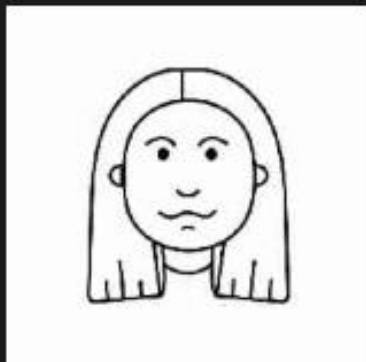


BDA03 - Group 5

RISEing Stars



Introducing the team



Dawn Wong



Fanyu



Kenny Chiang



Tia Kang Sheng



Pang Qi Jun



Shirley Lee



Tan Qi Ting



Executive Summary

Background: Hawkers are an integral part of our culture and heritage as Singaporeans. The pandemic has had significant impact on their operations. We are keen to explore how we can empower them to service their regular customers and grow in a post COVID-19 world.

Key Insights: Among the local population, hawker cuisine serves our core purpose of sustenance. It has to be:

1. **Affordable**
2. **Brisk**
3. **Convenient**
4. **Cultural**

Recommendation: As Singaporeans, efficiency is ingrained in our culture. To further drive efficiency, we seek to utilise technology to empower hawkers to remain relevant and reach a broader audience by giving diners information on queuing time and crowds to assist their planning to maximize their meal time.

Impact: Bridging the information gap between hawkers and diners could lead to increased sales and a more resilient business. Creating a community could reinforce the relevance of hawkers as our national identity by making it relevant to the younger population.

What we heard from the users



Affordable

Food is cheap, fuss-free and no-frills

"Food is for sustenance"

"Hawker food is more accessible, lower cost and less hassle. There is no need to dress up or pay taxes/service charge."

"...if hawker copy restaurant then don't need hawker already."



Brisk

I just need a quick bite

"I only have 15 mins for lunch"

"Food is only for sustenance"

"...no need to waste time queueing up for food..."

"Queuing time is a big factor"



Convenient

Convenience is King

"I want to obtain food with minimal effort"

"Food can be enjoyable but weighs less than convenience"

"No cashless, no deal"




Cultural

Hawkers are part of the Singaporean culture

"...can't get it anywhere else in the world"

"Exposed to a lot of hawker food since young. Continued eating till this age."

"It is a dying culture..."

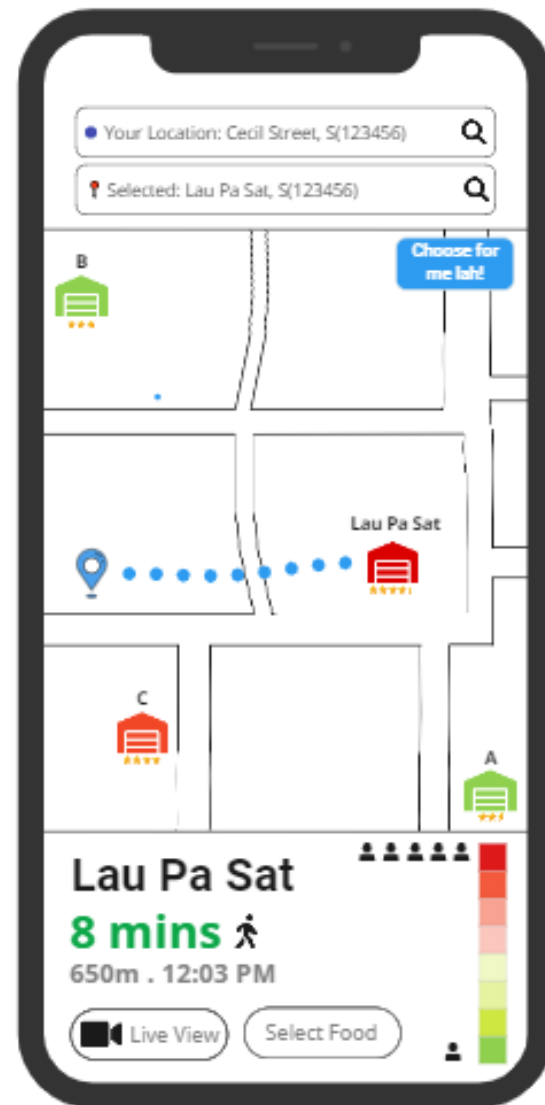
A vibrant, cartoon-style illustration of a bustling hawker center. In the foreground, several people are seated at long tables, eating and drinking. A man in a blue shirt is looking at his phone. To the left, a person in a red shirt and white helmet stands near a stall. The background features various food stalls, including one with a sign that says "Adam Food Centre" and another with a bowl of noodles. There are also palm trees and a large building in the distance.

**How might we better inform users,
so that they can maximise their meal time
and plan for a faster and effortless visit to
the hawker centres,
to encourage hawker food consumption.**

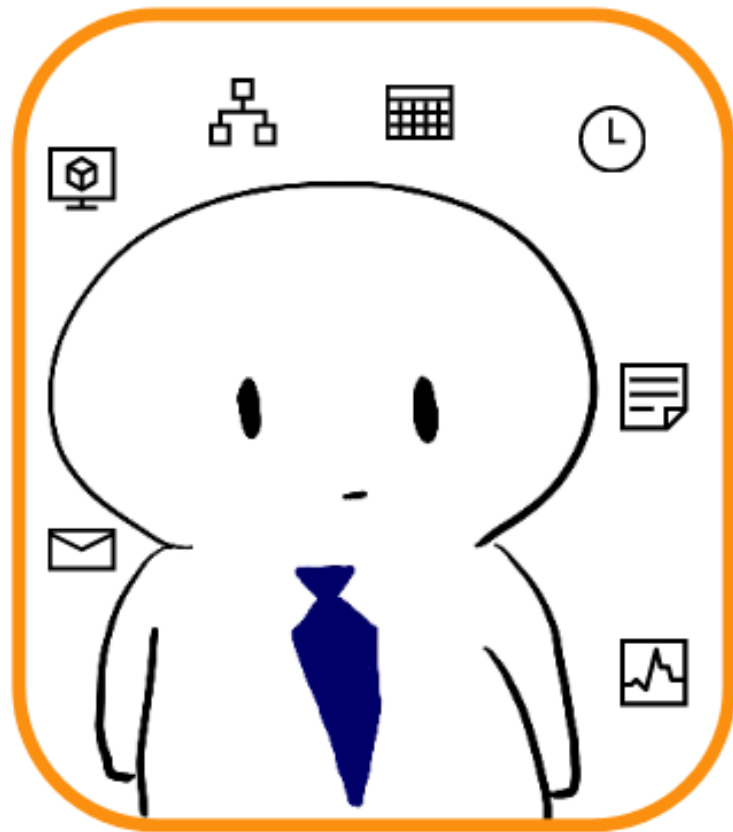


HawkerInfo

Providing real-time information on crowd volume and queue to hawker users to make hawker visiting experience as fast and effortless as possible.



Meet Busy Boris



- Age 29
- Regular working hour in the office
- 1-hour lunch break
- Working-class
- Food budget as little as possible for best value (average \$3)

Busy Boris' Quotes

- "I can only have 15 mins for lunch"; "Food is for sustenance"
- "I would choose a Hawker stall that has cashless payment even if the food is not as good"; "No cashless, no deal"

Needs

- Convenience in payment
 - Cashless payment options
- Convenience in obtaining food
 - Short order & waiting time
 - Near their office

Goals & Tasks

Goal

- To get a quick, filling and cheap meal
- Has aspirational financial objectives; saving for the future (e.g. house)

Tasks

- Obtain food within 1000 steps
- Minimal thinking required on where to get food and what to eat (no time and brain space to think non-work stuff)
- Pay for food without cash

Pain points

- Thinks that the line for ordering food is too long
- Long waiting time to pick up food
- Prefers cashless payments

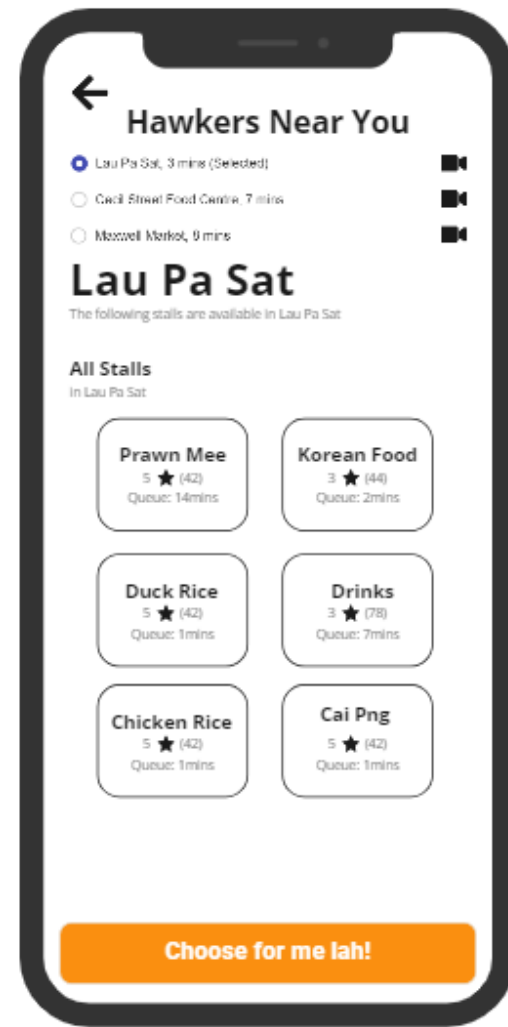
Provide real-time crowd volume and queue information on the go



"Siao liao, 20 mins for lunch?!
Lucky I have HawkerInfo to
save my lunch! Let's see..."



"8 mins to Lau Pa Sat! Okay!"

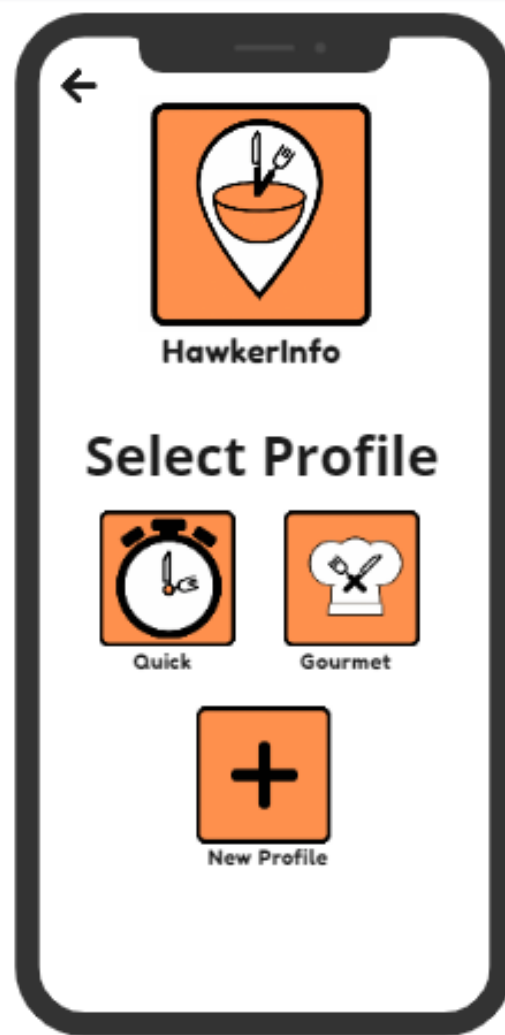


"Oh no! So many choices! 'Choose for
me lah!'"

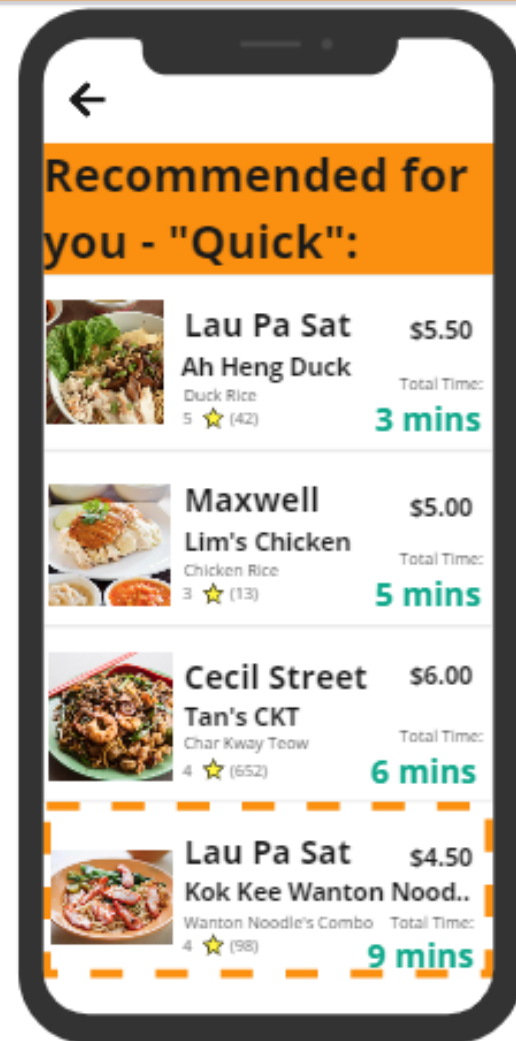
Recommend best routes and most suitable food options based on personalised profiles, using an AI engine



"AI to the rescue! No need to use brain liao."



"I need food quick so I'm going with the Quick profile (food within 15min) I set up previously."

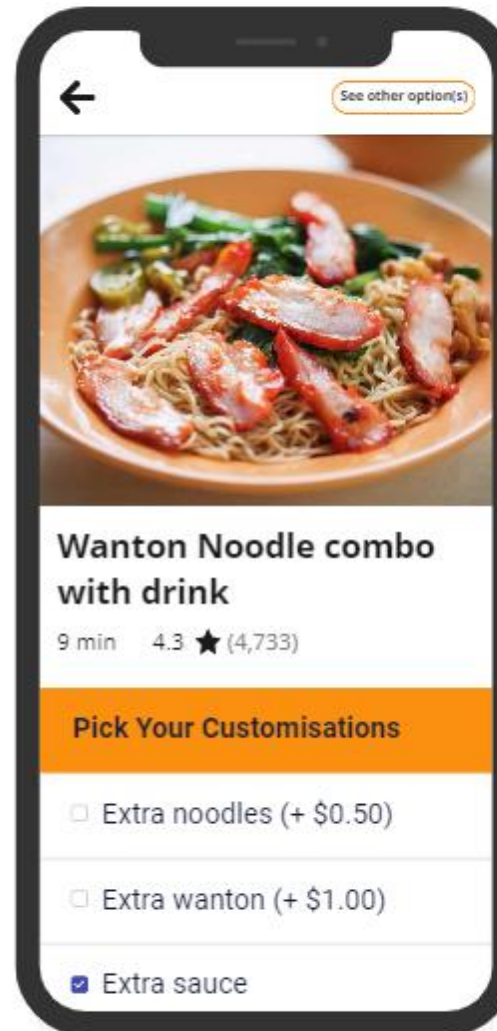


"Got the feels for some noodles - let's go for Kok Kee's Wonton Mee. Not bad got 4 stars!, have time for it too."

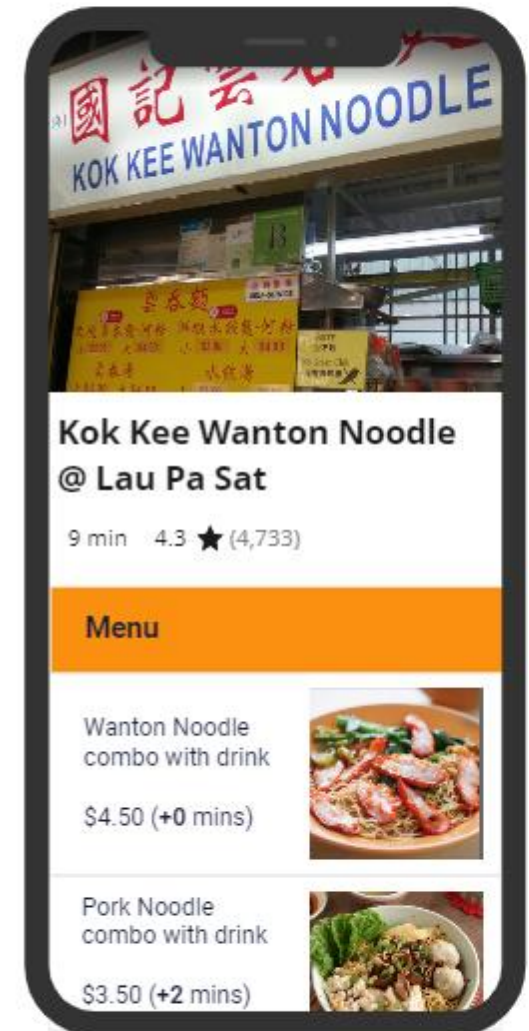
Customise food selection according to personal preferences



"YAAAAS! Can order like in the hawker."



"Need money buy house lah, add what wanton... More zhup (sauce) more full..."

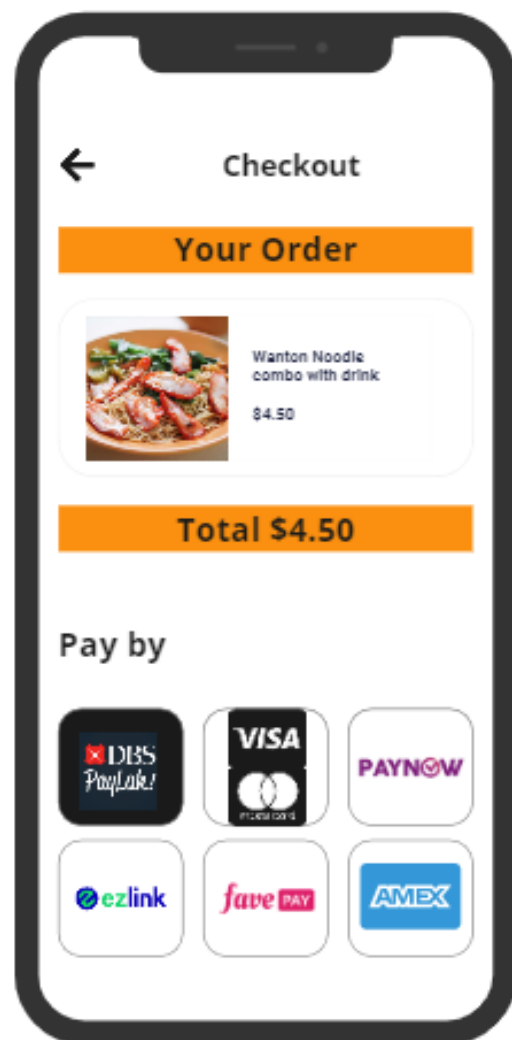


"Let's see got what other options at this stall..."

Pay via in-app cashless payment methods for brisk transactions



"Shiok! So many payment options, can earn my cashback."



"Let's confirm the order. So easy! Can pay using Fave and get cashback!"

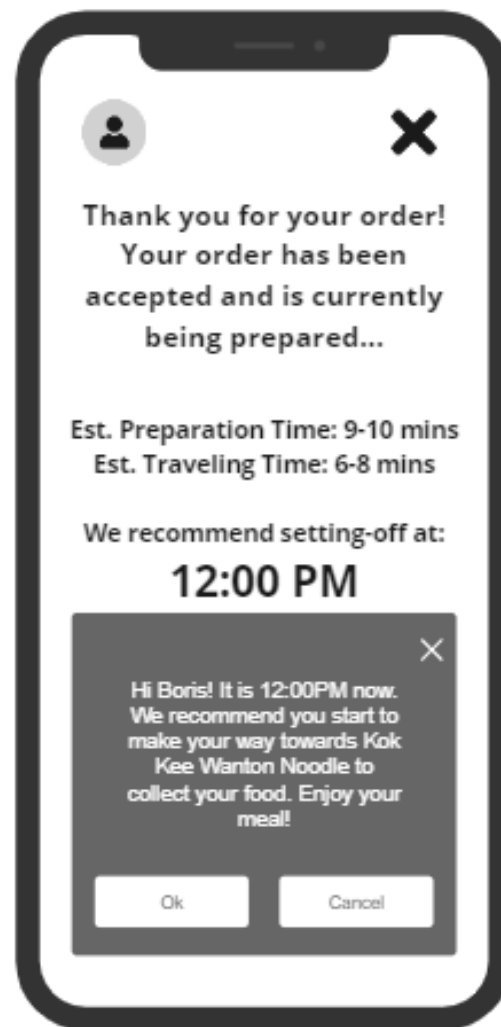
Notify user to begin journey with an optimised route to hawker with in-app navigation tool



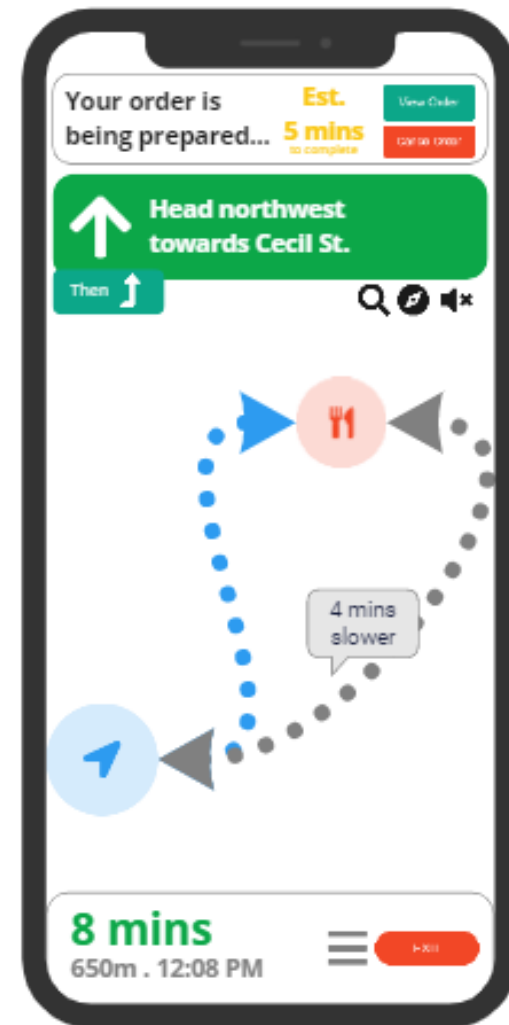
"No more rushing to buy food!"



"No more queueing! Can eat hot food somemore."



"Mai tu liao, better leave office now to pick up the food on time..."

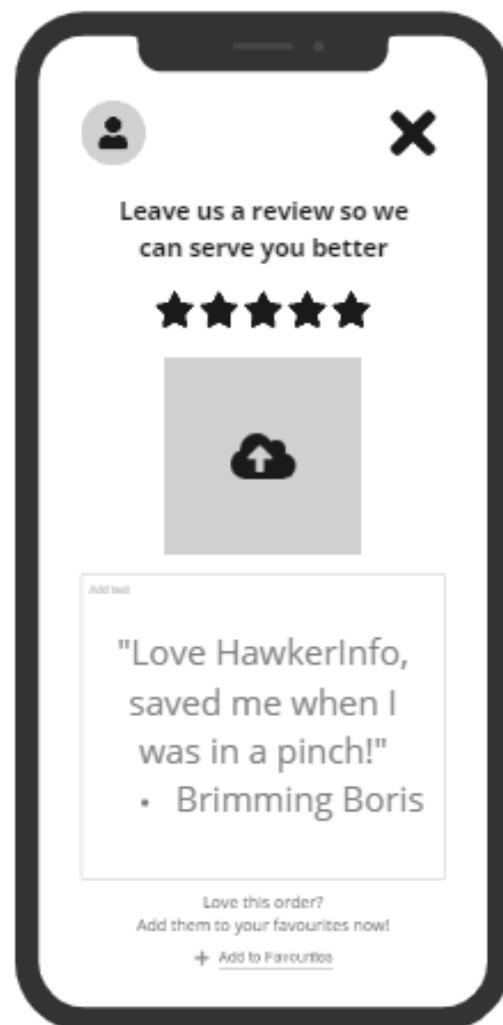


"Phew I'm on track to make it for my 20 min lunch, don't need to run..."

Save order in favourites for an enjoyable meal and leave an experience review for rewards




"15 mins enough already, don't even need 20 mins. Wah, this wanton mee nice leh. Can eat this again next time."



Damn shiok! This deserves 5 stars and need to "Add to Favorites" so I can order easily again next time!"



"Wow I get rewards for reviewing. Should use for lunch again tomorrow!"



Hawker Information in your hands

Quick and easy Hawker information provided to customers

- 1) Lower the time and effort hurdle to get hawker food
- 2) Enable purchase of hawker food with minimal crowd interactions (minimise contact with potential infections)
- 3) Facilitate cashless payment (Low contact payment mode)

Why might we fail?

- 1) Lack of governmental support which results in fragmented information
- 2) Hawkers might be unwilling to share their order information
- 3) Low implementation of real-time monitoring system

What can we test?

- 1) Digital Interface
- 2) Navigation Tool
- 3) Journey Planner

What success looks like?

- 1) Increase in number of active users year on year
- 2) Increased hawker revenue year on year

How do we plan our rollout?



Paper Prototype (1 month)



Development (2 months)



Useability Testing (2 months)



Launch to market (1 month)



Q & A

(10 mins)



RiSE BY
DIGITALBCG
ACADEMY