Team You.Eye

Theme: Life in Lockdown

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

Date and Place: *31st May 2020, Maharashtra*

Team You.Eye

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Problem Identification

The following slides encompass
Lockdown Scenario, Problem Identification and User Personas

1. **Aashiward Mohan owns and works in the department store** in Gujrat, away from his family back in Rajasthan to earn better income. However, as an essential service, he is required to work tedious hours with a continuous influx of customers. His wife and children are concerned about him. **How can he be more organized and regulate the public to ensure his own safety and safety of his customers?**

2. **Sneha Katekar is a housewife and has a newly born baby, she requires different baby products** regularly, she fears for her baby to get in contact with the virus indirectly. As she didn't stock her baby vitals before the lockdown, she has to go to stores with the crowd but sometimes is left with no other option because of the availability of products. **How can she ensure her safety stepping out of the house to ensure her baby's essentials as well as her safety?**

3. **Aditya lives alone in the hostel in Pune but amidst the pandemic, he has come back home and is staying with his family in Mumbai and is trying to lend a hand in daily household chores.** Meanwhile, he has his online lectures from the college and it is really difficult for him to manage time for both. Being the elder one, he feels responsible to go out and buy grocery for the family but faces several issues like he does not know the amount of time it will require in a queue, will he get his items for which he has been standing for so long and hates going to crowded places and likes to maintain a certain distance from everyone at the shop. **How can he come to know about crowd-free timings and manage his schedule properly?**
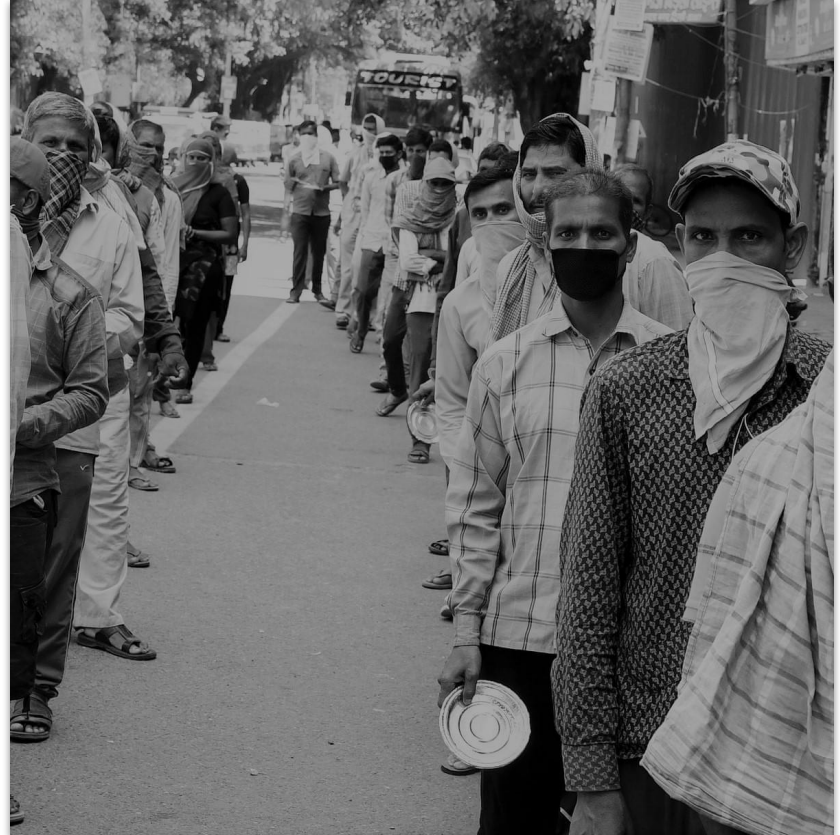
Problem Identified

PROBLEM DESCRIPTION

How can we solve the problem of crowding in a country as densely populated as India, where it is incredibly hard for people to not leave their house for daily essentials.

WHY IS IT AN URGENT PROBLEM?

India is a country with a population density of 419.80 people/ sq. km. This means that crowding is an absolutely unavoidable phenomenon. However, due to COVID-19, it is imperative that distance is maintained in a public space, like local stores, public transportation and work places, to avoid transmission of COVID-19.

User Research Insights

Target User Persona

Profile

Bio

Aashirwaad had set up his business in Gujarat a few years back with little savings and earns a considerable wage to fulfil his family's need back in Rajasthan. He lives alone in a small quarter behind his shop and in this imposed lockdown can not go back to his family because of surplus demand of grocery and lack of resources to go back. He has two men working under him to handle the department store but currently has only one of them with him as the other one left-back for his hometown. He has now started to understand the importance of e-transactions and has set-up the facilities respectively and keeps his shop open for a limited time of the day.

Name

Aashirwaad Mohan

Demographics

Age: 46

Marital status: Married

Children: 2

Education: Metric Pass

Occupation: Businessman

Location: Gujarat

Income: Earning 40,000 per month

"I want to keep my store open and ensure safety of my customers and staff at the same time"

Goals / Needs

- To be safe while restocking his inventory and while selling goods in his shop.

- To keep up to customer's needs so that he can keep earning daily.

Pain points

- Tasks get a bit tedious because of lack of staff.

- Difficult to regulate customer inflow at a particular time of the day.

Objections

Aashirwaad fears to get in contact with the virus because of his job profile, not that he fears medical trouble but being family's sole bread earner, does not want his daily income to stop.

Influences

He is influenced by the customers coming to his shop and gets his updates by asking them about the current conditions and regulations imposed by the authorities in his area.

Target User Persona

Profile

Bio

Sneha is a housewife married in a lower-middle-class family and she has a newborn baby who is 11 months old. She was not aware of the intensity of the pandemic and hence did not stock her baby vitals for her newborn but because of prolonged lockdown, it is difficult for her to shop the products she uses because of the scarcity of goods and their variety, which are usually expensive for her.

She does not prefer going out and also avoids letting her family member's out unless and until it is urgent because of a baby in the house. She usually orders packaged products but she steps out to shop for all the fresh vegetables and some of the other baby vitals, making sure of its quality.

Name

Sneha Katekar

Demographics

Age: 35

Marital status: Married

Children: 1

Education: Bachelors in Commerce

ComOccupation: Housewife

Location: Mumbai

Income: Not Earning

"I want to ensure the safety of my baby."

Goals / Needs

- To buy quality products in her budget.
- To ensure the safety of her baby.
- To find her goods in nearby vicinity so she does not have to roam around and be out for a longer time.

Pain points

- Only Expensive baby products are available.
- Lack of quality products.
- She has to be cautious of things she brings in front of her baby

Objections

Sneha is a housewife and controls her house on a very limited budget. With a newborn in the house, there is already a shoot in their expenses and amid the lockdown situation, there are only a limited number of baby products available which are usually out of her budget. Because of which she has to roam around for pharmacies usually far from her neighbourhood and fears her baby will come into contact with the virus indirectly because of her being out for a long time.

Influences

Because of a restricted budget, she uses WhatsApp prescribed ayurvedic recipes to keep her baby safe.

Target User Persona
CUSTOMER (18-30)

Bio

Aditya is the eldest son in his family. Aditya is currently in his First Year, pursuing Bachelors in Electrical Engineering from MIT WPU Pune where he stays in a hostel as his family is located in Mumbai. Amidst the pandemic, he is now living with his family in Mumbai and trying to lend a hand in daily household chores like cleaning and grocery shopping. He is managing his studies via online lectures and resources and plans to master a few skills like cooking, cleaning, etc which will be useful to him, once he moves back to the college hostel.

Aditya is a very organized person and likes to work on a schedule, which he is not able to due to the quarantine situation. He is struggling to cope with the new lifestyle where it is difficult for him to juggle between managing household chores and his studies because of the uncertainty in his routine and varying lecture timings.

Name

Aditya Singh

Demographics

Age: 19

Marital status: -

Children: -

Education: Bachelors in Technology

Occupation: Student

Location: Pune

Income: Not Earning

> " I ask my friends or neighbours about the crowding at the grocery store and plan my day ahead "

Goals / Needs

- A proper schedule with least spontaneity.
- Tools to manage time for his household chores.
- Wants to help the family in household activities since there is no house help in the current situation.
- Wants to master new skills, especially cleaning and cooking.

Pain points

- Gets cranky if he can not follow the schedule.
- Has to be dependent on others for household routines.
- Is paranoid about getting in contact with the virus and hates standing in long queues.
- He is the only believer of online services in the family. Is not able to convince his family about online services.

Objections

Aditya belongs from a middle-class family in Mumbai and being the elder one feels responsible to take care of his family and fears for his parents to go out and buy essentials for the house.

He prefers to take care of that responsibility and follows all sanitation guidelines given by the authorities while going out of the house.

Since he avoids going to crowded places, prefers to get an update of the situation by friends/neighbours or sometimes even by the shopkeepers.

Influences

Aditya is heavily influenced by the information circulated on his preferred social media platforms about the current situation of Covid-19 cases and its impact.

He uses his mobile applications to verify and be updated about the news.

Formulate Solution

The following slides encompass
Explorations, Solution and User Experience

Explorations
SOLUTIONS AND IDEAS

1. A gesture and proximity based device that will act as a counter management tool.
This kiosk like structure can be used during ticket booking where instead of interacting with the machine through direct contact, proximity sensors can be used where for each option an area is designated, when the user's hands waver over it, that option is chosen. Thereby reducing surface contact and inhibiting distancing. However the production and setup cost would be high and would not be economically viable.

2. An app that aims at giving buyers or customers a chance to shop for their essential items without direct contact and promoting social distancing.

WHAT ?

'Zoori' is an application that will **bridge communication between store owners and users**. The application will be *dual in nature, catering to:*

1. *Customers*
2. *Shopkeepers*

HOW?

It's a platform that **incorporates a pickup system to generate social distancing and orderly behaviour amongst the customers** to reduce stress on store owners and provides an easy alternative to home delivery thereby reducing indirect contact.

WHERE?

This project, though based on grocery stores, can be adapted and be **replicated in other models of business/stores/shops as a permanent application.**

Link to our video:
Google Drive: https://tinyurl.com/yagj9xph
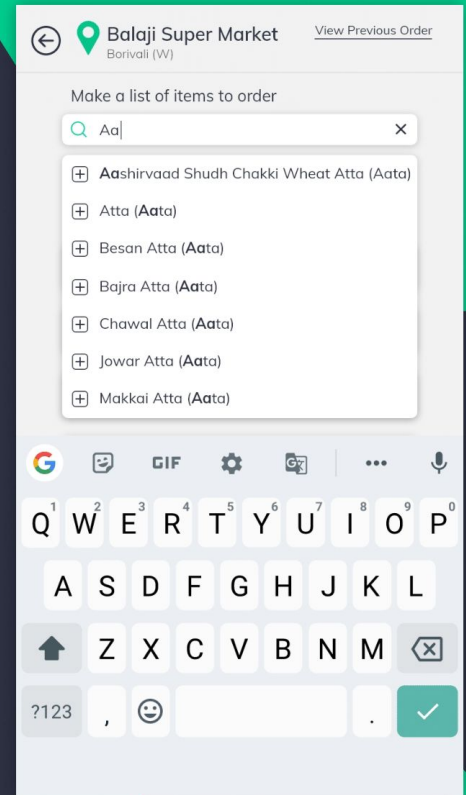

z o o r i

Zaroori hai ye Doori

User Experience

ZOORI - Customer Application

1   The application opens up to a map of the locality around you displaying different types of stores and allows the user to **select or search for the store of his convenience based on the real-time crowding shown on the map**. It allows the users to filter their preferences like types of shops, distance and crowding at a particular shop.

2   Once the user selects the shop, they can enter their desired items, **with supporting tools like predictive text** and once they are satisfied with the order details (which include quantity, variant and price and the total amount of your order) they can send the order for further confirmation to the shopkeeper.
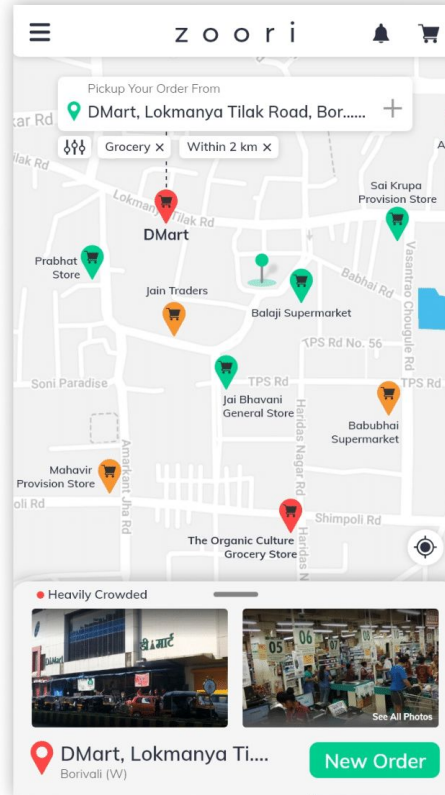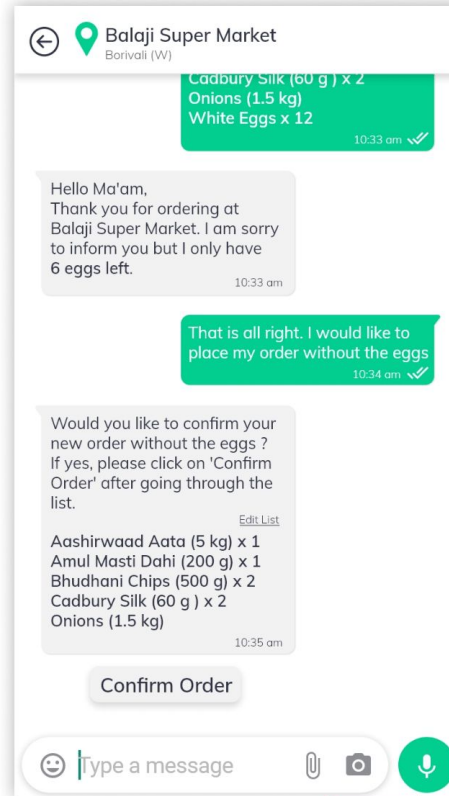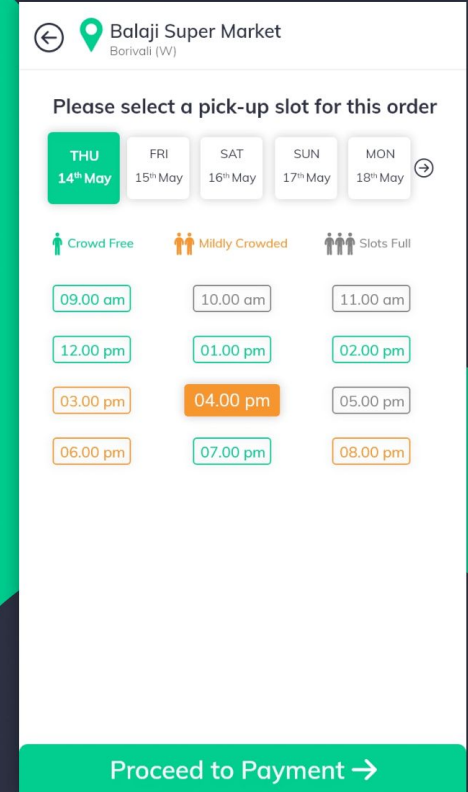
User Experience

ZOORI – Customer Application

3 Once the user places the order from their end, a chat screen is there for the shop to confirm the order from their end and approve the availability of all items and further a **platform for both parties to negotiate prices, enquire about products and edit their existing order.**

4 Once the order is confirmed, the users will have different slots to select from, for their pick-up. **The application will colour code the slots based on the usual time of crowding** in and around the area of the shop of your choice and the shopping patterns of other users.

③ Chat Screen (Customer)

📍 **Balaji Super Market**
Borivali (W)

Cadbury Silk (60 g) x 2
Onions (1.5 kg)
White Eggs x 12
10:33 am ✓✓

Hello Ma'am,
Thank you for ordering at Balaji Super Market. I am sorry to inform you but I only have 6 eggs left.
10:33 am

That is all right. I would like to place my order without the eggs
10:34 am ✓✓

Would you like to confirm your new order without the eggs ? If yes, please click on 'Confirm Order' after going through the list.
Edit List
Aashirwaad Aata (5 kg) x 1
Amul Masti Dahi (200 g) x 1
Bhudhani Chips (500 g) x 2
Cadbury Silk (60 g) x 2
Onions (1.5 kg)
10:35 am

Confirm Order

😊 |Type a message   📎 📷   🎤

④ Slot Booking

📍 **Balaji Super Market**
Borivali (W)

Please select a pick-up slot for this order

| THU 14th May | FRI 15th May | SAT 16th May | SUN 17th May | MON 18th May | → |

🚹 Crowd Free   👫 Mildly Crowded   👪 Slots Full

09.00 am	10.00 am	11.00 am
12.00 pm	01.00 pm	02.00 pm
03.00 pm	04.00 pm	05.00 pm
06.00 pm	07.00 pm	08.00 pm

Proceed to Payment →

User Experience

ZOORI – Customer Application

5   You can also pay using this application, or **you could pay directly at the store after receiving your order**.

6   Once you have successfully selected your pick-up slot and mode of payment, **you will then get a digital bill of your order and a unique identification code**, to be given to the shopkeeper at the time of pick-up.

Payments Page

Balaji Super Market
Borivali (W)

Payment Methods

- ○ Credit/Debit Card   VISA MASTERCARD DISCOVER
- ● UPI   GPay Paytm UPI
- ○ E-wallets   Paytm M
- ○ Cash Payment
- ○ Pay at the store

Confirm Payment →

Digital Bill

Order placed ✓

z o o r i

Balaji Super Market

2, Radha Apartment,
Kamala Vihar Sports Club Lane,
Mahavir Nagar, Kandivali West,
Mumbai, Maharashtra 400067
Phone - 9008765432 / 9008765409

Order Number: 187409   Store Number: 0567
Invoice Number: 122021

Date: 14th May, 2020   Time: 10:45 am

Item	Quantity	Price
Aashirwaad Aata (5 kg)	x1	₹ 400
Amul Masti Dahi (200 g)	x1	₹ 30
Bhudhani Chips (500 g)	x2	₹ 50
Cadbury Silk (60 g)	x2	₹ 140
Onions (1.5 kg)	1.5 kg	₹ 100

Final Total :		₹ 720

Total MRP: ₹ 720
Store Discount: - ₹ 20

Final Price :   **₹ 700**
Pick-up Time: **2:00 pm**
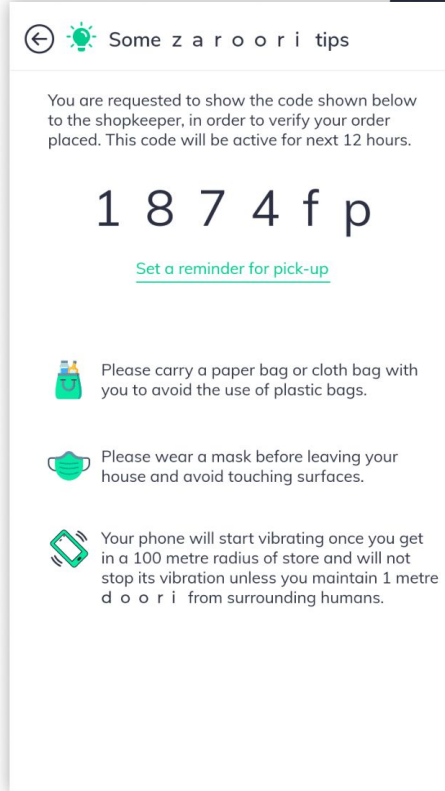
Pick-up Order →

User Experience

ZOORI - Customer Application

7   The identification code screen will also contain **instructions and general good practices** while leaving the house, during and after COVID-19.

8   **This application also provides a unique feature. To follow social distancing, when you're within the 100m radius of the store, the phone vibrates and continues to vibrate every time you fail to maintain a distance of 1 m from other customers.**

1 8 7 4 f p

← 💡 Some z a r o o r i tips

You are requested to show the code shown below to the shopkeeper, in order to verify your order placed. This code will be active for next 12 hours.

1 8 7 4 f p

Set a reminder for pick-up

Please carry a paper bag or cloth bag with you to avoid the use of plastic bags.

Please wear a mask before leaving your house and avoid touching surfaces.

Your phone will start vibrating once you get in a 100 metre radius of store and will not stop its vibration unless you maintain 1 metre d o o r i from surrounding humans.

Your phone will start vibrating once you get in a 100 metre radius of store and will not stop its vibration unless you maintain 1 metre d o o r i from surrounding humans.

User Experience

ZOORI - Shopkeeper Application

1. The shop owner's version of the application provides the shop owner with a list of all the orders the store has to prepare. **It also maintains a record of chats with their customers in their preferred language** and ensures that items have been picked up, using the unique code provided to them.

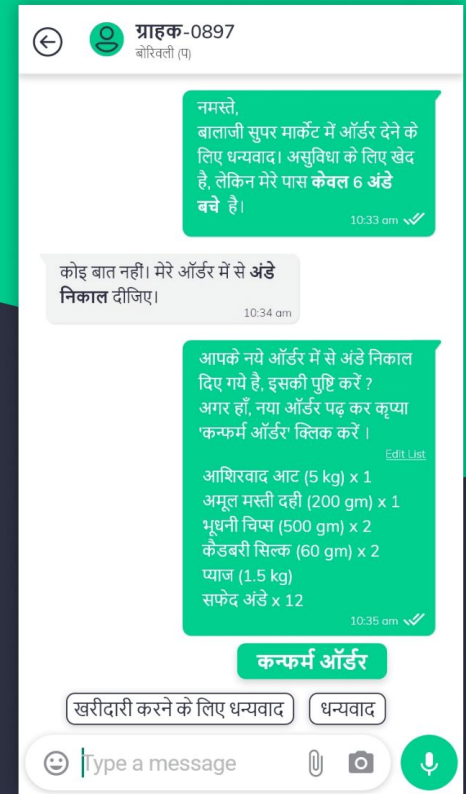2. The application will also provide the shop owner with a **real-time update of the crowding in their area.**

SHOPKEEPER APPLICATION
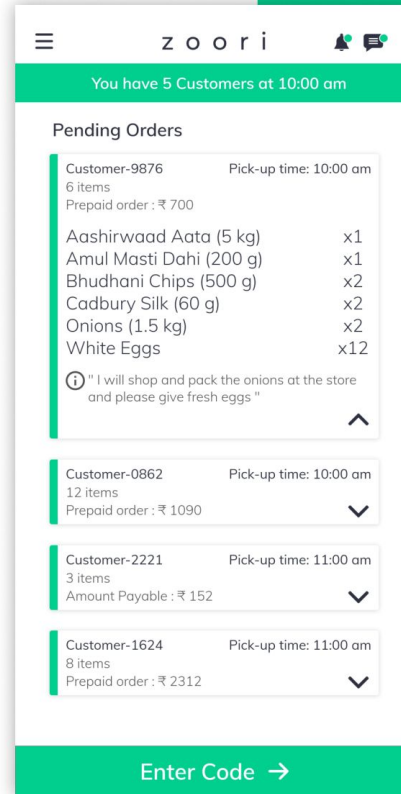
Process

The following slides encompass
Process, Impact of the Solution and, Execution and Viability

The following methods were used as part of our design process:

- **Contextual Inquiry**
  We conducted a semi-structured interview method to obtain information about the context.

- **HTA- Hierarchical Task Analysis**
  A task analysis was conducted to analyse how a task is accomplished, including a detailed description of both manual and mental activities.

- **Questionnaire**
  A questionnaire was released to gain insights from the users and help understand their problems better.

- **Competitive Analysis**
  A competitor analysis was conducted to assess the strengths and weaknesses of current and potential competitors.

- **XML Diagrams**
  XML Diagrams were created to understand how the user will interact with the system.

- **Prototyping**
  A prototype is an early sample, model, or release of a product built to test a concept or process.

Process
DESIGN PROCESS

Impact

Impact of our solution

If the lockdown prolongs for more than a year there will be a huge change in the mind frame of people especially Indians who are overpopulated, impatient and incautious. **People will be open to newer and safer online services and will ascertain safety guidelines and will blend into the new normal trends like work from home, physical distancing.**

The usage of this application will be a profitable asset for both customers and shopkeepers. This will help the shopkeepers to adapt to the switch, to tech-driven services in their businesses and will help the customers to be aware of the situation.
Unique features like the Phone Vibration while standing in a queue aims to make the process of physical distancing much more intuitive for the user, where after a point user standing in a queue anywhere will be able to estimate a physical distance from his or her surroundings.

Execution & Viability

More than 50 crore Indians, that's over **77% of the population that uses smartphones in India** making it the most easily accessible platform in India.

With Zoori, as an application, **it is economically viable and also a timely solution.** The application would require an initial investment and a database containing the name and location of the stores.
Since an inventory management isn't involved, the time required to build the application would be minimal.
Crowd based distancing can be reduced by location data (similar to Google Maps) and maintaining the physical distance via phone vibrations could be easily done with Bluetooth detection of surrounding devices.

Since most households have a smartphone user, one can easily access the application and conveniently place the orders from home, pick it up from the store without direct contact and do it hassle-free. **The owner can cross check the list with the availability of goods and the same can be communicated to the customer via chat itself.** This solution only requires downloading the application for both the customers and the owners and is easy to replicate for other business models too.

Appendix

The following slides encompass
User Research Insights

- Most of the individuals that were observed to **shop during the epidemic fall in the age group 18-55**, due to health concerns.

- **86% of the responses shop for essentials** during the pandemic

- **40% of the responses** believe that the major cause of **concern with respect to COVID-19, is crowding.**

- **21% believe that sanitation of the public spaces** is also a major cause of concern

- **75% of the responses buy their goods from local shops and/or sabjiwalas**, usually because it is convenient and easy.

- **62% of the responses prefer picking up their own groceries** over home delivery, as they fear contact with the delivery man.

- Most responders **do not believe** that their **dependence on online shopping platforms has increased**.

Appendix
User Research Insights

Thank You

We, Team You.Eye, would like to thank the UMO Design Foundation for providing us with the opportunity to solve an essential problem in today's world and providing us with a platform to showcase our talent.

We would also like to thank our mentor, Mitali Bhasin, for providing us with invaluable guidance and support in this challenge.