

**DEP301:**  
Collaborative Design Project



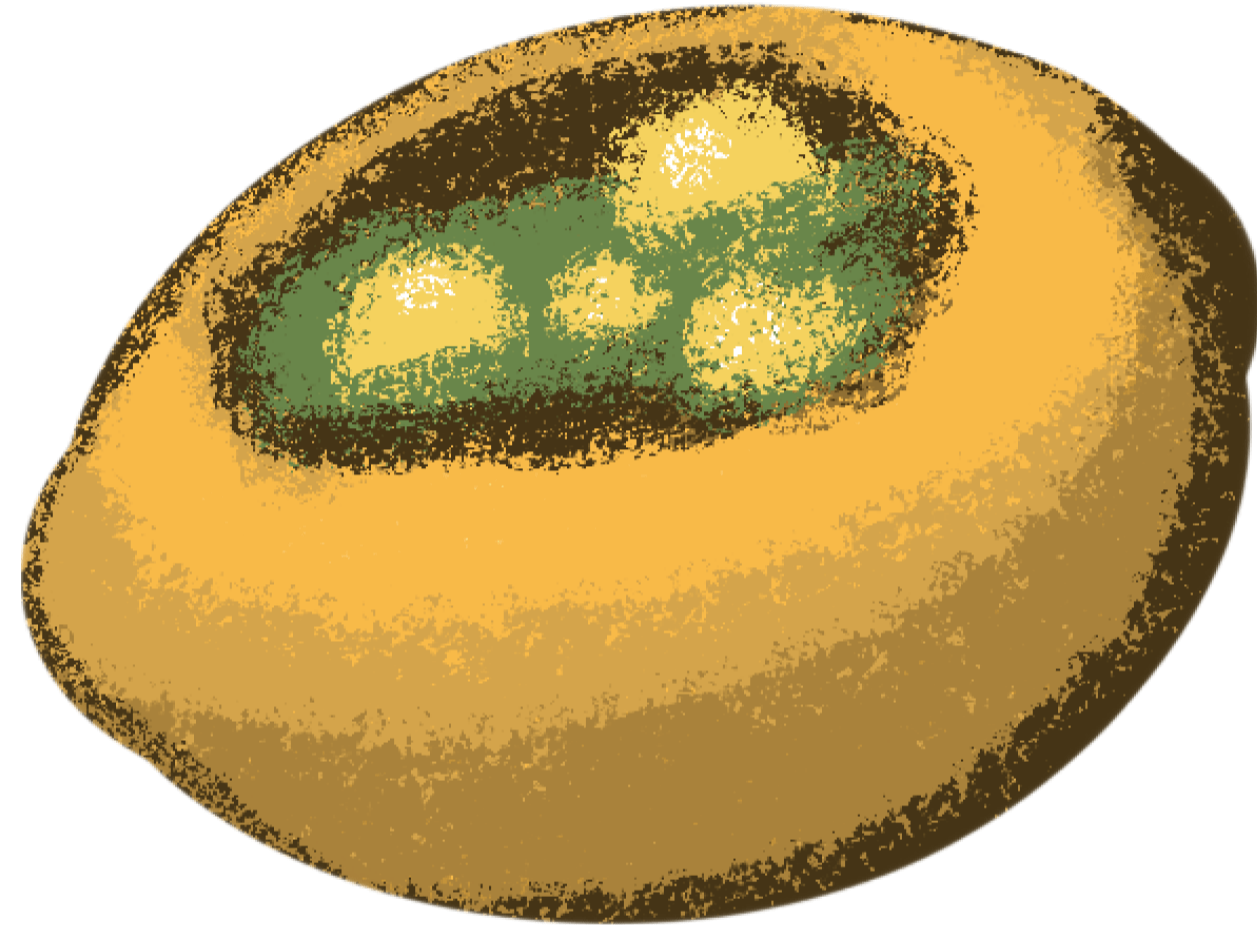
**Atish W.**



**Atul T.**



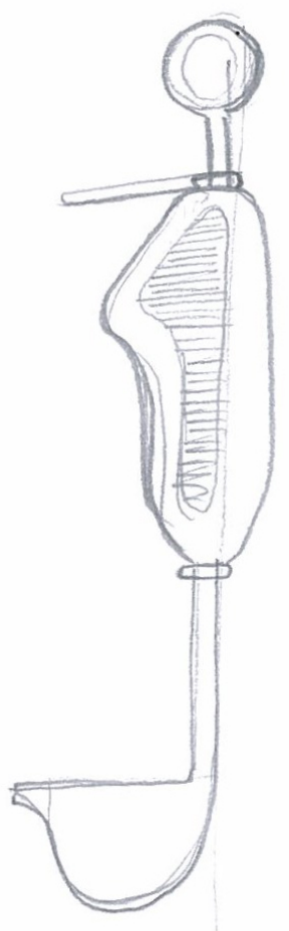
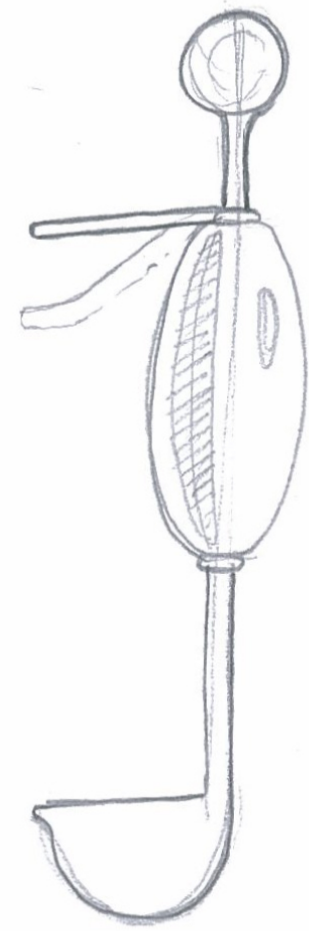
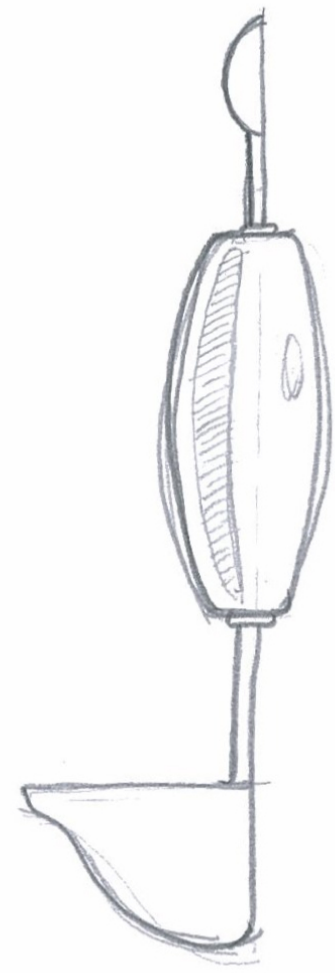
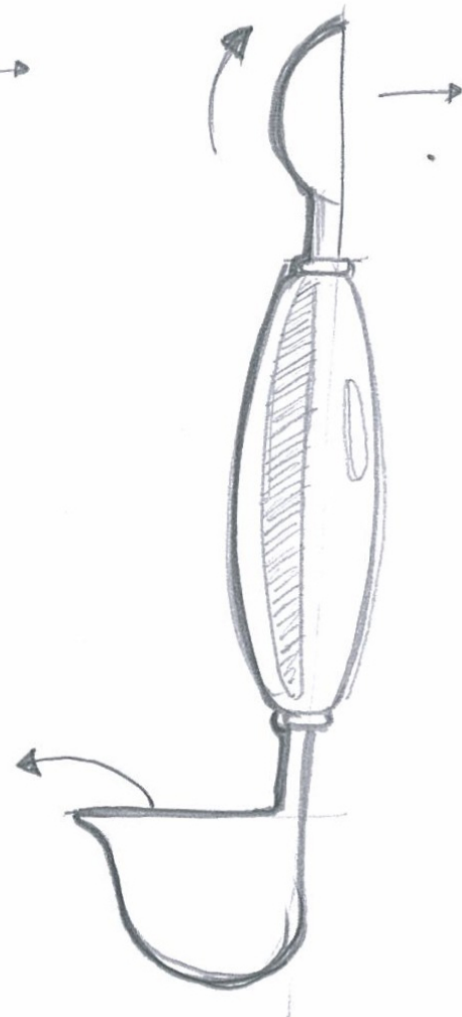
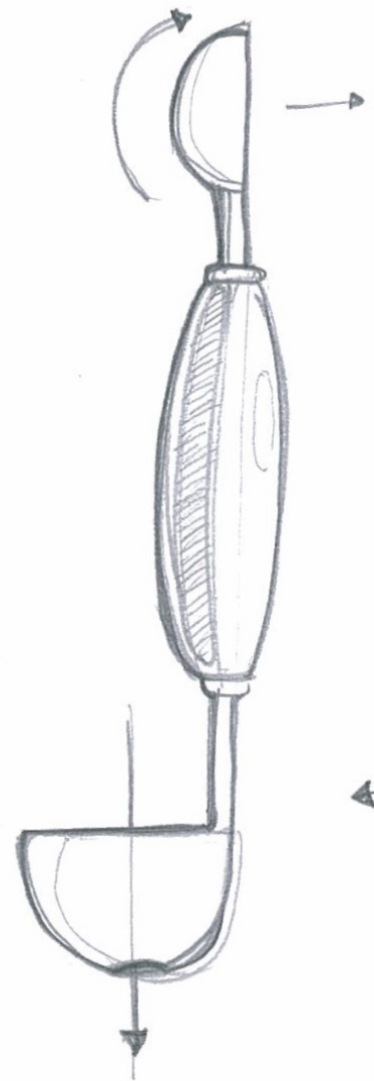
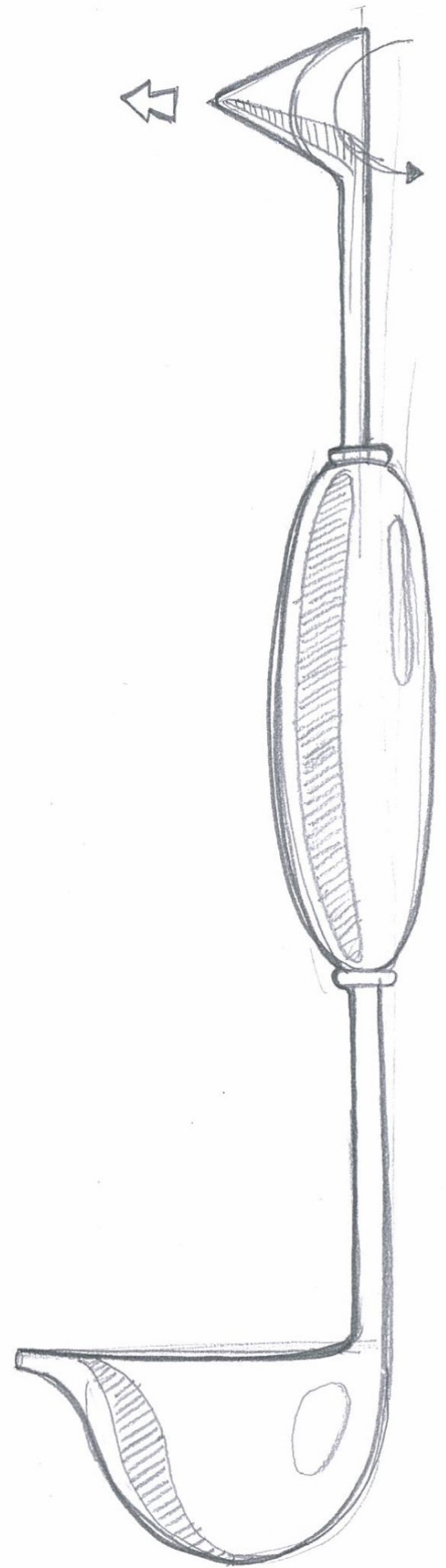
**C. Jeremiah I.**



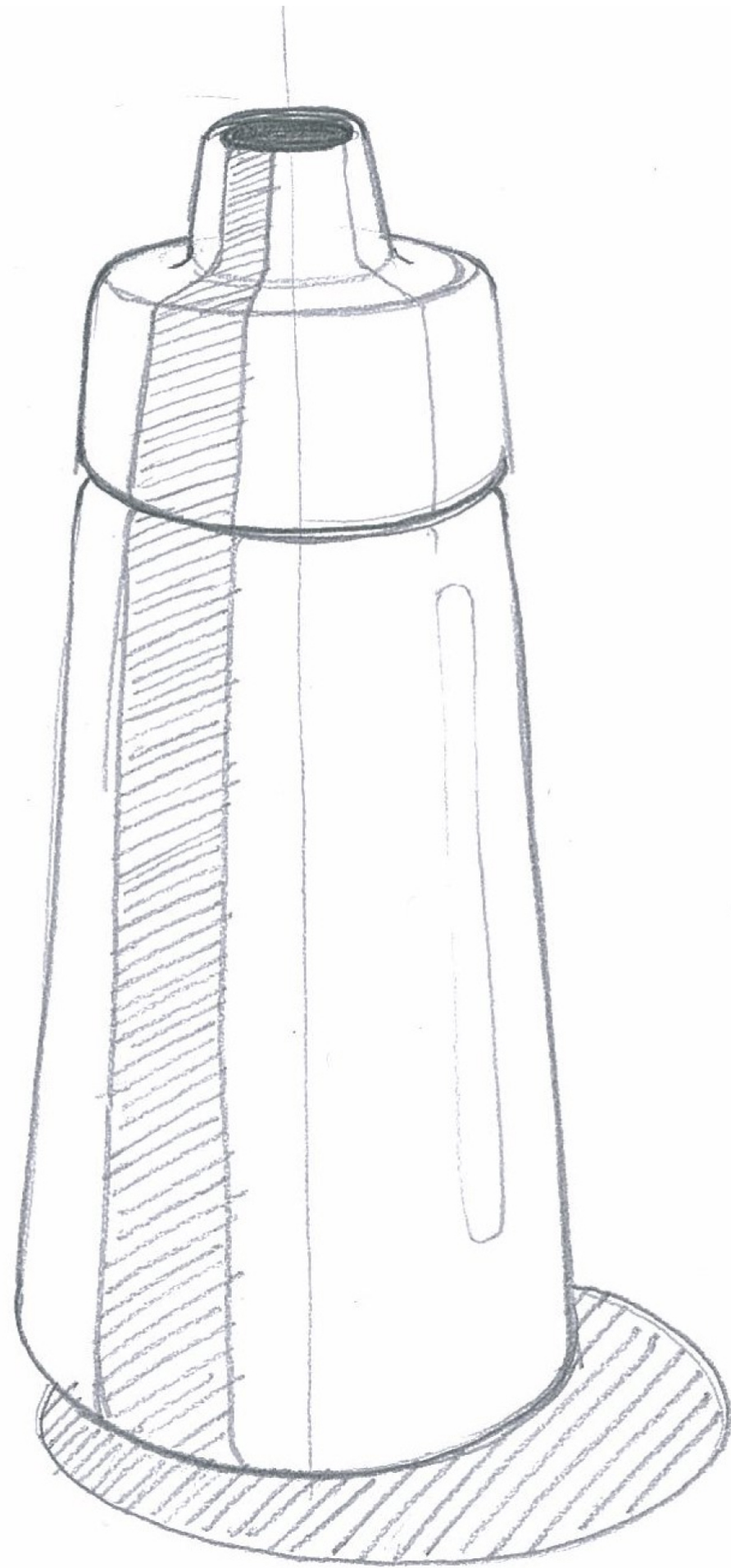
## **Redesigning the Paani Puri experience to fit the post Covid world**

# Overview

- Team
- Topic
- Product Sketches
- Product Specification
- Physical Prototype
- Brand Identity
- Experience Design
- Business Models
- Future Steps
- Questions











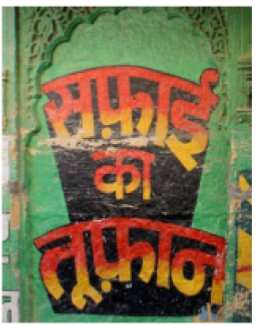








जायज



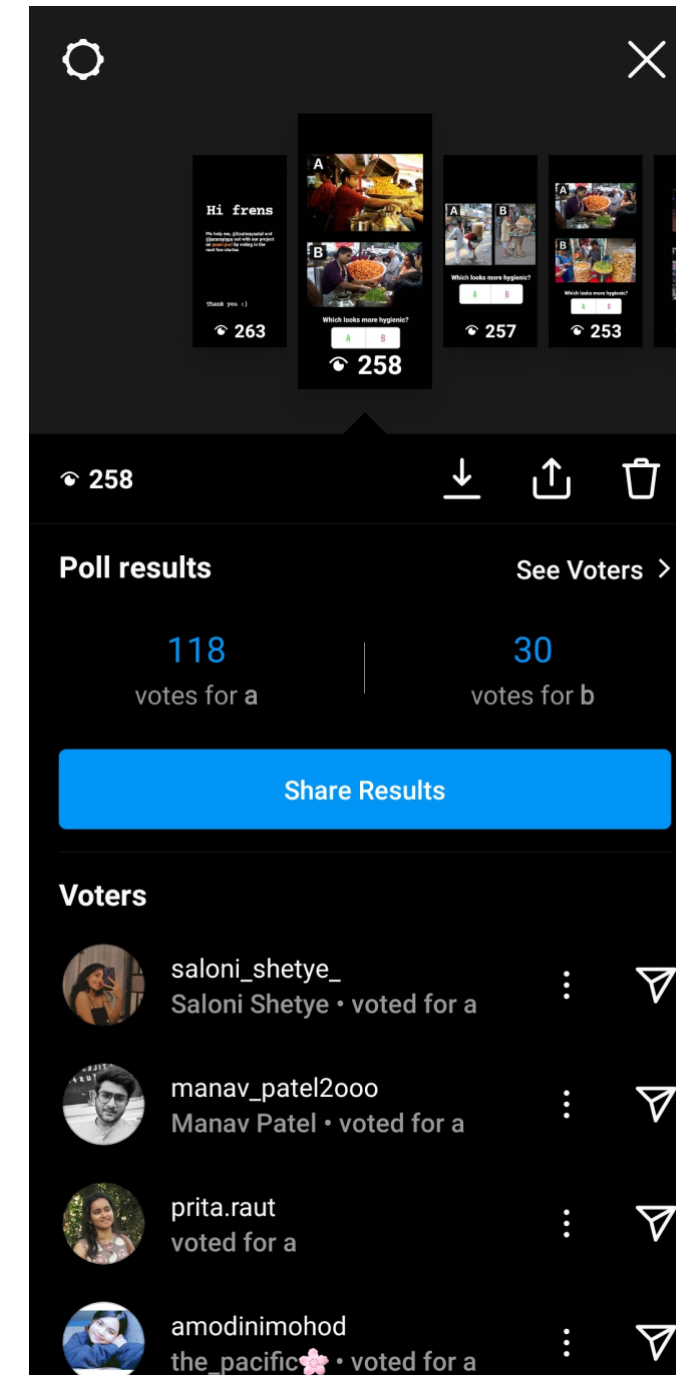


# Experience Design



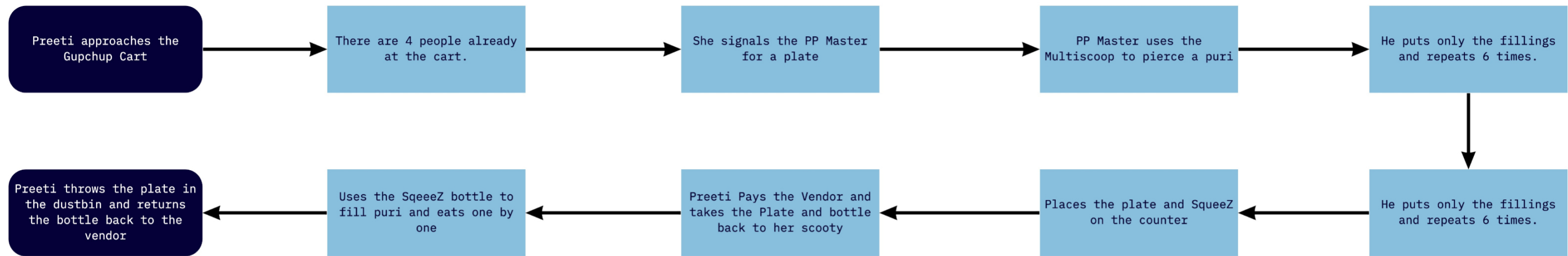
# A-B Testing

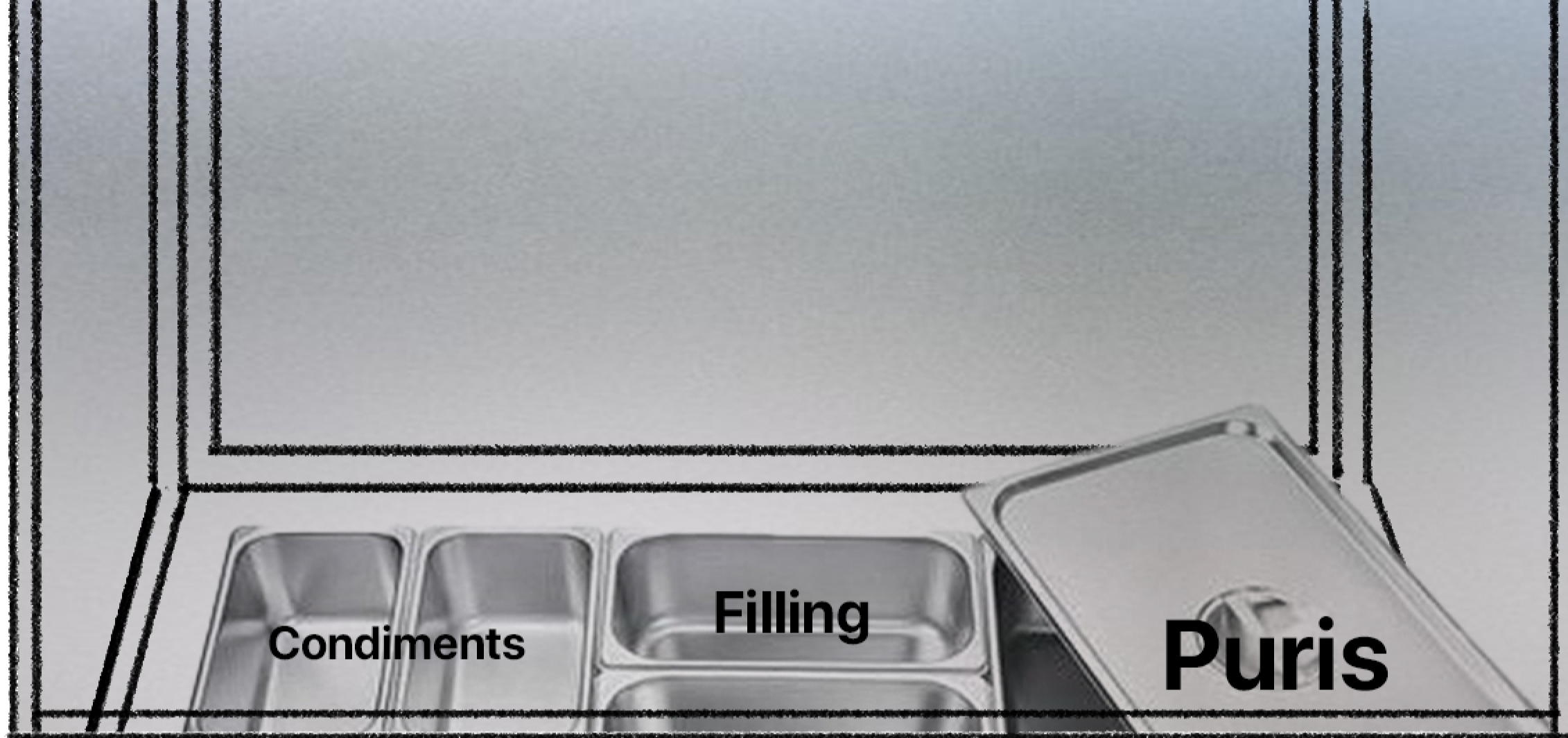
- ~150 Responses
- Validate design choices
- Subtle differences in pictures
- Testing perception
- Real life scenes



# Inferences

- Uniformed vendors are seen as more hygienic
- Ambient cleanliness plays a role in perception of the cart
- Vendors need to wear gloves at all costs
- Use of a tool to pour the paani is preferred
- Hairnet is also mandatory
- From a hygiene standpoint, customers prefer paani served separate
- Covered ingredients are preferred to uncovered





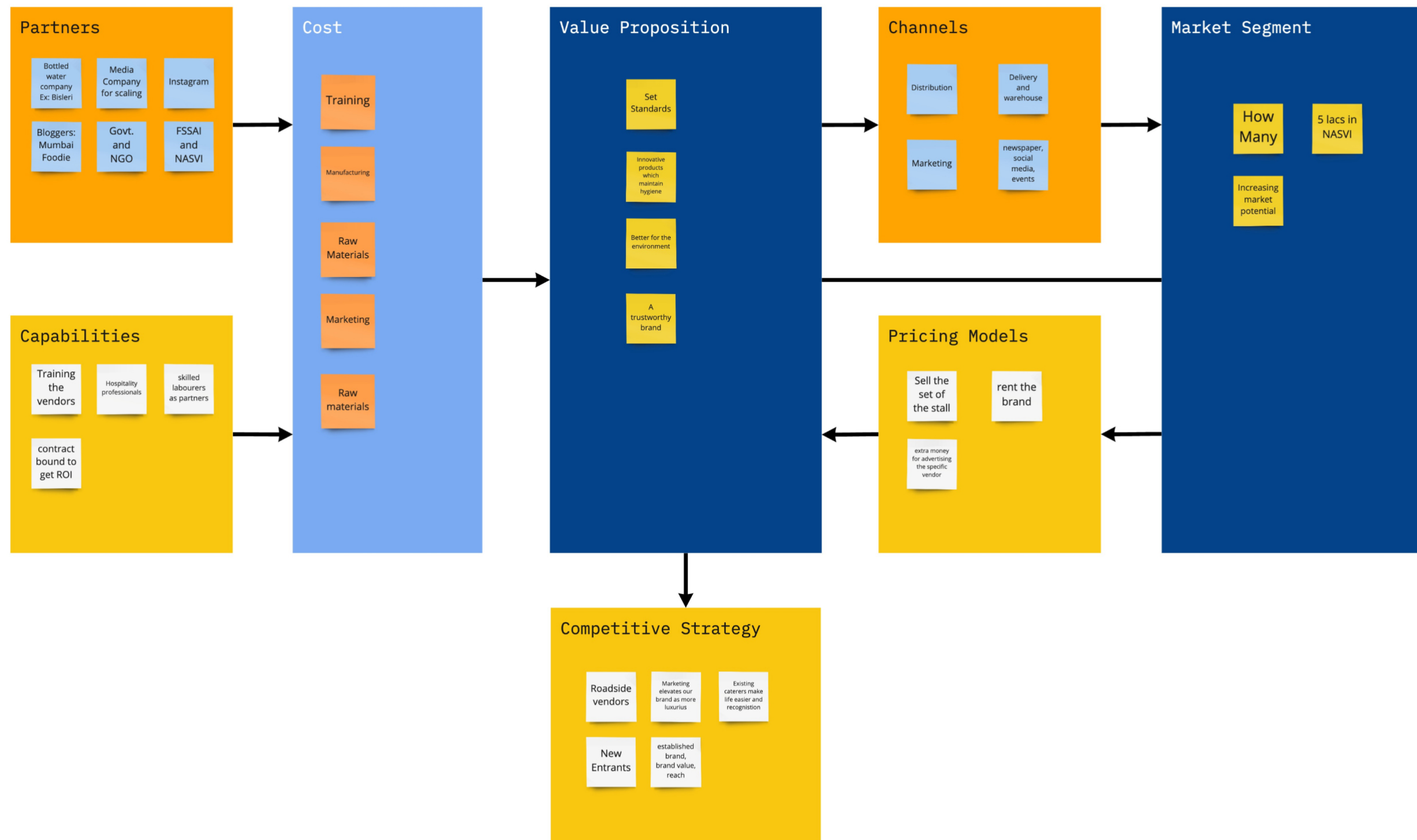


The background of the slide is a repeating pattern of coffee beans. The beans are light brown with a yellowish center and a dark brown outline, arranged in a grid-like fashion across the entire page.

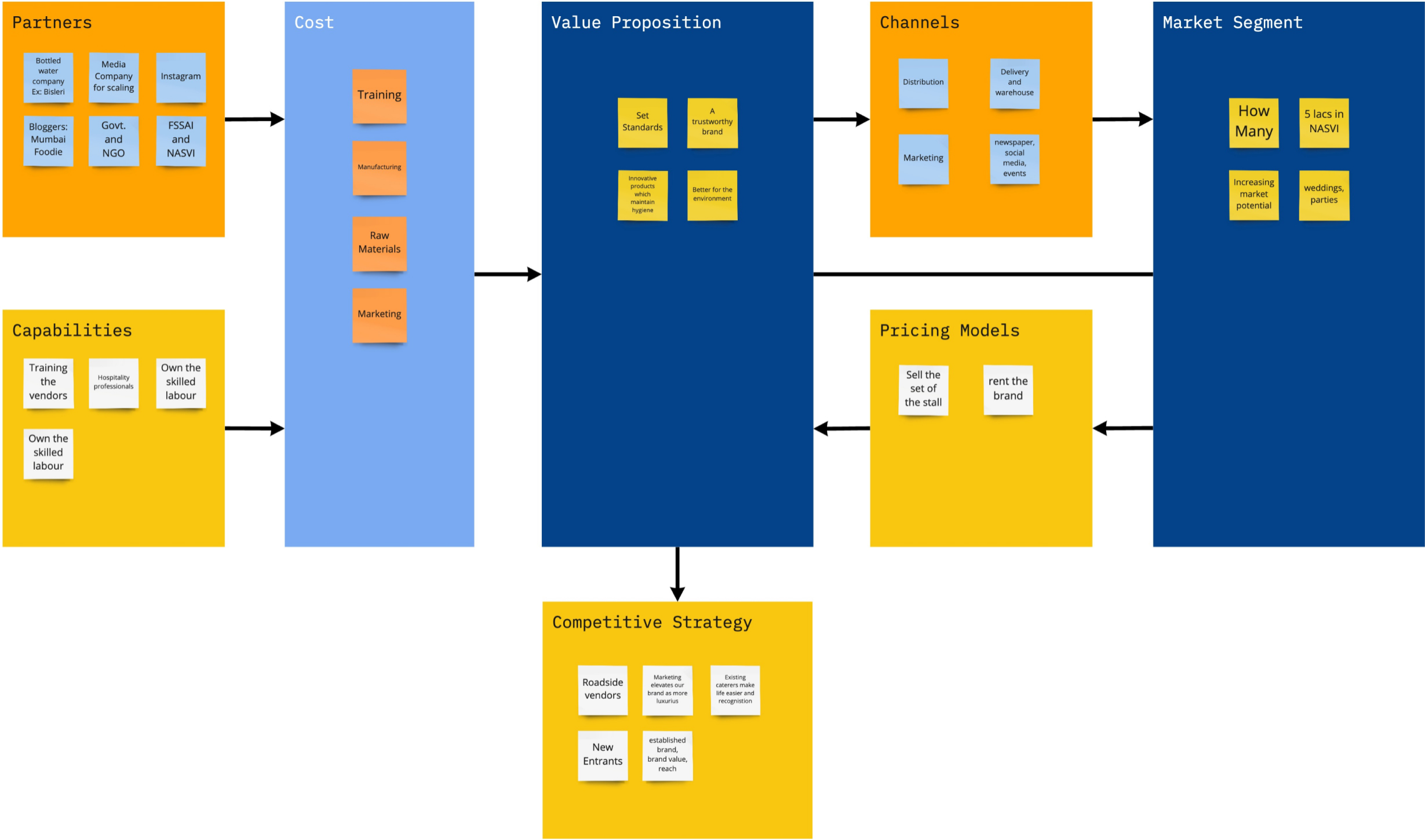
# **Business Models**



# Vendor Model



# Caterer Model



# Future Steps

- Create a complete model of the cart and artefacts
- Work with Prof Arti Kalro to evaluate the system and fine tune the business plan
- Build a brand based on the business plan



## Questions