



GROUP-1

# LUNCH BOX

CASE STUDY

A traditional Indian thali meal is displayed on the left side of the slide. It consists of several items arranged on a metal tray: a small bowl of yellow lentil soup (dal), a larger bowl of rice with green chutney, a rectangular piece of flatbread (roti) with a small portion of rice and chutney, a small bowl of yellow lentil soup (dal), and a small bowl of green chutney. The tray is set against a background of a repeating yellow floral and leaf pattern.

# Project Overview

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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.

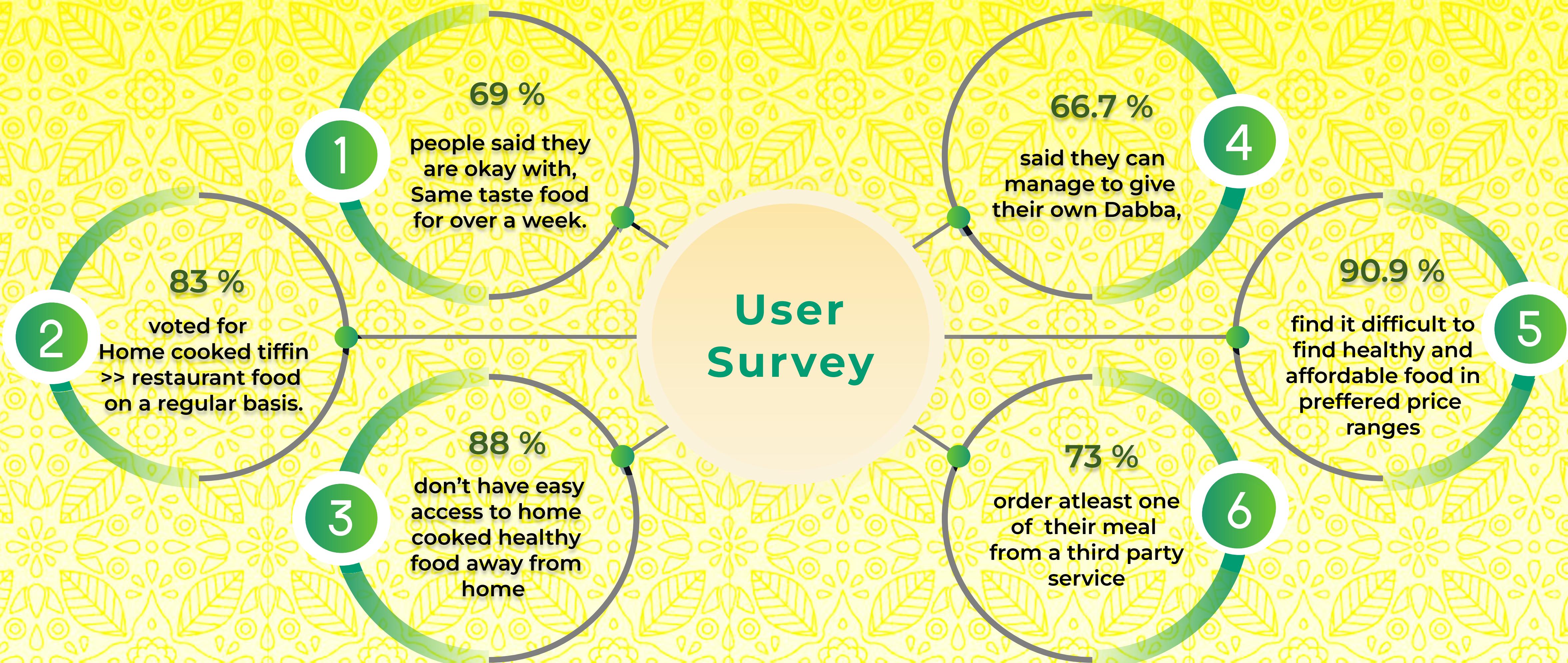
03  
Subscription-based and one-time order options, allowing flexibility for daily, weekly, or monthly meal plans.

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



# User Survey

# User Survey





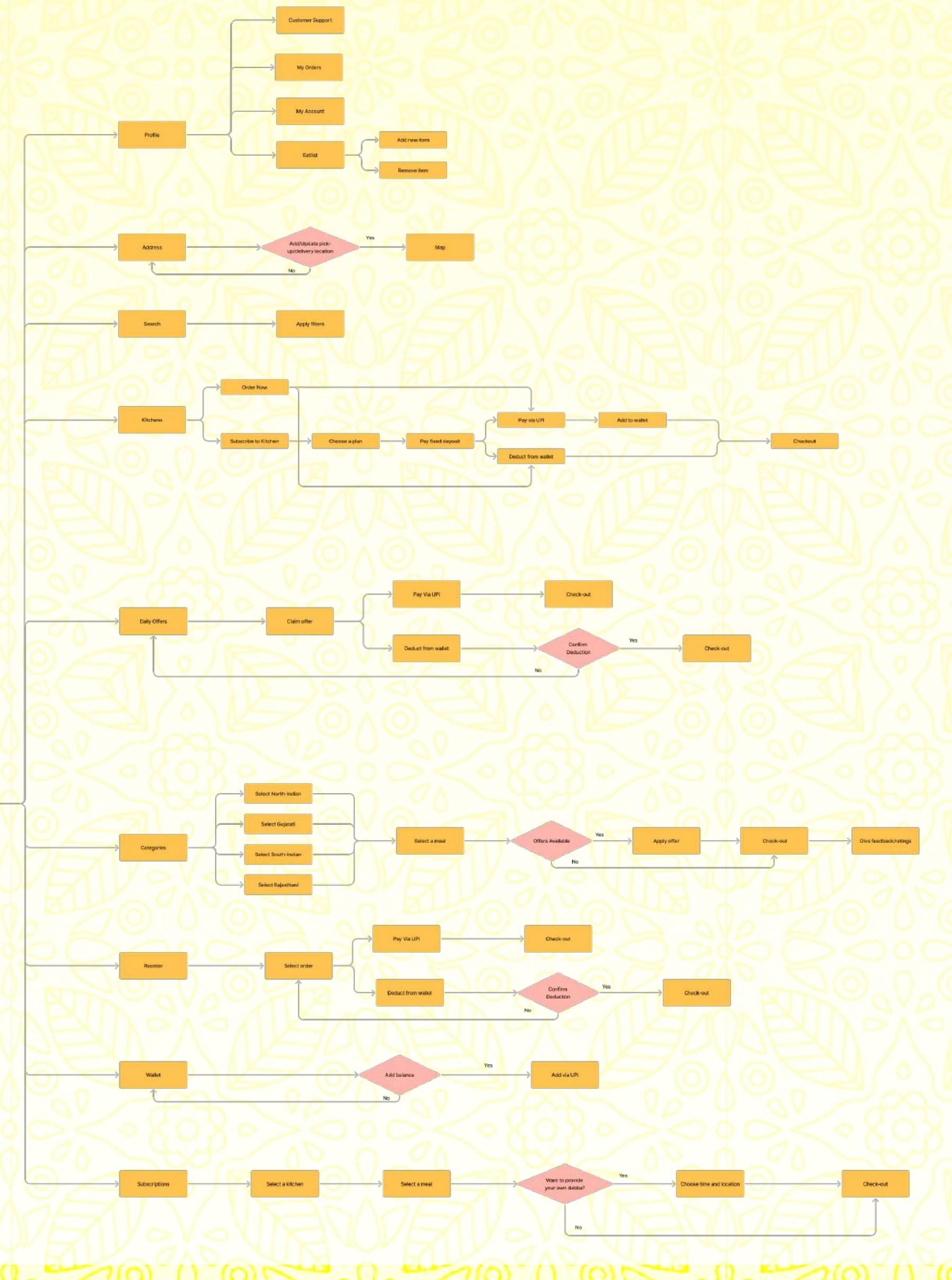
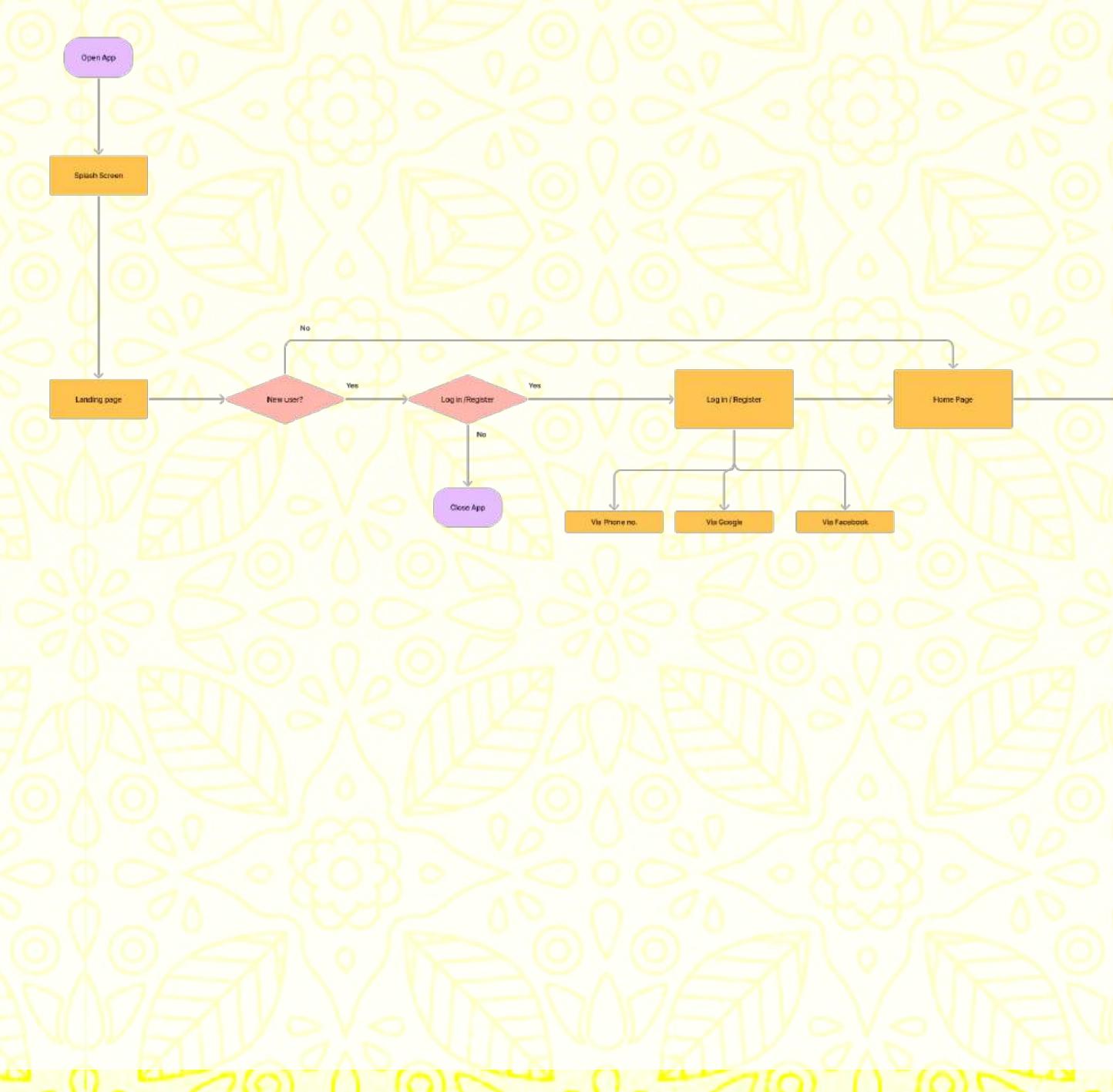
# Questionnaire

- 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 displayed on the left side of the image. It consists of a large metal tray holding various components of a meal. At the top left is a small bowl of yellow lentil soup (dal). Next to it is a larger bowl filled with a mix of yellow and green vegetables. To the right of the vegetables is a stack of long, thin green beans. Below the beans is a rectangular piece of flatbread (roti) with some toppings. In the bottom left corner, there is another piece of flatbread. The background of the entire image is a repeating pattern of yellow leaves and flowers.

# Information Architecture



A photograph of a traditional Indian meal served on a silver platter. The meal includes a mound of white rice garnished with green chutney, a bowl of yellow lentil soup (dal), a small bowl of mixed vegetables, a stack of long, thin green beans, and two pieces of flatbread (roti) at the bottom. The platter is set against a background of a yellow and white floral mandala 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

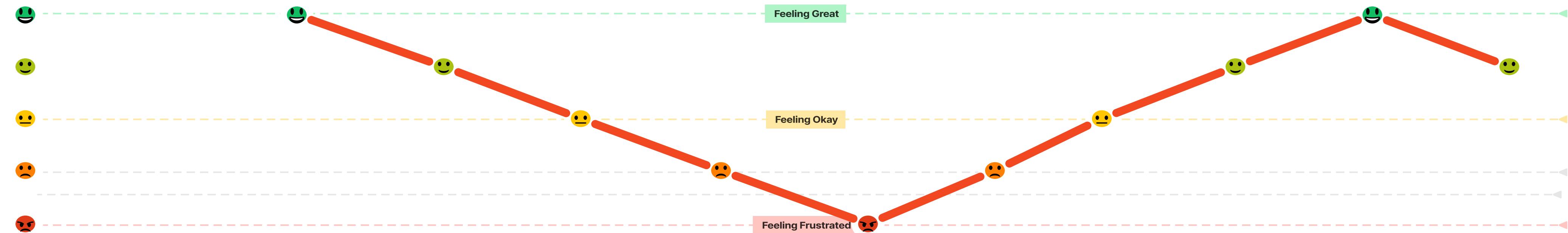
Music  
Puzzles  
Reading

A traditional Indian thali meal is displayed on the left side of the image. It consists of a large metal tray holding several components: 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 stack of long, thin green beans (methi) to the right, a rectangular piece of flatbread (roti) with some toppings below it, and a small round bread (paratha) at the bottom left. The tray is set against a background of a repeating yellow floral and leaf pattern.

# 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>	<ul style="list-style-type: none"> <li>Provide reheating instructions and ingredient breakdown for transparency</li> <li>Reward users with discounts for consistent orders and referrals</li> </ul>

Emotional Journey Map

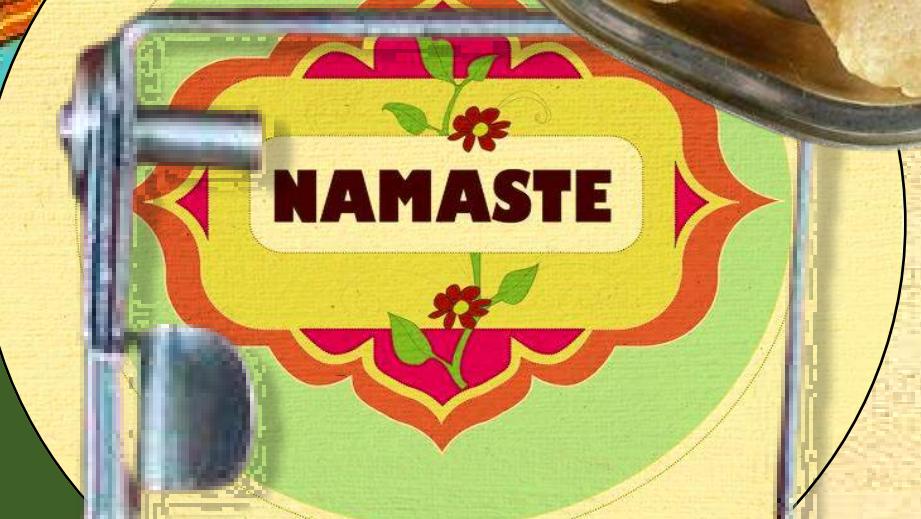




# Moodboard

# दस्ती DABBAS

TASTE OF HOME





# Style Guide

Font

Montserrat

Headings

16px

Sub Headings

14px

Normal Text

12px

Healthy  
*Ghar ka Khana*      Nutritious  
Wholesome      Lunchbox

Buttons

Primary



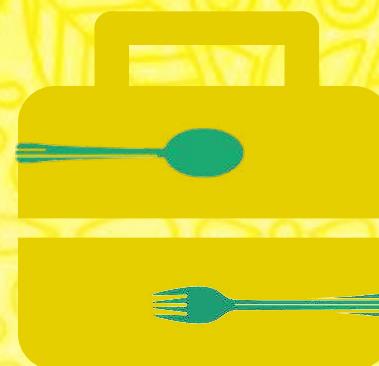
Secondary



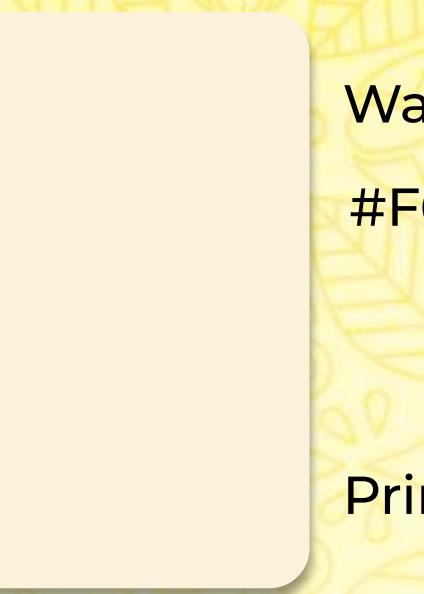
Primary Logo

LUNCH  
BOX

Secondary Logo



Colors



Warm Ivory

#F6EFDC

Primary color



Teal Green

#019D73

Secondary color



Bright Yellow

#E7D000

Accent color

Buttons

Primary



Secondary



Images/Patterns





**Low Fidelity  
Wireframes**

**Login**

LOGO

Forgot Username?  
Forgot Password?

Or login in with

Next

**Register**

LOGO

Submit

**Success**

Thumbs Up

**XYZ's Subscriptions**

Active Previous  
Lunch Dinner Breakfast All

Most Frequent ~  
Khana Khazana (Lunch: Deluxe Thali, Dinner: Small Thali)

Food Heaven (Lunch: Deluxe Thali, Dinner: Small Thali)

**Search**

**Khana Khazana**

View Subscription plan

Active subscription (Khichdi)

Ratings

**Khana Khazana's Subscriptions**

Lunch Dinner All Subscriptions Rajbhogh Thali

Khichdi

**Your Profile**

Aisha View Profile

My Greenpoints

Name, Mobile, Email, xyzw

Settings: Veg Mode, Theme, xyz

Orders & Offers: xyz, xyz, xyz

xyz: xyz, xyz, xyz

**Logout Confirmation**

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

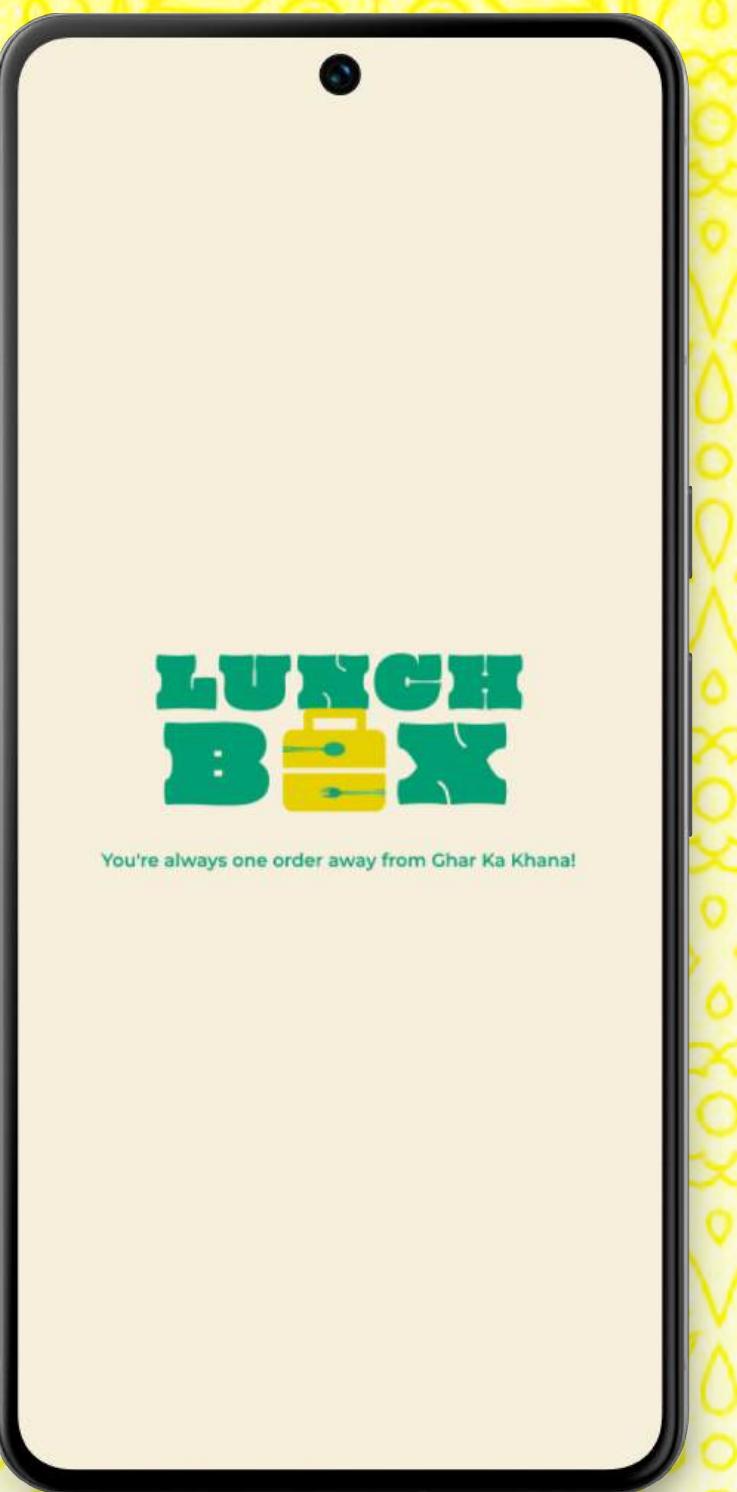
**Delivery, Reorder, Wallet, Subscription**



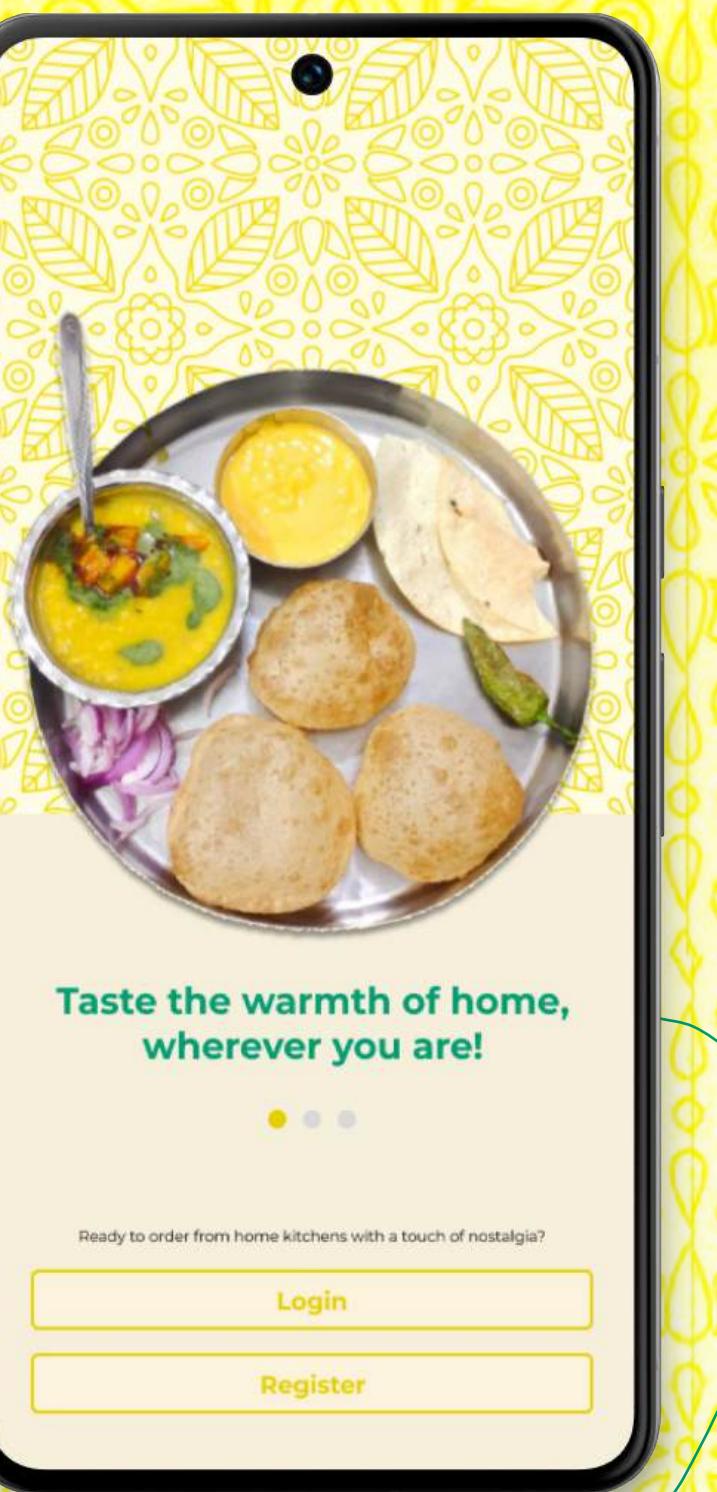
# High Fidelity Wireframes

## Skippable App Overview – A Quick Delight!

Splash Screen – A Warm Welcome!



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

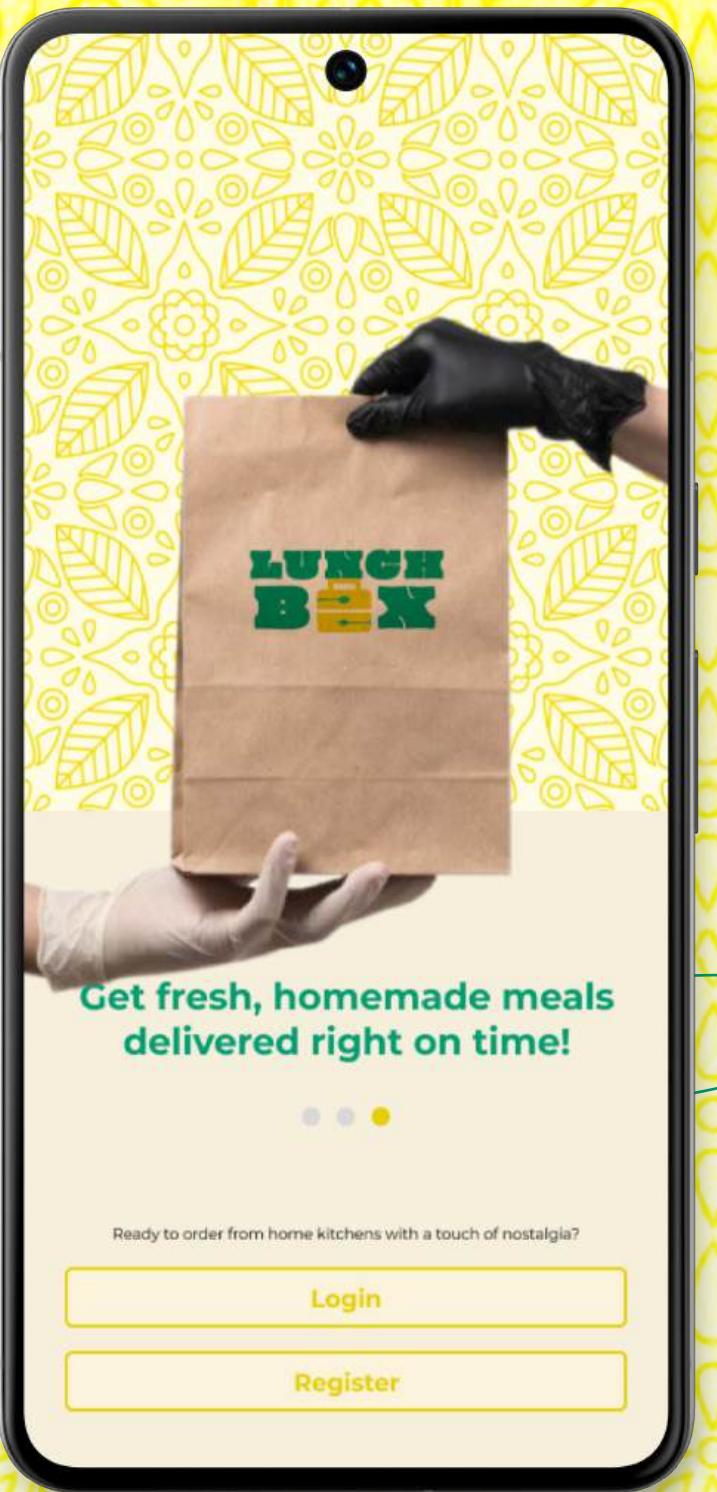


Nutritious & Traditional – Feel the warmth of authentic meals.

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

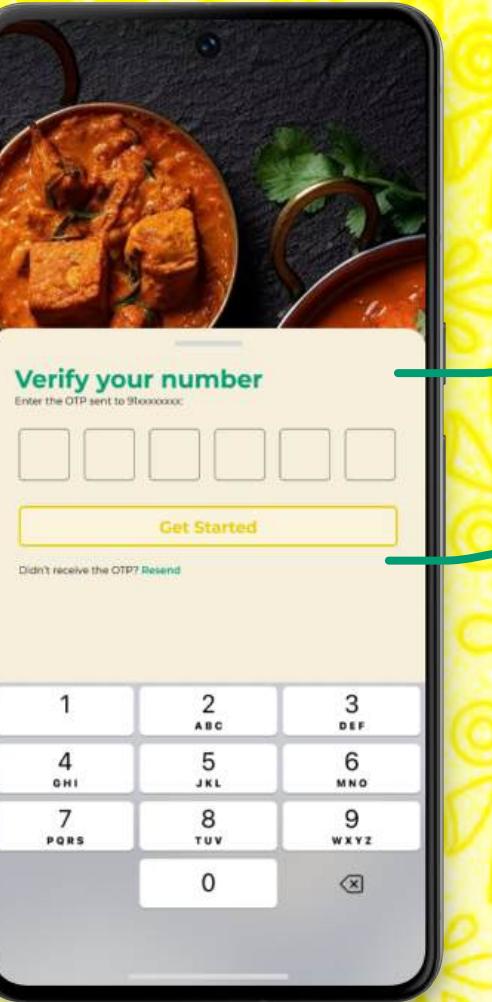


Nostalgic Tiffin Box – A timeless design that takes you back home.



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.

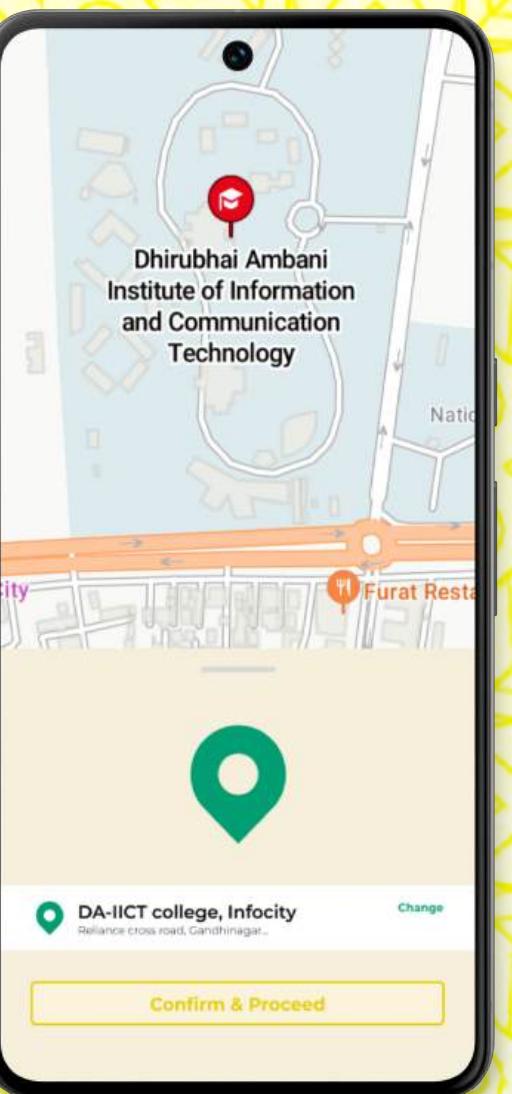
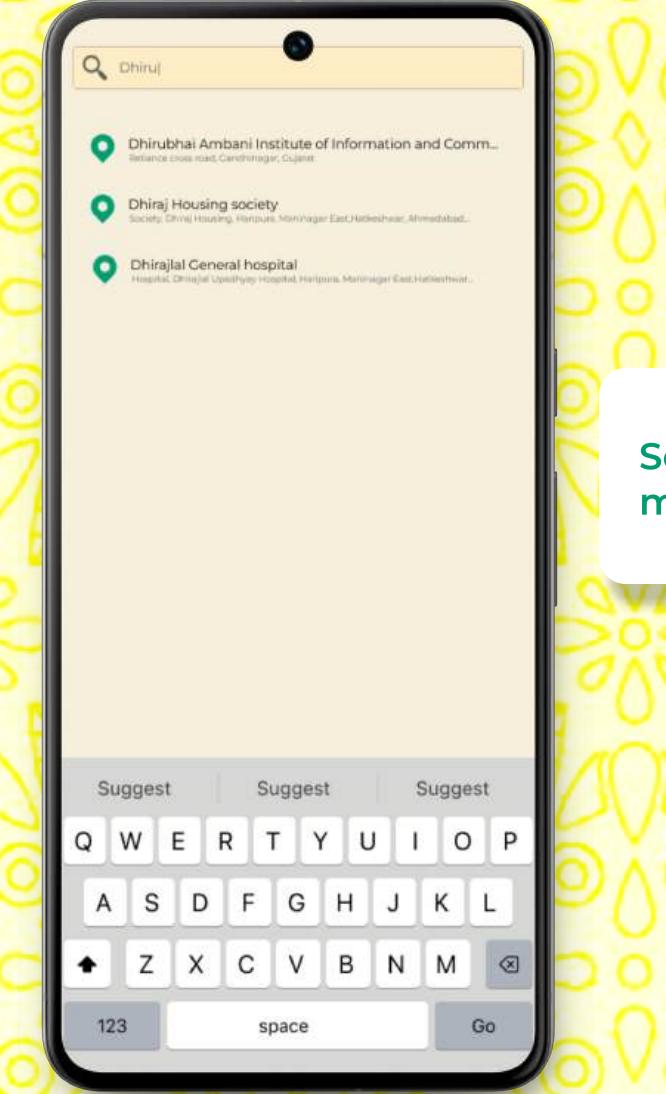
## Add Location



Automatic selection of current location.

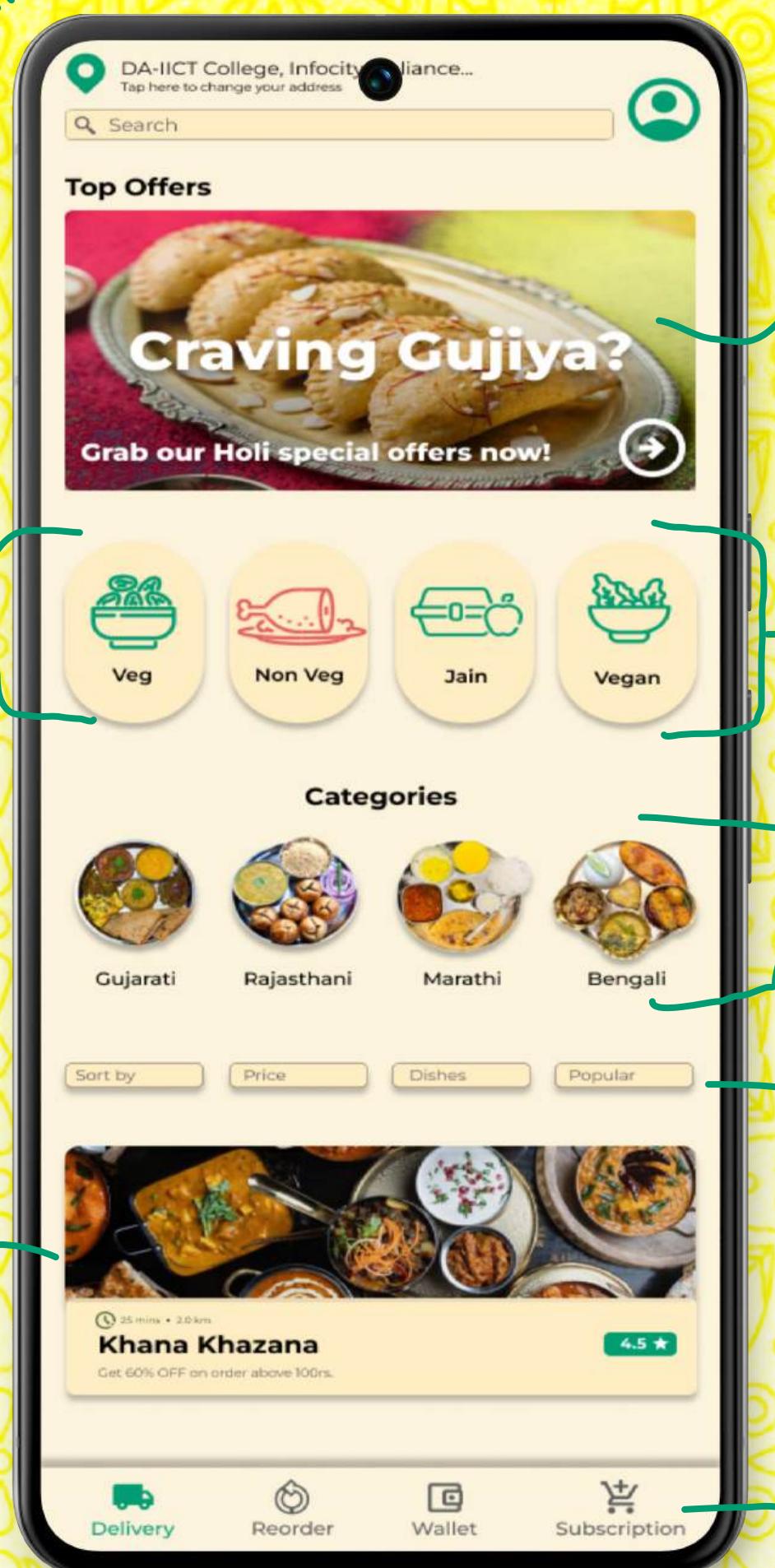


Search location manually.



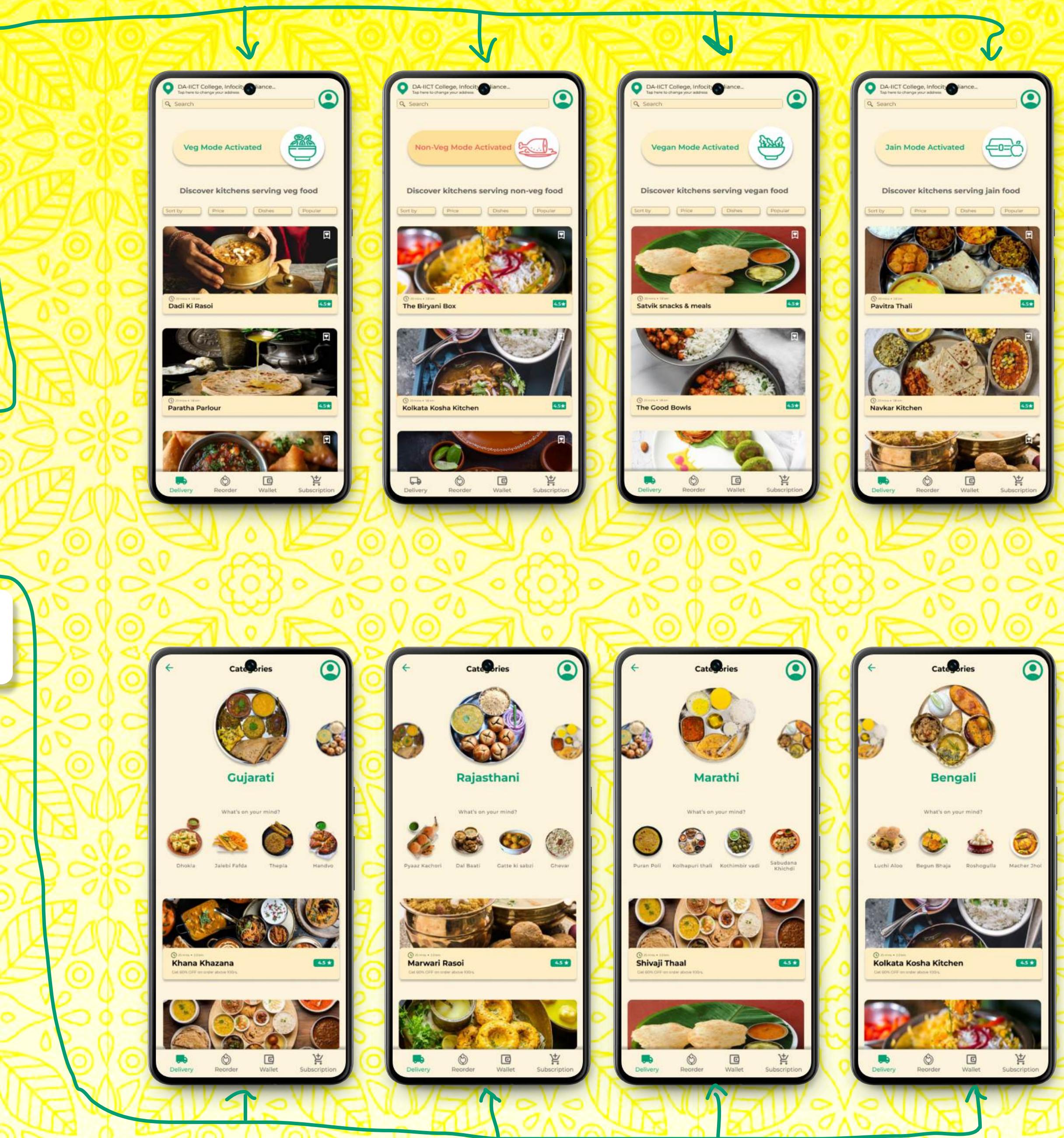
Personal Touch – Enter your Name & Email for a complete experience. (This is optional)

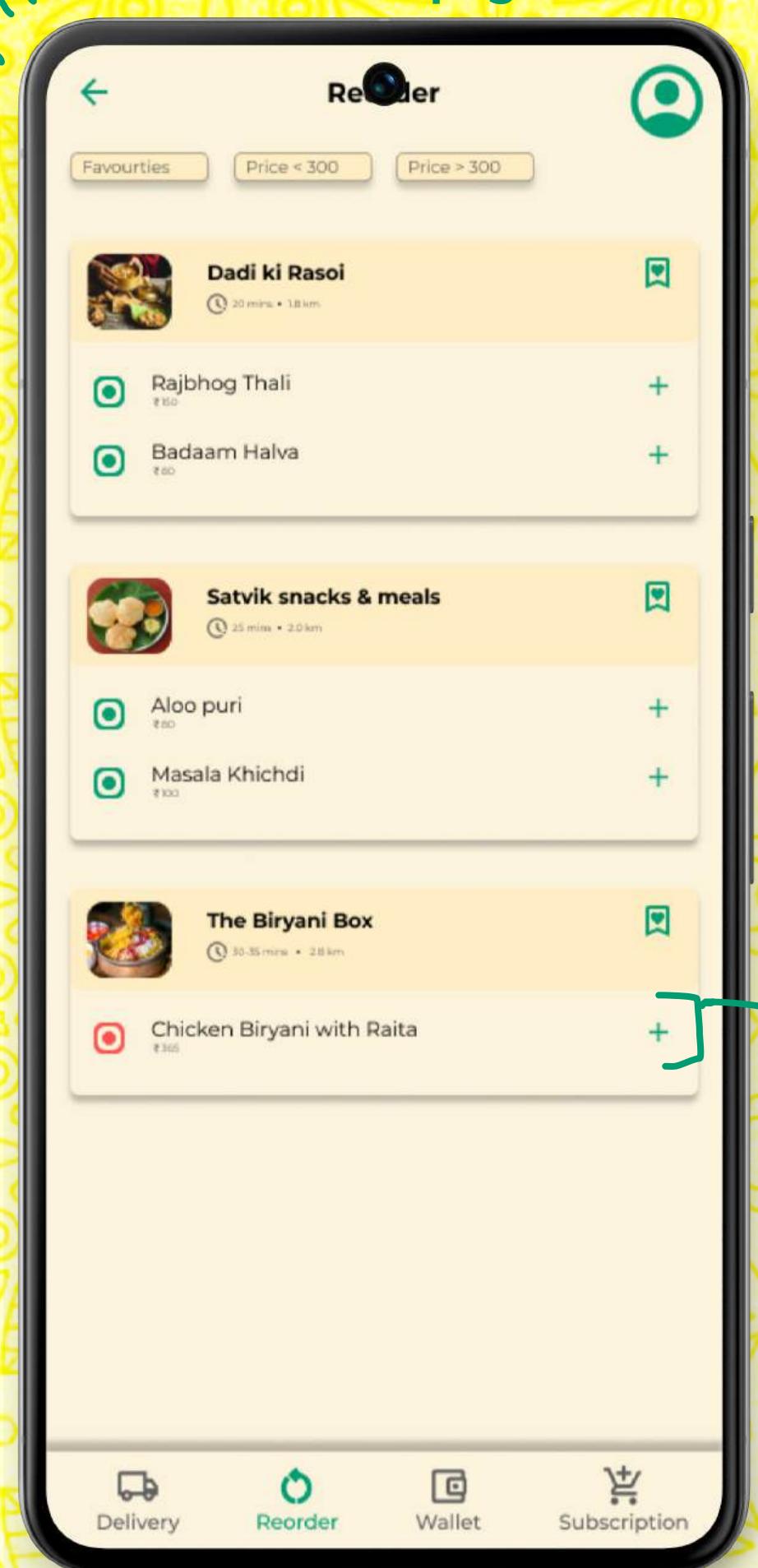
Flawless Accuracy – Ensures timely and smooth deliveries.



Featured Kitchens with ratings & delivery time.

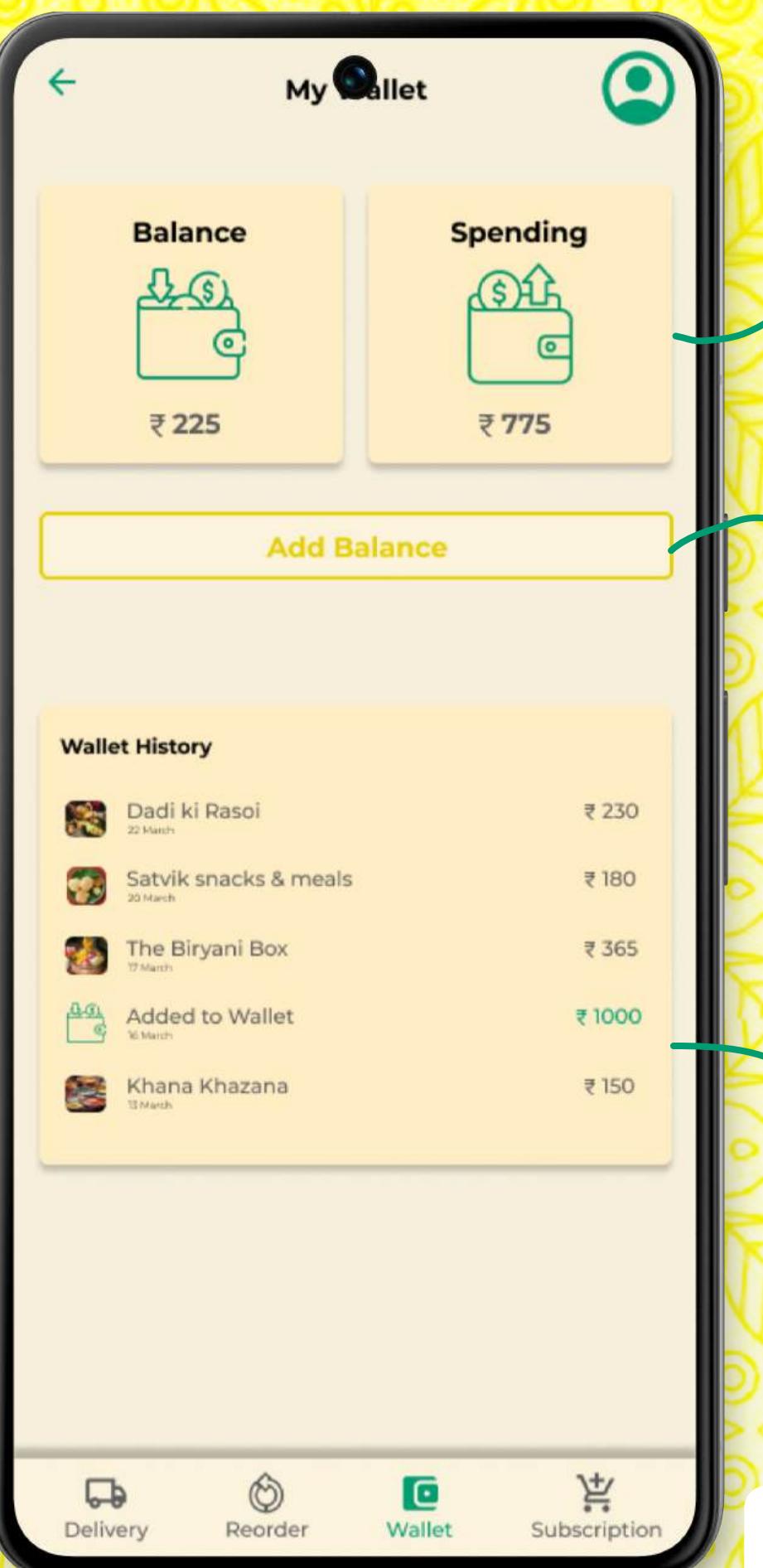
Quick Navigation – Access Delivery, Reorder, Wallet & Subscription instantly.





One-Tap Reorders –  
Relish past delights  
with ease.

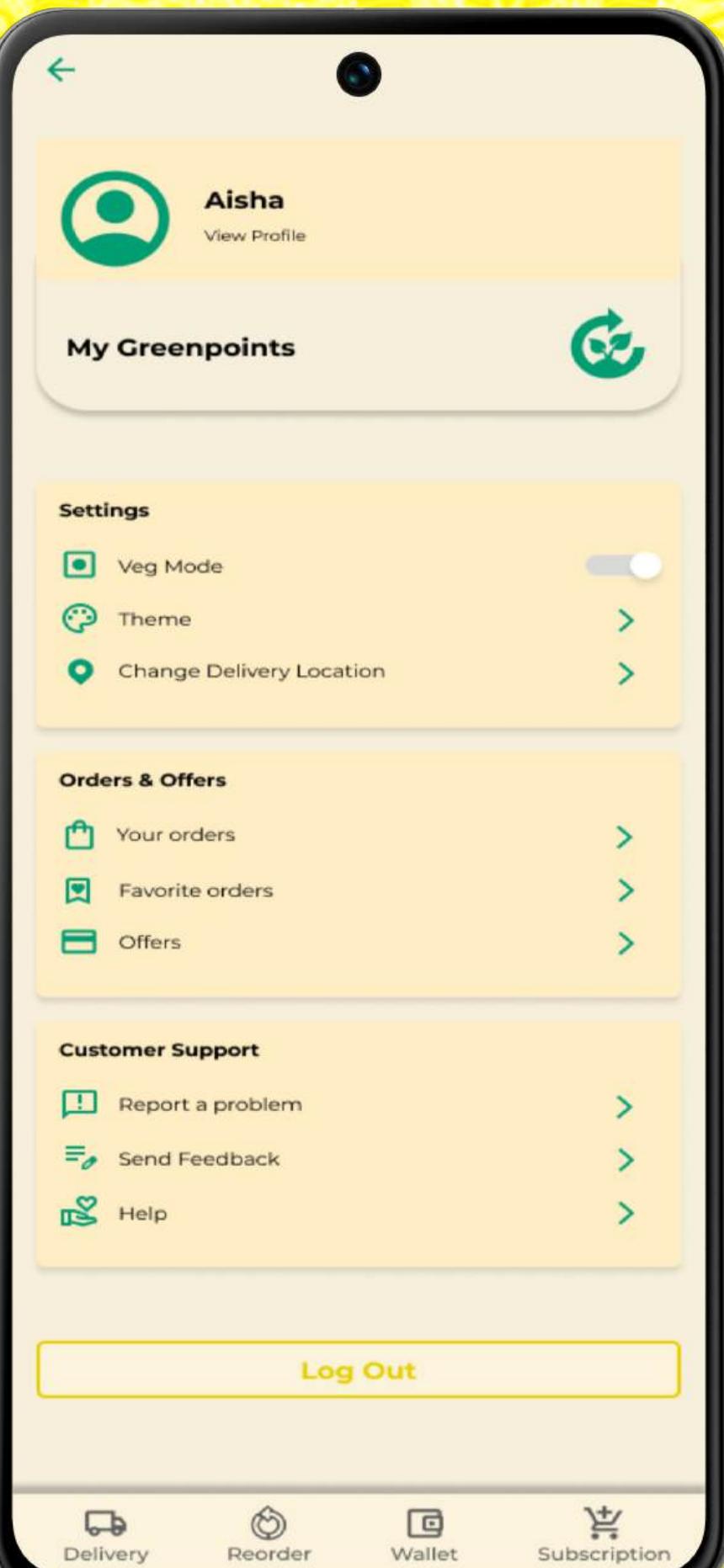
Quick Add – A simple '+'  
to grab your favorites!



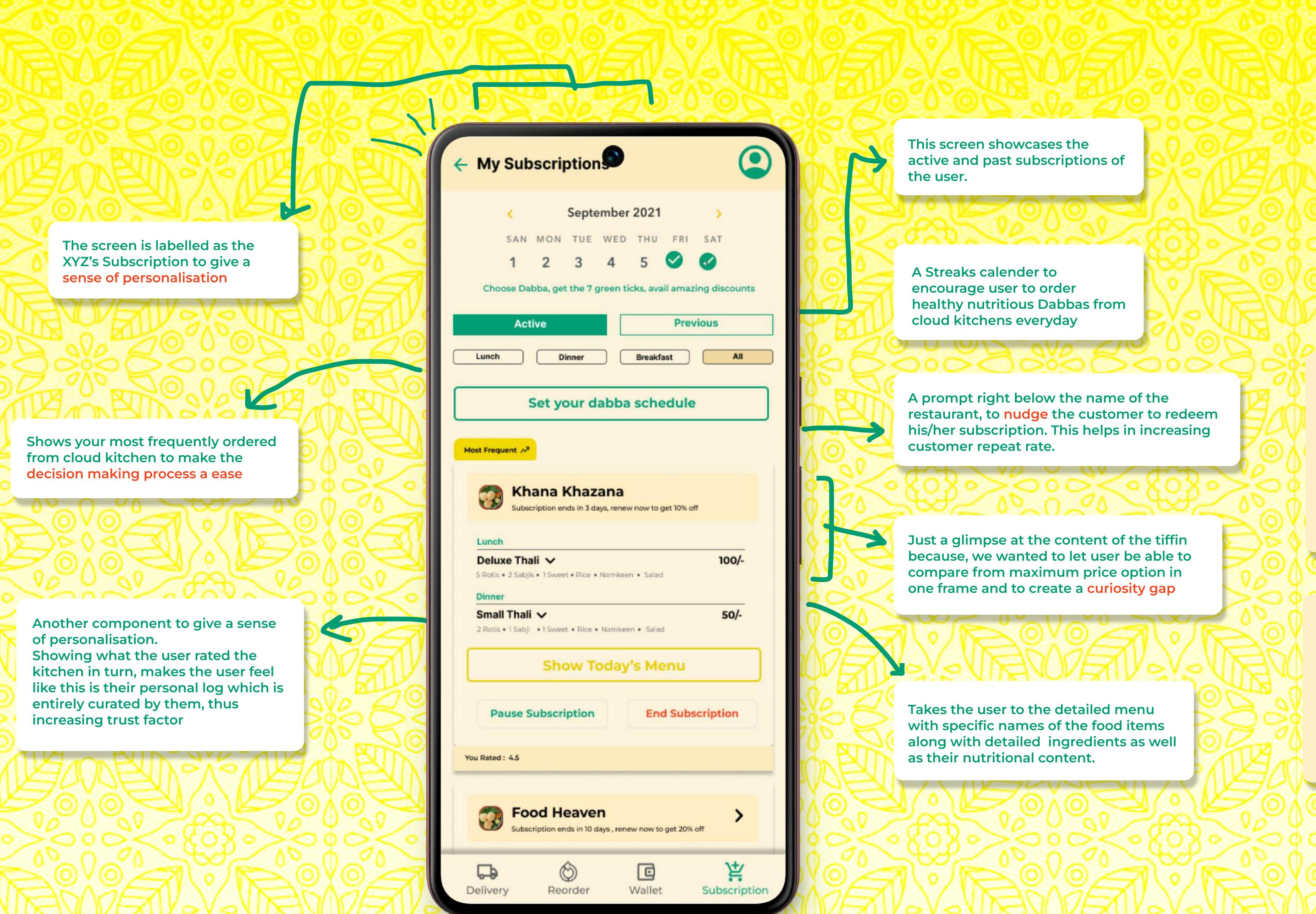
Transparent History –  
View past transactions  
at top kitchens.

Track the balance and  
spending instantly!

Add balance in just a  
tap.



Profile page



Subscription Page

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.

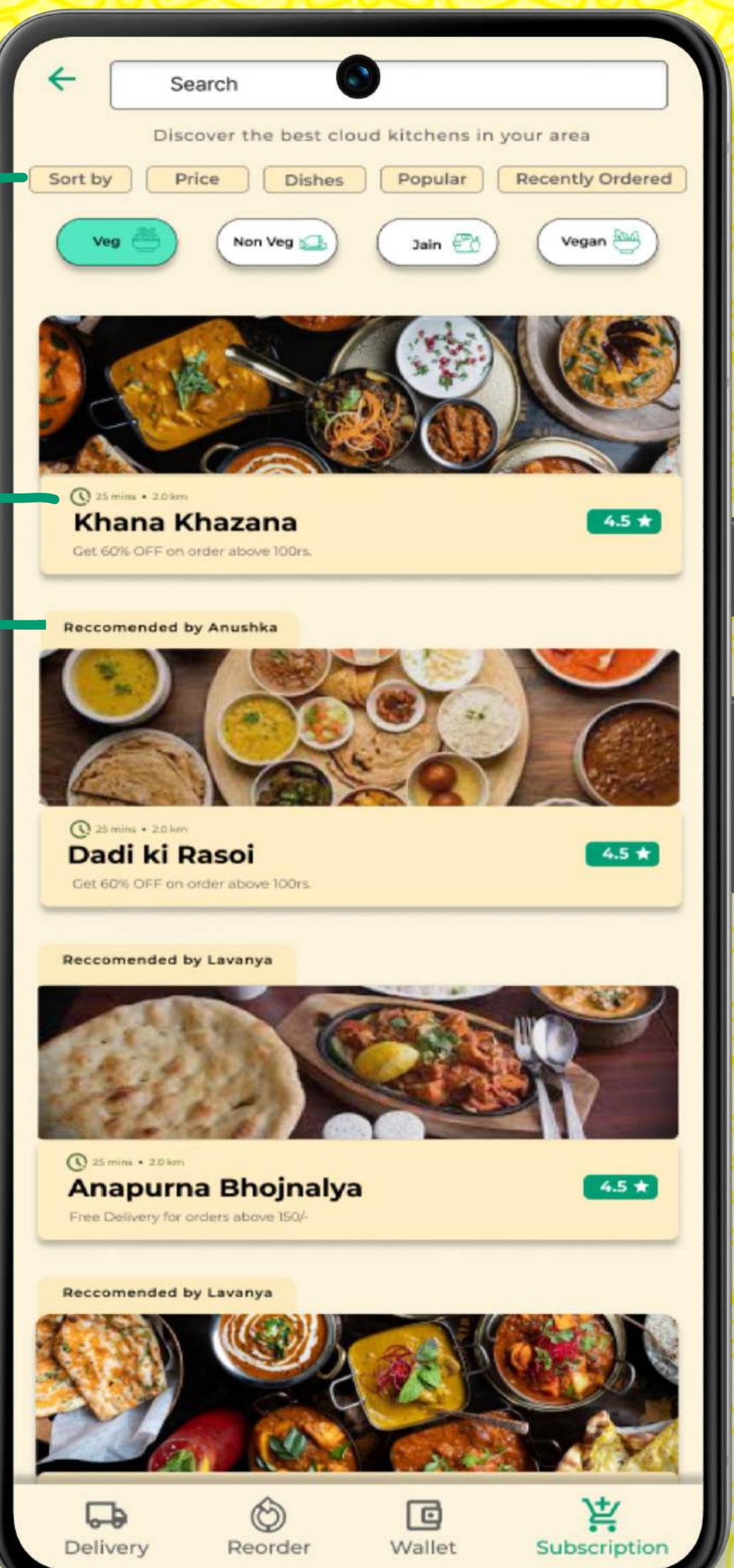
Appropriate filter for seamless search experience

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

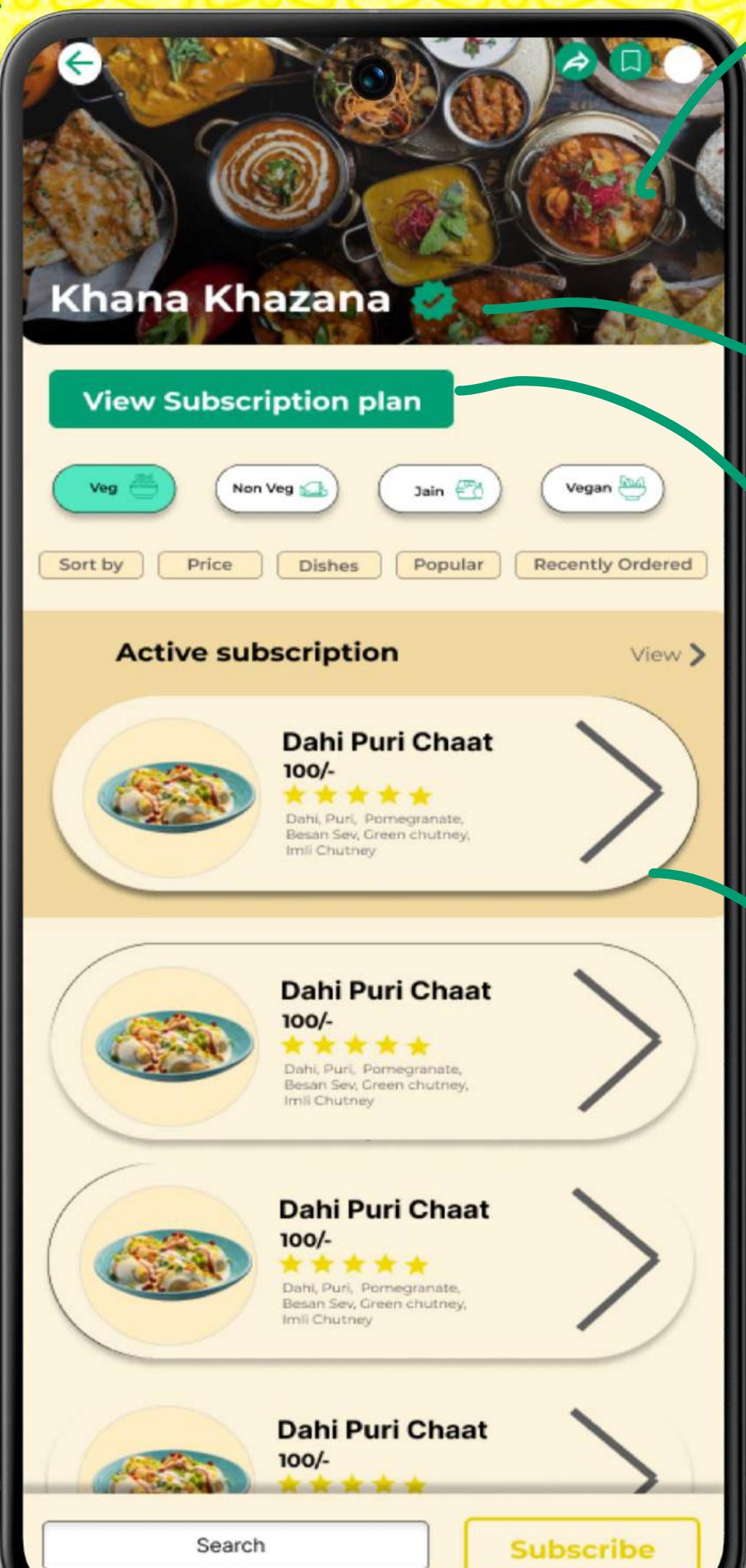
Social Proof that this kitchen is trusted and loved by the people the user trusts

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

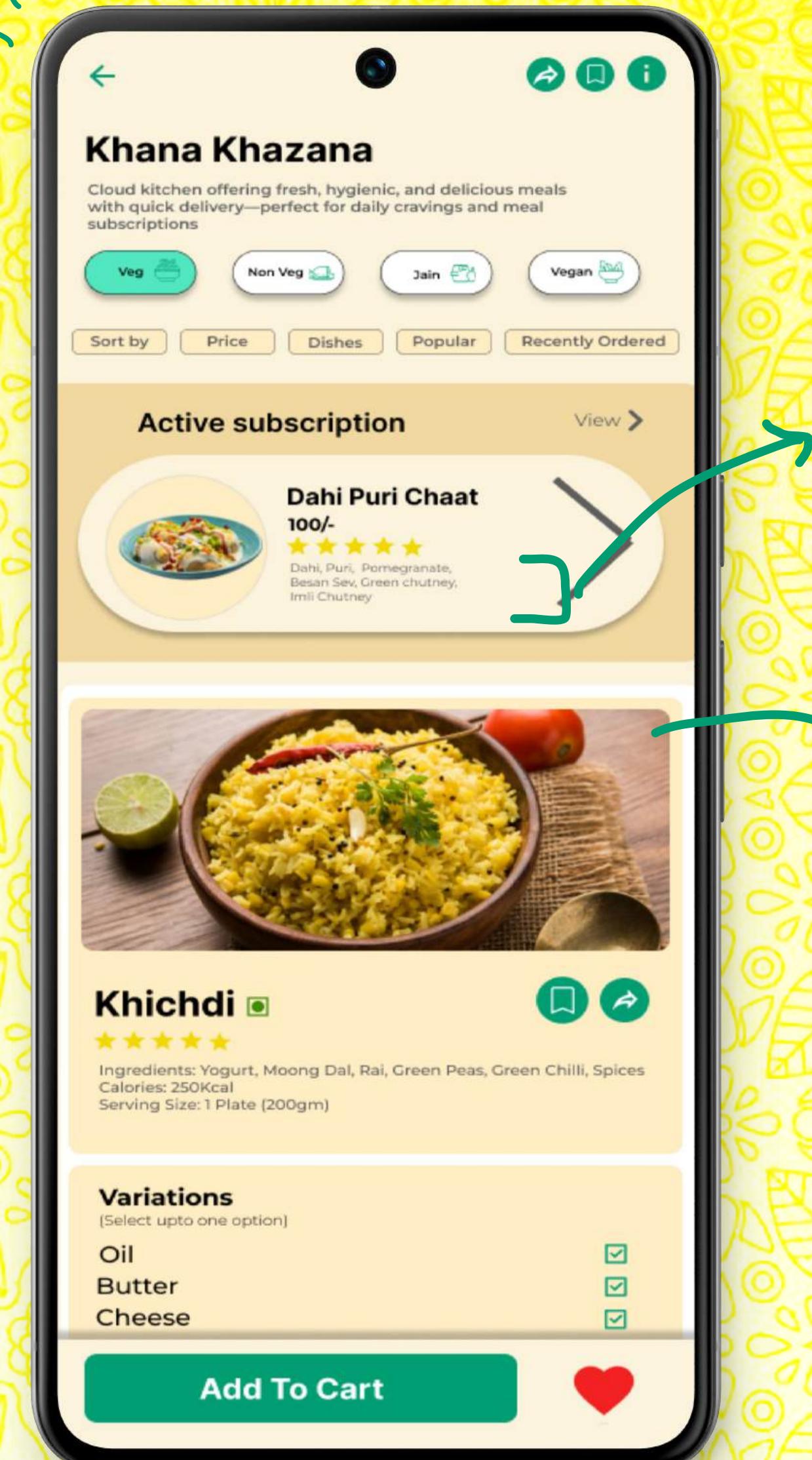


Images of food served at restaurant to increase Sensory Appeal  
Users engage more with things appealing to multiple senses

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.



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

Detailed information of the clicked food item pops up. This includes the ingredients of the food items, the variations, the calories count and serving details

The Subscription Plans screen shows meal timings: Lunch from 12 pm to 2 pm and Dinner from 7 pm to 10 pm. It features a clear visual divide between 'Lunch' and 'Dinner' sections. Each section contains four meal plans: 'Rajbhogh thali' (250/-), 'Medium Thali' (100/-), 'Large Thali' (100/-), and 'Deluxe Thali' (100/-). Each meal plan has a small image, a name, a price, a rating of 5 stars, and a detailed description of its ingredients. At the bottom are 'Search' and 'Select Plan' buttons.

A clear visual divide between lunch and dinner subscription plans to decrease the cognitive load the user experiences while deciding what to order

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

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.

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

Item Total ₹ 200/-  
Delivery Charge FREE

Grand Total ₹ 200/-

**Proceed to Checkout**

a transparent billing process, abiding by consumer ethics

## Delivery Options

**Select Delivery**

**Home** XYZ Villa, 002 Road, aknjdu, 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.

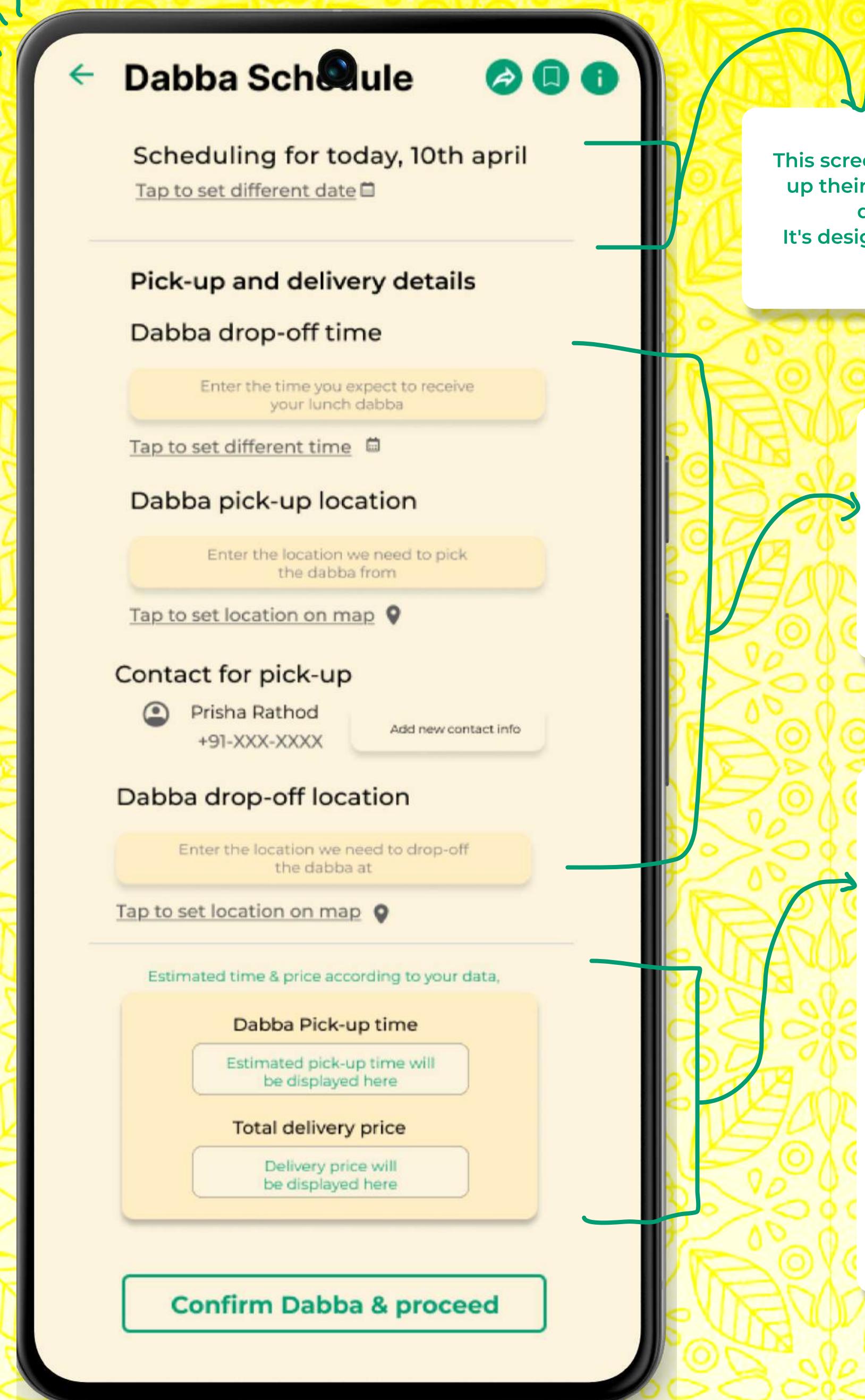
To make the Community Pickup experience seamless, the app provides a curated list of verified pickup points located close to the user's delivery address. These are usually well-known, easily accessible neighborhood stores or kirana shops that partner with the platform.

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

### Your 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.

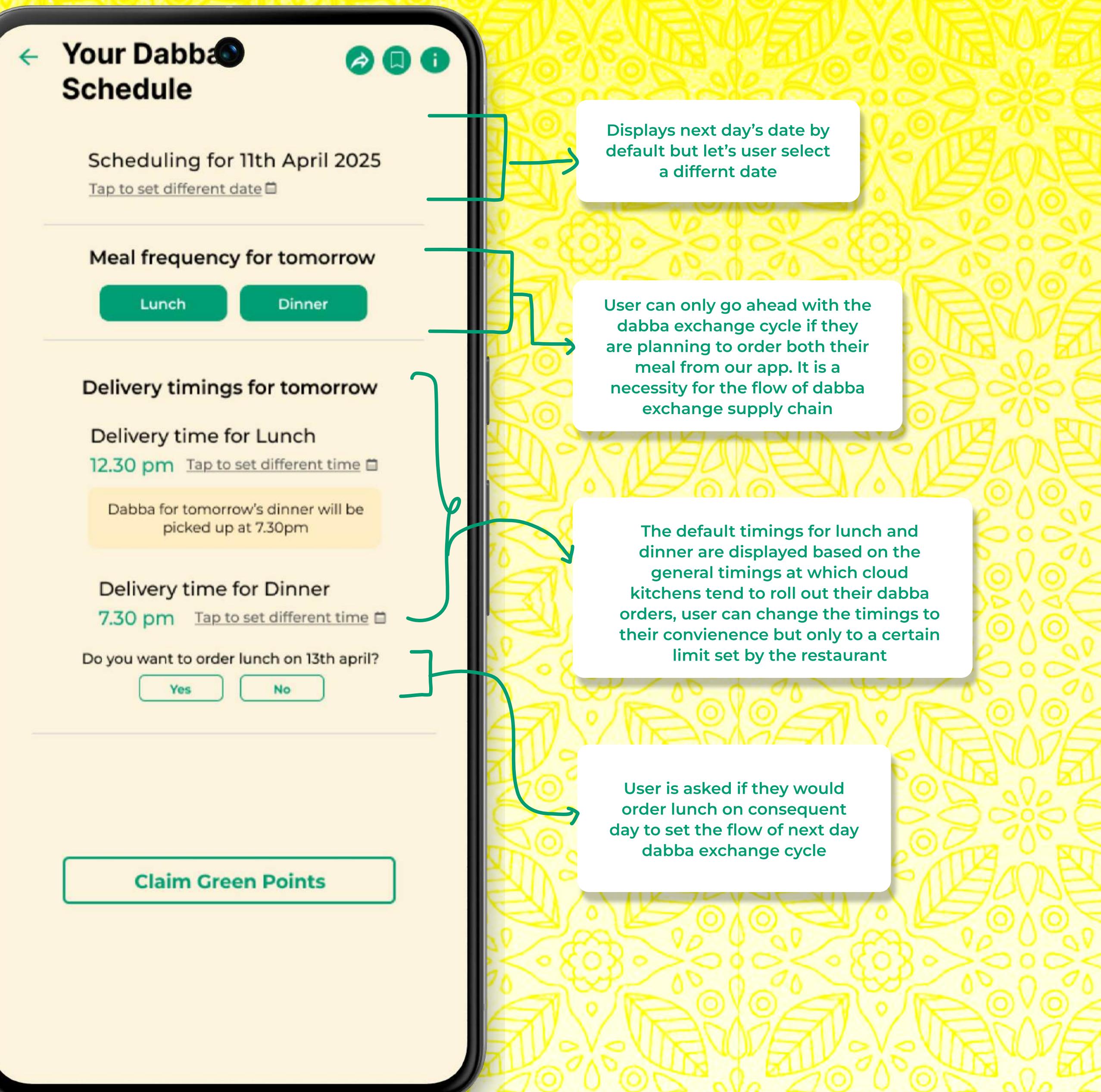
When Lunch is delivered your dabba for dinner will be collected

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

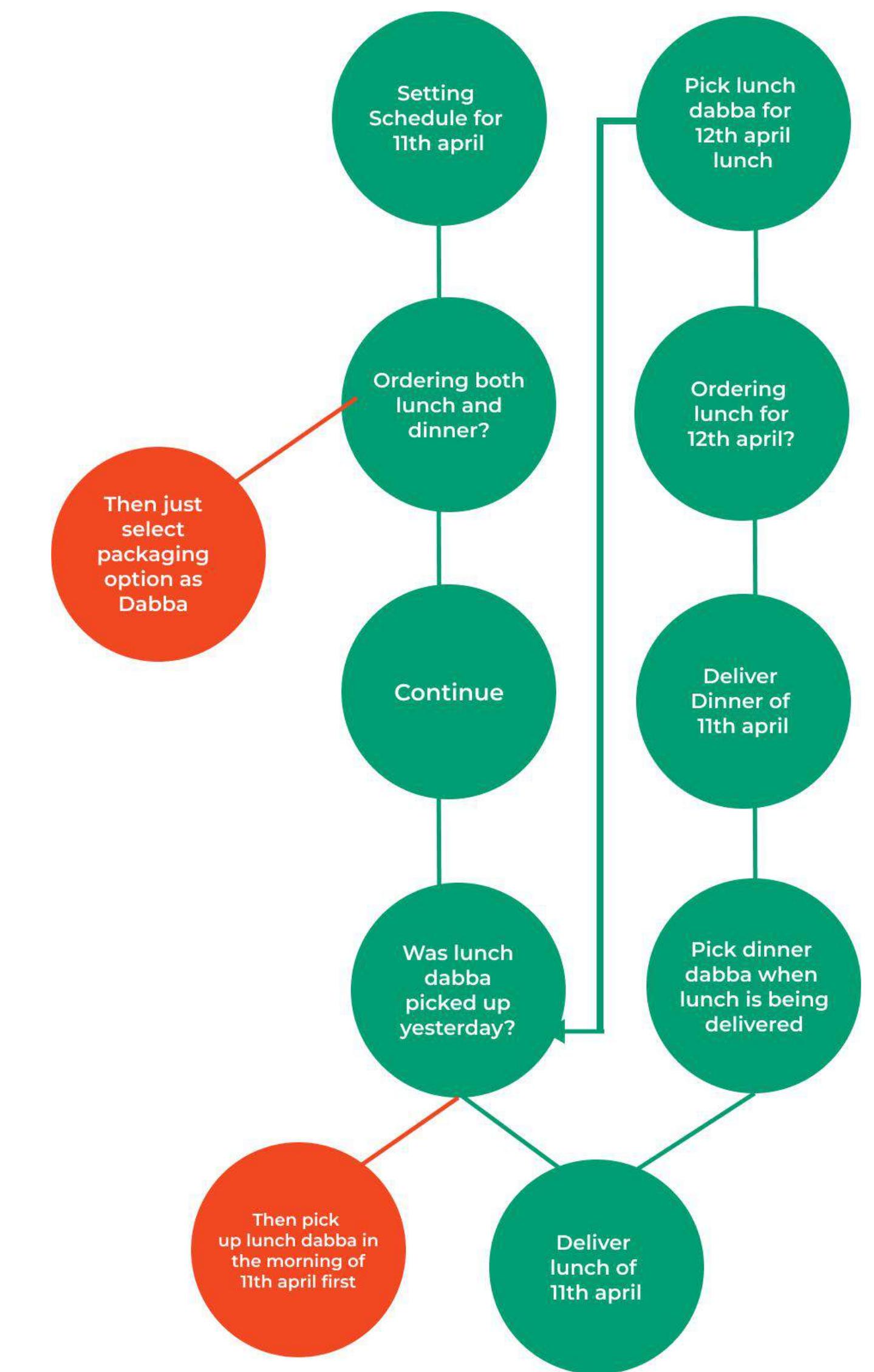
Get Started

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

## Dabba Schedule



## The Dabba Schedule Flow





# Group Members

# Namaste! Khana Khake Jana :)



Ayushi Jani  
202201141

Dev Vyas  
202201453

Archi Jariwala  
202201450

Ramya Shah  
202201409