

# Campus Eat

IIITD In-Campus Food Delivery App

# Agenda

- 01 Problem Statement
- 02 Solution
- 03 User Survey
- 04 Stakeholder Persona
- 05 User Flow
- 06 HiFi Design



# Problem

**In the hectic college life,  
mounting workload can  
sometimes be overwhelming and  
not allow students to even go to  
canteen to get food.**

# Solution

For this, an in-campus food delivery service can be the solution, which can help students get low-cost food conveniently delivered to them.



# User Survey

To find out the viability of the service, we conducted a user survey where we questioned the participants

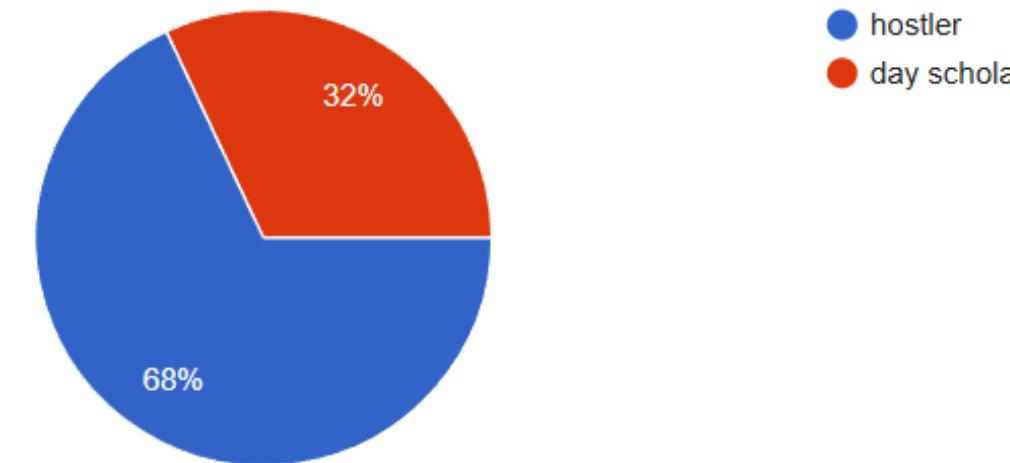
- about how often they use the canteen in IIITD,
- how often they order food from outside the college using apps like Swiggy and Zomato, and
- what will be their expectations of such a service.



# User Survey

Are you a hostler or day scholar?

25 responses



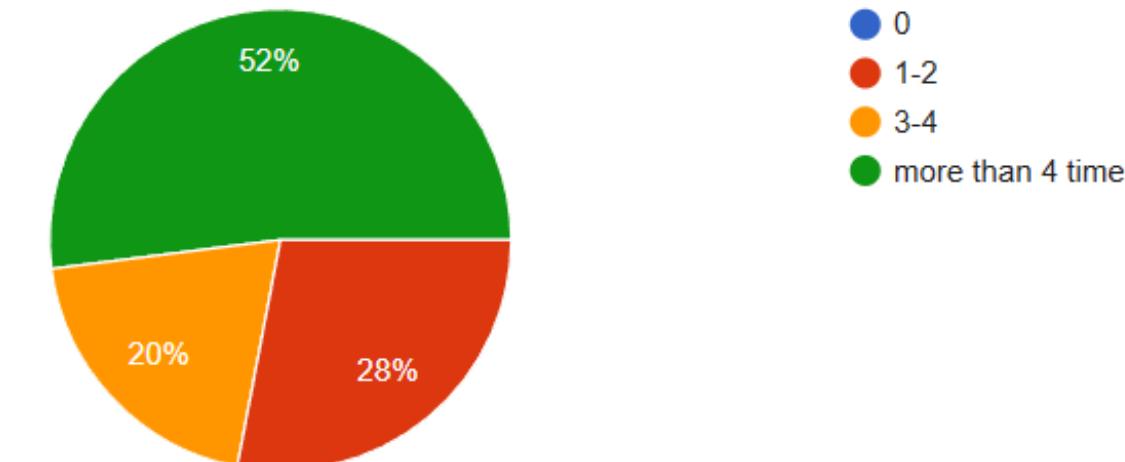
**About 25 participants participated in our survey:**

**8 day scholars**

**17 hostlers**

How many times per week do you order food from canteen while on campus?

25 responses

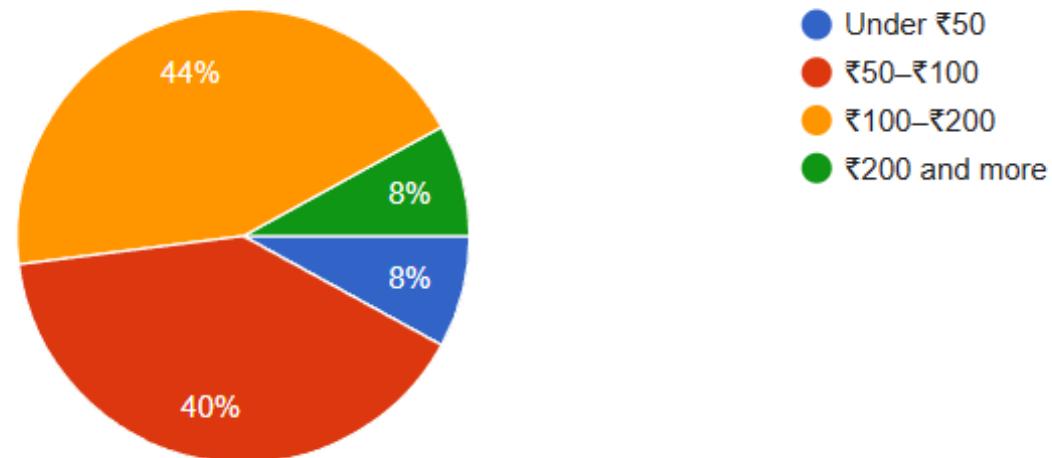


**Of the surveyed target users, more than 50% of them frequently avail the canteen's services.**

# User Survey

What's your average spend per food order?

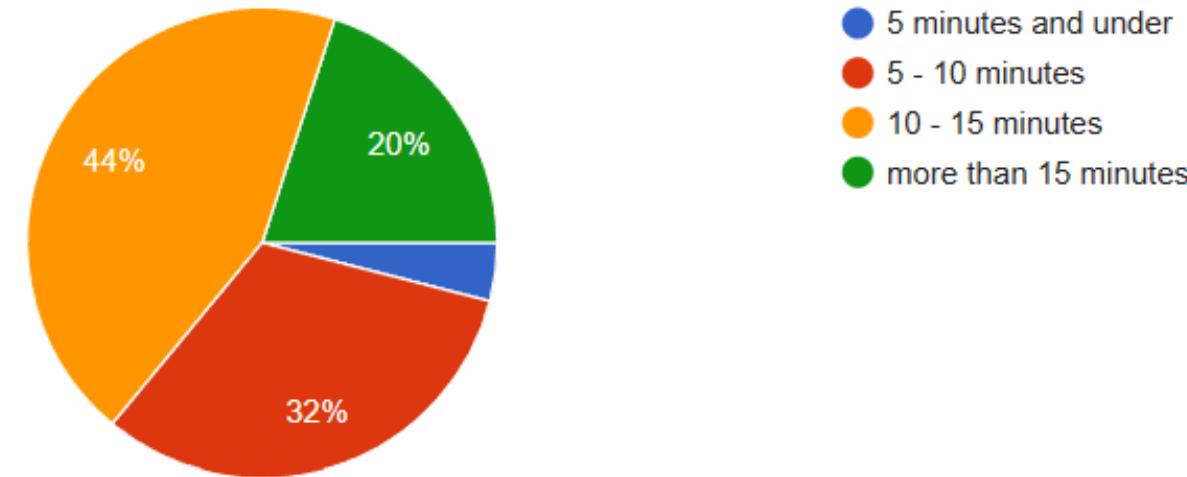
25 responses



**Participants were always ordering food and the average range of the basket value is 50 - 200**

How far are you usually willing to wait for an order?

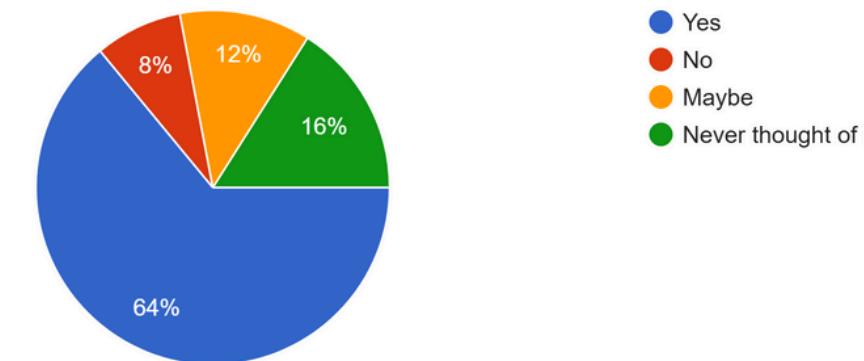
5 responses



**User data also shows that on average the user waits for more than 10 minutes with about 1/5<sup>th</sup> saying they have waited longer than 15 minutes.**

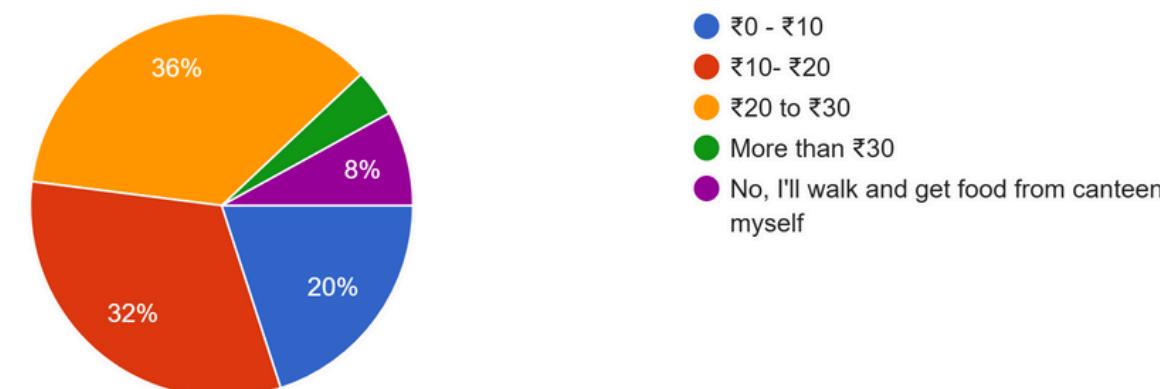
# User Survey

Have you ever wanted a delivery service for food from canteen to your hostel/ library/ classroom?  
25 responses



**Most of the surveyed users said they wanted a in college delivery service.**

What will be the amount of premium you will be willing to pay for such a service?  
25 responses



**A lot of users also showed willingness to pay a small fee for such a service.**

# User Personas

Based on the user survey's we built user persona's for our target users. We also built user personas for the Canteen operator and a Hypothetical Delivery operator.



## “THE BUDGET-SAVVY NIGHT OWL”

### PROFILE

Gender : male  
Age : 20  
Education : Bachelor's degree  
Occupation : Undergraduate Student



### BIOGRAPHY

A student at IIITD, lives in the college hostel. He has to balance lectures, assignments and also his personal projects, resulting in a lot of all nighters. Also is not particularly active and orders food online via swiggy or zomato.

### MOTIVATIONS

- Affordable meals — actively searches for deals or budget-friendly options, as frequent orders hit his wallet.
- Late-night availability — needs reliable food options available during all-nighters.

### GOALS

- Save — Save time by pre-ordering meals and skipping the canteen rush.
- stay on budget — swiggy and other apps are costly
- Get food fast — prefers short delivery windows, especially during late shifts.

### PERSONALITY

Introvert

Emotional Stability

Activeness

Agreeableness

### FRUSTRATIONS

- Delivery fees add up quickly.
- Many vendors shut early, leaving him hungry at midnight.
- Delivery partners are often blocked from entering hostels after 12 AM.
- Wait times for online orders often exceed acceptable limits during peak hours.

# ANANYA KAPOOR

## “THE TIME SAVER ”

### PROFILE

Gender : Female  
Age : 22  
Education : Bachelor's degree  
Occupation : Undergraduate Student



### BIOGRAPHY

A final year student at IIITD, living on the campus. She typically eats at the college canteen between lectures. However, the canteen is often overcrowded. Except doing DSA, she spends a good chunk of her day waiting in the canteen for her food. She's also an introvert so she has to prepare herself before going to the counter and order.

### MOTIVATIONS

- Avoid crowded spaces & social stress — as an introvert, Ananya prefers minimal interaction and dislikes long queue environments.
- Maximise productivity — she wants to reclaim time spent waiting and use breaks for reviewing notes or working on assignments.

### GOALS

- Save time — wants a way of pre-ordering meals and skipping the canteen rush.
- Stay on budget.
- Wants nothing to do with the anxiety of ordering at the counter.

### PERSONALITY

Introvert

Emotional Stability

Activeness

Agreeableness

### FRUSTRATIONS

- Canteen often overcrowded, she has to push through the crowd just to order.
- Long wait times bleed into her study schedule.
- No app for pre-ordering, so she can't reserve her meal ahead.
- Too much social interaction at canteen counters drains her.

## “OPPORTUNITY TO GROW BUSINESS”

### PROFILE

Gender : Male  
Age : 43  
Education : HighSchool + Vocational Training  
Occupation : Canteen Operator



### BIOGRAPHY

Mr. Singh has run the main campus canteen for over 10 years. Serving thousands of students and staff members everyday, mainly during peak hours. But with food delivery apps like Swiggy and Zomato gaining attraction, he's been losing customers who prefer convenience, diminishing his revenue.

### MOTIVATIONS

- Retain and recover sales by reaching busy students/faculty who avoid the canteen due to long waits.
- Reduce idle staff time during down hours by streamlining orders digitally.

### GOALS

- Increase sales during non-peak hours by enabling pre-orders and delivery across campus.
- Retain more revenue by bypassing third-party platforms and their hefty commissions.
- Reconnect with students/staff through direct loyalty, promotions, and personalized offers.
- Streamline kitchen workflow by managing in-app orders and avoiding dine-in chaos.

### PERSONALITY

Introvert

Emotional Stability

Activeness

Agreeableness

### FRUSTRATIONS

- Losing foot traffic to Swiggy/Zomato even students en route to campus stop ordering in-app.
- Too much chaos inside the canteen during rush hours.

## “THE ON-CAMPUS DELIVERY HERO ”

### PROFILE

Gender	: Male
Age	: 29
Education	: HighSchool
Occupation	: Canteen Employee / Part-time Campus Delivery Partner



### BIOGRAPHY

Ravi has been working at the IIITD campus canteen for over 7 years, primarily managing the kitchen and packing orders. With the introduction of the in-campus food delivery app, he now takes up delivery responsibilities during his off-shift hours to earn extra income. sometimes becomes tiring.

### MOTIVATIONS

- Supplement income – uses spare hours to support his family by delivering food around campus.
- Support the canteen – ensures food reaches students who avoid crowds, increasing overall sales.
- Maintain good relationships – takes pride in being recognized and appreciated by regular student customers.

### GOALS

- Seamless delivery experience – wants orders to be ready and addresses to be clearly marked for quick service.
- Earn extra without hassle – prefers a smooth, predictable workflow without constant back-and-forth.
- Flexible, fair scheduling – only wants to be assigned deliveries when not needed in the kitchen.

### PERSONALITY

Introvert

Emotional Stability

Activeness

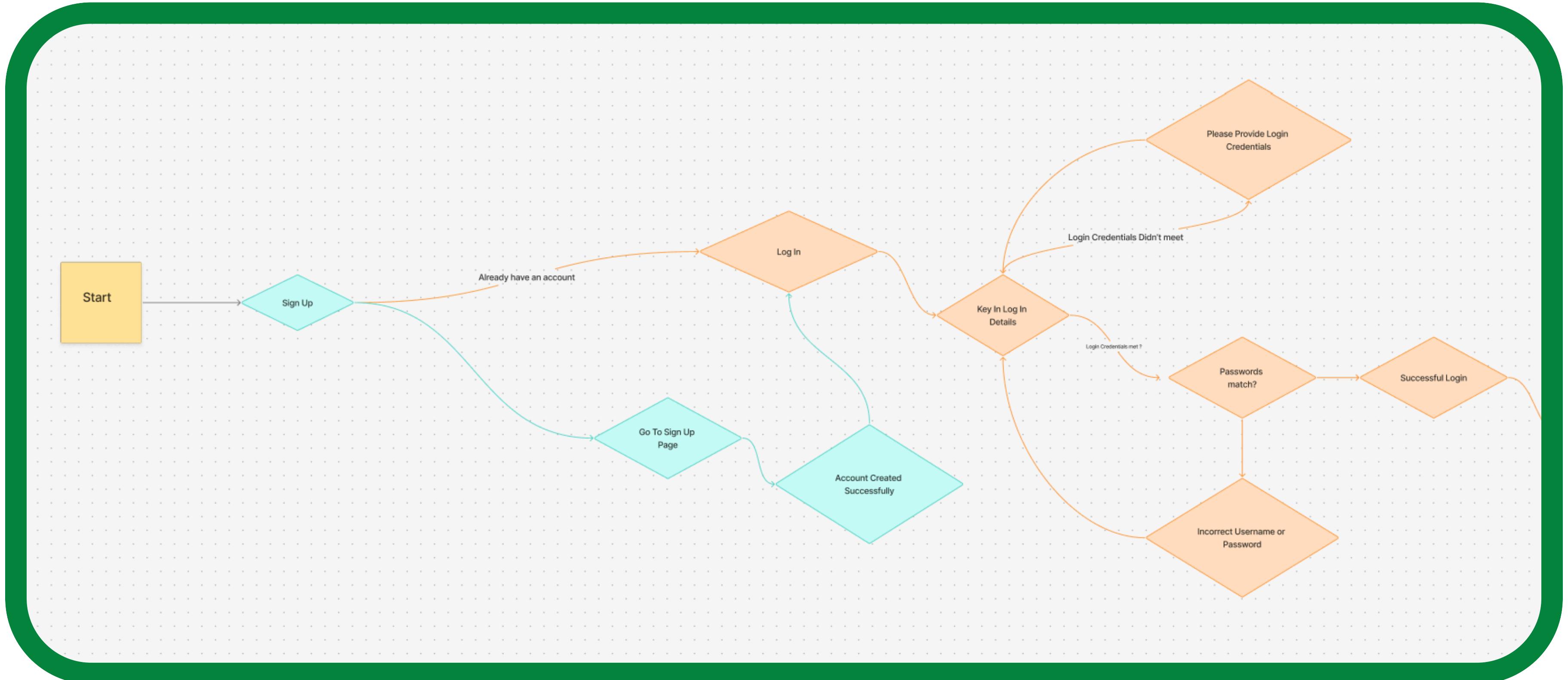
Agreeableness

### FRUSTRATIONS

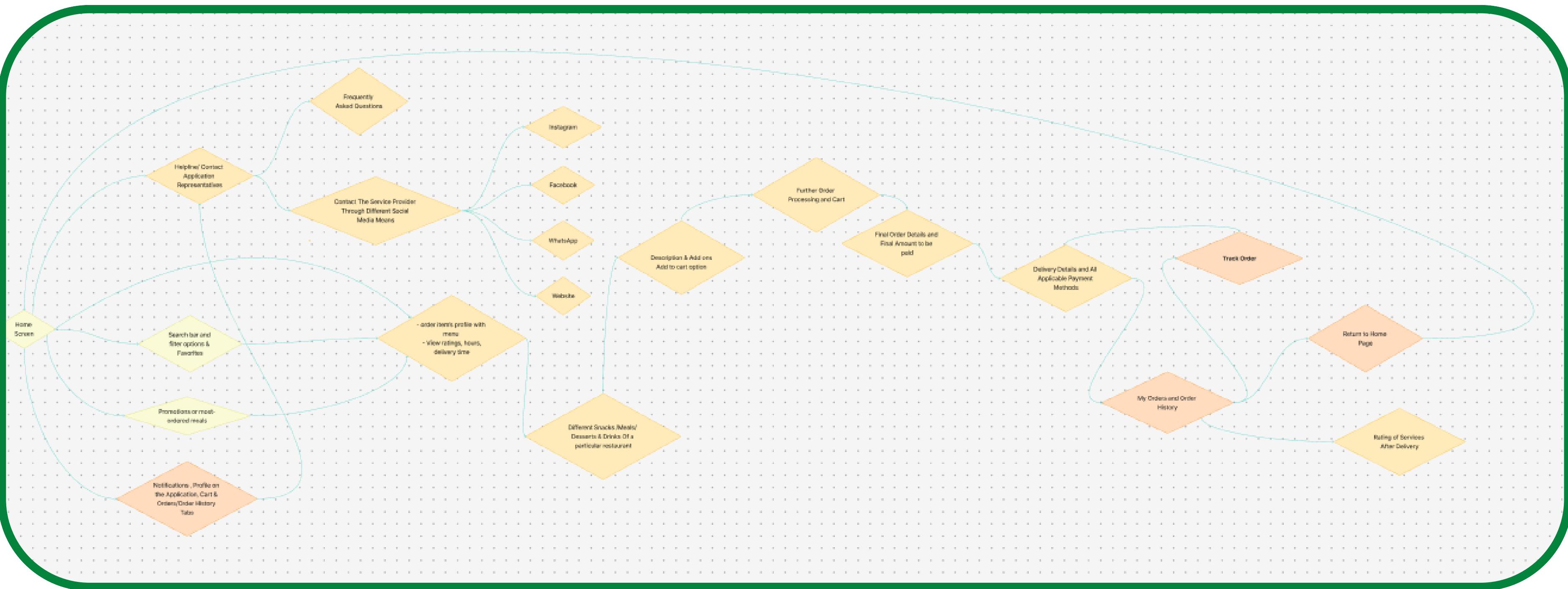
- Last-minute orders during rush hours, hard to leave kitchen duty when delivery is urgent.
- Unclear delivery locations – if students don't give accurate hostel/room info, it delays service.

# USER FLOW

# LOGIN FLOW



# IN APP USER FLOW





**HIGH FIDELITY  
DESIGN**

16:04



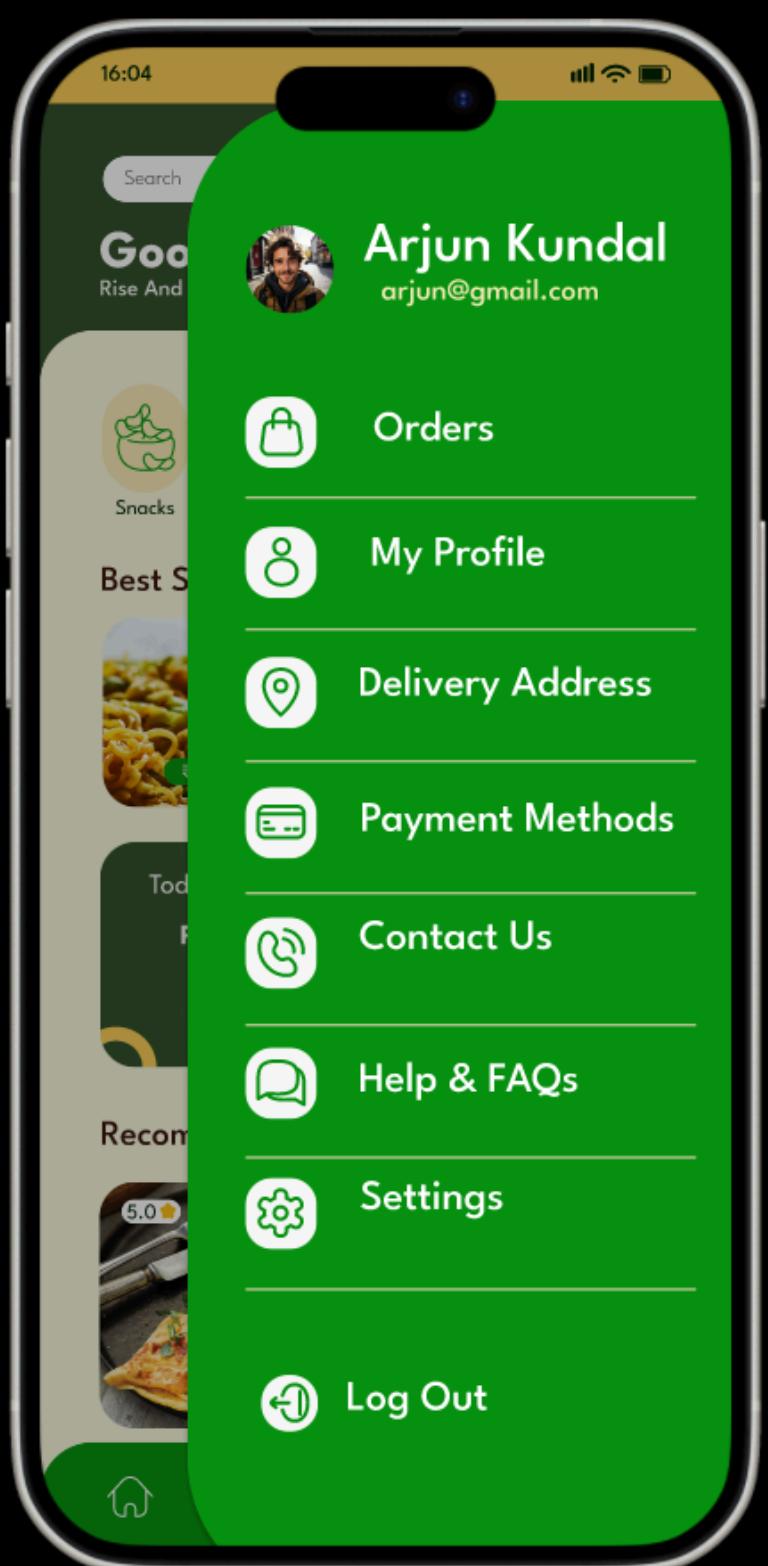
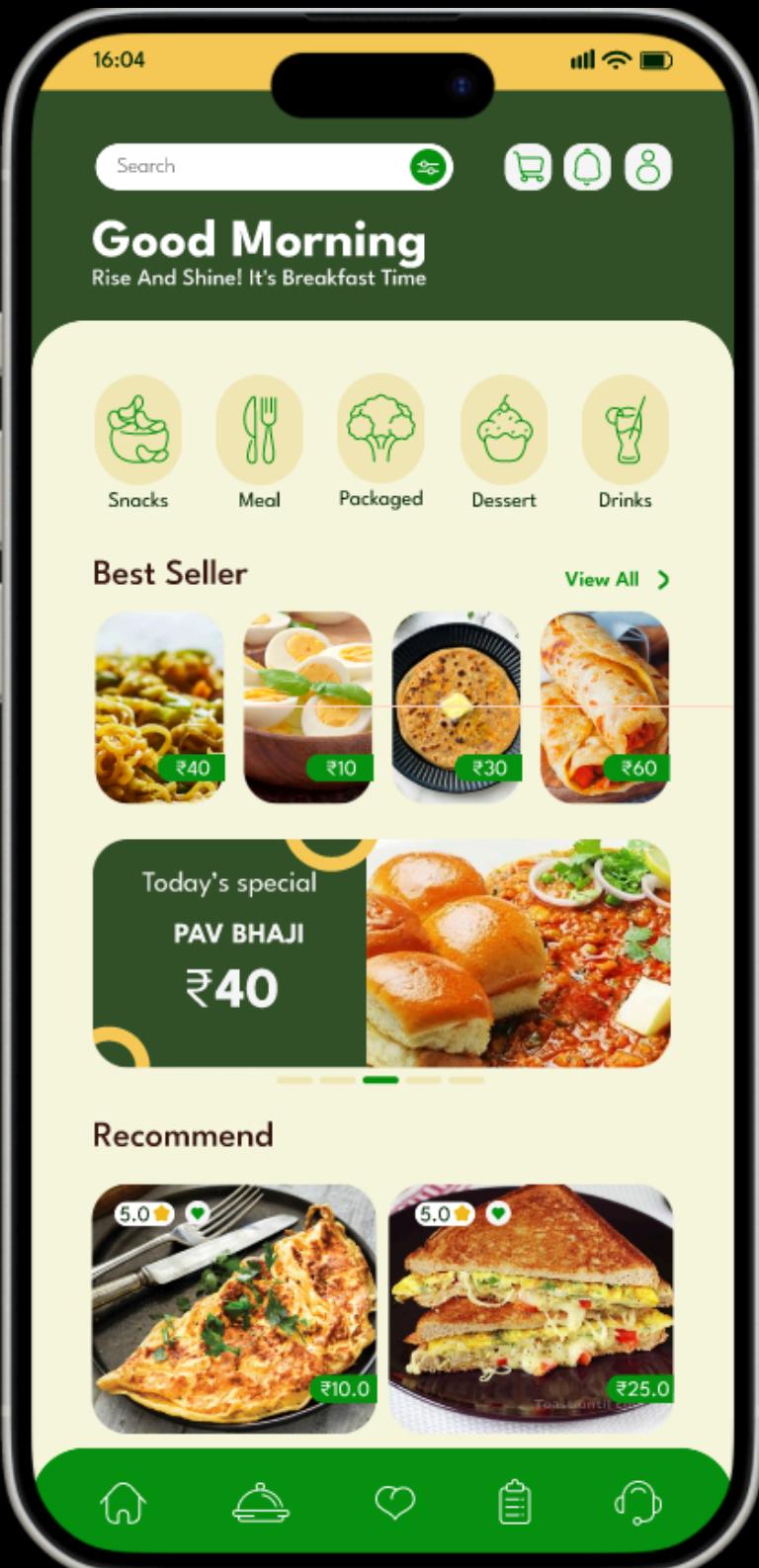
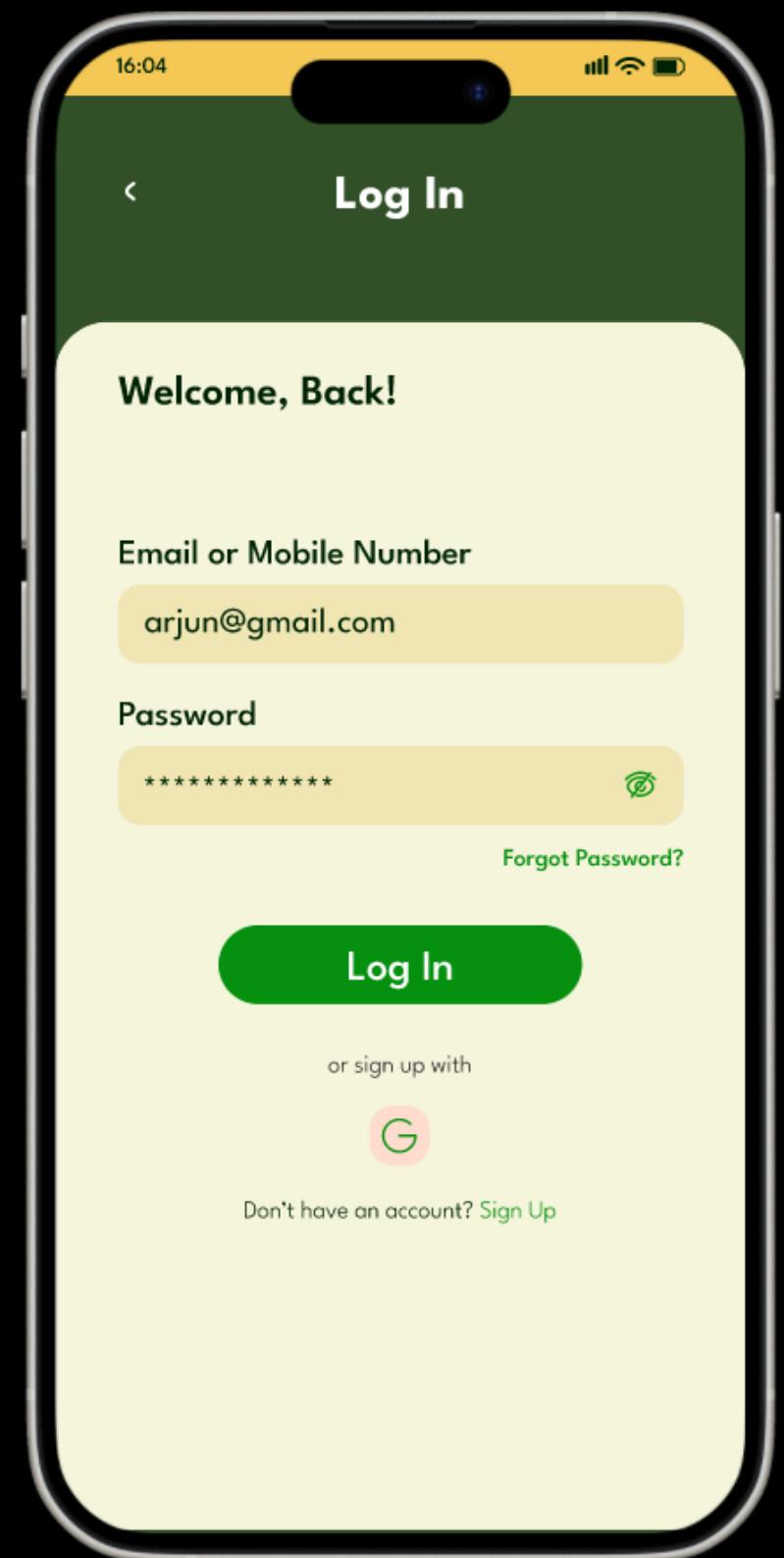
Log In

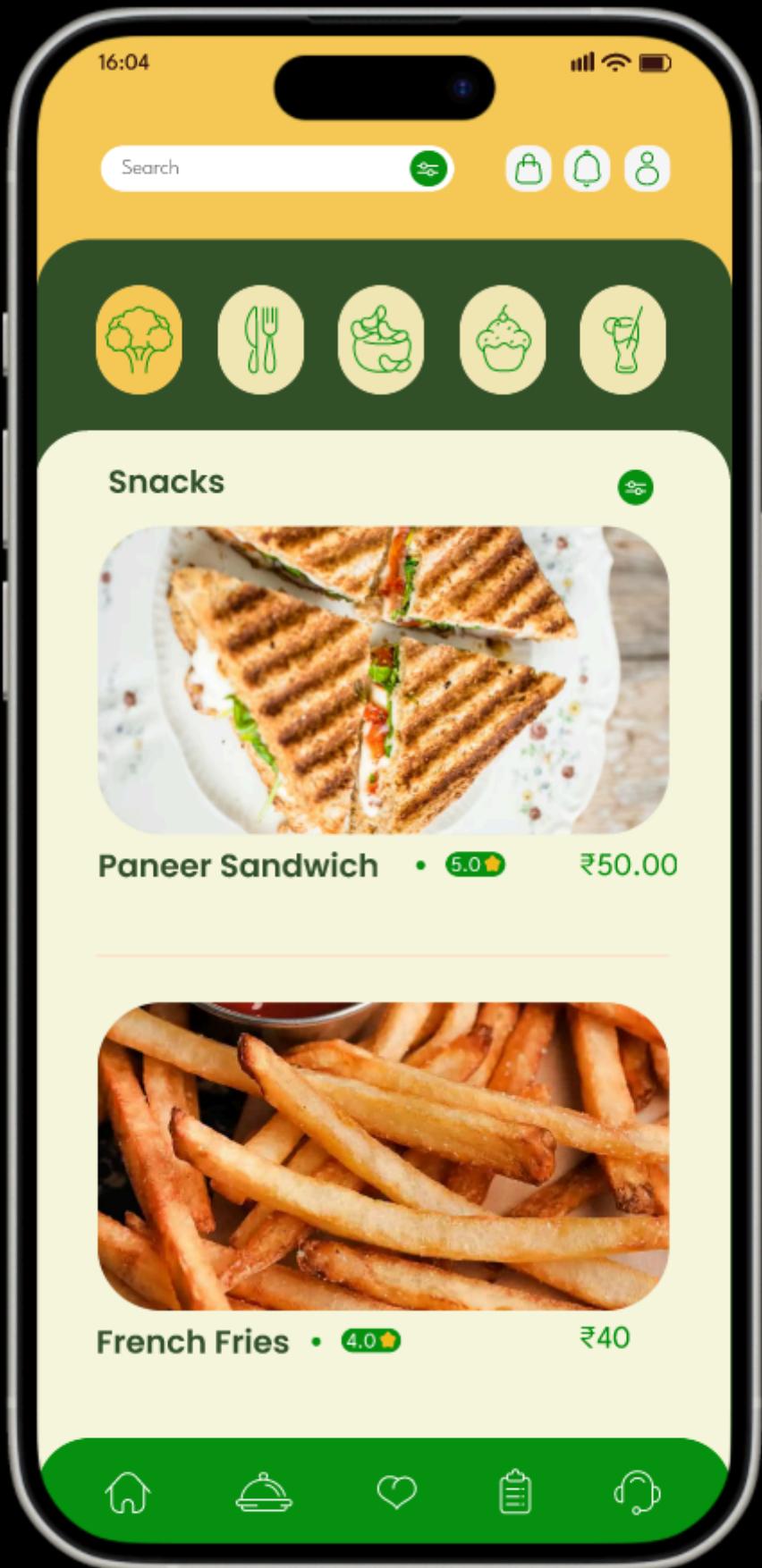
Sign Up

# INTRODUCING

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# CAMPUS EAT





# Canteen Menu

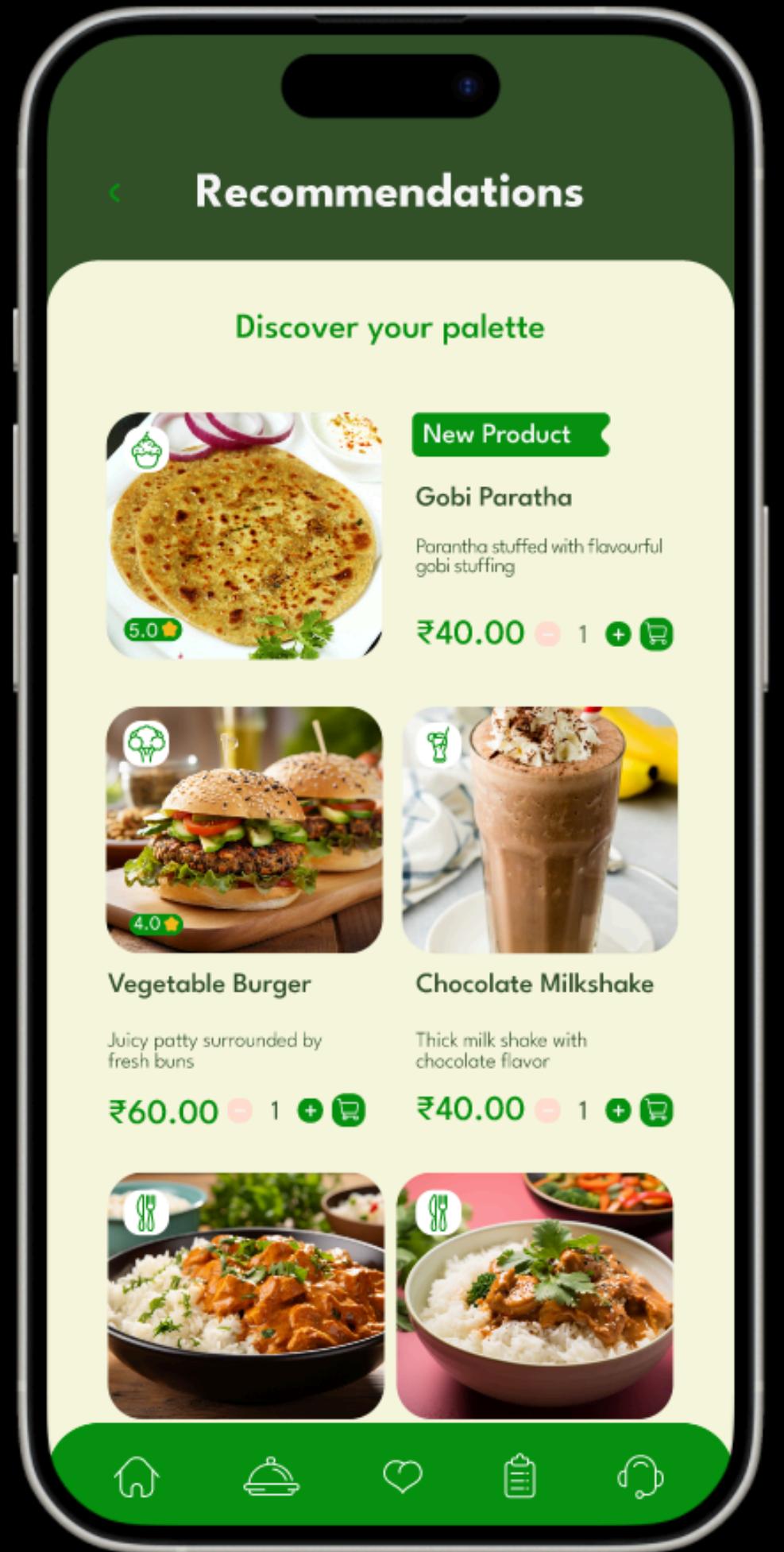
The Canteen Menu Items are presented in a visual format, helping users get a quick understanding of the items they are planning to order.

The price and rating are visible alongside to provide user with relevant information about the food item.



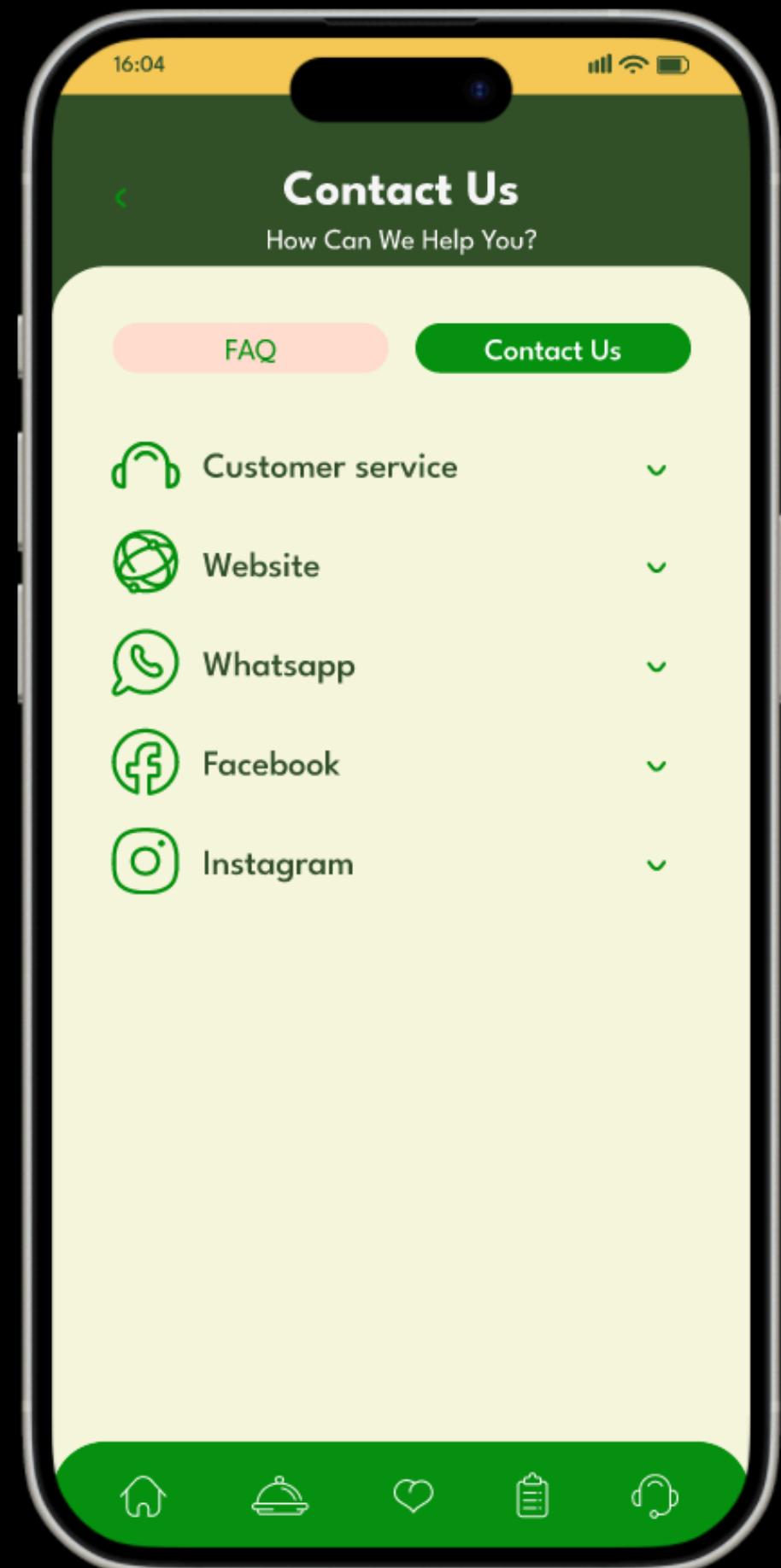
# Favorites Tab

The favorites tab ensures that the user can quickly access the items they order most frequently, helping them navigate faster.



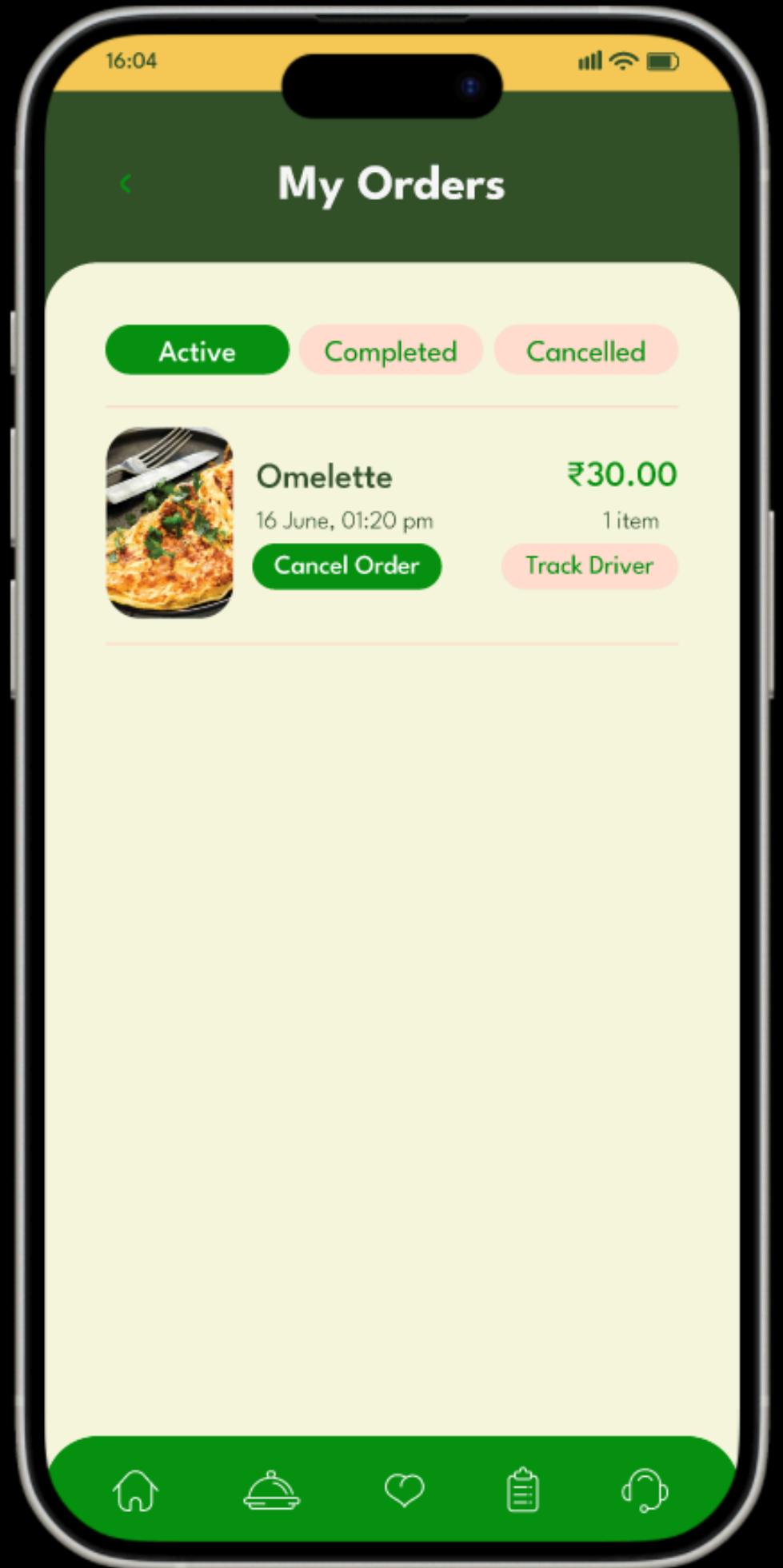
# Recommendations Tab

Recommendations tab helps inform user about new items in the menu and items the user may not have tried.



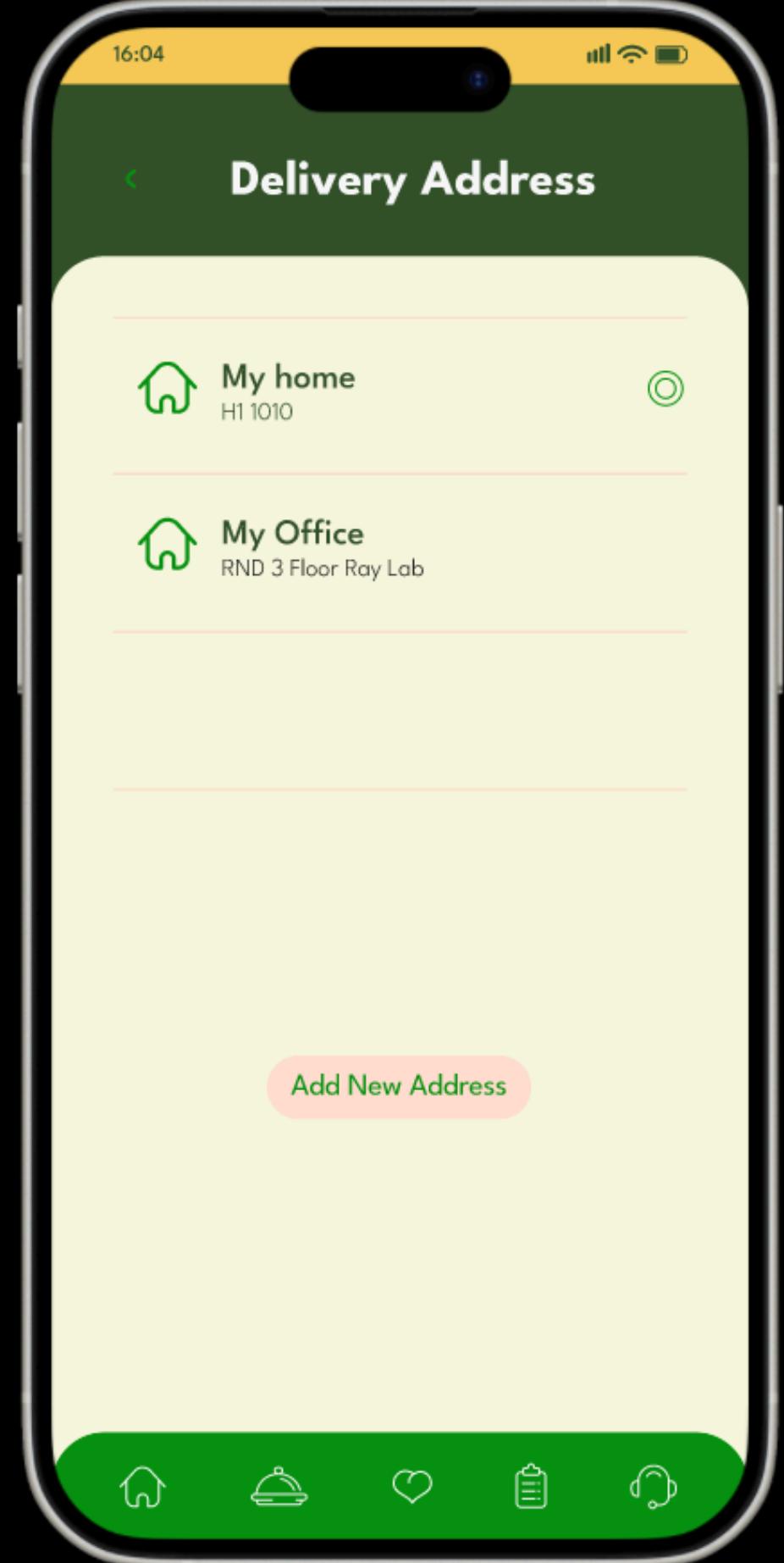
# Contact Us Tab

The application offers users direct access to a dedicated helpline, enabling them to seek prompt support and assistance whenever they encounter issues or have questions regarding their orders, payments, or app usage. This feature enhances user confidence by ensuring help is readily available when needed.



# My Orders Tab

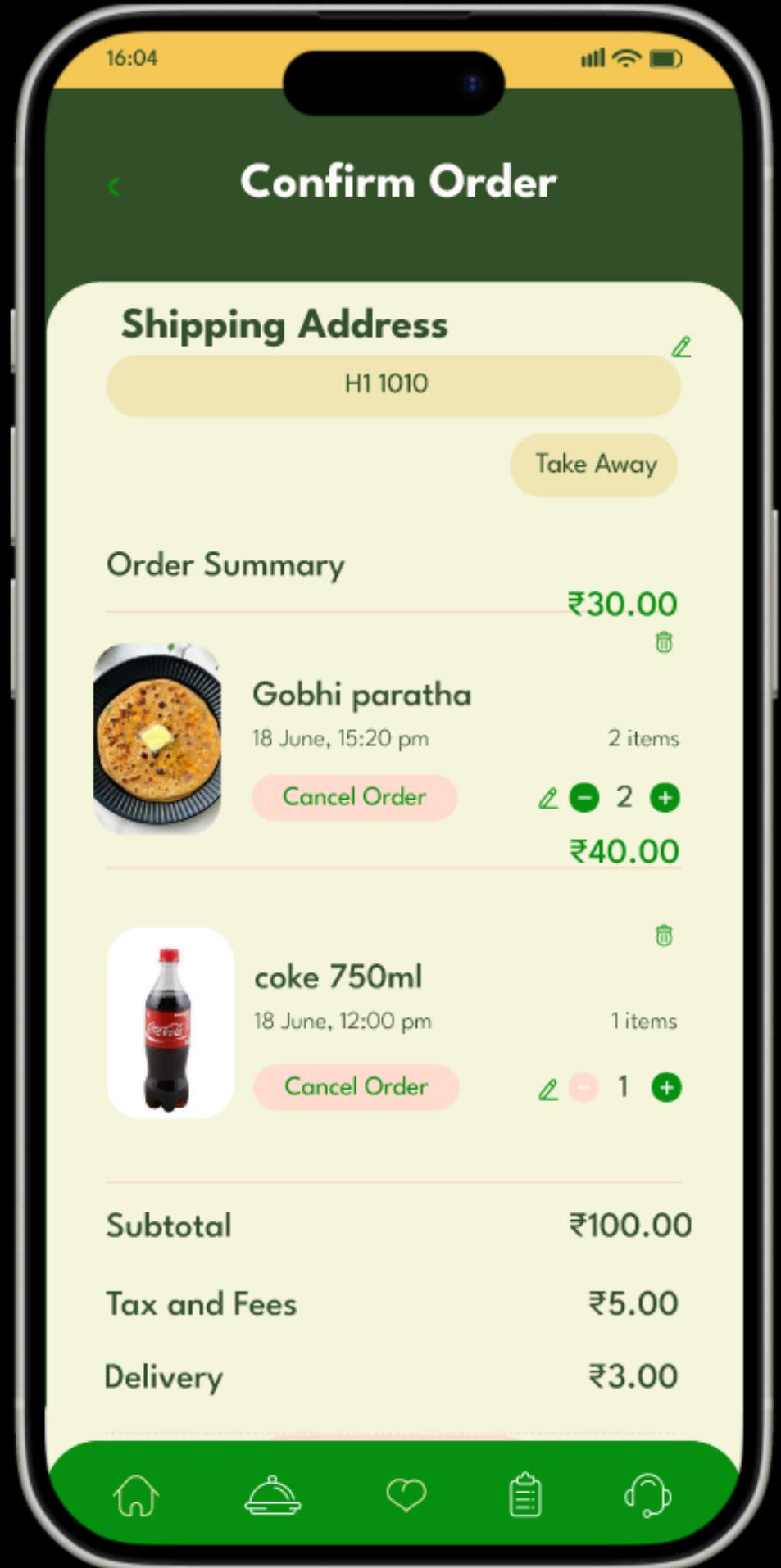
The application provides users with the ability to view and manage the status of their orders by categorizing them into active, completed, and canceled sections. This feature allows users to easily track ongoing deliveries, revisit past orders, and keep a clear record of any transactions that were not fulfilled.



# Delivery Address

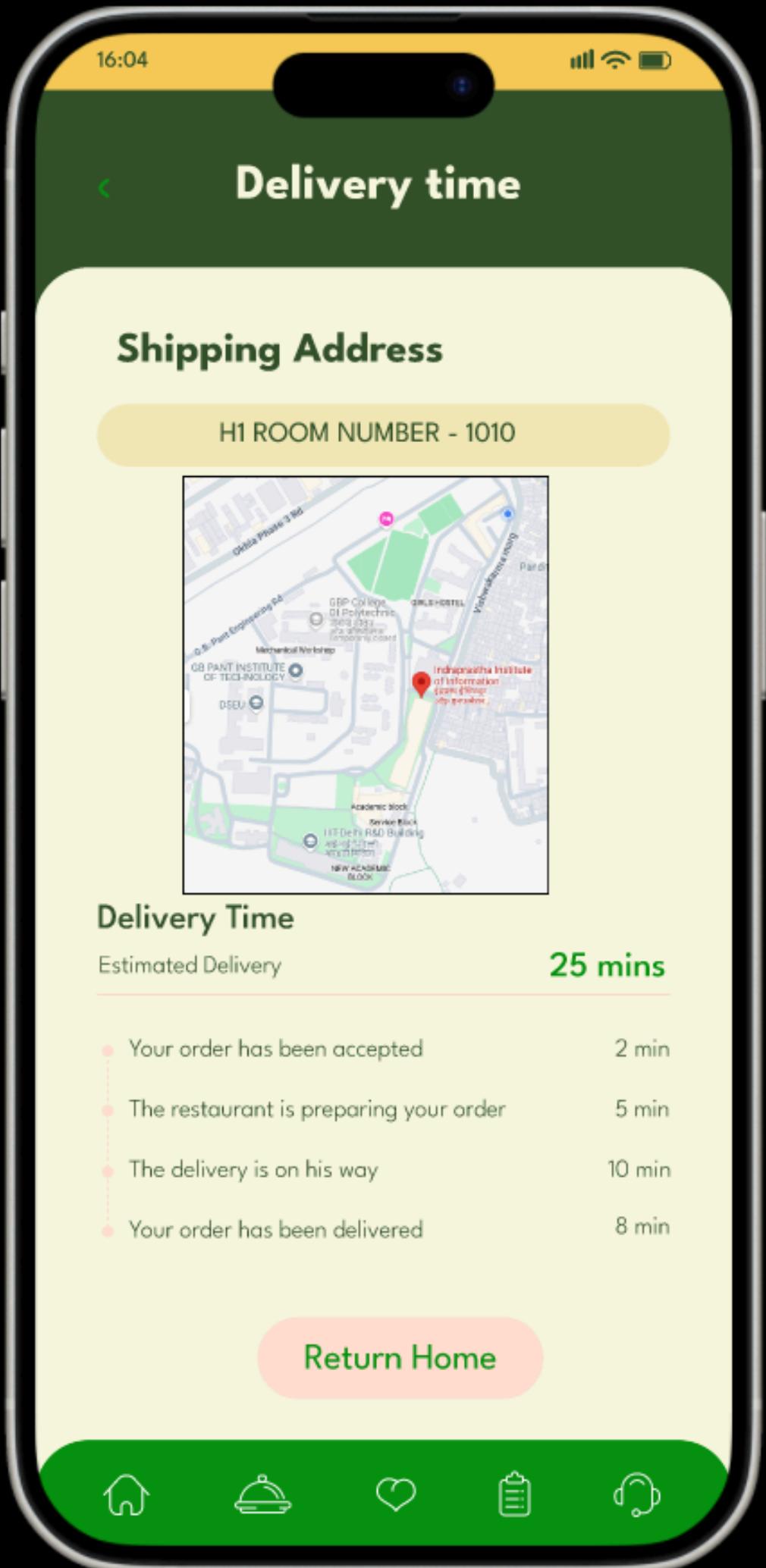
## Tab

The application allows users to store and manage multiple delivery addresses within their profile. This feature provides flexibility and convenience, enabling users to effortlessly switch between different preferred locations—such as their dorm, library, or friend's room—depending on where they want their food delivered at any given time.



# Order Summary

To ensure transparency and minimize errors, the application presents users with a comprehensive order summary. This summary clearly outlines the selected food items, individual and total pricing, delivery address, and payment method, allowing users to review all details thoroughly before proceeding to confirm their order.



# Delivery Details

The delivery details are presented in real time, ensuring that recipients have access to the most current information available.

This real-time presentation is coupled with a commitment to clarity, allowing for an easy understanding of the details involved

# High Fidelity Link

Figma Prototype Link:

<https://www.figma.com/proto/AoegaDKnvSvnvfqGshRvf/Campus-Eat-App?node-id=1-423&t=o2s0SsIHY3SuJx0R-1>

# Effectiveness of Our Solution

Our High-fidelity design presents a near-final visual version of the in-campus food delivery app, featuring real UI elements like icons, colors, and layout. It reflects the actual user experience, supporting usability testing and feedback.

The clean interface, food images, and intuitive navigation make it easy for students to browse and order meals. The design prioritizes clarity, accessibility, and consistency, aligning with usability heuristics for an engaging and user-friendly experience.

Aside from the heuristics, a real world analysis of the pain points in the current user flow will also be studied and be analyzed to improve our solution.

References to the heuristics followed:  
[1],[2],[3],[4],[5],[6],[7],[8],[10]

# References

## Nielsen's Heuristics

### 1. Visibility of System Status

The system should always keep users informed about what is going on, through appropriate feedback within a reasonable time.

The system should speak the users' language, with familiar words, phrases, and concepts.

### 3. User Control and Freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state.

### 4. Consistency and Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing.

### 5. Error Prevention

Prevent problems from occurring in the first place. Better than good error messages is a careful design that prevents a problem from happening.

### 6. Recognition Rather Than Recall

Minimize the user's memory load by making objects, actions, and options visible.

### 7. Flexibility and Efficiency of Use

Accelerators—unseen by the novice user—may often speed up the interaction for the expert user.

### 8. Aesthetic and Minimalist Design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information competes with the relevant units.

### 9. Help Users Recognize, Diagnose, and Recover from Errors

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

### 10. Help and Documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and support.

# Team Members

- Satyam Panday - Hi Fi
- Nipun Kothari -Hi Fi
- Lakshya Dayma - Hi Fi and Personas
- Aditya Dhiman - User Flow and Slides
- Shashank Gadamsetty- User Survey, Slides and Hi Fi