WOK ‘N’ ROLL

Make hawker culture great again

WOK N ROLL

Search for your favourite foods

Had a good experience?

Add a review!

Position Statement

PROBLEM STATEMENT	
The problem of	a lacking digital presence for many hawker stalls
affects	customers and hawkers
the impact of which is	difficulty in finding hawker food online; low business activity
a successful solution	makes finding hawkers online easier; increases business

POSITION STATEMENT	
for	food lovers and hawkers
who	are adventurous with food; want a more effective digital presence
the	online hawker curation service, Wok N Roll
that	increases the discoverability of hawkers online to connect customers to hawkers
unlike	current unsustainable approaches
our product	uses intelligent algorithms to accurately derive useful information from crowdsourced data.

Position Statement

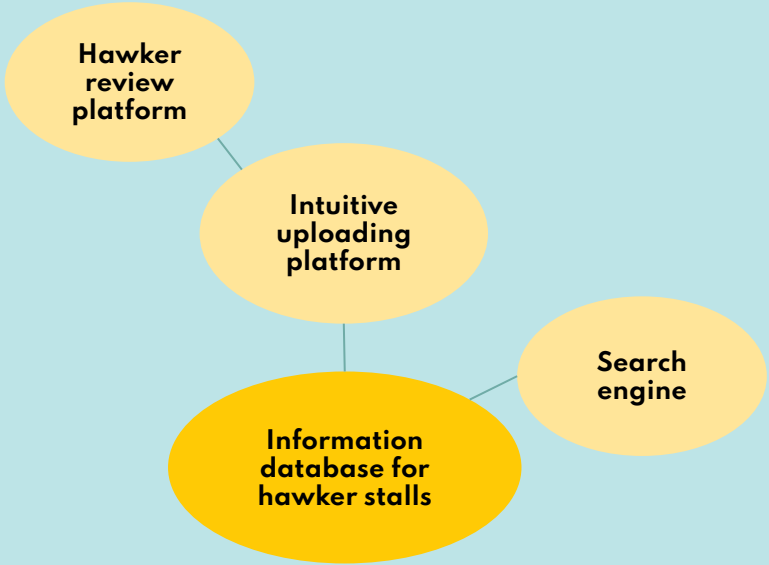
To increase the digital presence and discoverability of hawker stalls, Wok N Roll uses intelligent algorithms to accurately derive useful information from crowdsourced data, unlike current unsustainable approaches.

This enables food lovers to discover new hawkers more easily and bolsters hawker businesses.

Feature Showcase

Minimum Viable Product

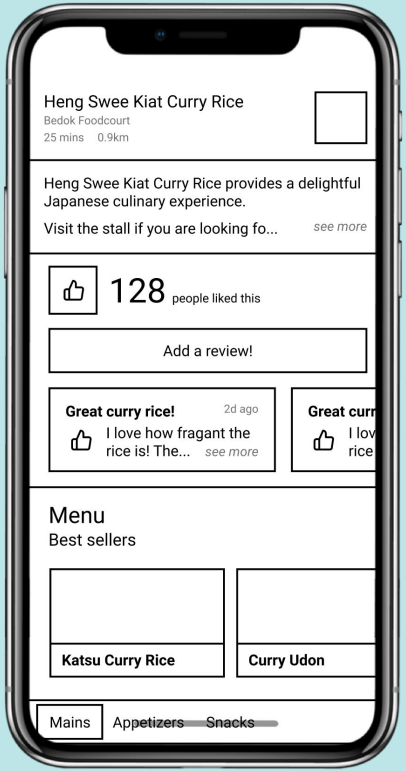
- A demonstration of our core technologies
- Focused on market growth



Week 7
Lo-Fi Figma Prototype
Static Search
Upload Listings
Upload Reviews

Week 13
Deployed Web Application
Fuzzy and Phonetic Search
Upload Listings and Photos
Upload Reviews with Prompts
User Accounts

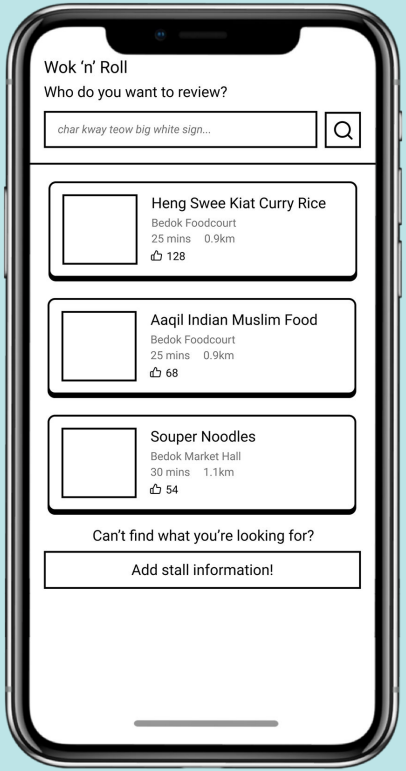
Week 7



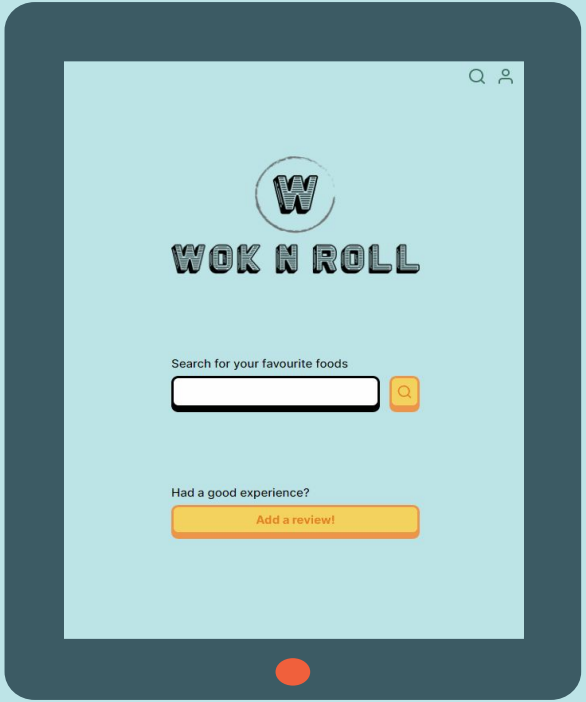
Week 13

Information Database for Hawker Stalls

Week 7

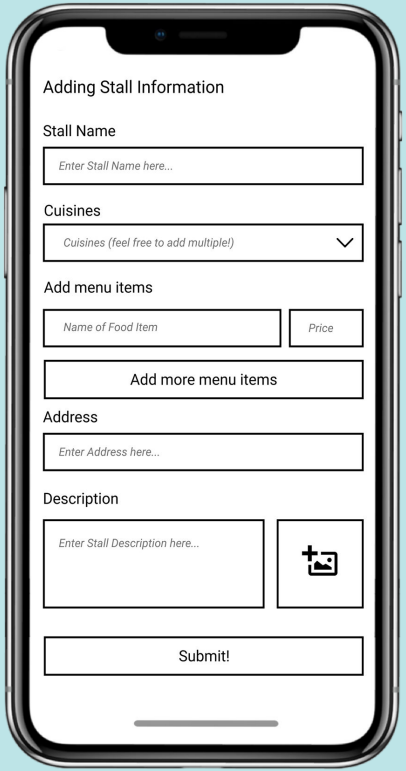


Week 13

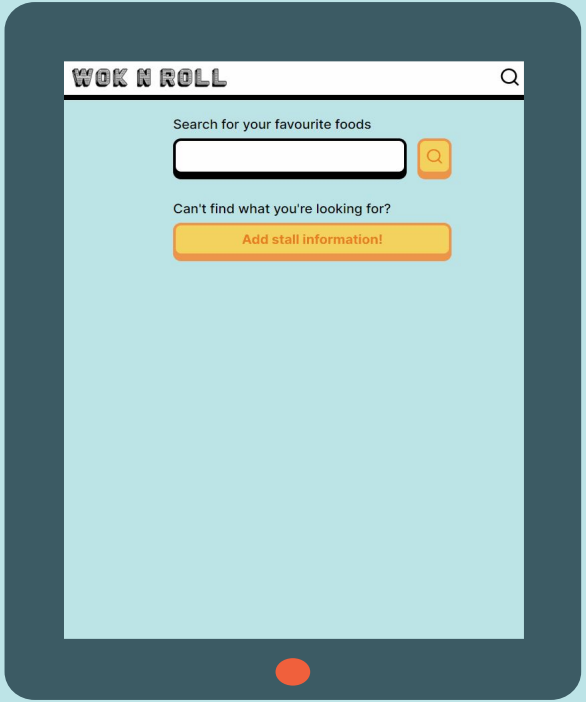


Search Engine

Week 7



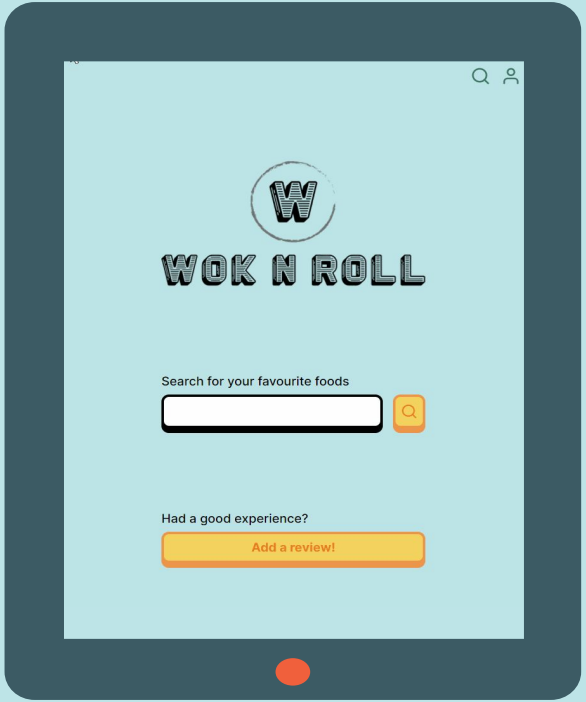
Week 13



Intuitive Uploading Platform

Week 7

Week 13



Hawker Review Platform

Performance Metrics

Internal Business

PERFORMANCE METRIC	AIM
Agile development sprint velocity	Software development productivity
Average error rate	Software reliability
Average response time under load testing	Software performance
Number of known vulnerabilities	Software security

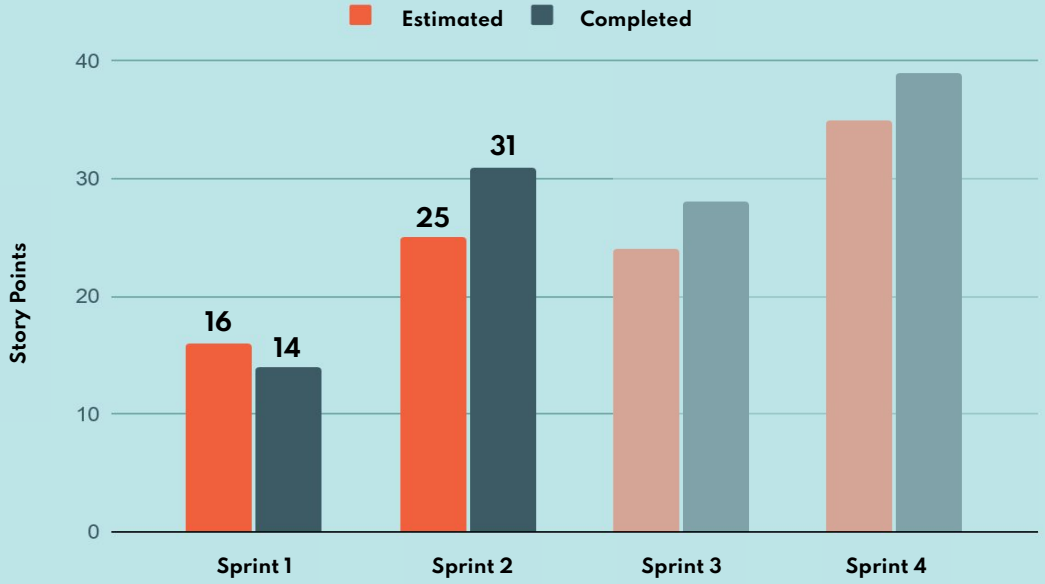
Sprint Velocity Performance Metric

Sprint 1 (Week 8):

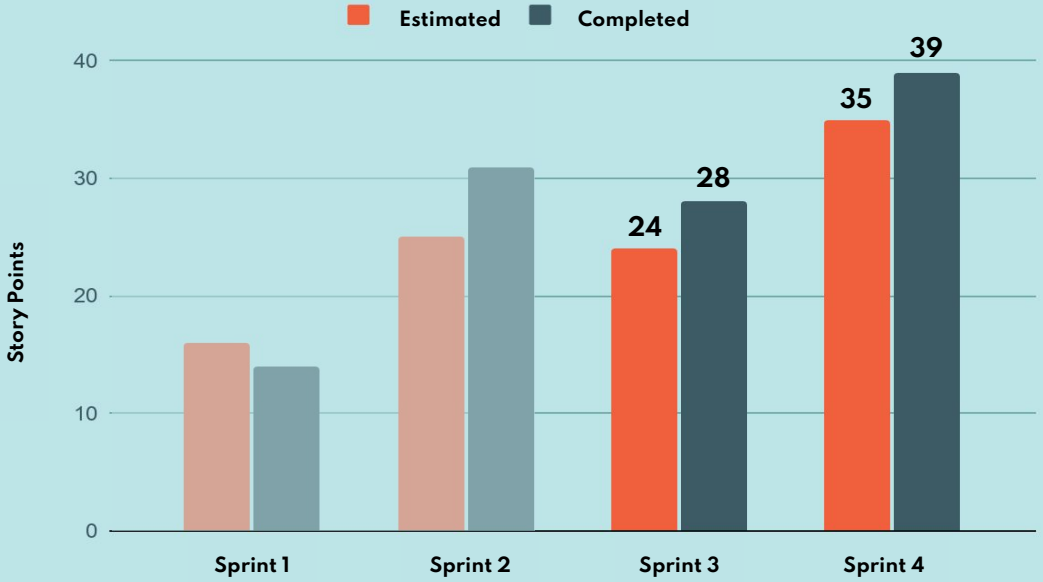
- Backend with dummy data and search engine functionality
- Frontend for search engine functionality

Sprint 2 (Week 9):

- Backend for uploading and review functionality
- Frontend for uploading and review functionality



Sprint Velocity Performance Metric



Sprint 3 (Week 10):

- Implemented advanced features on the backend: image upload, fuzzy search

Sprint 4 (Week 11):

- Fixed bugs, completed integration of frontend and backend and implemented phonetic search

Sprint Velocity Performance Metric

$$\text{Ratio of } \frac{\textbf{Completed story points}}{\textbf{Estimated story points}} = \frac{112}{100}$$

Performance:

Software development productivity was higher than expected

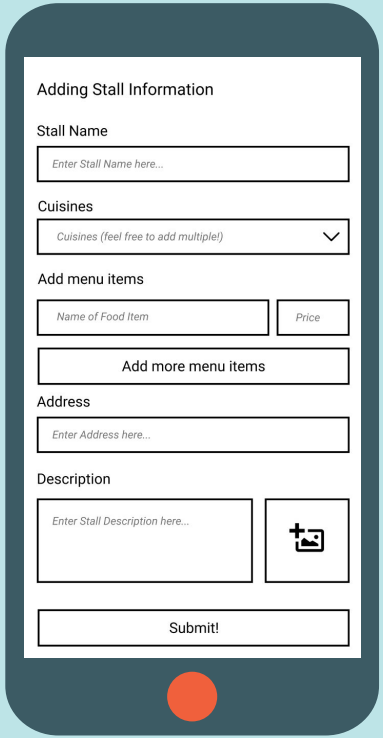
Reasons for performance:

- Completed planned story points ahead of sprint deadline
- Managed to implement additional functionalities such as fuzzy and phonetic search that were planned as optional items

Customer

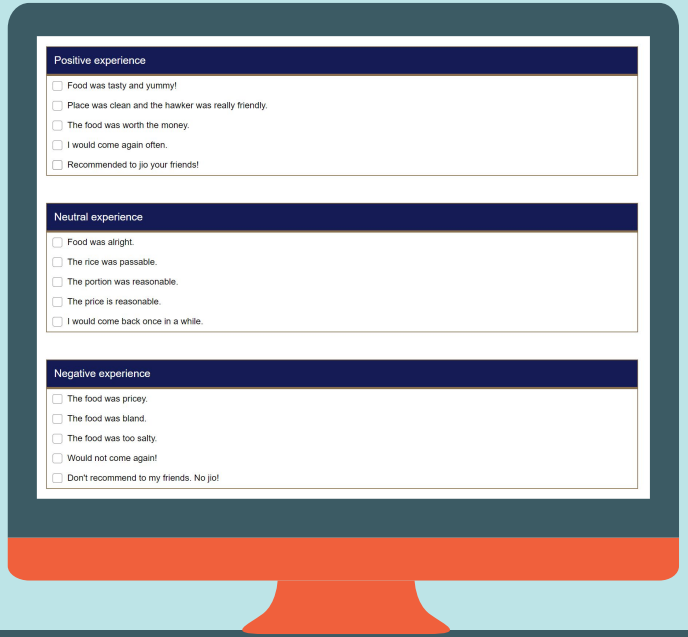
	PERFORMANCE METRIC	AIM
	Web traffic analysis	Retention, growth, engagement & attrition rate
	Number of crowdsourced entries added per month	Effectiveness in achieving product goal
	Average regularity of use per customer (number of days per week)	Customer perceived value

Time-on-Task Performance Metrics



maze

qualtrics XM



Time-on-Task Performance Metrics

Time to add a new hawker stall listing with an explicit “add a new listing” button

MEDIAN **29.36 sec**

SAMPLE SIZE **18**

vs

Time to add a new hawker stall listing with no explicit “add a new listing” button

MEDIAN **33.05 sec**

SAMPLE SIZE **13**

Time to write a review with multi-select prompts

MEDIAN **76.55 sec**

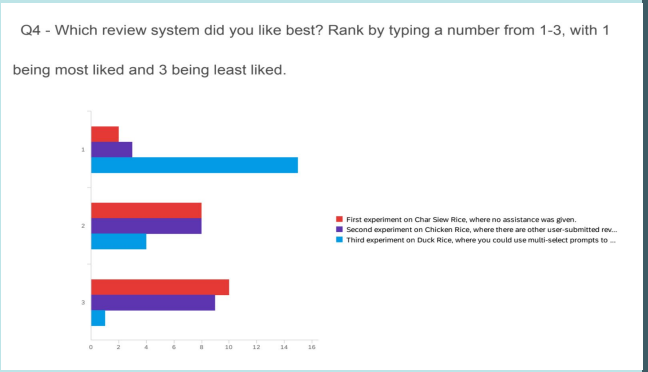
SAMPLE SIZE **22**

vs

Time to write a review with references

MEDIAN **157.17 sec**

SAMPLE SIZE **22**



Review system preference

PREFER MULTI-SELECT PROMPT REVIEWING **75%**

SAMPLE SIZE **20**

Time-on-Task Performance Metrics

Time to add a new hawker stall listing with an explicit "add a new listing" button

MEDIAN

29.36 sec

SAMPLE SIZE

18

PLATFORM

maze

Time to write a review with multi-select prompts

MEDIAN

76.55 sec

SAMPLE SIZE

22

PLATFORM

qualtrics XM

Learning Points

Wearing Different Hats

Software Development

Feature Chasing

Tech stack

X-factors

"Make the most technically impressive software!"

Features!

Software Product Management

Feature Prioritization

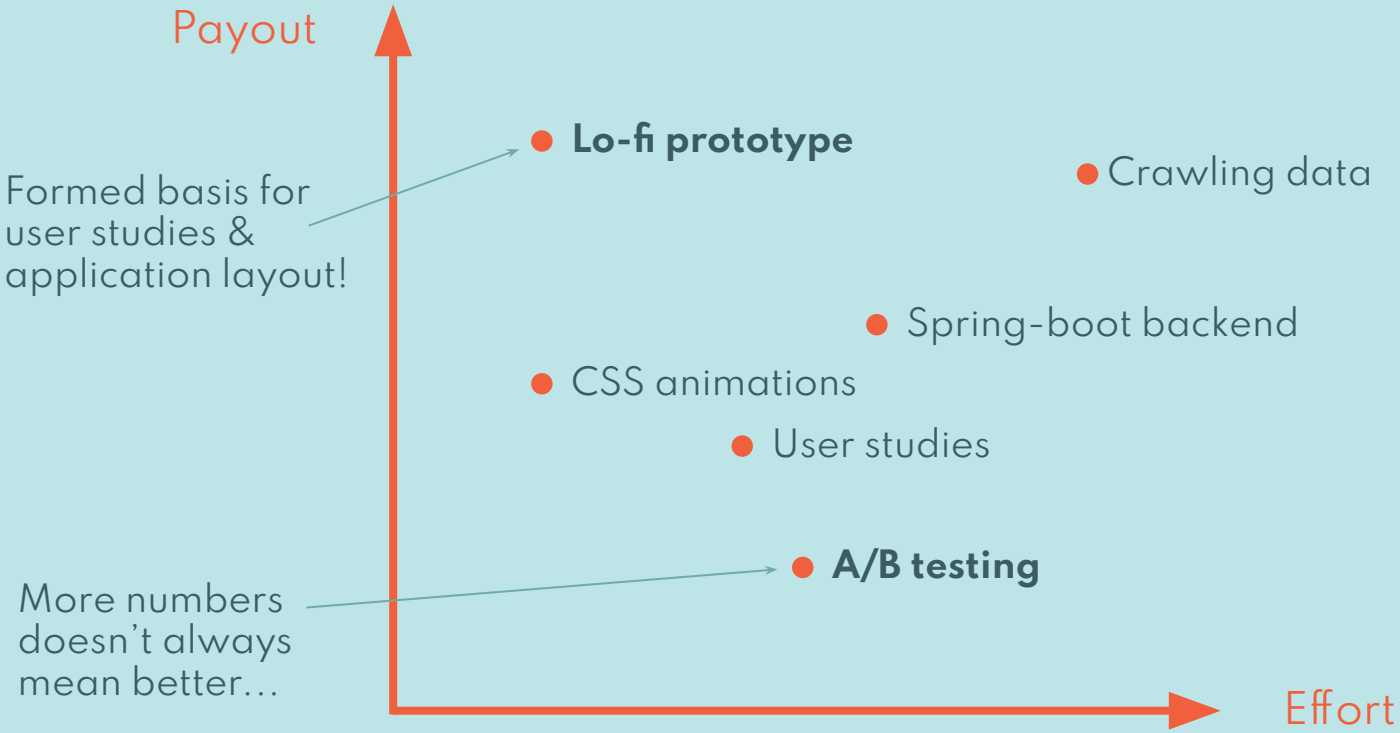
Product Roadmap

"Make the most impact for our end-users"

Requirements?

MVP

Effort vs Payout in Prototype Development



Picking the Right Tactic

Innovating a new product in an **immature product category**

ENVISION

EXPERIMENT

EMPATHY

Adopt **design school strategy** to establish **best fit** between internal capabilities & external possibilities

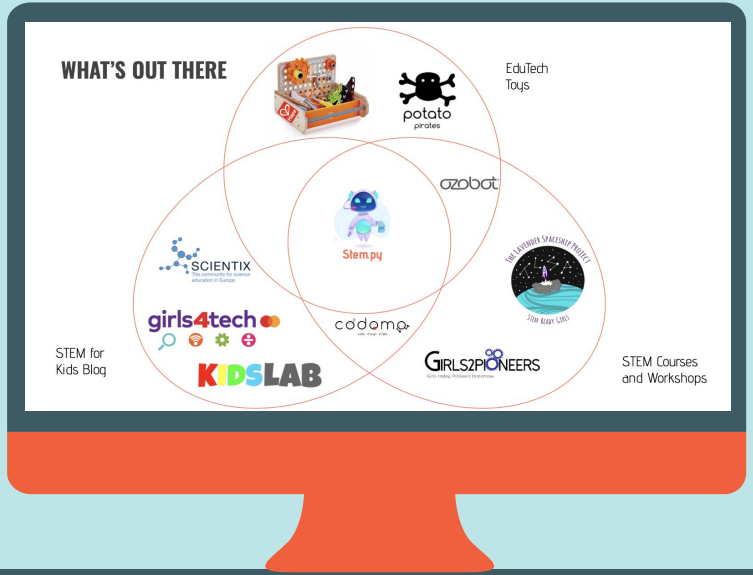
Going beyond the classroom

COMPETITIVE PROFILE MATRIX

Critical Success Factor	Weight	Our Product (Stem.py) Rating 1-4	Our Product (Stem.py) Score	Lavender Spaceship Rating 1-4	Lavender Spaceship Score	Girls2Pioneers Rating 1-4	Girls2Pioneers Score	Girls4Tech Rating 1-4	Girls4Tech Score
Interest-based Engagement for Children	0.25	4	1	3	0.75	3	0.75	2	0.5
Level of Parent Involvement	0.25	4	1	3	0.75	2	0.5	4	1
Role Models	0.2	3	0.6	4	0.8	4	0.8	1	0.2
Pricing	0.2	4	0.8	2	0.4	3	0.6	4	0.8
Personalised recommendations	0.1	4	0.4	4	0.4	2	0.2	1	1
	1		3.8		3.1		2.85		2.6

Judges commended our good market fit, thanks to the **CPM** and **petal diagram**

We took part in **Hack4Good** by NUS, and used what we learnt to pitch in the finals



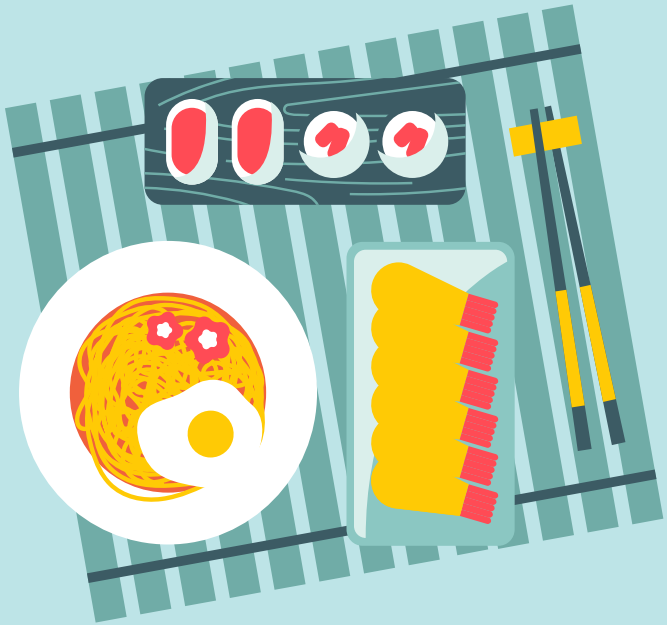
Adapting for the real world

Adaptations

Have a focus group that better represents hawkers with no digital presence

Do experiments on an actual front-end rather than mocking

Develop in incremental iterations (RADIT)

Employ more voice of customer innovation techniques

MAKE HAWKER CULTURE GREAT AGAIN