

**DEP301:**  
Collaborative Design Project


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

**Atul T.**

**Cherian J. I.**

**Atish W.**

# Overview

- 
- Team
  - Introduction to Brief
  - Initial Topics
  - Parallel Research
  - Secondary Research
  - Primary Research
  - Common Findings
  - Design Goals
  - Future Steps
  - Timeline
  - Acknowledgments

# **Introduction**

**Opportunities in permanent long lasting changes  
in lifestyle and infrastructure**

# Team Dis Ease Bizness



## Core Team

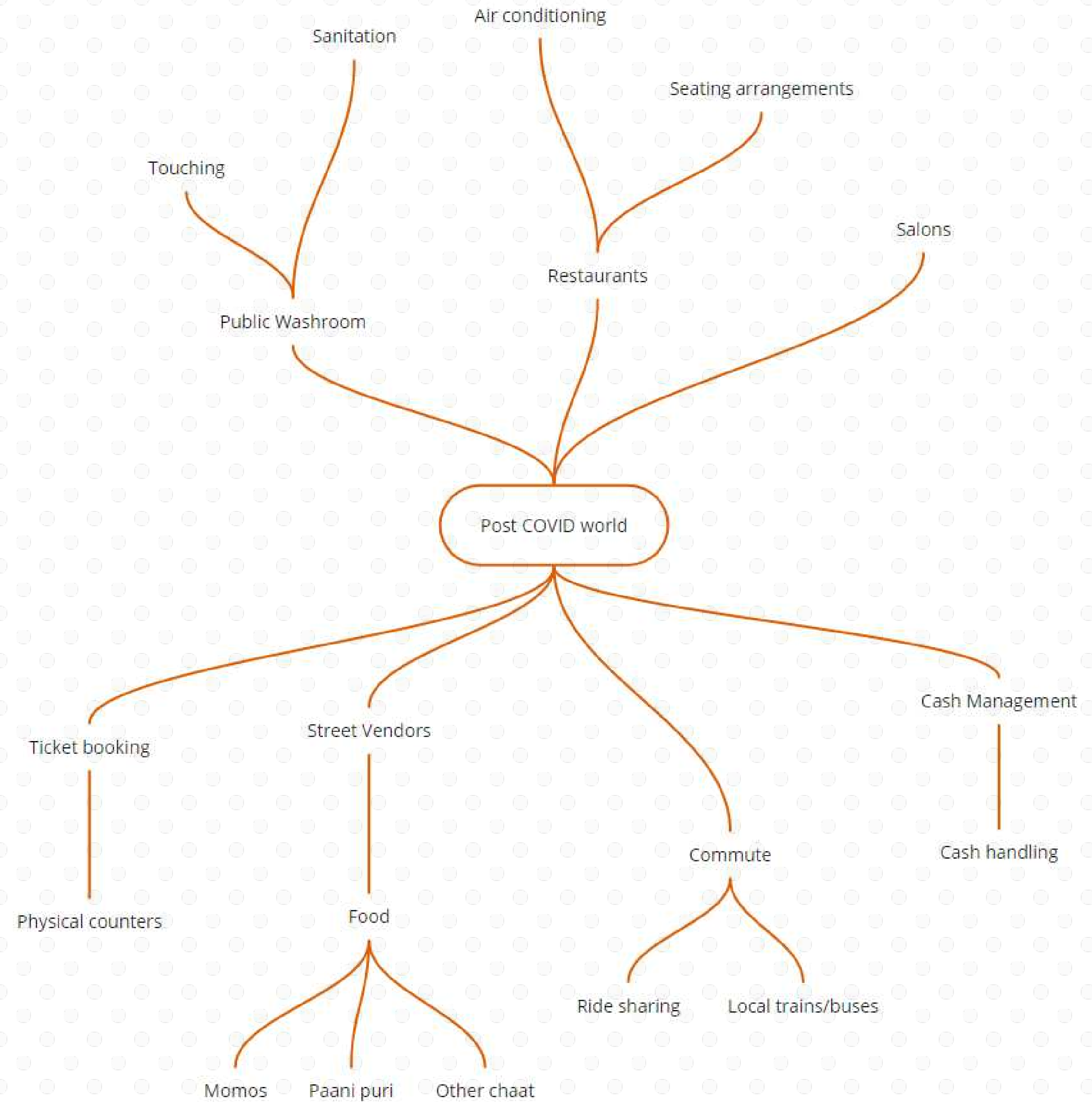
**Cherian J. I.**  
Chief Executive Officer

**Atul T.**  
Marketing Head

**Atish W.**  
Design Lead

# Initial topics

- Basic Ideas
- Check the Criticality
- Check the Priority



**Real, Win, Worth**

## Finding the most suitable problem areas

**Real Win Worth Total**

Public Washroom (Surfaces are unclean and the sanitation is important especially after Covid, Unrecognisable fluids, Elderly need support)	9	3	3	15
Local Trains (redesigning the local train to be safer and consider the crowd sensibilities)	9	1	3	13
Local Buses	9	1	3	13
Salons (hygienic hair cutting, waiting)	3	3	1	7
Ridesharing/ Bicycle renting/ Autorickshaws	3	9	3	15
Street vendors (local street commodity vendors have trouble selling their products especially since customers are vary about hygiene)(reinstate confidence to sell jewellery, souvenirs etc )	9	3	9	21
Restaurants (seating, food delivery, payment)	3	9	3	15
<b>Fast food stall (food has to be more rigorously isolated, payment, paanipuri and delicate street food s need special attention, physical distancing)</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>27</b>
Medicine transport and storage (localisation of supply chain)	9	3	3	15
Telemedicine	9	3	3	15
Reducing dependance by enabling food growth at home	3	9	3	15

# Parallel Research



# Urban Farming

- Self reliance
- Fresher produce
- Cheaper costs
- Indian context not explored
- Government



# Street Food

- Indian Culture (Bollywood, memes)
- Subcontinent Wide Fandom
- Demand Analysis
- Room for Experimentation and Innovation
- Informal Sector





● pani puri recipe  
Search term

● gol gappe recipe  
Search term

+ Add comparison

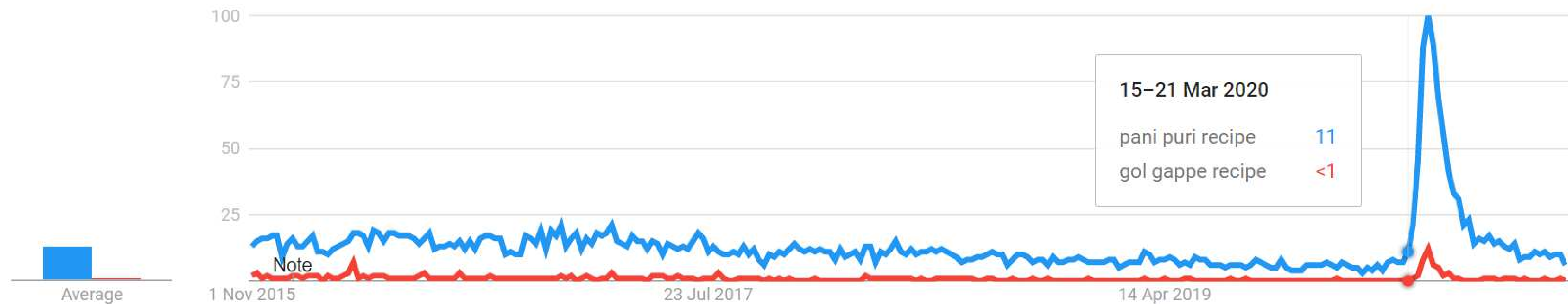
India ▼

Past 5 years ▼

All categories ▼

Web Search ▼

Interest over time ?



Note  
1 Nov 2015

23 Jul 2017

14 Apr 2019

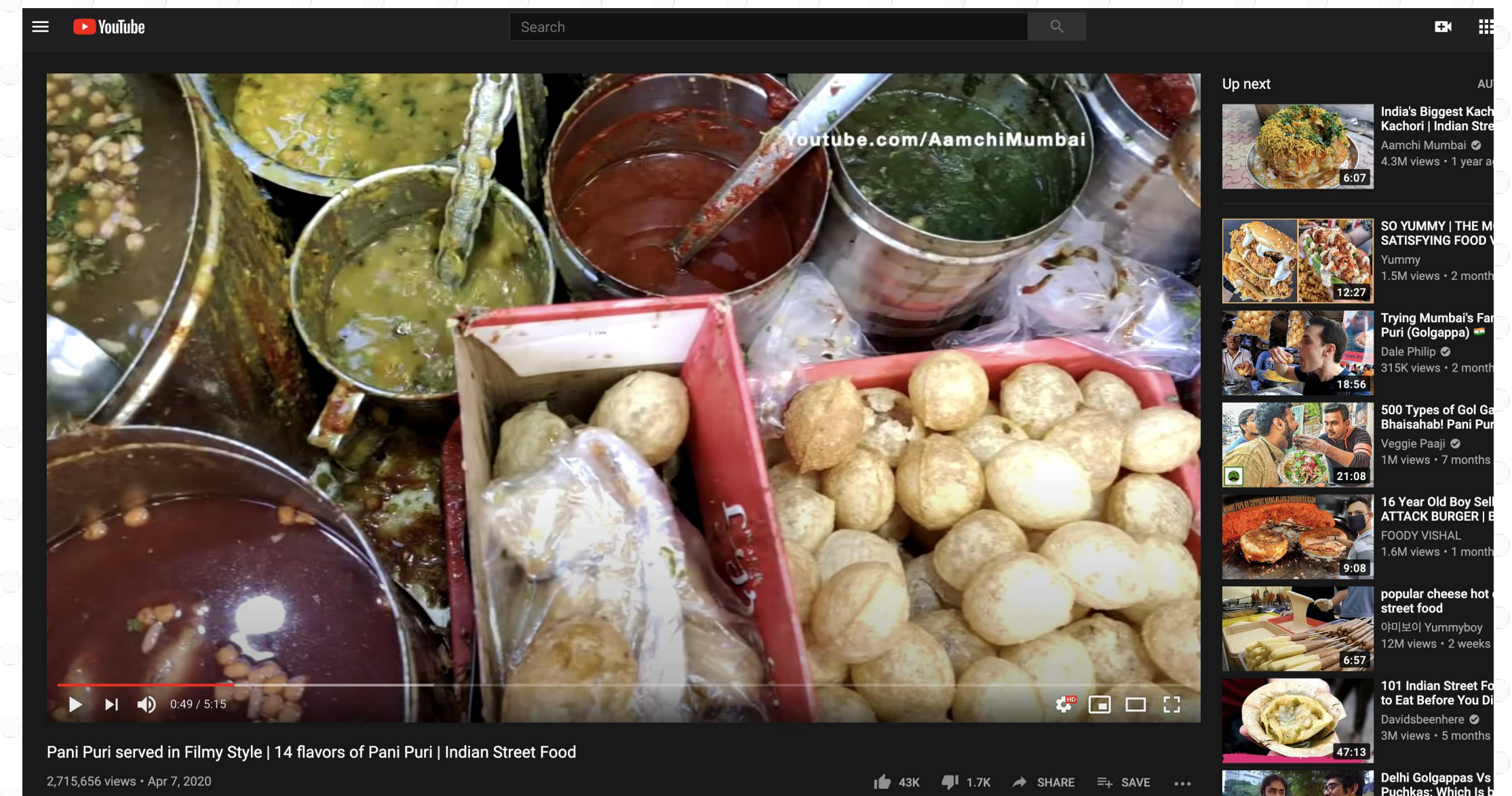
# Stakeholders

# Secondary Research

- Youtube videos
- Instagrammers
- Food Blogs
- Google Analytics

# Online Media

- Youtube videos
- Instagram Influencers
- Diversity in terms of Setups, Tools, Enviroments, and



# Blogs

- Food Blogs
- What the Critiques have to say?
- Diversity and Options
- Regionality

Search locations or food

tasteatlas

Submit info or photo

Log in

Panipuri is a street snack that is extremely popular in India, Bangladesh, Pakistan, and Nepal. Small in size, it consists of a hollow puri that is fried until crispy, then stuffed with a combination of flavored water called pani, tamarind chutney, chaat masala, potatoes, onions, hot chills, and chickpeas.

In North India, panipuri is known as golgappa, gol referring to the crispy shell, and gappa referring to the eating process, since these small snacks are typically eaten one at a time. It is believed that panipuri originated in Uttar Pradesh and gradually spread in popularity throughout the country and outside of it.

Today, panipuri stalls are a staple at most fairs, festivals, or weddings in India.

4.2

Abuse? Rate it

Want to try?

Add to list

OVERVIEW WHERE TO EAT COMMENTS

Where to eat the best Panipuri in the world

Top 10 Panipuri in the world.

- 1 Elco Pani Puri Center**  
MUMBAI, INDIA  
Recommended by Jen Marahy and 10 other food critics.
- 2 Punjab Sweet House**  
MUMBAI, INDIA  
Recommended by CNN Travel and 4 other food critics.
- 3 Sea Lounge**  
MUMBAI, INDIA  
Recommended by Michele Walton and 3 other food critics.
- 4 Henna Shah**  
MUMBAI, INDIA  
Recommended by Henna Shah and 2 other food critics.
- 5 Stan Sesser**  
MUMBAI, INDIA  
Recommended by Stan Sesser and 1 other food critic.
- 6 Jaishankar Pani Puri**  
PUNE, INDIA  
Recommended by Pratima Tiwary and 1 other food critic.
- 7 Tapri**  
JAPUR, INDIA  
Recommended by Swati Mishra and 1 other food critic.
- 8 Kaylan Bhel**  
PUNE, INDIA  
Recommended by Rashmi MS and 1 other food critic.

VIEW MORE

tasteatlas  
WORLD FOOD ATLAS

8366 TRADITIONAL DISHES

4737 LOCAL INGREDIENTS

14200 AUTHENTIC RESTAURANTS

43781 FOOD EXPERTS

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# Primary Research

- Contextual Enquiry (Regular customer + Vendor + Chef + Business Owner)
- Workplace analysis (Videos + Pictures)
- Surveys



# Contextual Inquiry

- Understand the role of Perception
- Key Expectations
- Priorities [Four Pillars]



# Visiting the Workplace

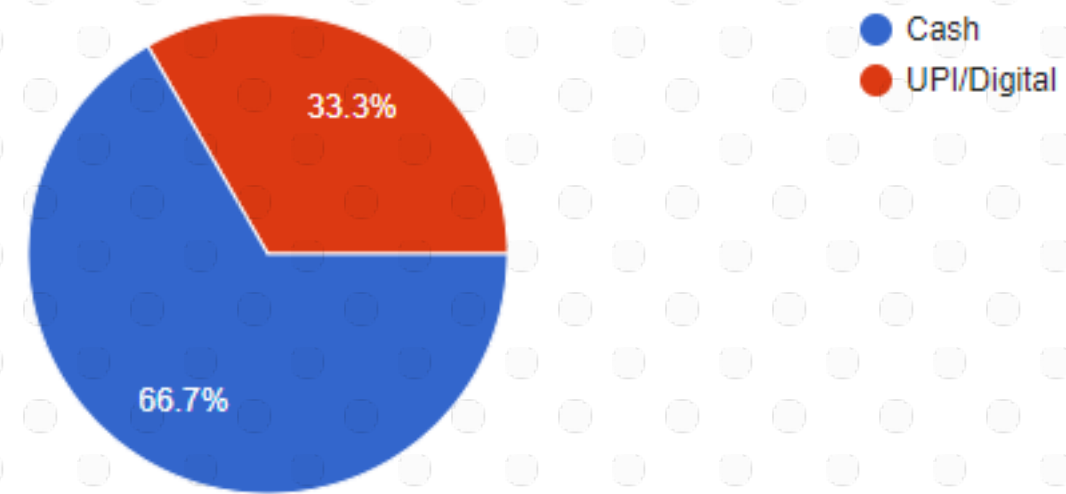
- Analyse the Environment
- Workflow
- Ergonomics
- Raw Materials and Costs
- Preparations



# Survey

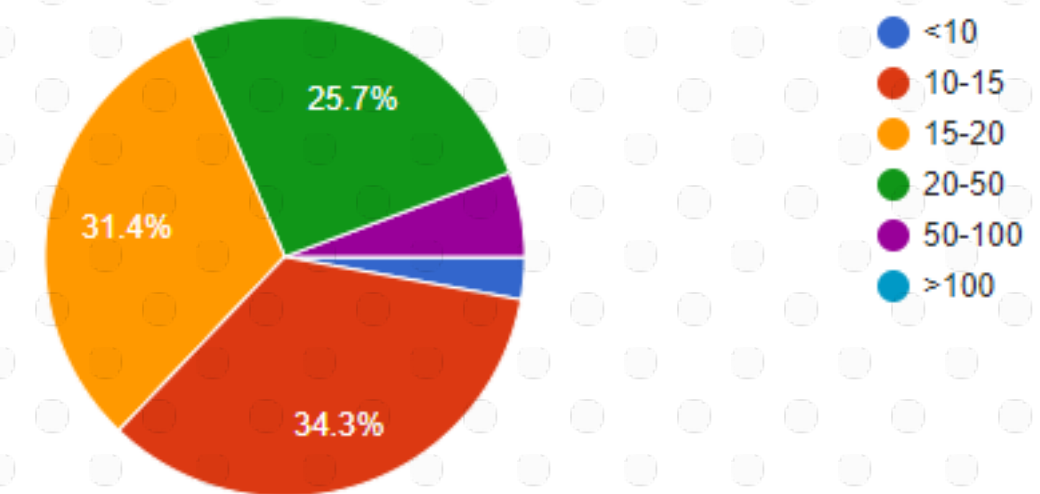
How do you prefer to pay for paani puri?

36 responses



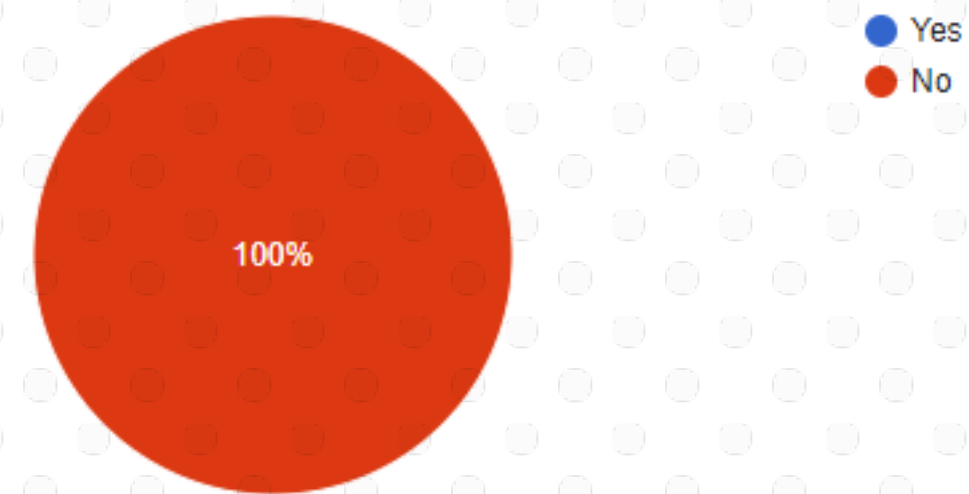
How much do you pay (in rupees) for a plate of paani puri?

35 responses



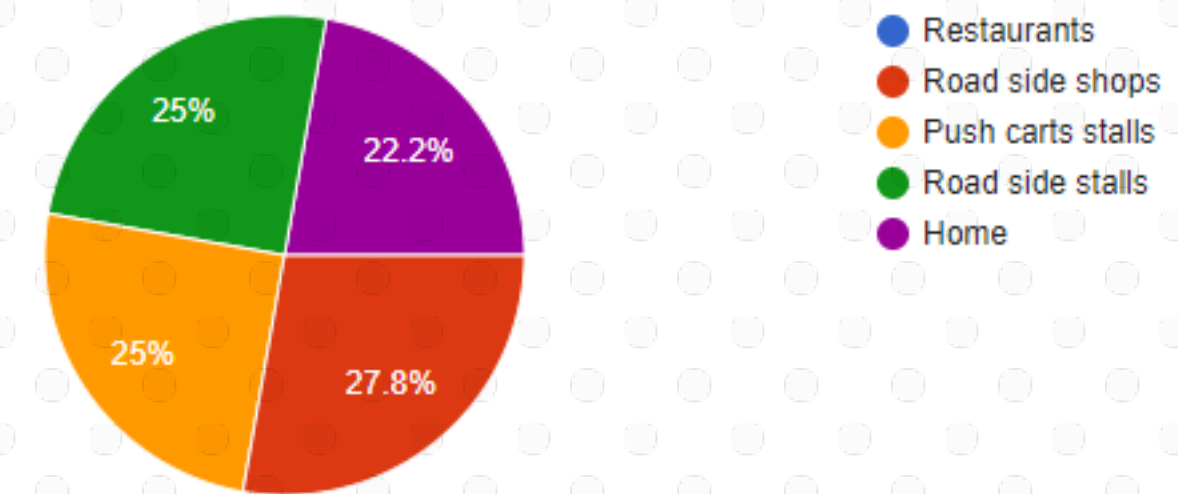
Do you use a spoon to pick up the puri?

36 responses



Where would you prefer to have paani puri?

36 responses



# Common Findings

- Non-traditional paani puri variations are unpreferable
- “Paani puri is not just any food; it’s an experience.”
- Comfortable paying around 20% extra for better hygiene
- Permanent stalls are the most popular paani puri places
- Hygiene > Taste > Convenience > Cost

# Design Goals

- To redesign the paani puri experience in a way that is **trustworthy in a post-covid world**
- To produce a sustainable and profitable **business model**
- To ensure that **waste disposal** is done in a hygienic manner
- To come up with a design solution that affects **all the stakeholders** positively

# Future Steps

- Isolate workable problem areas
- Deploy ergonomic and psychological assessment techniques to crystallize needs
- Apply the research into the isolated workable problem areas

# **Acknowledgements**

**Angus Monteiro**  
(Business Advisor)

**Rajesh**  
(Paani puri Advisor/Vendor)

# References

- <https://youtu.be/gyAMY4H9uQk>
- <https://www.imf.org/external/pubs/ft/fandd/2020/06/how-will-the-world-be-different-after-COVID-19.htm>
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- <https://www.tasteatlas.com/panipuri/wheretoeat>
- [https://mumbai.fandom.com/wiki/Pani\\_Puri](https://mumbai.fandom.com/wiki/Pani_Puri)
- <https://www.instagram.com/p/CGXhcFpDm6s/?igshid=7ez1lvwl3vi8>



# Tentative Timeline

- **Start**  
Secondary research, brainstorming, stakeholders, understanding the context
- **Presentation 1 [ 27 Oct 2020 ]**  
Primary Research, isolating an idea, developing a framework for first draft
- **Presentation 2 [ 2 Nov 2020 ]**  
Prototype working and development, feedback and refinement
- **Presentation 3 [ 9 Nov 2020 ]**  
Final feedback session, Final testing of product and creating
- **Presentation 4 [ 16 Nov 2020 ]**



**Dis ease bizness**