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

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Overview

Introduction

Opportunities in permanent long lasting changes in lifestyle and infrastructure

Team **Dis Ease Bizness**
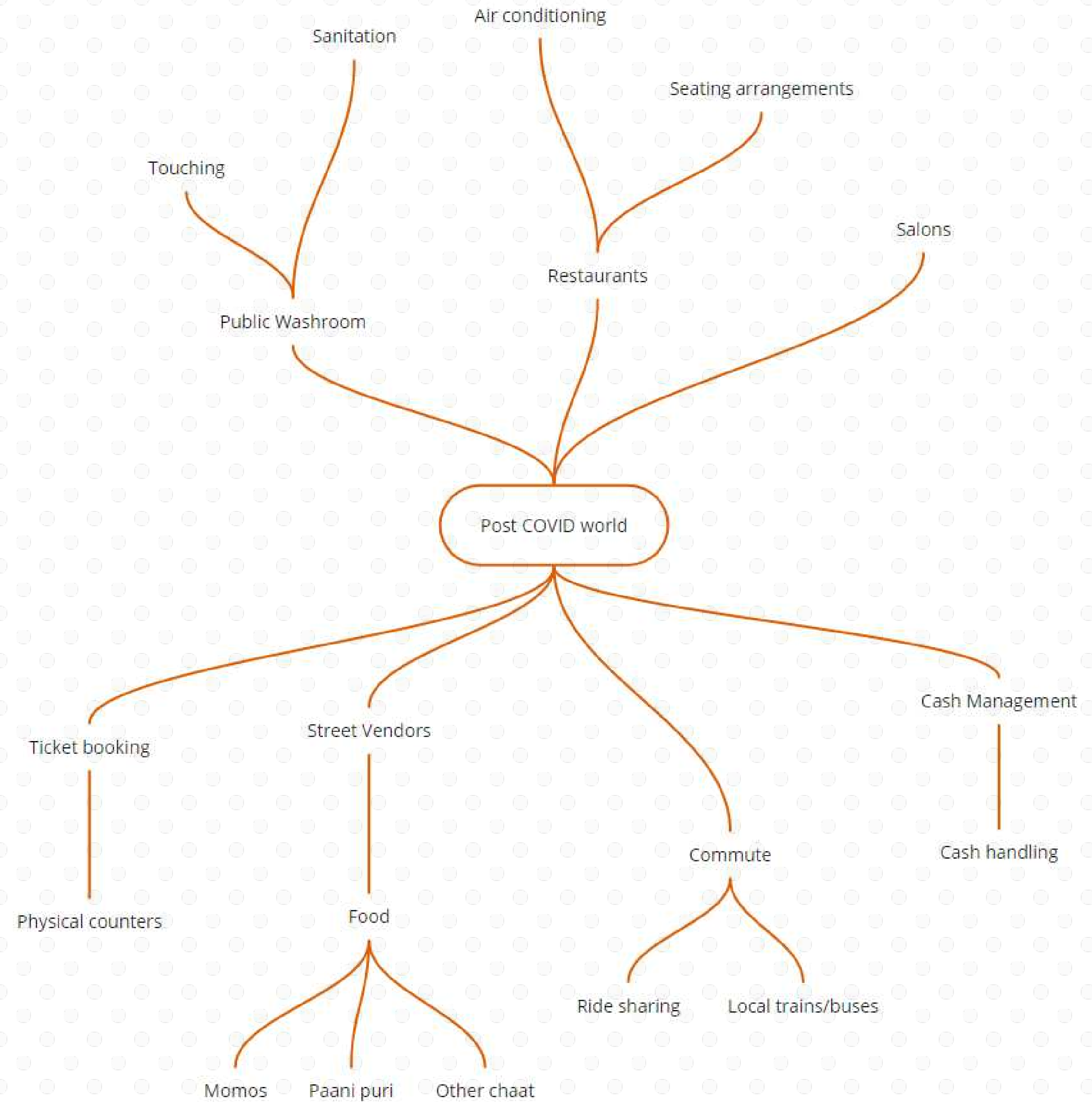

Jeremy

Product Design

UX Design

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 sanitaion 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 (hygenic 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 hygene)(reinstate confidence to sell jewellery, souveniers etc)	9	3	9	21
Resturants (seating, food delivery, payment)	3	9	3	15
Fast food stall (food has to be more rigorously isolated, payment, paanipuri and delicate street food s need special attention, physical distancing)	**9**	**9**	**9**	**27**
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
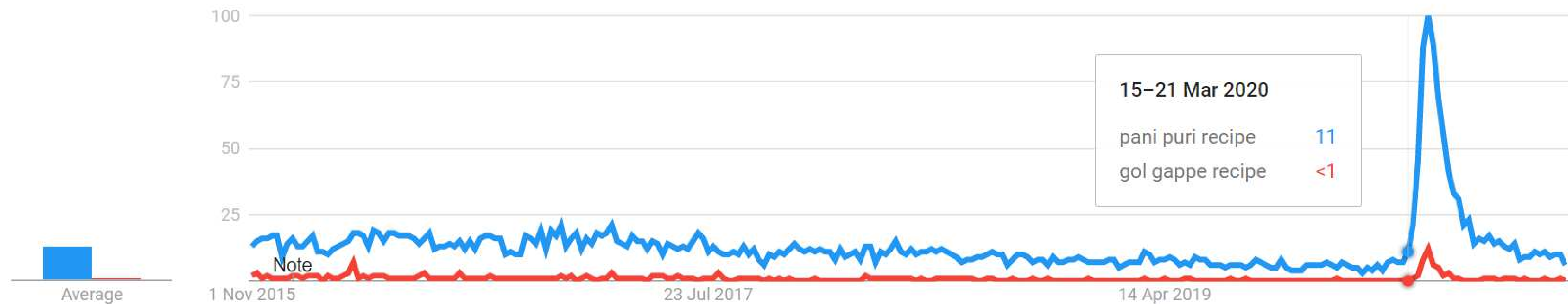
● gol gappe recipe
Search term

+ Add comparison

India ▾   Past 5 years ▾   All categories ▾   Web Search ▾

Interest over time ⑦ ‹› ⤴

100

75

15–21 Mar 2020

pani puri recipe   11

gol gappe recipe   <1

50

25

Note

Average

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
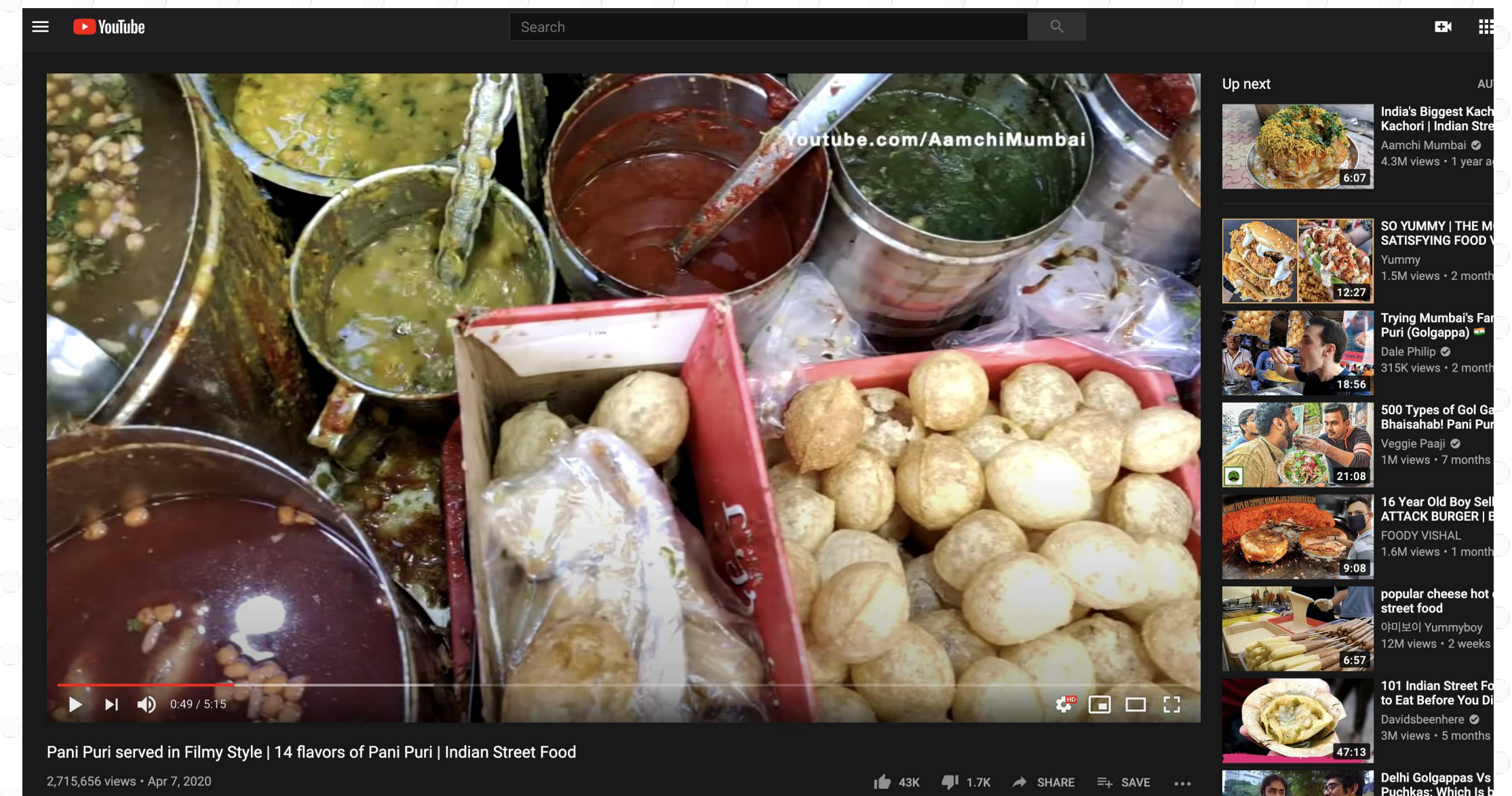
Blogs

- Food Blogs

- What the Critiques have to say?

- Diversity and Options

- Regionality

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]
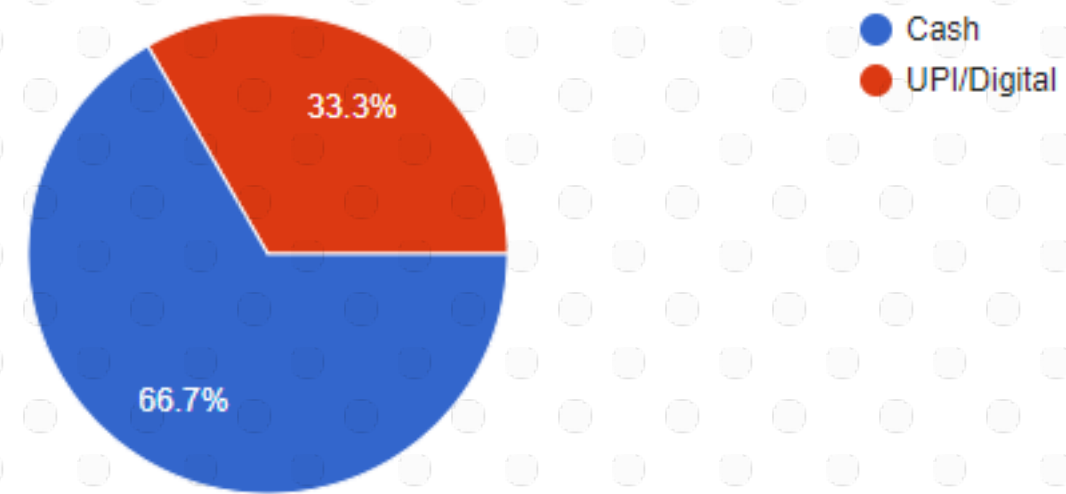
Visiting the Workplace

- Analyse the Enviroment

- Workflow

- Ergonomics

- Raw Materials and Costs

- Preperations

Survey

How do you prefer to pay for paani puri?
36 responses

- Cash
- UPI/Digital

33.3%

66.7%

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

- <10
- 10-15
- 15-20
- 20-50
- 50-100
- >100

25.7%

31.4%

34.3%
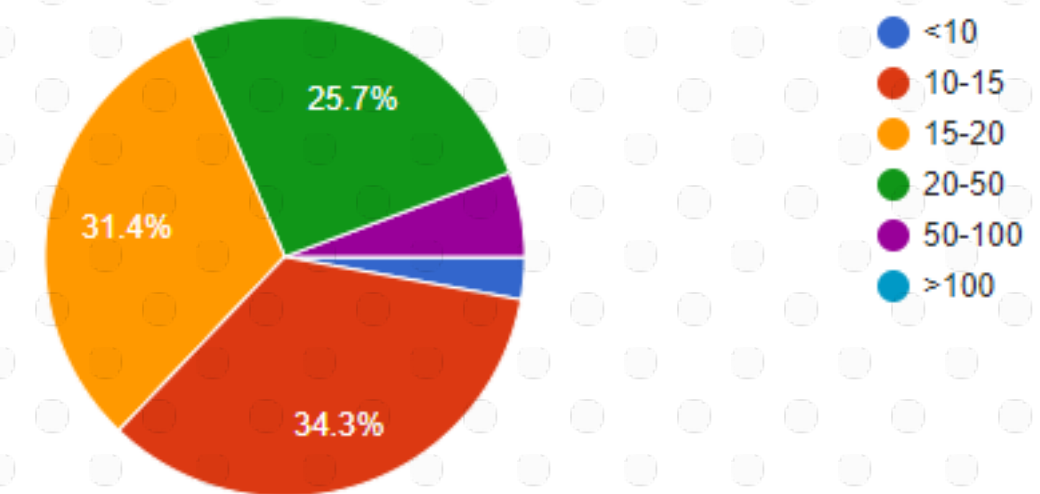
Do you use a spoon to pick up the puri?
36 responses

- Yes
- No

100%
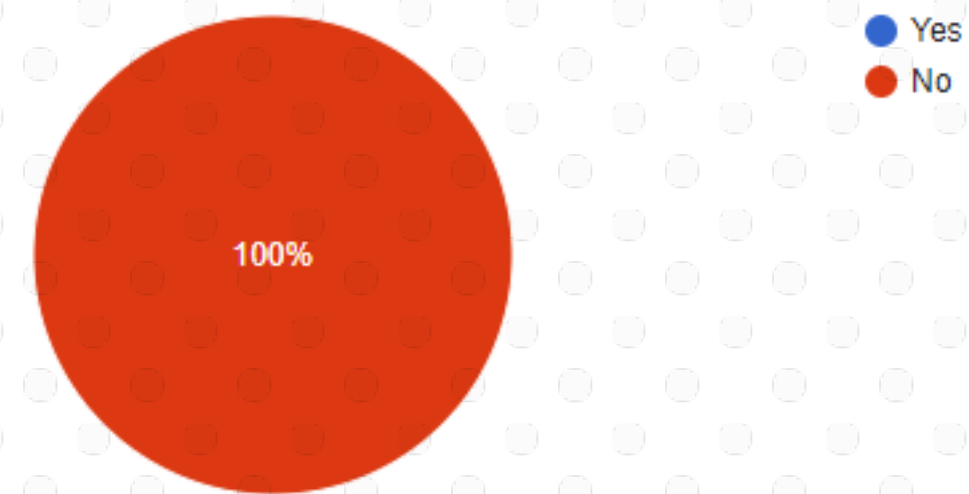
Where would you prefer to have paani puri?
36 responses

- Restaurants
- Road side shops
- Push carts stalls
- Road side stalls
- Home

25%

22.2%

25%

27.8%
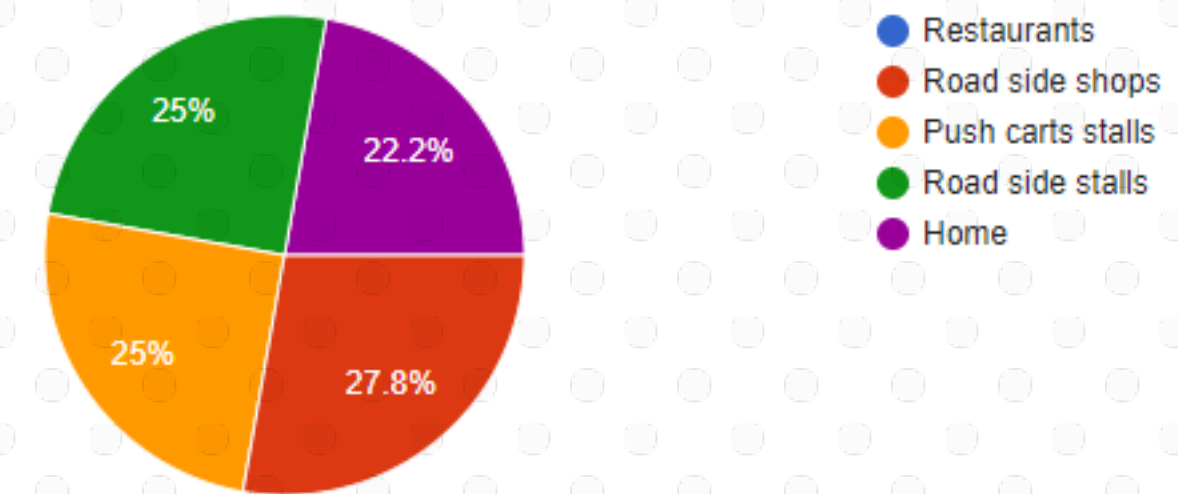
Common Findings

- Non-traditional paani puri variations are unpreferrable

- "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

- Hygine > 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 phycological assessment techniques to crystallize needs

- Apply the research into the isolated workable problem areas

Acknowledgements

References

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- https://www.bbc.com/future/article/20200527-coronavirus-how-covid-19-could-redesign-our-world

- https://www.tasteatlas.com/panipuri/wheretoeat

- 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 refinment

Presentation 3   [9 Nov 2020]
Final feedback session, Final testing of product and creating

Presentation 4   [16 Nov 2020]

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