

DEP301:
Collaborative Design Project



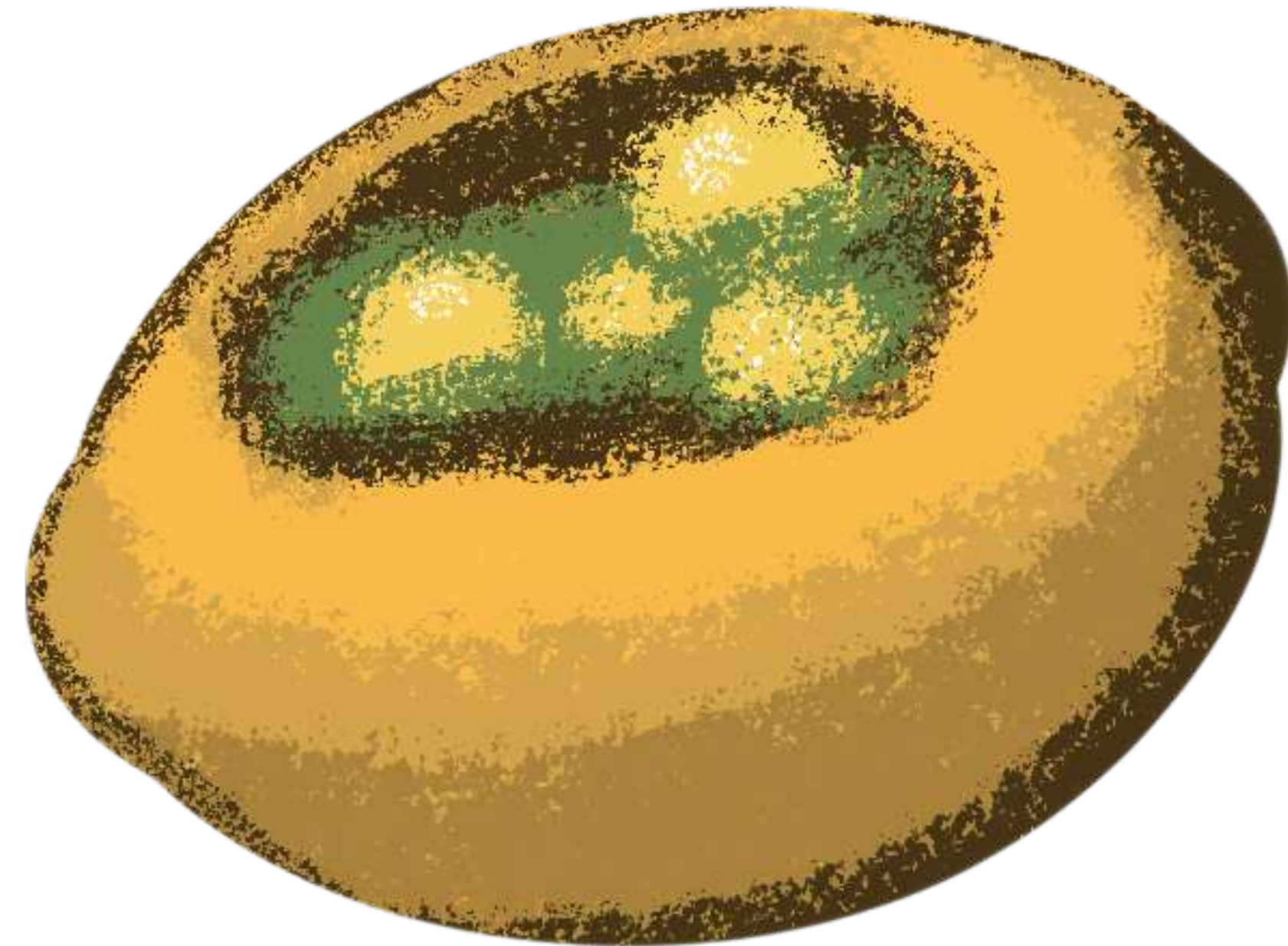
Atish W.



Atul T.



C. Jeremiah I.



Redesigning the Paani Puri experience to fit the post Covid world

Overview

- Team
- Topic
- Recap
- Further Research
- Interviews
- Journey Mapping
- Workspace Models
- User Needs
- Design Goals
- Timeline
- Acknowledgments

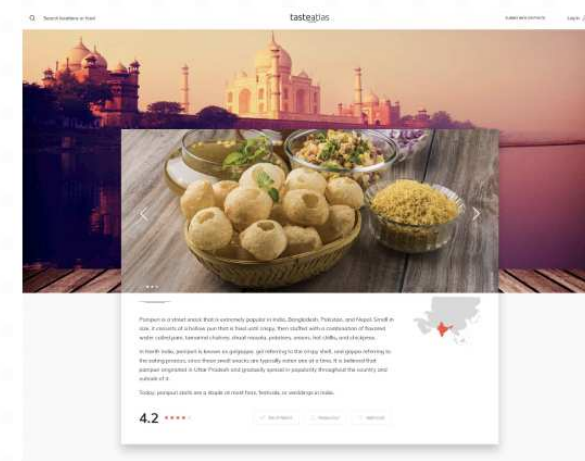
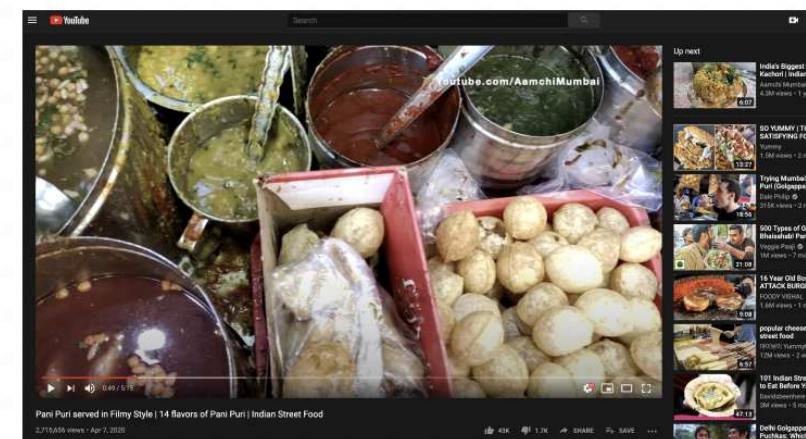


Recap

Research

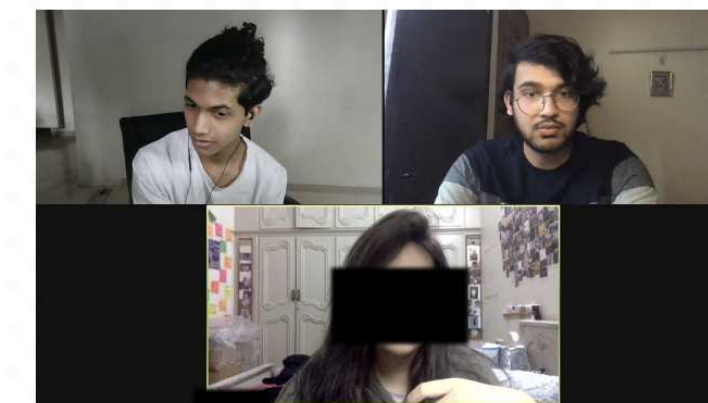
Secondary Research

- Youtube videos
- Instagrammers
- Food Blogs
- Google Analytics



Primary Research

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



Outcome

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



Further Secondary Research

Existing Research

- Case Studies
- Research Papers
- News articles
- Youtube Videos




CASESTUDY

Apna adda – IIM road

- Activa with side wheel attachment
- They use this as stall and also carry the material in it.
- A start-up by H. L. College of Commerce, Ahmedabad

Havmor - Mahesh

- Fixed Income – 6000 /-
- Refills from the distribution centre
- Need to complete fixed number of rounds in an area

QUESTIONNAIRE

Mouthful of Pani Puri /Gol Gappas / Puchka / Gup Chup ----

A survey to understand the Pani Puri business

* Required

1. Age *

Mark only one oval

20 below

21-30

31-40

40 above

2. Gender *

Mark only one oval

Male

Female

3. Your Home town is in which state? *

4. Do you like having pani-puri/ Gol gappa/ Puchka Gup Chup? *

Mark only one oval

Yes

No

5. Quick question - First thing that comes to your mind when you hear Pani Puri?

6. How often would you like to have pani puri? *

Mark only one oval

Never in a week

Once in a week

Once in a month

Once in 6 year

Never

7. Where do you like it most? *

Mark only one oval

Roadside Stall

Restaurant

At home

Other _____

8. What factors make you select the above option? *

Check all that apply

Ambience

Hygiene

Eating Experience

Location

Other _____

9. If there are factors that stop you to visit the Pani Puri stall, what are they? *

1) Check only a hygienic

Mark only one oval per row

Hygienic Factor	1	2	3	4
Price				
Location				
Other				

10. Have you ever enjoyed Pani Puri eating game, where the one who eats the maximum wins? *

Mark only one oval

Yes

No

11. How much extra will you pay for a hygienic Pani Puri package for home delivery or takeaway, if delivery cost is 10 rs? *

Check all that apply

1-5 Rs

5-10 Rs


Above 10 Rs

Nothing

VISITS&INTERVIEWS

7 Pani Wala

- He got the name from his speciality
- Uses disposable plates
- Flavoured water is stored in ceramic containers with no indication of the flavour type
- No mention of the name on the stall
- Takes out flavoured water using a special spoon with a hole at the bottom, but stops water with bare hand.
- Its located in the clean surrounding





Mukesh Ramesh Pani Puri Wala - Near NID

- Continuing 40 year old business, with same goodwill
- Sells around 3000 pcs of pani puri in a day
- Stall on footpath
- Uses steel utensils
- No Flex printing because of wear and tear under the sun

Mukesh Ramesh Pani Puri Wala - Mobile

- Work only from 4 pm to 8:30 pm.
- Sells around 500 pani puri in a day
- Carries steel utensils

FSSAI Rules

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

Sustainability

For sustained success of this project, a robust partnership between government, street vendors, the private sector and the community organizations is key. Social media can be effectively leveraged through appropriate outreach partners to facilitate mass awareness and create a crowd powered movement, especially around the youth, to monitor and mobilise the vendors and to engage with corporates through a program where established corporations become "Corporate Champions".

Corporate Champions programme would involve well established corporations operating in India to adopt/ take up responsibility of one or more zones under the Project Clean Street Food in their zones and enforcement, Responsibilities of the corporate champions and incentives and responsibilities of the corporate champions would be broadly as under.

On the other hand, consumer groups will be encouraged to monitor and report lapses through the FSSAI mobile application. Initially, monitoring is expected to be done by volunteers who identify with the cause. Eventually, all consumers would be educated to report lapses through FSSAI mobile app. The inspection by volunteers is to be repeated every two months.

The responsibility of consumer and volunteer mobilisation also lies with the outreach partner, with support from FSSAI, who will work on targeted campaigns from time to time within the specified budget.

To ensure the Corporate Championship programme continues to carry forward the project, there will be included a healthy competition based on the FSSAI mobile application data; the Champion with least number of reports may be given a chance to trade their zone for a more popular zone (or the option to retain their present zone).

Public media also helps in reporting the progress of the project. Consumers in the area are aware of the logo and the meaning it carries and choose only the establishment with logo displayed. This social force strongly helps pushing the project forward.

Coverage and Target

The Project aims to provide universal coverage of all estimated street food vendors in the country. In Phase I of the Project, 200,000 street food vendors in identified areas would be taken up. These would include all metropolitan and major cities in the country, places of pilgrimage and places of tourist attraction. DELHI PROJECT would be launched in Mid-March 2016. It would cover 20,000 street food vendors. The first two phases of the Delhi Project would be taken up in March-April 2016. Based on experience of Delhi Project, this would be rolled out in other places in the country.

A separate initiative would be worked out for Railway Stations and Ports.

SAFETY TIPS

- I MAINTAIN PERSONAL HYGIENE
- I USE SAFE DRINKING WATER
- I PROTECT FOOD FROM PESTS AND DUST
- I USE CLEAN UTENSILS
- I DISPOSE WASTE PROPERLY
- I KEEP MY PLACE CLEAN

fssai
Food Safety and Standards
Authority of India

FDA Bhawan near Bal Bhavan, Kotla Road, New Delhi - 110002 India.
EPABX : 011-23236975, Telefax: 011-23220994

09

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			
Total			245775

P&L A/C	Duration	In Rs	Annual (In Rs) Yr. 0
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
Total Cost			144775
Net Income		15250	335225



Industry Professionals

Prof BK
Chakravarthy

Ecosystem

Levels
within the
ecosystem

Narrow
your
focus

Franchisee
model

Create a list
of user needs
and
requirements

Factories
where the
puris are
made

Distributors

Spice
vendors

Paani
puri
walas

Prof
Vivek
Kant

System
design
process

Analyse the
users in the
system

Analyse their
interactions
with each
other

Look at the
problems
at each
interaction

Create a list
of user needs
and
requirements

Look at the
problems from
a hygiene
standpoint

Richa (food blogger)

The
importance
of the
experience

Group
experience

Parcels are not
used because
the experience
is hassle free
and convenient

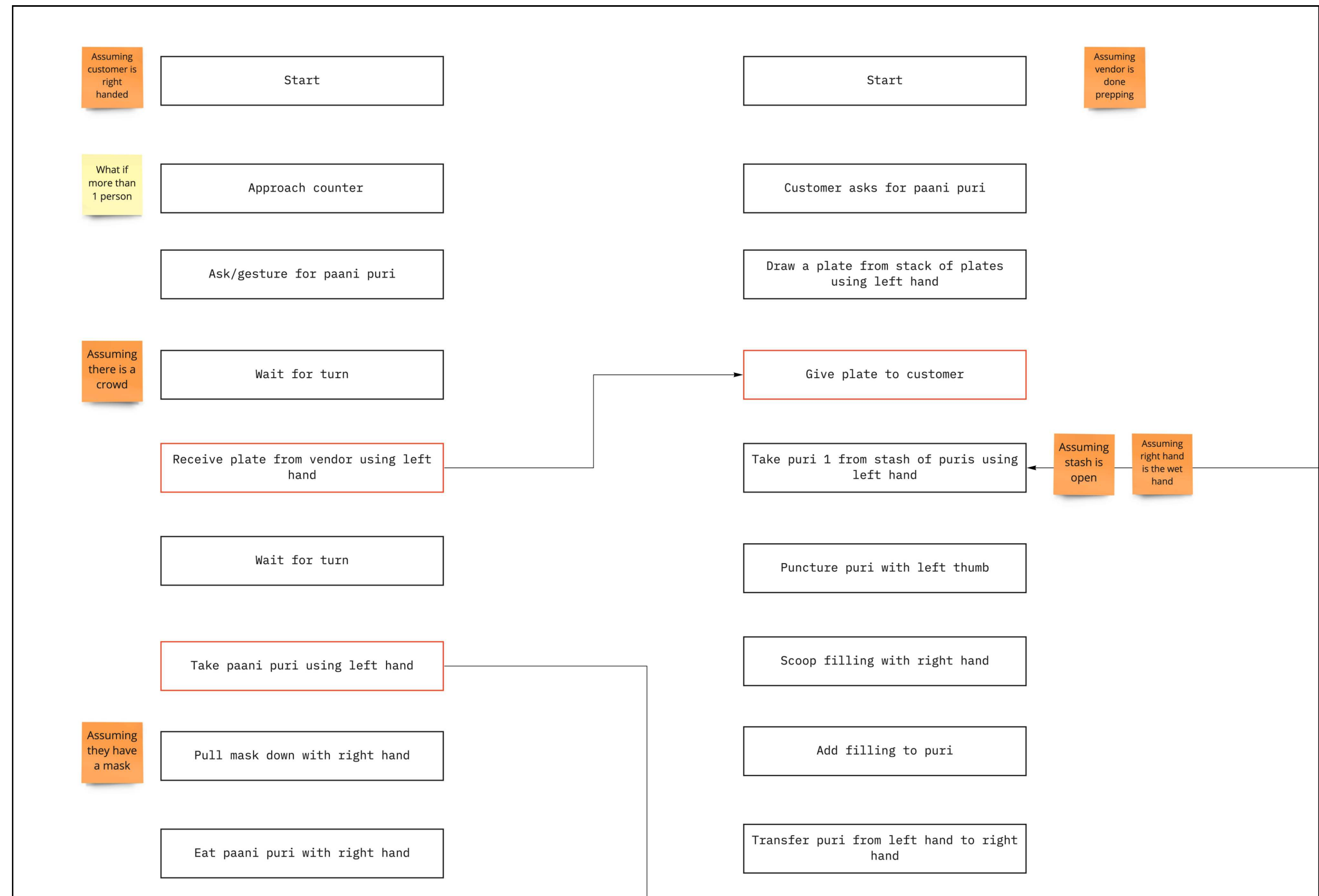
Hygiene is
overlooked by
customers in
favor of taste

Families
need to eat
together



Journey Mapping

- Interactions
- What ifs
- Assumptions
- Points of risk
- Primary and Secondary Users



Actor

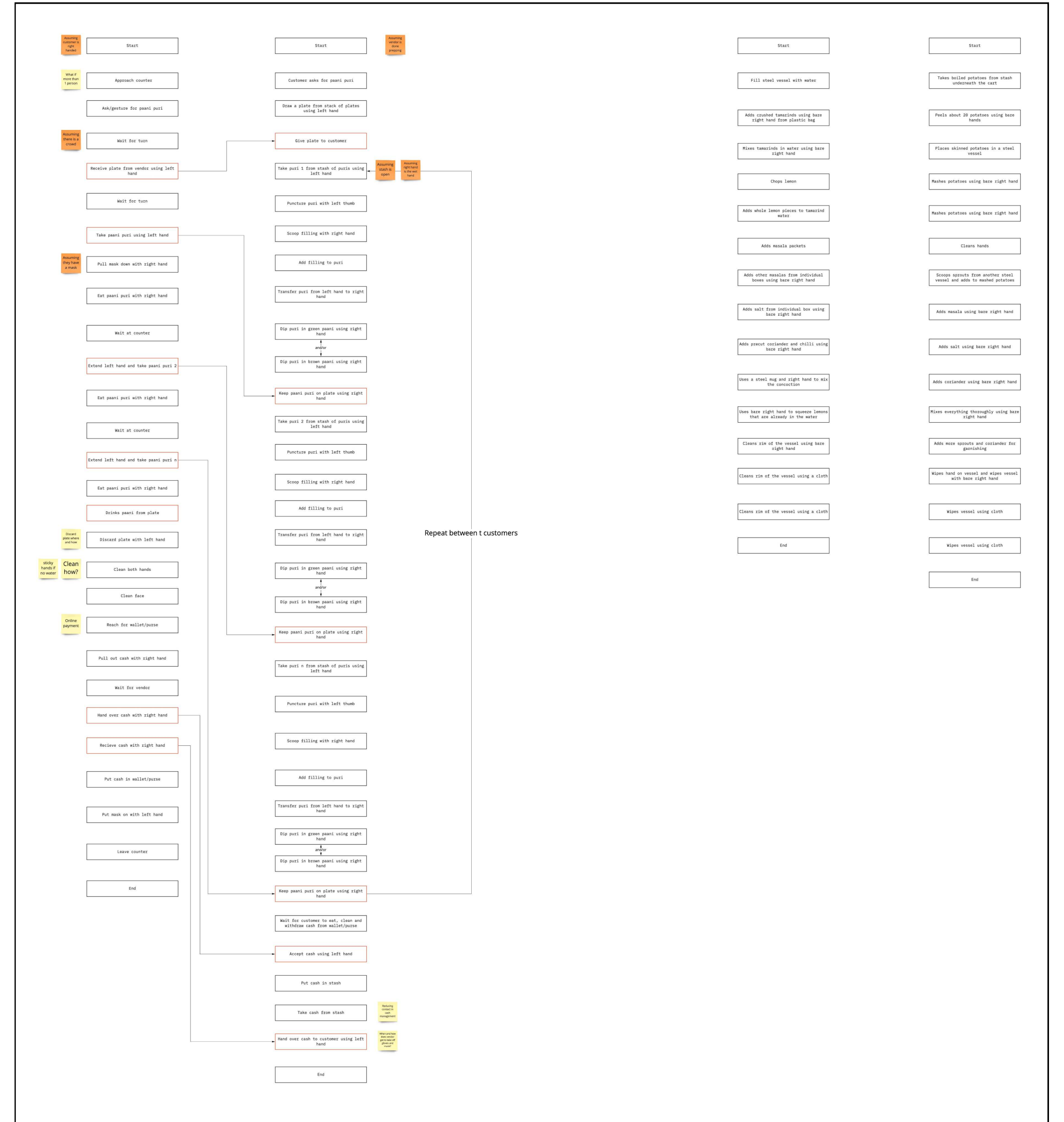
Scenario
/expecta
tion

Journey
phase

Mindset/
emotion

Opportunities

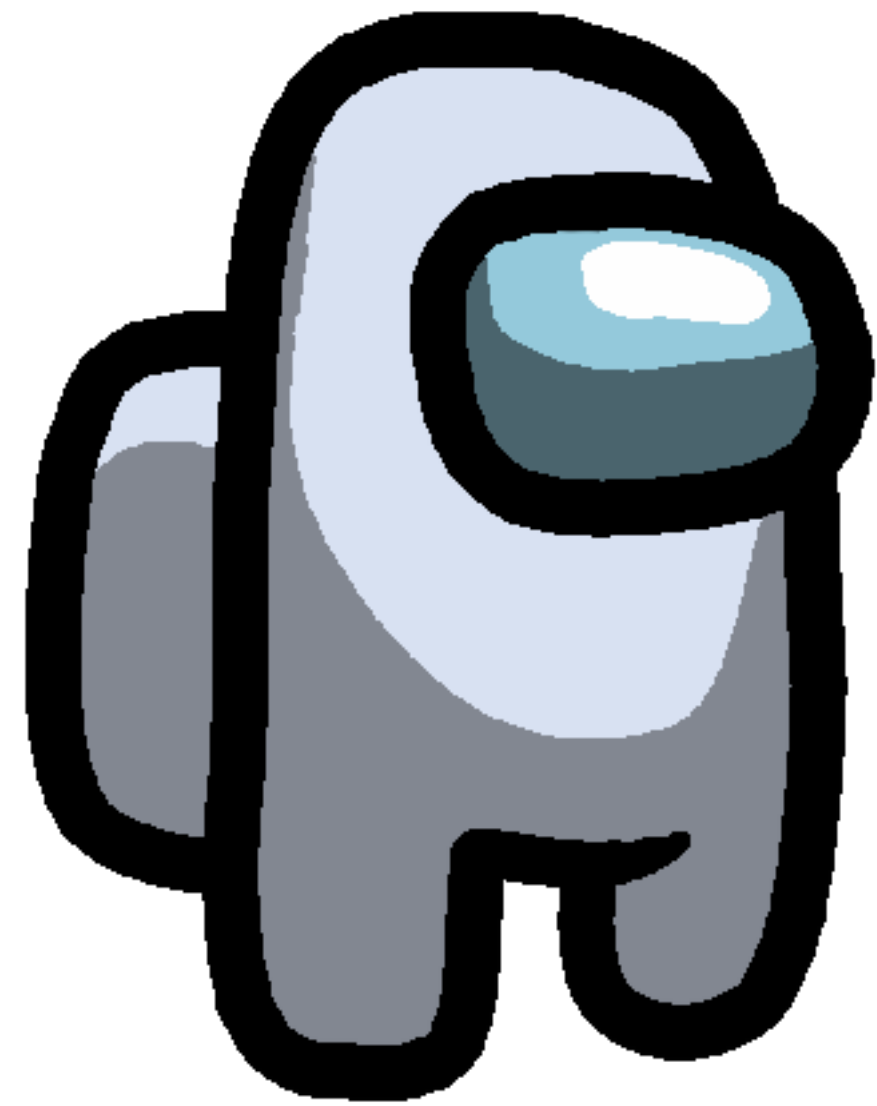
Miro





Workspace models

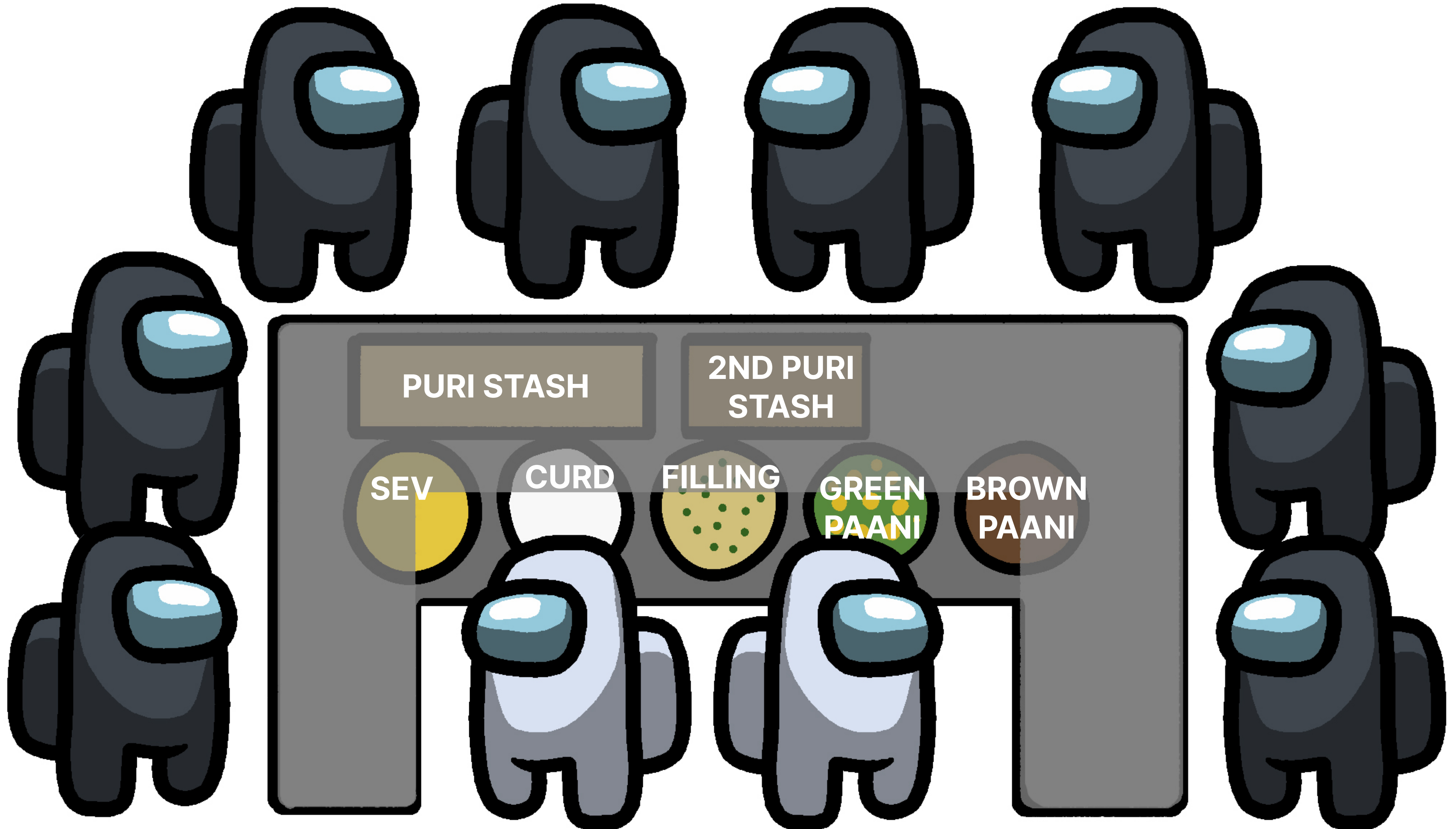
Vendor



Customer







PURI STASH

2ND PURI STASH

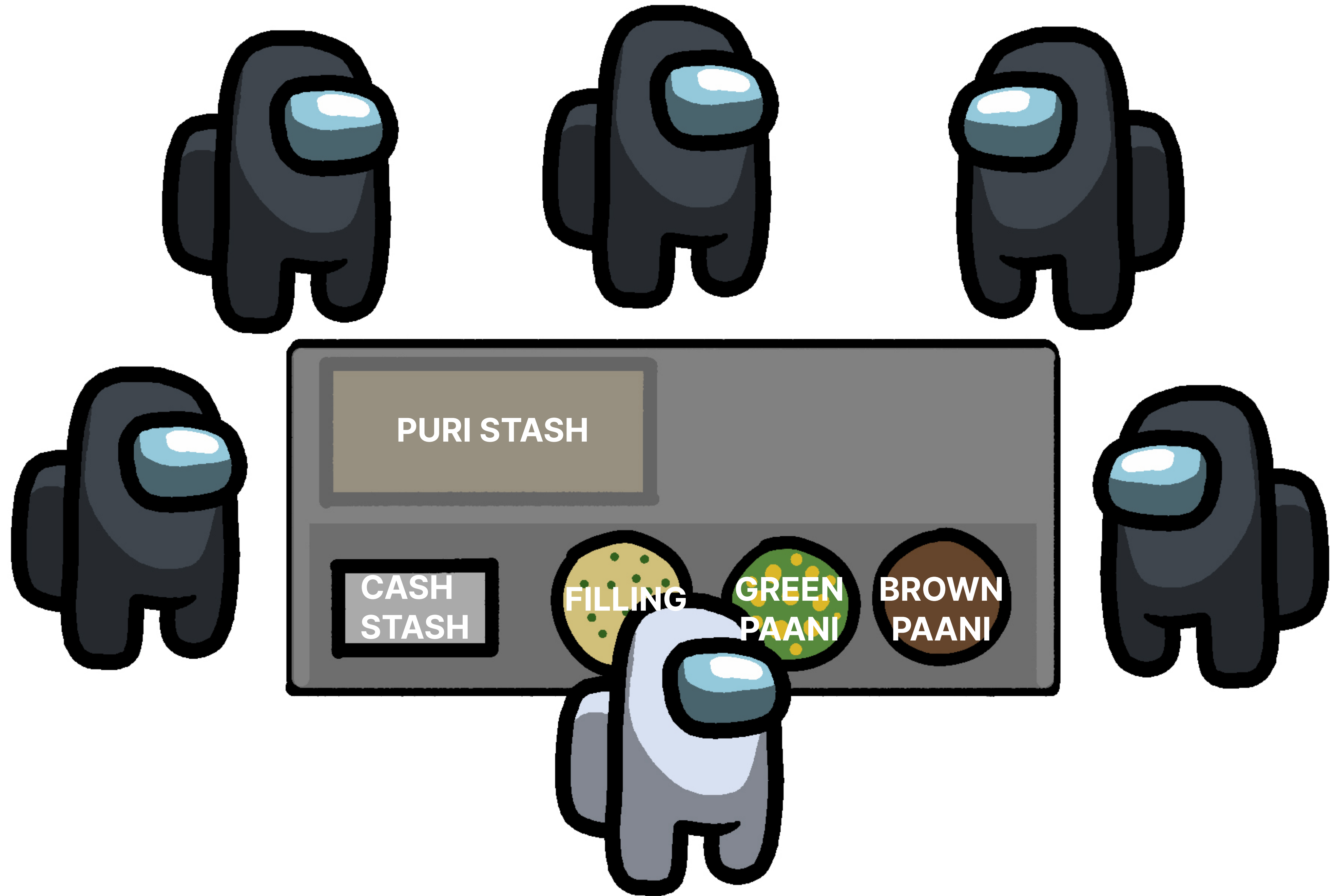
SEV

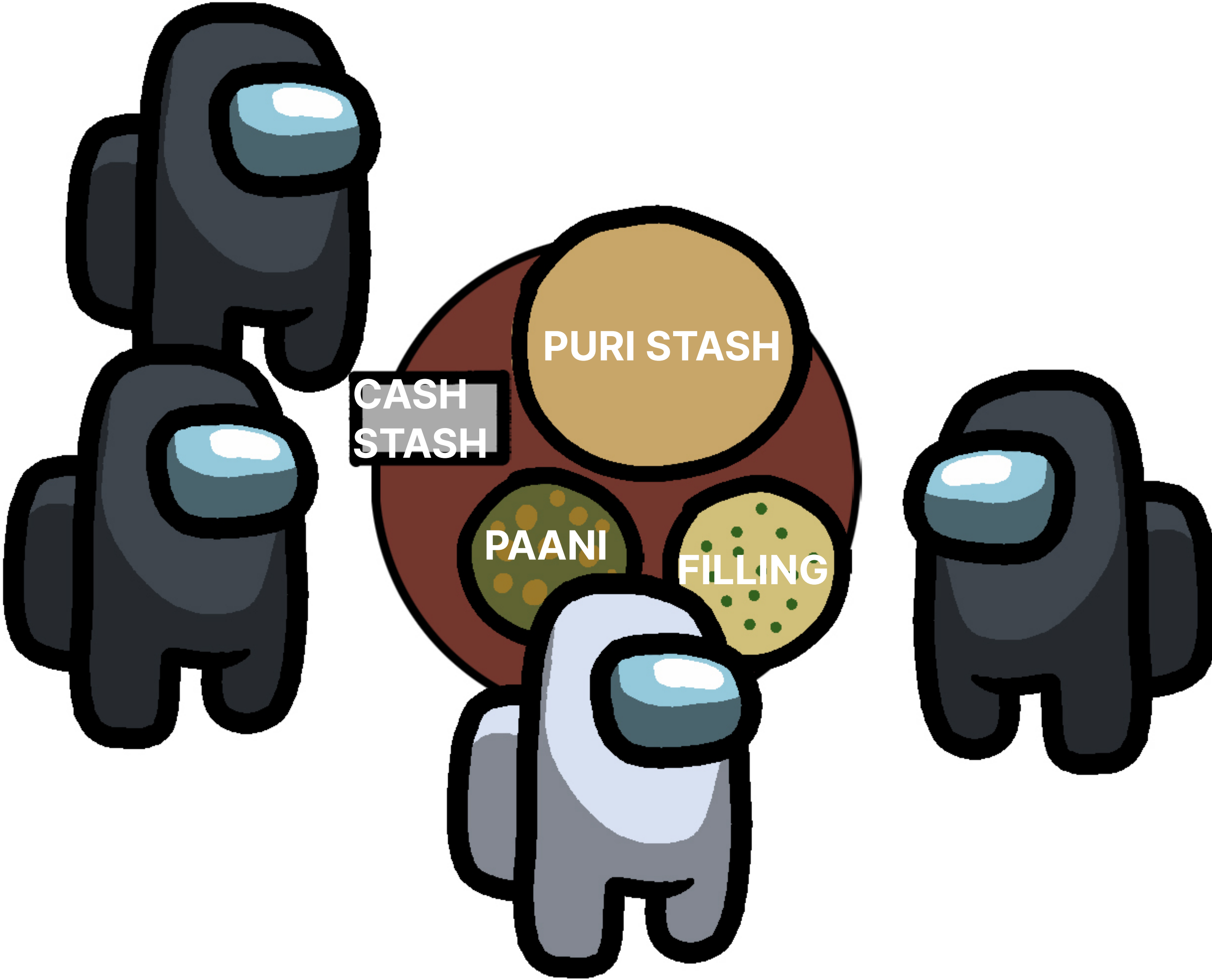
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FILLING

GREEN PAANI

BROWN PAANI







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 percievably 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



User needs

Primary User - Vendor

- Needs to communicate that they can be trusted
- Needs customers to follow hygiene guidelines
- Needs a way to keep their environment clean
- Some vendors need to minimize the bulk of their apparatus
- Needs a way to minimize contact between themselves and customer
- Needs to manage payment in a hygienic manner
- Needs clean water for drinking and washing
- Needs to protect himself from potential infection

Secondary User - Customer

- Needs to protect themselves from infection from the vendor
- Needs to protect themselves from infection from other customers
- Needs to clearly and hygienically indicate their order to the vendor
- Needs to receive dish from vendor safely
- Needs to trust the quality of the food
- Need the food to taste good
- Need a safe way to pay
- Need a clean place to dispose of dishes
- Need a way to clean hands and face

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]

References

- https://issuu.com/nikhilmittal/docs/dp1_doc
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- <https://www.youtube.com/watch?v=QrYzA8X6enY>



Dis ease bizness