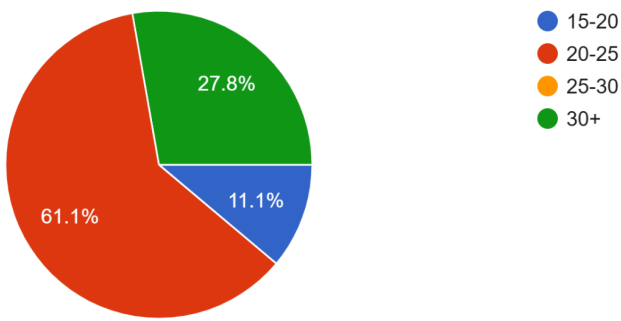
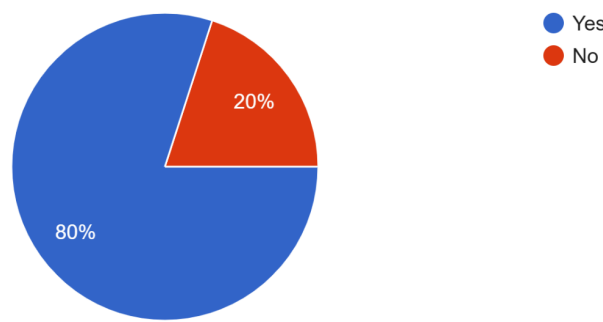


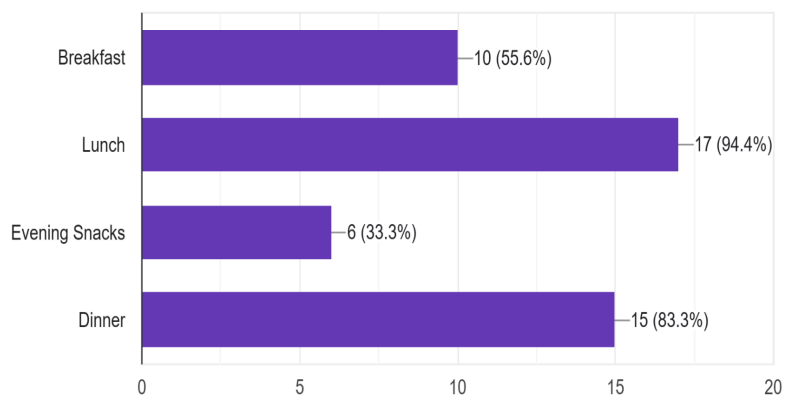
# RESPONSE ANALYSIS



Most of the participants are from the **20-25 yrs** age group.

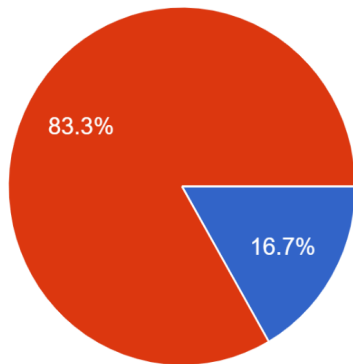


80% of the participants live away from home



While only few have all four meals of the day,

Majority of the people eat lunch and dinner

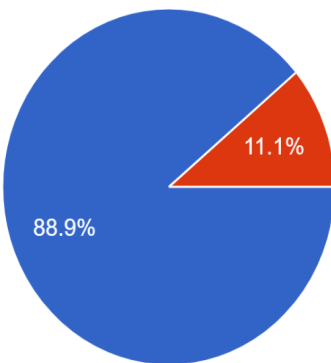


### **What do you prefer to eat on a regular basis?**

Home cooked tiffin >> restaurant food  
on a regular basis.

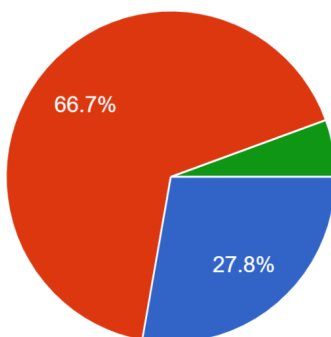
*This shows that people demand healthy over tasty  
and oily restaurant food.*

*But, do they find it easily?*



### **Do you find it difficult to access healthy and affordable food?**

88% of people don't have easy access to home  
cooked healthy food away from home and if  
available it's not affordable or there are very less  
choices to choose from.

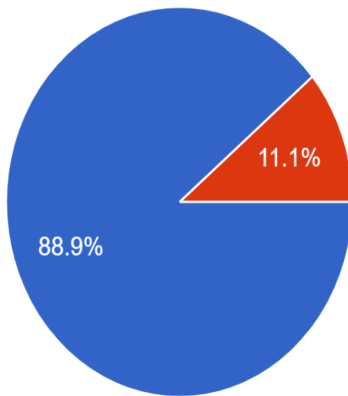


### **How often do you get bored with the same food/taste?**

66% people said they are okay with,  
Same taste food for over a week.

*So introducing a weekly subscription model could work.*

*This could bring the cost of each meal less than usual rates.*



**Would it be convenient for you to give your own tiffin/dabba?**

66% participants said they can manage to give their own dabba, which means introducing an option wherein customers send their own dabba could be explored to bring down the meal prices while ensuring high quality

## CONCLUSION

*Above responses prove the need for an app that caters to the following problems:*

1. Home-like healthy and tasty food is hard to find
2. If available by chance, costlier than usual rate
3. Very few choices

**Possible solution :** An app designed to list verified cloud kitchens across various locations. Customers can place daily tiffin orders or subscribe to a cloud kitchen of their choice, offering them more affordable meal options. Possible features include personalized

meal plans, real-time tiffin tracking and integration with dietary preferences.

### **OUR IDEA:**

myBento : Tiffin services application

Based on the concept of 'ghar ka khana', myBento application aims to provide healthy, affordable and homemade food through tiffin services.

