

# Delivery Of Essentials in 2020

Theme: Life In Lockdown

Pune



# Team



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# Lockdown Scenario

The restaurant owners want to provide service in this pandemic and the consumers are in need of their products provided through home delivery systems. Everyone is concerned about their safety and everyone would benefit from a safe food delivery system.



# Problem Identified

How the packaging and delivery systems for restaurants can be as safe as possible in 2020?

This problem needs to be solved because many restaurant businesses won't be able to survive if people stop buying and consuming their food products. Conventional means of packaging and delivery of goods is highly unsafe for the people working for the restaurant as well as the concerned consumer because of highly contagious COVID-19.



# Target User Persona 1



## PROFILE

Job Title: Su Chef

Gender: Male

Family Setting: Source of income,  
married with 2 kids.

## DEMOGRAPHICS

Income: average pre pandemic

Education: bachelor of hotel management  
degree

## FEELINGS

Values & Goals: wants to continue his restaurant  
business in 2020 safely.

Worries: He is afraid he might catch and spread  
covid19 while working. He doesn't want his family to  
face major budget related problems.

Influences: Pk Biryani , Dominos, Ola, Arogya Setu

## OBJECTIONS

Safety

Work

Fear

# Target User Persona 2



## PROFILE

Job Title: Consumer  
Gender: Male  
Family Setting: Retired, married,  
father of 1 daughter

## DEMOGRAPHICS

Income: Above average pre pandemic  
Education: B.Com,Retired

## FEELINGS

Values & Goals: In need of healthy food and medicine  
Worries:Safe delivery of essential goods, Not being able to  
buy essentials.  
Influences:Zee Marathi,ABP Majha,Whatsapp,Arogya Setu

## OBJECTIONS

Cost  
Value  
Fear

# Target User Persona 3



## PROFILE

Job Title: Delivery Man

Gender: Male

Family Setting: Single.

## DEMOGRAPHICS

Income: Poor pre pandemic

Education: B.Tech

## FEELINGS

Values & Goals: want to deliver packages safely to consumers.

Worries: He is paid on daily wages. He is afraid he might catch and spread covid19 while delivering as his family depends on it. He is worried regarding the safety of his job. He is afraid that he might go bankrupt without his daily income.

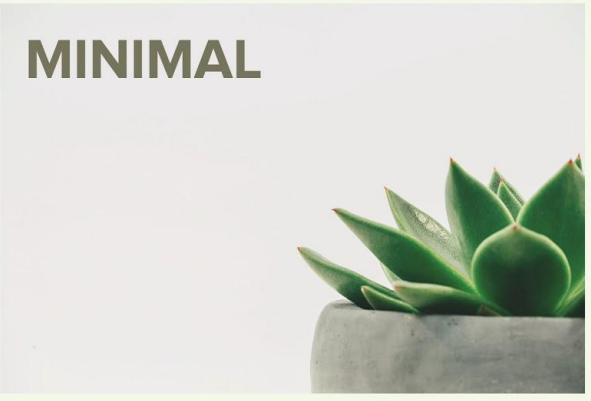
Influences: KFC, Dominos, Amazon, Arogya Setu

## OBJECTIONS

Work

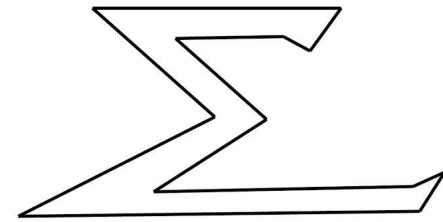
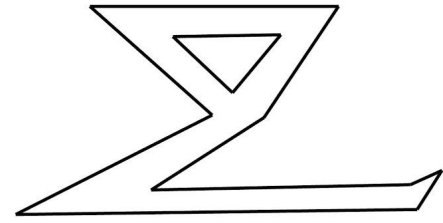
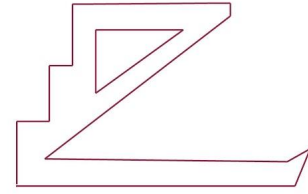
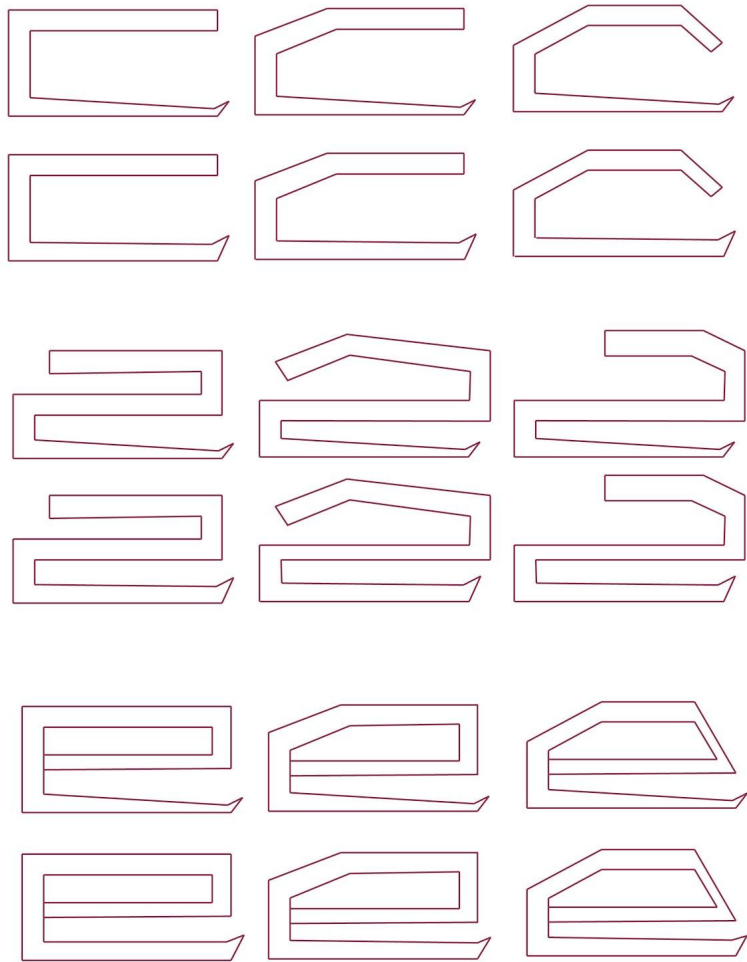


# Inspiration Board









**Sigma Symbol Inspiration**

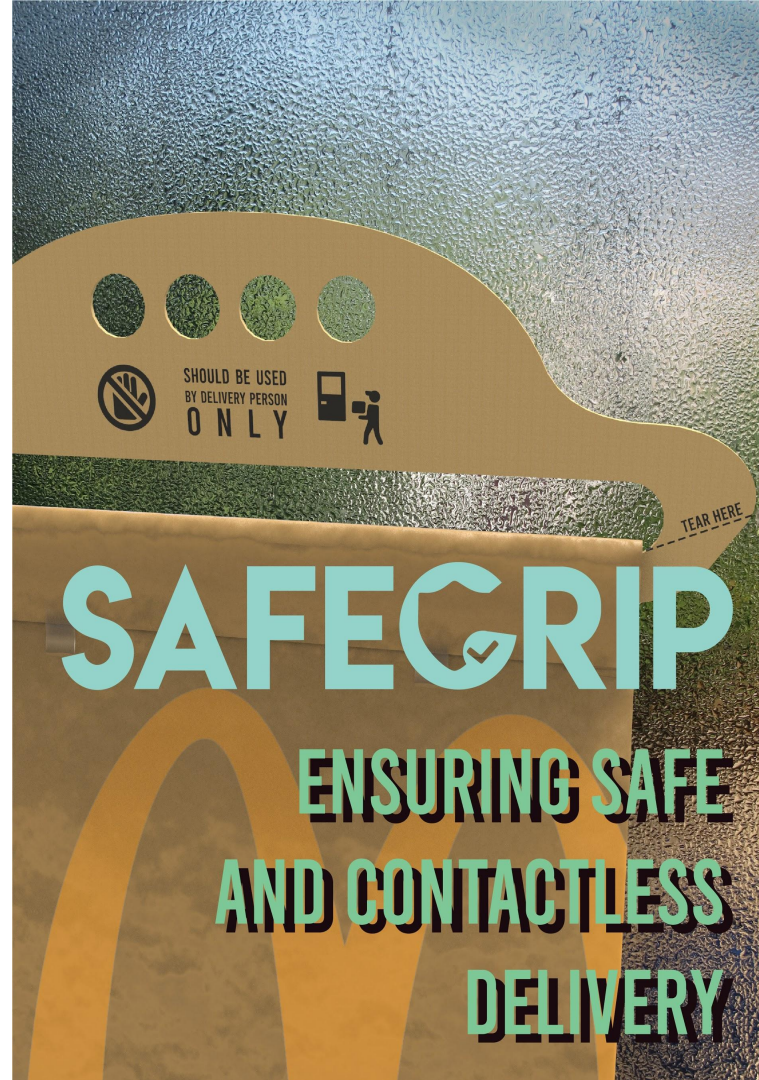
# Solution: 1

**Tearable cardboard handle for the delivery man with no contact to main parcel.**

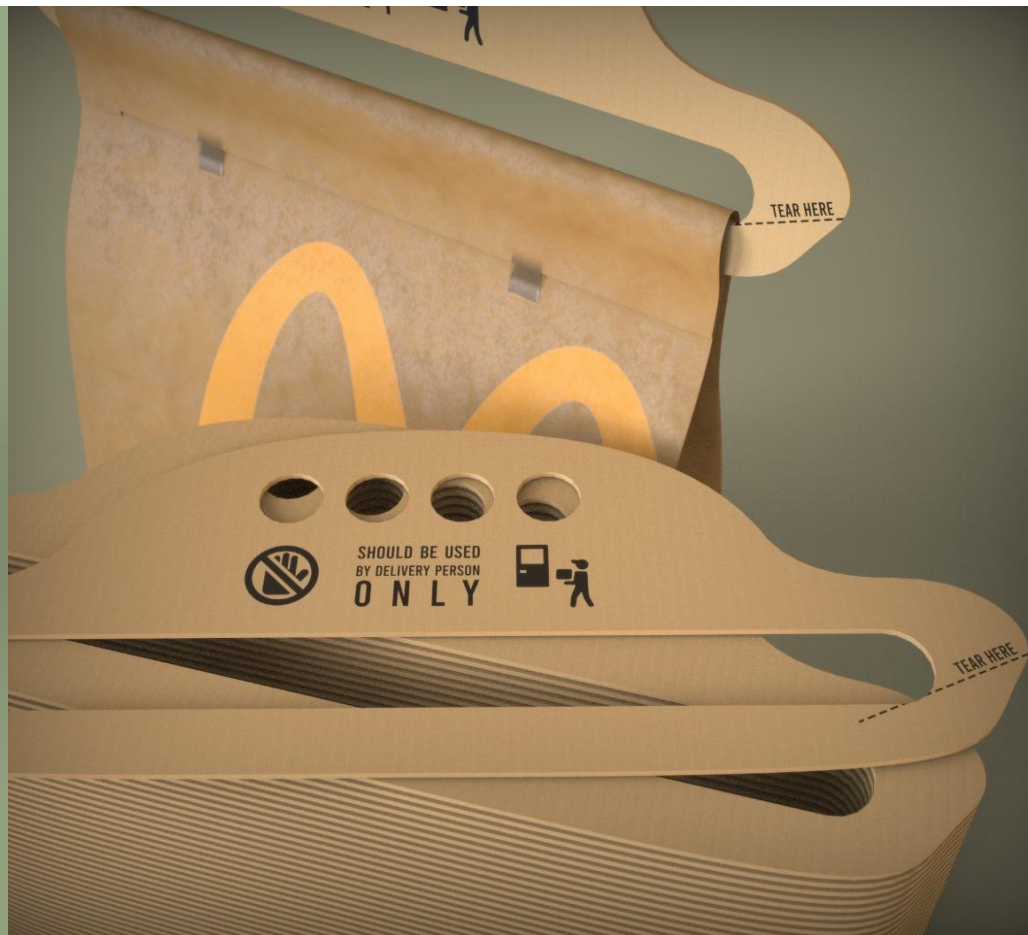
This Solution consists of four holes to hold and a slit where the paper bag is folded and stuck.

Then the delivery man uses the handle to pick the parcel for delivery and has zero contact with the parcel.

At the time of delivery the delivery man tears the handle off the parcel the the package is delivered following the no contact of delivery rule.





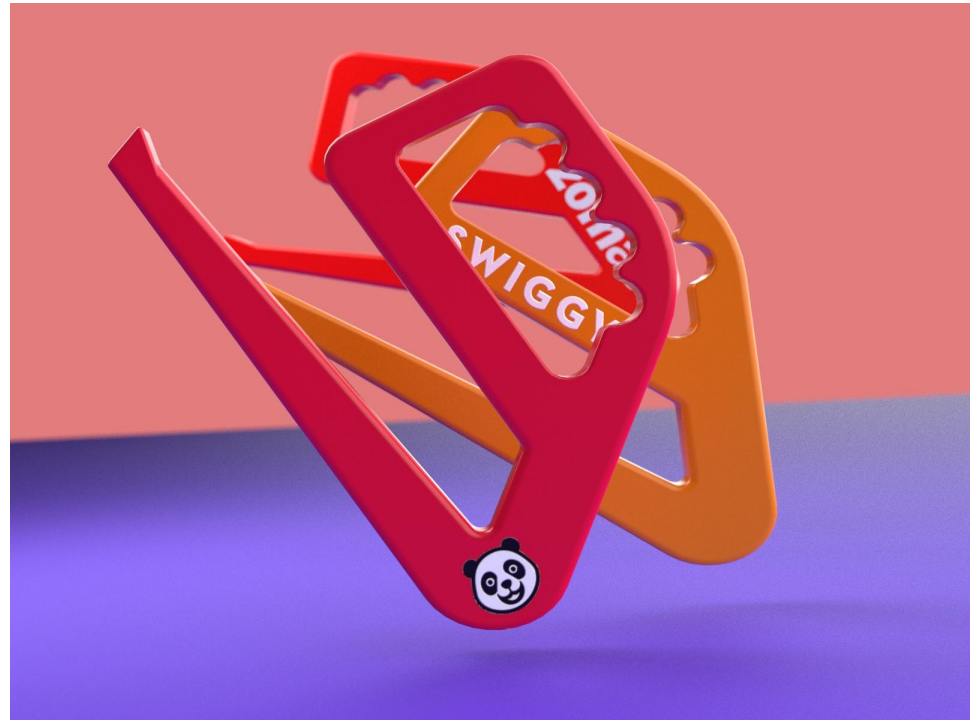


## Solution: 2

**Plastic tool for the delivery man to handle the parcel with no contact.**

This Solution consists of a single plastic tool which is inspired from the letter **e** in which the delivery man holds it with the grip and the parcel is picked by inserting its open end with a wedge which keeps the parcel from sliding and falling. Partition between helps to restrict delivery man contact with the parcel. It's also easy to sanitize.







## Solution 2

# Future Scope

It is the same tool with a detachable grip made of metal which records the temperature of the delivery man whenever he touches it and feedbacks the data to the main operating office.

This makes the delivery even more safer as a delivery man delivers at least 5-6 parcels on each ride and their can be chance if he has high temperature before a delivery.

This Version of tool can stop any contact of infected delivery man to consumer by reporting to the office and delivery man himself.

This tool can be made more sustainable using **Generative Design**.

[https://drive.google.com/file/d/1aVmAOU22exc\\_lirq2OJv-\\_eVbANRn4Sh/view?usp=sharing](https://drive.google.com/file/d/1aVmAOU22exc_lirq2OJv-_eVbANRn4Sh/view?usp=sharing)



# User Experience

HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?

*First solution*

**Kitchen** Step 1. After the food is cooked, wrap the parcel opening from within the bigger loop and seal it.

**Counter** Step 2 : Pick up the parcel by holding the SafeGrip to keep in the bigger bag.

**Customer door** Step 3 : Tear the Safegrip from the side and slide it out

**End of the day** Step 4 : Collect them separately and dispose it off later.



## Second solution

**Kitchen Step 1 :** Seal the parcel bag with a loop to insert the SafeGrip in.

**Counter Step 2 :** Insert the SafeGrip arm inside the loop to pick it up and put it inside the delivery bag.

**Customer Gate Step 3 :** Remove the parcel from the delivery bag using SafeGrip towards the Customer door.

**Customer Door Step 4 :** Keep the parcel on the ground and slide out the SafeGrip to complete the delivery.

Sanitize the SafeGrip after every delivery

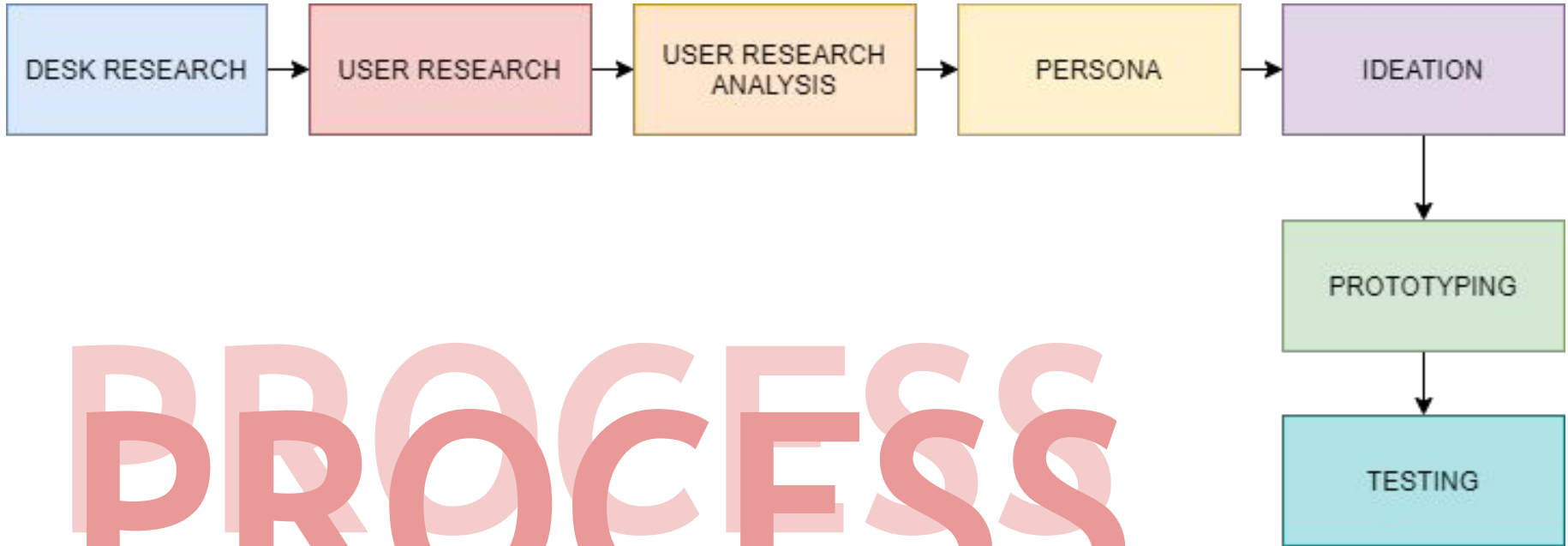


# Process

## DESIGN PROCESS

We started working on this project by doing desk research and user study. We made a questionnaire and asked multi chain and local restaurants, delivery person and the customers through online forms and calls. We came up with user persona and problem statement after the analysis of user research. We came up with various solutions after brainstorming and selected two final solutions.



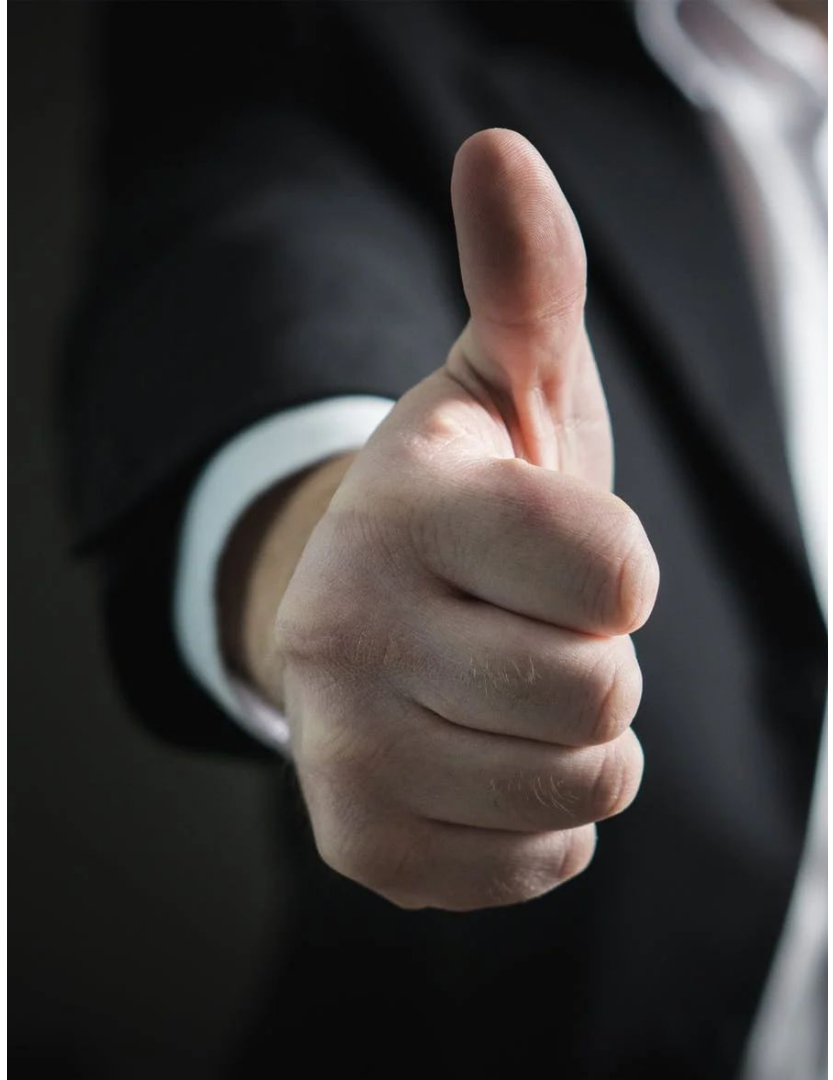


# PROCESS



# Impact

Our Solution of delivery tool makes it easier and safe to delivery food packages from restaurant to peoples home without any contact of the delivery man making it safer for the consumer and delivery man himself and makes the restaurant owner less concerned about well being of his consumers and his employees.



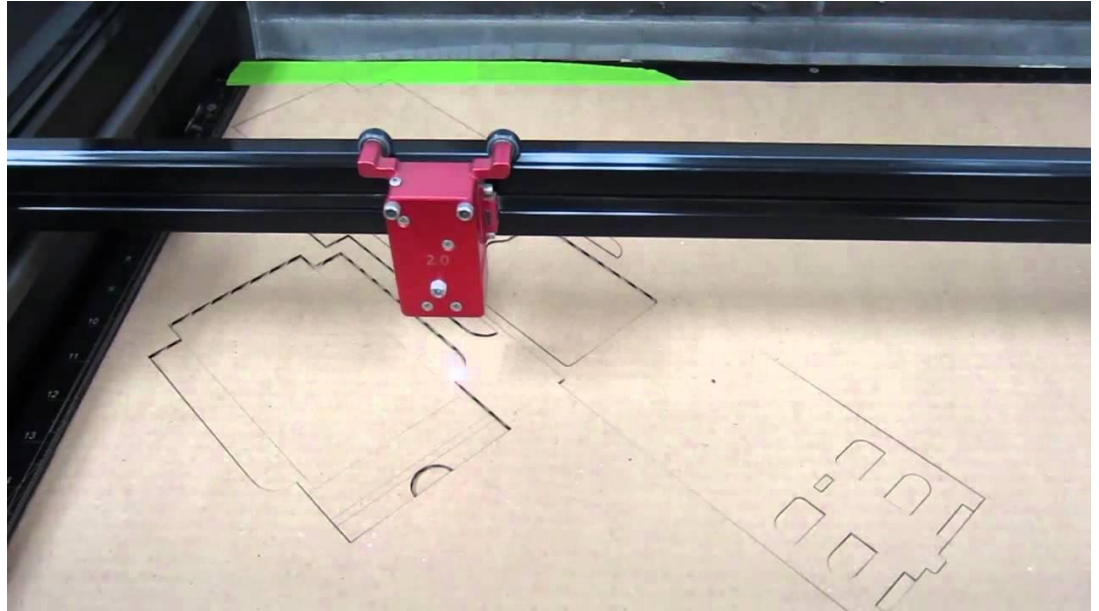


# Execution & Viability

The following solution can be implemented in two formats.

## Cardboard & Plastic

The Cardboard Handle can be manufactured by Laser Cutting . As, it is made by Cardboard it can be recycled immediately and made into new ones.

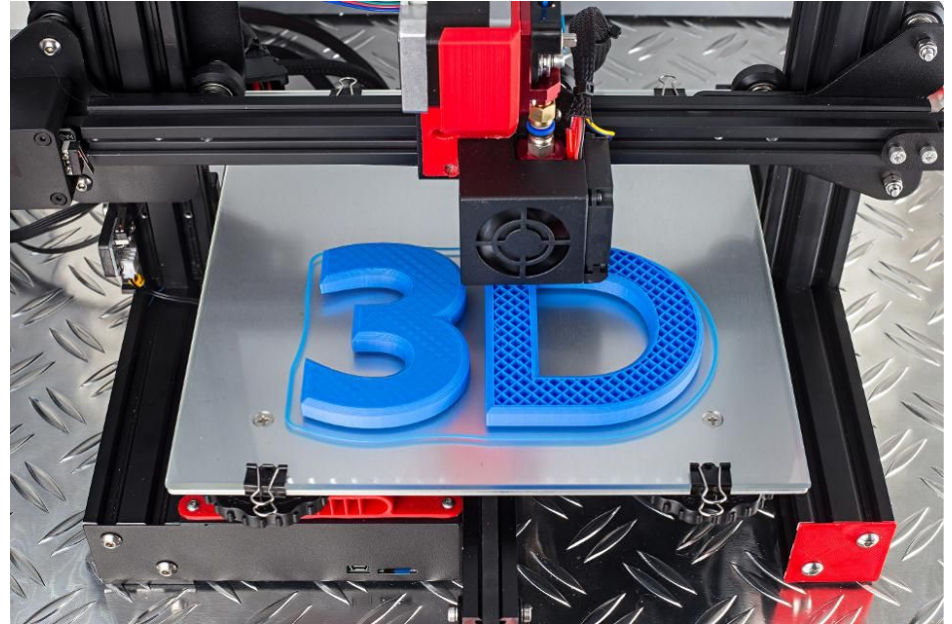


# Plastic Alternative

The Plastic Solution will be Injection Molded in large quantities  
and distributed among all delivery agents with a sanitization kit.



3D Printing is more efficient process in order to produce this tool as it has less amount of material waste.



**Thank you!**



**YOU**



**THE GUYS SHE TOLD YOU NOT TO WORRY ABOUT.**