



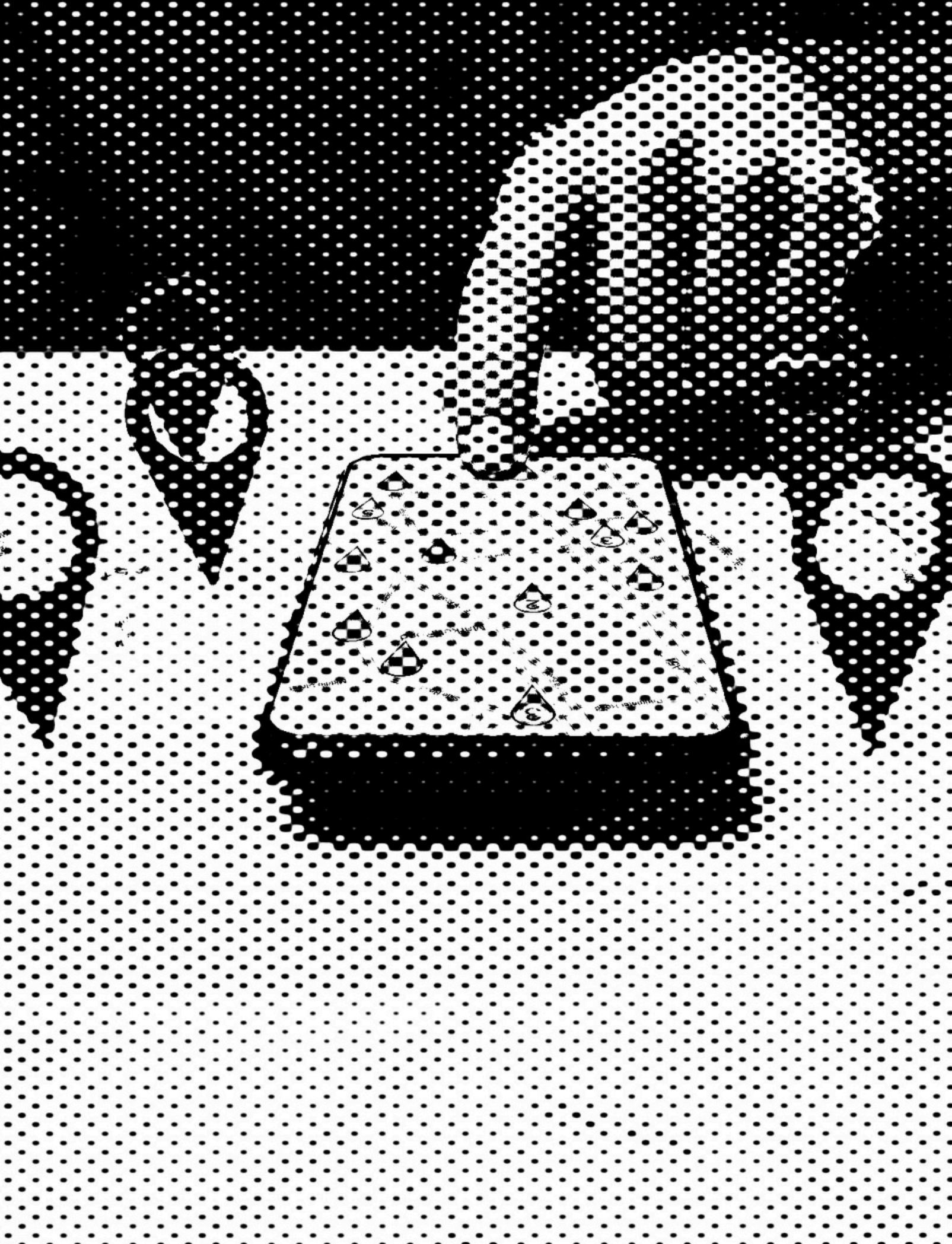
IIT MADRAS

DTD-DAD T3 2024

PRODUCT SHOWCASE

GP3 BY TEAM 14





PROBLEMO?

Customers struggle to find reliable, affordable, and quick delivery options from local shops that support local businesses and meet their expectations.

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A SUBTLE GLIMPSE



PURPOSE



Bridging the gap between consumer convenience and business growth while promoting local commerce.



Aligning our design and development process with the Karmic Design Thinking framework.

FRAMEWORK

STAGE 1

DUKHA



Consumer Pain Points

- Difficulty finding trusted local products online.
- Unreliable delivery services lead to frustration.

Business Owner Pain Points

- High costs of going digital and managing logistics.
- Losing customers due to delivery inefficiencies.

STAGE 2 SAMUDAYA



Consumer Pain Points

- Lack of platforms integrating local shops with instant delivery and price comparison.

Business Owner Pain Points

- Limited access to affordable, easy-to-use tech solutions for digital operations.

STAGE 3 NIRODHA



Consumer Pain Points

A seamless app that offers trusted local products & shops with quick, reliable delivery.

Business Owner Pain Points

An affordable platform to digitize operations, manage orders, and access reliable logistics.

STAGE 4

MARGA

Design

Ideated features to address key pain points, focusing on simplicity and efficiency.



Prototype

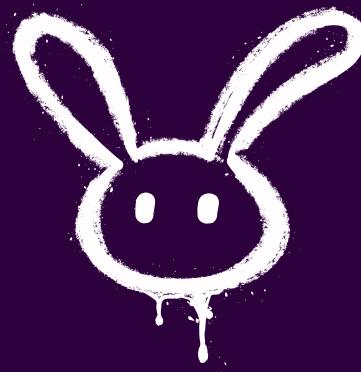
- Consumer-facing app for shopping.
- Business owner dashboard for inventory and discount management.

Testing

- Conducted usability tests to validate the prototype.
- Key Findings:
 - UI is easy to use.
 - Business owners appreciate all features & tools.

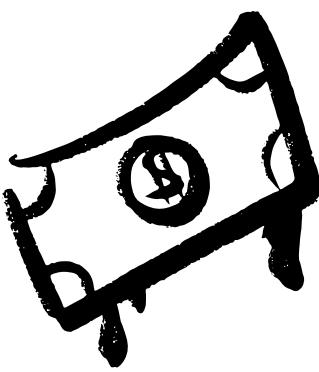
PRODUCT JUSTIFICATION

Consumer Desirability



- Empathized with users to design features that directly address their needs.
- Seamless product discovery, transparent pricing, and reliable delivery.

Business Viability



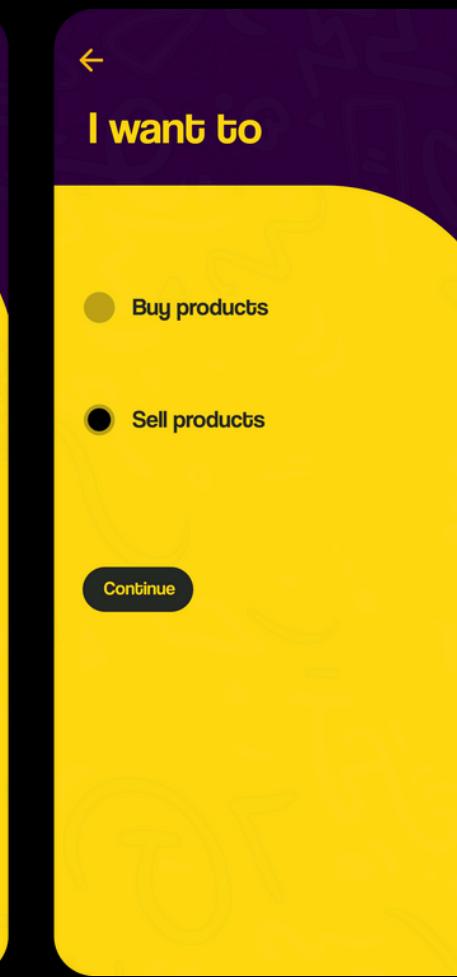
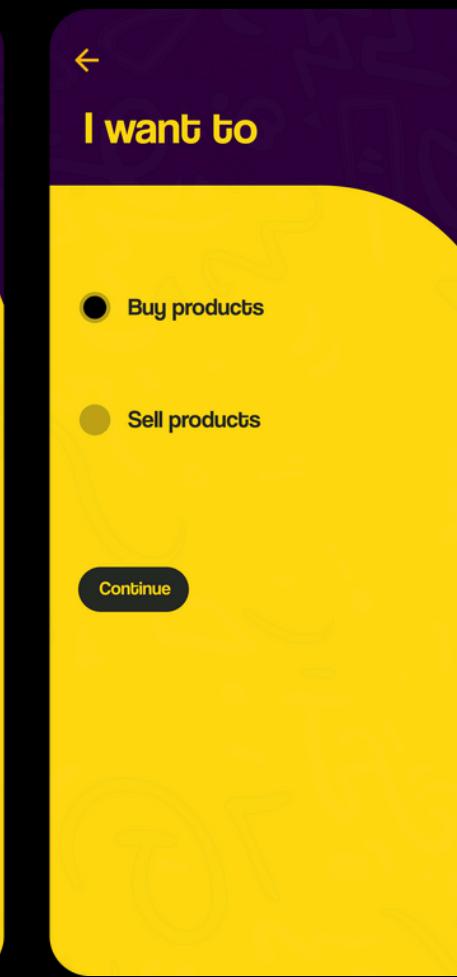
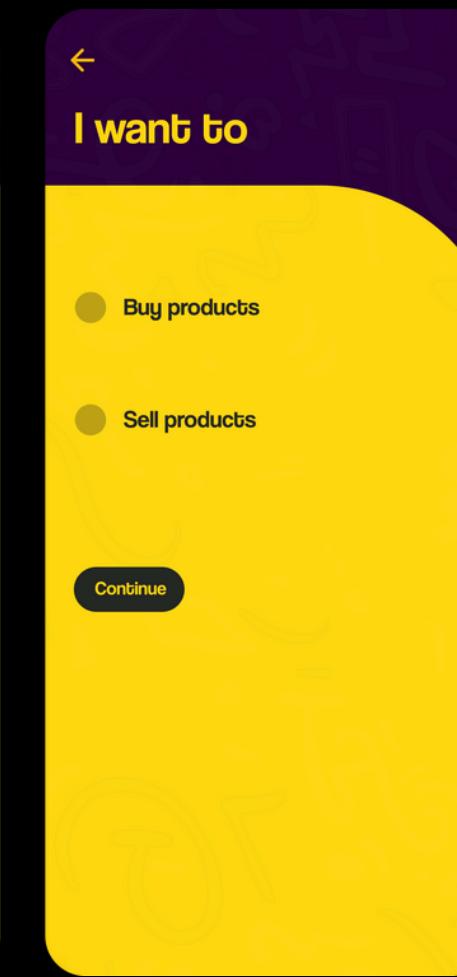
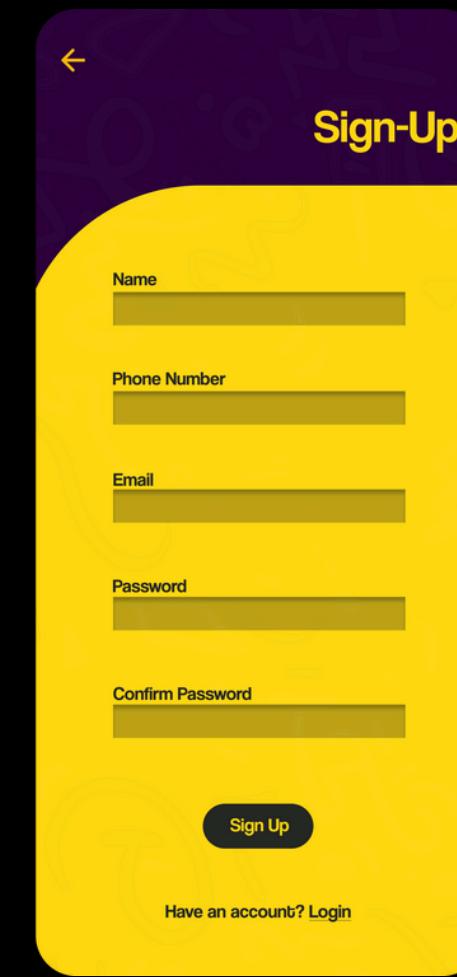
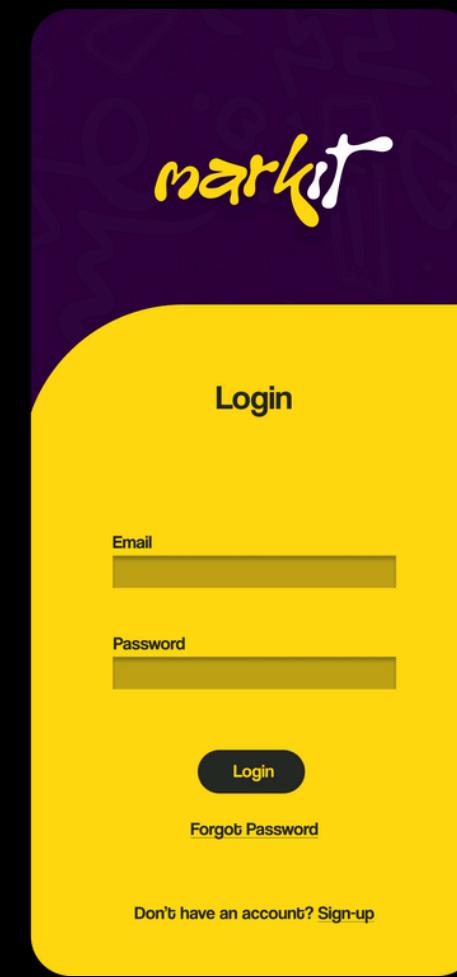
- Scalable platform enabling local shops to compete with larger e-commerce platforms.
- Affordable tools that align with the financial constraints of small businesses.

Technological Feasibility

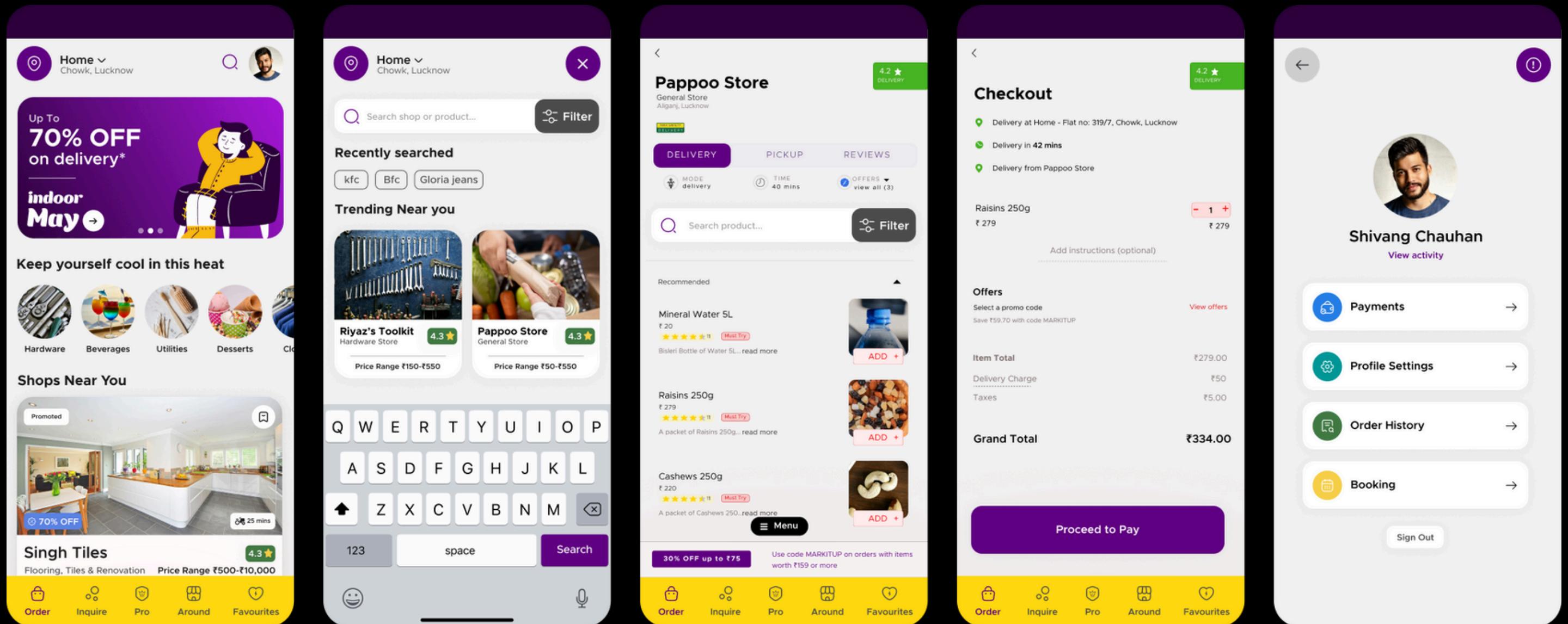


- Modular design ensures scalability and adaptability.
- Ideated backend systems projecting stability and high-demand scenarios.

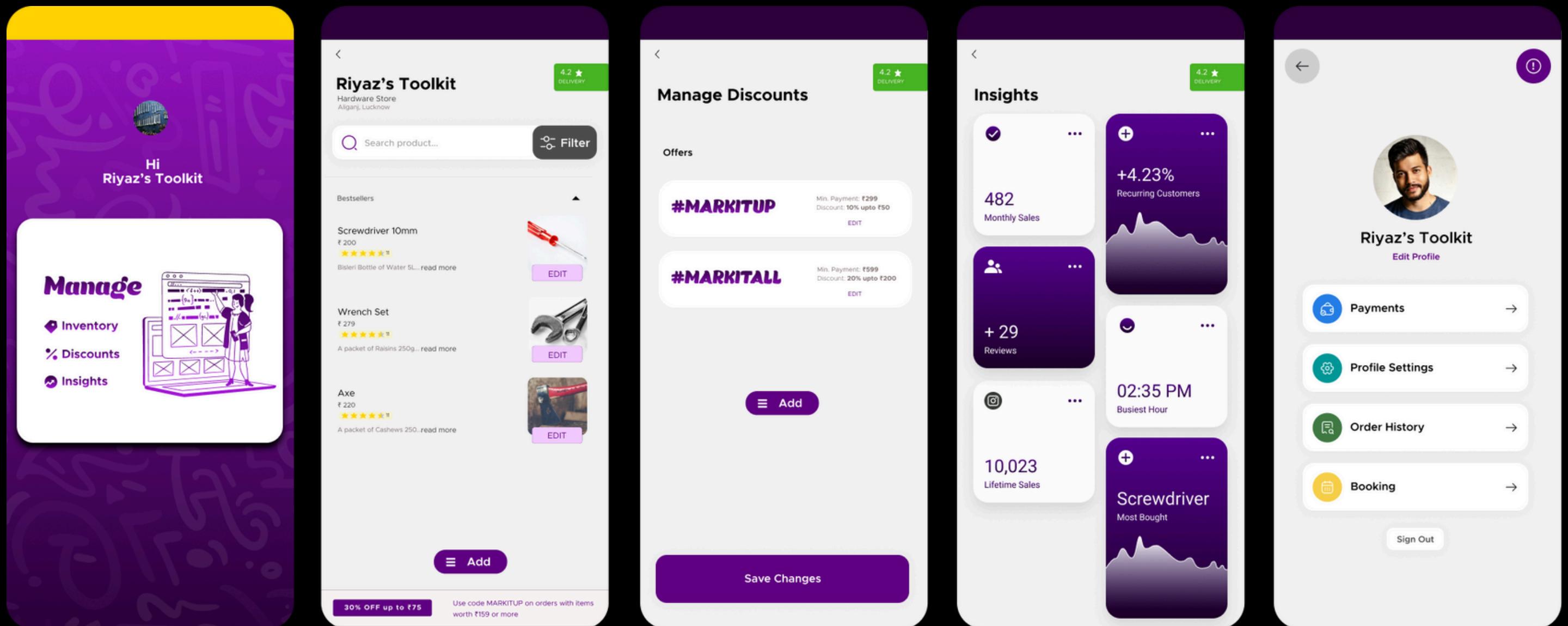
WALKTHROUGH



WALKTHROUGH



WALKTHROUGH



THANK YOU!
PRESENTATION BY TEAM 14

