



GROUP-1

# LUNCH BOX



## CASE STUDY



# Project Overview

# Project Overview

01  
Seamless and reliable tiffin service for individuals seeking fresh, home-made, and nutritious meals.

02  
Subscription-based meal plans with detailed ingredients list and nutritional values.

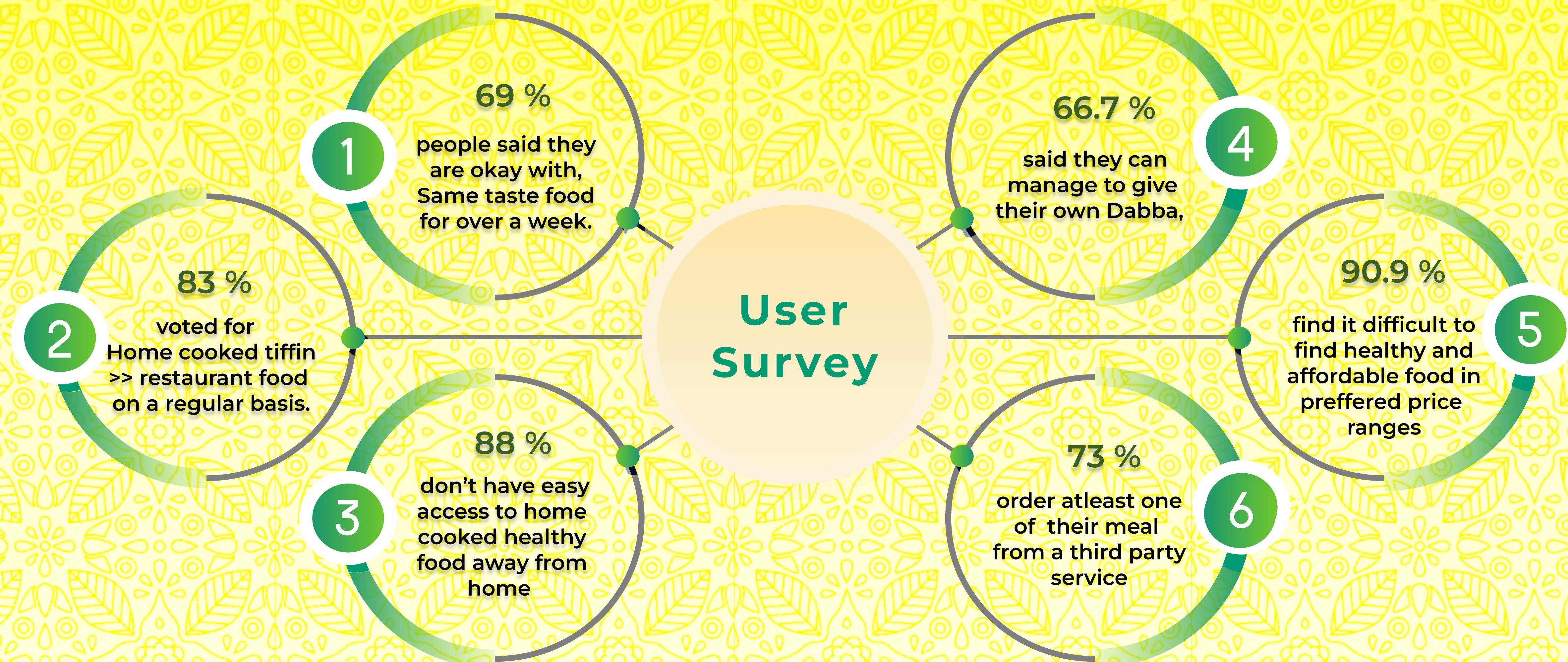
03  
Subscription-based and one-time order options, allowing flexibility for daily, weekly, or monthly meal plans.

04  
Customizable meal plans catering to different dietary preferences, including vegetarian, vegan, non-vegetarian, and Jain diet options.

A traditional Indian thali meal is displayed on the left side of the image. It includes a variety of dishes: a small bowl of yellow lentil soup (dal) at the top, a larger bowl of mixed vegetables (including green beans and potatoes) in a red sauce in the center, a large mound of white rice with a green chutney garnish on the left, a rectangular piece of flatbread (roti) at the bottom left, and a smaller piece of flatbread (paratha) at the bottom right.

# User Survey

# User Survey



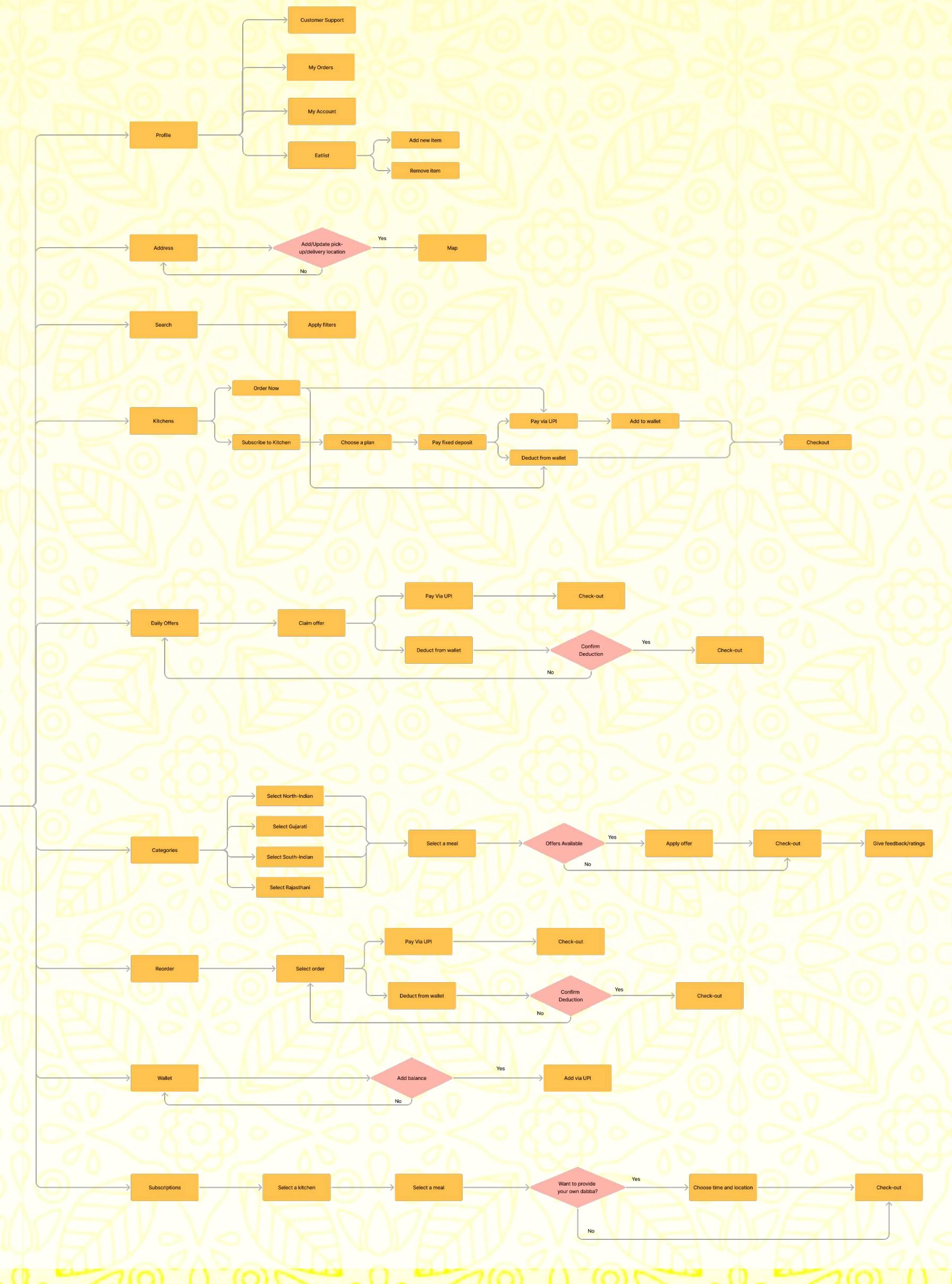
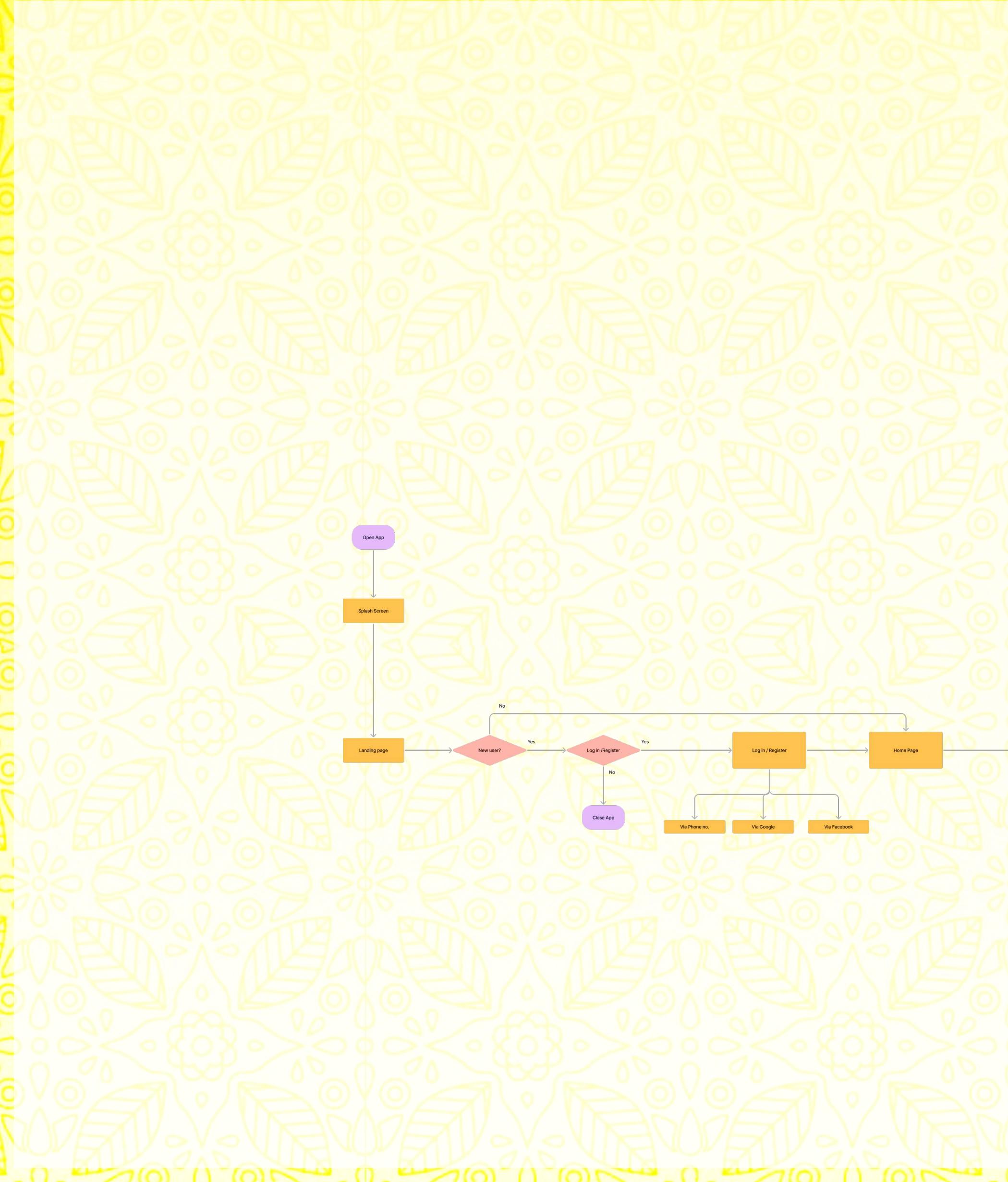


# Questionnaire

- What is your age?
- Do you live away from home?
- Which of the following meals do you have everyday?
- Do you find it difficult to find healthy and affordable food in your college mess, office canteen etc.?
- If given enough options, what do you prefer to order on a regular basis?
- Do you like the idea of having to decide what to eat everyday?
- What is the price range you pay for healthy and tasty food if by chance its available?
- What are your diet preferences?
- Do you find it easy to find food matching your dietary preferences?
- What motivates you to use an app?
- How long would you usually commit to one particular tiffin service?
- Would it be convenient for you to give your own tiffin/dabba?
- Would you prefer to pre-book your tiffin in advance or order just 1 hour before your meal time?
- On a regular day, would you prefer to go out and eat or order at your own place?
- How often do you plan to use the app?

A traditional Indian thali meal is presented on a blue and white patterned platter. It includes a variety of dishes: a small bowl of yellow lentil soup (dal), a larger bowl of mixed vegetables in a red sauce, a plate of long green beans (methi), a rectangular piece of yellow lentil cake (chana dal), a small bowl of yogurt (curd), and a stack of flatbread (roti).

# Information Architecture



A traditional Indian thali meal is displayed on the left side of the image. It includes a variety of dishes: a small bowl of yellow lentil soup (dal) at the top, a larger bowl of mixed vegetables (including green beans and potatoes) in the center, a plate of yellow rice with a green garnish on the left, a rectangular piece of flatbread (roti) with a green garnish at the bottom, and a stack of flatbreads on the far left. The thali is set against a vibrant yellow background with a repeating floral and leaf pattern.

# User Persona



Age: 26

Occupation: Software Engineer

Location: Bengaluru, India

Rahul is a software engineer who has recently been relocated to work and lives in a shared apartment with 2 roommates.

***“Healthy food that reminds me of home would make my busy life so much easier.”***

### Goals

- Maintain good health with balanced, home-style meals.
- Save time by avoiding meal prep
- Minimize spending on food while ensuring quality.

### Motivations

- Flexibility
- Comfort
- Convenience

Flexibility

Convenience

Comfort

### Frustrations

- Feels restaurant meals are expensive, greasy, and unhealthy.
- Meal subscription services are either too costly or lacking in variety.
- Ordering food online is inconsistent in quality and taste.

### Personal Characteristics

- Health conscious
- Time-Strapped (Hectic Schedule)

### Hobbies and Interests

Travelling  
Board Games  
Reading

Prisha is a post-graduate student studying Public Health while interning. She lives in a hostel with a roommate.



**Age:** 22

**Occupation:** PG Student & Intern

**Location:** Pune, India

***"I want healthy, home-cooked food without worrying about overspending or compromising on taste."***

### Goals

- Access affordable, healthy food daily.
- Stick to a predictable food budget each month.
- Enjoy variety in meals to break the monotony of hostel food.

### Frustrations

- Hostel food is repetitive, tasteless, and lacks nutrition.
- Limited access to affordable home-cooked food nearby.
- Budget constraints make daily restaurant meals impractical.

### Motivations

- Convenience
- Health
- Budget

Health

Budget

Convenience

### Personal Characteristics

- Health conscious
- Frugal
- Mindful

### Hobbies and Interests

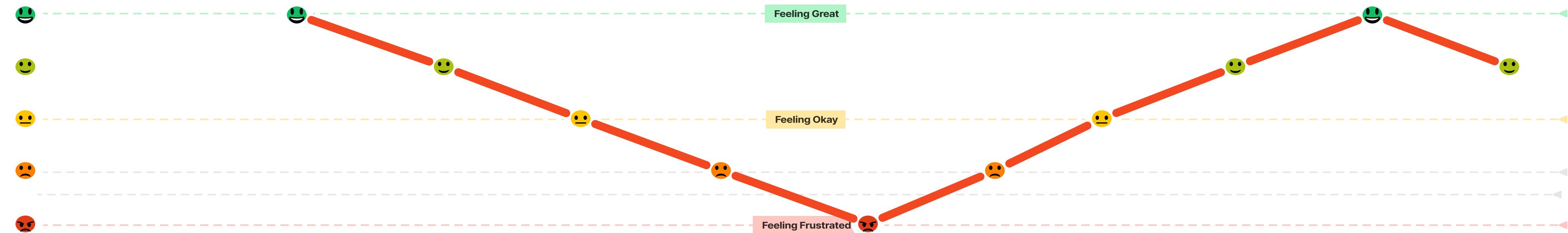
Music  
Puzzles  
Reading

A traditional Indian thali meal is displayed on the left side of the image. It consists of a large metal plate holding various components of a meal. At the top, there is a small bowl of yellow lentil soup (dal). Next to it is a larger portion of green vegetables in a red sauce. Below these are several long, slender green beans (bhindi). To the left of the beans is a mound of white rice topped with a green chutney. In the bottom right corner of the plate, there is a rectangular piece of yellowish-brown flatbread (roti) with some green toppings. The background of the entire image is a repeating pattern of yellow leaves and flowers.

# User Journey Map

Steps	Onboarding	Profile Setup	Meal Selection and Subscription	Order and Delivery	Eating Experience and Feedback
Actions	<ul style="list-style-type: none"> <li>Signing up,</li> <li>Understanding how the app works</li> <li>Exploring pricing plans</li> </ul>	<ul style="list-style-type: none"> <li>Setting dietary preferences,</li> <li>Meal frequency</li> <li>Subscription duration</li> </ul>	<ul style="list-style-type: none"> <li>Choosing meal plans (veg, non-veg, diabetic-friendly, high-protein, etc.), subscribing to a dabba service.</li> </ul>	<ul style="list-style-type: none"> <li>Placing an order, tracking real-time delivery, receiving the meal.</li> </ul>	<ul style="list-style-type: none"> <li>Unpacking and consuming the meal, assessing taste, portion size, and freshness</li> <li>Reviewing meals, providing ratings, adjusting preferences, renewing subscriptions</li> </ul>
Feelings	<ul style="list-style-type: none"> <li>I hope this app helps me get healthy and affordable meals!</li> </ul>	<ul style="list-style-type: none"> <li>Customizing my meal preferences is great, but it's taking some time</li> </ul>	<ul style="list-style-type: none"> <li>Lots of options! But which plan should I choose?</li> </ul>	<ul style="list-style-type: none"> <li>Hope my food arrives fresh and on time!</li> </ul>	<ul style="list-style-type: none"> <li>Wow, this is delicious and feels homemade!</li> <li>I'll subscribe again! Maybe I should try a new menu next time.</li> </ul>
Opportunities	<p>How might we address these pain points? How big is the opportunity if we correct this pain point? What are new ways to serve this person?</p>	<ul style="list-style-type: none"> <li>Provide a meal quiz to suggest the best plan for users.</li> </ul>	<ul style="list-style-type: none"> <li>Make setup quicker with pre-set diet plans and recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Offer flexible plans with pause/resume features</li> </ul>	<ul style="list-style-type: none"> <li>Improve delivery tracking with real-time updates and estimated arrival time</li> </ul>

Emotional Journey Map

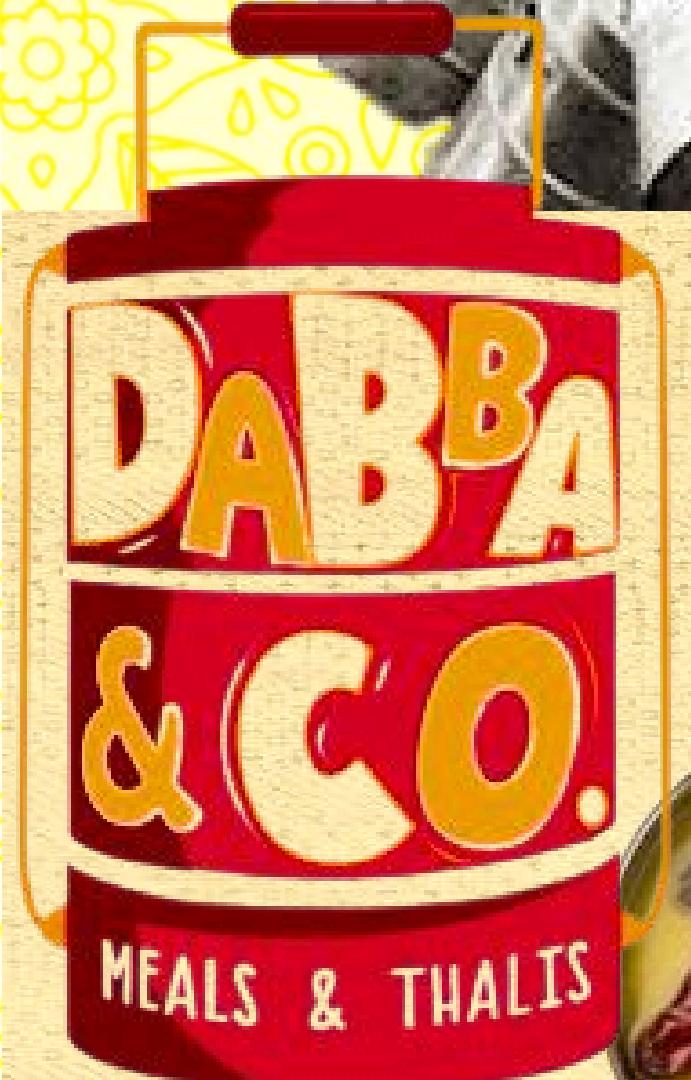




# Moodboard

# देसी DABBAS

TASTE OF HOME



देसी



DESI  
B-BOX



A traditional Indian thali meal is presented on a blue and white patterned platter. The meal includes a variety of dishes: a small bowl of yellow lentil soup (dal), a larger bowl of mixed vegetables in a red sauce, a plate of green beans (methi matar), a rectangular piece of flatbread (roti) topped with a green chutney, and a small bowl of yellow rice. The background features a repeating yellow floral and leaf pattern.

# Style Guide

Font

Montserrat

Headings

16px

Sub Headings

14px

Normal Text

12px

Healthy  
*Ghar ka Khana* Nutritious  
Wholesome Lunchbox  
ଡକ୍ଷା

ORGANIC & FRESH

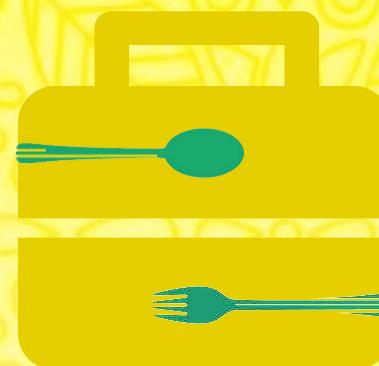
Nutritious

Lunchbox

Primary Logo



Secondary Logo



Buttons



Secondary



Images/Patterns



A traditional Indian thali meal is displayed on the left side of the image. It consists of a large metal plate holding various components of a meal. At the top, there is a small bowl of yellow lentil soup (dal). Next to it is a larger portion of green vegetables in a red sauce. Below these are several long, slender green beans (methi). To the left of the beans is a mound of white rice. In the bottom right corner of the plate, there is a rectangular piece of yellowish-brown food, possibly a type of flatbread or a piece of cake. The background of the entire image is a repeating pattern of yellow leaves and flowers.

# Low Fidelity Wireframes

**Login**

LOGO

Forgot Username?  
Forgot Password?

Or login in with

Next

**Register**

LOGO

Submit

**Thumbs Up**

**XYZ's Subscriptions**

Active Previous  
Lunch Dinner Breakfast All

Most Frequent ▾  
Khana Khazana (selected)  
Deluxe Thali (Lunch), Small Thali (Dinner)  
Show Today's Menu

You Rated ▾  
Food Heaven (Lunch), Deluxe Thali (Dinner)  
Show Today's Menu

Delivery Reorder Wallet Subscription

**Search**

Search

**Khana Khazana**

View Subscription plan

Veg (x) Veg (x) Veg (x) Veg (x)

Khana Khazana (selected)  
Ratings (x)

Khichdi (selected)  
Ratings (x)

Khana Khazana (selected)  
Ratings (x)

Search Subscribe

**Khana Khazana's Subscriptions**

Lunch Dinner

All Subscriptions Rajbhogh Thali

Active subscription (selected)  
Khichdi (selected)  
Khichdi (selected)  
Khichdi (selected)

Delivery Reorder Wallet Subscription

**Your Profile**

Aisha View Profile

My Greenpoints

Name (xyzw)  
Mobile (xyzw)  
Email (xyzw)

Settings  
Veg Mode (x) Theme (x) xyz (x)

Orders & Offers  
xyz (x) xyz (x) xyz (x)

xyz (x) xyz (x) xyz (x)

Log Out

Update Profile

Delivery Reorder Wallet Subscription

**Logout Confirmation**

Are you sure you want to log out?  
Yes  
Not now

A traditional Indian thali meal is displayed on the left side of the image. It consists of several items arranged on a metal plate: a small bowl of yellow lentil soup (dal) at the top, a larger bowl of mixed vegetables (including green beans and potatoes) in the center, a mound of white rice on the left, a rectangular piece of flatbread (roti) at the bottom, and a small portion of breaded and fried food (possibly pakora or bhaji) on the right. The background behind the thali is a vibrant yellow with a repeating floral and leaf pattern.

# High Fidelity Wireframes

## Skippable App Overview – A Quick Delight!

Splash Screen – A Warm Welcome!



You're always one order away from Ghar Ka Khana!

Taste the warmth of home,  
wherever you are!

Ready to order from home kitchens with a touch of nostalgia?

Login

Register

Provide your own tiffin &  
earn greenpoints

Ready to order from home kitchens with a touch of nostalgia?

Login

Register



Get fresh, homemade meals  
delivered right on time!

Ready to order from home kitchens with a touch of nostalgia?

Login

Register

Elegant Logo – The “O”  
in BOX is a charming  
tiffin, symbolizing home-  
cooked goodness.

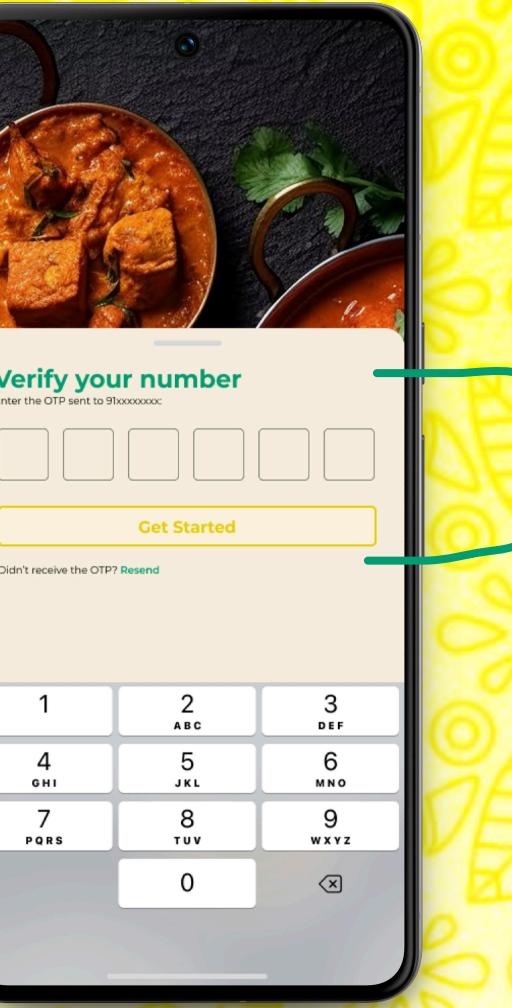
Nutritious & Traditional – Feel  
the warmth of authentic meals.

Flexible Access – Skip, login, or register at your  
convenience.

Nostalgic Tiffin Box – A timeless  
design that takes you back  
home.

Thoughtfully Packaged – Meals  
wrapped with love and our  
signature logo.

## Sign-up page



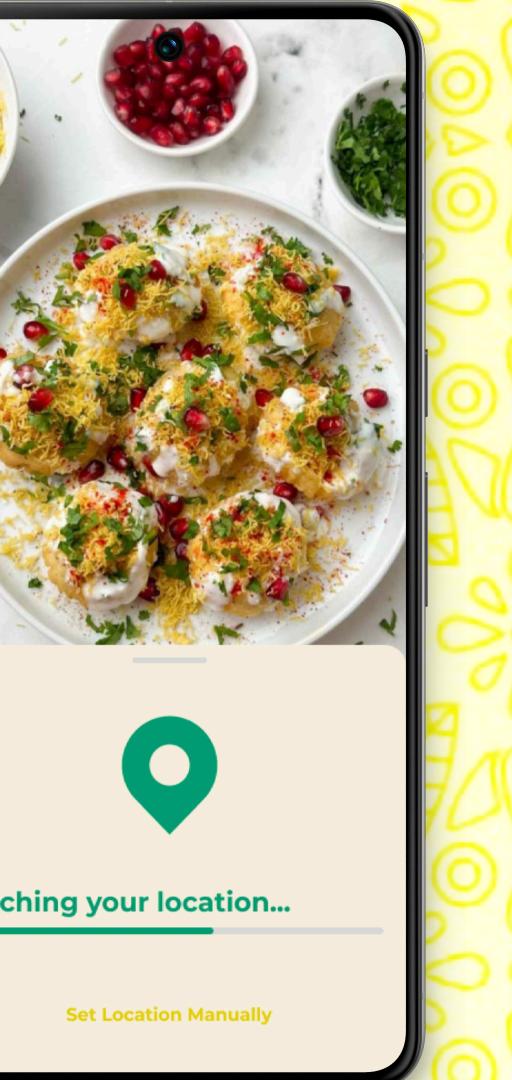
Effortless OTP-based verification process.

Sign-up only with your mobile number.

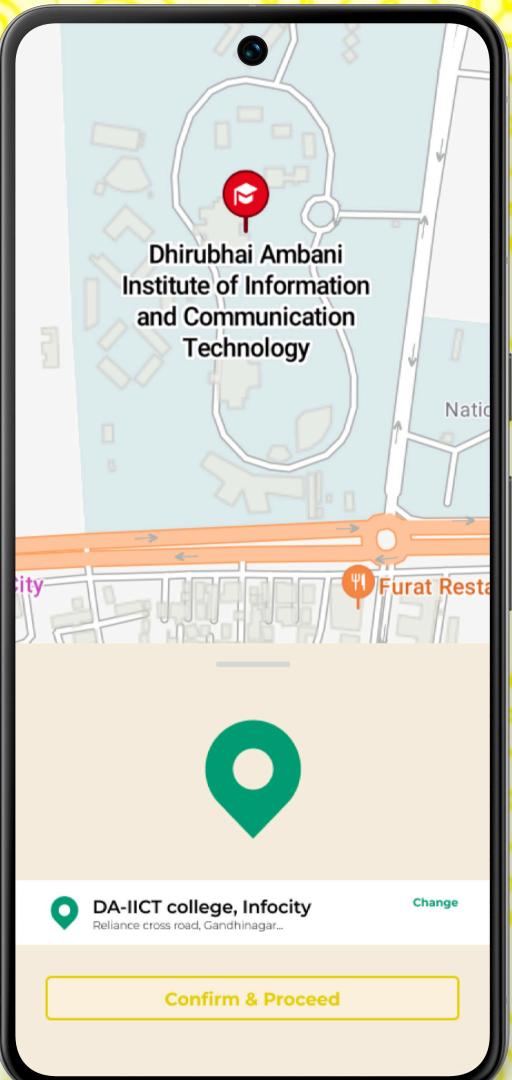
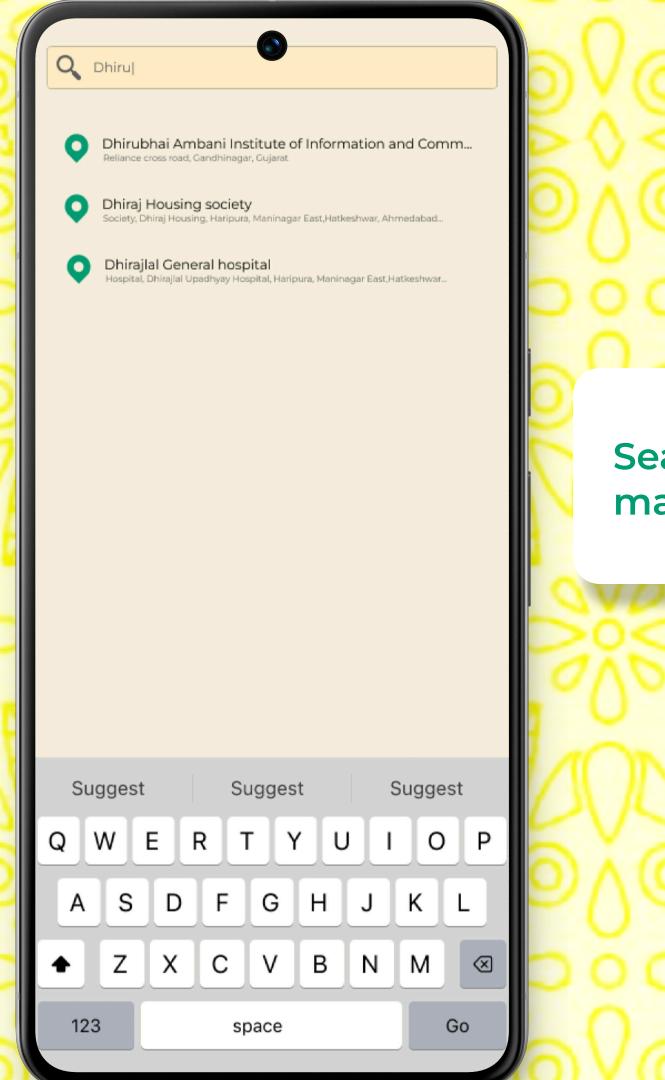
## Add Location



Automatic selection of current location.



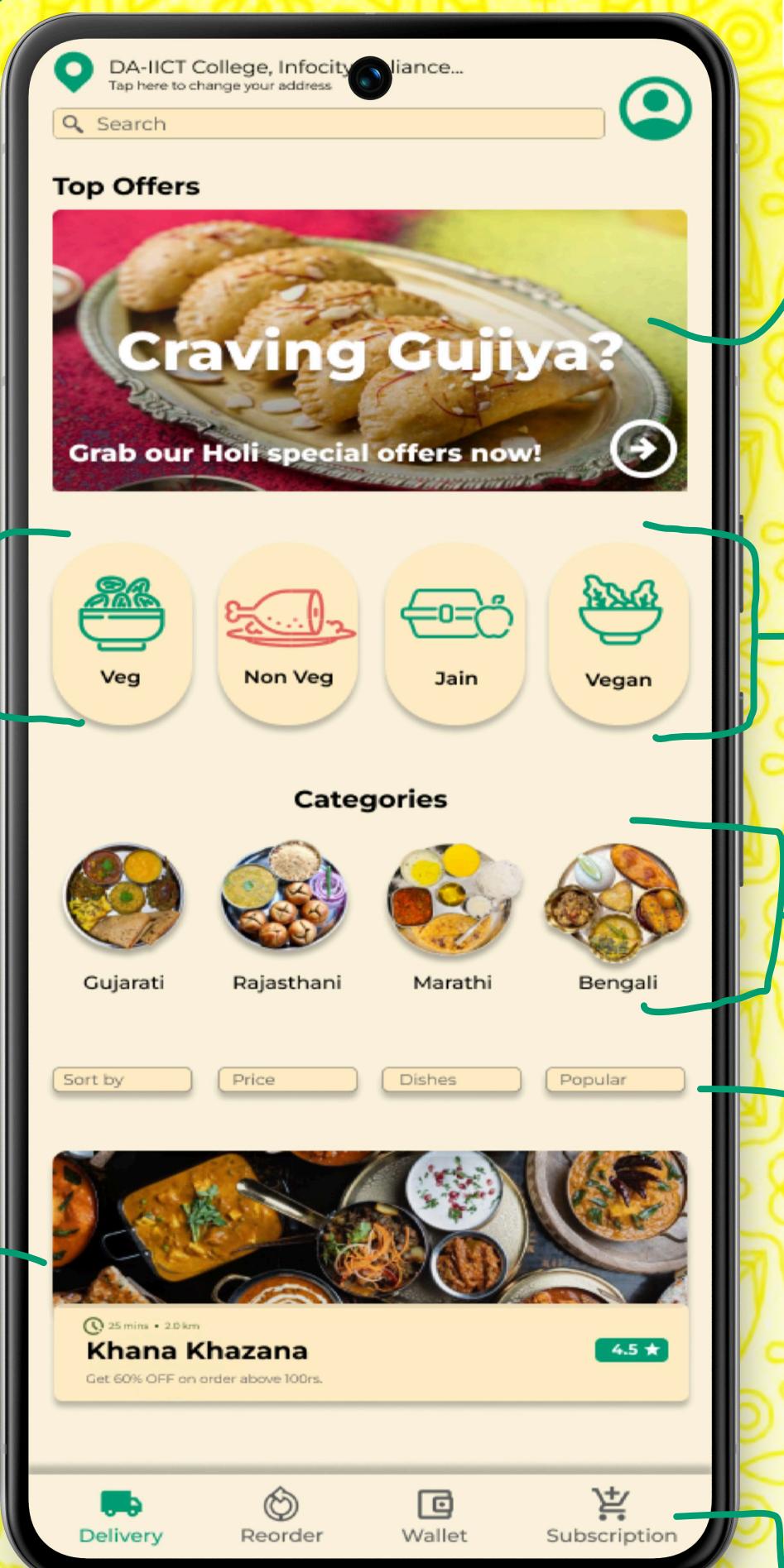
Search location manually.



Flawless Accuracy – Ensures timely and smooth deliveries.

Personal Touch – Enter your Name & Email for a complete experience. (This is optional)

## Homepage



Exciting Offers –  
Celebrate with festive  
delights like Holi Gujiya!

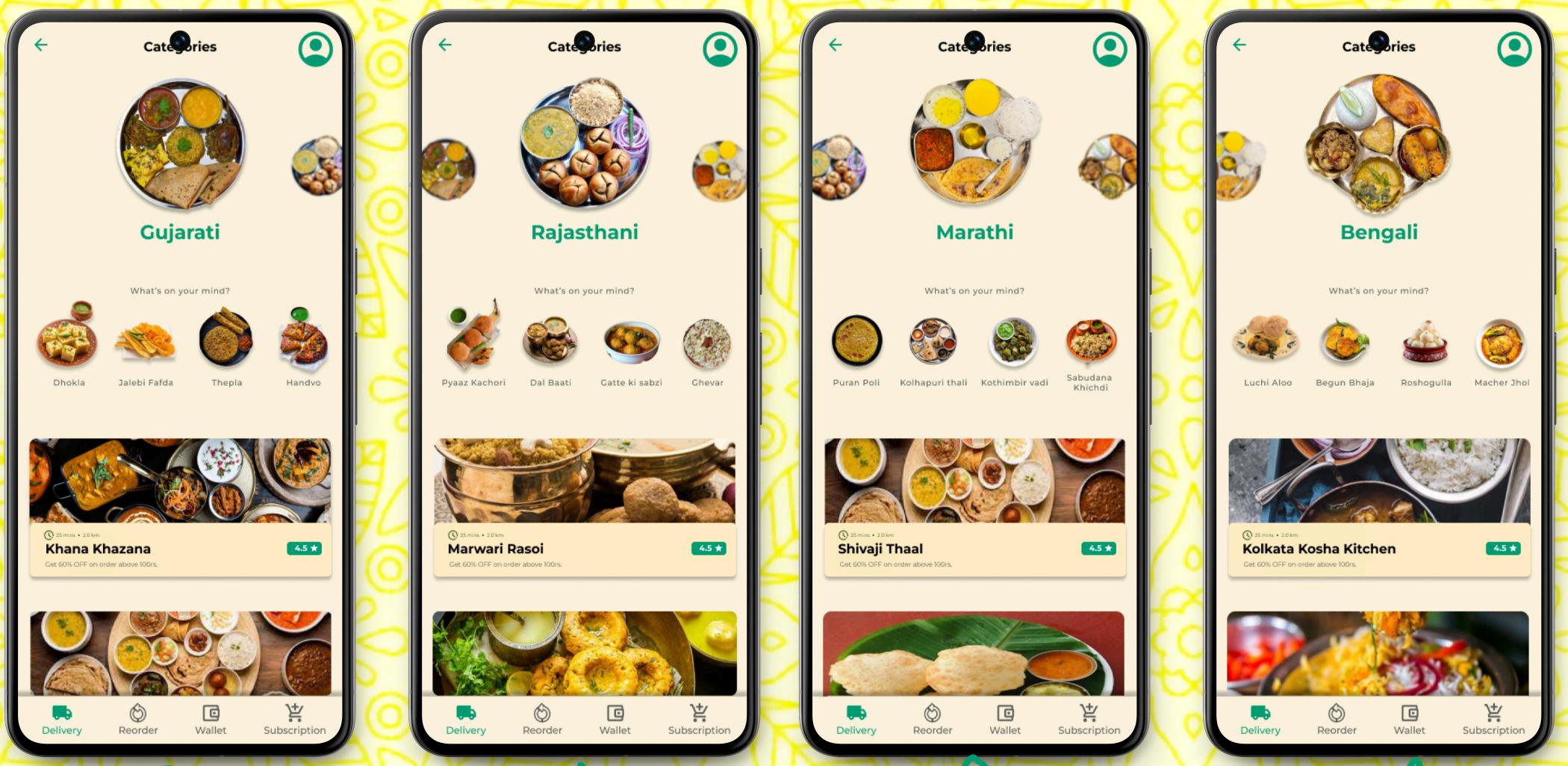
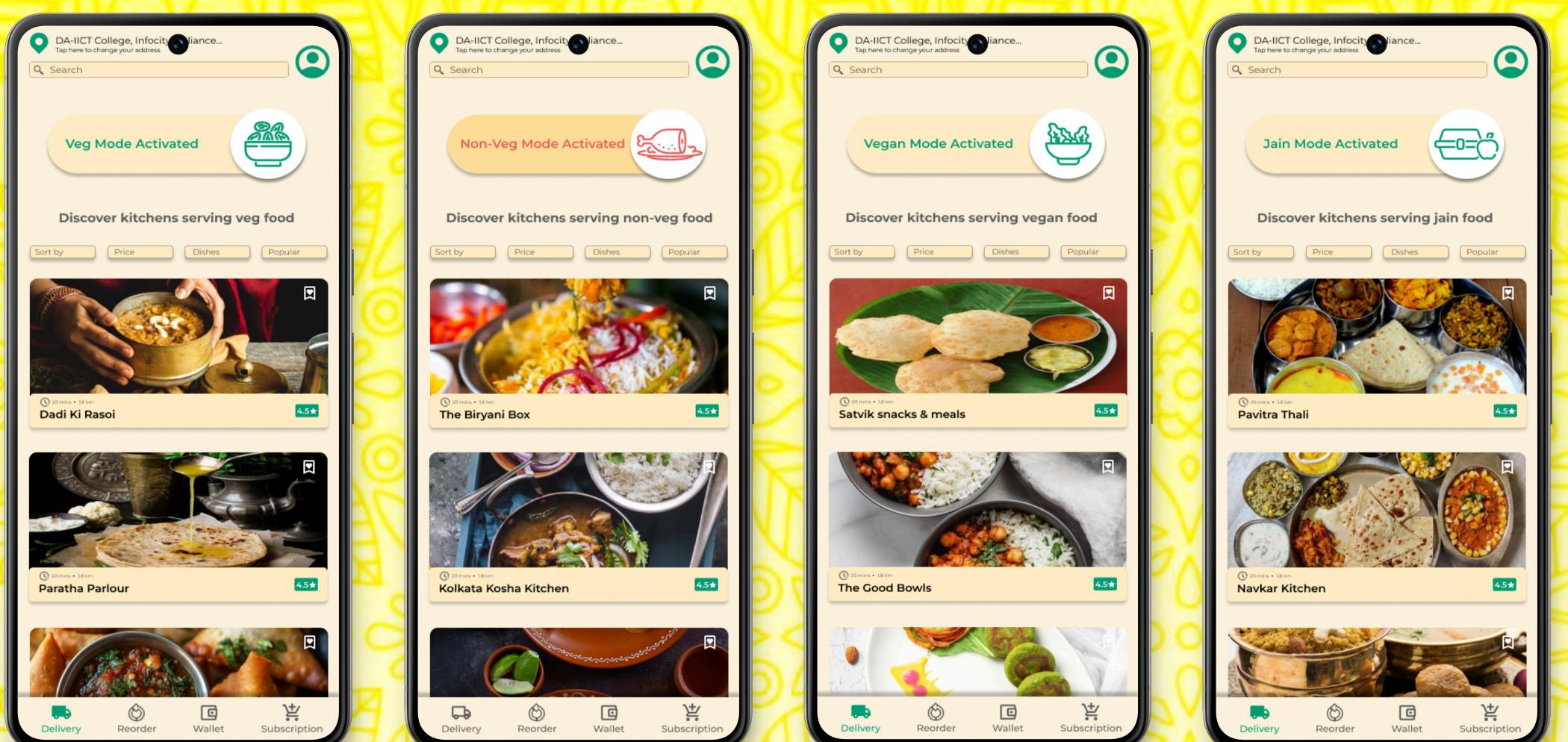
Personalized Choices –  
Pick from Veg, Non-Veg,  
Jain, or Vegan delights.

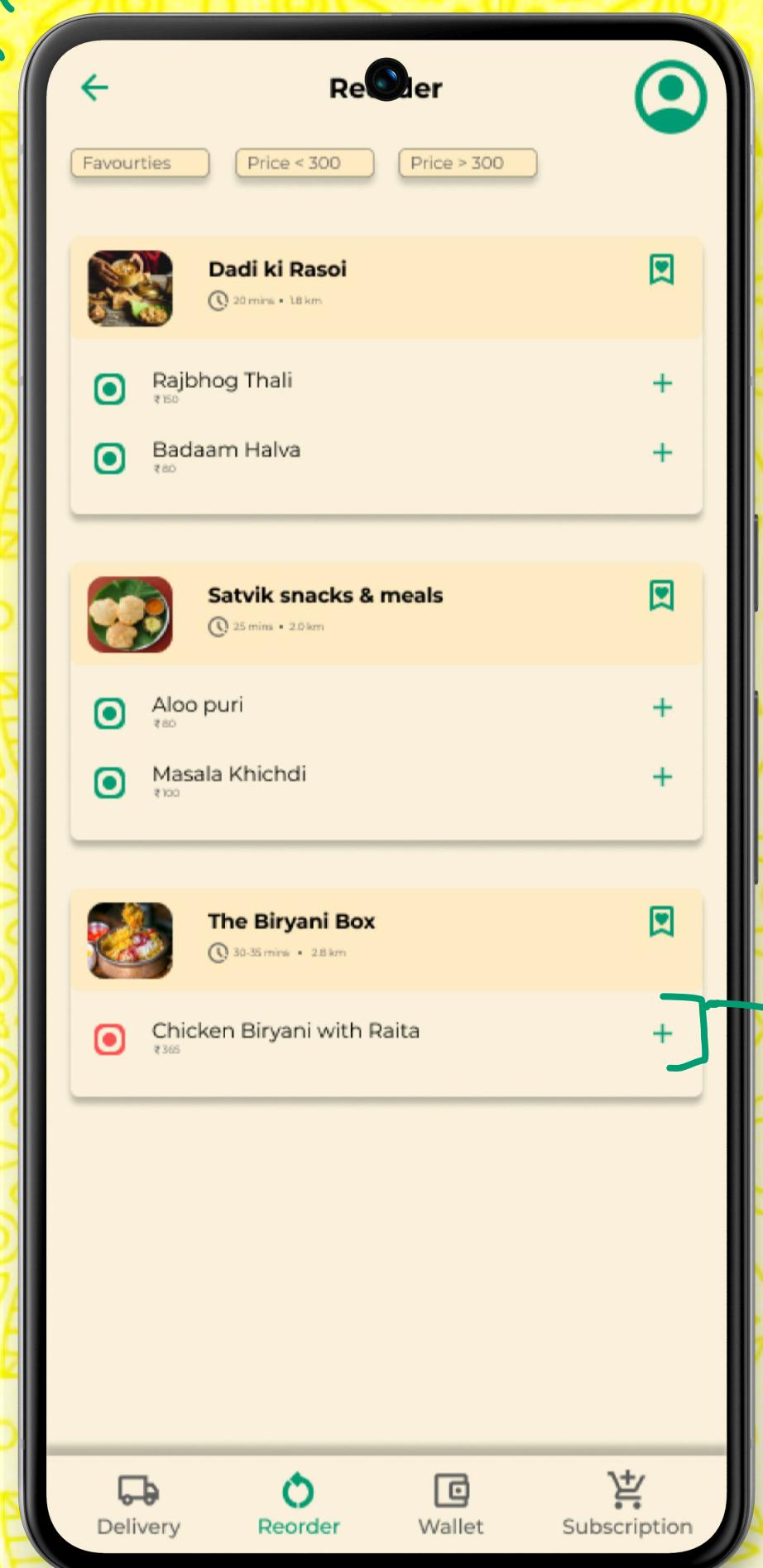
Vibrant Categories –  
Discover Gujarati,  
Rajasthani, Marathi, and  
Bengali flavors.

Filters – Sort by Price,  
Popularity, and Dishes

Featured Kitchens with  
ratings & delivery time.

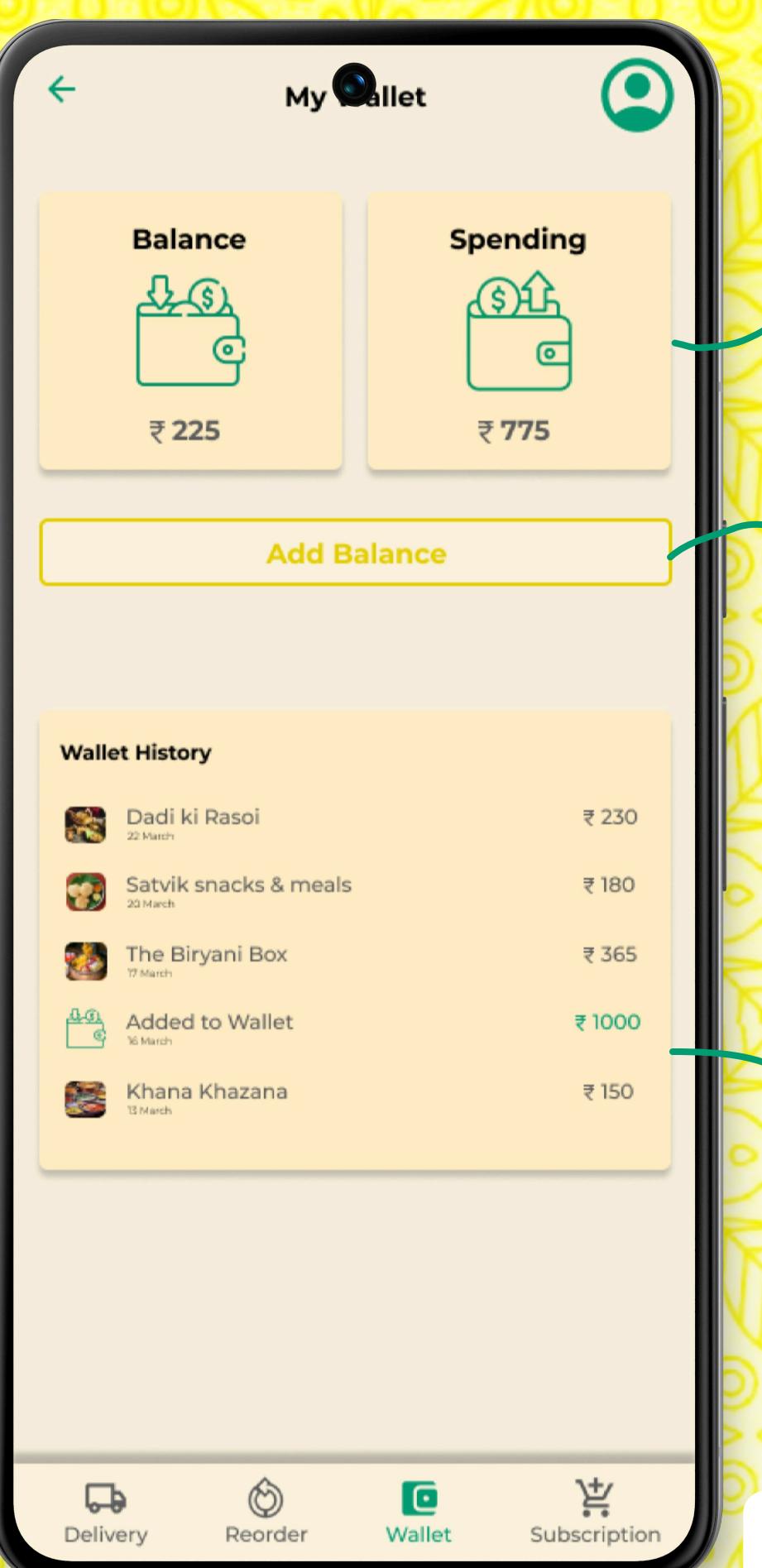
Quick Navigation –  
Access Delivery,  
Reorder, Wallet &  
Subscription instantly.





One-Tap Reorders –  
Relish past delights  
with ease.

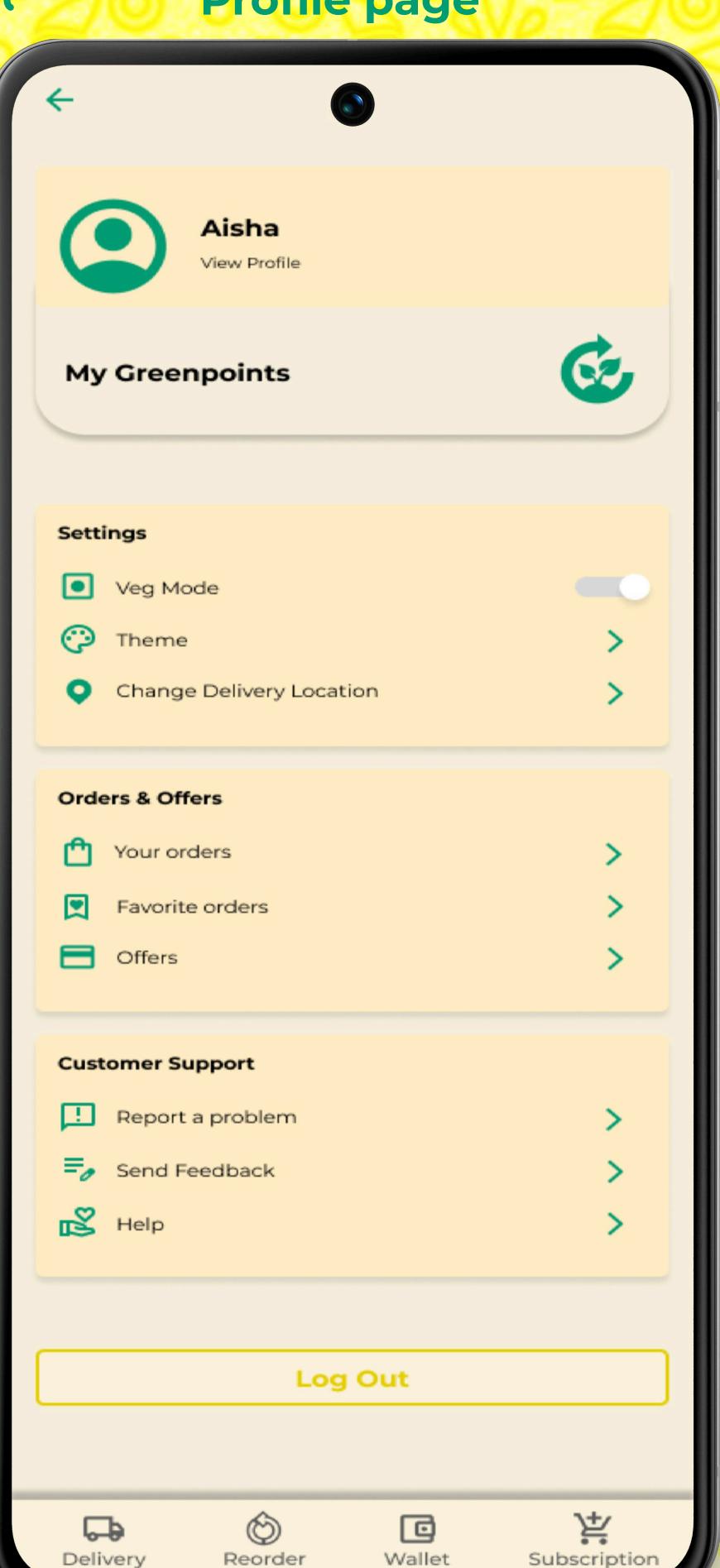
Quick Add – A simple '+'  
to grab your favorites!



Transparent History –  
View past transactions  
at top kitchens.

Track the balance and  
spending instantly!

Add balance in just a  
tap.



Log Out

**Subscription Page**

The screen is labelled as the XYZ's Subscription to give a sense of personalisation

Shows your most frequently ordered from cloud kitchen to make the decision making process a ease

Another component to give a sense of personalisation. Showing what the user rated the kitchen in turn, makes the user feel like this is their personal log which is entirely curated by them, thus increasing trust factor

This screen showcases the active and past subscriptions of the user.

A Streaks calender to encourage user to order healthy nutritious Dabbas from cloud kitchens everyday

A prompt right below the name of the restaurant, to nudge the customer to redeem his/her subscription. This helps in increasing customer repeat rate.

Just a glimpse at the content of the tiffin because, we wanted to let user be able to compare from maximum price option in one frame and to create a curiosity gap

Takes the user to the detailed menu with specific names of the food items along with detailed ingredients as well as their nutritional content.

**Nudge**  
People tend to make decisions unconsciously. Small cues or context changes can encourage users to make a certain decision without forcing them. This is typically done through priming, default option, salience and perceived variety.

**Curiosity Gap**  
Users have a desire to seek out missing information. The curiosity gap is the space between what users know and what they want or need to know. Gaps cause pain, and to take it away, users need to fill the knowledge gap.

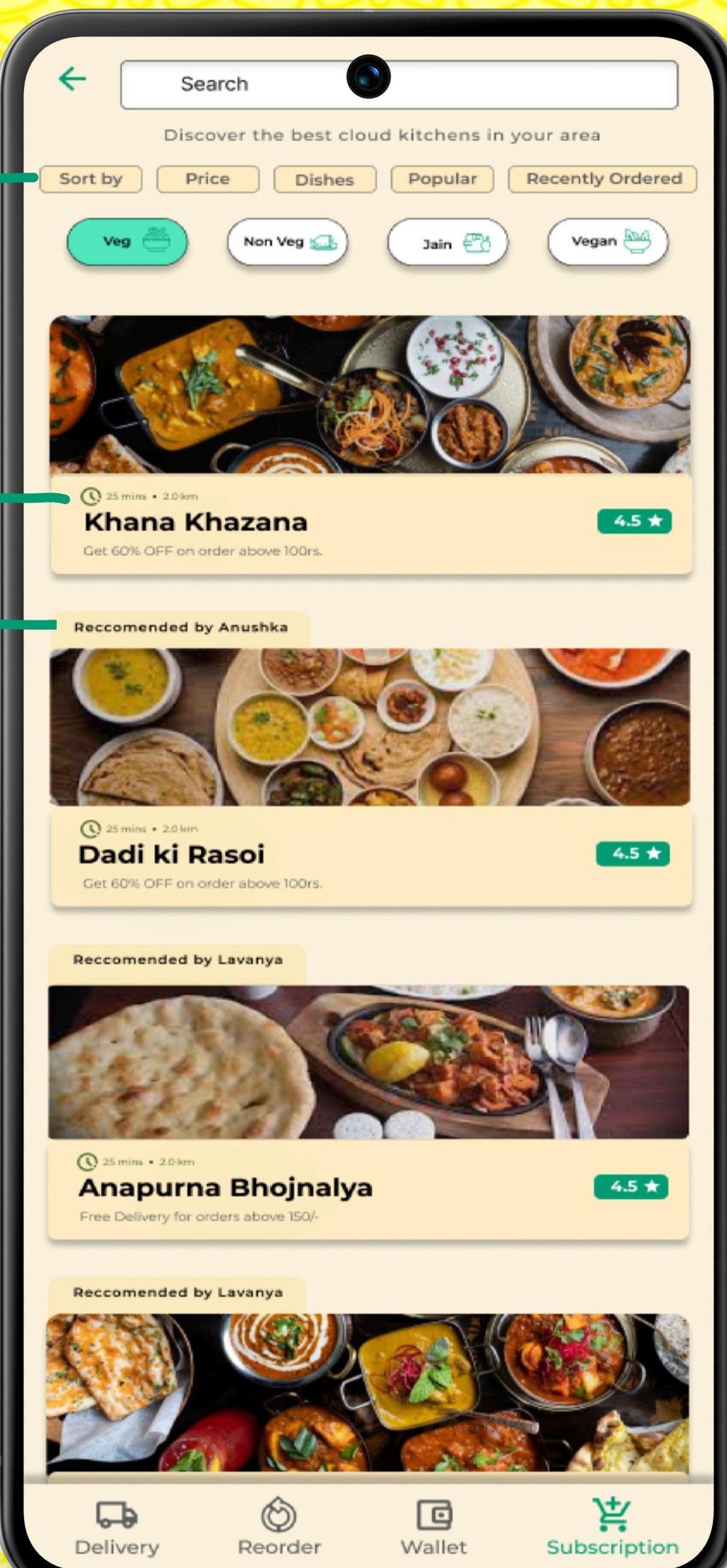
Appropriate filter for seamless search experience

Average Prep and delivery time of the cloud kitchen and its distance from your location

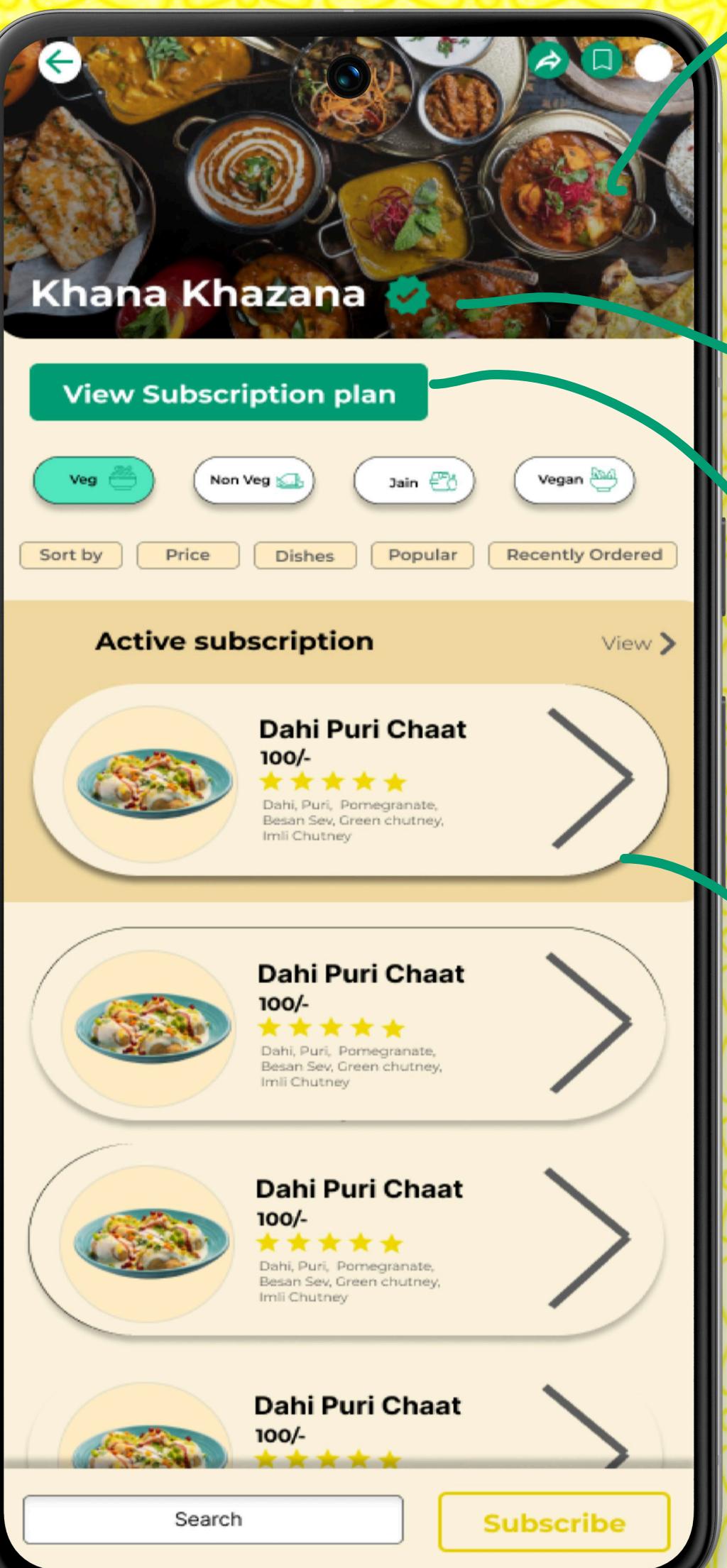
Social Proof that this kitchen is trusted and loved by the people the user trusts

Social proof is a convenient shortcut that users take to determine how to behave. When they are unsure or when the situation is ambiguous, they are most likely to look and accept the actions of others as correct. The greater the number of people, the more appropriate the action seems.

## Kitchen Listing



## Kitchen Page

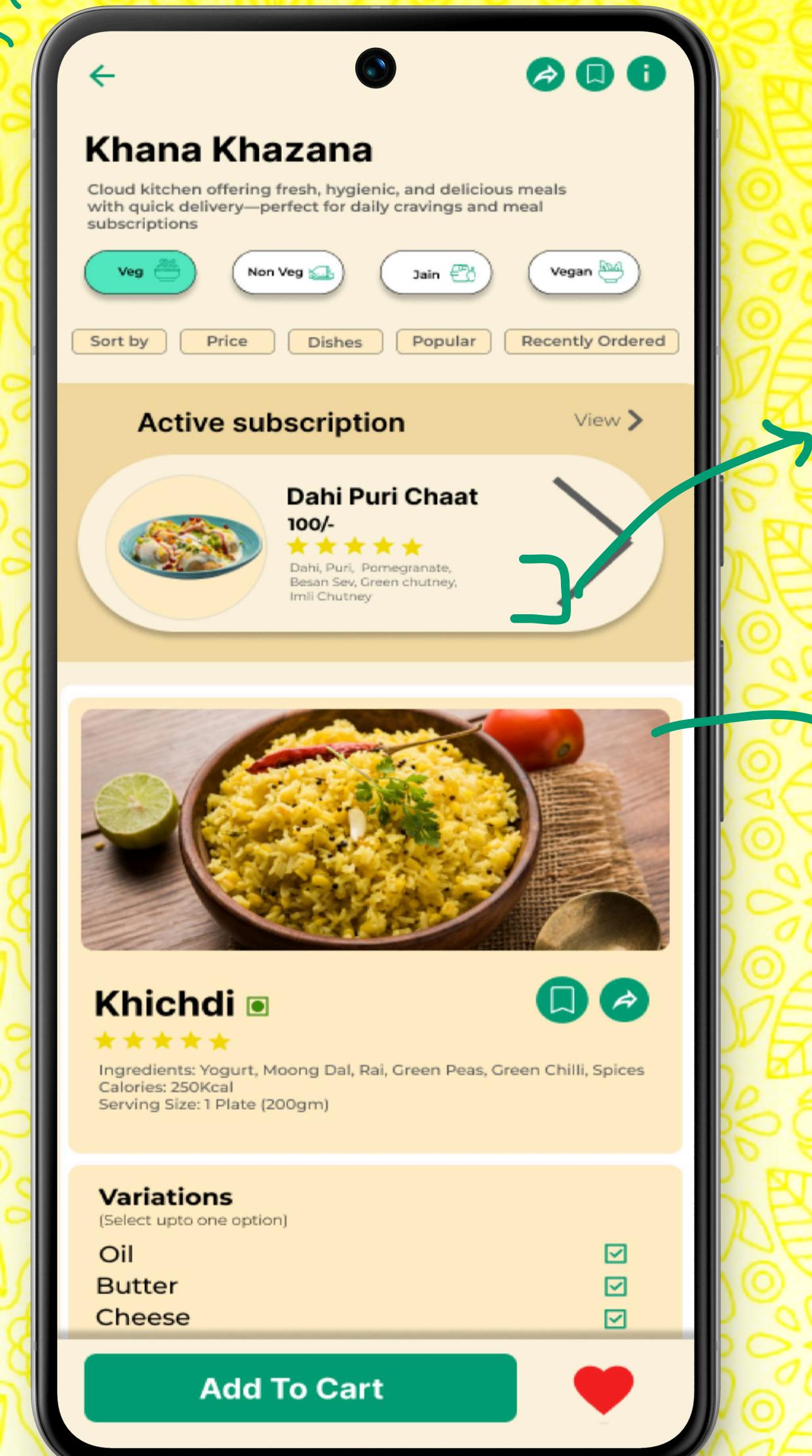


Images of food served at restaurant to increase Sensory Appeal  
Users engage more with things appealing to multiple senses

A green tick to assure the user of the authenticity and credibility of the restaurant

Nudging the user twice to subscribe to the cloud kitchen

Even from a particular restaurant the user subscribe to a kind of thali for lunch or dinner as per their choice. So this section displays all the thalis of this particular kitchen that the user has subscribed to.



## Subscription Plans

**Khana Khazana's Subscription plans**

**Meal Timings**  
Lunch : 12 pm to 2 pm  
Dinner : 7 pm to 10 pm

**Lunch** **Dinner**

**Rajbhogh thali**  
250/-  
★★★★★  
Dahi, Puri, Pomegranate, Besan Sev, Green chutney, Imli Chutney

**Medium Thali**  
100/-  
★★★★★  
Dahi, Puri, Pomegranate, Besan Sev, Green chutney, Imli Chutney

**Large Thali**  
100/-  
★★★★★  
Dahi, Puri, Pomegranate, Besan Sev, Green chutney, Imli Chutney

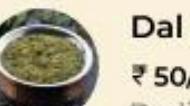
**Deluxe Thali**  
100/-  
★★★★★  
Dahi, Puri, Pomegranate, Besan Sev, Green chutney, Imli Chutney

**Search** **Select Plan**

A callout box points to the Dinner tab with the text: "A clear visual divide between lunch and dinner subscription plans to decrease the cognitive load the user experiences while deciding what to order". Another callout box points to the "Select Plan" button with the text: "An option to customise the thali options, contributing to IKEA Effect i.e. When user partially create something, they value it way more".

**Cart**

### My Cart

 Bajra Khichdi ₹ 50/- Khana Khazana	⊕ 4 ⊖ ₹ 200/-
 Dal Khichdi ₹ 50/- Dadi Ki Rasoi	⊕ 4 ⊖ ₹ 200/-

Add more items

### Nutritional Value

Enter no. of people to see in per person terms

Serving Size: 300 gm per person  
Total Calories: 230 cal per person  
Carbohydrates: 153 cal per person  
✓ Just like ghar ka khana- Simple and comforting

### Special request to the kitchens

To: Khana Khazana Dadi Ki Rasoi

Type your request to Khana Khazana here

**FOOD10** - ₹ 20.00  
Promo applied successfully!

Item Total ₹ 200/-  
Delivery Charge FREE

Grand Total ₹ 200/-

Proceed to Checkout

## Nutritional Value

Enter no. of people to see in per person terms

Serving Size: 300 gm per person  
Total Calories: 230 cal per person  
Carbohydrates: 153 cal per person  
✓ Just like ghar ka khana- Simple and comforting

A user can check their food's nutritional value and there is a feature which allows you to divide the total nutritional value between the no of people sharing the food

## Special request to the kitchens

To: Khana Khazana Dadi Ki Rasoi

Type your request to Khana Khazana here

**FOOD10** - ₹ 20.00  
Promo applied successfully!

Item Total ₹ 200/-  
Delivery Charge FREE

Grand Total ₹ 200/-

Proceed to Checkout

Users may sometimes order from multiple kitchens and have different preferences for each. This feature allows them to send separate special instructions to individual kitchens—ensuring each kitchen receives only the message relevant to their order. Whether it's a dietary preference or a cooking style request, users can communicate clearly with each kitchen without any confusion.

## Delivery Options

### Select Delivery

#### Home

XYZ Villa, 002 Road,  
aknjud, Surat, Gujarat

Default

+ Add new address

#### Delivering to

##### Prisha Rathod

Default

+91-XXX-XXXX

+ Add new contact info

#### Delivery option

Add 100 Rs. worth of goods more to avail  
community pickup, express delivery

Add more items

##### Express Delivery

10-15 mins - Delivered directly to you

Rs. 40

##### Standard Delivery

20-40 mins - Delivered directly to you

Rs. 20

##### Community pickup

Expected delivery in 50mins  
Pickup from you nearest kirana store

Rs.10 + 30 Green Points

[View details >](#)

#### Packaging option

##### Regular Plastic Cutlery

Rs. 10

##### Wooden Cutlery

Rs. 20 + 30 Green Points

##### Your Own Dabba

Rs. 50 + 10 Green Points

[View details >](#)

Item Total

₹ 200/-

Delivery Charge

FREE

Grand Total

₹ 200/-

[Proceed to Pay](#)

## Delivery option

Add 100 Rs. worth of goods more to avail  
community pickup, express delivery

[Add more items](#)

##### Express Delivery

10-15 mins - Delivered directly to you

Rs. 40

##### Standard Delivery

20-40 mins - Delivered directly to you

Rs. 20

##### Community pickup

Expected delivery in 50mins  
Pickup from you nearest kirana store

Rs.10 + 30 Green Points

[View details >](#)

Offers multiple delivery options —  
Express and Standard delivery to your  
doorstep, or a sustainable Community  
Pickup option that rewards you with  
Green Points

## Packaging option

##### Regular Plastic Cutlery

Rs. 10

##### Wooden Cutlery

Rs. 20 + 30 Green Points

##### Your Own Dabba

Rs. 50 + 10 Green Points

[View details >](#)

Allows users to choose their preferred packaging  
option — plastic cutlery, wooden cutlery with green  
points, or using their own dabba for additional rewards

The 'Your Own Dabba' option allows you to  
schedule a convenient pickup time for  
your dabba, aligned with your selected  
food delivery time

## Community Pickup

### Community Pickup

DA-IICT College, Infocity, Reliance...  
Tap here to change your address

#### Pickup locations near you

Select one of the below available locations

##### Natraj Stores

XYZ Villa, 002 Road, aknjdu, Surat, Gujarat

2 mins away from your place

##### Dharna Kiranawala

XYZ Villa, 002 Road, aknjdu, Surat, Gujarat

10 mins away from your place

[Explore more locations >](#)

#### How it works?

- ✓ Select Community Checkout during the ordering process
- ✓ You'll receive a pickup code and QR after successful payment
- ✓ Go to the pickup location and show the code to collect your order.

#### Why you should opt for it?

- ✓ You can redeem the green points earned in the kirana store for your daily grocery needs
- ✓ The greenpoints can even be used to avail special discounts on the app
- ✓ Your order gets delivered along with the other orders in the area, to lower carbon footprint and go green

#### Need help?

Community Contact:  
[+1 987 654 3210](#)

[Proceed to Pay](#)

The Community Pickup feature offers users a sustainable alternative to doorstep delivery by allowing them to collect their orders from nearby partner stores. It not only reduces carbon emissions but also rewards users for choosing a more eco-conscious option.

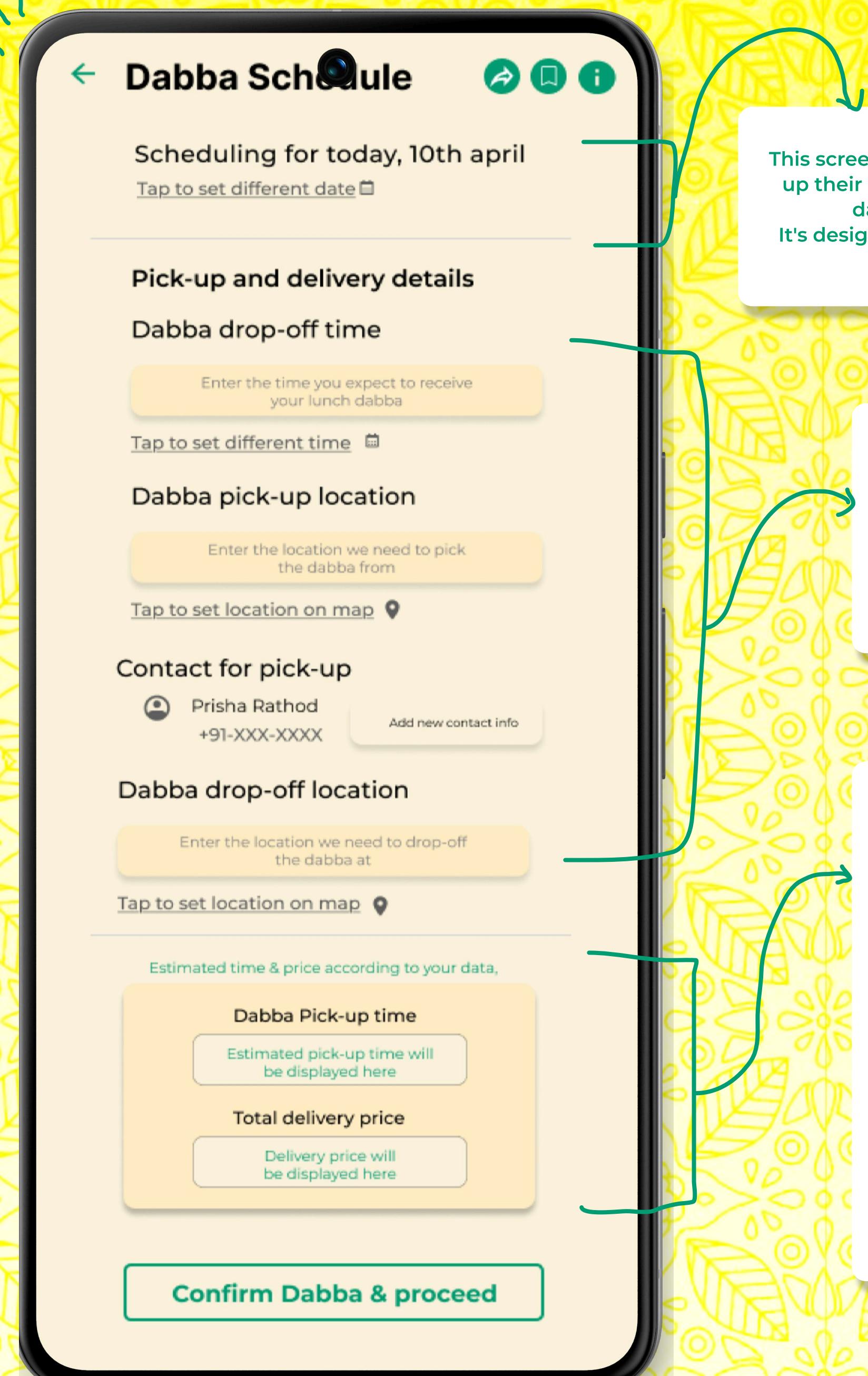
To make the Community Pickup experience seamless, the app provides a curated list of verified pickup points located close to the user's delivery address. These are usually well-known, easily accessible neighborhood stores or kirana shops that partner with the platform.

Each location listed displays:

- Store name
- Full address
- Distance from the user's location
- Estimated travel time (if available)

For a smooth and stress-free experience, the platform ensures users have access to prompt and friendly support throughout their Community Pickup journey.

Whether a user needs help selecting a pickup point, tracking an order, facing issues with the pickup code, or simply has questions about Green Points — dedicated community support is available, which is different for different areas



This screen guides the user through setting up their Dabba Schedule for the selected day, in this case, 10th April. It's designed to make the process smooth and personalized.

The user can start by selecting or adjusting the dabba drop-off time, indicating when they'd like their meal delivered.

The user can start by selecting or adjusting the dabba drop-off time, indicating when they'd like their meal delivered. They're then prompted to enter the pick-up location—where the dabba will be collected from—and choose or add a contact person for the handover. Next, they specify the drop-off location, ensuring the meal reaches the right place.

This section gives the user a quick snapshot of the estimated pick-up time and total delivery price based on the details they've entered so far.

It reassures the user with the message, "Estimated time & price according to your data," letting them know that the info is personalized and dynamically updated.

Once the calculations are complete, the dabba pick-up time and delivery price will be displayed clearly in their respective boxes.

At the bottom, the prominent "Confirm Dabba & proceed" button allows the user to finalize their schedule with confidence, knowing they have all the key details upfront.

With everything filled in, the user simply clicks Confirm Dabba & proceed to finalize the schedule—making their meal planning effortless and efficient.

## How to set Dabba Schedule

This screen provides an overview of the "Dabba Schedule" for a meal delivery service.

It explains the logistics of the dabba (tiffin) collection system. When lunch is delivered, the dabba used for dinner will be collected, and similarly, when dinner is delivered, the dabba used for the next day's lunch will be collected.

### Your Dabba Schedule



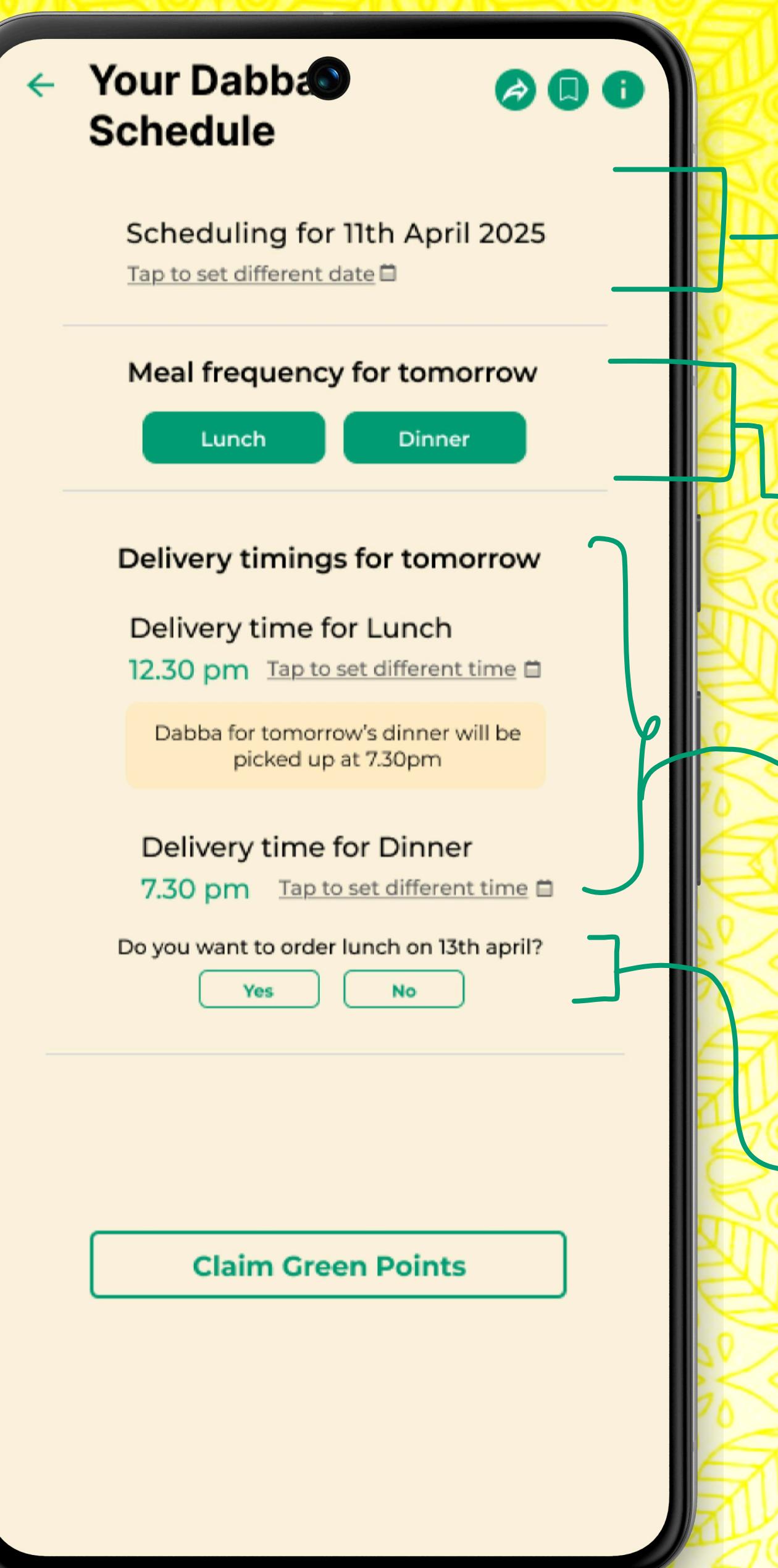
When Lunch is delivered your dabba for dinner will be collected

When Dinner is delivered your dabba for next day lunch will be collected

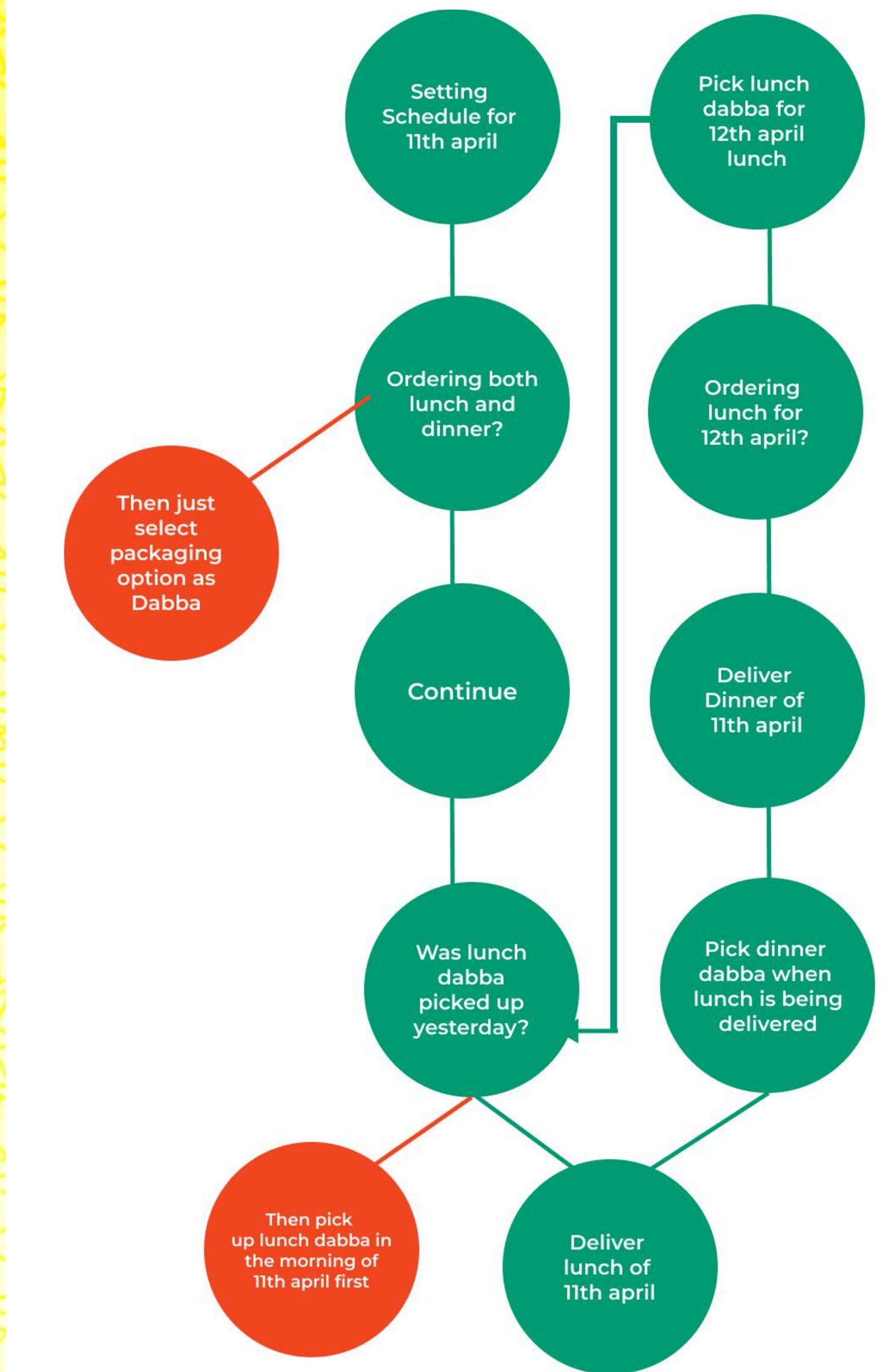
Get Started

At the bottom, a "Get Started" button prompts the user to proceed

## Dabba Schedule



## The Dabba Schedule Flow



A traditional Indian thali meal is displayed on the left side of the image. It includes a variety of dishes: a small bowl of yellow lentil soup (dal) at the top, a larger bowl of mixed vegetables (including green beans and potatoes) in a red sauce in the center, a large mound of white rice with a green chutney garnish on the left, a rectangular piece of paneer (cottage cheese) with green herbs on the bottom right, and two pieces of flatbread (roti or paratha) at the bottom left.

# Group Members

# Namaste! Khana Khake Jana :)



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