Report

Designing for the Post-COVID scenario

DEP 301: Collaborative Design project
Mentored by Prof. Ravi Poovaiah and Prof. Avinash Shende

By group NAN 2.0
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Introduction

The collaborative project was done under a five-week course, in groups of three students. Collaboration, being in the name, was one of the key aspects of this project - we were encouraged to collaborate with different guides, industry professionals, companies, as well as other students. The overarching theme for all groups was designing for the post-covid world.

Our group's focus ended up being on food delivery. After a long, winding route, we narrowed it down to home-to-home food delivery, and our final outcome was a brand, the functioning system of which was enabled through a mobile application.

Acknowledgements

Project Foci

We started the project by brainstorming and mind-mapping the different aspects of the world that Covid has impacted. We identified random spheres of life/categories that have changed due to covid (pink) and for each sphere, we then wrote down the different detailed aspects that we could focus on. The broad topics included work/office, accommodation, travelling, education, economy, etc. This was the end result:
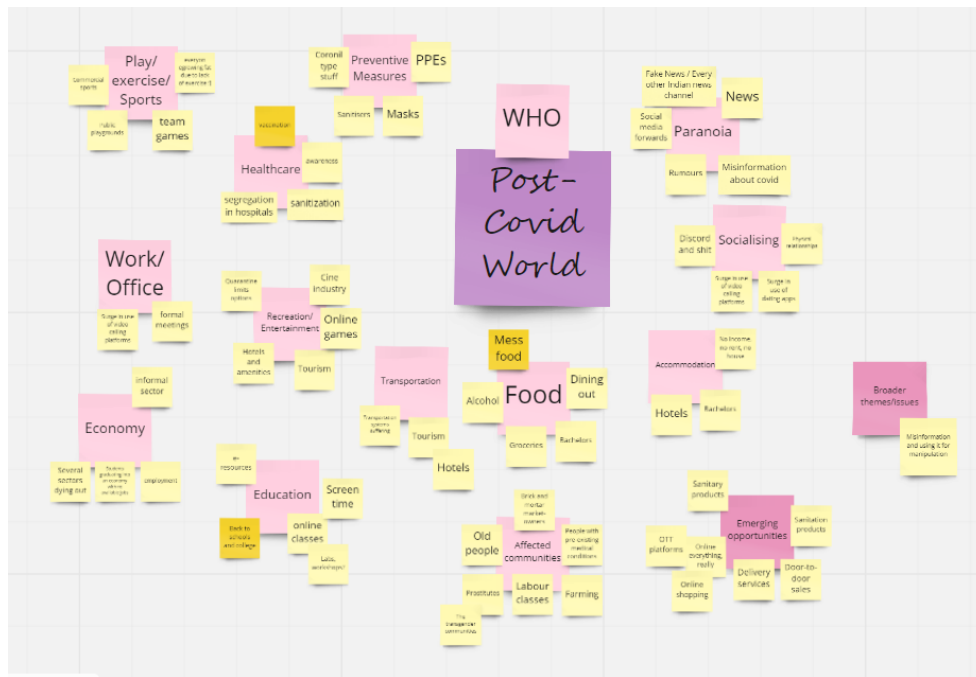
After brainstorming, we had an idea of what we could work on. Our next step was to make multiple flowcharts on possible topics, dividing them into smaller and smaller topics, so

that we could have a precise, narrow focus to work on. After making the flowcharts, we each identified the topics we like (by highlighting them in different colours).
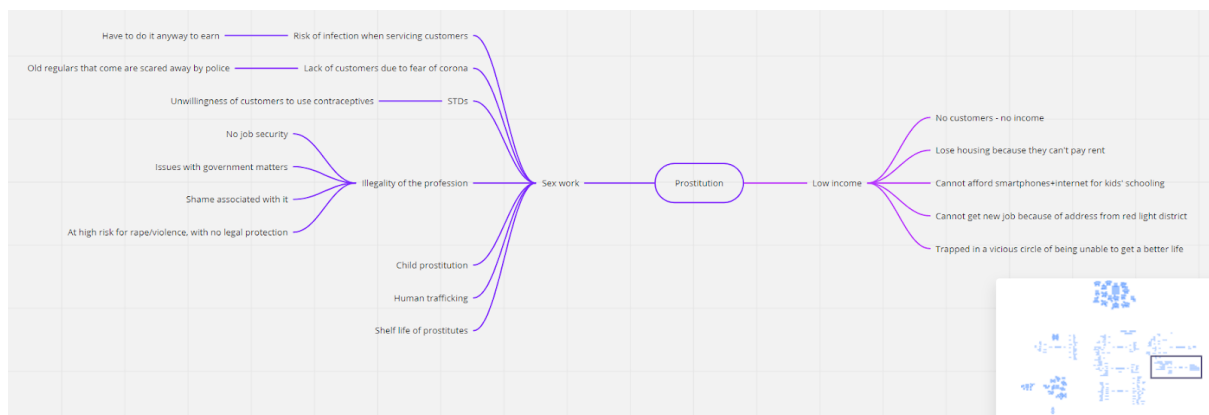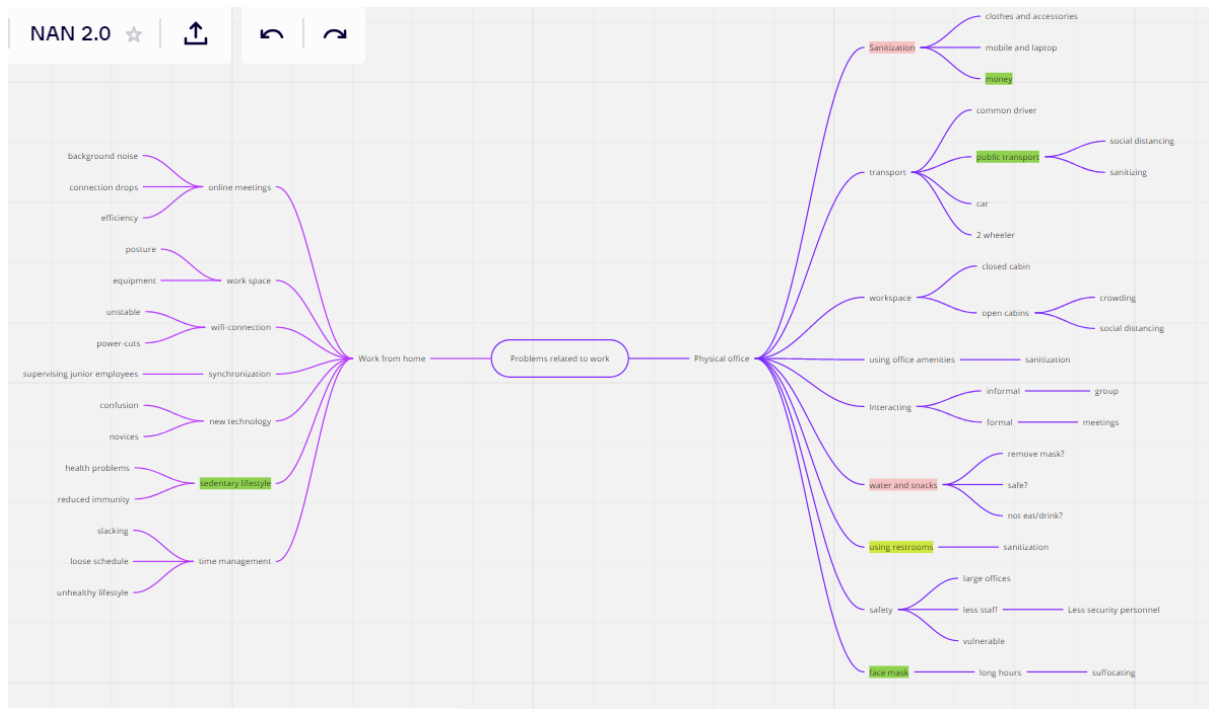
One of the topics our team liked was the idea of tiffins or lunches, how to make them sanitary and safe. Yet another was the idea of working with the affected communities. Together, these two led us to the idea of focusing on food delivery people, more particularly, the dabbawalas of Mumbai.

After extensive research, including research papers, documentaries, books, and personally talking to the dabbawalas, we formed an idea of what the project could be, and decided to propose it, for collaboration, to the President of the dabbawala association. However, on

talking to him, we realised that the system, which is over a century old, is already really well-developed, and at this point any sort of intervention would only be construed as interference. However, Mr. Muke did suggest to us that if we are looking into packaging for the dabbas, why not make the packaging for the customers instead. We took this idea forward, and changed our focus to packaging - packing the Indian tiffin, for delivery.

This focus, however, did not receive much good feedback, and it was suggested to us that we change the audience or market we were designing for. Prof. Avinash gave us the idea of designing for home-to-home delivery. We researched this, and realised it really does have a lot of potential in the post-covid world. So, finally, this is the topic we decided on.

Research- Primary and secondary

Our initial research was based on understanding The Dabbawalas and their food delivery network in more detail. For this we referred to various research papers, documentaries and talked to a few Dabbawalas as well as the president of the Daabawalas association. The insights we got helped us further redefine our focus.

As we revised our focus to design "The Indian Tiffin packaging" we did more primary and secondary research into the Indian Cuisine and existing packing materials and practices used. We contacted Ecoware a brand primarily dealing in manufacturing eco friendly bagasse tableware to know more about the material, packaging and about their business model. We also talked to a number of users to understand their interaction and issues with food delivery packaging. We also did some primary research into the form and aesthetics of Indian household utensils to understand what is perceived as Indian.

Container	Curry	Rice (biriyani)	Plate	Cutlery	Liquids/ beverages	Reusability	Disposability/ cleaning	Heating/ microwaving	Accessibility
Prefers Cardboard boxes	Curry is always messy	Sealed lid (Yoghurt cup)	Need plate	Cutlery should be part of packaging	Drinks don't get packed well	Likes containers that you can store half-eaten food back in	Likes packaging which can be folded up/crumpled to throw easily	Heats ordered stuff in the oven after it comes, to disinfect	Condiment packaging (ketchup) - tearing with mouth - Safety issues
Satchels are bad, spills	Plastic cups are fine for curry, but it does spill	Biriyani not served good. Compressed and mixed	Plate is important	Missing cutlery	Doesn't like that liquids packaged often leak/burst	Likes containers that are repackable	Spilling and scattering		Doesn't have patience to get a anthometers, prefers packaging that can be opened with just hands
SOCIAL lunch box (plastic) is good	Pack the gravy better		Pizza boxes are good	Wooden spoons break	Keventers good	Keventers good	Cleanup is hard		
Trustes plastic more than cardboard			Takes a home plate/bowl to eat in	Wooden cutlery, after taste			Dislikes large boxes or containers that can't fit into dustbins		
Throw the containers too without eating in them				Prefers plastic spoons than wooden, as it's hard to eat NW with wooden forks					
Plastic is fine but can spill				Missing cutlery is pain. They forget if in loose.					
Brown paper outer bags are sloppy and inconvenient				Likes when disposable cutlery is given					
Aluminum foil doesn't work for me									
Aluminium foil packing is shabby									

miro

Bengal and Assam

Kasha vessels- for pujas

Xorai- for paan

Maharashtra

Karanji cutter spoons

Chakli press

Vili- cutting veggies and coconuts

Tawa press- for bhakri

In the fifth week as we shifted our focus finally to building an entire delivery system and brand identity, we did more research into existing food delivery services, apps and related business models like OYO, etc. We also looked into Indian roadside advertisements and painted truck graphics to set the visual theme for our branding.

Final Concept

Overview

Our final concept is the idea of a food delivery system and branding project "GharSe". GharSe is a home to home delivery system comprising an app and a network of customers and deliverers. The idea was also to establish a brand entity of the service alongside the system to channelize more customers under one identity.

The system, the people, and the delivery

The system comprises of consumers, suppliers and deliverers. Consumers are the people who place orders on the app for getting home-cooked meals to their doorsteps. Suppliers are those who are willing to cook and sell home-cooked meals through the app. Deliverers collect the meals from the suppliers taking them to a re-sorting place and sort them based on what all a customer ordered from different places and lastly delivers it to the customer. Thus the system follows a straightforward process of collection, re-sorting and delivery.

The interface

The interface is a mobile application, which enables customers to buy or sell dishes. For instance, the following screens are where one would book a meal from. At the top, there is an option to choose when you want the meal delivered, and you are shown dishes for that day, accordingly. On your screen will be visible different dishes from different sellers, all being made that day. You can choose a sabzi from one seller, rice from another, dal from a third, and dessert from a fourth. To see further details on any sih, you can click on its card.
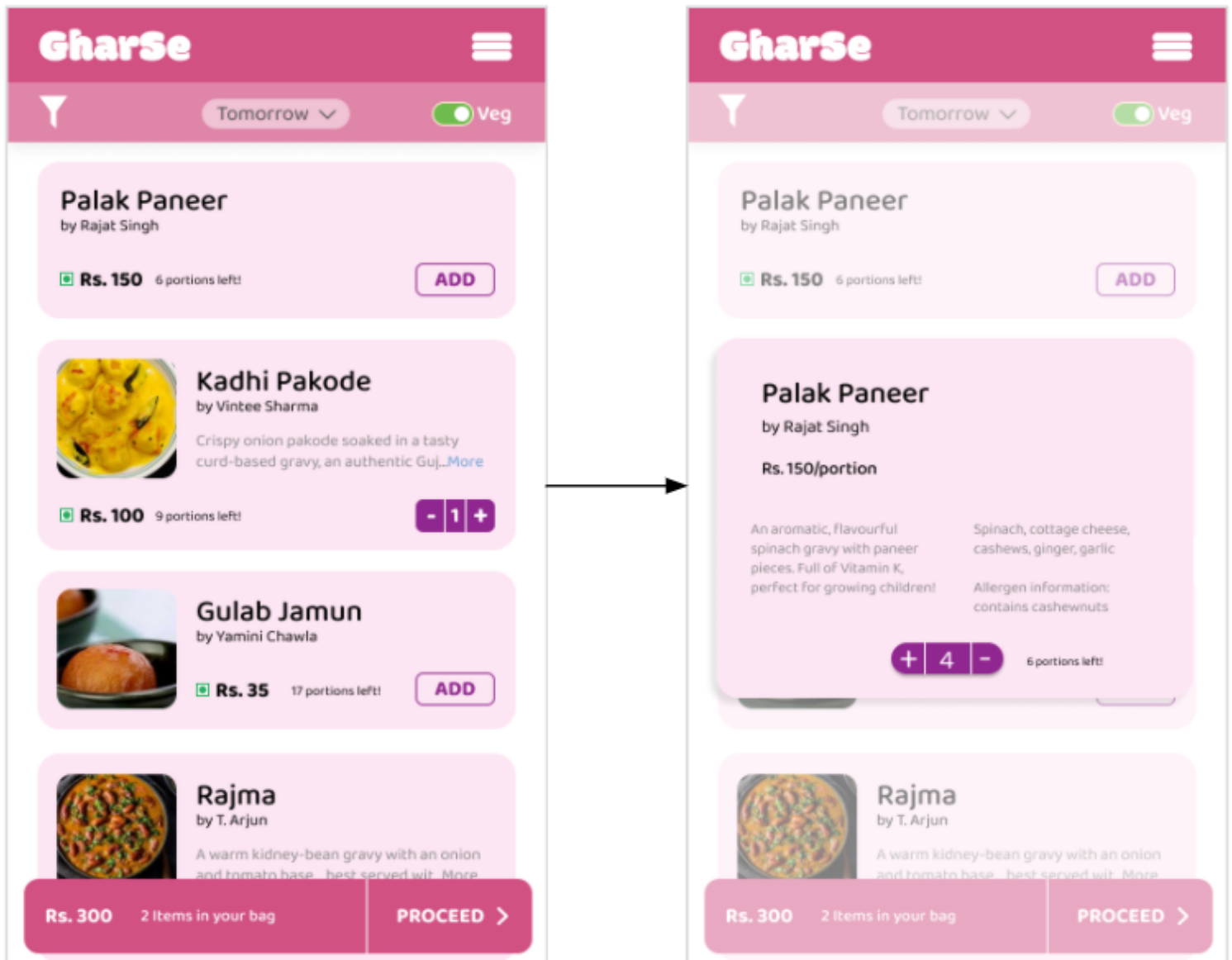
The next few screens show how one would go about uploading a dish. At the onset, you would be given the option of either reuploading an old dish with minor edits, or uploading a whole new dish entirely. If you choose to upload a new dish, you would get to fill in all necessary details, and then upload. If you choose to re-upload an old dish, you can just
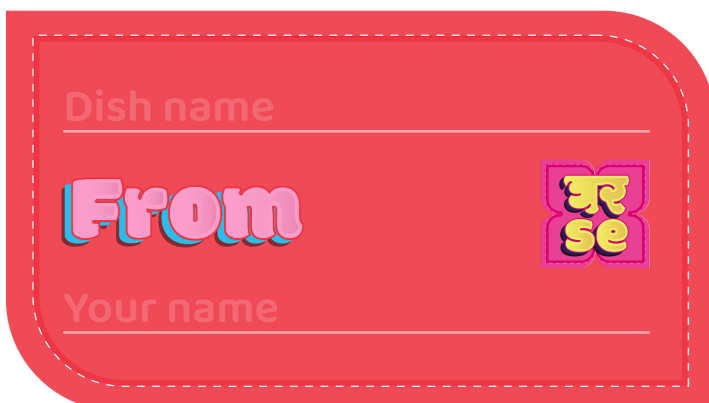
make minor tweaks, such as in the number of portions you can make, or the price, and then upload. Once uploaded, you will be able to see how many people have booked your dish.
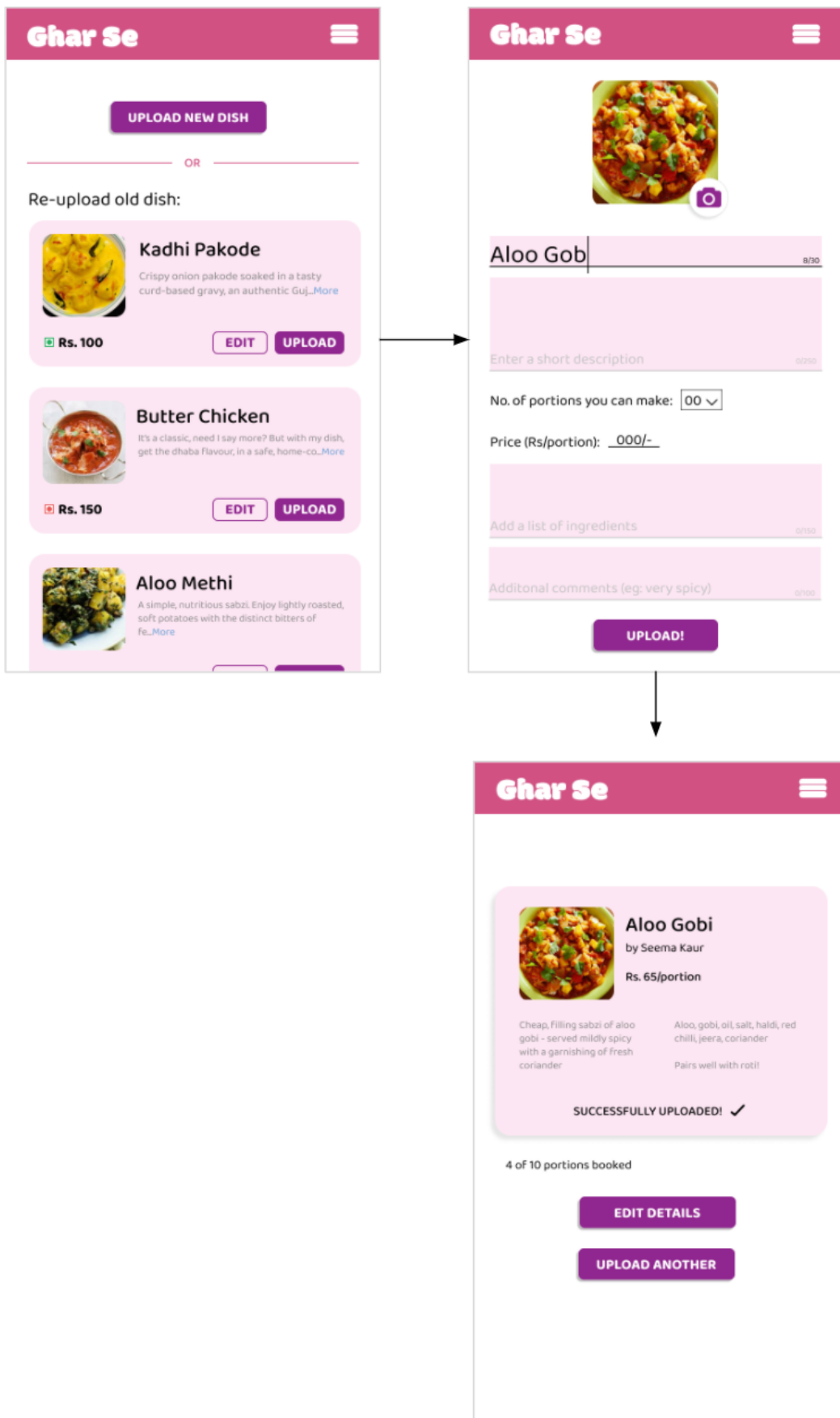
Branding

"GharSe" as a brand takes a fun, playful and refreshing approach to using branding elements in the form of packaging, stickers and labels. The visual theme is inspired from Indian roadside advertisements and truck graphics which show a burst of colours and play with shadows, perspective and bold outlines.

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The Business Model

Elevator Pitch

GharSe is a food delivery service that enables customers to buy or sell home-cooked food. The system consists of consumers, who buy the food, Suppliers who make the food and deliverers who transport the food. Deliverers collect the different items from the suppliers, take them to the re-sorting place, and organise the boxes according to who they are to be delivered to. The food containers would be given to the suppliers in advance. GharSe, as a brand, standardizes or institutionalises the entire system, making it effective and hassle-free.

Problem/opportunities

- People stuck in work from home situations because of covid who lack both the skills and time required to prepare their own meals.
- People who cannot eat restaurant food daily and want to opt for home-cooked meals.
- People who are out of jobs in the current situation caused due to lockdowns and are looking for an alternative income source for living.
- People who feel there is a lack of the option of choosing meals in the existing tiffin services

Solutions

- Mobilising home cooks who are willing to sell home-cooked food.
- Connecting consumers, suppliers and the deliverers.
- Increasing customer trust through standardization and establishing a brand identity.

Unique value propositions

- Delivering home cooked food directly from the homes itself.
- The options of ordering a mix-and-match of dishes from different suppliers.
- Incorporating a fun, refreshing and recognizable branding with the brand identity.

Competitive advantages

- Targeting the unexplored avenue of delivering home-cooked food and would be pioneers in this industry.
- The post COVID situation where there would be a surge in the need for home cooked meals and doorstep food deliveries.

Customer segments

- Consumers - These include people can't cook or do not have the time to, coming from middle or upper economic class , who use smartphones and have the expendable income to spend on buying food.
  Ex- bachelors WFH, families with all adults working or senior citizens
- Suppliers- These are basically people who can cook and/or need another income source coming from lower/middle economic class, those who own and can use a smartphone.
  Examples- maids who are out of jobs, housewives, or any cooking enthusiasts.

Channels

- The GharSe website/app interface would be one of our channels to interact and reach out to our customers.
- Advertising through posters, social media and branding.
- As we learnt from our research into the Dabbawalas, communicating through word-of-mouth is also an excellent way of gaining new customers.

Costs

- Costs of initial customer acquisition and retention by reaching out to already existing small tiffin services.
- App development and maintenance costs.
- Hiring deliverers and other personnel who will transport meals and packaging to-and-fro from different places.
- Buying packaging and brand accessories for both utility and advertising.
- Costs of renting a physical space serving as the re-sorting place and other managing purposes.

Revenue streams

- Service tax and delivery charges collected during payment every time the customer orders something from the app.
- Revenue from weekly/monthly subscription plans offered on the app with decreased delivery charges for regular customers.
- Third-party advertisements through packaging.

Key metrics

- The number of downloads and users of the app.
- Number of meals being ordered weekly or monthly by customers.
- Customers retained based on the customers who ordered more than once from the app.
- Customers opting for weekly/monthly subscriptions provided on the app for regular customers.
- Revenue through service tax and delivery charge.
- Income from third-party advertisements.

Future steps

- Marketing the product and developing a wide customer base.
- Prototyping and testing the app for multiple operating systems followed by rolling it out on the app stores.
- Following a steady and organic business growth pattern.
- Starting from specific localities in Mumbai and expanding to more as the business grows.
- Expanding to other cities like Delhi, Bangalore, etc

Conclusion

Overall, this project proved to be a great learning experience for the three of us. Throughout the five weeks, we conducted regular team discussions among us as well as with our mentors. Along the timeline of this project, we had many instances where we lost focus and had to rethink and take a step back to refocus. The regular feedback from our mentors helped us a lot towards our final outcome.

We also learnt more about collaboration by contacting Ecoware and getting their insights towards our project idea. This project also helped us form a better grip on our design process and helped us gain a deeper understanding of business models and strategies. Through this project, we explored and worked more in the fields of product design, visual communication and UI/UX as well. In the end, we were happy and satisfied with our final outcome and hope to imbibe all we have learnt in this project into our future projects.