

Packing the Indian Tiffin



Contents

Initial Objective

User Scenario

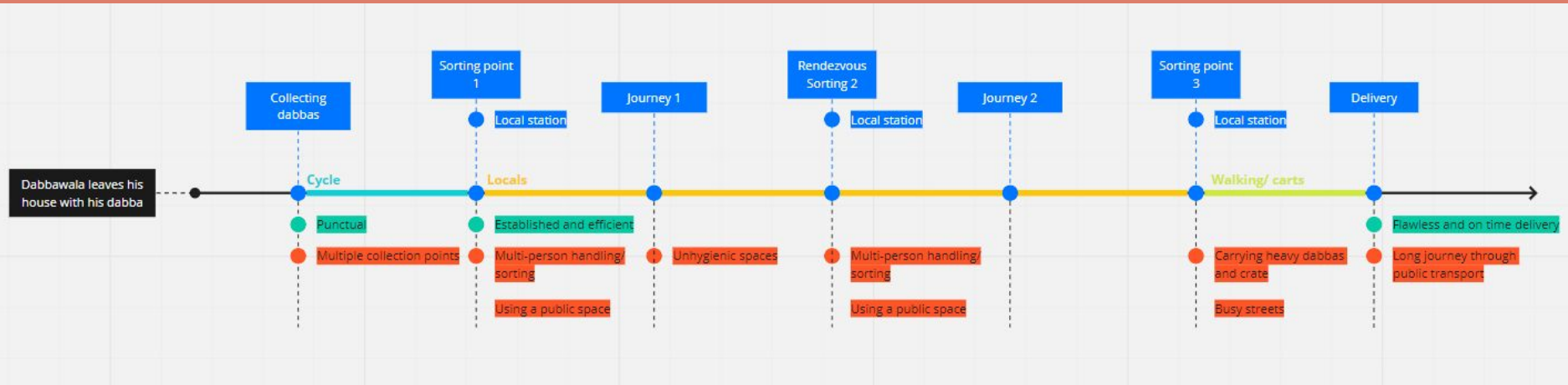
Revised Objective

Design Focus

Research

What Next

Initial Objective



S.W.O.T.

Strengths

Trust -
strong
work ethics

Reliable
and
efficient

Ingenious
coding
system

Cheap

Close-knit
community,
look after
each other

System is
robust, deliver
even in harsh
weather
conditions

Weaknesses

Stick to
traditional
practices

High
dependency
on Locals -
hard for last
mile travel

Illiteracy

Don't use
technology to
gain
customers or
advertise

Travel by
cycle or
on foot

Opportunities

Bachelors
working from
home would like
to get home
food delivered

Advertising
safety
measures

Using
technology
to get more
customers

Maids who have
lost their jobs -
can become new
suppliers,
dabbawalas can
connect

Branding to
emphasize
online and
local identity

Threats

Losing
customer base
to outside fast
food services

Less
locals
working

Companies like
Swiggy and
Zomato
advertising safety,
stealing
customers

Family men
working from
home no longer
need dabbas
delivered

Customers now
in wider area,
with more
people working
from home

Losing trust
of people
due to Covid
paranoia

With
existing
system

New
ventures

Plan B
(not
designing for
dabbawalas)



Talking to the Dabbawalas

Mr. Ulahas Muke

President - NMTBST

Revised Objective (Plan B)

Packing the Indian Tiffin

Primary Research

Container

Prefers
Cardboard boxes

Satchels are
bad, spills

SOCIAL lunch
box
(plastic) is good

Trusts plastic
more than
cardboard

Throw the containers
too without eating in
them

Plastic is fine
but can spill

Brown paper outer
bags are sloppy
and inconvenient

Aluminum foil
doesn't work for
me

Aluminium foil
packing is
shabby

Curry

Curry is
always messy

Plastic cups are
fine for curry,
but it does spill

Pack the
gravy better

Rice (biryani)

Sealed lid
(Yoghurt cup)

Biryani not served
good. Compressed
and mixed

Plate

Need plate

Plate is
important

Pizza boxes
are good

Takes a home
plate/bowl to eat
in

Cutlery

Cutlery should
be part of
packaging

Missing
cutlery

Wooden
spoons break

Wooden cutlery,
after taste

Prefers plastic spoons
than wooden, as it's
hard to eat NV with
wooden forks

Missing cutlery is
pain. They forget
if in loose.

Likes when
disposable
cutlery is given

Liquids/ beverages

Drinks don't
get packed well

Doesn't like that
liquids packaged
often leak/burst

Keventers
good

Reusability

Likes containers that
you can store half-
eaten food back in

Likes containers
that are
repackable

Keventers
good

Disposability/ cleaning

Likes packaging which
can be folded
up/crumpled to throw
easily

Spilling and
scattering

Cleanup is
hard

Dislikes large boxes
or containers that
can't fit into dustbins

Heating/ microwaving

Heats ordered stuff
in the oven after it
comes, to disinfect

Accessibility

Condiment packaging
(ketchup) - leaving with
mouth - Safety issues

Doesn't have patience to
get a knife/scissors, prefers
packaging that can be
opened with just hands

Secondary Research

Sabzis

Flat
stuff

Rotis
and
dosas

Curry/
gravy

Rasam
is
thinnest

Our
Cuisine

Rice

Dry

Beverages

Chaas

Pickles

Wet

Leak-proof
lids for
gravies

Multiple
tiffins packed
into one
padded bag

Plastic

Hard,
thermosetting
plastics

Cheap, bendable
kinda plastics

Most common-
different
variants of the
traditional
layered tiffin

Tiffin
boxes of
India

Metal

Usually
stainless steel

Regular stacked
kind of tiffin
boxes

Flat metal boxes
with clasp-on lids

Self
heating
boxes

Insulation

Flat tiffin
boxes with
divisions or
smaller boxes
inside

Glass

Generally come with
padded cloth covering
for carrying + safety

https://www.priestmangoode.com/wp-content/uploads/2020/07/Wallpaper-press-release_0709.pdf

Different types of Packages





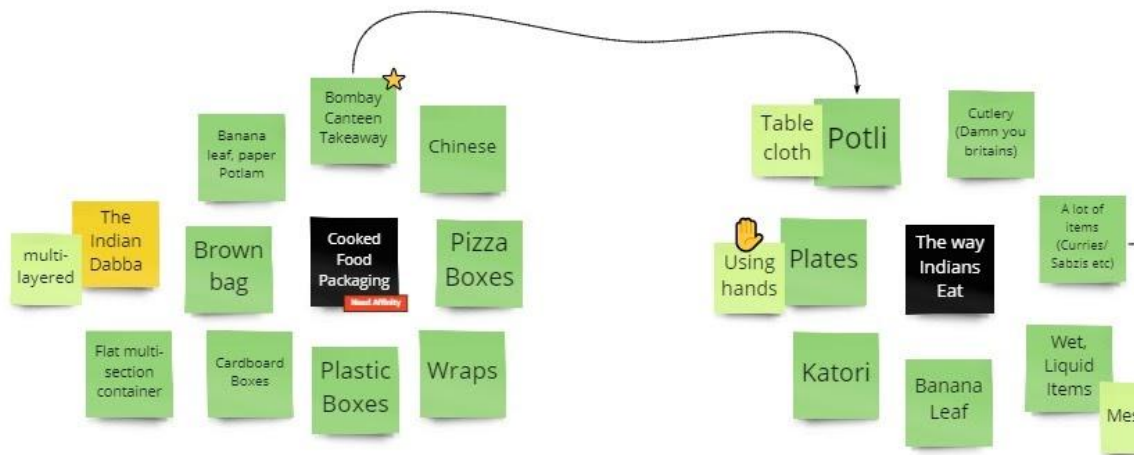
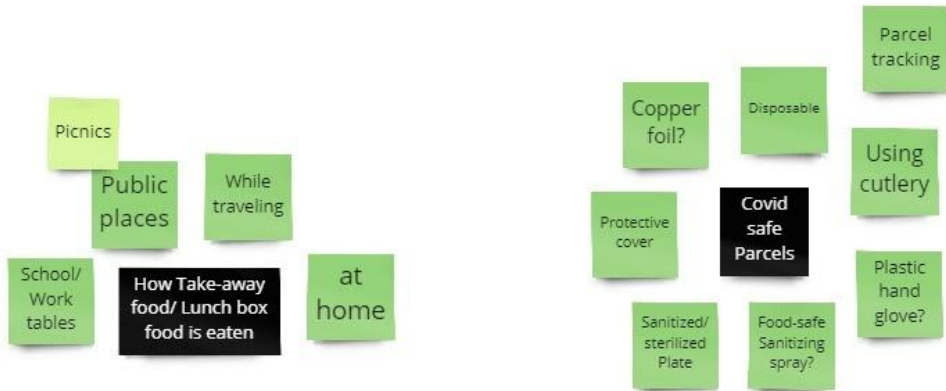
Key Insights

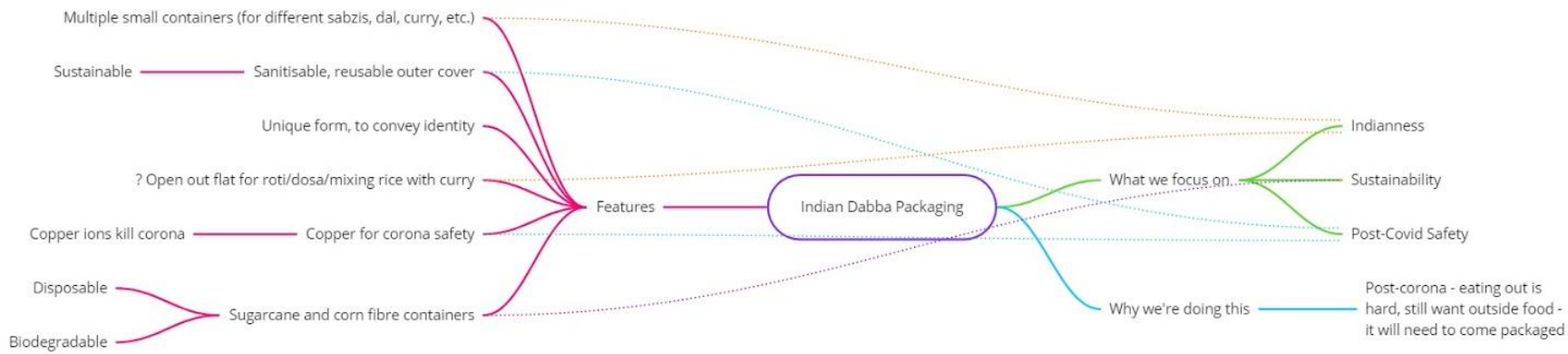
- Curry is always messy when in packets, hard to pour out, leaks
- A base vessel/plate is conventional for most cuisines. Convenient
- Forgetting to pack/deliver cutlery
- Reheating for heat as well as safety.
- Easy disposability and cleaning is necessary in any non-dining spaces. Shouldn't make a mess.
- Users are divided between cardboard and plastic
- Easy opening the contents, without having to use scissors/knives.
- Reducing contact with packaging while opening/handling
- Need for better cutlery. Not satisfied with wood/plastic ones available now
- The option of reusability interests the users

Scenario - Raju orders food

Delivery man is wearing a mask and gloves - Raju takes the food, sees that the **chutney packets have leaked** - the paper bag is soaked through, and he has to awkwardly carry it back home - the sabzi and paneer tikka are packed in boxes, roti in foil - opening the boxes is hard, **the tape just won't get removed** >:(- he takes out a plate and puts all the food in it, and into the **microwave to kill infection** - takes his own spoon because the **wooden spoons are useless** - he finishes eating - packs up remaining tikka in it's **resealable box** - the remaining **packaging waste clogs up his dustbin**, he is frustrated as he'll have to take out the trash sooner

Design Focus





Design Focus

Post-COVID
Safety

Sustainability

Indian-ness



**Pizza box
(Italian)**



**Oyster Pail
(Chinese)**

Design Focus

**Post-COVID
Safety**

Indian-ness

Sustainability

Design Focus

**Post-COVID
Safety**

Sustainability

Indian-ness

Design Constraints

The Delivery

The Restaurant

The Consumer

Stability

Handling

Tamper proof



Design Constraints

The Delivery

The Restaurant

The Consumer



Fries, For Packaging, Capacity: 500 Gm

Rs 7/ Piece [Get Latest Price](#)

Pattern: Printed
Material: Paper
Size: all sizes
Color: Multi color
Usage/Application: Packaging
Capacity: 500 gm

[read more...](#)



Brown Plain Corrugated Takeout Box, Capacity: 1-2 Kg

Rs 25/ Piece [Get Latest Price](#)

Type: Plain
Capacity: 1-2 Kg
Color: Brown
Material: Kraft Paper
Usage: Packaging

Ease of packing



Ivaanshi Printed Take Out Boxes, For Food Packaging, Size: Customizable

Rs 8/ Unit [Get Latest Price](#)

Usage/Application: Food packaging
Material: Cardboard
Size: Customizable
Brand: Ivaanshi
Color: Printed
Features: Oil resistant and food grade

[read more...](#)



Round Serving Bowl Kraft Paper Tray With Pet Lid, Set Contains: 100

Rs 6.78/ Piece [Get Latest Price](#)

Material: Kraft Paper
Type: Serving Bowl
Brand: GUJARAT SHOPEE
Color: BROWN
Size: 600, 900, 1000, 1200, 1400

Design Constraints

The Delivery

The Restaurant

The Consumer

Food for workspaces

**The Indian Tiffin
experience**

**Issues with
Takeout/Deliveries**

Next

Talking to professors -
B. K. Chakravarthi and Purba Joshi

Finding contact for collaborators in
the field of Packaging manufacturers

Future Steps

Ideation and Concept affinities
(Chakku's 7Cs)

Feedback and iterations
(From Users and Packaging manufacturers)

Thank You