DEP 301
Collaborative Design Project

Week 1 Report

Team

MAGANS

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CONTENTS

Problem statement

Brainstorming

Survey for Problems

Insights from Survey

Ideas of interests

Research on ideas

Ranking

Redefined Problem statement

Survey II

Insights II

Future steps

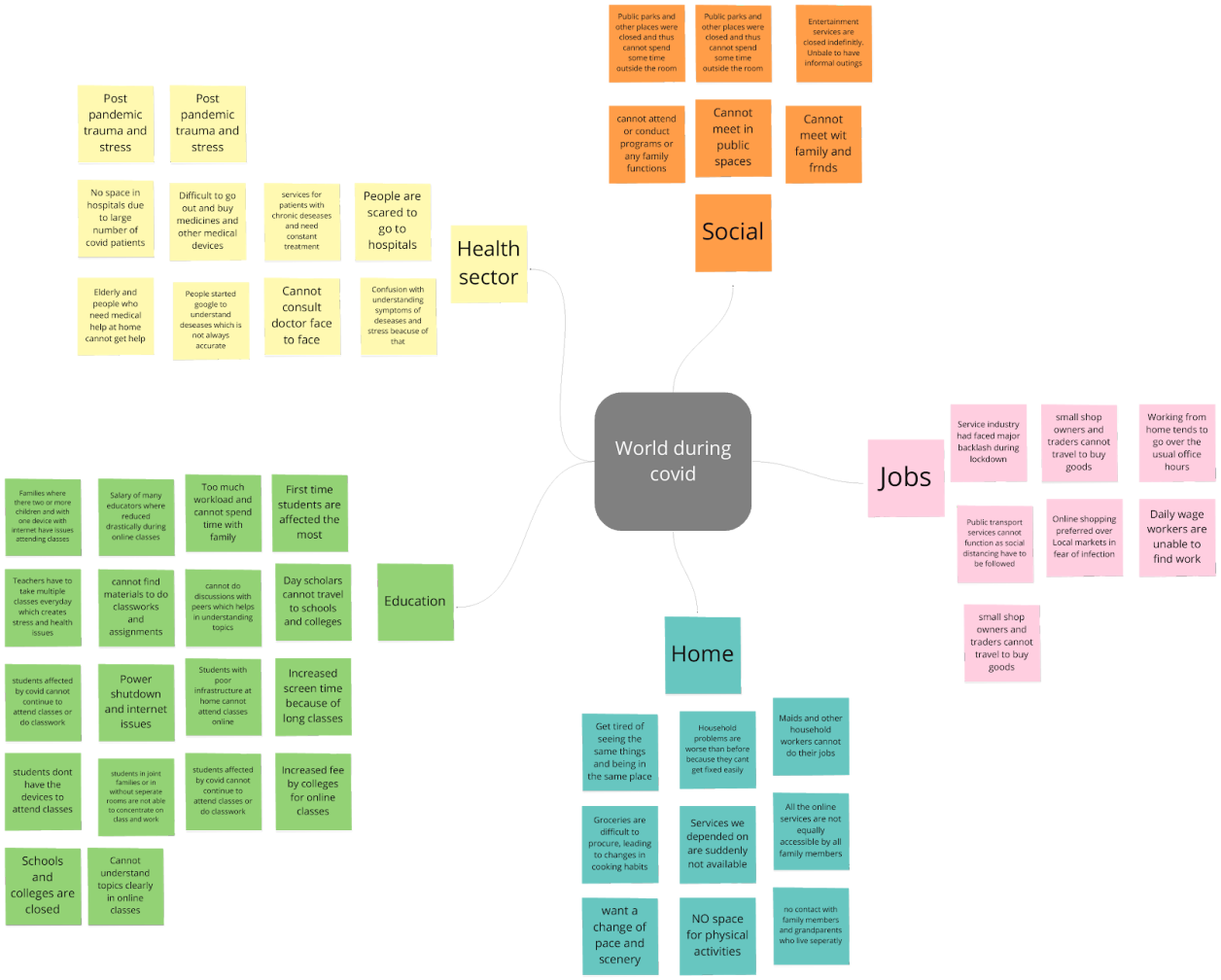
References

Problem Statement

Design of products, services, media, or systems Seeking creative, innovative, out-of-the-box solutions for a Post-Covid'19 environment and turning this into a business enterprise.

We started by listing the problems we had and our families' problems and tried to draw conclusions and insights. Since many of these were specific to our situation, we decided to get insights and problems from other people. We made a google form and put out a survey to analyze other people's views and opinions and see what they thought of it.

Brainstorming

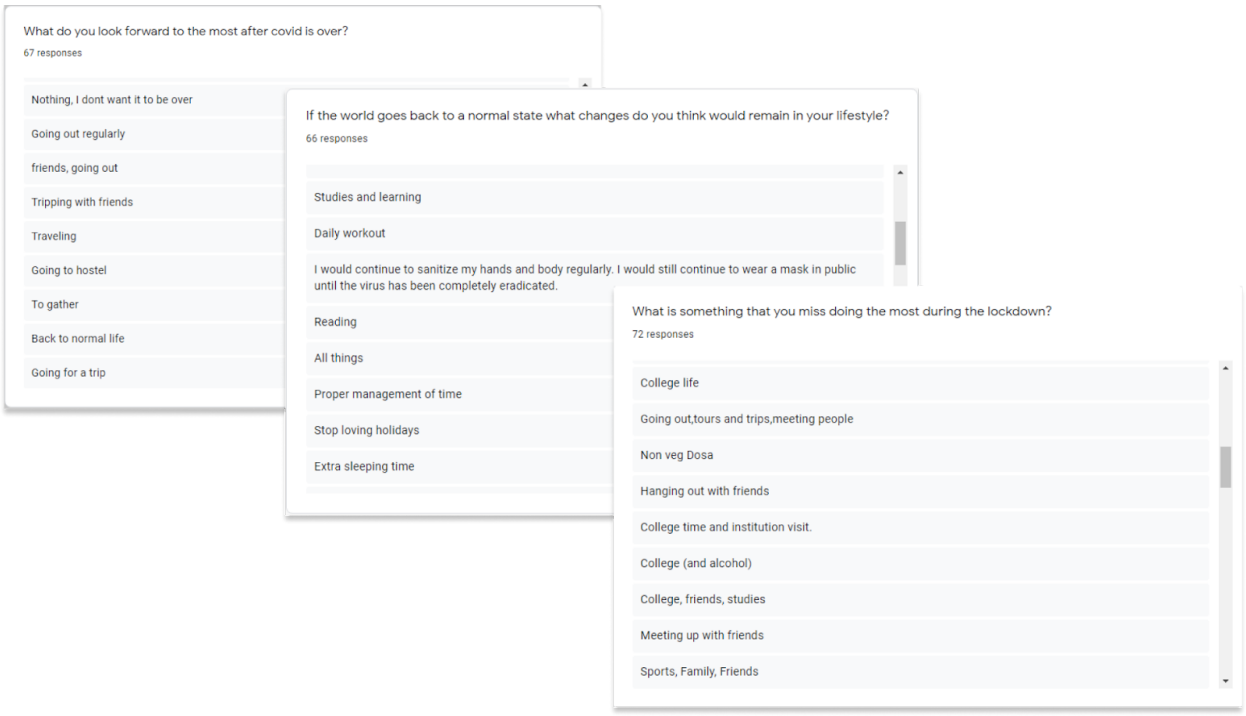


To get a wider set of problems we decided to conduct a survey among our family and friends.

Questions for survey

1. What new habits have you started after covid?
2. What habits have you stopped after covid?
3. If the world goes back to a normal state, what changes do you think would remain in your lifestyle.
4. What is something that you miss doing the most during lockdown?
5. What do you look forward to the most after covid is over?
6. Name one instance where covid didn't let you do something that you wanted to do
7. If services you depended on stopped, how did you deal with it? What kind of services were they?

Survey Results
https://docs.google.com/spreadsheets/d/1c6FWJ0okgSMkQIXQVu5Ledsx1-O-VkYJ4TuRcnOeVno/edit?usp=sharing



Initial ideas from Survey

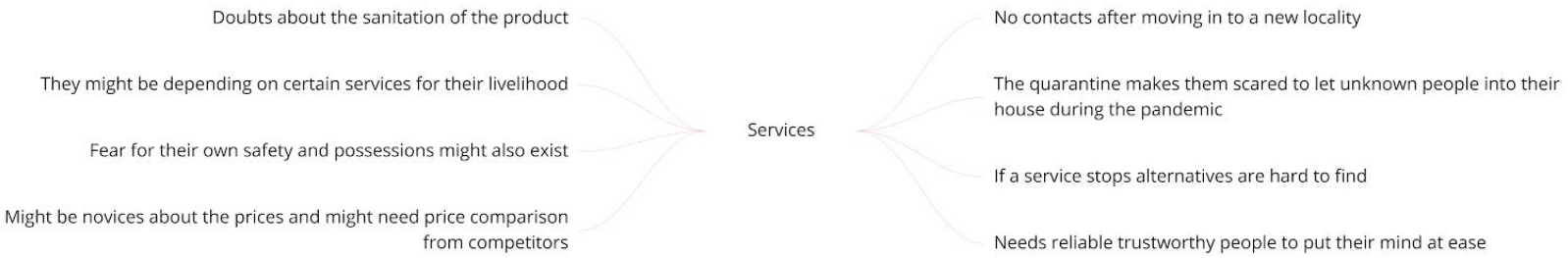
- Cannot meet with friends and family
- Cannot play any sports or go running or walking.
- Eating at restaurants.
- Depression and lack of motivation to do things.
- Scared of meeting in groups because of pandemic trauma
- Services to repair household problems are not available
- Cannot plan day properly, gets lost of time and days.
- The sleep cycle is messed up
- Cannot meet at a public space
- Post covid trauma rehabilitation.

Ideas of Interest

Research on the ideas

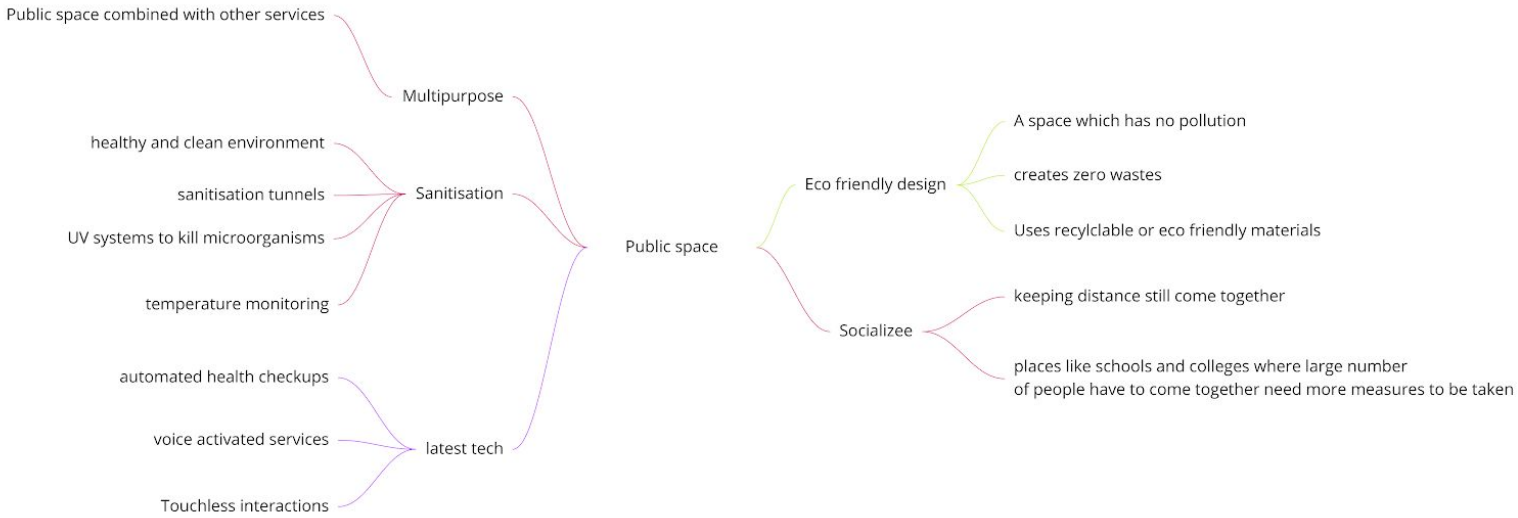
Each of the selected three ideas was further researched, beginning by creating mind maps, finding details on the topic and existing solutions on the internet, and, finally, user interviews.

- **Home services**

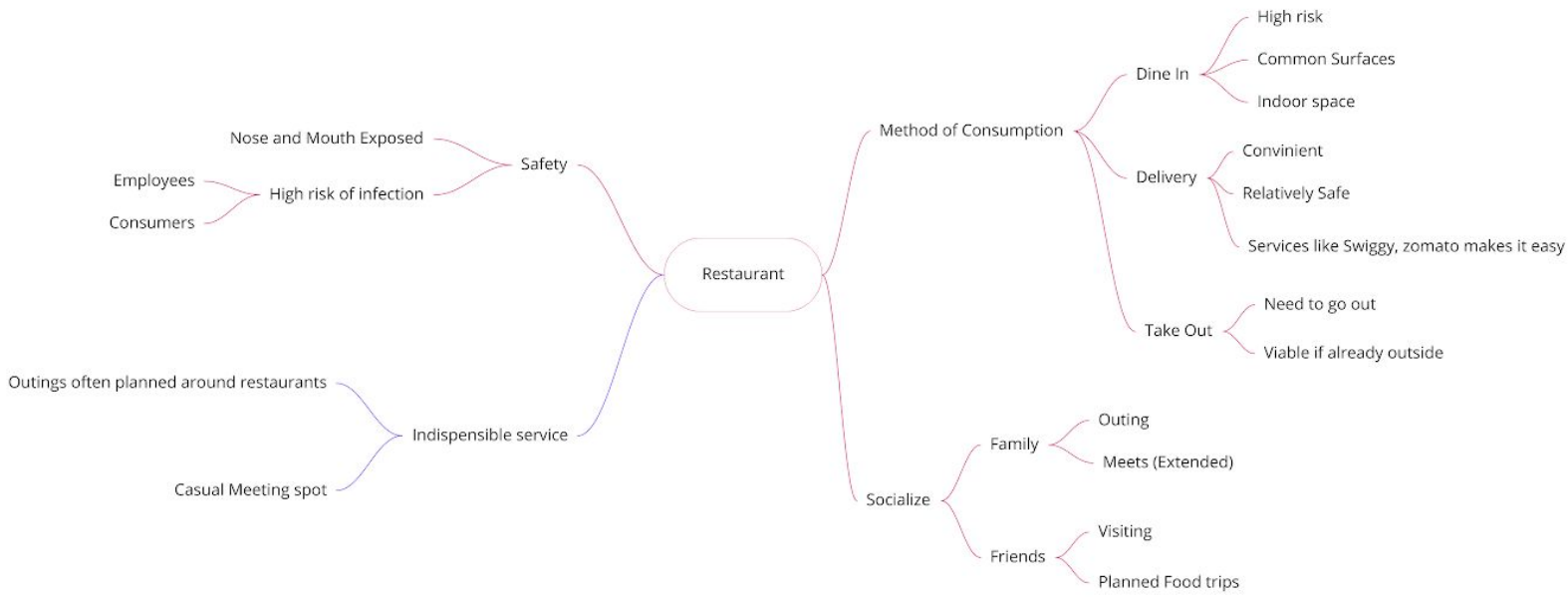


During our research we found a number of companies including Just Dial which were already in this space and tried to solve the problem

- **Public spaces**



- **Restaurants**



We looked at various products and services that were already available currently to have food in cars. we found a few products that were not very popular due to size constraints and inconveniences in its usage.

we also looked at services like drive throughs and drive ins which currently is not widely available in india to understand how we could incorporate the advantages of these services in our product.

Ranking them

All the possible factors that could affect the problems we chose were selected and the problems were graded on a scale of 1 to 10.

	Public Spaces	Home Services	Restaurant
Demand	9	4	7
Current Availability*	8	3	7
Need after covid	10	9	8
Implementation Time*	1	6	9
Design Oppurtunity	6	3	8
Feasibility	1	8	9
Dependency on covid*	3	3	5
Profit	7	7	9
Investment*	1	9	6
Deployement speed	1	9	8
	47	61	76
* Indicates lower was better so for convenice (10 - value) was taken			

Redefined problem statement

Based on the ranking, we chose to focus on :

To make eating in your car a more enjoyable and comfortable experience

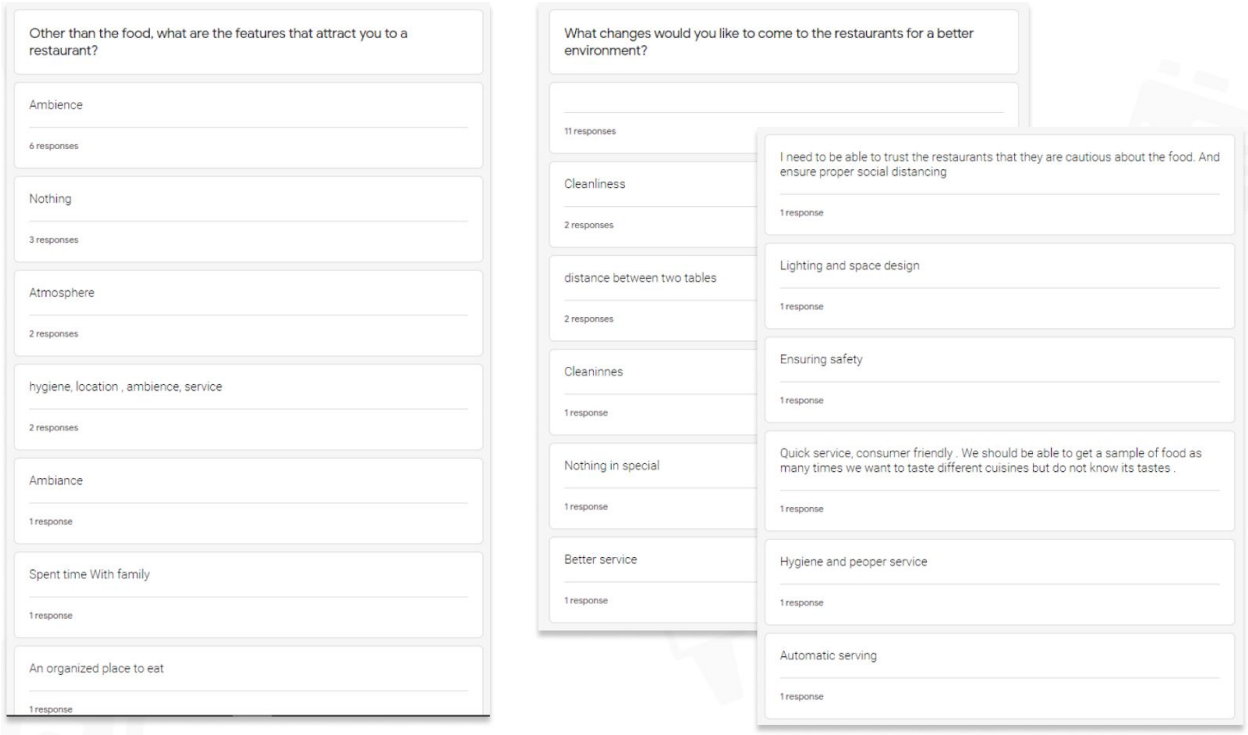
User interviews (Survey II)

We selected two of our stakeholders, the customers, and hotel owners, and made two sets of questions and interviewed them to get their perspective about their experience with restaurants, eating in their cars, how it has changed with covid and about after covid.

Questions for the hotel eaters

1. How often did you eat at a restaurant before covid?
2. Do you go to a restaurant only if you are already out or do you make a trip just to eat at a restaurant?
3. How much money do you normally spend for one person in a restaurant
4. Do you prefer to dine in or take out?
5. Do you get food delivered or do you get takeout? Has Covid affected this?

6. Other than the food, what are the features that attract you to a restaurant?
7. What changes would you like to come to the restaurants for a better environment?
8. During the pandemic were you ever unable to have a meal or had to eat in your car because you were outside?
9. If you had a meal in the car, what was the experience like? What situations prompted you do to do it? (No time, Family Road trip etc)
10. Have you heard of Drive-through restaurants? If so, What is your opinion of them?



Questions for hotel owners

1. How did covid affect your business?
2. Do you offer delivery services or is your restaurant available on zomato, swiggy, or any service like that?
3. How did covid affect the delivery services?
4. What safety measures are you following now to run your restaurant?
5. What according to you is the major difference in the sale after before covid?
6. How did the preparation process change post covid?
7. What changes do you plan to implement to reopen dine-in or to increase the customer's post covid?
8. How much do factors like parking areas affect the business?
9. How did the prices change for the food items after the pandemic hit?
10. What is your view about the drive-through restaurants?
11. What changes would you like to make to the restaurants for a better environment?

Insights II

These were the major insights we obtained from the second interview:

About the restaurants

- Users feel a restaurant needs ambience, cleanliness and privacy
- Restaurants need to improve their cleanliness, safety standards with respect to Covid and the ambience

About eating in the car

- They found eating in the car messy because the food spilt while eating
- It was inconvenient as there was no space to keep their food and uncomfortable in general
- The lighting already in the car was often insufficient
- Eating in a car saved them a lot of time
- They had a lot of privacy when doing so
- They could eat home made food and didn't have to search for a restaurant during trips

What's next?

Talk to different stakeholders including restaurant owners

Ideation Sketches, study current structure of cars and restaurants

Explore manufacturing possibilities

Figure out product placement and business model

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