Team D3O

Theme: Life In Lockdown

What if we are in a lockdown situation for more than a year?

Team

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Lockdown scenario

FOOD FOR THOUGHT

- With the progress of lockdown, there has been a certain urge within residents to **eat delicious food at home**.
- As government continues to urge people to stay at home to flatten the Covid-19 curve, people have been flocking to their kitchens in lieu of shuttered restaurants, hoping to be able to fill in the gap with their culinary skills. *[1]*
- **Due to the closure of their favorite restaurants** and untrusty online delivery options there has been a **swift rise of home** cooking to **fulfill their void of cravings** and enhance cooking skills.

[1] www.adweek.com

Lockdown scenario

- The scenario was quite different when the lockdown had just started and people tried to stock up only the basic necessities. Now, the reports show a decline in staples and the **rise of premium discretionary food items**. We have surely witnessed the trend of Dalgona Coffee scale up instantly and almost all of us have tried it. Now bread and cakes are taking up. These trends prove that people have become **tired of eating the same homemade food** daily since the lockdown and are **finding more creative ways** to eat gourmet food which **opens up the possibility** to come up with a solution to cater to this problem.
- To top it off, brands like **Disney, McDonald's and The cheesecake factory are sharing recipes** for their famous dishes online so people can recreate them at home. [2]

[2] https://www.businessinsider.in/

Problem Back-End

RESIDENTS AT HOME

- Research has shown that **cravings can also be driven by memories** rather than bodily cues and in these times when **people are stuck** with not much to do in hand, the **urge to eat outside food** and find ways to pass time, try out new things is increasing.
- India Today Data Intelligence Unit (DIU) used **Google trends data** on various leisure-related topics for the last 90 days and found that interest in recipes reached its peak in the lockdown period. **'Recipe' topped the chart** followed by 'Netflix' and 'health'; then came 'sex tips' and 'Ludo', a popular board game in India.

FOOD INDUSTRY

- There has not been a more challenging time for the restaurant industry in India, to the point that its mere survival is a question now. With the social distancing norms and change in consumer behaviour, it will take anywhere between **8 to 18 months for the restaurant sector to significantly recover**.
- "We weren't expecting the lockdown to lift for us anyway, especially in **the big cities** that are pretty much **entirely red zones**. The government can keep giving diktats on pay cuts and salaries but **we don't have the money**."
- As stated above. most franchises are in big cities which are red zones and a way for restaurants to continue needs to be found.
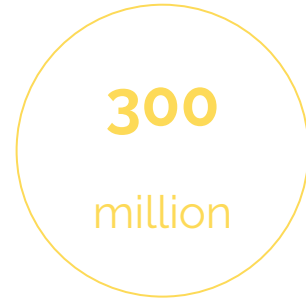
Impact of the lockdown on food industry

2 months

Period of lockdown until now

20-30%

Of a restaurant's branches shutting down

₹35,000 crores

Loss of the food service sector

300 million

Number of people affected

Source: www.thehindu.com

Problem Identified

PROBLEM DESCRIPTION

How can we find a way that benefits both parties; **make people relish their food** along with **reducing their urge to eat outside** as well as keeping the **restaurants, cafes** and **the employees in an economically viable state.**

WHY IS IT AN URGENT PROBLEM?

- With the drastic change in the lifestyle of people around, not just **small cafes are losing jobs** and a daily income but people have been wanting to **try out new activities** and **keep themselves busy**. Because an idle mind sure is a devil's workshop.
- We believe that food consumption is an essential commodity; a daily routine that has the **power to affect moods positively**.

Target audience

Our target audience includes people from the age group of **16-30**.

Reason being, people in between this age group are outgoing and know of many famous brands and restaurant chains, due to which they also tend to have specific choices and tastes directed to certain foods.

Stakeholders:
- College students
- Bachelors
- Millennials
- Restaurants/Cafes

Target User Persona 1

PROFILE : Naomi Ahuja

Job Title: Writer
Gender: Female
Family Setting: She lives with a roommate

DEMOGRAPHICS

Income: 6-7 lpa
Education: Bachelors in journalism
Age: 25

FEELINGS

Values & Goals: Wants to be independant and get a big break in the film industry.
Worries: Managing work, personal life and the home by herself. She also misses binging at her favourite restaurant chains and can't wait for the lockdown to be lifted.
Influences: Things trending on the internet so that she can write about them.

OBJECTIONS

Cost: She spends about 5 lpa in paying rent, travelling, groceries and other minor services.
Fear: She fears that the lockdown will keep extending and she won't be able to visit her friends and family for a long time. She also worries that she will be out of activities and options to keep her going in this period.

Target User Persona 2

PROFILE : Shantanu Singh

Job Title: Student
Gender: Male
Family Setting: Nuclear family

DEMOGRAPHICS

Income: N/A
Education: Bachelors in design
Age: 19

FEELINGS

Interests & Goals: Wants to be a successful designer and cooking is his hobby. He is also a part time food blogger
Worries: Keeping himself busy, productive and also keeping up with the trends on social media. He is out of recipes to make and post on media.   **Influences**: Peer pressure and social media

OBJECTIONS

Cost: College,hostel and mess fees along with other minor expenditures that include learning material,etc
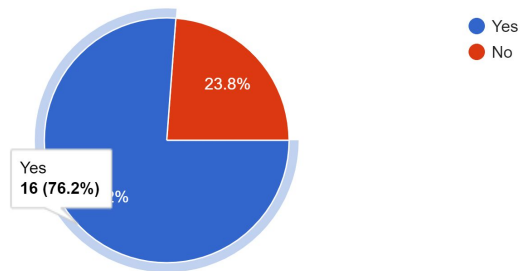**Fear**: He fears of not being able to manage his work and passion during the lockdown and the lockdown is taking a toll on his mental health.

User research

We conducted an online survey to know how the lockdown has affected the food habits of people. Following were the questions and the results.
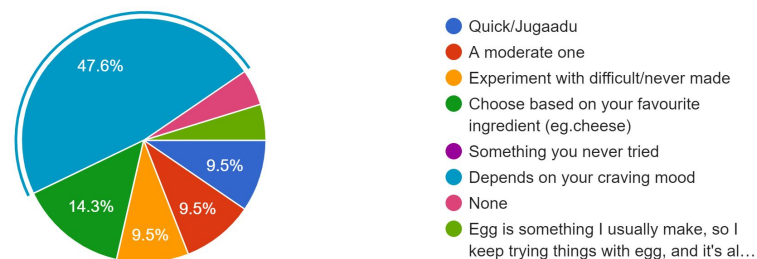
Have you been trying out new recipes in this time more than ever?
21 responses

- Yes
- No

23.8%

Yes
16 (76.2%)

What kind of recipes do you try out most?
21 responses

- Quick/Jugaadu
- A moderate one
- Experiment with difficult/never made
- Choose based on your favourite ingredient (eg.cheese)
- Something you never tried
- Depends on your craving mood
- None
- Egg is something I usually make, so I keep trying things with egg, and it's al…

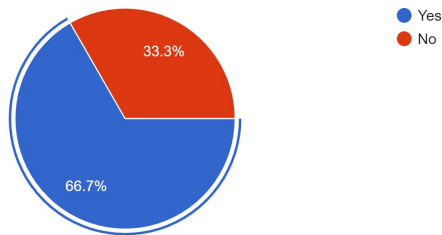47.6%

9.5%

14.3%

9.5%

9.5%

Majority of them prepare food depending on their cravings and mood.

User research
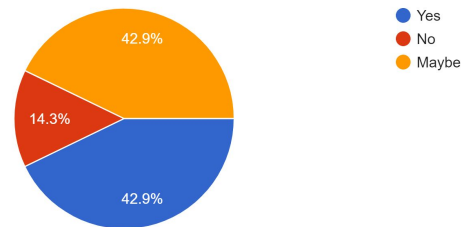
Do you get bored eating homemade dishes and crave for your favourite meals in your favourite restaurant chains?

21 responses

- Yes
- No

33.3%

66.7%

If you get your hands on the recipe of your favourite dish from a restaurant, would you be willing to pay little amount, try it out and satisfy your cravings?

21 responses

- Yes
- No
- Maybe

42.9%

14.3%

42.9%

The above are pretty self-explanatory.

Lastly, we asked them the reason for craving restaurant food.

A few responses were; because it's good for a change, because they're bored of eating the same food, homemade food can get monotonous and repetitive and because well, taste buds.

User research

Homemade food always kind of have the **same taste, irrespective of the dishes.** Also like the same space of eating gets boring. So it's not just the tasty dishes I miss, it's the ambience of the restaurants too.

You **can't make the same smoked sizzlers** at home Ps : the only time I made something smoking was the time my food burnt .

It gets **boring because of the habit of going** out once in two weeks to enjoy meal plus the ambience.

Used to eating out maybe once a week or once in two weeks, change of taste. Plus we are **stuck in the house** so to entertain ourselves we crave to eat different kinds of food.
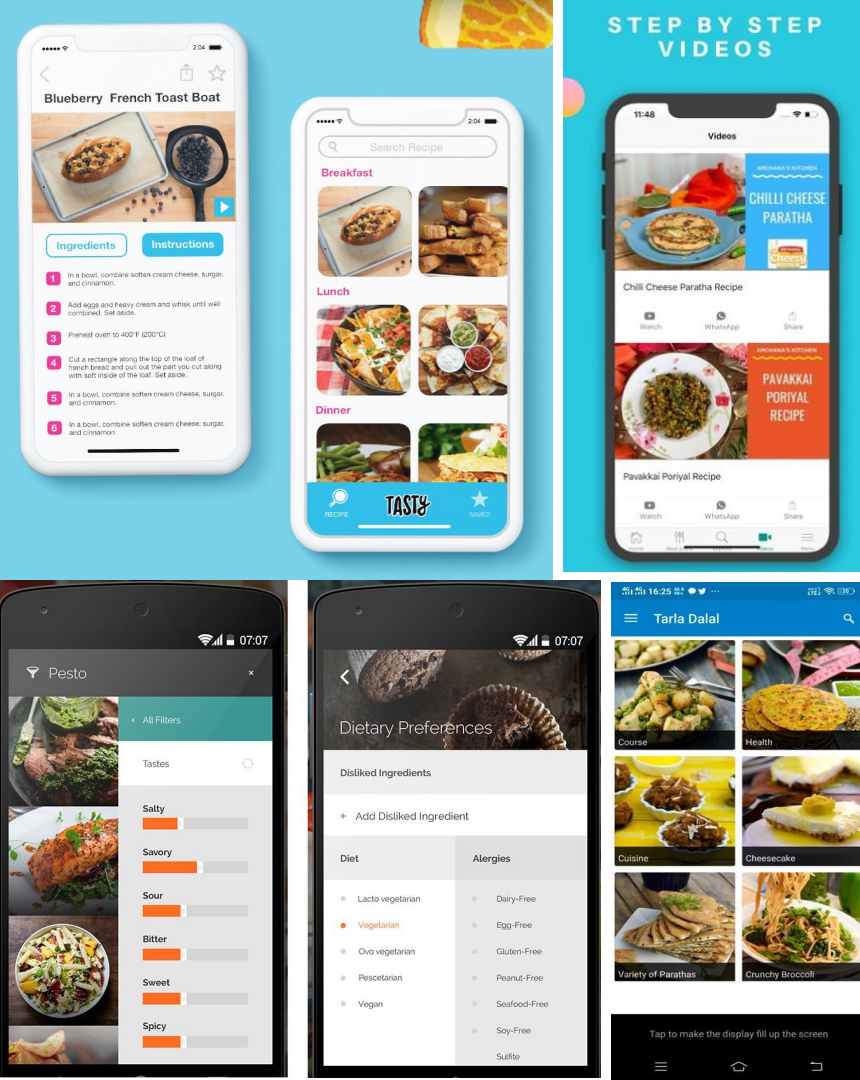
Competitor Market

Because of reports of COVID-19 transmission due to food delivery, many of us have resorted to eating only home cooked meals.

Direct Competitors

- Tasty
- Archana's Kitchen
- Yummly
- Yum Recipes
- Tarla Dalal Recipes

Indirect Competitors

- Zomato
- Social Media (Youtube, Instagram)

Explorations

TASTE

QUALITY

TRUST

RESTAURANT EXPERIENCE

LAZY DAYS, HOME DELIVERY EXPERIENCE

Due to the lockdown, there has been a breach in all the above factors pertaining to the food industry .

SOLUTIONS & IDEAS

1. *A social media platform for restaurants to continue building their identity and not lose value.*
2. *TV show or series explaining recipes and the science behind it.*
3. *Build a community for people to share and exchange their creations and home stories.*
4. *Encourage home cooking*
5. *Cultural exchange of geographies keeping food as a medium.*

Solution

HOW DOES OUR SOLUTION ADDRESS THE IDENTIFIED PROBLEM?

The solution we have adopted here is to bridge the gap that prevails between users and restaurants. The idea is to introduce a platform, an app essentially, where the users can avail their favourite recipes from their preferred restaurants. Benefits of this would be as follows :

1. Their taste buds are being taken care of topped with a delirious experience of being able to replicate their favourite dish.

2. This keeps them occupied and makes them want to look forward to something.

Through the course of this lockdown, food has been of paramount importance. Globally, the old and young, have been learning and experimenting with various recipes, trying to replicate their dishes of choice. **A certified recipe of their favourite dish will only elevate their experience of cooking.** We want people to try these recipes and find their 'aha' moment when they find a taste just close to the dish, from a restaurant they've been terribly missing.

USP of our solution

Reduced risk of recipe failures

Gives the user a wide variety of options hence preventing the decay of the app

Universal

Benefits all parties involved

Builds loyalty

Why would a restaurant share their recipes?

This question was raised several times in the midst of our discussions. Below are a few points why a restaurant will willingly share their recipes.

- Offering recipes not only gives the restaurant a more positive reputation, but engaging with your customers is a surefire **marketing tactic** that can have incredible results.
- Get customers involved by building a sharing community of recipes
- Helps to set up a campaign of the restaurant and through social media.
- **Customers want to feel connected to your restaurant brand**, and sharing recipes lets them enjoy their favorite dishes at home.
- While some restaurant owners worry that sharing favorite recipes with their marketing campaigns may mean fewer visitors in the door, the opposite has been seen in online recipe sharing marketing plans.
- Share your best selling dishes as a recipe. This **shows transparency in what ingredients your kitchen** uses and **builds trust** with your restaurant brand.
- The long-term effects could be a **game-changer.**

Source: www.lavu.com

Business plan

We are a medium for restaurants to connect to their audience and also for premium grocery stores to increase their business reach.

The business plan is based on a **freemium model** where we provide few recipes and services free of charge, but we will charge a membership fee to use additional features such as brand recipes. This is to expand the functionality of the free version of the app. This can help drive **faster recurring revenue** and profit growth **than a paid-only model.**

Commission from restaurants/groceries will be taken and a minimum registration fee with us followed by loyalty of 10 percent on every download/purchase from our app.

Business model canvas

Key partners

- Investors
- Map tech companies
- Restaurants and grocery stores

Key activities

- Platform maintenance
- Marketing

Key resources

- Restaurant network
- Brand
- UX platform
- Users

Value proposition

- Platform to connect restaurants and people
- Creating brand awareness
- Helping ward off monotony in the period of lockdown.

Customer relationships

- Customer service
- Social media

Channels

- Mobile app

Customer segments

- People of any age who want to try out restaurant recipes
- Restaurant owners who want to make some revenue and market their restaurant.

Cost structure

- Technological set-up running costs
- Commission based payments to the restaurants
- Salaries for any hired designers

Revenue streams

- Commission from restaurants and grocery stores
- Membership fee from users

App Workflow

App name Splash Screen

Login as user

Name, Email, Password

Sign up as user

Login as a restaurant

Name of restaurant, registration number, address, email, password

Sign up as a restaurant

Home Screen

- Free/Premium(Subscribe)/Downloaded recipes
- Profile
- Search bar
- Trending banner
- Filter option (based on location,cuisine,likes,ingredients,etc)
  (under free/premium and trending)

Home Screen

- Profile   Settings,about,privacy,log out
- Search bar   Search for recipes/restaurants
- Trending banner Displays recipes/trending restaurants
- Your uploads   Display of data/insights(eg views,etc)
- Upload a recipe

Recipes Display
(Free/search display)

- Recipe dish image
- Intensity icon,veg/icon,jain
- View recipe preview
- Share/Invite
- Download (Rs.0)

After download, an option for ingredient availability in partnered groceries can be viewed.

Recipes Display
(Premium)

- Basic,pro plan types
- Details on selected plan
- If plan is already selected, displays recipes that can be added to plan and Add another plan option

Template

- Ingredients/Making
- Video(optional)
- Image upload
- Extras
- Preview
- Quote your price
- Upload

Payment Page

- Single upload (price)
- Weekly plan(price)
- Monthly plan(price)
- Done
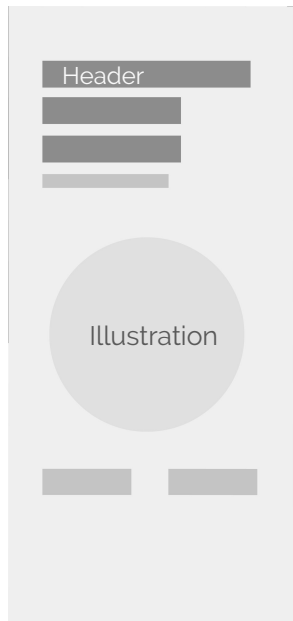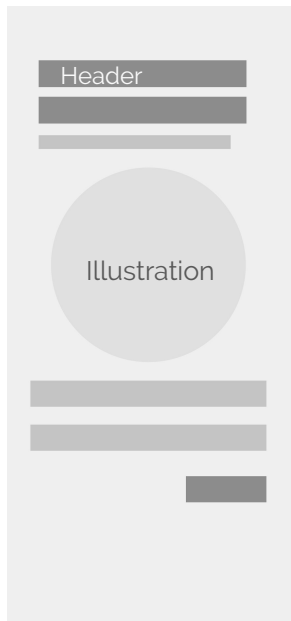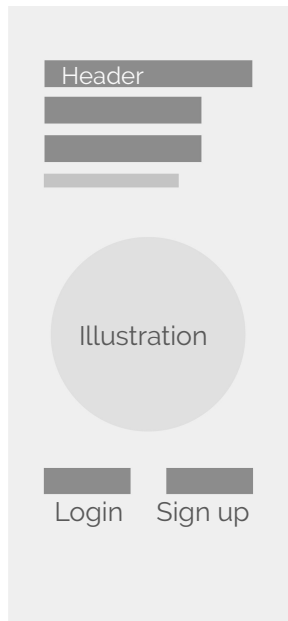
Low-fidelity wireframes

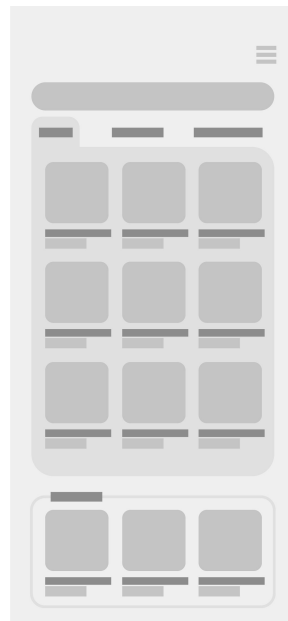We came up with a few wireframes for some of the app screens.The idea was to keep it simple, clean and intuitive.

Welcome screen

Login/ signup

Login screen

Recipe options

Recipe description

User Experience

HOW DOES THE UX OF OUR SOLUTION LOOK LIKE?

- **Check out recipes around the globe at your fingertips**
- **Simple yet intuitive UI**
- **Keeping the things which matter the most displayed first**
- **Easy to share**
- **Step based recipe helper**
- **Green color for a healthy/organic/natural feel also the color of earth/globe**

(Refer to the submission video to see how the app works)

Check out the clickable prototype here -
https://www.figma.com/proto/gHRU9BD9ljidisAhprBUki
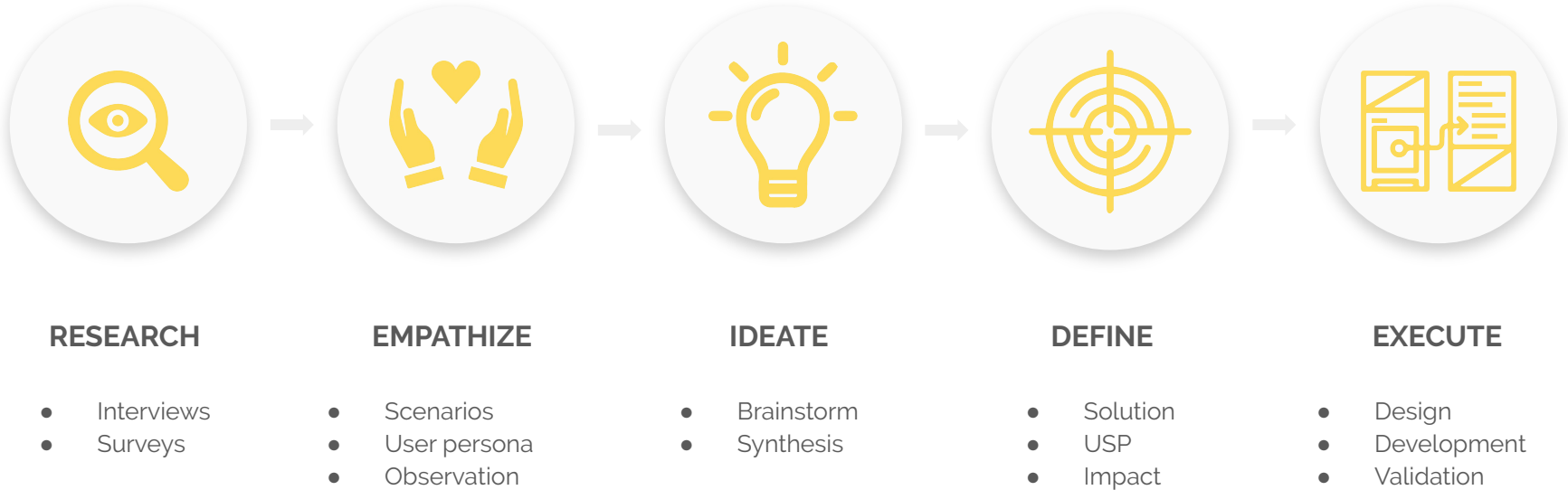/gobble-globe?node-id=89%3A1&scaling=scale-down

GOBBLE GLOBE

GOBBLE UP THE GLOBE

Process followed

Following is the design process we went along with:

| RESEARCH	EMPATHIZE	IDEATE	DEFINE	EXECUTE
• Interviews	• Scenarios	• Brainstorm	• Solution	• Design
• Surveys	• User persona	• Synthesis	• USP	• Development
	• Observation		• Impact	• Validation

Impact

This is an end-to-end solution for the restaurants and the users as well. The model provides revenue to the restaurants whilst keeping the users satisfied and engaged.

Food safety and hygiene are promoted as the top priority.
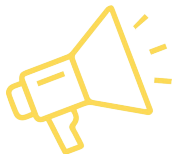
Our solution provides successful recipe-driven content marketing for brands.

A fun experience is curated for the users thereby keeping them engaged in this gloomy period

Brand awareness is raised and customer loyalty and trust increases

Execution & Viability

The implementation is very simple and efficient. While a business plan outlines your entire business, the execution plan outlines what specifically needs to be done. It can be scaled and reproduced easily.

Below are the steps of execution:

1. Plot a business plan
2. Design beta app
3. Contact restaurants and build a community
4. Raise capital
5. Make it available to few users
6. Monitor activity
7. Get user feedback
8. Release the final app to the masses
9. Marketing and advertising

Way forward

The future prospects we envisioned are as follows:

- We plan to expand to multiple countries
- Add more features like user-recipe sharing
- Create a way to connect with customers through social media since since it is a great way to start creating and nurturing relationships through engaging in conversations and sharing relevant content
- Improving and filtering content
- Creating a wide network of restaurants

Video

Please find below the drive link to our video explaining the entire journey

https://drive.google.com/file/d/1MaG5CPjT7BMdk5iKclcHLb_0z8aG4lzz/view?usp=sharing

Thank you!

We are grateful for this opportunity and would like to thank UMO Design for giving us this platform to exercise and shape our thoughts and ideas.

We would also like to thank our mentor Mr. Piyush Goghari for the continuous guidance and support. His insightful mentorship benefited our team to steer this project successfully.