

MOOOOVE

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Problems Statement

Breakdown

- **Spillage Damages:** Traditional packaging often fails to account for the rigours of delivery.
 - **Customer Dissatisfaction:** Impacts brand loyalty.
 - **Food Waste:** Spilled food is inedible and contributes significantly to overall food waste generated by the industry.
 - **Revenue Loss:** loss of revenue due to refunds or replacements for damaged orders.
- **Environmental Impact:** Current packaging solutions often rely on:
 - **Non-Sustainable Materials:** Extensive use of plastics and other non-biodegradable materials creates a growing waste problem.
 - **Difficult Recycling:** Complex packaging structures might end up in landfills due to challenges in recycling.

User persona



Name: Anusha Sharma
Age: 24, Unmarried
Occupation: Software Engineer
at MNC in Bangalore

Psychographic details

She is **tech-savvy**, Enjoys variety and trying new cuisines, but also has go-to comfort foods. **Orders online** most weekdays for lunch. Her work hours remain hectic, and get 30-45 min lunch time during work, don't like the office canteen food, so orders 2-3 days/week online.

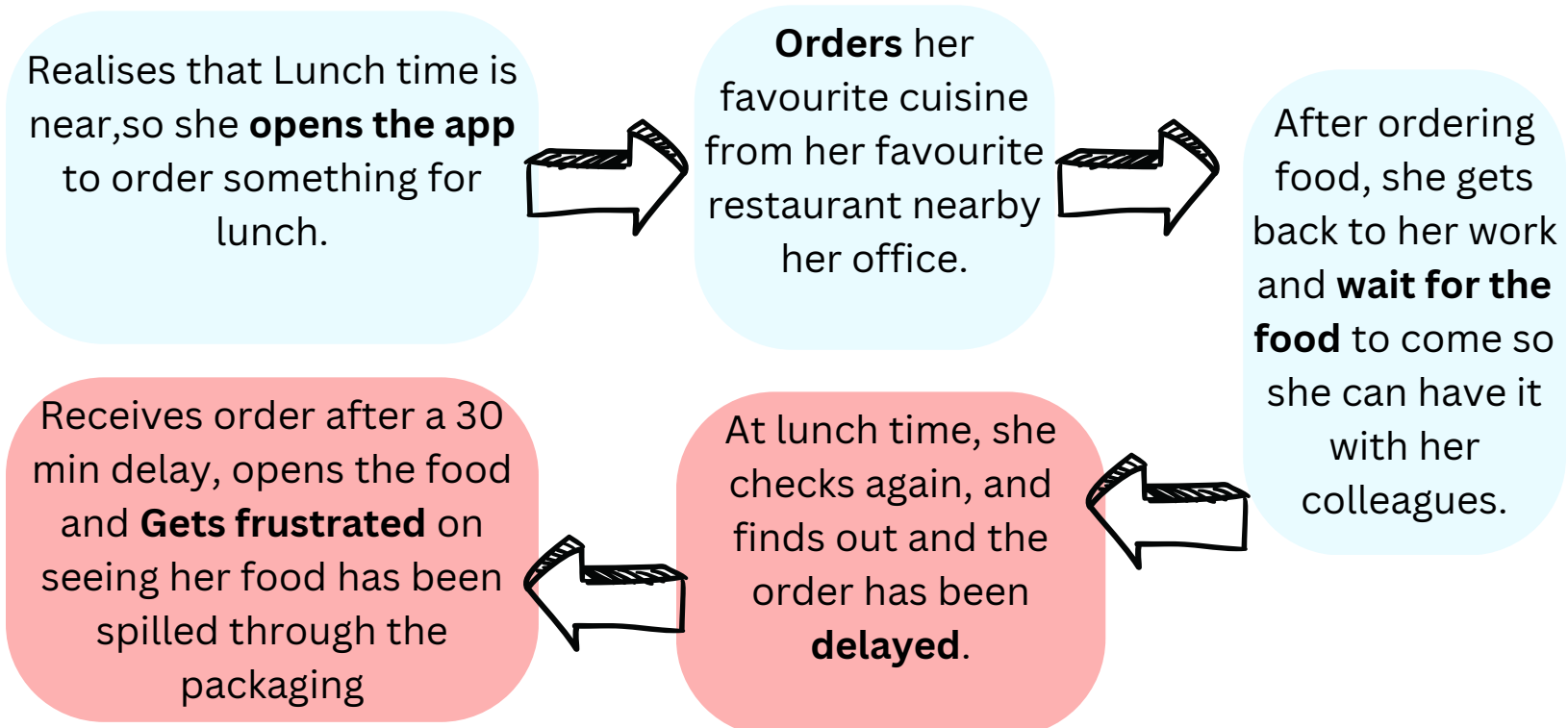


Name: David
Age: 40, Married
Occupation: Sustainability
Consultant

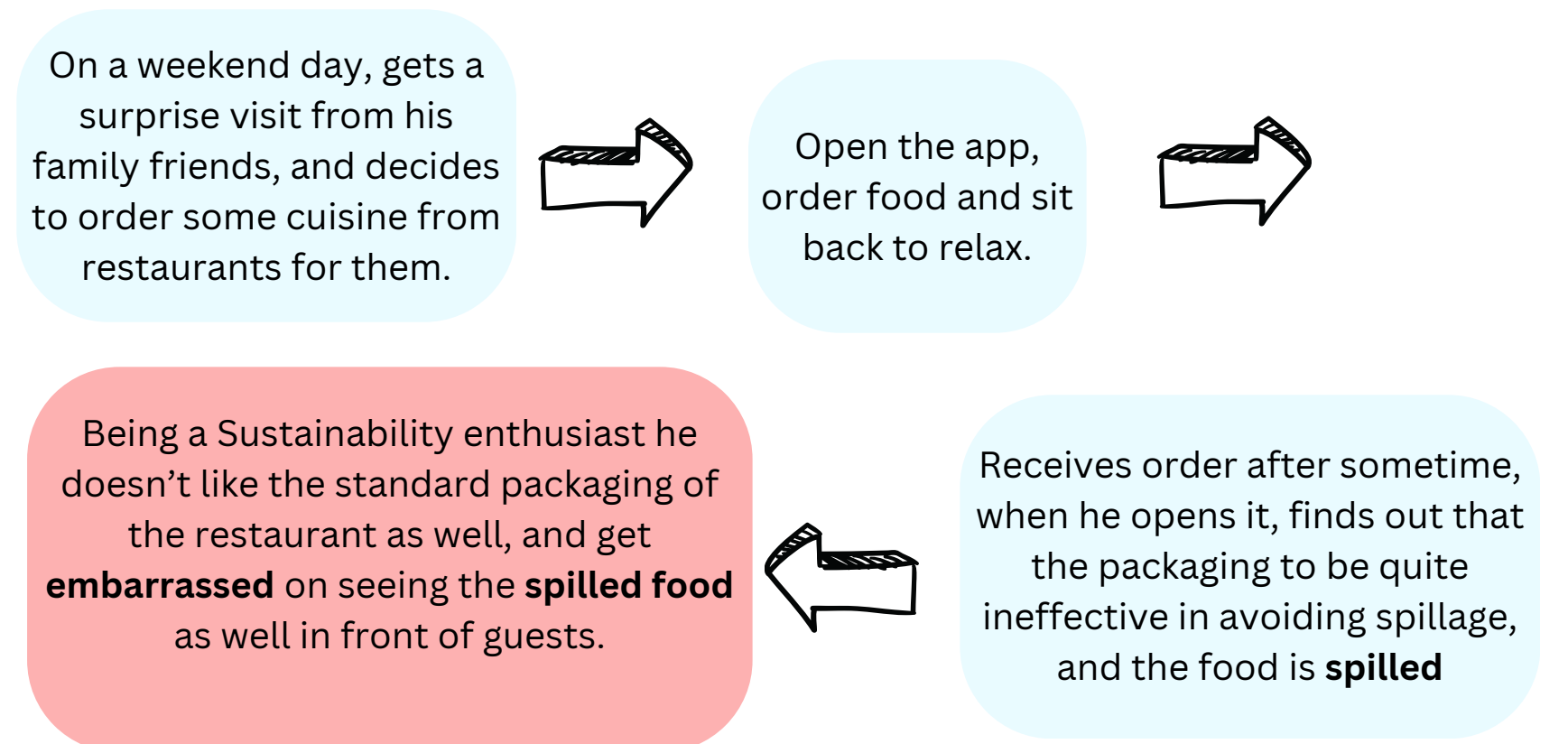
Psychographic details

David is married guy with two young children, lives in Mumbai. Works as a sustainability consultant. He works 5 days a week and enjoys his weekend with family and friends, often hosting gatherings of family friends at his home.

Problem



Problem



Problem A : Description

Spillage Issues

Food spillage is a common issue faced by food delivery platforms, impacting both customers and delivery partners. The problem arises due to various reasons:

1. Handling during Transit:

Food packages may not always be handled carefully during transit, leading to spills. Rough handling, stacking packages improperly, or placing them in a way that they can easily tip over can contribute to this issue.

2. Vehicle Conditions

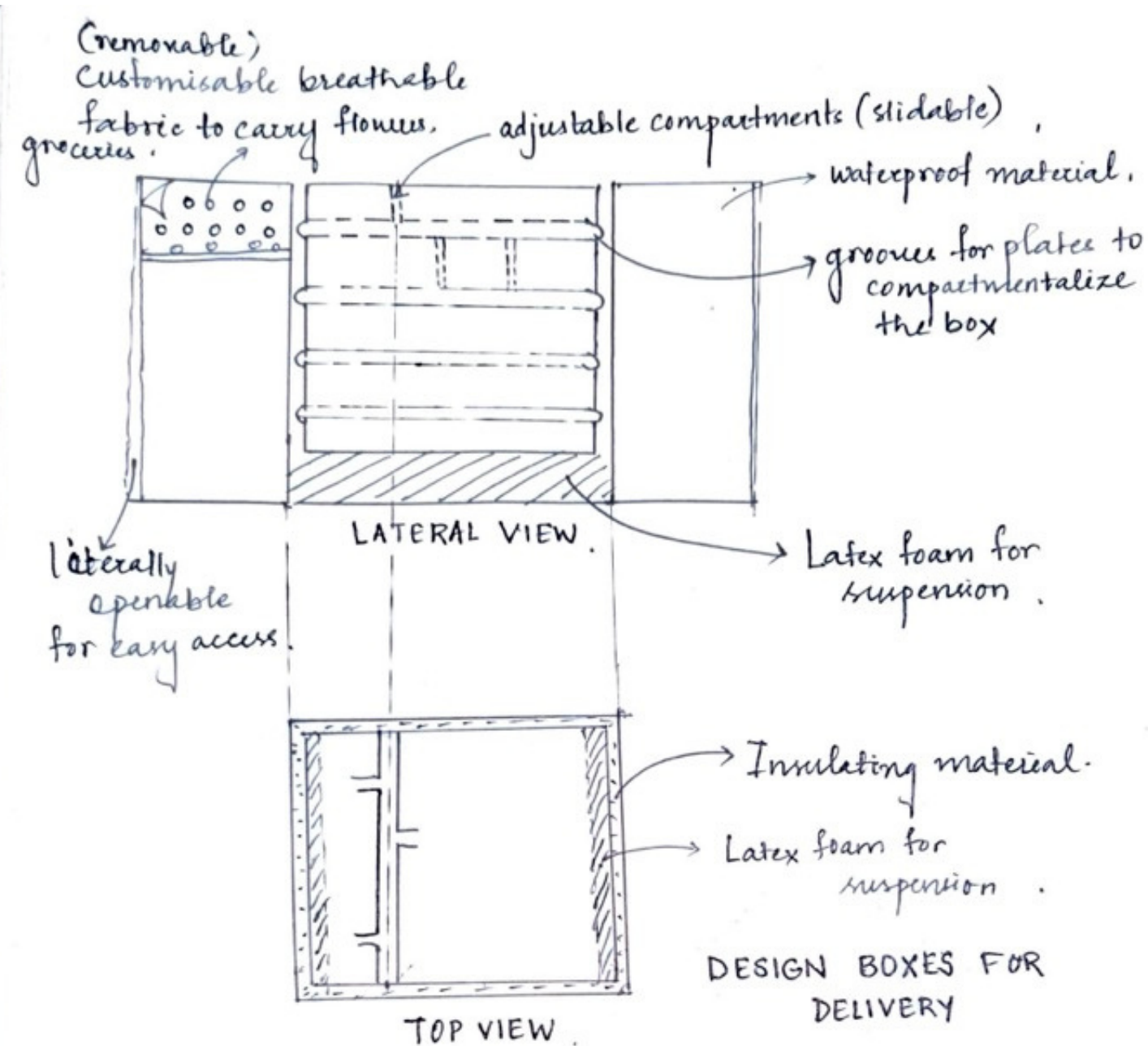
The condition of the delivery vehicle can also contribute to spillage. Vehicles with unstable or uneven surfaces can cause food packages to tip over, leading to spills.

3. Traffic Conditions

Heavy traffic conditions and poor road conditions can result in food spillage due to sudden braking by the drivers.

Solution A : Improved Delivery Boxes

Traditional food delivery bags, often just insulated bags, come with limitations that can affect both the food and the user experience. This can be blamed on a combination of factors, including limited insulation and the movement of food bouncing around inside the bag during transport. Additionally, these bags may lack features to keep different food items separate, further compromising quality.



What the delivery boxes should achieve -

1. They should control the temperature
2. Should prevent the bouncing of deliverables inside the bag.
3. They should compartmentalise the goods to avoid lateral spillage.
4. As our deliverables are perishable to freshness, flowers and vegetable/fruits groceries need to be delivered fresh, without wilting

Features of box -

Based on the above criterias we suggest a redesigned and improved delivery box

1. **Latex Memory Foam padding** - The box is padded with saidigostli which takes the shape of the container which absorbs impacts asjldfhl;sa
2. **Size adjustable compartments** - The box is equipped with grooves and detachable plates (flat sliders) for common standard containers, that could be adjusted according to the height and slidable walls to support such containers laterally and vertically, This also allows deliverables to be stacked vertically on top of each other.
3. **Laterally openable walls** - The walls are laterally openable for easier accessiblity to all the compartment heights.
4. **Temperature** - The outer lining of the box is coated with insulated coating, this along with latex memory foam improve the thermal insualtion property of the box when compared with traditional alternatives

Additionally the opaque walls can be replaced with netted walls ensuring ventilation for perishable groceries and flower deliveries

Problem B description

Sustainability Issues

Sustainability is a core value at Deliveroo, and we're pioneering a new approach to packaging by introducing reusable solutions. Our strategy revolves around implementing packaging that can be reused multiple times by customers, significantly reducing waste. This innovative approach aligns with our commitment to sustainability and represents a significant step forward in our journey towards a greener future.

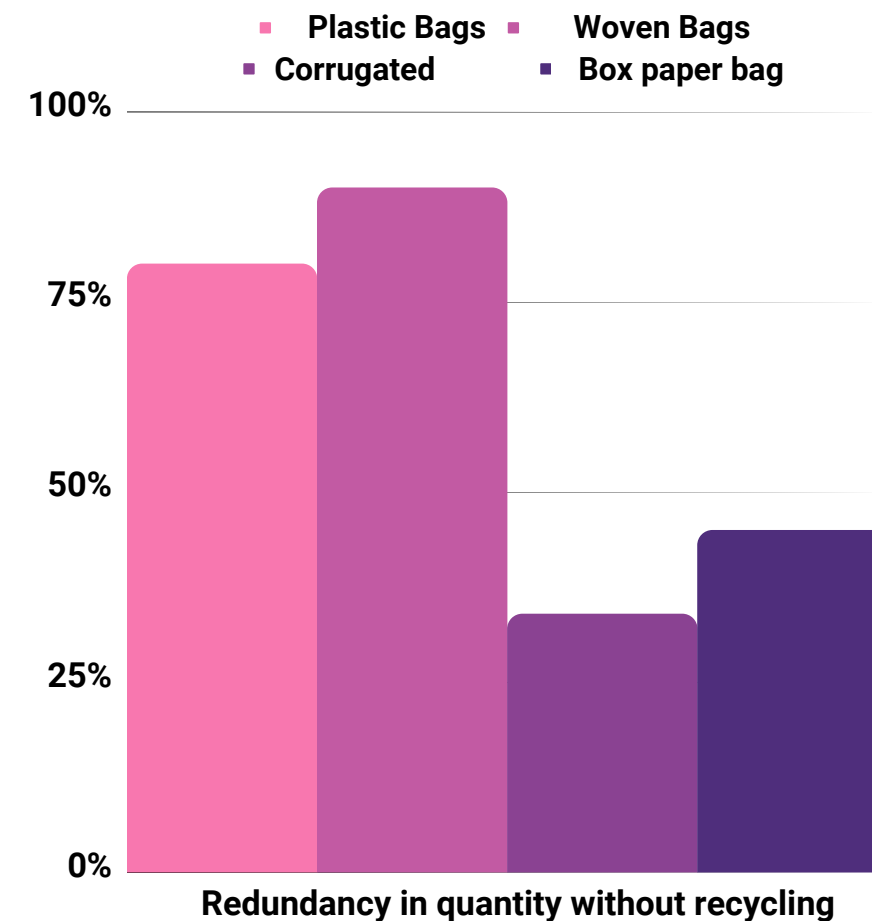


Problems in current society:

- Environmental Impact
- Resource Depletion
- Regulatory Pressures

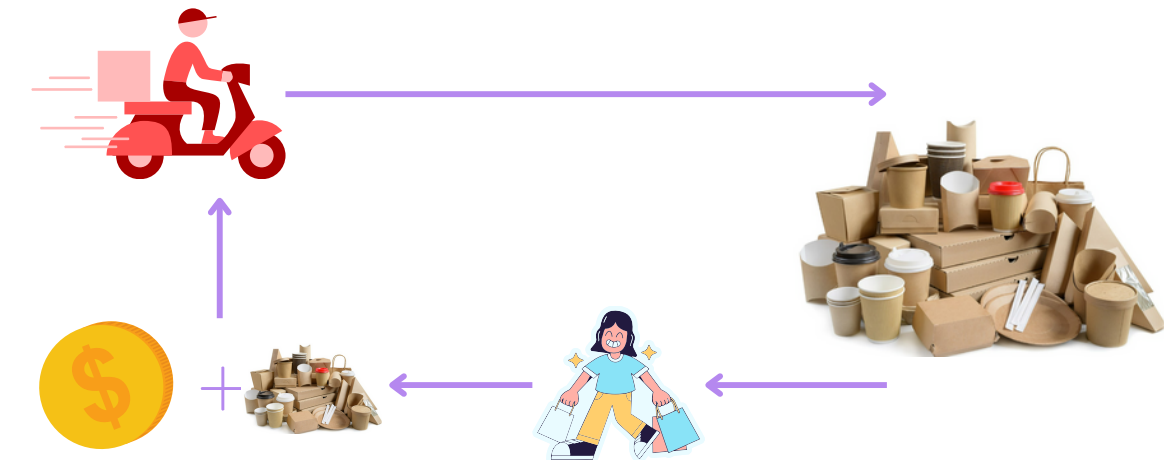
Solution B

Motivation for the solution



As in the infographic shown here there is a humungous reusability factor in packaging material and can be focused upon to bring sustainability in the supply chain

Structure of Packroo service



- Then the consumers would have an option to **return the packaging for 10% of its paid value** for single reuse in delivery. This 10% of paid value would be returned in reward points, which will be elaborated later

Incentives

The gamified retention and interest of consumers through coins

Personalization as a tool for retentivity

Enhanced and cheaper user experience through reducing the redundant bag cost and size

Success Metrics

Due to the behavioral incentives of the gamified structure in solution, this would increase consumer retentivity by approximately 12%* and is bound to reduce carbon footprint by over 10% in less than an year

Understanding initial behavior

Ratio of Clicks on Packroo feature to not interested consumers

Acceptance

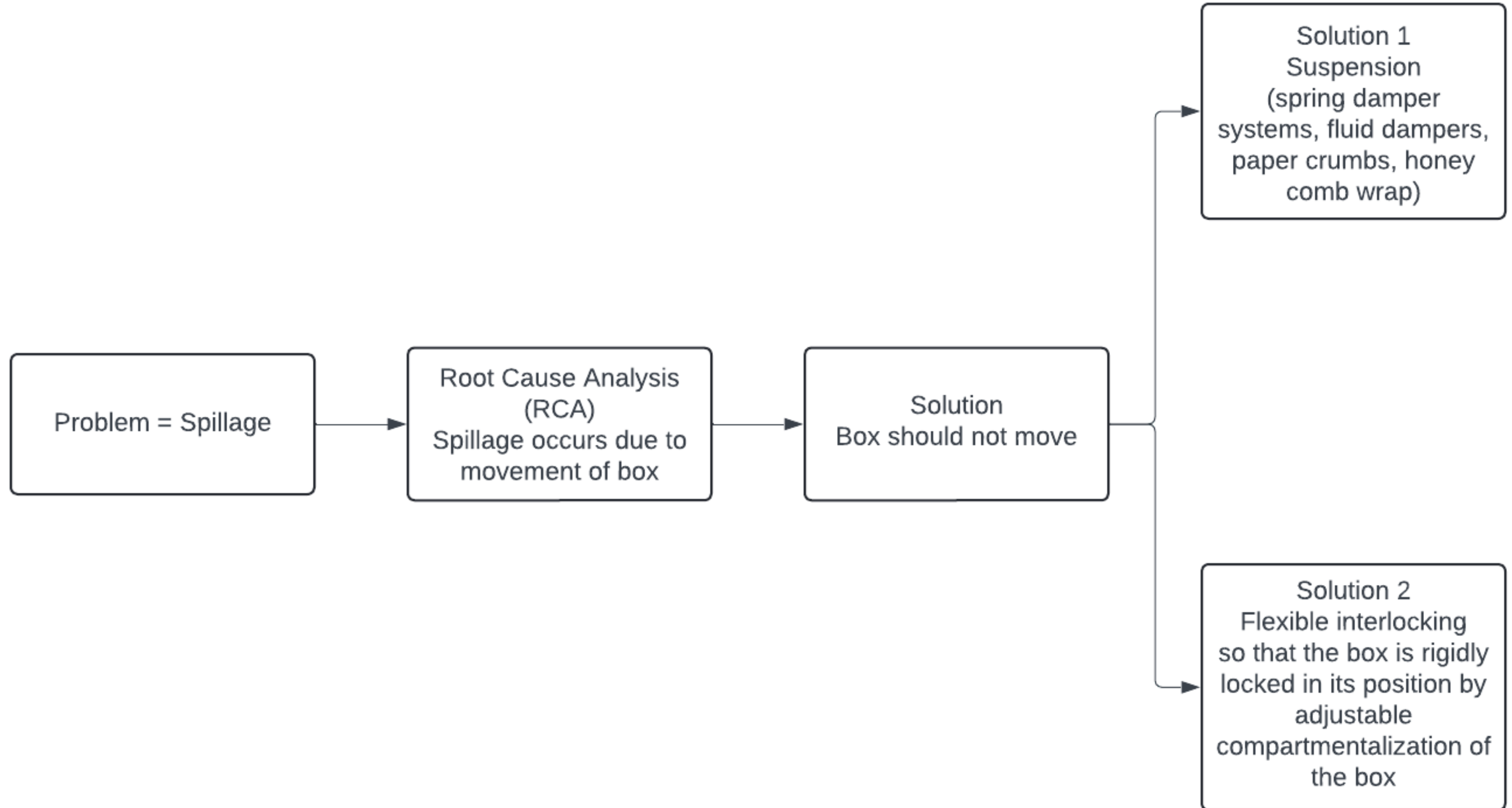
Food of users that bought bags to those who choose normal ones

Monetization results

Returns of packaging per packging bought

Realtive Increase in reward points

Our thought process for spillage problem



Our thought process for sustainability

