



THE TIFFIN TRIBE

Group 6

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Savor the Flavors of Love

Your Tiffin: A taste of Nostalgia, Delivered to Your Door.

01 PROBLEM STATEMENT

The process of ordering tiffin meals is slow and inconvenient, which makes it difficult for people with busy lives to access nutritious and diverse meal options.

Many individuals juggling hectic schedules have trouble getting healthy and varied meals from tiffin services due to limited choices and long waiting times.

Tiffin services lack an easy-to-use app, resulting in poor communication with users and a less satisfying experience.

Aspiring home cooks who are passionate about food face challenges when starting a tiffin service and competing in a crowded market.

There's a growing need for tiffin services to adopt eco-friendly practices to cater to users who value sustainable food options.

02

PRODUCT OBJECTIVES

Design an easy-to-use application that makes ordering tiffin meals simple.

Let users track their orders and get updates on when the food will arrive.

Add a system that helps users easily change, stop, or cancel their meal plans if needed.

Create a friendly place where users can share their thoughts and rate the food and service.

03 SOLUTIONS

Intuitive Ordering System: Streamlined interface, smart recommendations, and seamless customization for a user-friendly experience.

Real-Time Order Tracking: Transparent updates for user control over tiffin meal delivery.

Flexible Subscription Management: Easy plan modifications for user convenience.

Interactive Community Platform: User feedback, ratings, and connection for enhanced engagement.

Support for Eco-Friendly Practices: Sustainable packaging and sourcing for environmentally conscious users.

04

DESIGN SYSTEM

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Typography

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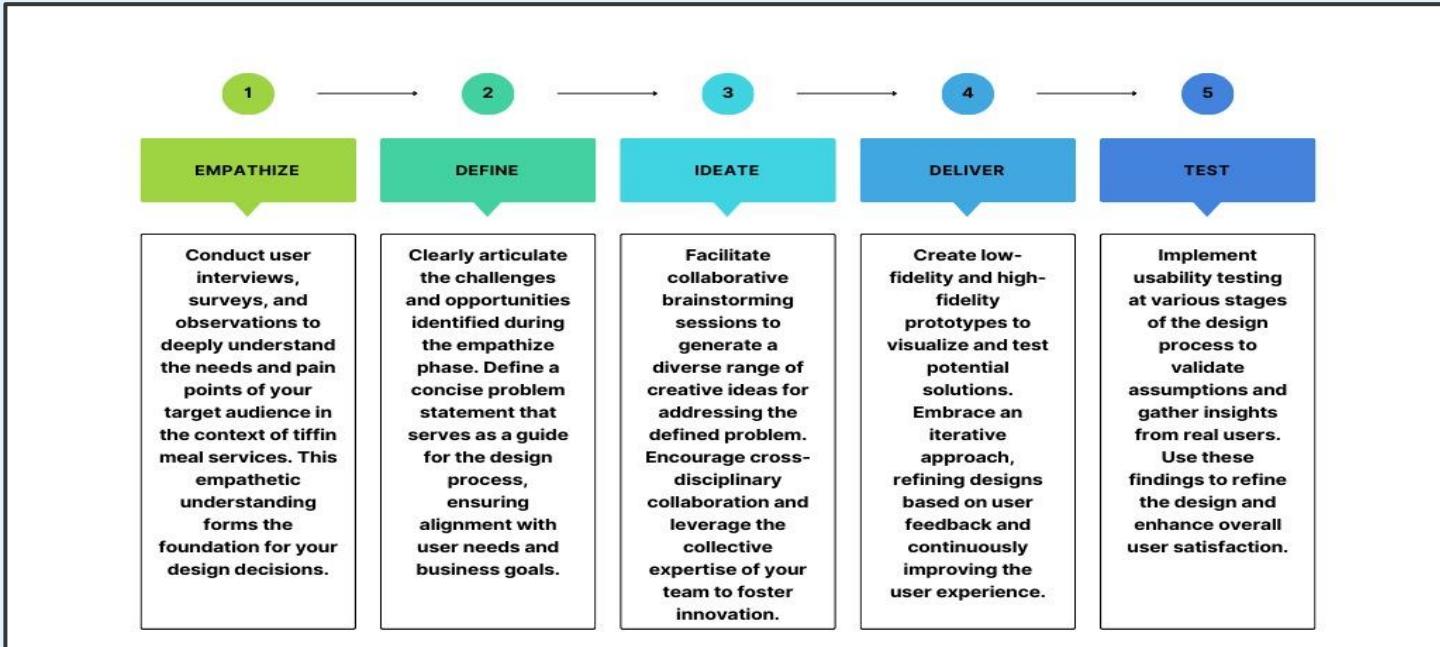
Headline Small 14 px

Headline Small 12 px

Font

Poppins **Semi Bold**
Regular

05 DESIGN PROCESS



06 TARGET AUDIENCE

Working Professionals: Busy individuals seeking quick, nutritious meal solutions.

Students: College and school students in need of affordable, convenient food options.

Families and Homemakers: Families seeking effortless meal planning, ideal for working parents or busy homemakers.

Health-conscious Individuals: Those prioritizing balanced, healthy meals for their daily tiffin.

Tech-Savvy Individuals: People comfortable using mobile apps for convenient food ordering.

06

TARGET AUDIENCE

Why Working Professionals?

Working professionals, pressed for time due to busy schedules, will benefit from the app's convenience in ordering freshly made, nutritious tiffin meals, saving them valuable time and effort.

Why Students?

Students, often lacking the time or means to cook, can opt for this app for affordable, reliable, and varied meal options, ensuring they have access to balanced and tasty meals during their academic pursuits.

Why Families and Homemakers?

Families and homemakers, especially those with working parents or busy schedules, will find this app an ideal solution for hassle-free meal planning, providing nutritious and diverse meal choices for the entire family.

06

TARGET AUDIENCE

Why Health-conscious Individuals?

Health-conscious individuals seeking a range of healthy and well-balanced meal options will appreciate the app's ability to cater to their dietary needs, ensuring they maintain a nutritious diet while managing their busy lives.

Why Tech-Savvy Individuals?

Tech-savvy individuals who prefer digital platforms for their day-to-day activities will find this app an appealing choice, offering a streamlined and user-friendly interface for ordering tiffin services, aligning with their digital lifestyle.

07

USER NEEDS

- **Convenience in Meal Ordering:** Users need an easy and convenient way to order meals, saving them time and effort, especially during busy days.
- **Diverse Menu Options:** Users require a variety of meal choices to cater to their tastes, dietary preferences, and nutritional needs.
- **Nutritional Information:** Users need access to nutritional information for the meals offered to make informed choices that align with their health goals.
- **Affordability:** Users seek cost-effective meal options that fit within their budgets, especially students and those on a tight budget.
- **Customization:** Users appreciate the ability to customize their meal plans based on their preferences and dietary restrictions.

07

USER NEEDS

- **Real-time Order Tracking:** Users want the capability to track the status of their orders and receive real-time updates on delivery timings for a more predictable experience.
- **Transparent Pricing:** Users need transparent and clearly communicated pricing information to make budget-conscious decisions.
- **User-Friendly Interface:** Users require a user-friendly mobile application that simplifies the process of ordering meals, ensuring a hassle-free experience.
- **Quality Assurance:** Users value quality and expect their meals to be fresh, delicious, and consistent.
- **Eco-Friendly Options:** Some users may prioritize eco-friendly packaging and delivery options, reflecting a growing awareness of sustainability

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ONBOARDING

01.Login/Signup

Streamlined Registration: Starting with a basic sign-up, requesting only essential user information.
Easy Login: Create a user-friendly system for simple access.

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02.Guided Tour

Introduction to App Functionality:
After registration, users can take a guided tour of the app's key features. This brief tour helps users understand how to navigate the app effectively.

03. Payment Methods

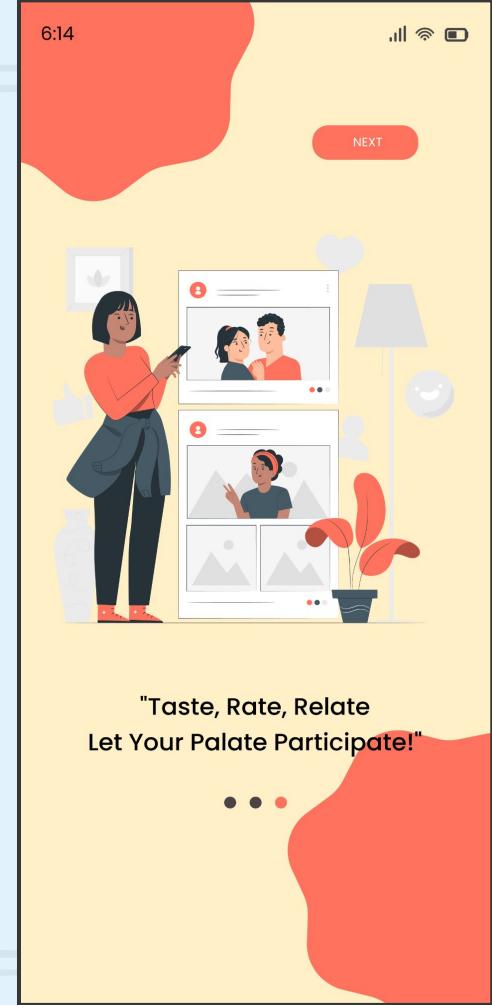
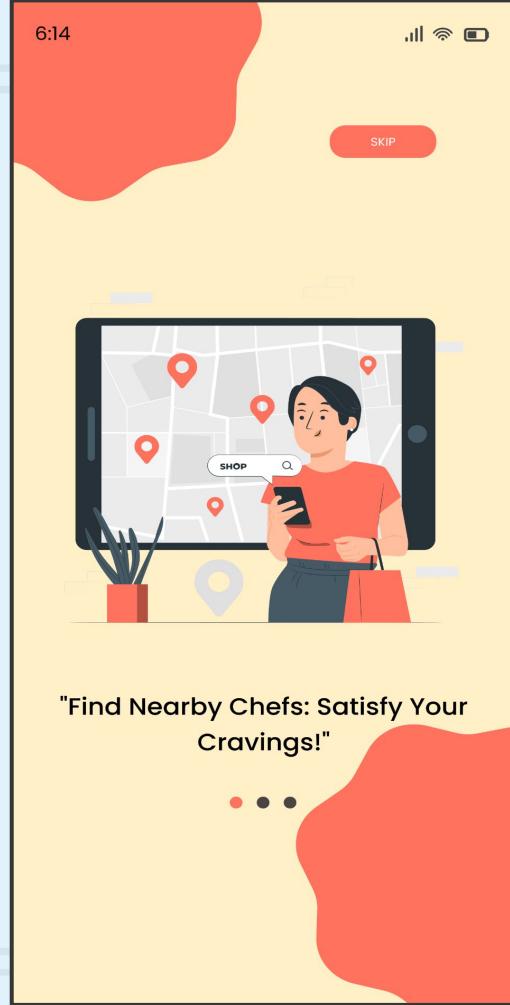
Simple Payment Management: Enable users to add, remove, and update payment methods with ease, ensuring smooth and secure transactions.

05. Quick Actions

Efficient Navigation: Users can easily access app features from the home page with clear labels, making ordering, plan changes, and tracking deliveries simple.

04. Personalized Dashboard

User-Centric Experience: Users get a custom dashboard with easy access to their meal plans and order history for a convenient and tailored experience.



09 USE CASES

<https://docs.google.com/document/d/1Y0CzRKUna0v7cEt3znwz2r0O...cxdoXUPq8m-HGbmeY/edit?usp=sharing>

10

USER PERSONAS



Name

Abhishek

- Age: 25
- Profession: Graduate Student Pursuing MS
- Location: INDIA

Bio

Abhishek is an ambitious and focused individual currently pursuing his Master's (MS). He has a strong passion for technology, engineering, and problem-solving. Abhishek is eager to learn and explore new opportunities to apply his knowledge and skills effectively.

FRUSTATIONS

Limited Time: Abhishek often finds himself swamped with academic commitments, leaving him with little time for meal planning, cooking, or even going out to eat.

Health Consciousness: Being health-conscious, he struggles to maintain a balanced diet due to time constraints. He wants to ensure he eats nutritious meals that align with his health goals, but the lack of time hinders this.

Tech Overwhelm: While tech-savvy, he occasionally feels overwhelmed by the multitude of apps and platforms available, making it challenging to find one that truly fits his needs and lifestyle.

Budget Constraints: As a student, Abhishek is budget-conscious and looks for cost-effective meal options that don't strain his finances.

Goals

Convenience in Meals: Abhishek is looking for a convenient solution that saves him time in meal preparation and planning, allowing him to focus more on his studies and research projects.

Healthy Eating: He wants access to a variety of nutritious meal options to maintain a healthy diet effortlessly, without compromising on taste or nutrition.

User-Friendly Technology: Abhishek seeks a user-friendly and easy-to-use mobile application that simplifies the process of ordering meals and provides a seamless experience without a steep learning curve.

Affordable Options: He desires a platform that offers affordable meal plans, allowing him to stick to his budget while enjoying quality meals.

10 USER PERSONAS



Name

Samantha

- Age: 33
- Profession: Working Professional
- Location: UNITED STATES

Bio

Samantha is a driven and career-oriented individual in her early thirties. With a hectic work schedule and professional responsibilities, she often finds it challenging to balance work, social life, and self-care.

FRUSTRATIONS

Limited Time for Self-Care: Samantha's demanding job leaves her with minimal time for self-care activities like cooking, which impacts her overall well-being and lifestyle choices.

Unpredictable Work Hours: Her job frequently entails irregular and unpredictable working hours, making it difficult to plan and prepare meals consistently.

Health and Nutrition Concerns: Samantha is health-conscious and understands the importance of a nutritious diet. However, her busy lifestyle often leads to unhealthy eating habits, causing guilt and concern about her overall health.

Monotonous Meal Choices: Due to time constraints and lack of variety in her meals, Samantha often ends up with repetitive, uninspiring meal options, which affects her enjoyment of food.

Goals

Time-Efficient Meal Solutions: Samantha is seeking a solution that saves her time and effort in meal preparation, allowing her to focus more on her career and personal pursuits.

Balanced and Healthy Diet: She aims to maintain a balanced diet with a focus on nutrition, seeking a service that offers a variety of healthy meal options to align with her health goals.

Diverse and Tasty Meal Selections: Samantha desires a platform that provides diverse and tasty meal choices, injecting excitement and enjoyment into her daily meals despite her busy schedule.

Improved Work-Life Balance: Her goal is to enhance her work-life balance by incorporating efficient and effective meal solutions into her routine, reducing stress and ensuring a healthier lifestyle.

10 USER PERSONAS



Name

Ross

- Age: 35
- Profession: Home Chef
- Location: UNITED STATES

Bio

Ross is a passionate and creative home cook who has always had an innate love for culinary arts. From a young age, they were drawn to the aromas and flavors of the kitchen, experimenting with various ingredients and cuisines. Over the years, they honed their skills through self-study, culinary workshops, and interactions with fellow food enthusiasts. This love for cooking extends beyond the act itself; it embodies a desire to share the joy of a delicious meal with others.

Education

While Ross pursued a different career path initially, their passion for cooking led them to enroll in culinary courses, allowing them to formalize their knowledge and gain expertise in the art of cooking.

Frustrations

Transitioning to Entrepreneurship: One of the major frustrations for Ross is the transition from a passionate home cook to a professional culinary entrepreneur. This shift comes with challenges related to business management, legalities, marketing, and financial planning.

Balancing Creativity with Practicality: Ross often finds it challenging to balance their creative culinary ideas with the practicality needed in a tiffin service. Creating diverse and innovative menus while ensuring efficiency in cooking, packaging, and delivery is a constant struggle.

Limited Resources: Ross faces constraints in terms of resources, including time, finances, and a small kitchen space. These limitations hinder their ability to scale up operations and cater to a larger audience.

Competition and Market Presence: Standing out in a competitive market and gaining a strong market presence is a frustration. It's a challenge to capture the attention of potential customers and build a loyal clientele amid numerous dining and delivery options.

Goals

Establishing a Successful Tiffin Service: TiffinExpress Chef's primary goal is to successfully establish and grow their tiffin service, providing a wide range of delicious, homemade meals to busy individuals, families, and working professionals.

Delighting Taste Buds: They aspire to delight customers' taste buds by offering a diverse menu with flavors and dishes that showcase their culinary expertise and passion for cooking.

Sustainable and Ethical Practices: TiffinExpress Chef aims to integrate sustainable and ethical practices into the business operations, focusing on locally sourced ingredients, eco-friendly packaging, and minimizing food waste.

Building a Community: They want to create a sense of community and engagement around their tiffin service, interacting with customers, gathering feedback, and fostering a loyal customer base that appreciates their love for cooking.

11 UX RESEARCH METHODS

SWOT ANALYSIS



STRENGTHS

- User-Friendly Interface
- Personalization and Customization
- Efficient Subscription Management
- Focus on Health and Nutrition
- Real-time order tracking



WEAKNESS

- dependency on delivery infrastructure
- Initial user adoption
- Difficulty for non Tech-Savvy Users



OPPORTUNITIES

- User Feedback-Driven Improvement
- Health and Wellness Trend
- Targeted Marketing and Partnerships ((with gyms, corporate offices and educational institutions.))

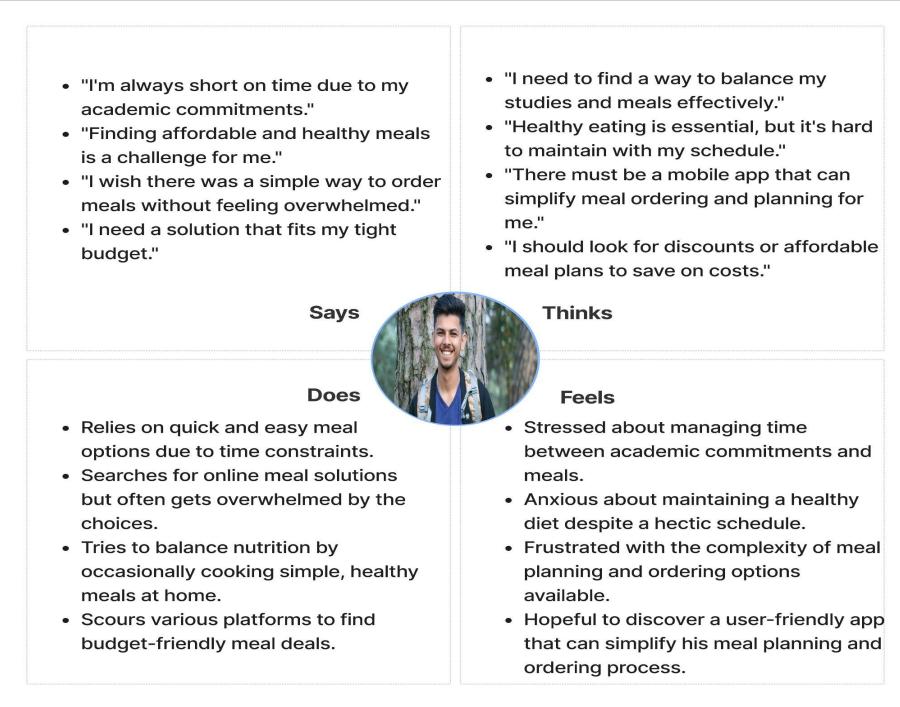


THREATS

- Intense Competition
- Negative User Feedback
- Logistical Challenges and Delays
- Price sensitivity

11 UX RESEARCH METHODS

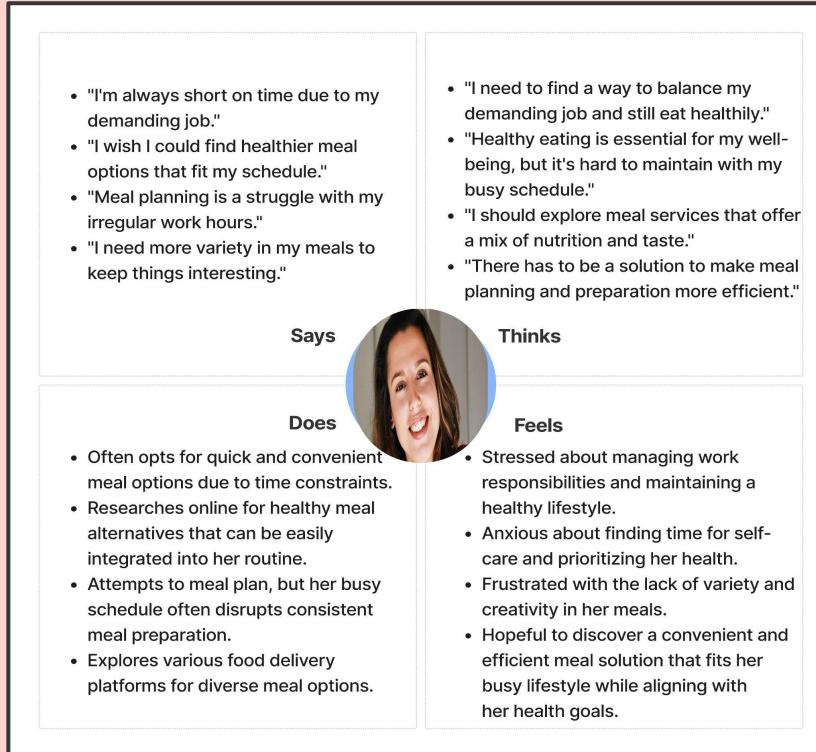
EMPATHY MAP



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UX RESEARCH METHODS

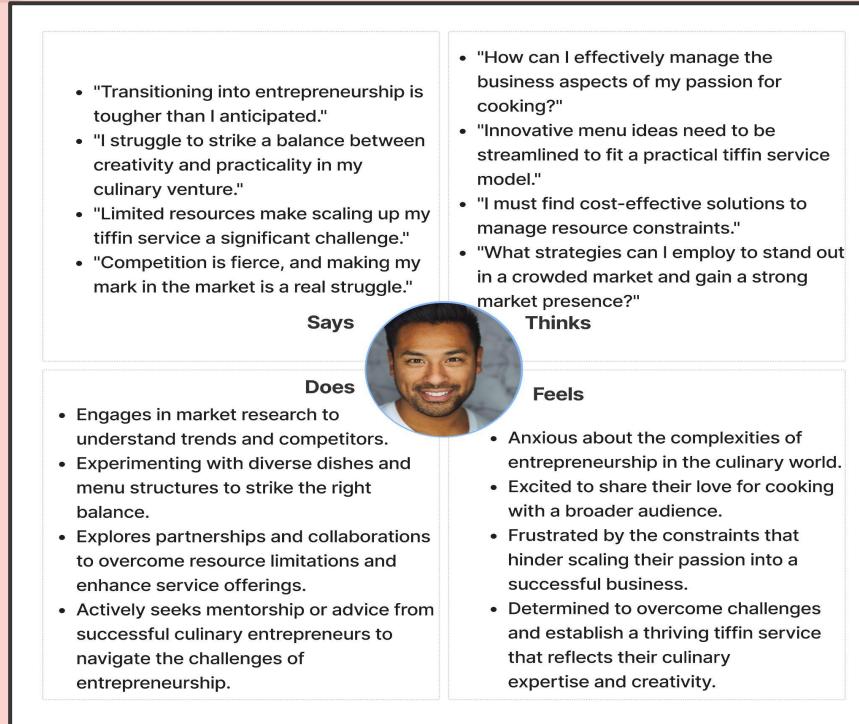
EMPATHY MAP



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UX RESEARCH METHODS

EMPATHY MAP



11

UX RESEARCH METHODS

STORYBOARD



Aryan is a 9 to 5 working professional working in a corporate world and he is a workaholic.



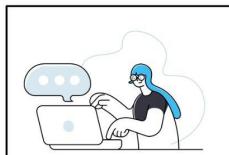
After his 9 to 5 job, he has to figure out what to eat after going home.



After going home, Aryan and his wife Mona try ordering from a restaurant and they remember their experiences they faced before and decide to cook something healthy at home.



The dish they tried cooking at home did not turn out well and they take a decision to order online something healthy.



Mona then remembers talking to her colleague about an app that delivers healthy and tasty food. She texts her colleague and asks for the name of the app and she says THE TIFFIN TRIBE.



Aryan and Mona then download the app, create a profile and then navigate through the app.



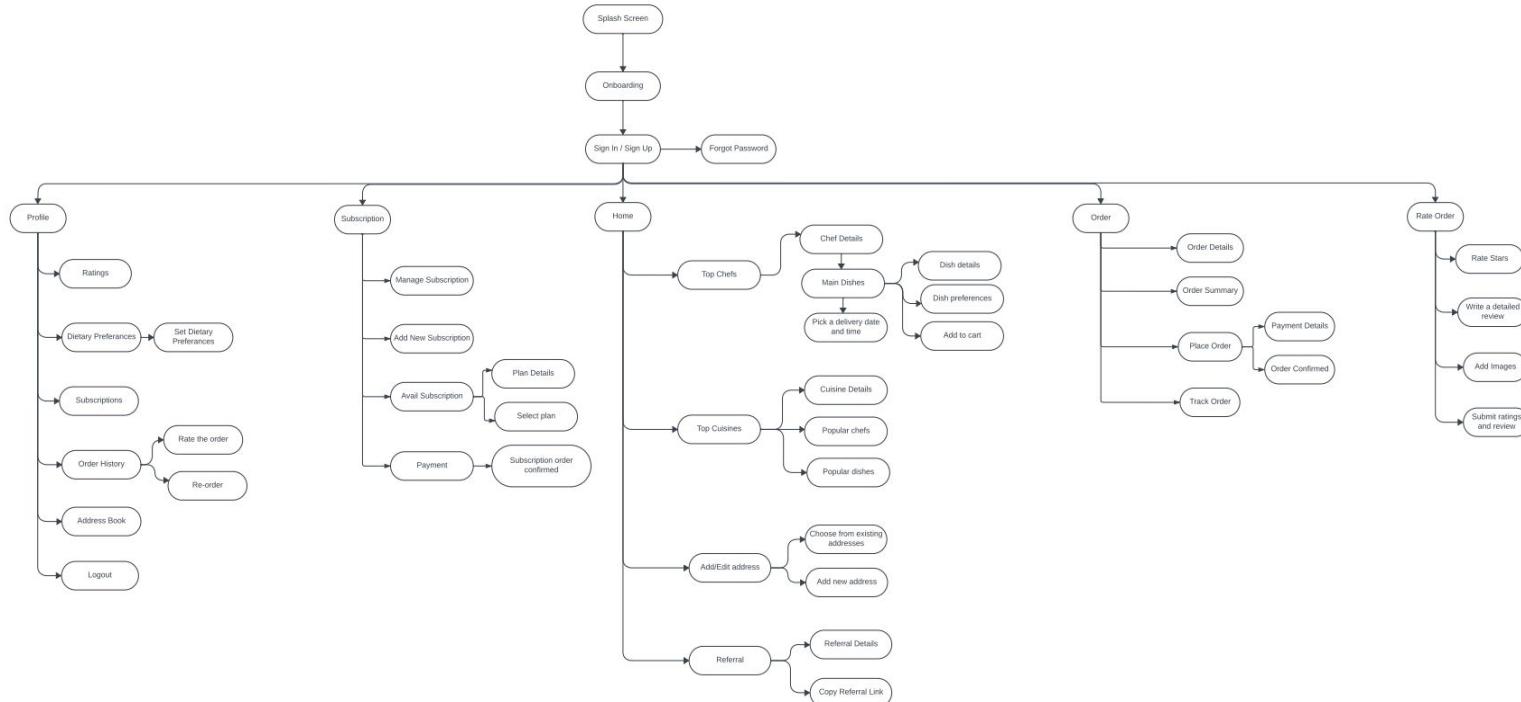
They select the dishes and order food from the app.



They receive their food just in time and it is delicious and healthy at the same time and they subscribe for the monthly plan.

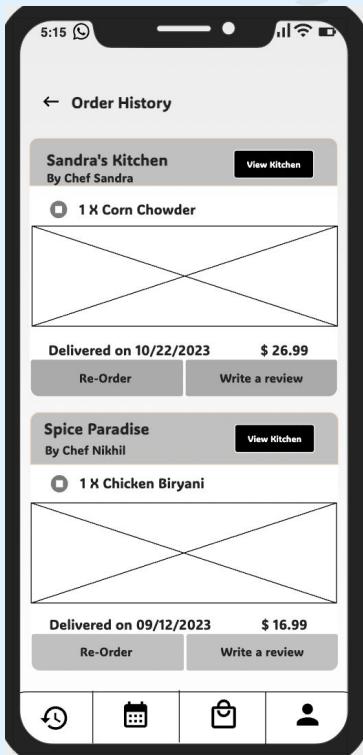
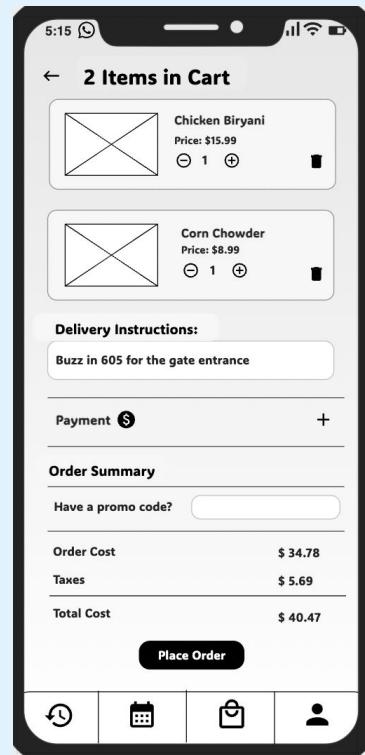
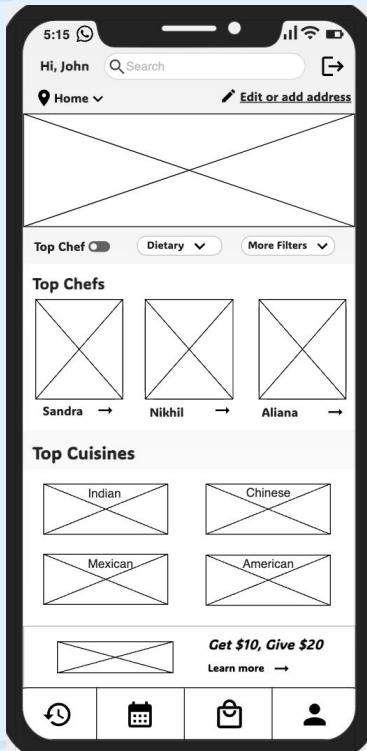
12

INFORMATION ARCHITECTURE



- **Strategy Plane:** We started with the strategy plane where we gathered user needs, established the product objectives, segmented the users based on demographics, conducted user research and created personas.
- **Scope Plane:** In this plane, we established the features/functions of the app and how they fit together.
- **Structure Plane:** In this plane, the information architecture of the app was created which shows the flow of the app and how the app responds to user navigation.
- **Skeleton Plane:** This is where the wireframes were created which are the basic skeleton of the app. It gave the rough idea of how the elements in the app would be arranged in the final design. It consists of all the elements and the screens that allows the user to move through information architecture.
- **Surface Plane:** This is where we decided on the colour palette, typography and whether the design is consistent on all the screens.

WIREFRAMES



14 USABILITY TESTING OBJECTIVES

Evaluate User Interaction: Assess how users interact with the tiffin meal application to identify areas for improvement in the user interface and overall navigation.

Measure Task Efficiency: Gauge the efficiency of completing key tasks, such as placing an order, customizing preferences, and tracking deliveries, to optimize the overall user journey.

Identify Pain Points: Uncover pain points and friction in the user experience that may hinder the seamless use of the application, addressing issues that impact user satisfaction.

Validate Design Assumptions: Verify design assumptions by observing user interactions, ensuring that the implemented features align with user expectations and preferences.

Assess Learnability: Evaluate how quickly users can learn to use the application, focusing on features that may require onboarding or explanation.

14 USABILITY TESTING TASKS

Order Placement: Instruct users to navigate through the app and place a tiffin meal order, observing the ease and efficiency of the process.

Customization: Task users with customizing their meal preferences, such as dietary restrictions and portion sizes, to evaluate the flexibility and intuitiveness of the customization features.

Delivery Tracking: Request users to track the delivery status of their orders, assessing the clarity of information and the ease of accessing real-time updates.

Subscription Management: Instruct users to modify, pause, or cancel their subscription plans, testing the functionality and user-friendliness of the subscription management system.

14 USABILITY TESTING TASKS

Feedback Submission: Encourage users to provide feedback and ratings for meals and overall service within the app, evaluating the accessibility and user interface of the interactive community platform.

Accessibility Check: Assess the usability of the application for users with diverse needs, focusing on factors such as font size, color contrast, and navigational aids to ensure inclusivity.

Cross-Platform Consistency: Test the consistency of the user experience across different devices and platforms, ensuring a seamless transition for users who access the application from various sources.

MOQUPS

<https://app.moqups.com/odoPJ5u0jy3Z7TyKgfVWuBWucda00Nmp/view/page/ad64222d5>

15

FUTURE SCOPE

Smart Kitchen Integration: Incorporate smart kitchen tech for customized cooking, nutrition monitoring, and interactive chef interaction.

Culinary Events: Host virtual/physical culinary events, promotions, and themed meal plans for user engagement.

Community Building: Expand as a hub for users to share recipes, cooking tips, fostering a sense of community.

Virtual Cooking Classes: Offer in-app tutorials for users to learn new recipes and culinary skills from chefs.

Collaborations: Partner with local suppliers, farmers, or nutritionists for exclusive ingredients and holistic meal plans.

16 CONCLUSION

- Our mobile app transforms tiffin services, simplifying meal orders with an intuitive interface and diversified menu.
- Customization options cater to individual tastes and dietary preferences, while flexible subscription management allows easy plan adjustments.
- Real-time order tracking and timely updates enhance transparency and reliability.
- User feedback is encouraged through an interactive platform, fostering a sense of community and continuous improvement.
- Ultimately, this app aims to redefine the tiffin experience, making it more convenient, user-centric, and aligned with the modern lifestyle.

Figma

<https://www.figma.com/file/TNuZ3MD728UmVSJmmU4mAq/THE-TIFFIN-TRIBE?type=design&node-id=6%3A21&mode=design&t=h1mmCnlXqmYTMsw0-1>



THANK YOU!