

**DEP301:**  
Collaborative Design Project



**Atish W.**

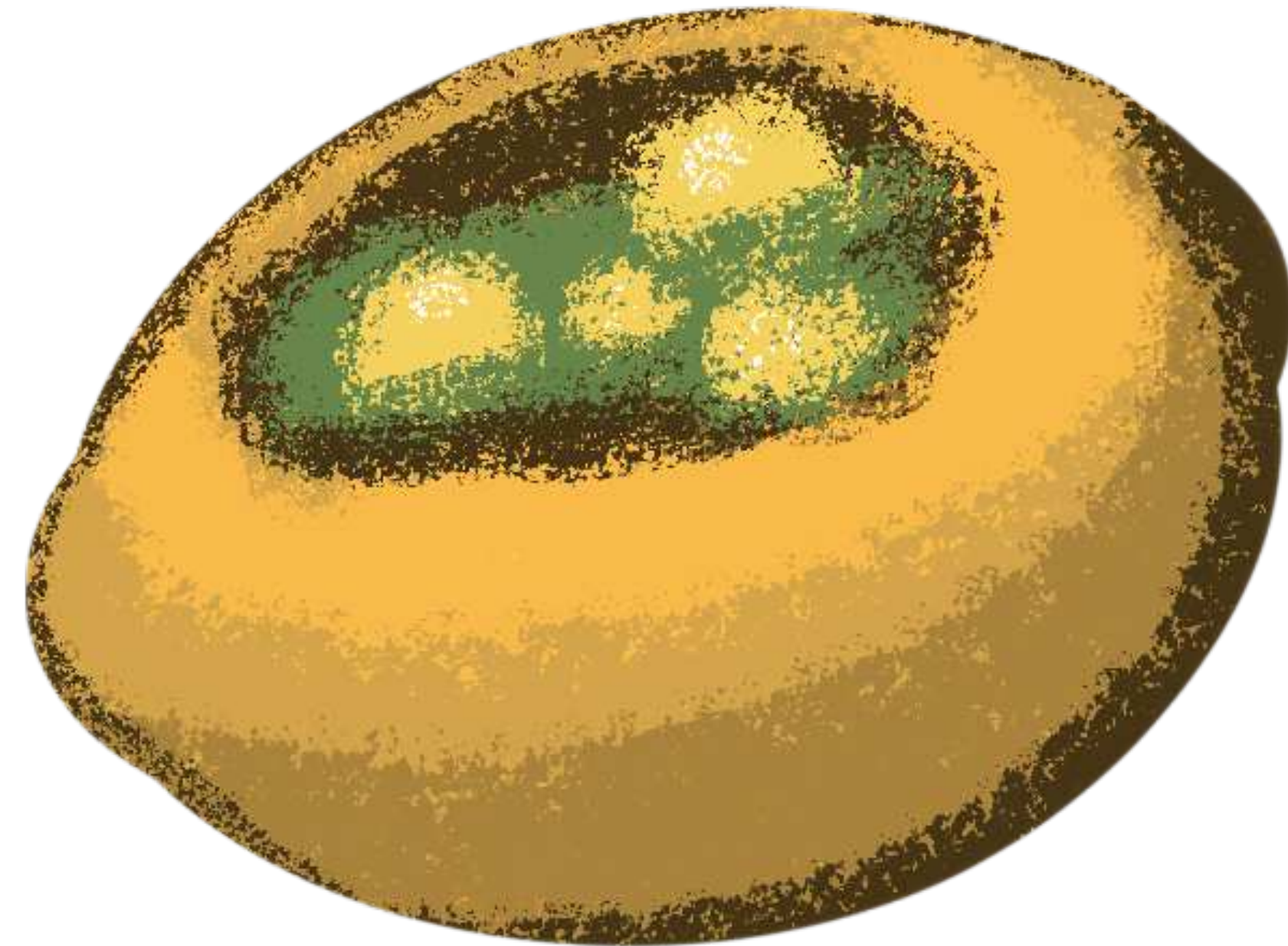


**Atul T.**



**C. Jeremiah I.**





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

# Overview

- Team
- Topic
- Recap
- Brainstorming
- Fast Visualisations
- Clustering
- Alternate Concepts
- Final Concept
- Timeline
- Questions

**Recap**

# Research

## FSSAI Rules

- Government Led
- Non-profit
- Lacks clear incentives
- More of Guidelines rather than Business Plan



[https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwJNojJa997sAhXo9nMBH8FDdAQFJAegQIAxAC&url=https%3A%2F%2Farchive.fssai.gov.in%2Fdam%2Fjcr%3A20206493-19b8-4e10-87b8-1ce1452243b%2FClean\\_Street\\_Food\\_Brochure.pdf&usq=AOvVaw3y-tsW9kA18BwwCUH5YM7s](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwJNojJa997sAhXo9nMBH8FDdAQFJAegQIAxAC&url=https%3A%2F%2Farchive.fssai.gov.in%2Fdam%2Fjcr%3A20206493-19b8-4e10-87b8-1ce1452243b%2FClean_Street_Food_Brochure.pdf&usq=AOvVaw3y-tsW9kA18BwwCUH5YM7s)

## Cost Analysis

- Investment assessment
- Gave total cost and recurring cost
- Net Income
- Needs to be adjusted for inflation
- Renting focused

Investment Assessment For One Year

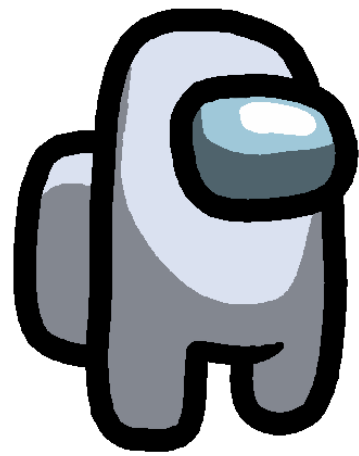
INVESTMENTS	Duration	In Rs	Annual Cost
Cost of Cart (5 carts)	One time Cost	100000	100000
Emergency Lamp	One time Cost	1000	1000
Cost of Ingredients :			
Packaged Water and Ice	Per Day	75	23475
Vegetables	Per Day	200	62600
Puri, Masala	Per Day	60	18780
Ingredients like Bundi, Curd, etc	Per Day	40	12520
Labour	Per Month	2000	24000
Electricity Charges	Per Month	200	2400
License Charges	Per 6 months	500	1000
Capex			0
<b>Total</b>			<b>245775</b>

PAI A/C	Duration	In Rs	Annual (In Rs) Yr.
Sales	Per month	40000	480000
Cost Incurred			
Cost of Carts depreciated for 5 yrs			8334
Emergency Lamp depreciated for 5 yrs			200
Cost of Ingredients :			
Packaged Water and Ice	Per Day	75	23475
Vegetables	Per Day	200	62600
Puri, Masala	Per Day	60	18780
Ingredients like Bundi, Curd, etc	Per Day	40	12520
Labour	Per Month	2000	24000
Electricity Charges	Per Month	200	2400
License Charges	Per 6 months	500	1000
Capex			0
<b>Total Cost</b>			<b>144775</b>
<b>Net Income</b>		<b>15250</b>	<b>335225</b>

<http://docshare04.docshare.tips/files/24868/248685401.pdf>

# Outcome

Vendor



Customer

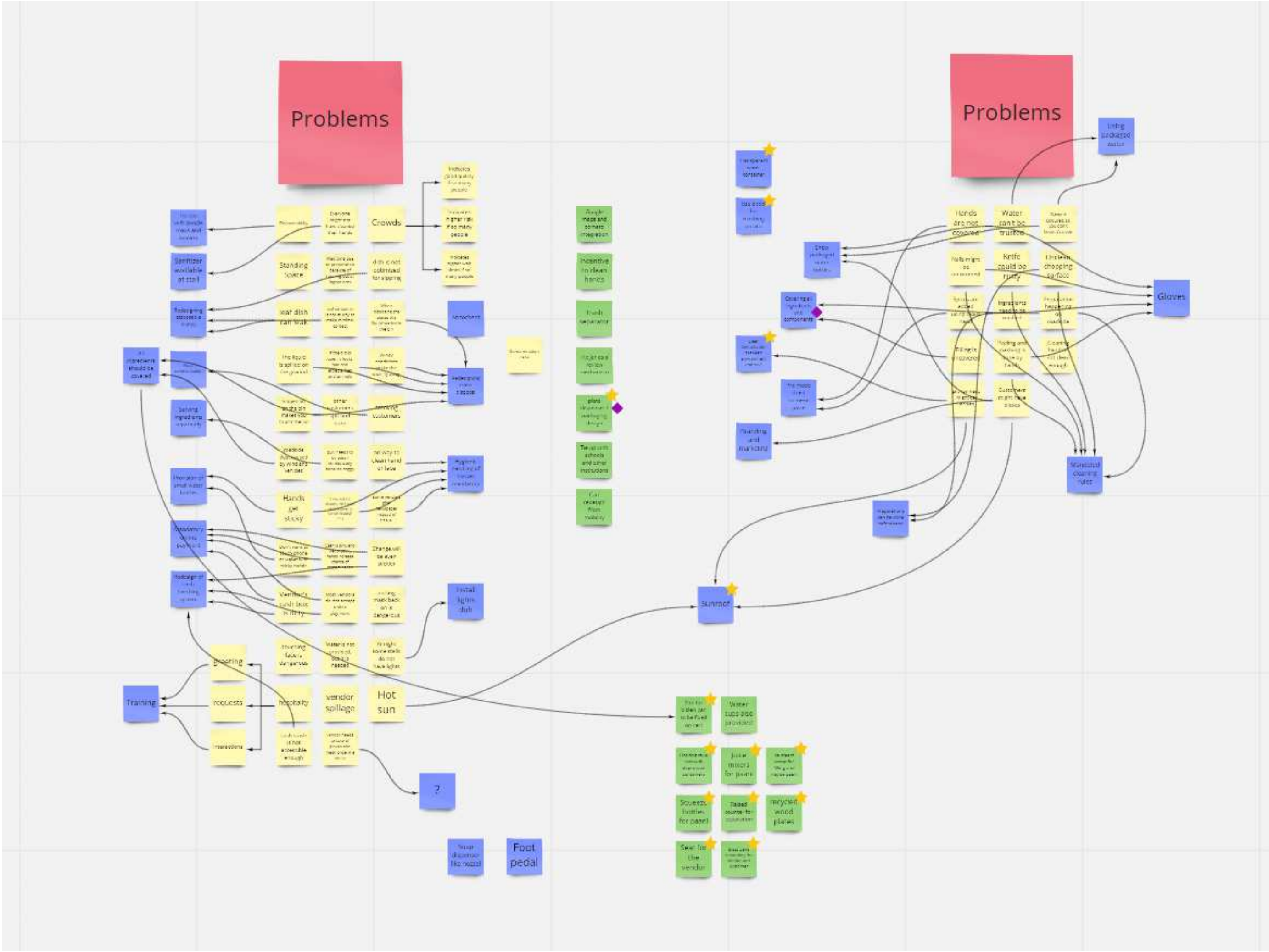


## Design Goals

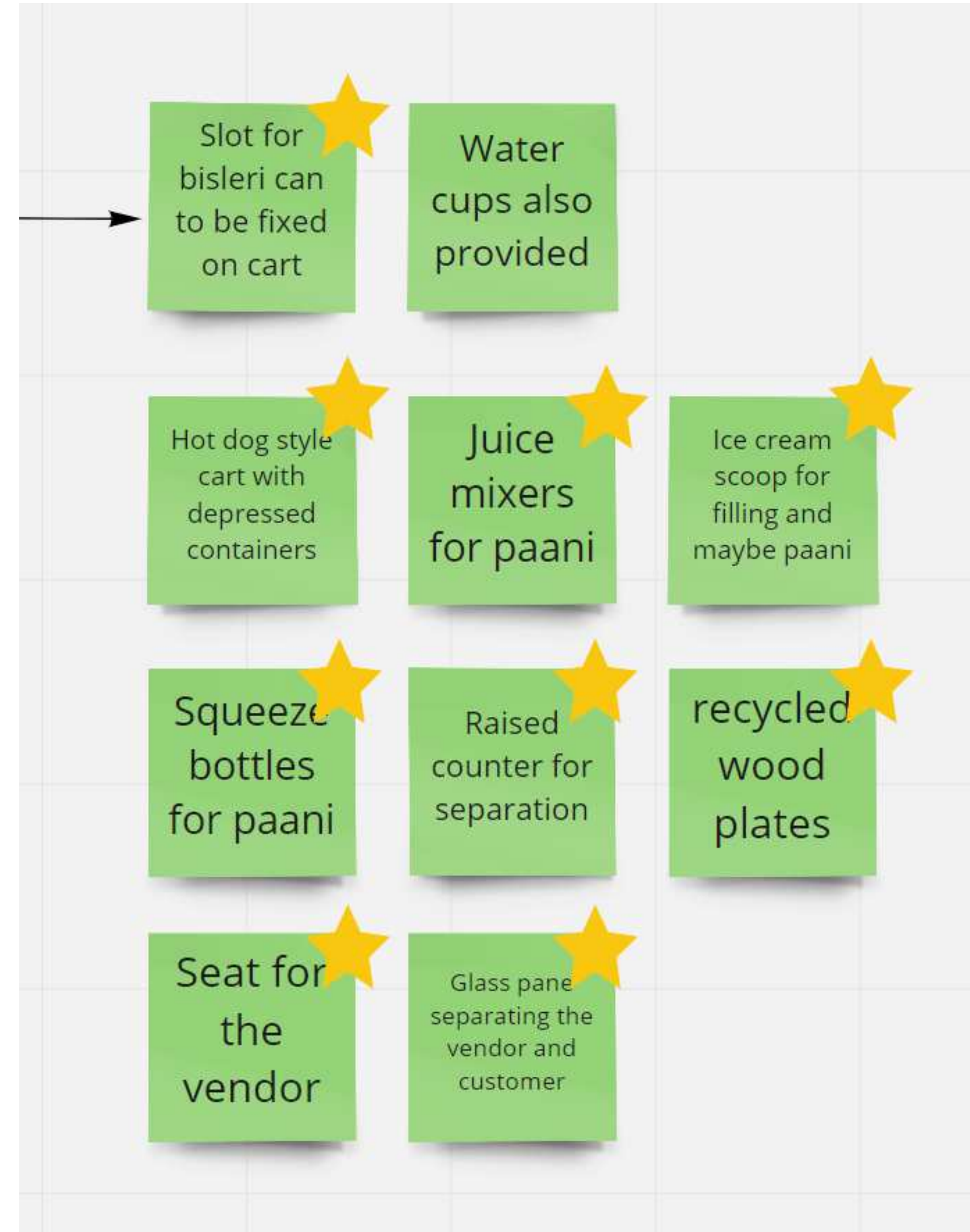
- Protecting the vendor from infection and ultimately protecting customers
- Designing a system compliant with government mandated hygiene standards
- Designing system for paani puri stalls that is perceivably hygienic for customers
- To make a business model that is profitable for all stakeholders
- Flexible solution taking into account the diversity of the vendors and customers



# Brainstorming

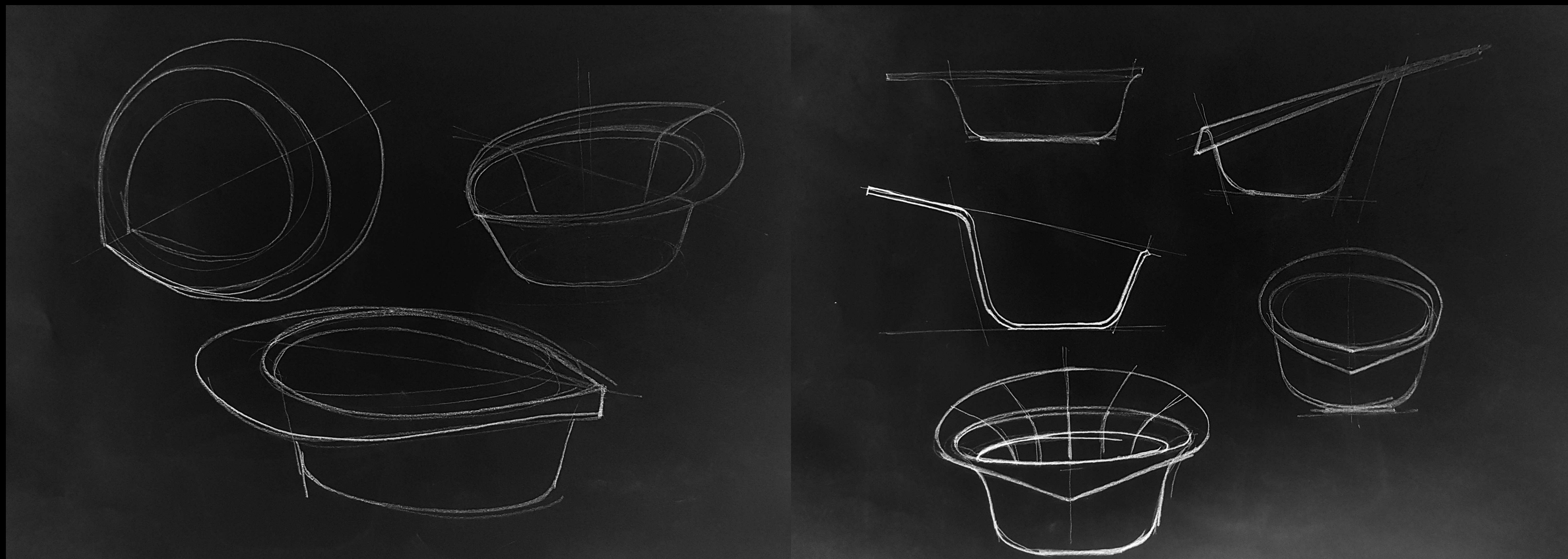


# Brainstorming



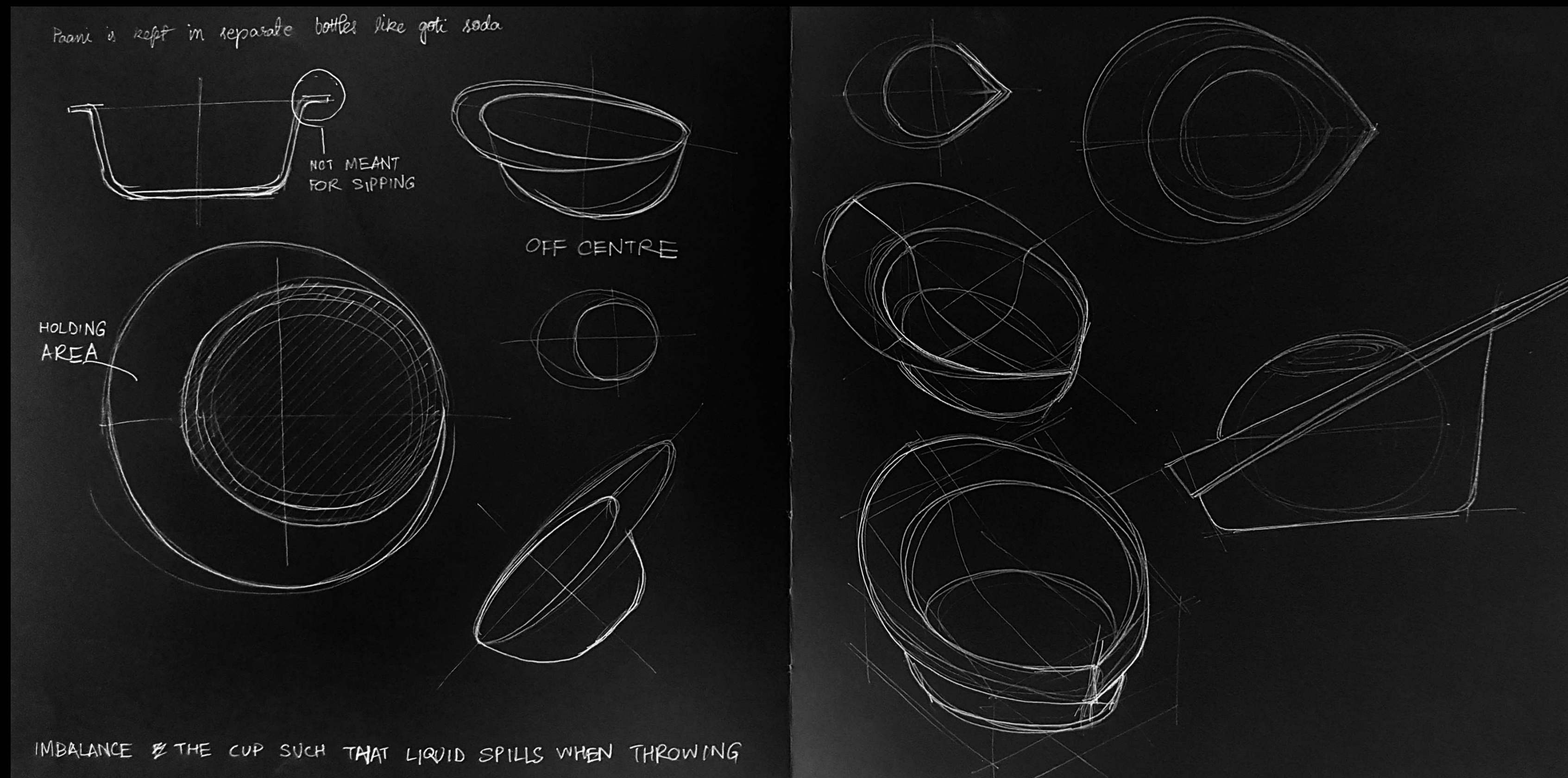


# Fast Visualizations: Dish Redesign



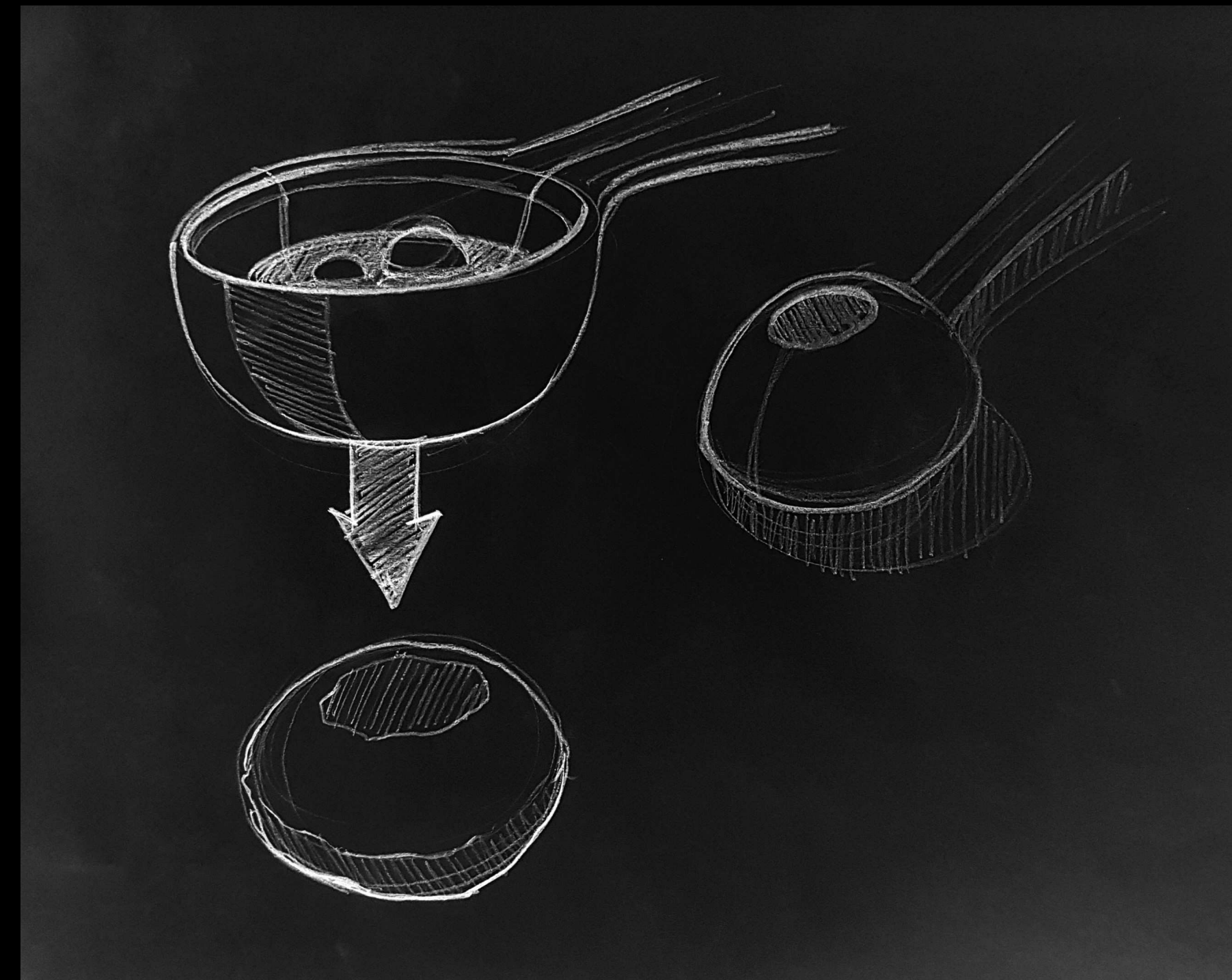
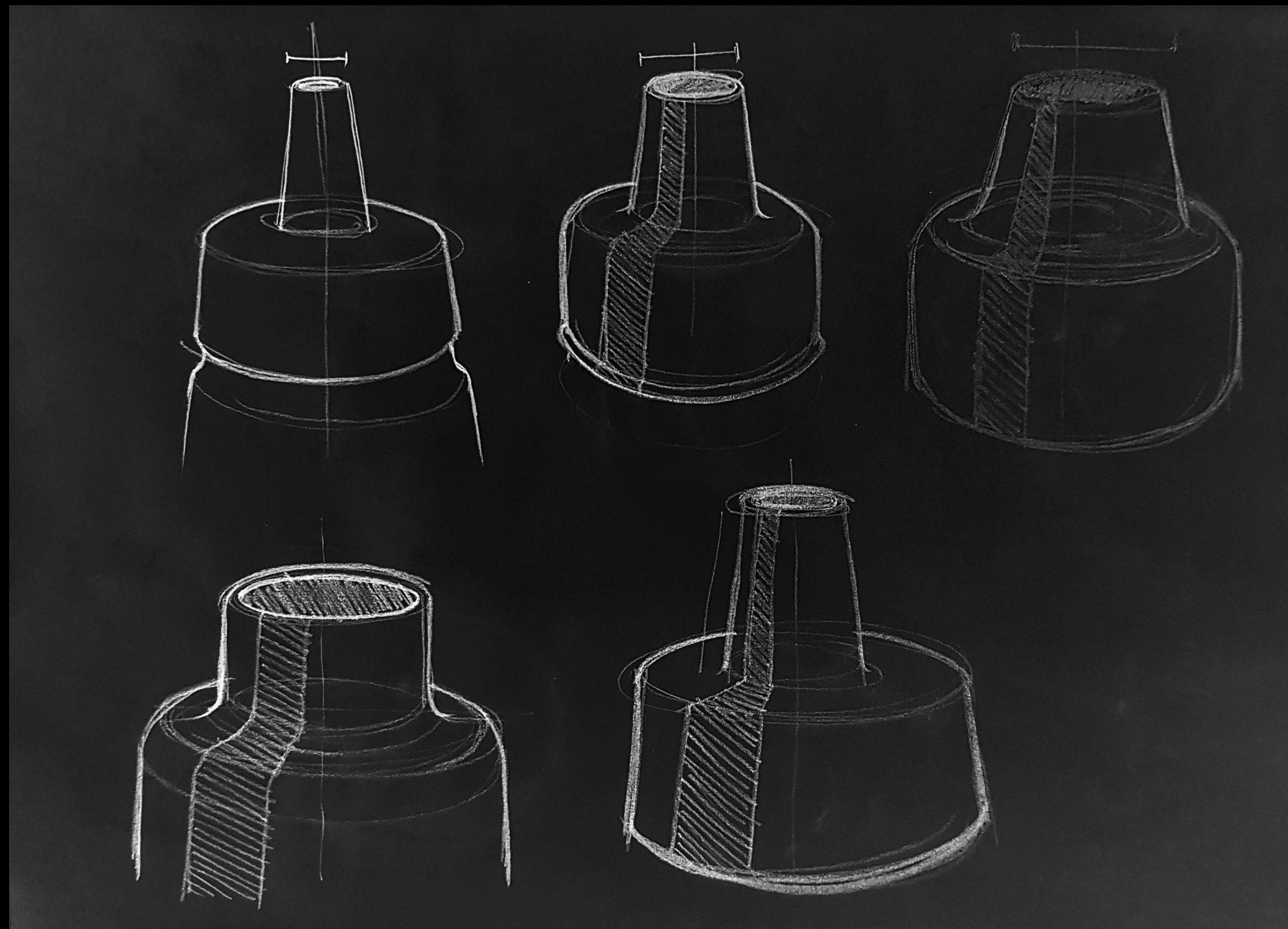


# Fast Visualizations: Dish Resesign



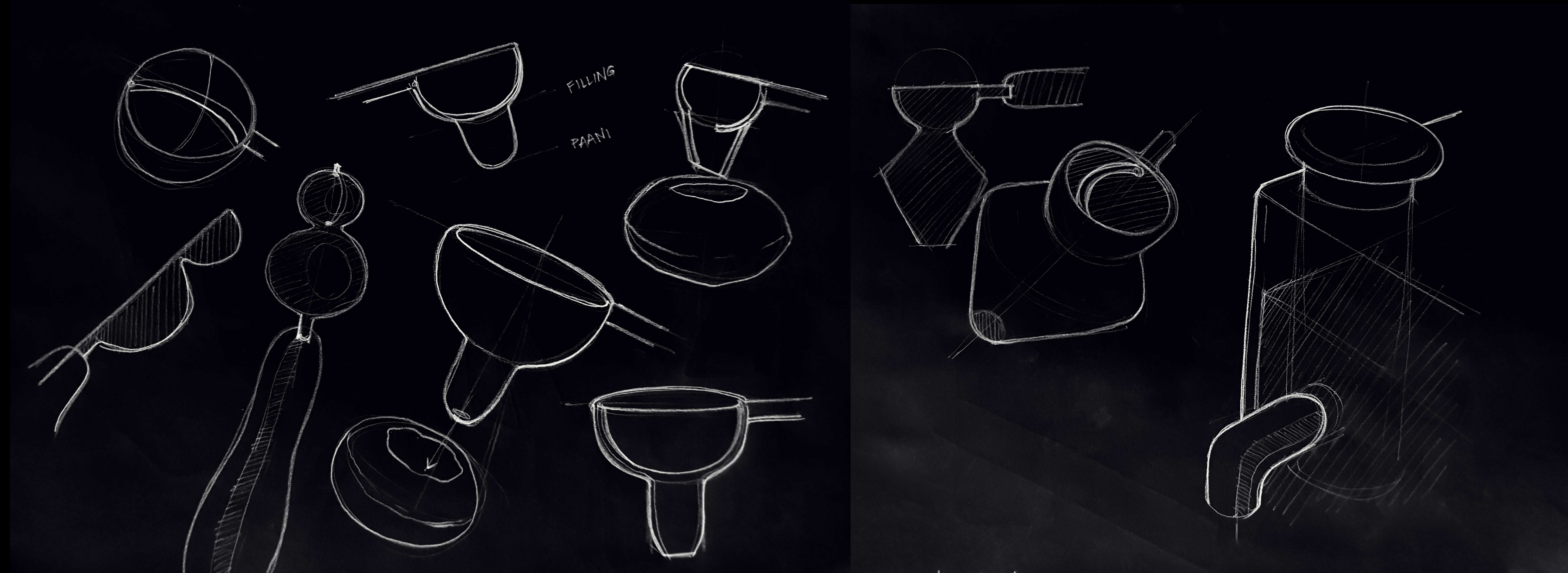


# Fast Visualizations: Ladle or Nozzle





# Fast Visualizations: Ladle or Nozzle

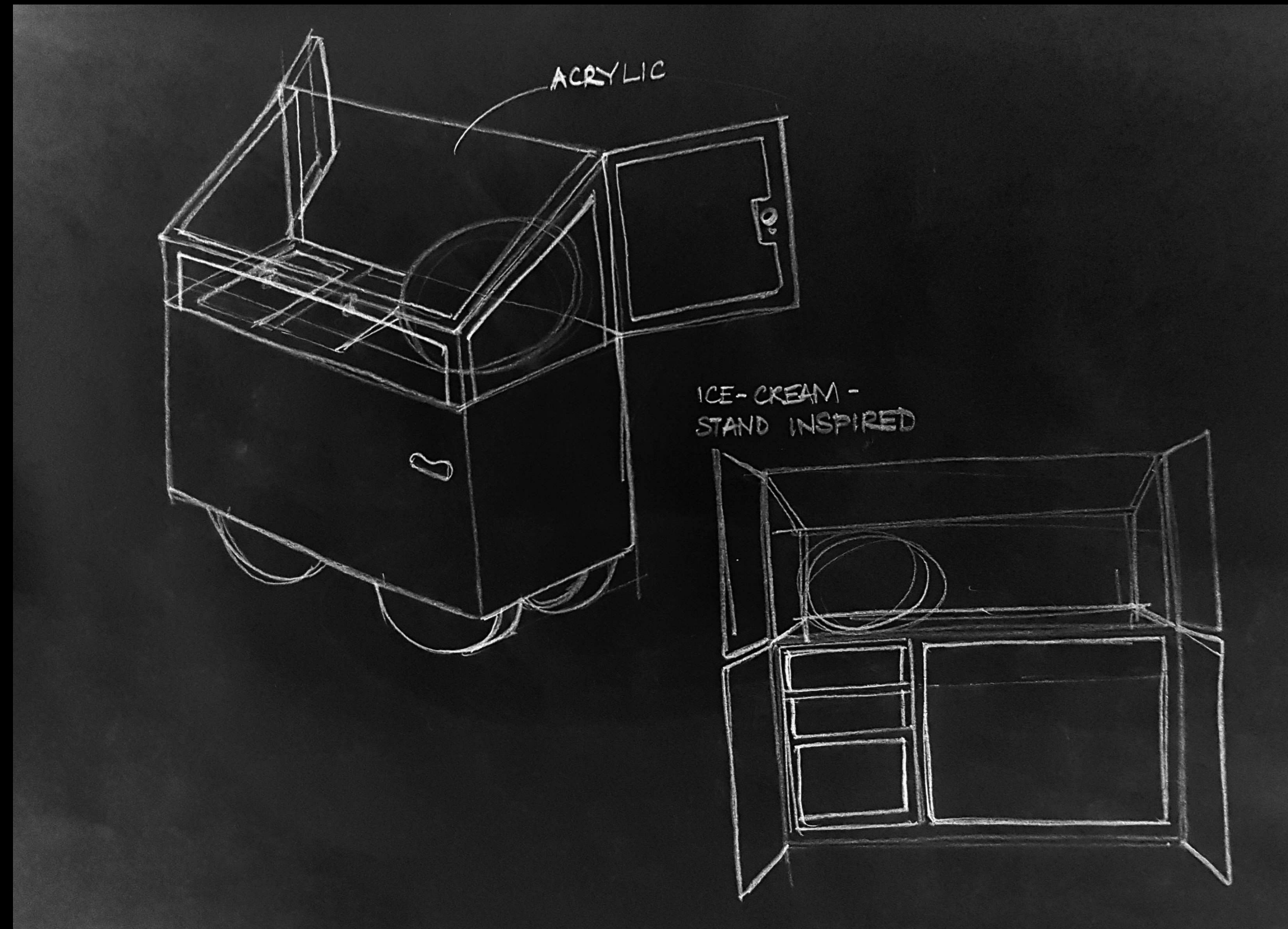




# Fast Visualizations: Squeezes

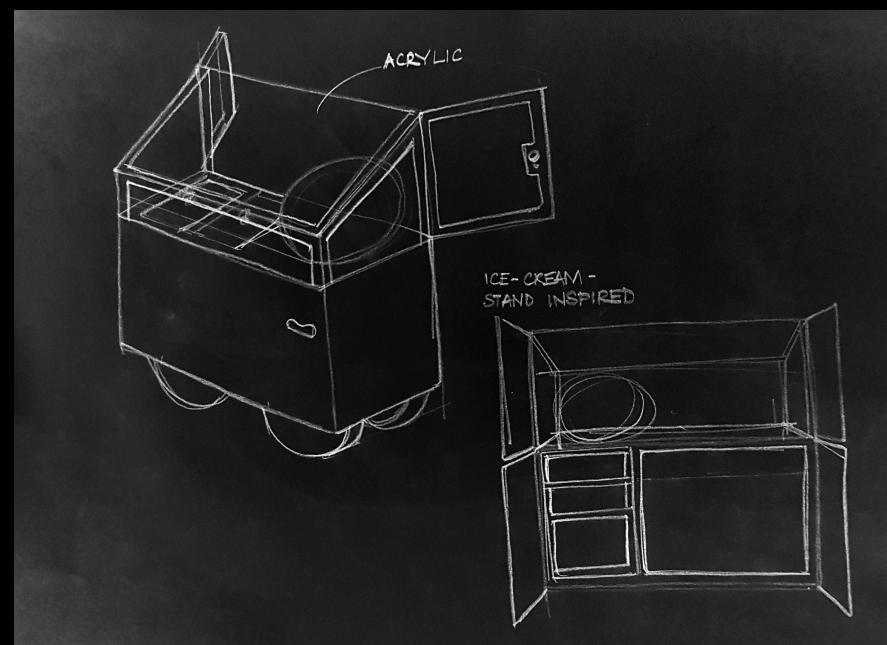


# Fast Visualizations: Cart Designs





# Concept Filtering



Too Much Storage

Is not streamlined to fit small spaces

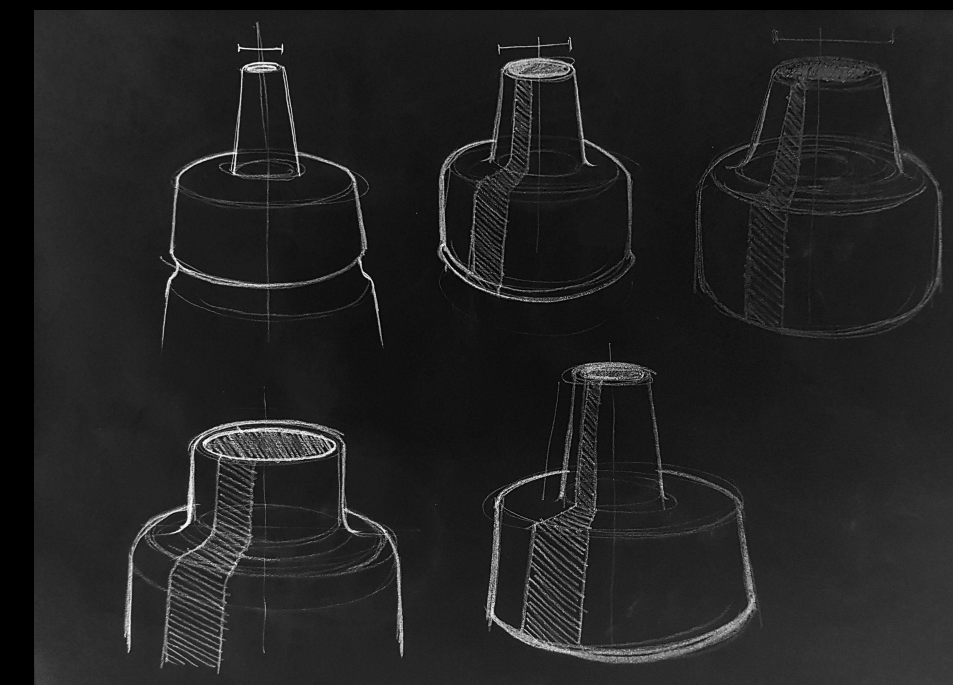
More area to clean

Harder to manufacture (expensive)



Rim's structural integrity may be compromised

Adoptability may only arise if the benefit is very high

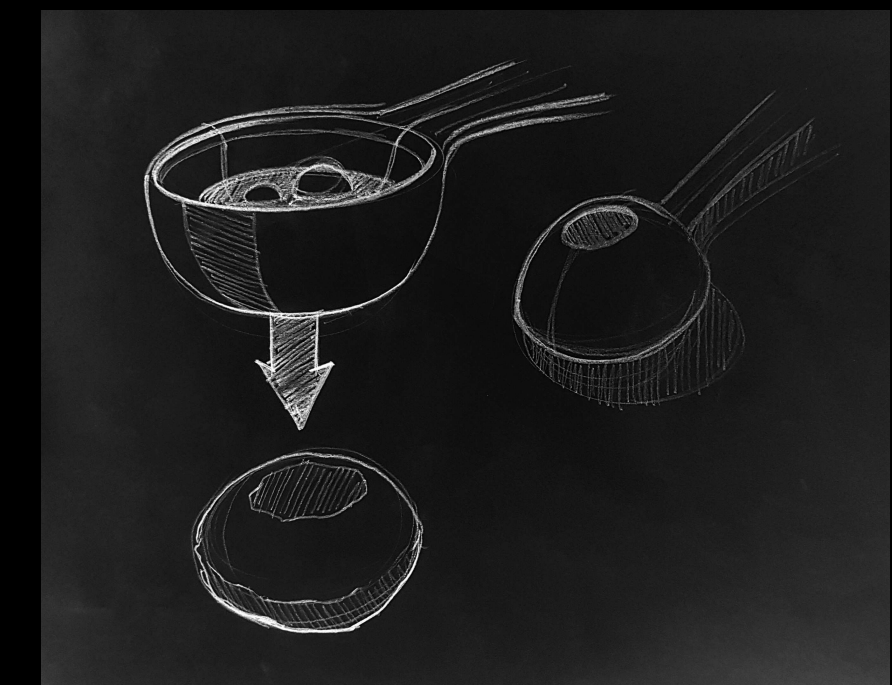


Nozzle may clog if heterogenous liquids

Exact delivery difficult

Breaks the existing workflow

Does the bottle have to be refilled



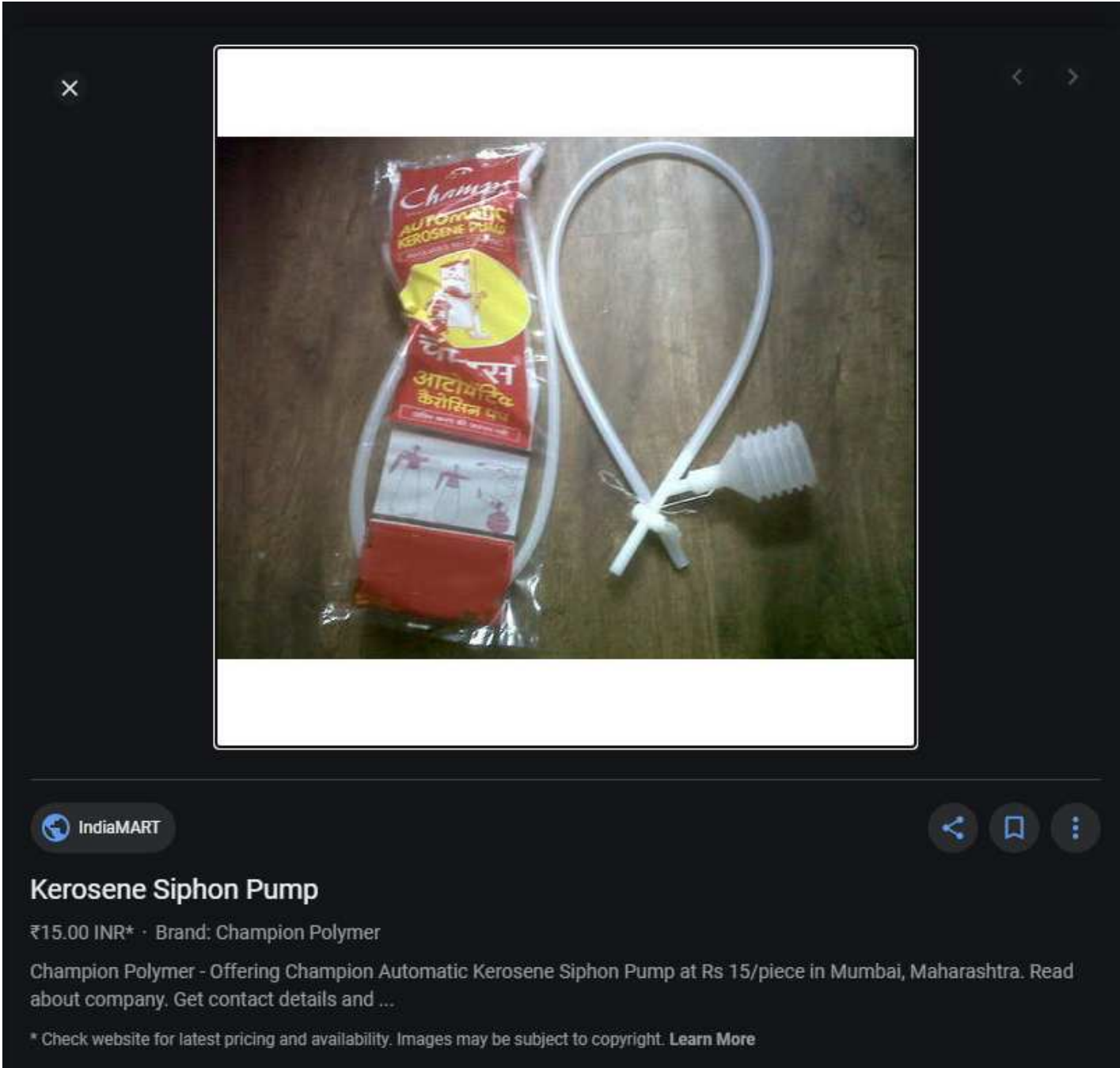
Exact delivery difficult

Leakage while bringing to the puri

Has to be aligned



# Alternate concepts



# Final Concept

- A paani puri cart that is designed to be hygienic and build confidence with the customers
- Various artefacts in the paani puri environment improved to fit the post Covid scenario
- To use the existing workforce and infrastructure to build a franchise model



# 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**