),and creating conducive conditions for these to be grown in the forest.**
- Currently BIAF is trying making saplings out of some of these wild plants. Over the years as the supply will increase, more customers can be served.



## 2. Recruiting Tiffin Makers

- Tiffin makers would need to be recruited based on a cooking test
- The cooks can be assessed on how authentic the taste is and the quality, hygiene of the meal



**Service in Action**

```
graph LR; A[Awareness] --> B[Placing Order]; B --> C[Order Assembly]; C --> D[Delivery]; D --> E[Post Delivery];
```

Awareness

Placing Order

Order Assembly

Delivery

Post Delivery

Awareness

Placing Order

Order Assembly

Delivery

Post Delivery



Co-ordinator at a rural organization receives the order



She calls and allocates the order to the farmers



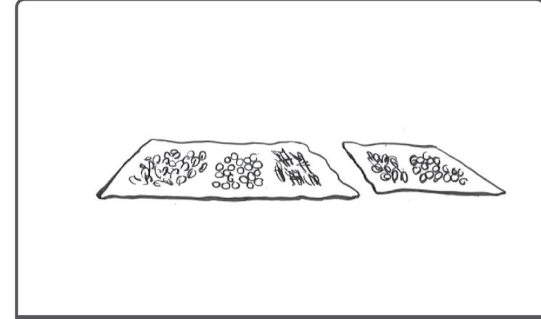
Receive SMS notification for order



The farmers procure the produce from the forest, or their land



It is collected and brought to the local organization



Here it is sorted, freshest produce is used for delivery, rest used for preparing products

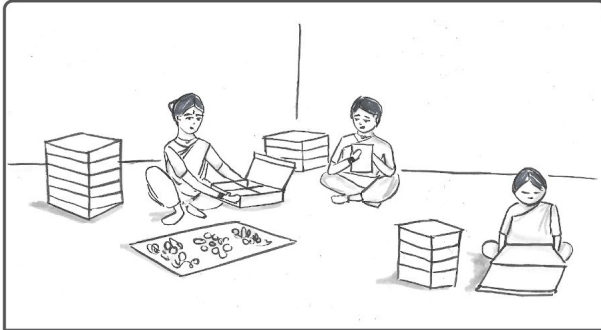
Awareness

Placing Order

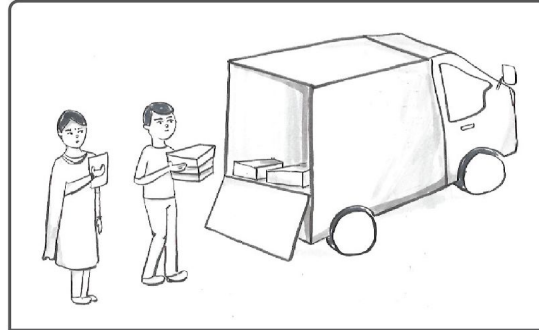
Order Assembly

Delivery

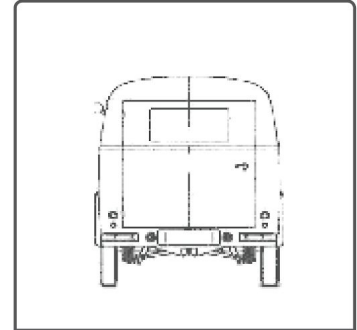
Post Delivery



The produce is then sorted and assembled into boxes



The boxes are then handled to the delivery personnels



They travel to urban areas to delivery the boxes

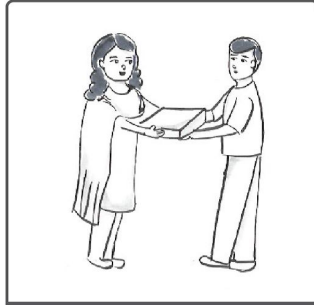
Awareness

Placing Order

Order Assembly

Delivery

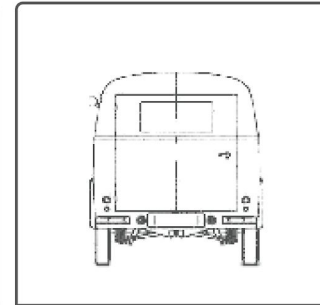
Post Delivery



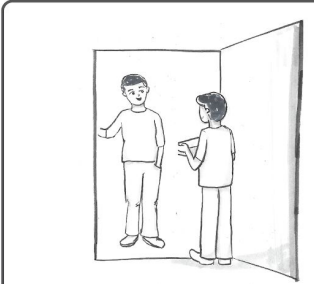
The delivery personnel delivers the box to the tiffin makers



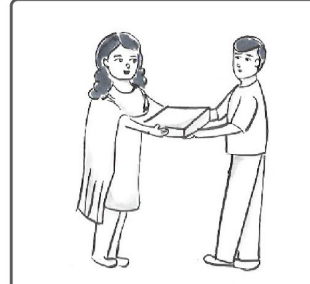
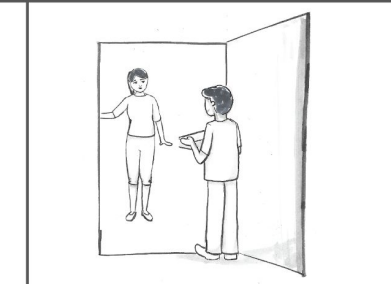
The tiffin makers then start preparing the meal



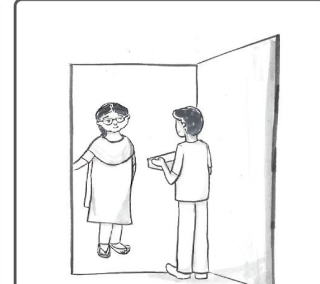
In the mean time..



The delivery personnels deliver boxes to other buyers



Once the tiffin meal is prepared, it is collected by the delivery personnel



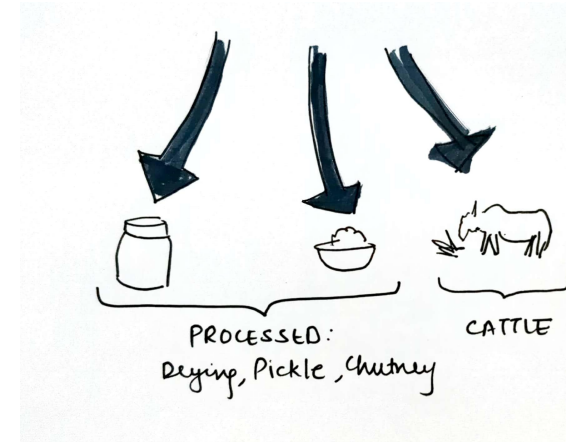
..and then delivered

# **Service Failure & Recovery**

# Service Failure & Recovery

## ENSURING FRESHNESS

- Ordering for more produce than required
- During sorting of vegetables, before delivery, produce that is not fresh enough to be sold, can be kept aside for use during preparation of processed items such as chutneys, pickles etc.
- Some of this wild produce can also be used as a fodder for rural cattle.





# Service Failure & Recovery

## NOT BEING ABLE TO COOK WELL

- Possible risk for the recipe meal buyers to be unable to cook the wild vegetable well.
- Post delivery, the customer will be asked whether they were able to satisfactorily cook the wild vegetable. In case not, they will be recommended to try the tiffin service where they can receive meals, cooked close to the vegetable's authentic taste.

## ITEM UNAVAILABLE

- In case the items are unavailable, the user can be suggested items with similar attributes such as similar type, health qualities, tastes etc.

How was your experience?

Great!

Want to order again

Food didn't taste so great

Issues with order

Issues with delivery

We understand cooking can be tricky sometimes, but you can still savour authentic taste

**TRY TIFFIN SERVICE**

**DONE**

**Testing**

# Testing

## THEMES

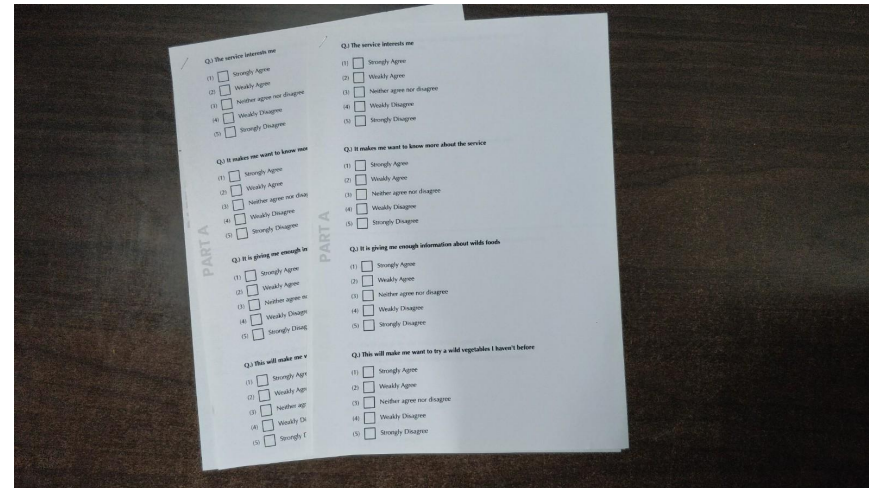
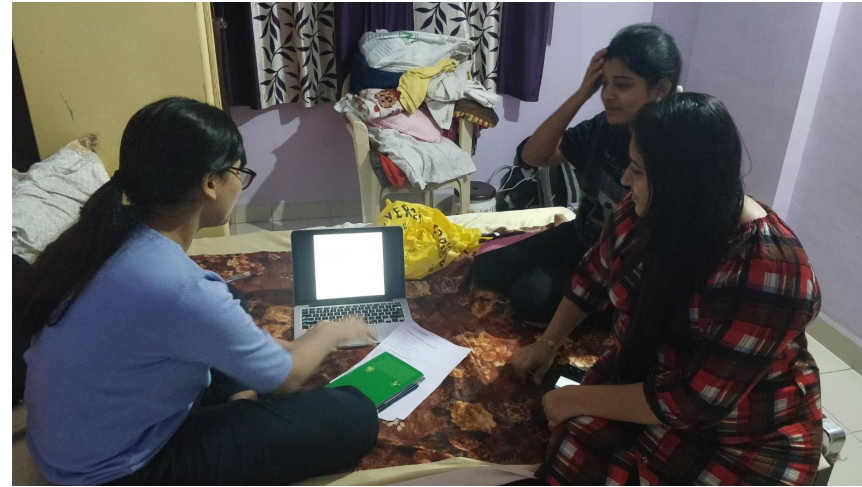
The testing aimed to answer **whether the service would interest the customers, and be able to generate a demand for it**, as this would in turn convert into livelihood for the farmers. The key themes were:

- Is the service able to interest the customers
- Is it able to communicate the value of wild foods to its buyers
- Does it address their concerns and issues
- Is it giving users a sense of making a contribution
- Is the service fulfilling any user needs/is the service useful for them
- Does it make them want to share & recommend it to others
- Do users feel that they will be receiving quality delivery and packaging
- Does it make them want to place an order

# Testing

## METHOD

- Shown service prototypes such as the storyboard, and customer-facing website mock ups, being the primary touchpoint
- The users were asked questions based on the testing themes, that they answered on a 5 point Likert scale.



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Partic	Meta info/ Background	Gender	Age	Location	Occupation
P1	No idea about wild foods	F	53	Mumbai	Working, accounts
P2	Agrarian background, knows some wild foods	F	55-60	Mumbai	Runs a shop
P3	No idea about wild foods	F	29	Mumbai	Working
P4	Knows about wild varieties of conventional vegetables	F	34	Mumbai	Housewife
P5	Loves cooking, knows some wild foods	F	50	Mumbai	Working, accounts
P6	Likes Cooking in the Kitchen, mostly on weekends	M	33	Vasai	Project Manager
P7	Cooking as Hobby	M	27	Vasai	Entrepreneur
P8	Cooks occasionally	F	27	Mumbai	Working
P9	Avid cook	F	56	Mumbai	Housewife
P10	Cooks occasionally	M	57	Mumbai	Working

# Testing

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Sr No.	Themes	Question	AVERAGE SCORE
1	Awarness	The service interests me	4.85
2	Awarness	Makes me want to know more about the service	4.71
3	Communicating/addressing concerns	It is givng me enough information about wild foods	5
4	Communicating/addressing concerns	This will make me try a vegetables, I haven't before	4.14
5	Communicating/addressing concerns	What are some of your issues and concerns	Qualitative
6	Communicating/addressing concerns	Does it address your concerns	3
7	Making a contribution	Do you think you are making a contribution through this	4.57
8	Fulfilling their needs	The order options are useful to me	3.57
9	Fulfilling their needs	Would you go for any option and why	Qualitative
10	Quality dleivery	Safe and quality packaging is provided	4.14
11	Quality dleivery	The cards provided with the packaging would be helpful for me	4.42
12	Sharing/scaling	Enables me to share and recommend it to others	4.57
13	Purchase order	Makes me want to place an order	4

# Results and Discussions

## GENERATING INTEREST

- The users **expressed a keen interest in knowing about the service**, while most of them (7/10) **had no idea about wild foods, they expressed a curiosity** in knowing more about the same. **All users found the website sufficiently informative, elaborate and useful**, giving them a fair idea of what the vegetable would be like.

## TRYING NEW VEGETABLES

- The users (8/10) **were open to trying new vegetables since recipes and ways of preparation were provided**. Some (2/10) even expressed wanting to **try out the tribal recipes on regular vegetables**.

# Results and Discussions

## USEFULNESS OF ORDER OPTIONS

- Most people (8/10) **responded to trying the tiffin service first**, to know what the wild vegetables would taste like.
- Some (3/10) for its convenience, being a homemade healthier alternative to ordering from hotels.
- Some users (3/10) who were **cooking enthusiasts** were also fairly **interested in the recipe meal option**.

## MAKING A CONTRIBUTION

- The users responded positively to being able to contribute towards farmers livelihood, as they felt it **'bridged the gap between them'** and **enabled them to do something**.



# Results and Discussions

## ADDRESSING USER CONCERNS

- While the lab reports seemed to give them assurance about the origins of the produce
- Some **(3/10)** of the user concerns were about the **freshness and health** of the produce, they were wary about the condition of **leafy vegetables during the monsoon season.**
- Other **(2/10)** concerns were around the **hygiene and quality of tiffin service meals.**
- Users were **fairly satisfied with the 'double packaging'**, but **(3/10) wanted to try it**

# Results and Discussions

## PLACING AN ORDER

- Most users (7/10) said that they would like to place the **order**, citing '**nutritious eating option**' and '**contributing for farmers**' as the primary reason. The expressed wanting to place the first order and see how the service is, then place subsequent orders.

# Conclusion

- Able to generate interest, communicate value of wild foods
- Interested in tiffin service and recipes and preparations
- Focus on them, instead of other options
- Test quality and health with actual vegetables in the monsoon season

**Thank You!**