

CAMPUS CONTEXT & STUDENT INSIGHTS

About GITAM Vizag

Student Population: ~10,000 students across Engineering, Management, and Sciences

Food Ecosystem:

- Multiple campus cafeterias serving students daily
 - Popular cuisines: Biryani (chicken/mutton), Noodles (veg/non-veg), Shawarma, Egg dishes, Fried rice, Momos
 - Top Cuisines: South Indian (Idli, Dosa, Upma, Vada), North Indian, Chinese, Fast Food
 - Nearby dining: Beach Road restaurants (3 km), RK Beach food courts, MVP Colony
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Student Food Behavior

Key Statistics

- **91.67%** of college students use food delivery apps regularly
- **45%** order 1-2 times/week | **46.67%** order 2+ times/week
- Students living alone are **4x more likely** to order frequently
- **Peak times:** Lunch (12-2 PM), Dinner (8-9 PM), Late-night during exams

Decision Factors (Priority Order)

1. **Taste** - Most important
2. **Hygiene/Quality** - Close second
3. **Price/Affordability** - Moderate
4. **Convenience** - Important
5. **Delivery Speed** - Critical

Major Pain Points

- **Lunch Queue Crisis:** 20-25 minute waits during peak hours
- **Group Ordering Chaos:** Payment splitting, duplicate orders, coordination issues
- **Low Retention:** Students switch apps based on discounts
- **Limited Dineout Usage:** Minimal adoption despite availability
- **Time Constraints:** Short breaks between classes

Three Critical Unmet Needs

1. The Daily Lunch Queue Problem

Research Finding: 20-25 minute average waits at campus canteens (standard across Indian colleges)

The Gap: Students waste valuable break time standing in queues instead of eating or relaxing.

Student Quote: "By the time I get food, I have 15 minutes to eat before next class. Always rushing and stressed."

Opportunity: Daily pain point affecting hundreds of students, 5 days/week

2. Group Ordering Friction

Research Finding: **70%** of orders occur during social occasions, yet platforms lack collaborative tools

The Gap:

- Friends use multiple phones → coordination chaos
- Manual payment splitting causes awkwardness
- Duplicate orders happen frequently
- No real-time cart visibility

Research Data: Group orders average **2.5x higher value** than individual orders

Student Quote: "We waste 15 minutes coordinating orders, then someone orders duplicate biryani by mistake."

3. No Retention Beyond Discounts

Research Finding: Gamification increases retention by **60-80%** (proven: Duolingo, Cred)

The Gap:

- Students switch apps based on daily discounts
- No emotional connection or habit formation
- Dineout usage remains low despite platform availability

Student Quote: "I use Swiggy when hungry, Zomato when they have better discounts. No real loyalty."

SOLUTIONS

IDEA 1: "Canteen Skip" - Beat the Lunch Queue

The Problem

Students face 20-25 minute waits during lunch rush (1-2 PM), wasting valuable break time.

The Solution

Pre-Order from Campus Canteen via Swiggy:

1. Students order during morning class (10-11 AM)
2. Canteen prepares food in advance
3. Dedicated "Swiggy Pre-Order" counter
4. Collect in 2 minutes with order code
5. Save 40+ minutes of queue time

Key Features:

- Smart class schedule integration
- Auto-scheduling for regular meals
- Real-time canteen menu updates
- Group pre-orders with friends
- Extended to nearby restaurants

Canteen Partnership (Win-Win):

- Canteens: Demand forecasting, reduced cash handling, smoother operations
- Swiggy: Lower commission (5%) justified by high daily volume
- Students: Time saved + variety
- Official college administration partnership

Why It Works

- Daily pain point (5 days/week)
- Works within campus rules
- Time-saving value (25 minutes daily)
- Win-win partnership model
- No competitor integrates campus canteens
- Quick execution (30-day pilot possible)

Impact Estimate (Conservative)

- **Daily frequency:** 5 days/week touchpoint
- **Adoption target:** 15-25% of daily canteen users
- **Directional impact:** 2-3x increase in campus food orders
- **Quick win:** Pilot launch possible within 30-60 days

IDEA 2: "Squad Feast" - Revolutionary Group Ordering

The Problem

70% of orders occur during social occasions, yet friends face coordination chaos and payment hassles.

The Solution

Real-Time Collaborative Ordering:

1. Group admin creates "Squad Feast" session
2. Shares QR code/link with friends
3. Everyone joins shared cart simultaneously
4. Real-time visibility for all members
5. Automated payment splitting

Smart Features:

- **Budget Balancer:** Set per-person limits with alerts
- **Duplicate Prevention:** "3 people added biryani - confirm?"
- **AI Variety Suggestions:** "Add dessert to complete meal"
- **Multi-Restaurant Orders:** Mix multiple places in one session
- **Instant Payment Split:** Auto-calculated UPI or reimbursement links

Wait-Time Gamification:

- Food trivia quiz during preparation
- "Guess delivery time" competition
- Group challenges and achievements
- Campus leaderboards for top squads

Built-in Virality:

- Auto-generated "Squad Feast Recap" graphics
- Instagram Story templates
- Order history and memories

Why It Works

- Solves major friction causing abandonment
- Peer influence drives viral adoption
- Higher order values (2.5x research-backed)
- Gaming creates organic social buzz
- Makes ordering fun group activity
- No competitor has real-time collaborative cart

Impact Estimate (Conservative)

- **Group order economics:** 2.5x higher value vs individual
- **Current baseline:** ~5% of orders are group orders
- **Target:** 15-20% become Squad Feast orders

- **Directional impact:** 10-15% overall order volume increase
 - **Virality multiplier:** Each Squad generates shareable content
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IDEA 3: "U-Passport" - Cross-Platform Gamification

The Problem

- Students lack loyalty, switching apps based on discounts
- **Critical:** Dineout usage minimal despite platform availability
- No emotional connection beyond transactions

The Solution

Unified Loyalty System: Earn "U-Coins" for ALL Swiggy activities (delivery AND dineout)

U-Coin Earning:

- ₹100 spent = 10 U-Coins (both platforms)
- First order of day = bonus coins
- Try new restaurant = bonus coins
- Refer friend = bonus coins
- Complete challenges = bonus coins

Achievement Badges (Collectible & Shareable):

- 🍔 "Foodie Explorer" - Try 20 different restaurants
- 🧑 "Squad Leader" - Host 10 Squad Feast orders
- ⏱ "Lunch Hero" - Use Canteen Skip regularly
- 🎓 "Semester Survivor" - Consistent weekly ordering
- 🏆 "Campus Legend" - Top 10 monthly at your campus

Tiered Rewards:

- Bronze → Silver → Gold progression
- Increasing benefits at each tier
- Gold: Premium benefits like free delivery

Cross-Platform Challenges (Solves Dineout Problem):

- **"Hybrid Warrior":** Order delivery 5x + Dine out 3x = Premium voucher
- **"Weekend Explorer":** Dine at 3 restaurants = Bonus on delivery
- **"Best of Both Worlds":** Balanced spending = Tier upgrade

Semester-Long Engagement:

- "Try 30 different cuisines in 4 months"
- "Order 50 times in semester"
- Long-term challenges keep students engaged
- Resets each semester for fresh start

Why It Works

- ✓ Gamification proven: **60-80%** retention boost (Duolingo, Cred models)
- ✓ Single system drives BOTH delivery AND dineout

- FOMO effect from leaderboards
- Directly solves dineout usage problem
- Long-term engagement (semester challenges)
- Sustainable (not discount-dependent)

Impact Estimate (Conservative)

- **Retention:** 40-50% improvement (conservative vs 60-80% research)
- **Dineout activation:** Cross-platform challenges drive experimental bookings
- **Target:** 15-20% engaged users try dineout
- **Directional impact:** 30-50% increase in active user engagement
- **Dineout growth:** Potentially 3-5x increase from current baseline

IMPLEMENTATION & FEASIBILITY

Why These 3 Ideas Work Together

Complementary Touchpoints

- **Canteen Skip:** Daily frequency (5 days/week lunch)
- **Squad Feast:** Social occasions (2-4 times monthly)
- **U-Passport:** Always-on engagement layer

Addresses Competition Requirements

- Delivery Innovation:** Canteen Skip (daily) + Squad Feast (social)
- Dineout Innovation:** U-Passport cross-platform challenges
- Driving Preference:** Daily habit via Canteen Skip
- Building Stickiness:** U-Passport gamification retention

Different User Personas

- **Time-starved:** Canteen Skip (40 min saved)
- **Social groups:** Squad Feast (friction removed)
- **Competitive:** U-Passport leaderboards
- **Budget-conscious:** Canteen affordable pricing
- **FOMO-driven:** Badges and social sharing

Execution Roadmap

- Quick Wins (30-60 Days)

Canteen Skip:

- Leverage existing campus operations
- Simple menu integration, POS systems
- Pilot with 1-2 canteens, 100-200 students
- Low technical complexity

Squad Feast MVP:

- Basic shared link with manual split
- Test with 50 groups
- Gather feedback before full development

-  Medium Complexity (3-4 Months)

Squad Feast Full Version:

- Real-time synchronization
- UPI auto-split integration
- Gamification features

U-Passport Foundation:

- Badge system design
- Basic leaderboard functionality
- Coin earning logic



U-Passport Advanced:

- Inter-campus competitions
 - Complex challenge algorithms
 - Advanced social integrations
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Phased Investment Strategy

Phase 1: Pilot (Month 1-3)

- Launch Canteen Skip at 3-5 campuses
- Squad Feast beta with 100 student groups
- U-Passport soft launch at 10 campuses
- **Budget:** ₹40-60 lakhs
- **Goal:** Validate assumptions with real data

Phase 2: Refinement (Month 4-6)

- Iterate based on pilot feedback
- Optimize features and pricing
- Begin scaling to 50 campuses
- **Budget:** ₹60-80 lakhs

Phase 3: Scale (Month 7-12)

- Roll out to 300-500 campuses
- Full marketing campaigns
- Campus ambassador program
- **Budget:** ₹1.5-2 crores

Pilot Success Metrics

- **Canteen Skip:** 15%+ adoption among daily users
- **Squad Feast:** 20%+ try feature, 10%+ repeat
- **U-Passport:** 40%+ badge engagement, 30%+ dineout trial

Decision Point: Scale only if pilot metrics exceed targets

Long-Term Vision

Year 1: Foundation

- 300-500 campuses covered
- Validated product-market fit
- Established canteen partnership model
- U-Passport Season 1 completed

Year 2: Expansion

- 1,500+ campuses
- Canteen Skip becomes standard
- Squad Feast mainstream
- U-Passport Season 2

Year 3: Market Leadership

- 3,500 campus coverage (full India)
 - Swiggy = default campus food app
 - Students associate Swiggy with college experience
 - Lifelong customer habits formed
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Conclusion

From Food App to Campus Essential

Current State: "I'm hungry, let me check which app has better discounts."

After Implementation:

Daily Ritual: "11 AM—time to pre-order lunch on Canteen Skip."

Social Default: "Let's create Squad Feast so we avoid payment chaos."

Personal Achievement: "Yes! Campus Legend status unlocked!"

Behavior Change: "Need 3 more dineout bookings for Hybrid Warrior challenge."

The Impact That Matters

For Students:

- Save 20 minutes daily
- End group ordering frustration
- Feel accomplished and connected

For Swiggy:

- Daily touchpoint creates preference
- Group features increase order values
- Gamification drives long-term retention
- Dineout activation through cross-platform

For Campus Community:

- Smoother canteen operations
 - Enhanced student experience
 - Reduced congestion
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Final Statement

We're proposing a **fundamental reimaging** of campus food culture:

- Canteen Skip** makes Swiggy essential for daily campus life
- Squad Feast** makes Swiggy default for social food moments
- U-Passport** makes Swiggy a habit through gamification

This isn't about competing on price. It's about **owning the student food experience** through innovation that solves real problems and creates emotional connections.

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