

DEP 301

Collaborative Design Project

Week 2 Report

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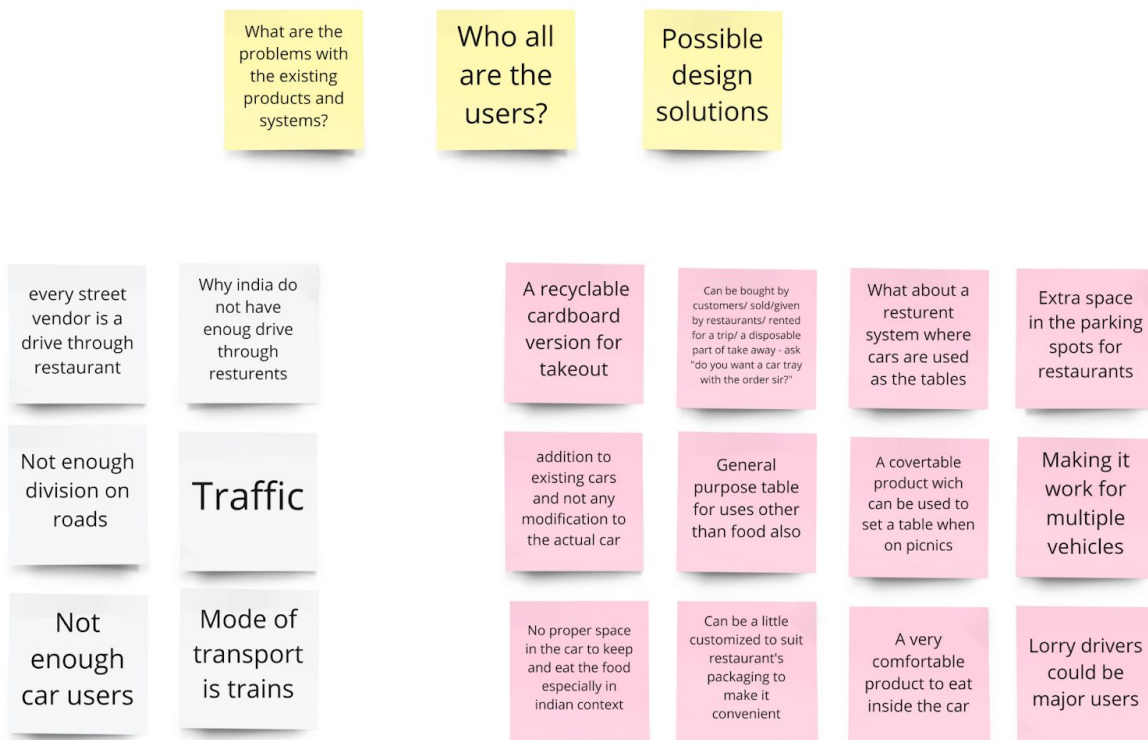
Ideation

Problem statement

Figure out how to make eating in cars a better experience that is enjoyable to the users

Brainstorming

We went back to discuss further on our problem statement and to understand the problems with the existing products and systems, the users and the possible design solutions.



We tried to understand why drive through restaurants aren't popular in India like they are outside. We found an article on why thi is. The major problem was that india doesn't have enough people travelling by car for it to be viable. In india people generally prefers to travel via public transportation over private vehicles. We also identified that truck drivers who spend long hours on road is a potential user for us since they are essentially living in the truck cabin while travelling.

User interview

Hotel owners were one of our stakeholders and we interviewed an individual who owns three hotels in kerala.

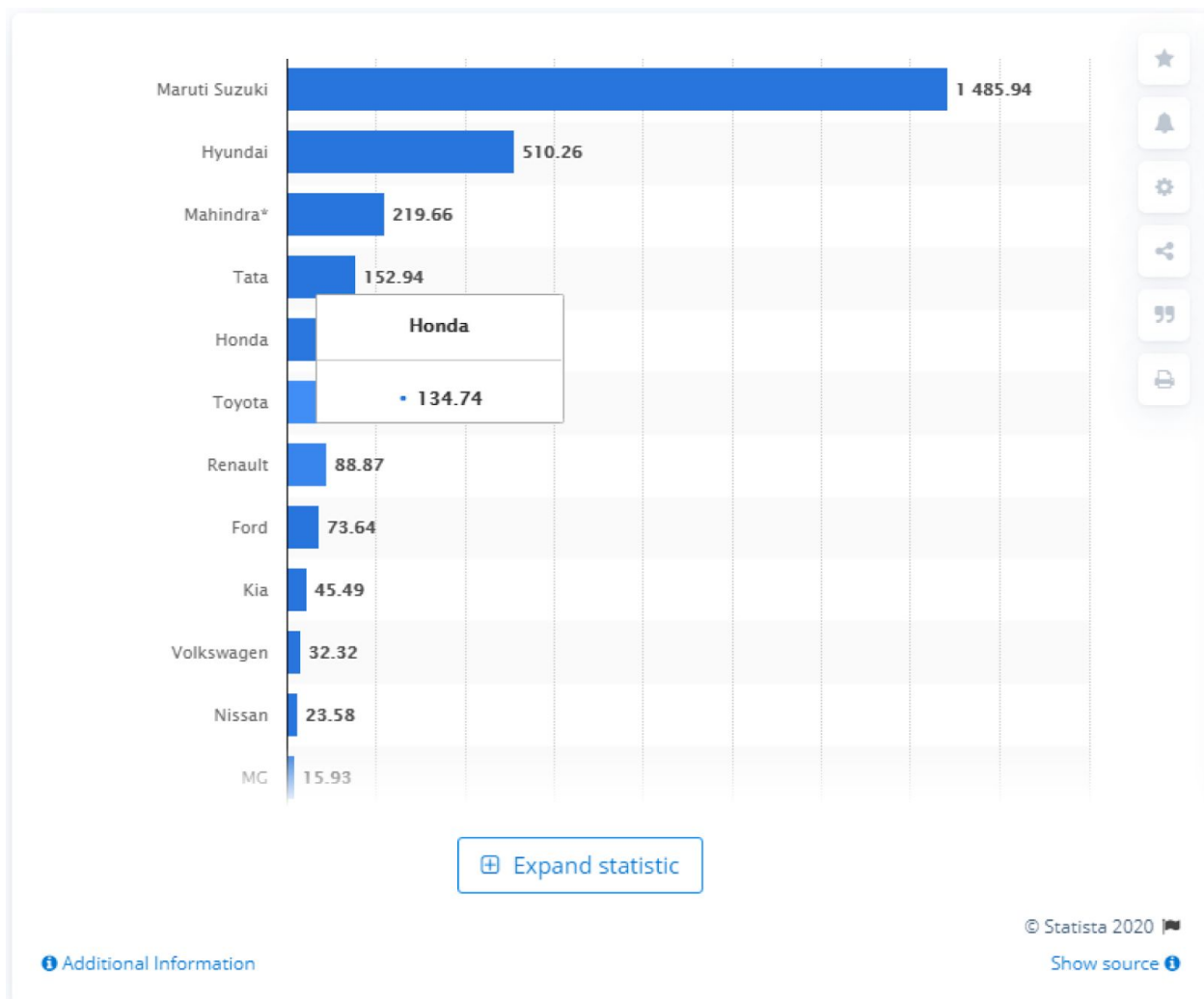
- Dining was stopped when covid cases increased in the state and only online delivery existed. But now the restrictions are lifted and dining has restarted by cutting total seats to half and increasing the distance between tables.
- Hotel owners have to keep a register of customers and also of all the workers. The customers and workers are checked using a thermal scanner and hand sanitiser is provided.
- Waiters and chefs have to wear gloves and masks all the time.
- Their hotel only provides Self-delivery services in 200m radius and other delivery services like Zomato and Swiggy also work with the hotel.
- They have kept a watchman in the parking area to keep social distancing and for proper parking.
- Covid has not affected the price of the food and it has reduced in online delivery services.
- Once covid is over they look forward to restoring the seats and follow other instructions by health officers.
- Drive through would be a nice option if the licenses in dinings get hard to get
- Even though no one prefers dining nowadays and everyone prefers takeout and home delivery he doubts if people will accept these kinds of restaurants.
- Won't make his hotel a drive-through or drive-in unless the customers only prefer that

Major factors for product detailing

1. Most popular food preferences in india
2. cars dimensions
3. cars and interior dimensions and designs
4. customisable tables
5. where all can we store things in car
6. boot cover convertible to table
7. different types of hooks and clips to attach table in car
8. where all can we attach the table
9. the weight capacity of cardboard and other sustainable material
10. food packaging to table convertible
11. statistics of car preferences in india

Cars

Most sold cars in India were mostly just maruti suzuki, and the top 3 models have a very similar interior which could prove useful for our final product.



Model	No. Of Units Sold
1. Maruti Suzuki Dzire	2,09,657
2. Maruti Suzuki Alto	2,08,087
3. Maruti Suzuki Swift	1,91,900
4. Maruti Suzuki Baleno	1,83,863
5. Maruti Suzuki Wagon-R	1,55,967
6. Maruti Suzuki Vitara Brezza	1,31,732
7. Hyundai Elite I20	1,23,181
8. Maruti Suzuki Eeco	1,14,105
9. Hyundai Grand I10	1,02,693
10. Hyundai Creta	99,736

These are the statistics for 2019, even after 6 months in August 2020, the top selling cars remain the same. And since all of these are Maruti Suzuki cars, they share a lot of similarities in terms of their interiors and dimensions,

Rank	Model	August 2020 Sales
1	Maruti Swift	14,869
2	Maruti Alto	14,397
3	Maruti Wagon R	13,770
4	Maruti Dzire	13,629
5	Hyundai Creta	11,758
6	Maruti Baleno	10,742
7	Kia Seltos	10,655
8	Hyundai Grand i10	10,190
9	Maruti Ertiga	9,302
10	Maruti Eeco	9,115

Food

Swiggys had a report called StatEATistics listing various information regarding their services. From this report, the top 10 most ordered food india was this

1. Chicken Biryani
2. Masala Dosa
3. Paneer Butter Masala
4. Chicken Fried Rice
5. Mutton Biryani
6. Chicken Dum Biryani
7. Veg Fried Rice
8. Veg Biryani
9. Tandoori Chicken
10. Dal Makhani
11. Health Kick

Indian food options come with two or more side dishes most of the time and this was one of the major points we had to focus on and add as a cluster in the ideating process.

Tables

We looked at the most selling car desks in the market to understand their pros and cons to help us in our design process. We analysed the top 4 desks available on the market.

- Cutequeen car desk - ₹ 1200
The cutequeen desks were the most simple ones which can only be attached to the steering wheel and are a very good option only when you drive alone. The desk angle is very low and the user has to rotate the steering wheel upside down and lock it before attaching it. If the food you buy has a heavy cup of drinks the desk tends to bend towards on side and becomes unstable.
- Gripmaster auto exec car desk - ₹ 38,286.00
Gripmaster is a work desk. It is kept on one seat and is a perfect work table but occupies a seat and is not at all an option for group trips.
- Elfant car steering wheel desk - ₹ 1,299.00
Elfant is the only customizable desk in the list. It can be attachable on the back seat and steering wheel. Storage is a problem as you have to keep it under your seat where your feet go and comprises different parts which users have to fit together before using.
- OSHOTTO Car Tray Food Stand - ₹ 787.00
Oshotto car tray is a small tray or table which goes behind the seats and can be closed after use. But the size is very small and is not suitable for the indian foods and cannot be used as a worktable.



Ideation

We focussed on the factors storage, Attachability and the food type while creating rough ideation sketches to help make clusters of ideas and a well rounded concept down the road

