THE INDIAN STREET FOODS

Learning more about the Indian street food

Overview

Objective

The objective of the street food finder app is to empower users to effortlessly discover and enjoy high-quality, reliable street food by providing them with real-time, personalized information about vendors, ensuring a seamless and engaging experience that prioritizes convenience, hygiene, and user satisfaction. Additionally, the app aims to build a loyal user base and establish strong partnerships with vendors, ultimately driving business growth and scalability through enhanced user engagement and innovative features.

Competition

Direct

Indirect

How is This a Real Problem?

Street food is a major part of the culinary culture in many cities, yet the lack of reliable information about vendor locations, quality, and hygiene standards leads to missed opportunities, dissatisfaction, and health concerns for consumers. This problem is especially acute in densely populated urban areas and tourist destinations, where choices are abundant but information is scarce..

Business Model

[Detailed Business Model]

Freemium: Free + Premium Model

Revenue

Subscription

Advertisement

In App promotions

Target Segment

Urban Food Enthusiasts	age 18-35
Travelers and Tourists	age 25-45
Local Residents	various age group
Health Conscious Consumers	age 25-50

Total Addressable Market

- Urban Food Enthusiasts: 210 million
- Estimated Potential Travelers: 70-100 million
- Local Residents: 150-180 million
- Health-Conscious Consumers: 90 million

- **Total** estimated at around **400-500 million potential users**

Actors

Food Vendors

Consumers

Government Regulators

Health Authorities

Competitive Research

Hypothesis

An ideal street food finder app should provide a user-friendly, location-based platform that curates real-time information on street food vendors, focusing on hygiene, taste, and authenticity. It should meet the needs of both local food enthusiasts and tourists, offering reliable recommendations and enhancing the digital presence of vendors.

Why Should We Solve It Now?

The demand for street food is increasing alongside the rise in domestic travel and tourism in India. With more people relying on digital platforms for recommendations, there is a growing need for a reliable app that can curate and rate street food vendors based on quality, taste, and hygiene.

Competitive Research

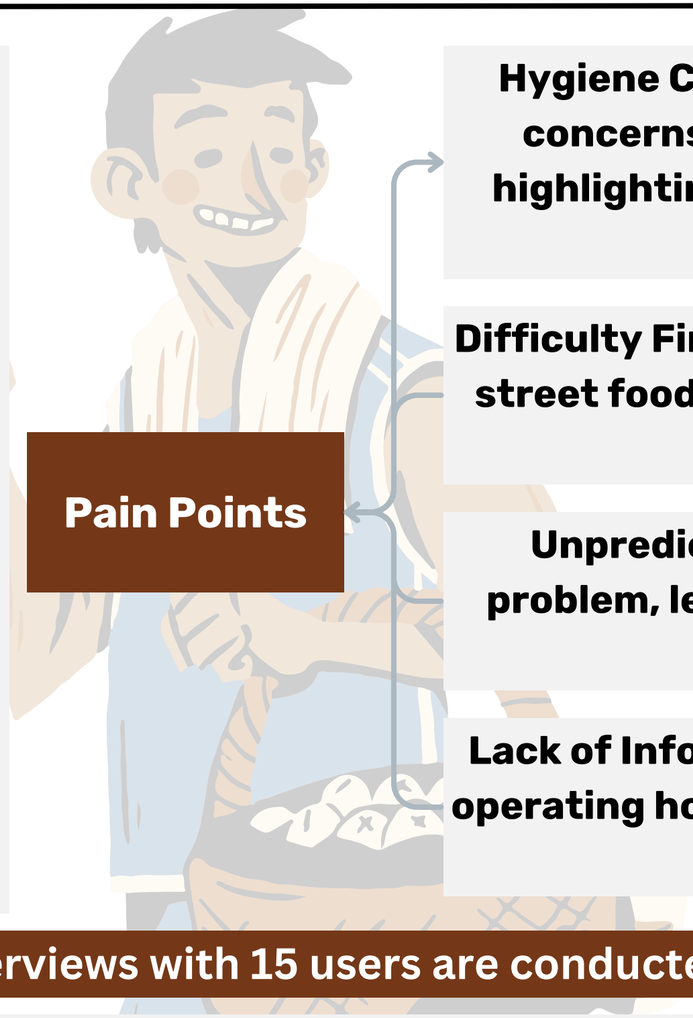
Research Area	Focus	Key Insights	Gaps Identified
Competitive Research	- Street food discovery on Zomato, Swiggy, Google Maps & Social Media. - User experience & feature analysis.	- Zomato & Swiggy: Limited street food focus; lack of hygiene info. - Google Maps: Good location-based discovery; lacks curation. - Social Media: High engagement but scattered content.	- No single platform dedicated to street food. - Lack of real-time updates and hygiene ratings. - Poor visibility for vendors.
Primary Research	- User needs and pain points in street food discovery. - Vendor challenges in gaining visibility. -Expectations from a street food finder app.	- High demand for curated, hygiene-focused recommendations. - Users want real-time updates and map-based discovery. -Vendors need better digital presence.	- Current platforms are restaurant-focused, neglecting street food. - Social features and community-driven content are underutilized.
Secondary Research	- Market size, growth, consumer behavior hygiene concerns. - Social media trends in street food.	- Street food market is large and growing (5-6% CAGR). -Hygiene is a critical factor for consumers. - Social media drives strong interest in street food.	- Lack of detailed data on digital adoption among vendors. - Few localized studies on street food habits. - No central platform translating social media interest into discovery.

User Survey

WHAT AND WHY SOLVE IT NOW?

Consumers struggle to find quality street food due to inconsistent information and lack of real-time updates, leading to missed culinary experiences. With the growing popularity of street food and increasing consumer expectations for digital convenience, there's an urgent need for a dedicated discovery app. The market remains untapped, offering a unique opportunity to establish a leading platform. Rising smartphone use and post-pandemic safety concerns make now the ideal time to launch this solution, meeting current demands and building a loyal user base.

Deep Dive Inside



Pain Points

Hygiene Concerns: A significant number of users express concerns about the cleanliness of street food vendors, highlighting the need for transparency regarding hygiene standards.

Difficulty Finding Vendors: Users struggle to locate reputable street food vendors, especially in unfamiliar areas, creating demand for better discovery tools.

Unpredictable Quality: Consistency in food quality is a problem, leading users to seek reliable ratings and reviews before trying a new vendor.

Lack of Information on Vendors: Insufficient details, such as operating hours, specialty dishes, and pricing, frustrate users who prefer more informed choices.

A survey of 50 users and in-depth interviews with 15 users are conducted to understand their needs and pain points

Survey Question Survey Responses

1:1 Interviews

Summary of User Research:

Key challenges include lack of vendor information (45%), difficulty locating vendors (40%), and hygiene concerns (50%).
Most respondents (70%) are interested in an app to discover street food, with top features desired being real-time vendor updates (65%), GPS navigation (60%), and Interactive map with popular food trails (explore curated food routes in your area)(55%). These findings highlight the need for a solution that offers comprehensive vendor details and enhances the street food discovery experience. Research underscores a market need for a tool that improves transparency, ease of discovery, & quality assurance in the street food sector.

User Journy

Detailed User Journey

Name: kartik
Age: 28
Occupation: Marketing Manager
Needs:

- Wants to discover the best street food quickly during limited free time.
- Prefers to visit popular vendors known for taste & quality.

Pain Points:

- Frustrated by unreliable vendor availability leading to wasted trips.
- Concerned about hygiene & cleanliness at food stalls.
- Struggles to navigate through city to find specific vendors.

user Journey

Stage	Actions	Touchpoints	Pain Points	Opportunities
Awareness	- Users discover the app through ads, word-of-mouth. -Vendors hear about the app via community or website.	Social media, app store, vendor community	- App discovery. -Vendors fear technology.	- Clear value propositions. - Testimonials from other users/vendors.
Onboarding	- Users register and complete a quick tutorial. -Vendors set up profiles and upload details.	App interface, vendor portal	- Complex registration. - Unclear app benefits.	- Simple, intuitive onboarding. - Step-by-step guidance for vendors.
Exploration	- Users search for vendors using the map, filters, or recommendations. - Vendors regularly update their profiles.	Map view, search bar, filters	- Too many or too few results. - Difficulty updating vendor info.	- Personalized recommendations. - Easy-to-use vendor interface.
Decision	- Users select vendors based on profiles, ratings, reviews. - Vendors engage with customers & adjust offerings	Vendor profile, navigation, reviews	- Navigation issues. - Managing customer feedback	- Real-time updates. - Tips for improving vendor ratings.
Post-Experience	- Users rate and review vendors, share experiences.	Review system, social sharing	- Forgetting to review. - Handling negative feedback.	- Prompt review reminders. - Success stories for vendors.

Problem

What is the true problem?

People struggle to find reliable and hygienic street food options quickly, especially when time is limited.

Why? It's challenging to locate top-rated street food vendors when vendor availability is unpredictable and hygiene standards are unclear.

Why? There isn't enough real-time information about street food vendors, such as their operating hours, location, and hygiene ratings.

Why? Street food vendors often operate informally, making it difficult for existing apps and platforms to gather and update accurate data.

Who's Facing This Problem?

25-50-year-old professionals, students, and food enthusiasts living in urban areas, particularly in Tier-1 & Tier-2 cities, Travelers & Tourists

How do we know it is a real problem?

Quantitative: Surveys and data show that a significant percentage of people are willing to explore street food but face challenges in finding safe and reliable options.

Qualitative: In user interviews, many people complain about wasted time and effort in finding street food that matches their preferences, with particular emphasis on cleanliness and proximity.

What is the value generated by solving this problem?

For the business:

- Higher user engagement and retention.
- Increased vendor partnerships and potential for monetization.
- Stronger market position as the go-to platform for street food discovery

For the target customers:

- Save time by quickly locating high-quality street food vendors.
- Enjoy street food with confidence in hygiene and availability.
- Reduce frustration and improve the overall dining experience.

Jobs to be Done (JTBD)

When I have limited free time to grab a quick bite,
But I'm frustrated by unreliable vendor availability and concerned about hygiene,
Please help me find top-rated street food vendors nearby with real-time updates,
So I can enjoy the best food without wasting time or worrying about cleanliness.

Solution

Possible Solution

Real-Time Vendor Experience

This solution focuses on providing users with real-time, accurate information about street food vendors, ensuring they have up-to-date details on availability, location, and hygiene. It emphasizes the practical aspects of navigating street food options efficiently and safely

Enhanced User Engagement and Loyalty

This solution centers on building a more engaging and rewarding experience for users, incorporating loyalty programs, exclusive offers, and social sharing options. It aims to increase user retention and build a strong, loyal customer base.

How does this solution address the pain points?

Locating Nearby Vendors Quickly: Real-time updates on vendor locations allow users to find the best street food options without wasting time, providing a smooth and efficient discovery process.

Ensuring Hygiene and Quality: Offering hygiene ratings and other quality metrics helps users make informed decisions about where to eat.

Navigating Easily: GPS navigation directly guides users to vendors, minimizing the hassle of finding specific locations.

Exploring Popular Dishes: Personalized recommendations based on user preferences enhance the food discovery experience.

Real-Time Updates: Keeping users informed about vendor availability and special offers ensures they don't miss out on popular dishes or deals, enhancing satisfaction and reducing frustration.

Solution Prioritization

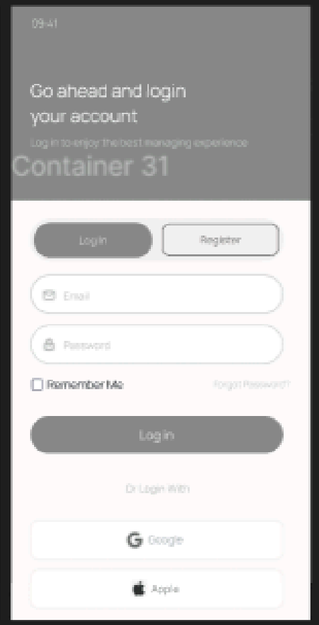
Deep Dive Here

Criteria	Real-Time Vendor Experience	Enhanced User Engagement & Loyalty
Engagement Level	6	9
Ease of Use	8	6
Personalization	7	9
Time Efficiency	9	7
Business Impact	8	9
User Satisfaction	9	8
Implementation Complexity	7	6
Revenue Potential	6	9
Score	61	64

Wireframe [Figma Link]

screen 1

Screen 2



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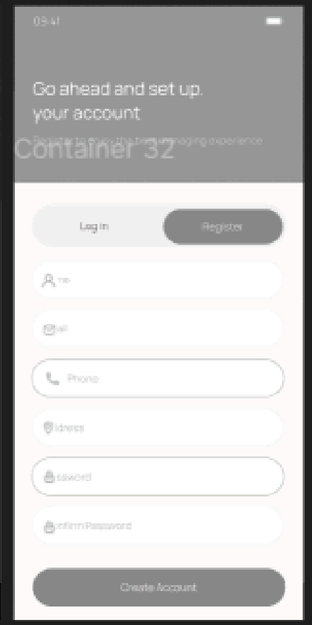
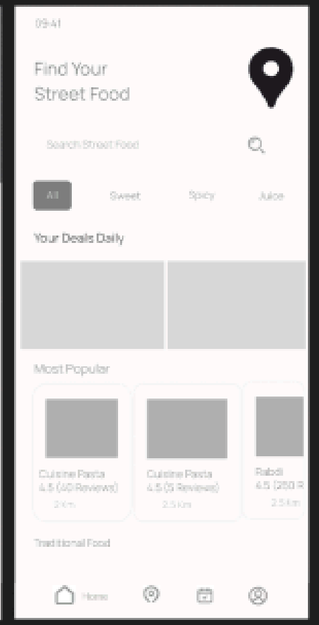
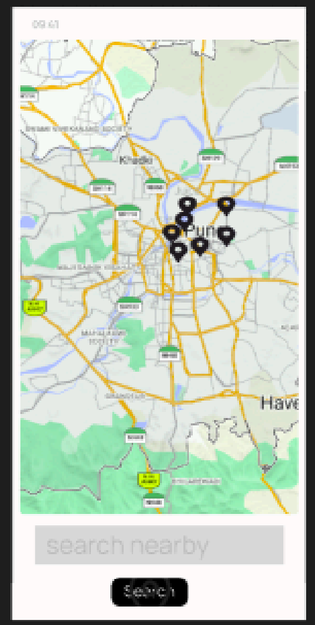


Screen 4

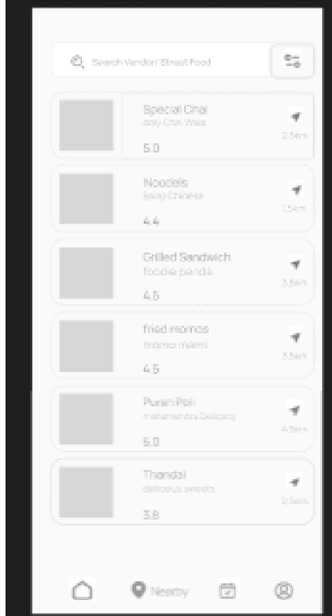


screen 5



Frame

Scrren 6



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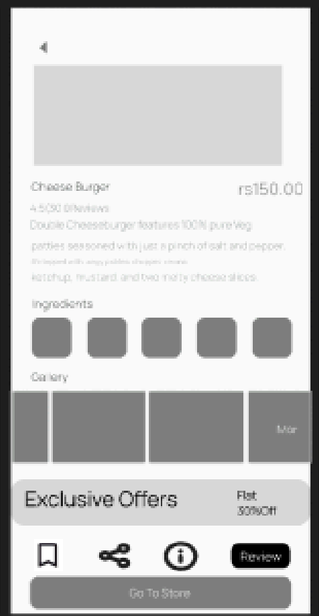
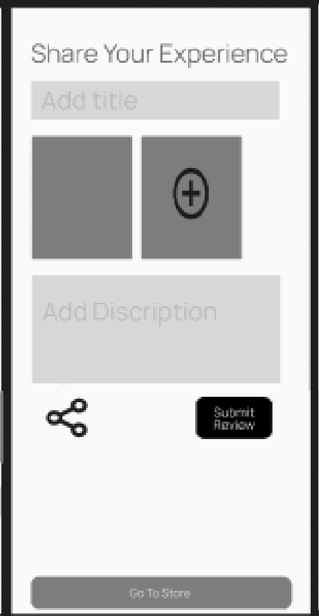
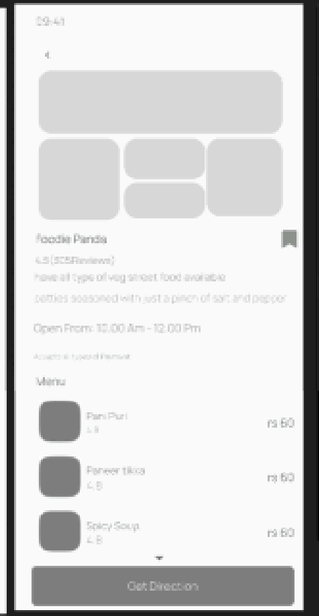
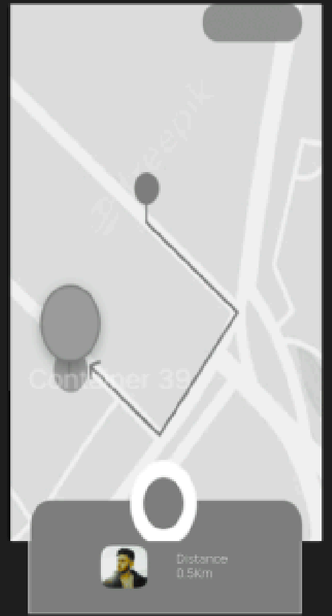


Screen 8



Screen 9





System Design

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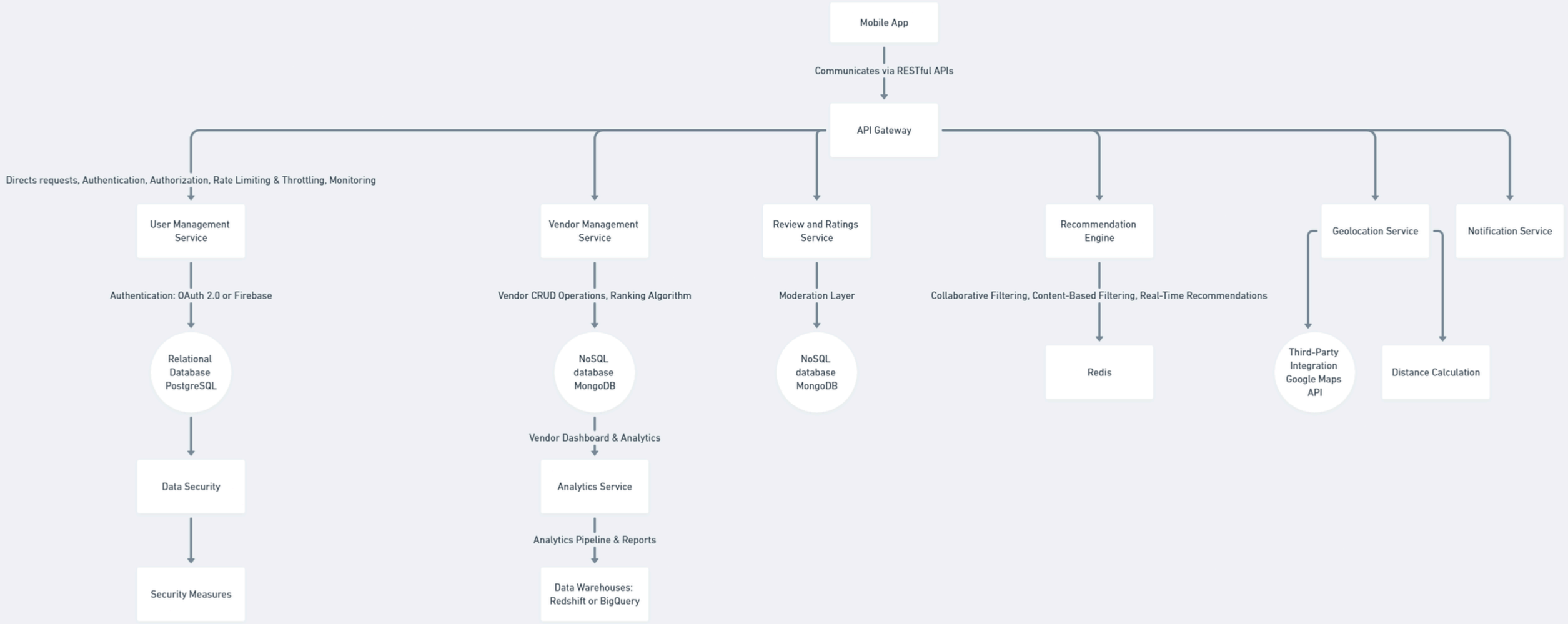

Made with Whimsical

Metrics and Risks

North Star Metric: Monthly Active Users (MAU)

Type	Metric	Goal
L1 Metric	Daily Active Users (DAU)	Number of unique users who engage with the app daily.
L2 Metric	User Engagement Rate	Average number of interactions (searches, profile views, reviews) /user /session.
Adoption	% of users navigate to locate vendors	Measures effectiveness of app in guiding users to vendors & keeping them engaged.
Engagement	Average number of vendor reviews per user/month	Maintains high engagement & interaction with community-driven aspects of app.
Retention	% of users who revisit the vendors,	satisfaction with vendor recommendations, leading to long-term retention.
Revenue	Revenue from vendor partnerships, ads, other	Monetizes the app and drives business growth through strategic collaborations, ads, subscriptions.

Pitfalls & Mitigations

Privacy Concerns: Users may be concerned about the privacy and security of their data- Implement strong encryption methods for data storage and transmission

Strong competition might make market entry difficult- Differentiate with a unique value proposition, continuous innovation, and strong branding.

Navigating food safety laws and vending regulations could be complex- Maintain a compliance team, educate vendors on regulations, and collaborate with local authorities.

Poor hygiene from vendors could harm the app's reputation. Conduct vendor hygiene checks, enable user reviews, and collaborate with health authorities.