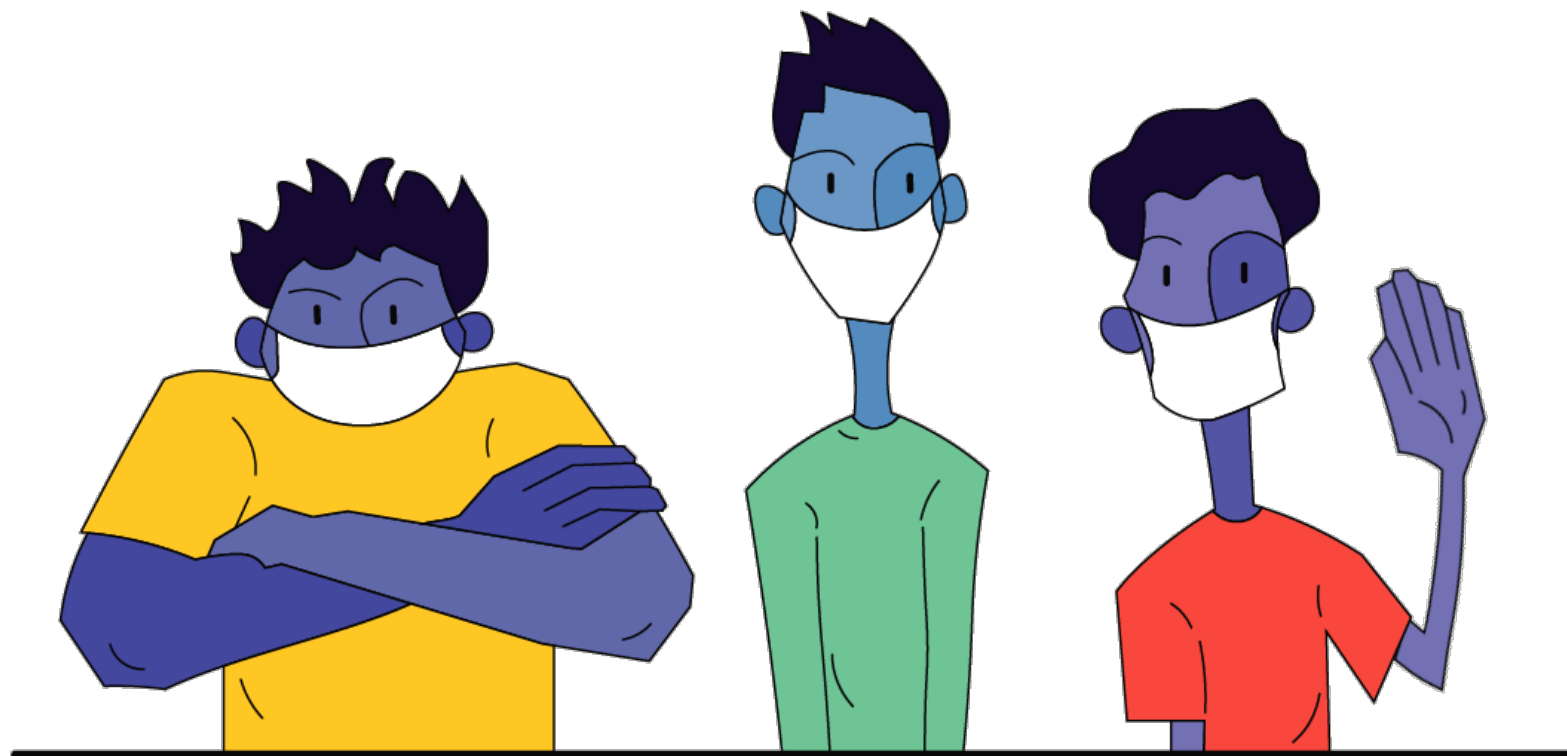


# MAGANS

Aamir, Abhijith and Kathir



# Content

Primary research

Worldview mapping

Secondary research

Finalising cause

User interviews

What next



# 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.

”

# Problem Identification

Farming food at home during covid

Increased screen time

No physical activities

No space at home

Could not get food to grandparents

Maid not coming caused problems

Groceries delivery and buying is difficult

No contact with friends

Going out of district was very difficult  
- a lot of restrictions

No motivation to do anything

No time to workout

No materials at home to  
work on projects and studies

Health checkup and maintaining health

limited access to devices,  
everyone has classes

trying on clothes, measurements

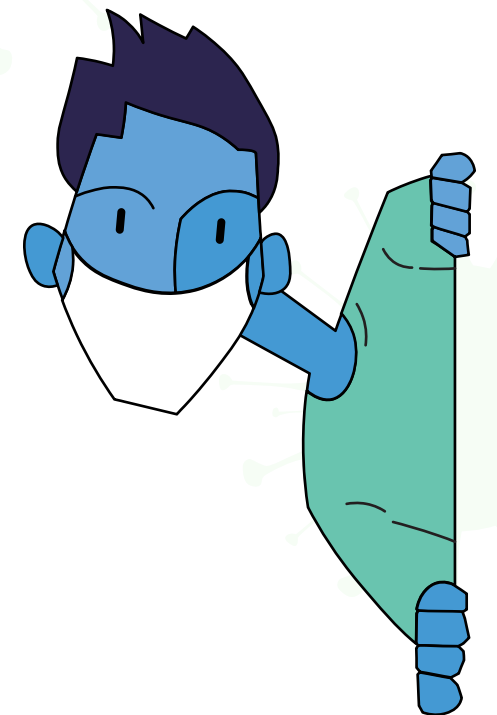
Hangout spots are closed

masks are not always on hand  
has to go often and get it again

First time students cant  
cope with the online classes

Local transport was not available

Workers went home, and business  
wasn't very good





# Brainstorming



# Survey

What new habits have you started after covid?

Exercising, self-discipline, more hygiene

What habits have you stopped after covid?

Wasting time on too many series and movies, procrastinating

If the world goes back to a normal state what changes do you think would remain in your lifestyle?

Being more focused on my goals

What is something that you miss doing the most during the lockdown?

Good food from restaurants, hanging out with friends, going out regularly on weekends

What do you look forward to the most after covid is over?

To being more active, to trying as many things as I can

Name one instance where covid didn't let you do something that you wanted to do?

Being at home all day isn't nice

What new habits have you started after covid?

I just improved my drawings, music

What habits have you stopped after covid?

Over usage of social media

If the world goes back to a normal state what changes do you think would remain in your lifestyle?

Less speaking

What is something that you miss doing the most during the lockdown?

Group activities

What do you look forward to the most after covid is over?

To gather

Name one instance where covid didn't let you do something that you wanted to do?

I wanna go out

# Survey

What do you look forward to the most after covid is over?

67 responses

Nothing, I dont want it to be over

Going out regularly

friends, going out

Tripping with friends

Traveling

Going to hostel

To gather

Back to normal life

Going for a trip

If the world goes back to a normal state what changes do you think would remain in your lifestyle?

66 responses

Studies and learning

Daily workout

I would continue to sanitize my hands and body regularly. I would still continue to wear a mask in public until the virus has been completely eradicated.

Reading

All things

Proper management of time

Stop loving holidays

Extra sleeping time

What is something that you miss doing the most during the lockdown?

72 responses

College life

Going out,tours and trips,meeting people

Non veg Dosa

Hanging out with friends

College time and institution visit.

College (and alcohol)

College, friends, studies

Meeting up with friends

Sports, Family, Friends

# Core Problems 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.



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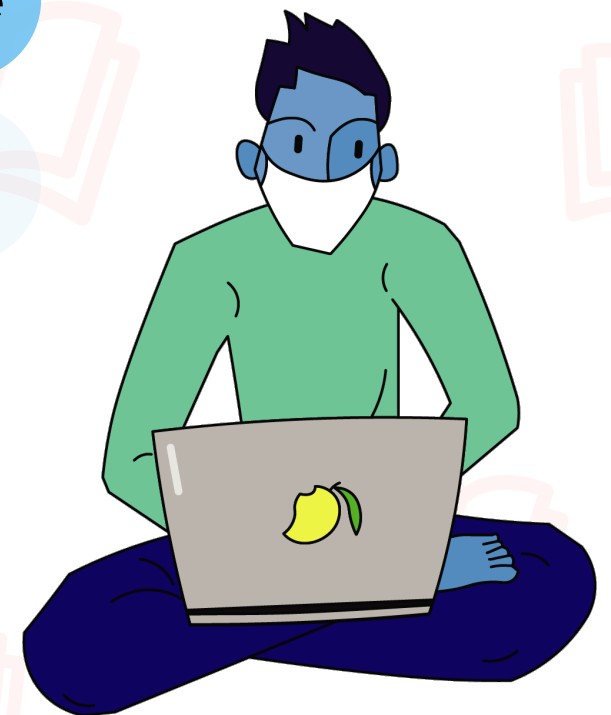
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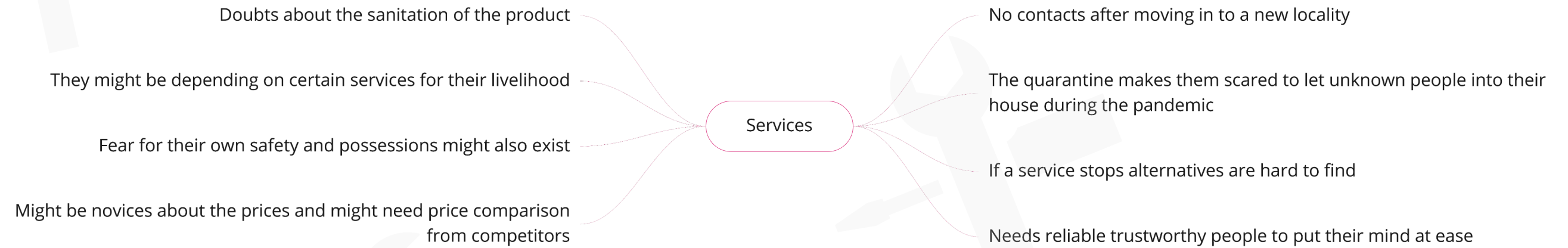
The sleep cycle is messed up

Cannot meet at a public space

Post covid trauma rehabilitation.



# Services

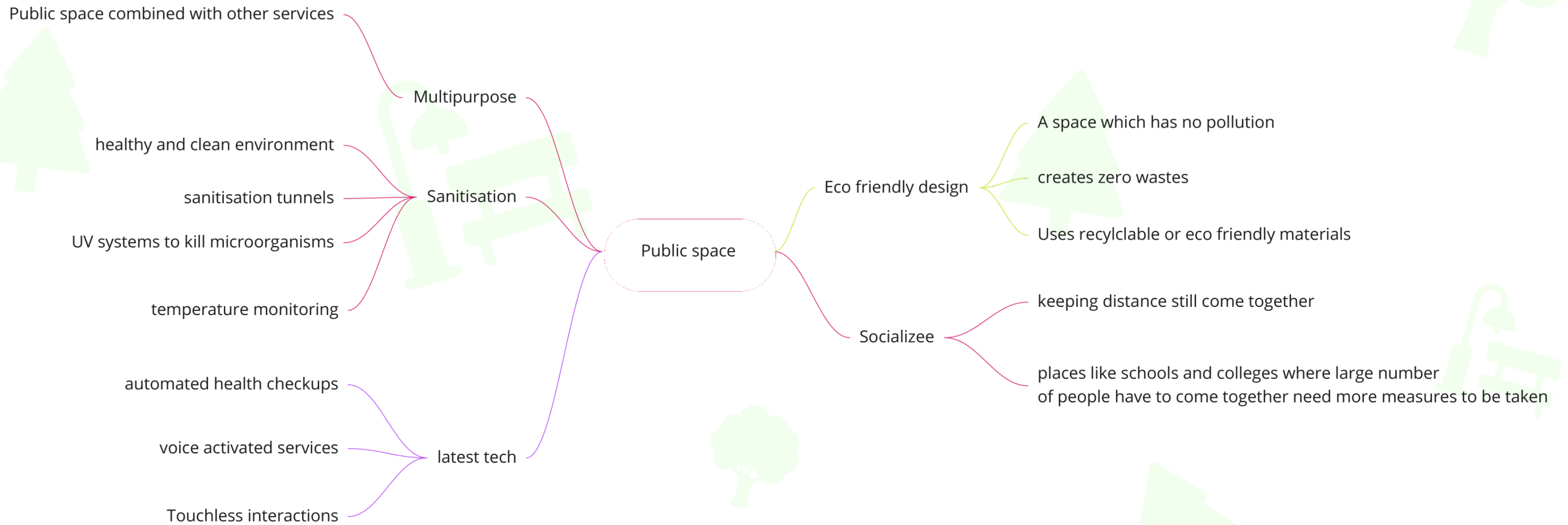


Justdial



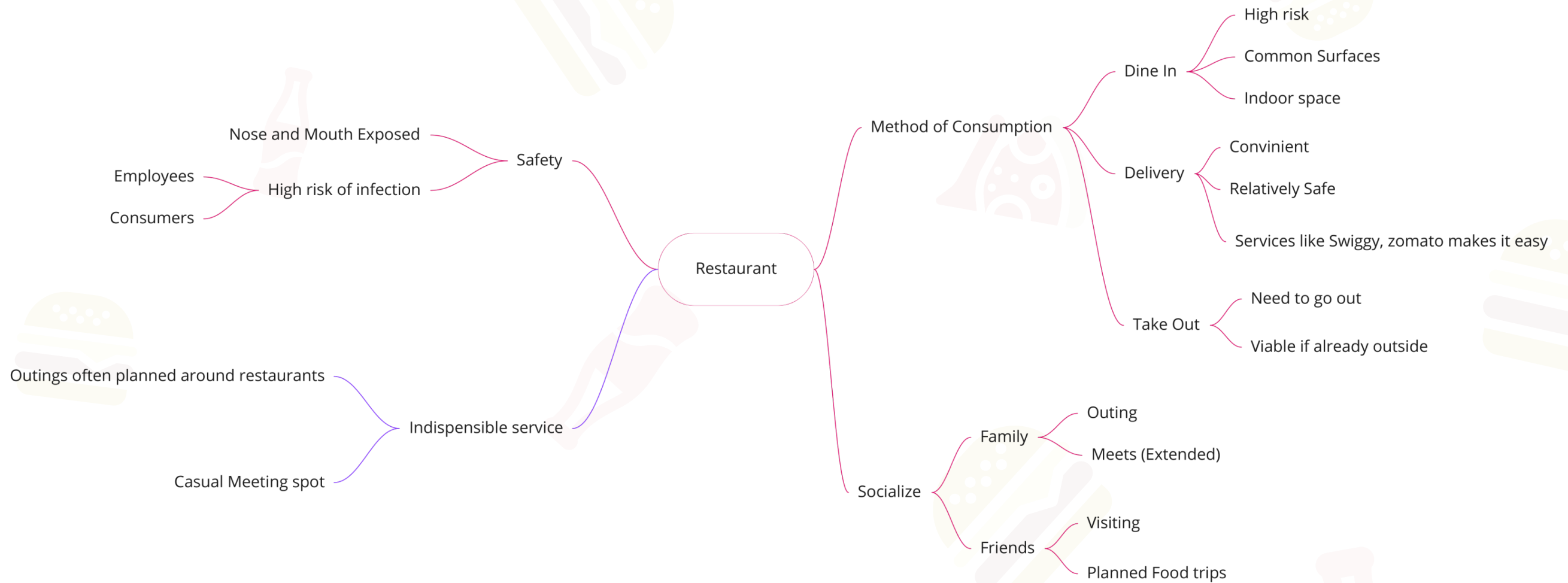


# Public spaces



# Restaurants

## Food In Cars





# Food In Cars

## Existing Solutions



# Food In Cars

Drive-In





# Food In Cars

Drive-Through



# Ranking

	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
Deployment speed	1	9	8
	47	61	76
* Indicates lower was better so for convenice (10 - value) was taken			

# Redefined Focus

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



# User interviews

Other than the food, what are the features that attract you to a restaurant?

Ambience

6 responses

Nothing

3 responses

Atmosphere

2 responses

hygiene, location , ambience, service

2 responses

Ambiance

1 response

Spent time With family

1 response

An organized place to eat

1 response

What changes would you like to come to the restaurants for a better environment?

11 responses

Cleanliness

2 responses

distance between two tables

2 responses

Cleaninnes

1 response

Nothing in special

1 response

Better service

1 response

I need to be able to trust the restaurants that they are cautious about the food. And ensure proper social distancing

1 response

Lighting and space design

1 response

Ensuring safety

1 response

Quick service, consumer friendly . We should be able to get a sample of food as many times we want to taste different cuisines but do not know its tastes .

1 response

Hygiene and peoper service

1 response

Automatic serving

1 response

# Major Insights from User interviews

**What users look for in a restaurant? Other than the food of course**

Ambience, Cleanliness, Privacy, Service

**What needs to improve in a restaurant currently?**

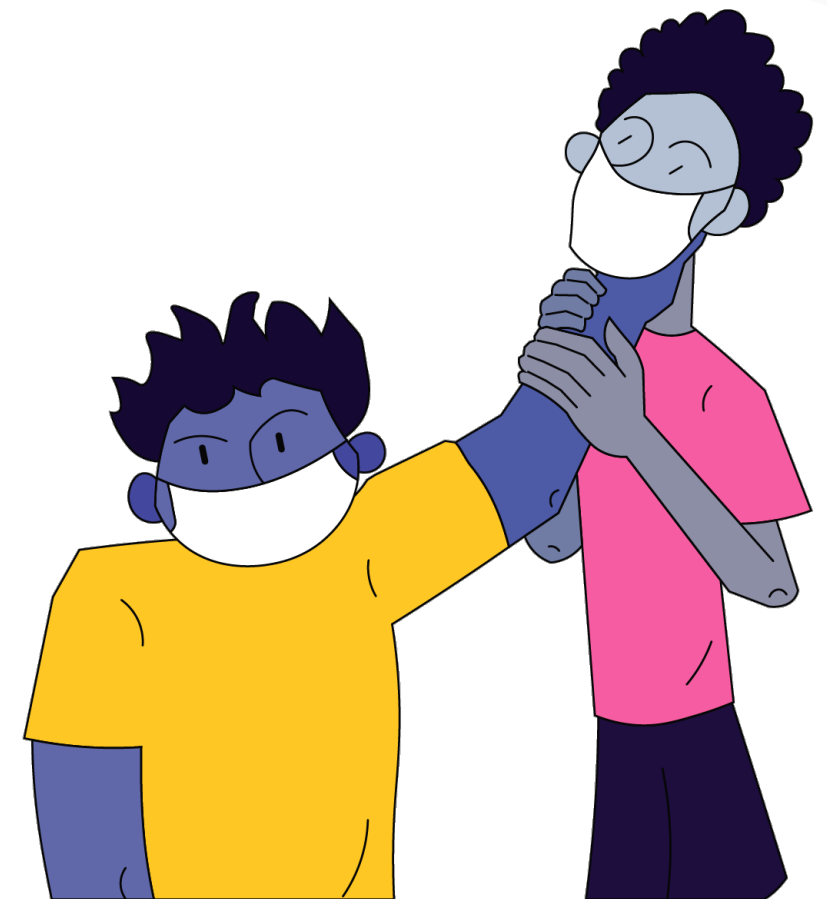
Cleanliness, Safety, Ambience

**Issues users face when they had a meal in a car**

Messy, Inconvenient, Lighting

**Advantage of eating in a car**

Saves Time, Privacy, Can eat home-made food





# Future steps

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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# Thank You

