

tanदूर ;

for safe contactless dining

By: SIDHANT PATNAIK
MUSKAN SINHA
LAVANYA SAIHJEE
DEBADITYA SEKAR JENA



01

OVERVIEW OF THE PROJECT

People today are facing a **deadly pandemic**. It has not only put our lives on halt but **crippled our economy**. Due to the virus's fast spreading nature, **isolation** and **social distancing** are mandatory for a while. The aim of this project is to develop **new solution** that can help revive an industry in safe and secure manner.



02

GIVEN PROBLEM STATEMENT

Tourism and Hospitality Sector are one of the worst hit sectors in this pandemic and brands like **OYO** and **Make My Trip** have suffered huge losses, What design intervention can help **revive** a particular brand?



RESEARCH POINTS

03

Pandemic have happened before what has changed now ?

There is **no cure till now** and the **spread is increasing**.

Hence it is important to understand the current condition of the people, industry and the effects of covid -19 Pandemic. The following points were kept in mind while conducting research:

1. To understand various **domains** in the **Travel and Hospitality Industry**, their needs and problems they face on a day to day basis.
2. Understand Customer needs and wants, in order to deduce customer insights.
3. To develop **ideas** centered around the users and other concerned **stakeholders**.



04

CURRENT PRACTICES

Currently many restaurants have initiated mandatory social distancing, personal hygiene practices, digital menu cards and cashless transactions. Few restaurants have shifted to take away and open space dining to combat the challenges provided by the Pandemic.

05

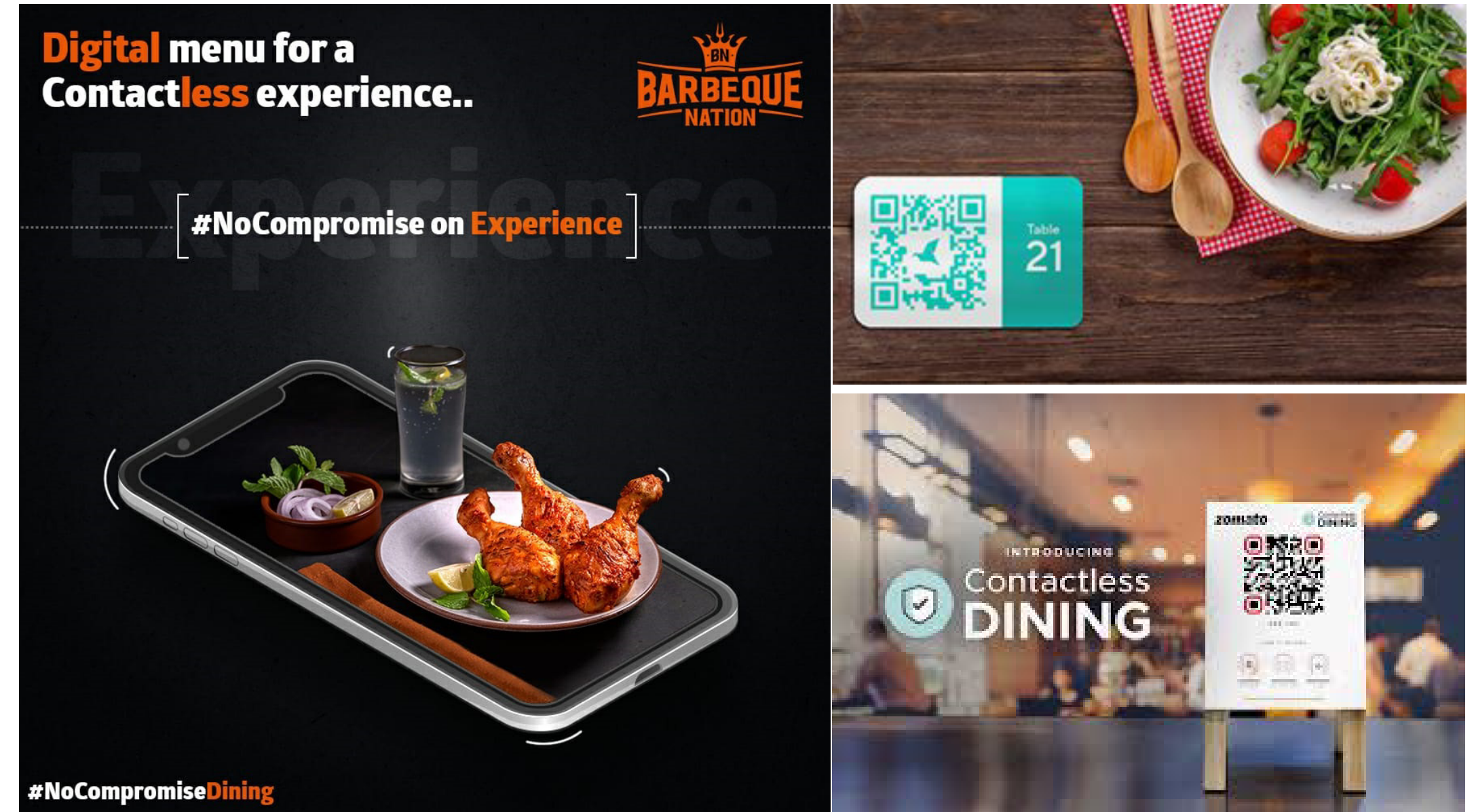
USER INSIGHTS

1. Improving communication between restaurants and customers regarding dining experience and practices.
2. Building a safe contactless dining experience in restaurants develop solutions customers can trust.
3. Impose existing precautionary measures, make it more easier to follow and adaptable.
4. Providing better sanitizing machines to the restaurants.
5. Develop cost effective design solution to jump start the restaurant business and help them stay afloat during the pandemic.

06

IMPORTANCE OF PROBLEM

The problem area has large scale effect on the industry and many stakeholders associated with the restaurants. Potential customers are also not willing to come out and openly trust the restaurant businesses due to rising cases. Reviving existing companies and brands can help generate more jobs oppurtunity and revive the industry one step at a time.



FINAL PROBLEM STATEMENT

07

To **design** a **product** to enhance the **contactless dining experience** at **barbeque nation** to gain the trust of the customers post lockdown.



08

BRAND: BARBEQUE NATION

Barbeque Nation is one of the leading casual dining chains in India; Barbeque Nation pioneered the concept of "over the table brabeque" live grills embedded in dining tables - allowing guests to grill their own brabeque's right at their tables.



09

BRAND AESTHETICS

Barbeque Nation brand aesthetics play a major role in the conceptualization of ideas and in developing final designs for the given problem statement. Analyzing a the aesthetics help us design product in a similar visual language.



10

COLORS

#902E15



#482A22



#DD743C



#84562F



#D09D56



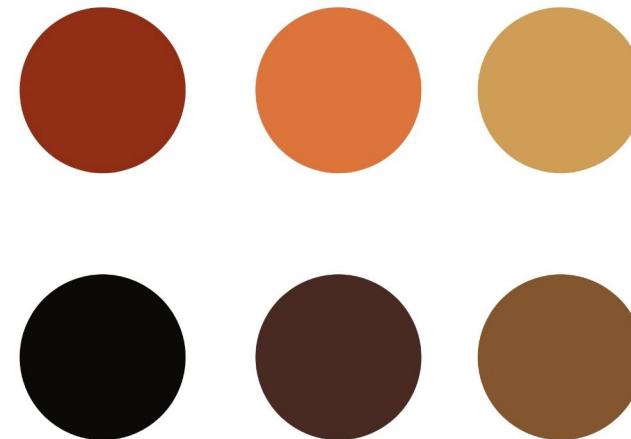
#FF6201



#0B0A08

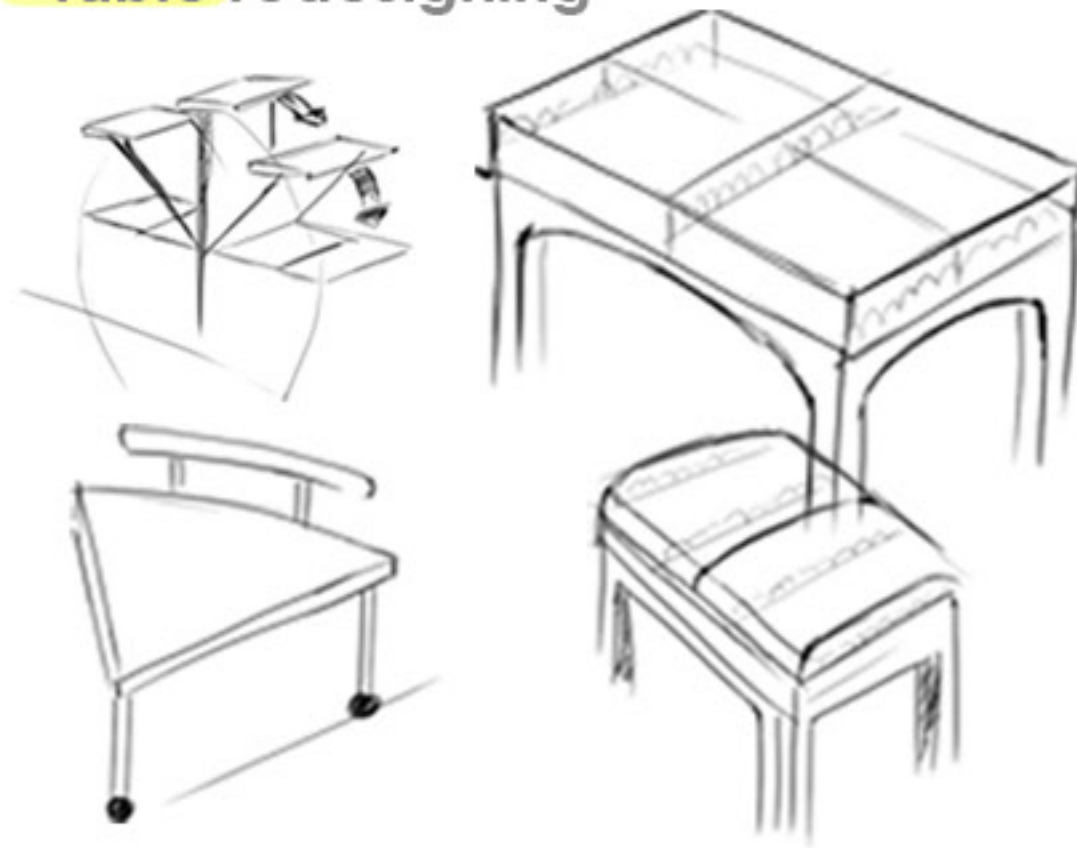


#288CCA

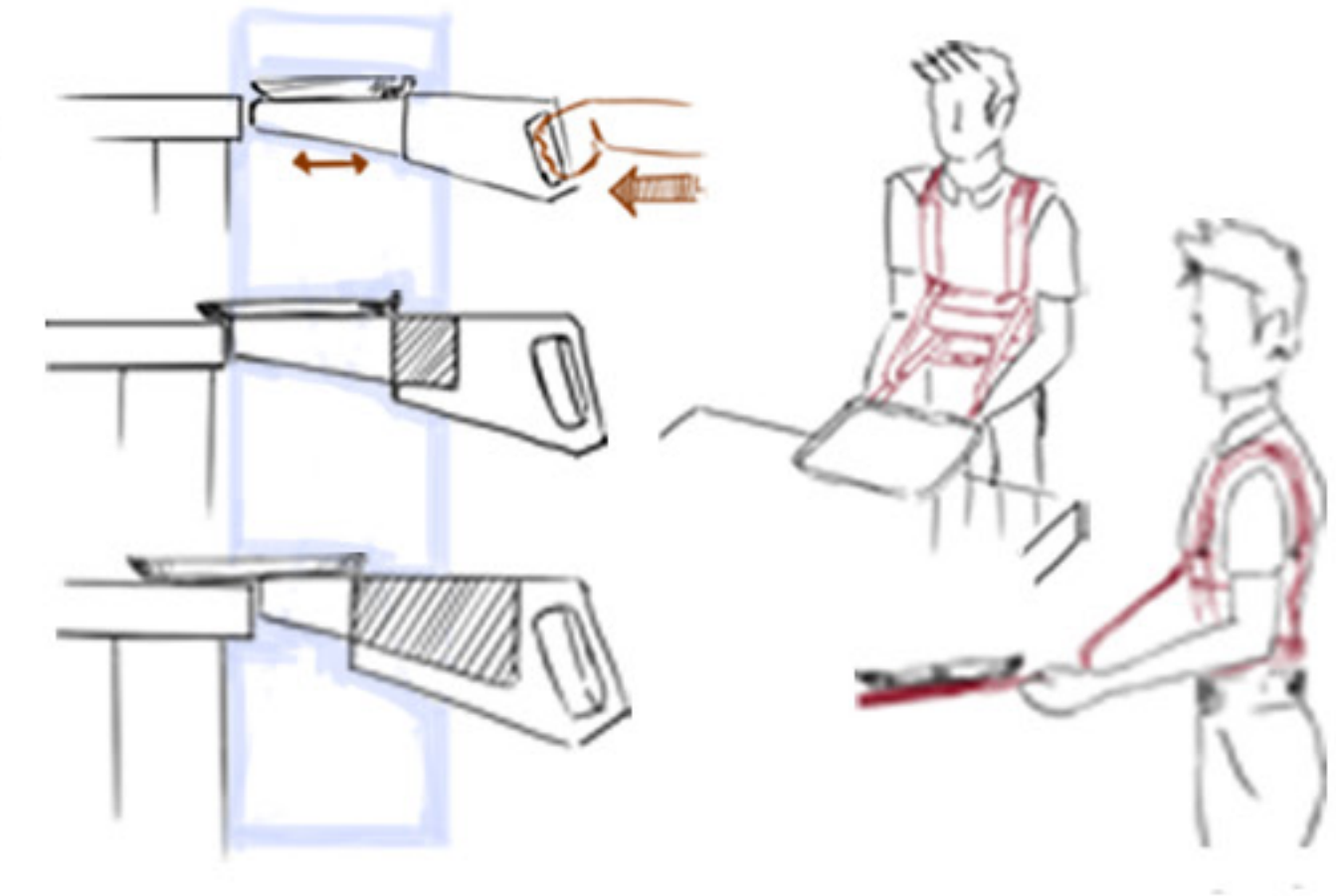
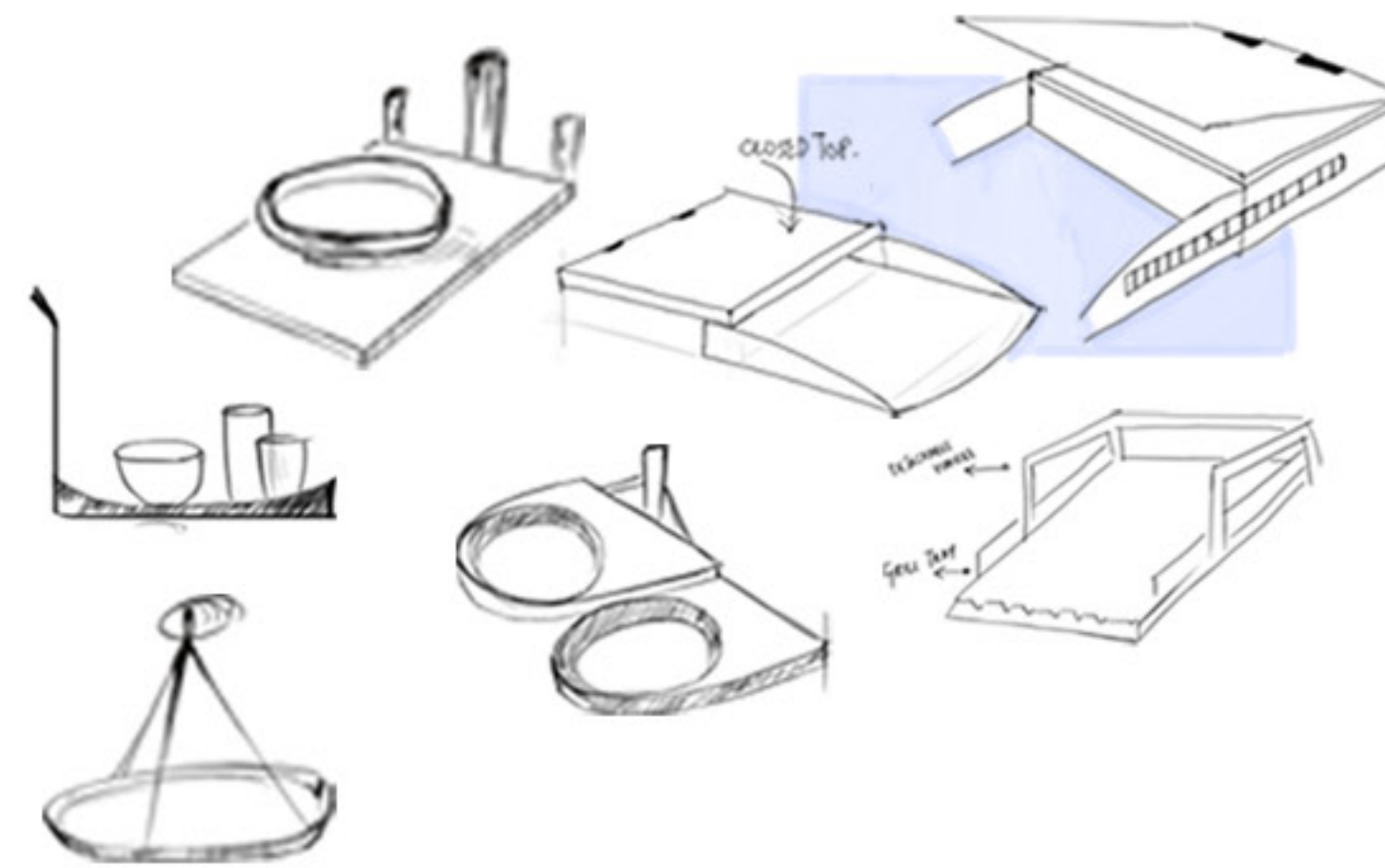


▶ IDEATIONS AND CONCEPT DEVELOPMENT

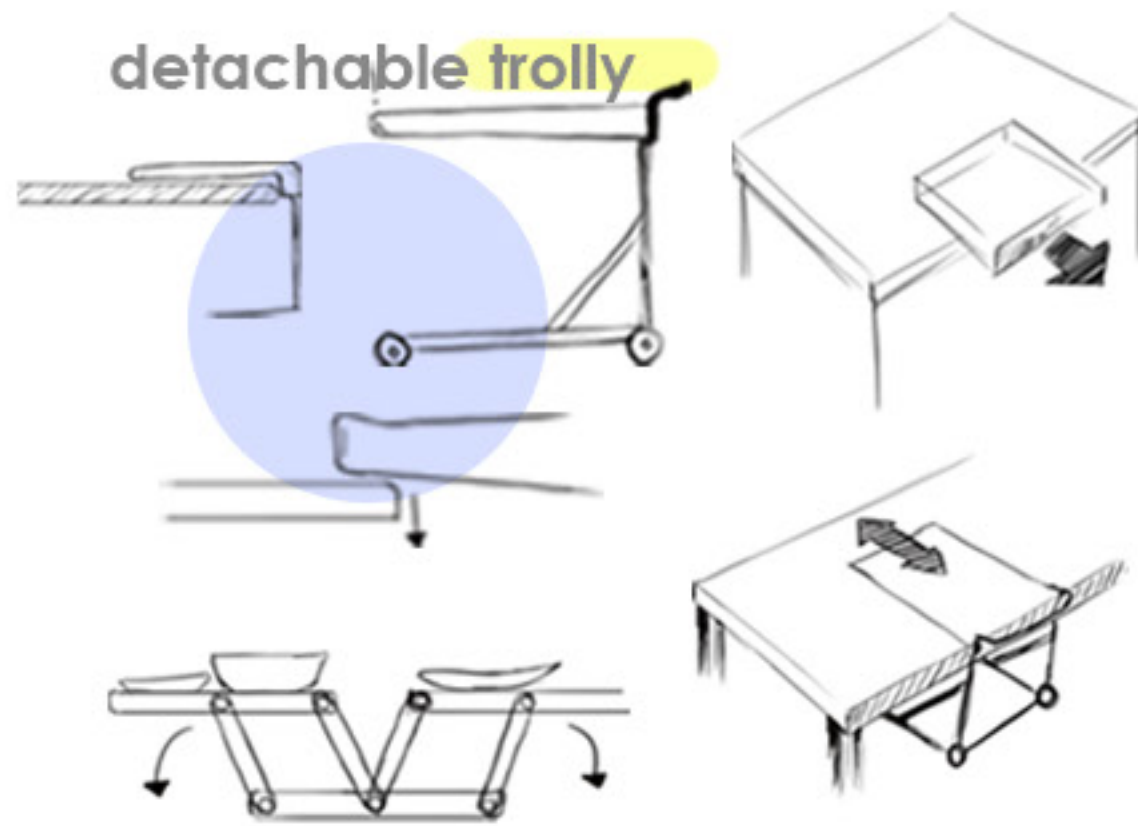
table redesigning



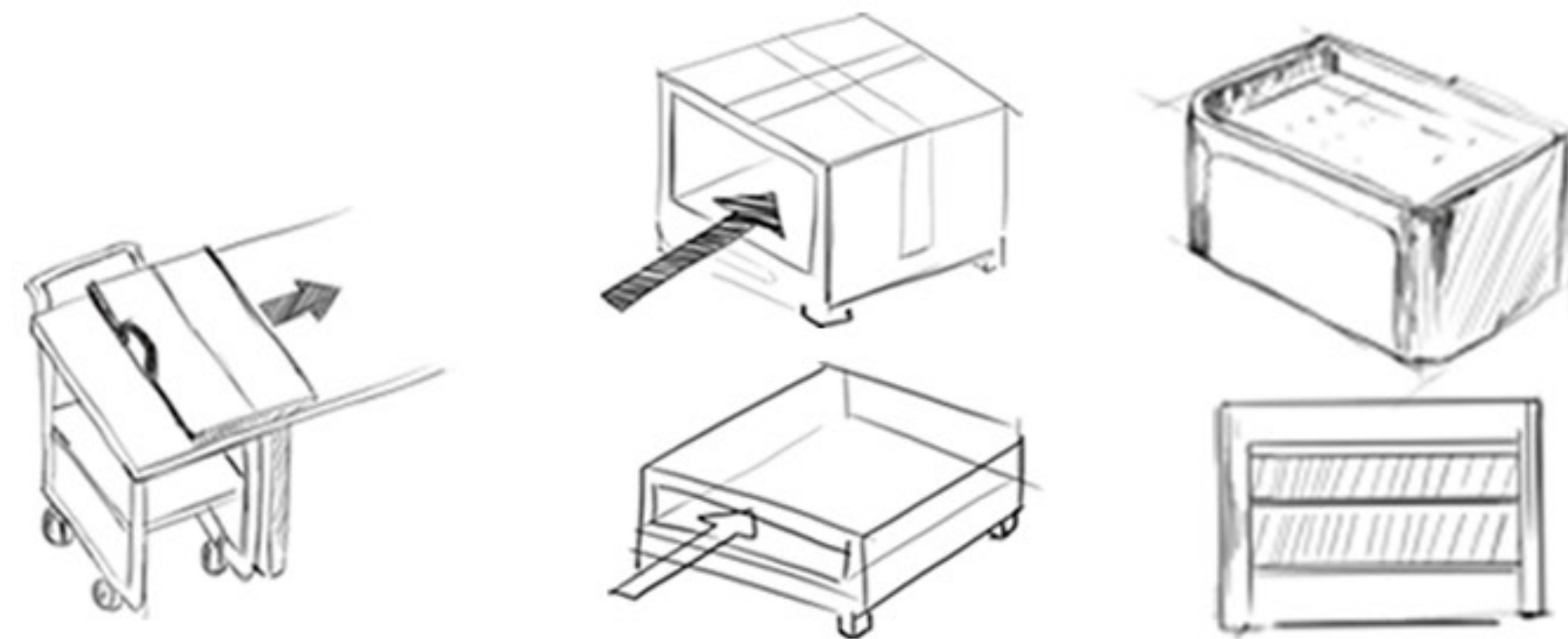
easy to handle tray



detachable trolley

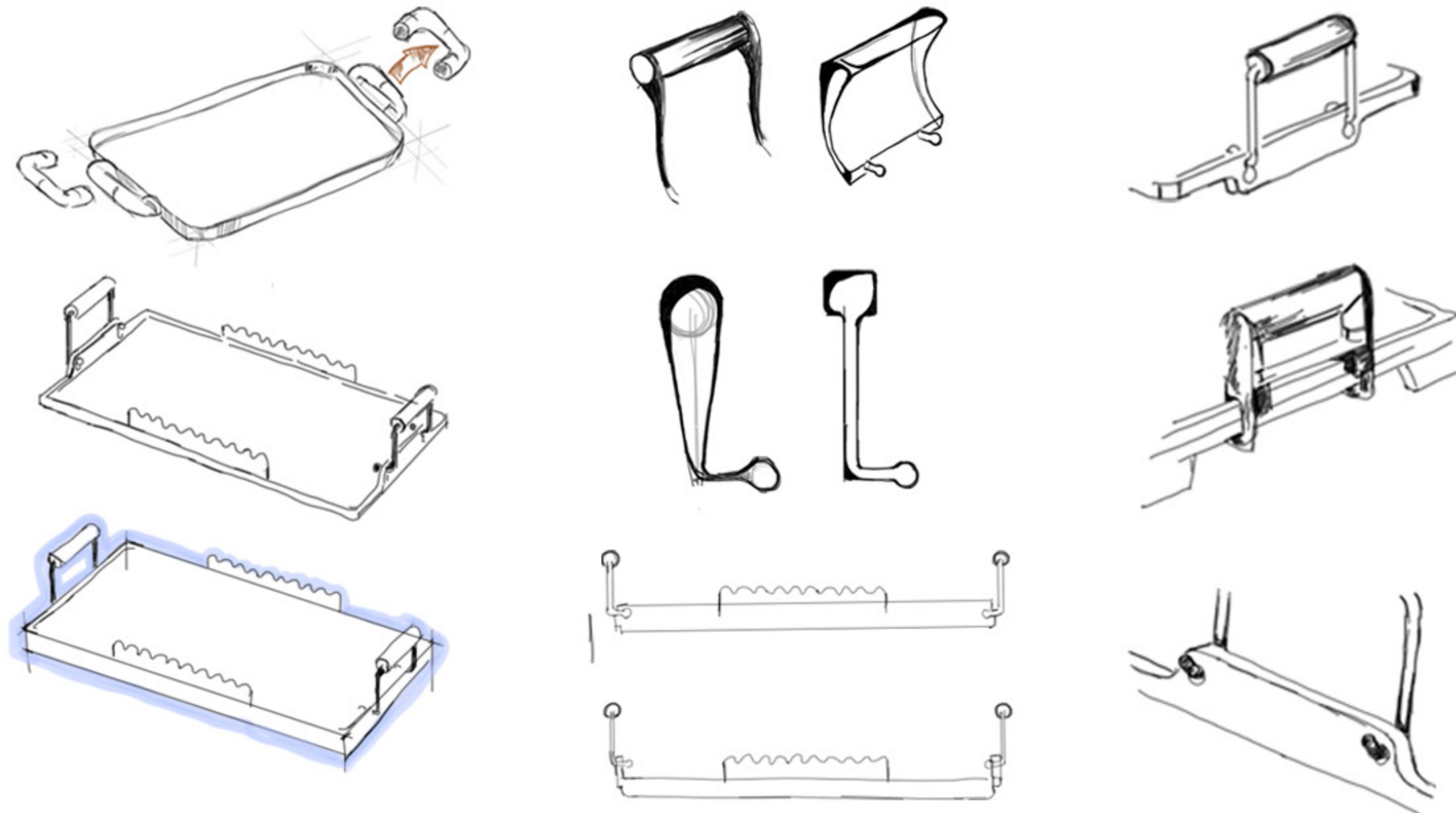


sanitisation facility for side tables



▶ FINAL PRODUCT SKETCHES

detachable tray handles





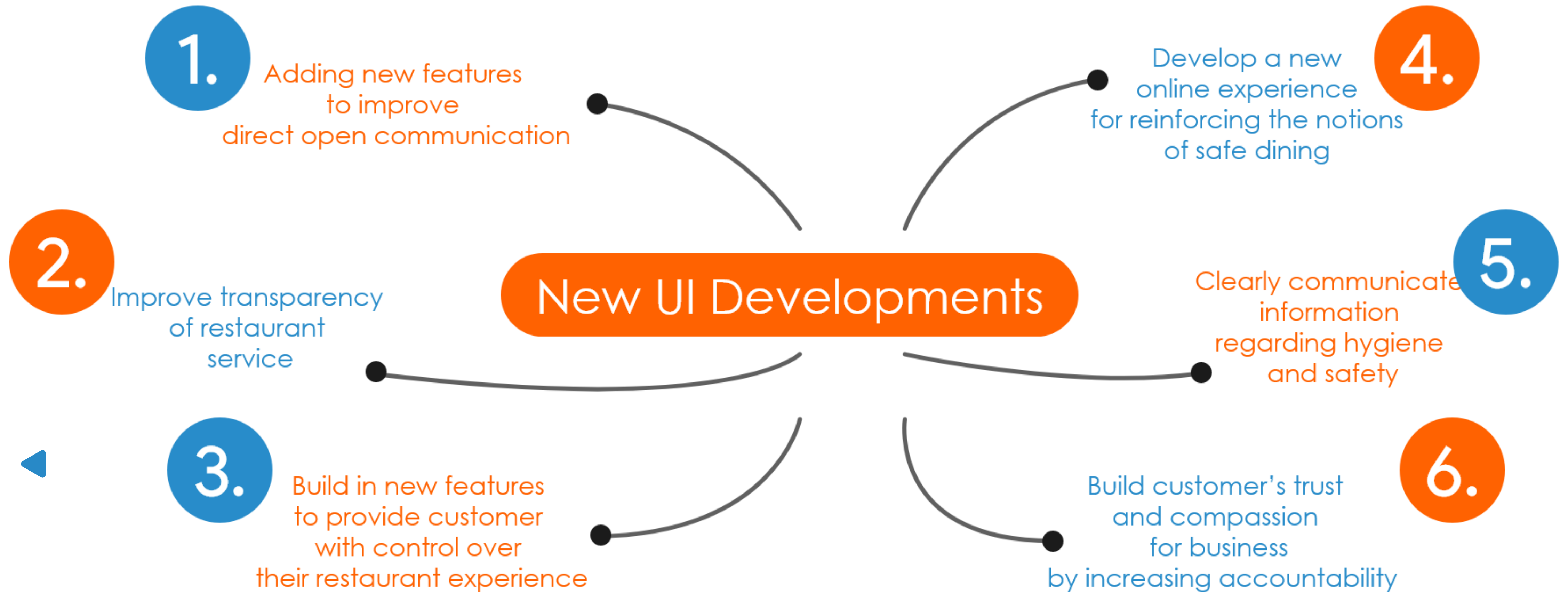
FINAL DESIGN INTERVENTIONS

DIGITAL EXPERIENCE

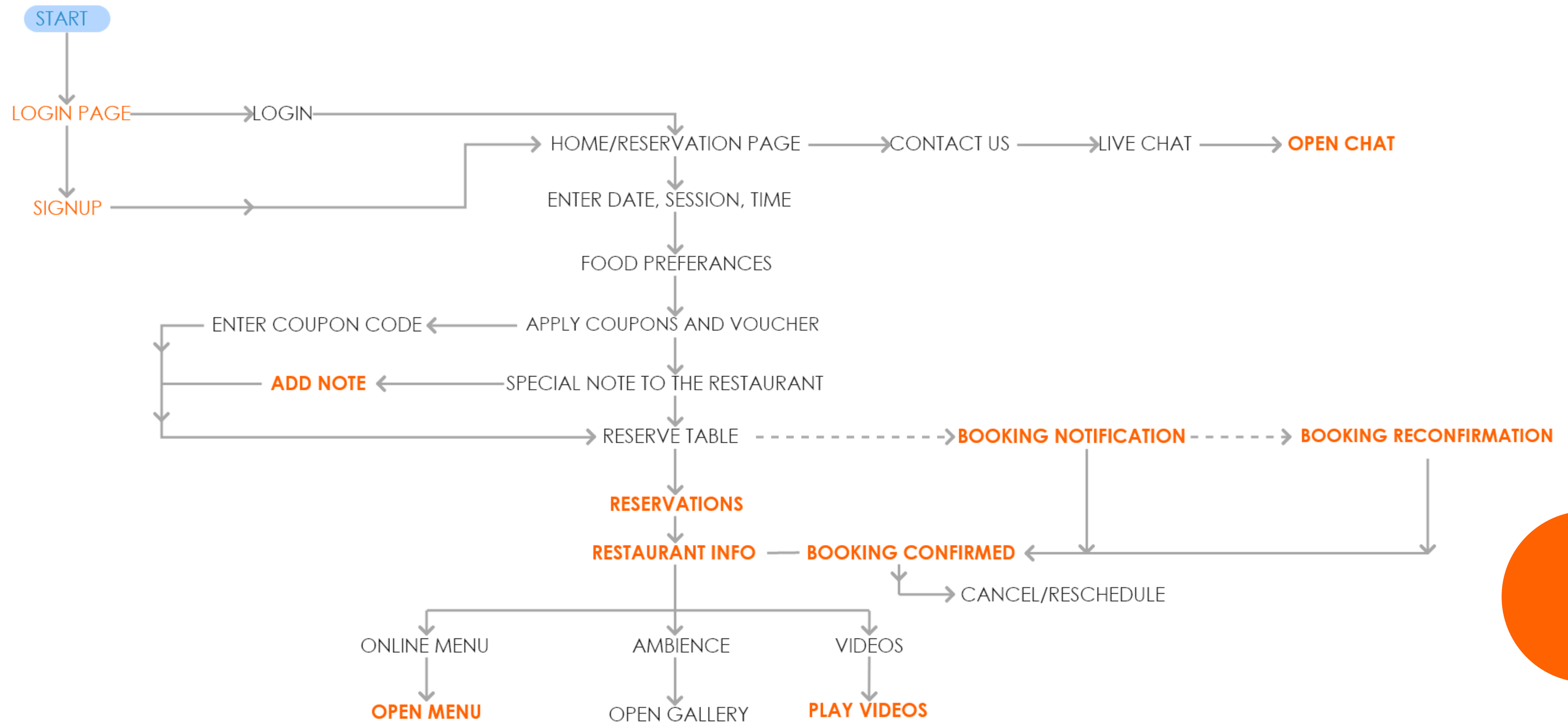
PHYSICAL EXPERIENCE

THE NEW DINING EXPERIENCE

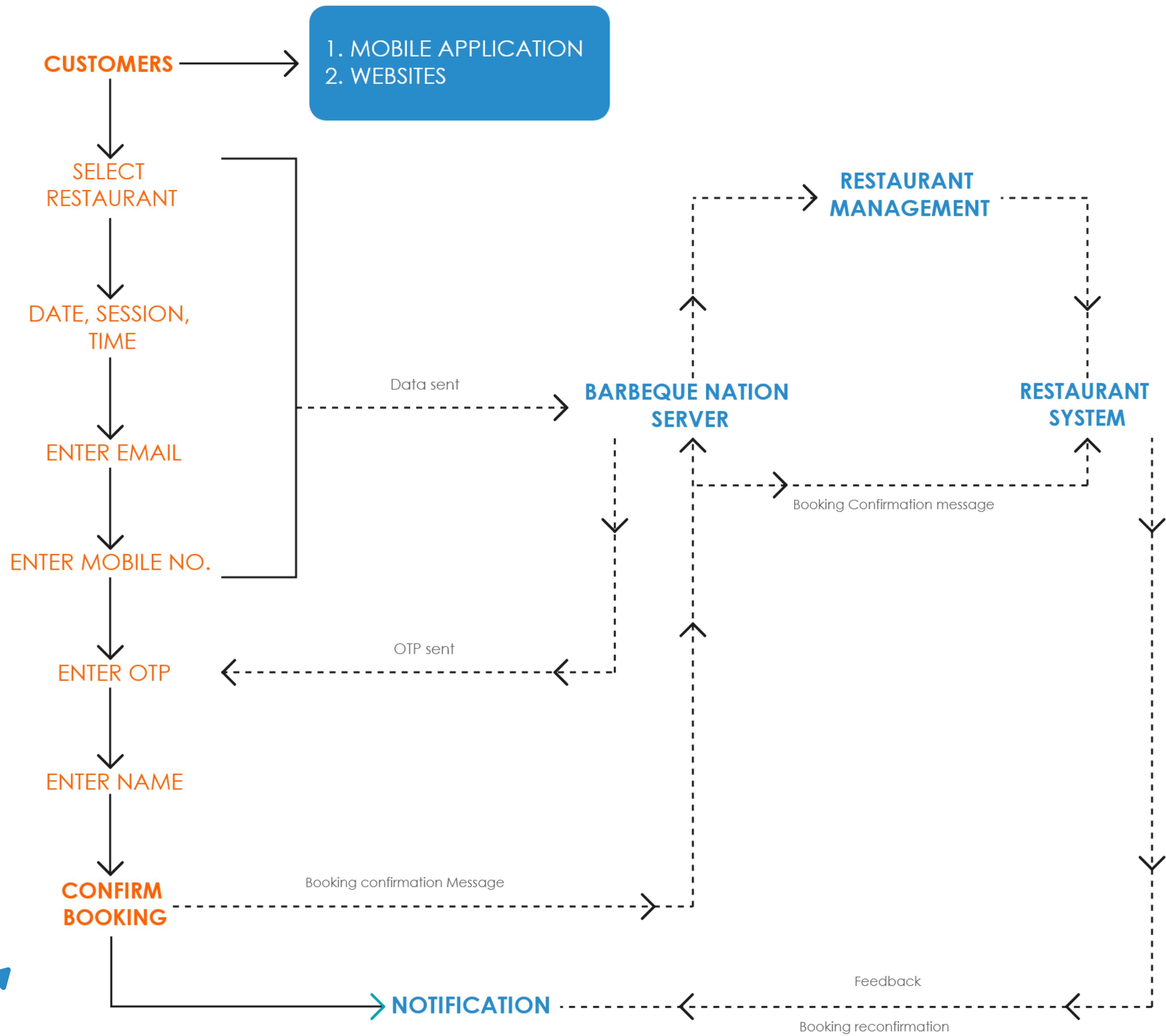
Barbeque Nation has an existing Mobile application and website for reservation in their restaurants. There were many challenges that were present in the existing UI and information provided in it. These challenges were essential to the new UI development.



USER FLOW



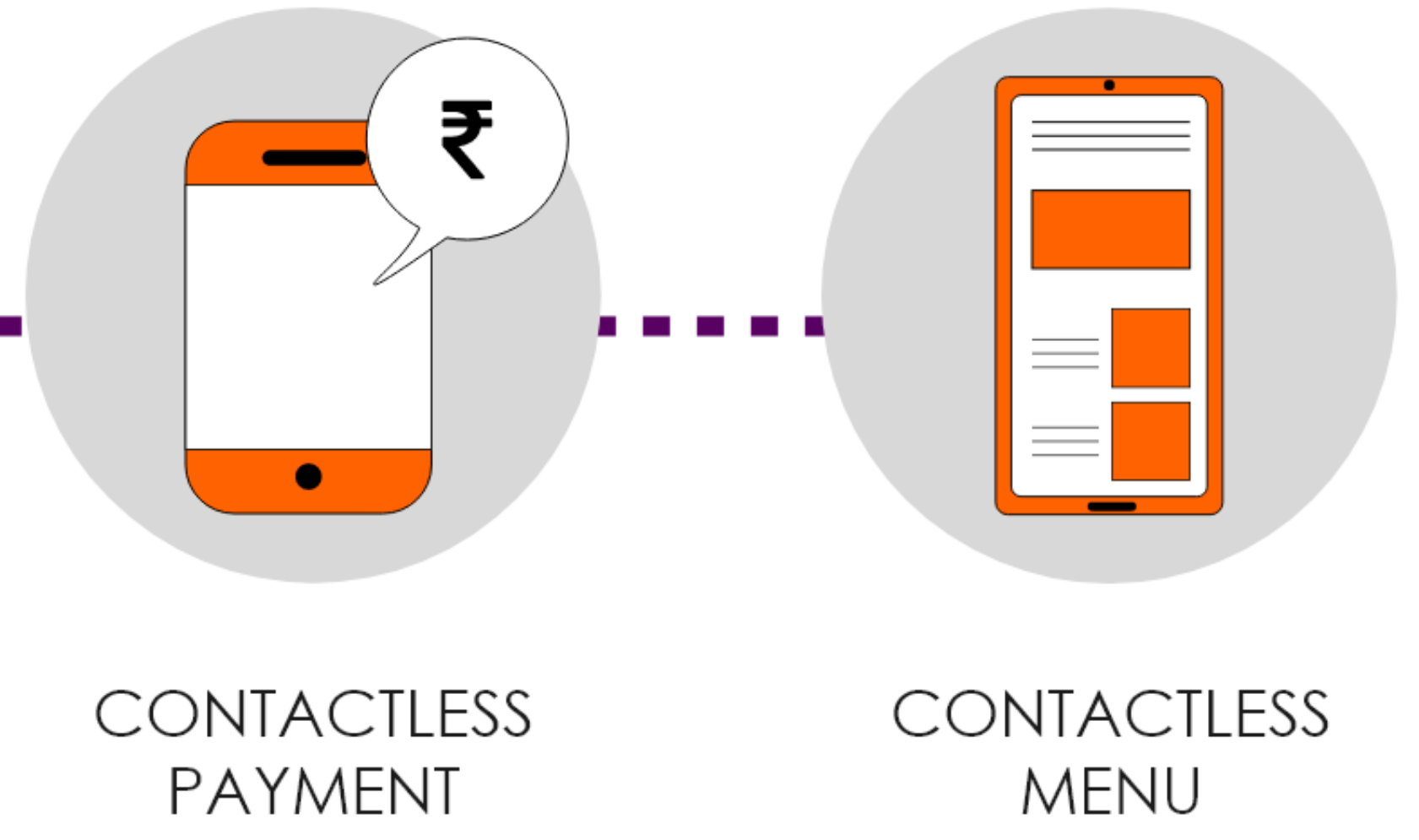
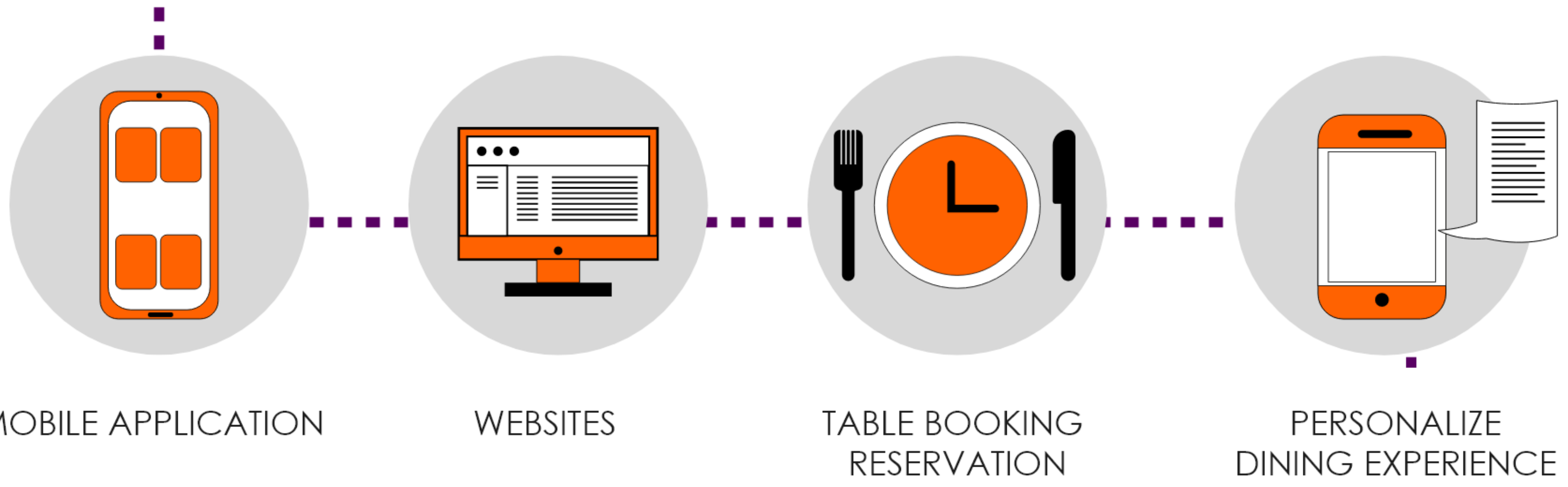
▶ PROCESS FLOW DIAGRAM



▶ **RESTAURANT MANAGEMENT SYSTEM**

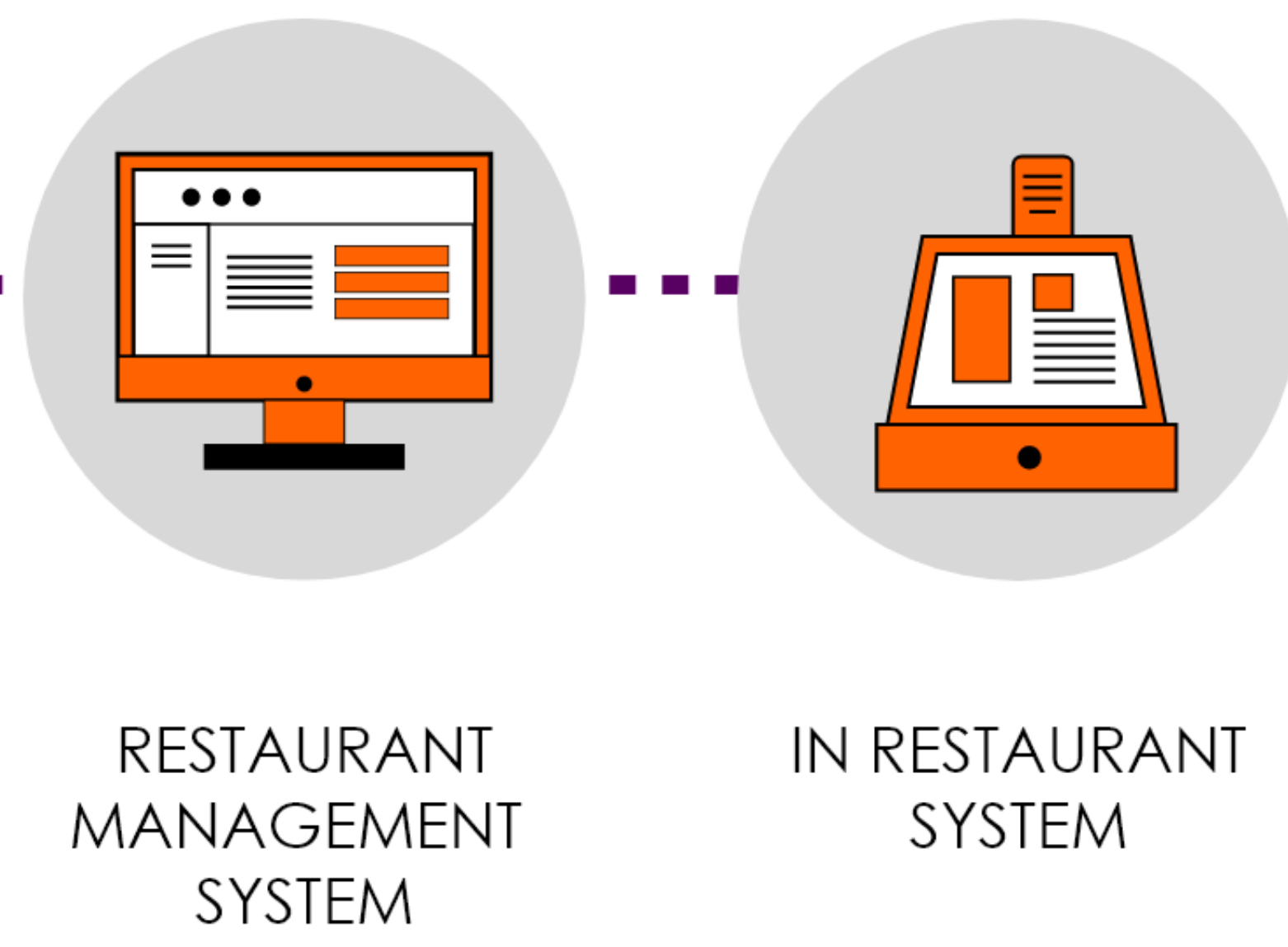
FRONT END

CUSTOMER FACING TOOL



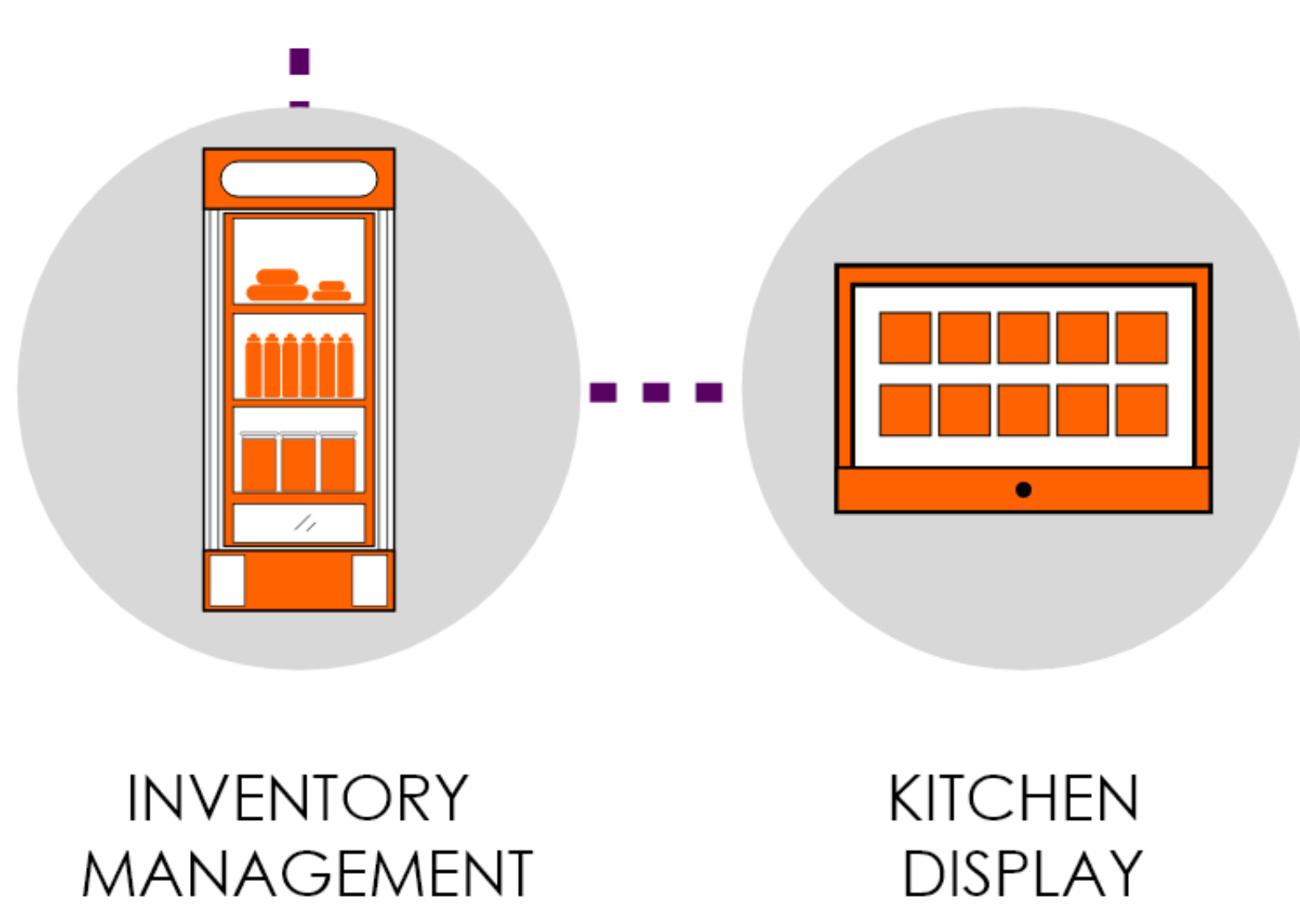
BACK END

ORDER MANAGEMENT TOOL



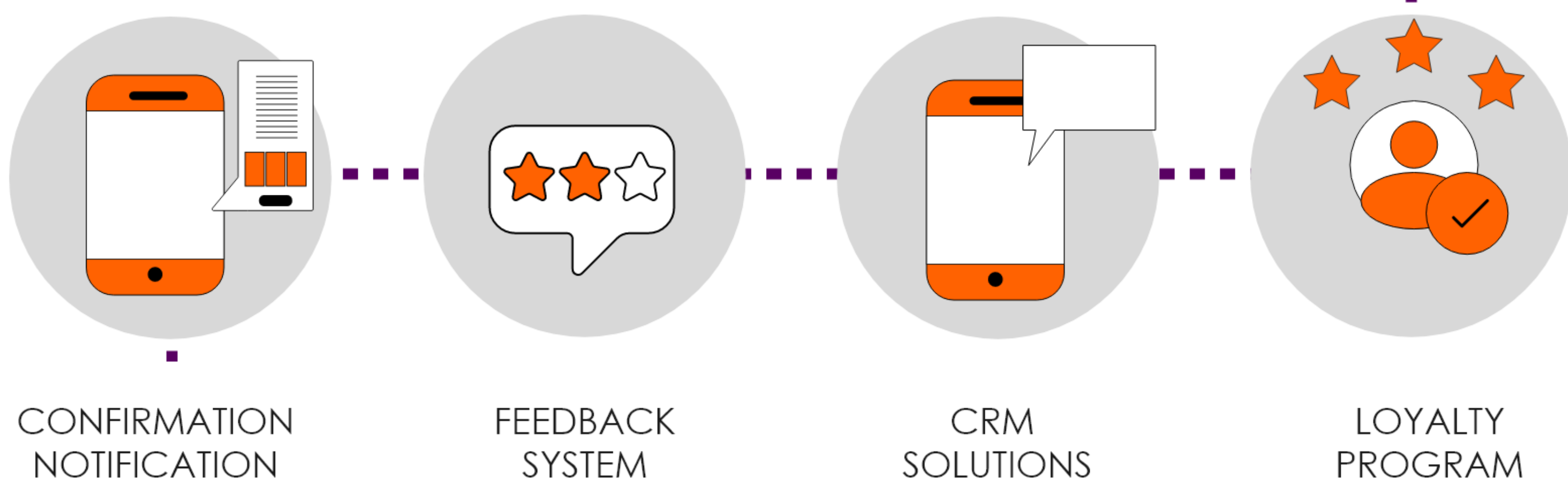
BACK END

KITCHEN PREPARATION TOOL

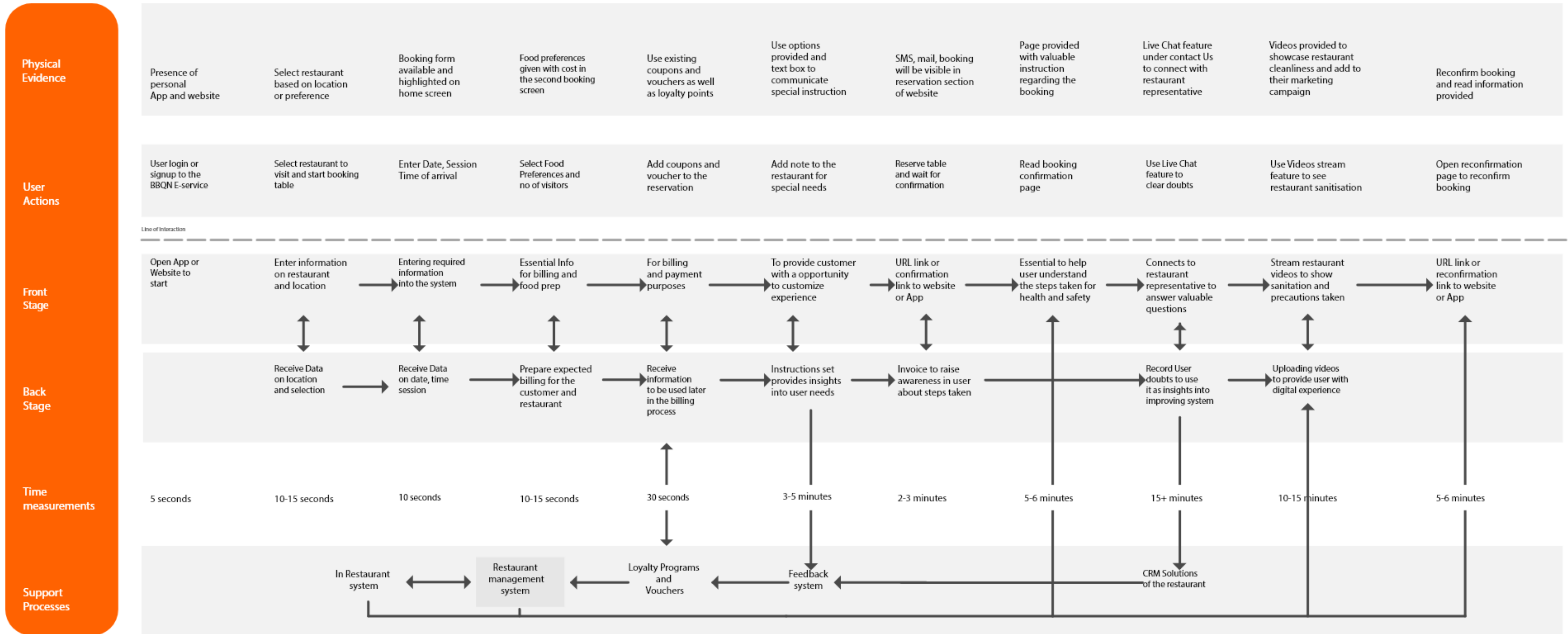


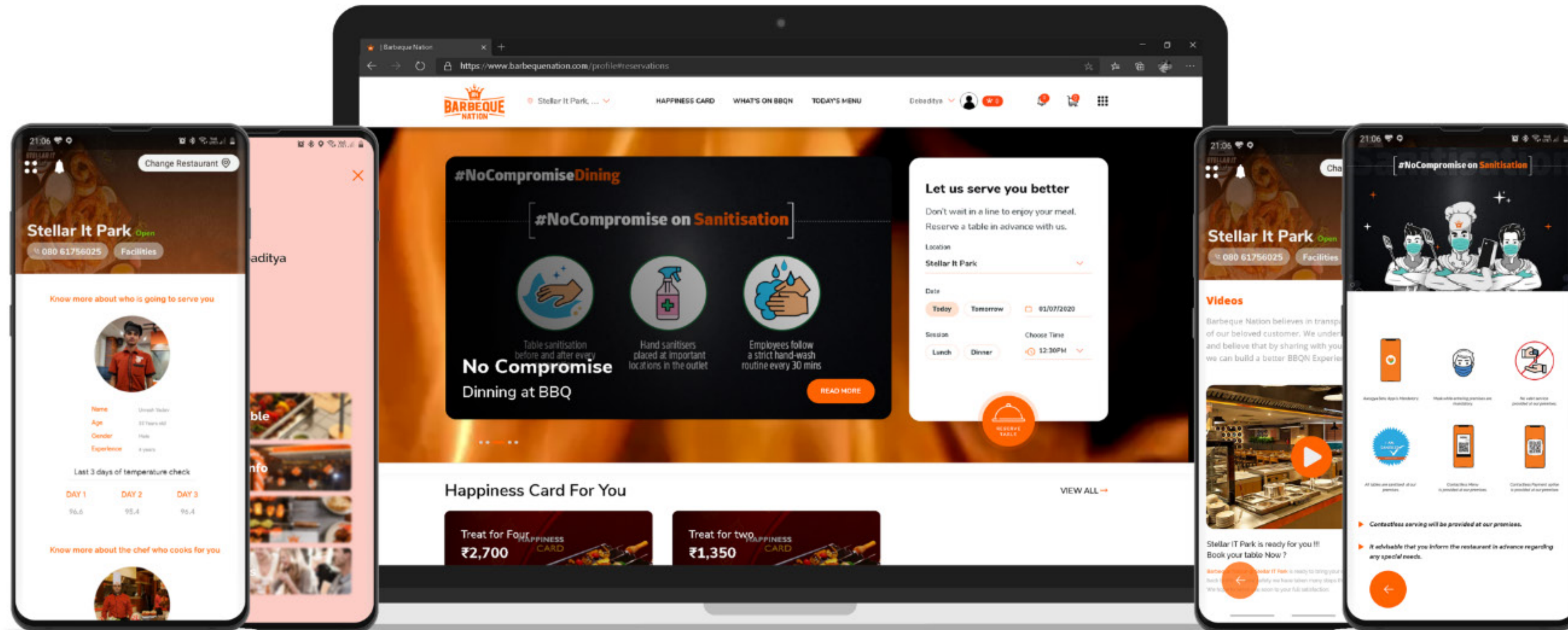
SUPPORT PROCESSES

MARKETING AND CUSTOMER SUPPORT



BARBEQUE NATION DIGITAL EXPERIENCE- SERVICE BLUEPRINT





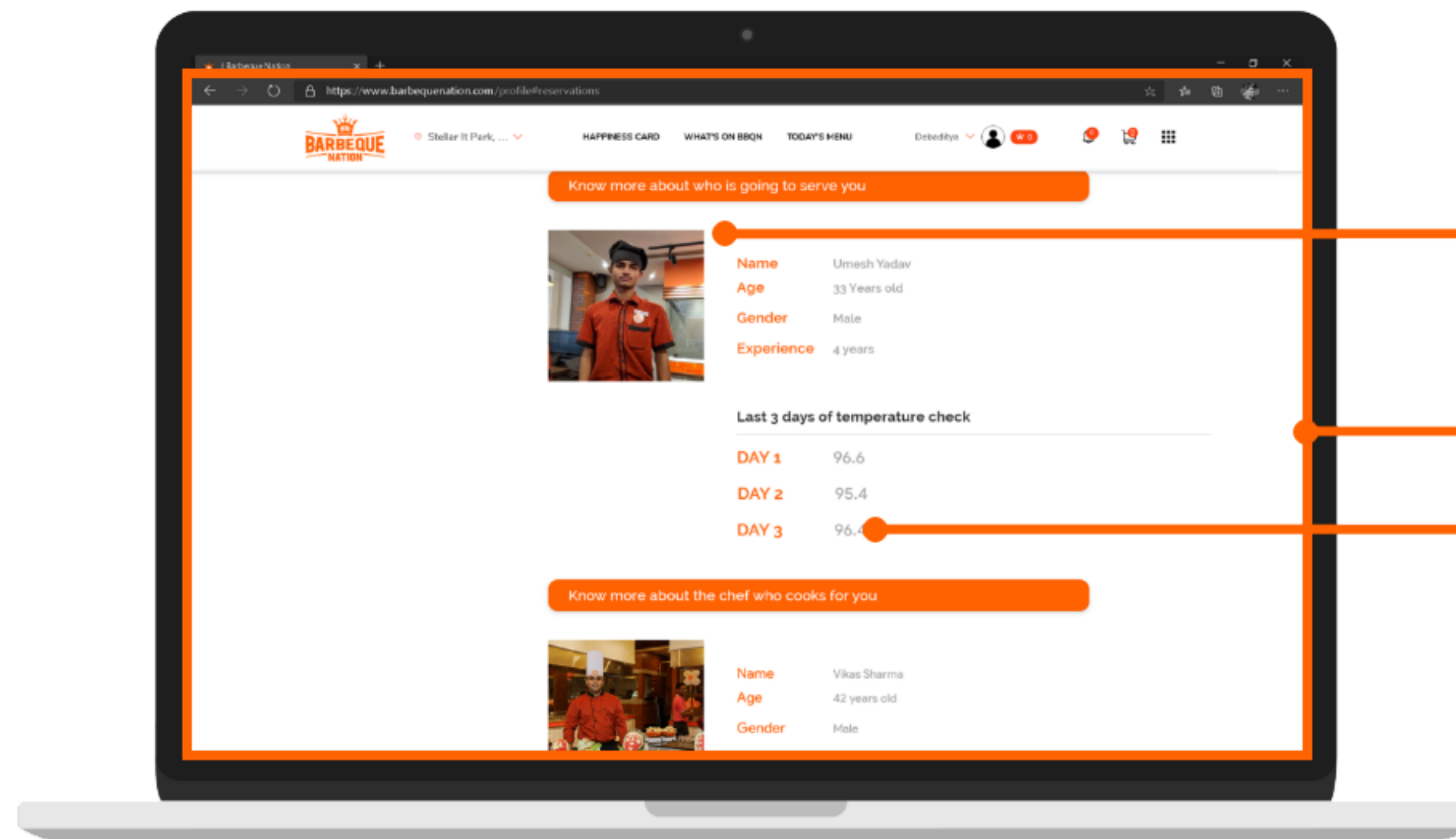
Barbeque Nation

The New Digital Experience



BARBEQUE NATION: THE NEW DIGITAL EXPERIENCE

Barbeque Nation is one of the leading casual dining chains in India; Barbeque Nation pioneered the concept of “**over the table brabeque**” live grills embedded in dining tables - allowing guests to grill their own brabeque's right at their tables.



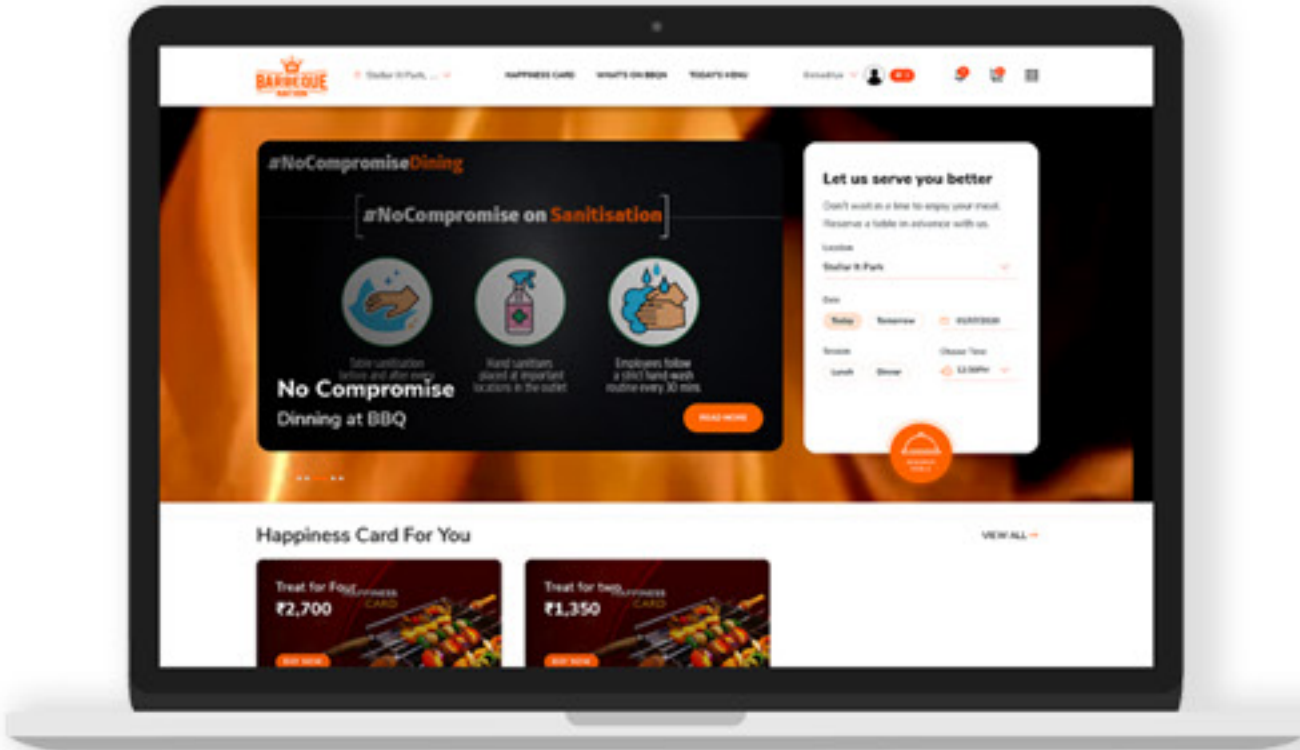
Information about the server is provided

Important information is provided in the reconfirmation page to the customer

Provide last 3 days temperature to the customer

Booking Reconfirmation Page with service Information

WEBSITE USER INTERFACE



Webpage Homescreen

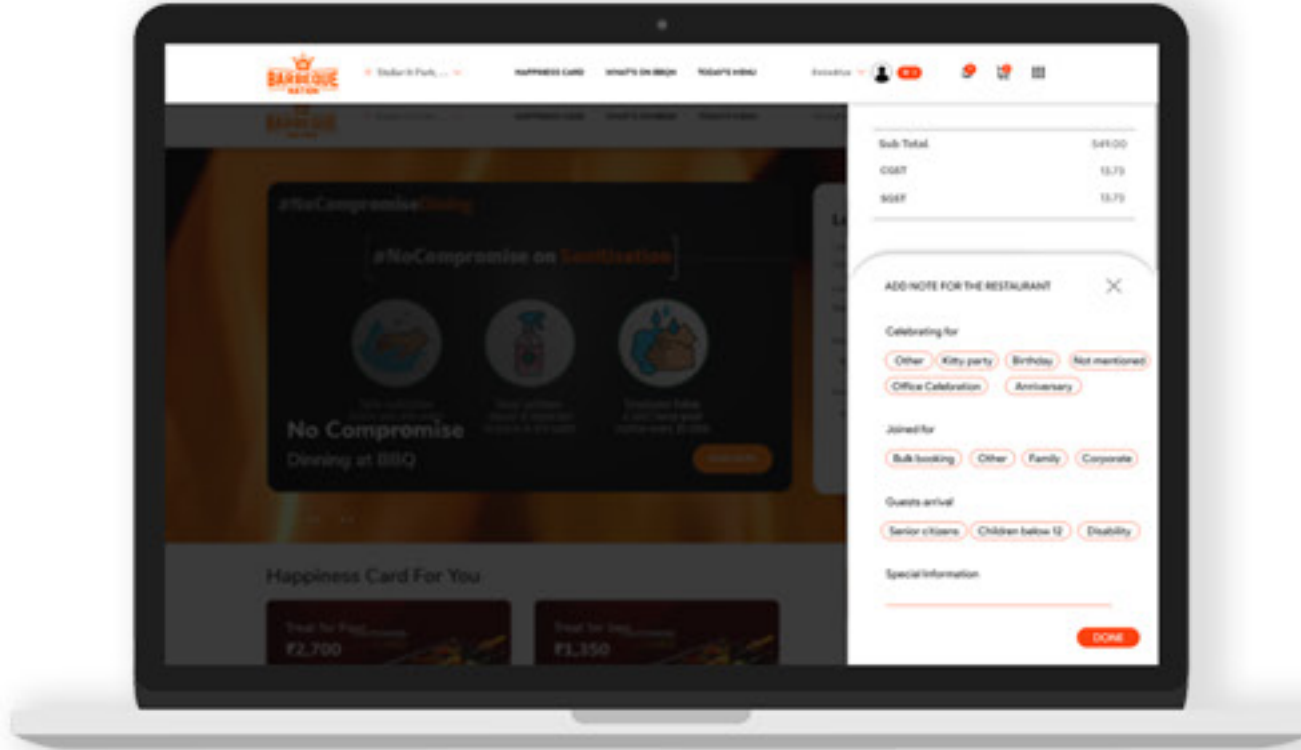
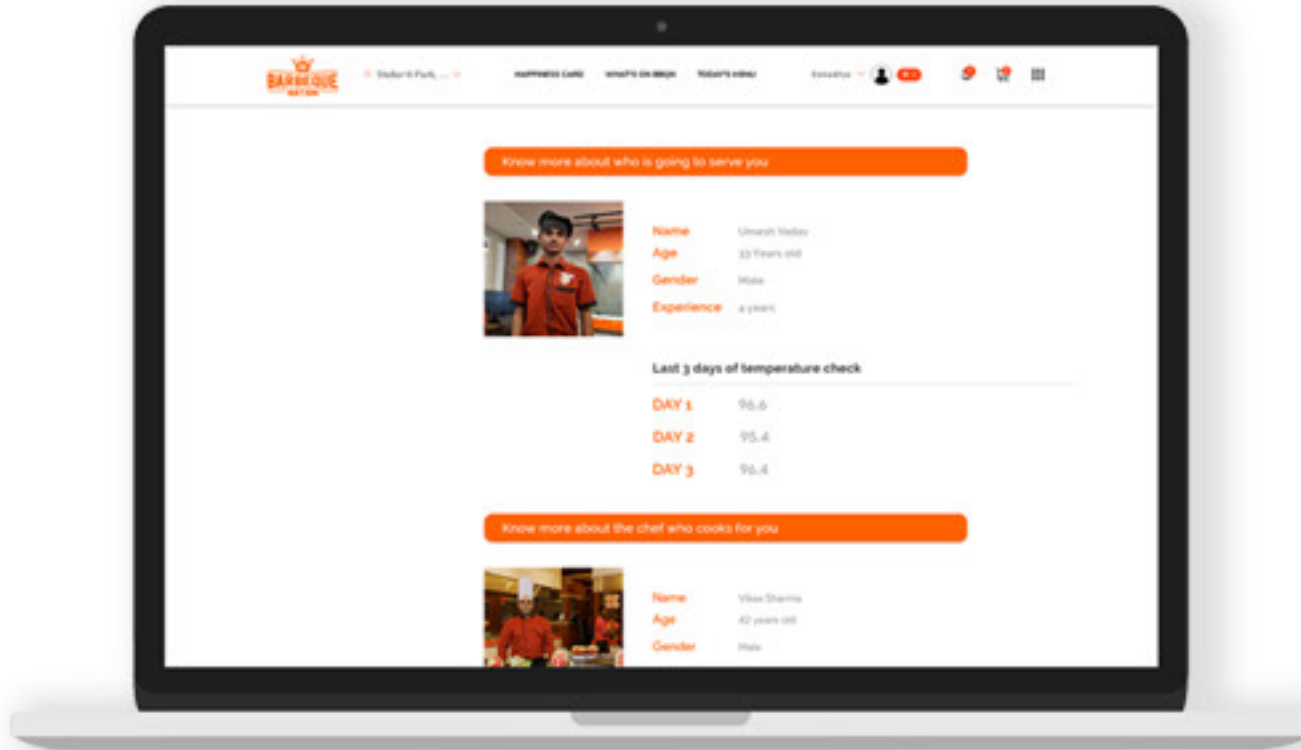
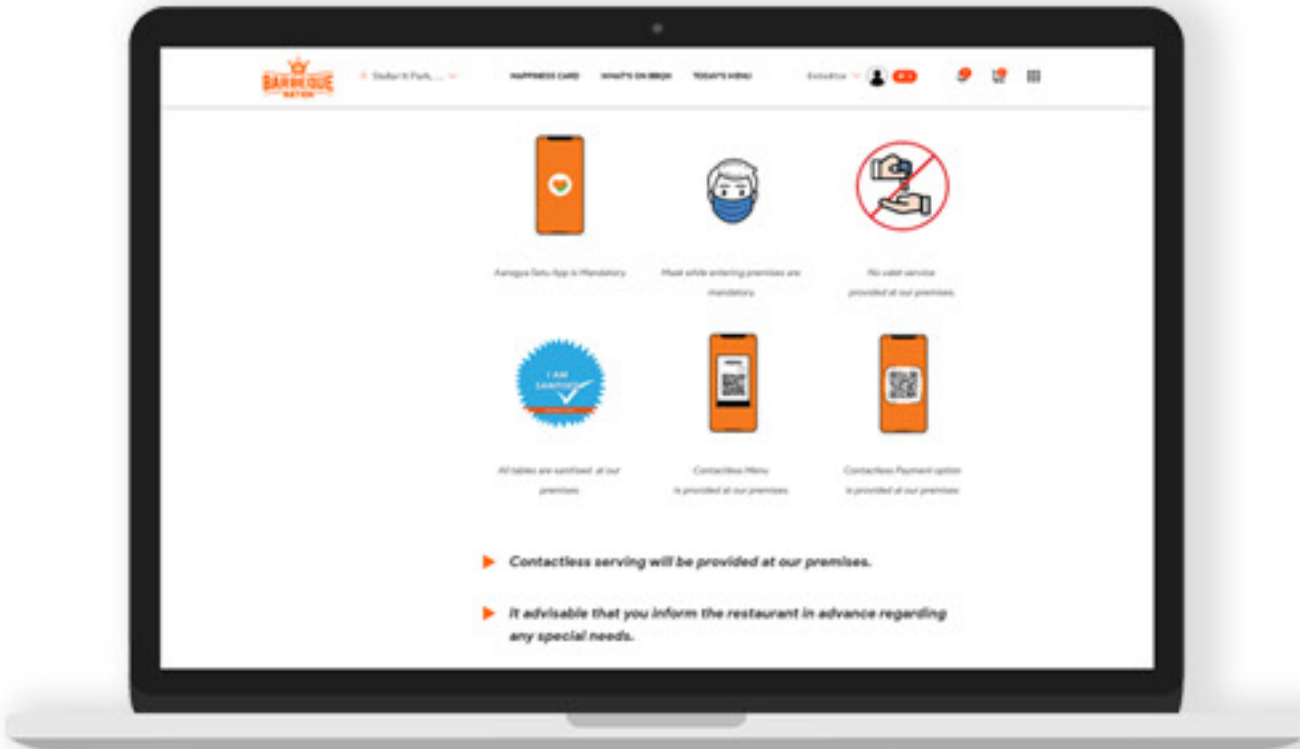


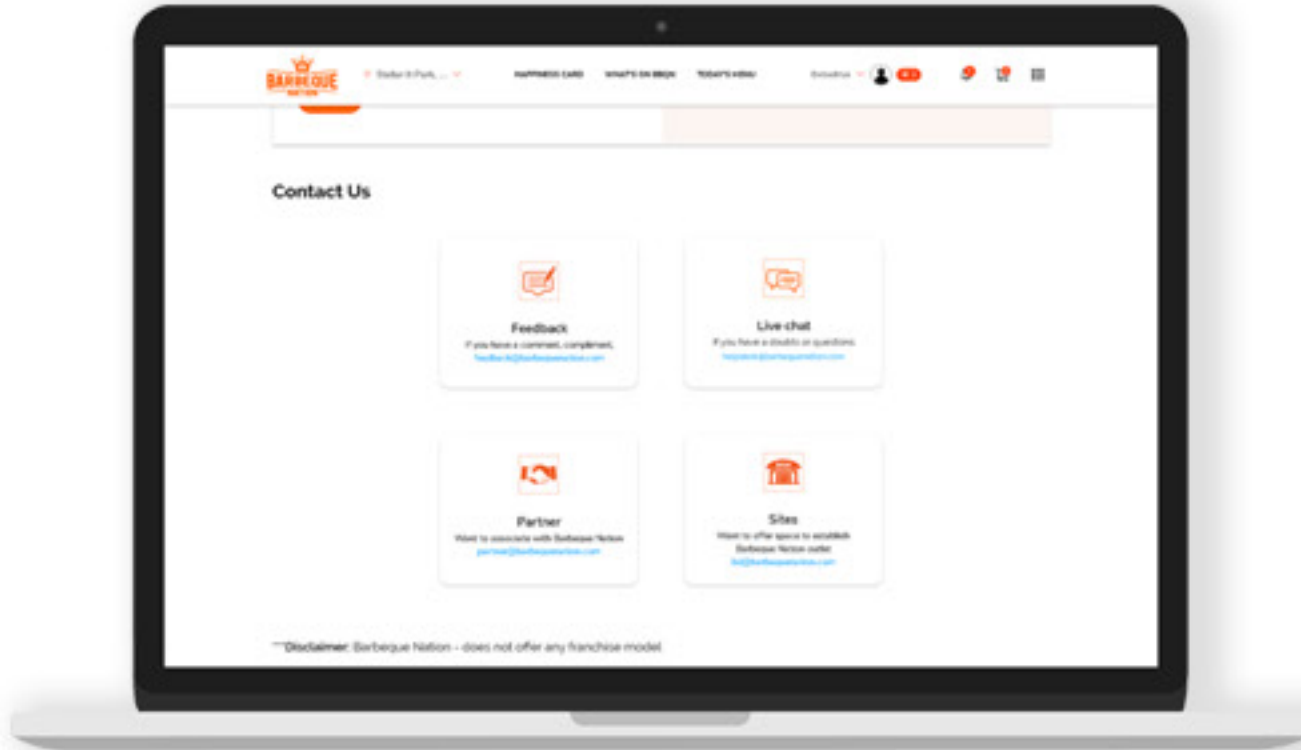
Table Reservation process and Add note to the restaurant



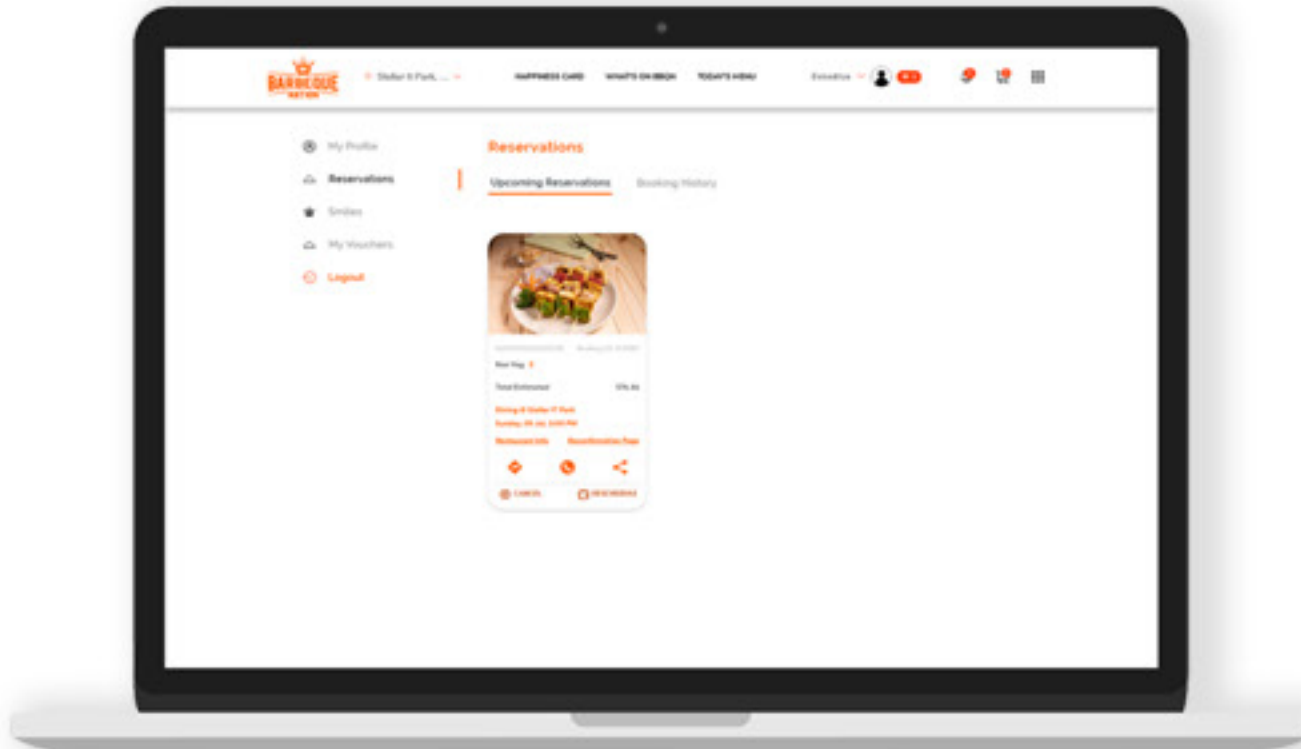
Restaurant Staff info provided to the customers



Precautions and hygiene measures



Contact Us Page

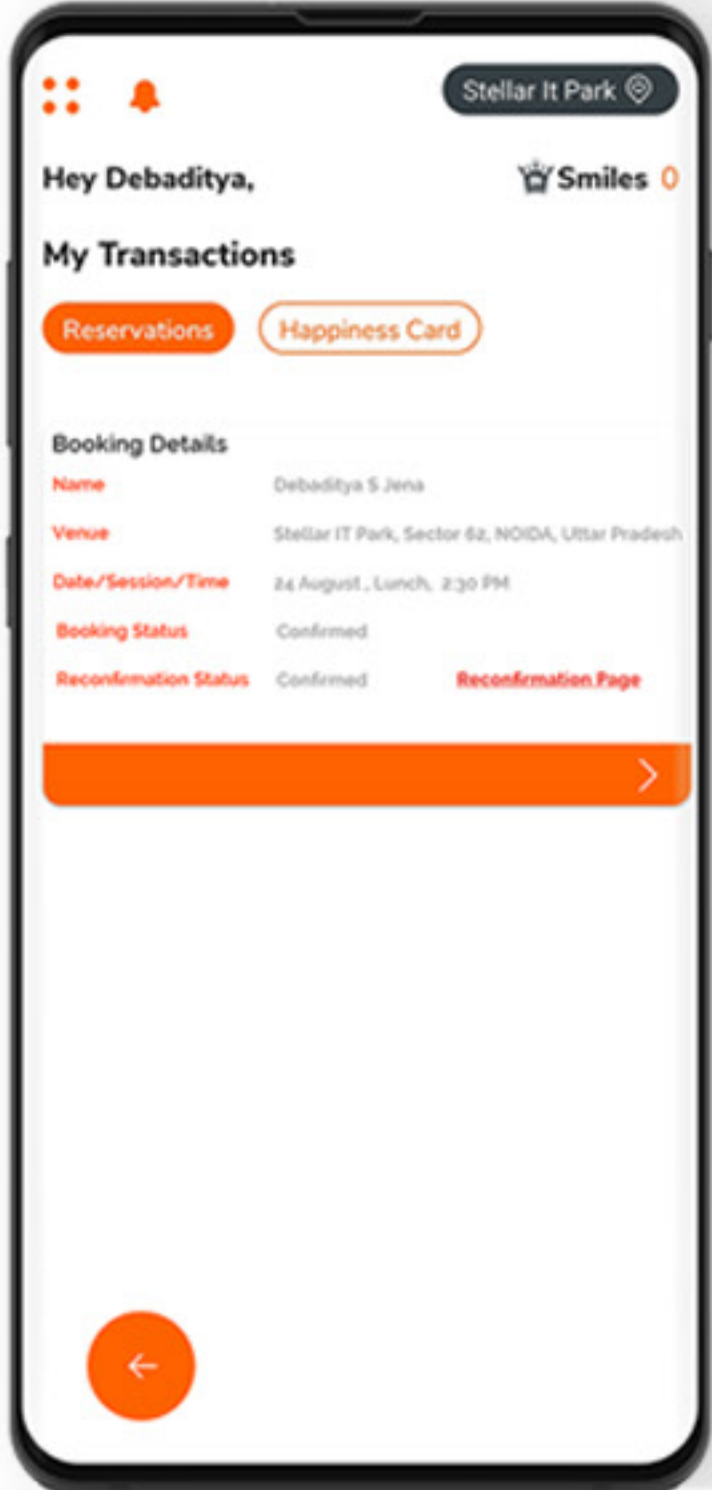


Restaurant Staff info provided to the customers

MOBILE APPLICATION USER INTERFACE



Mobile Application Homescreen



Transactions Page

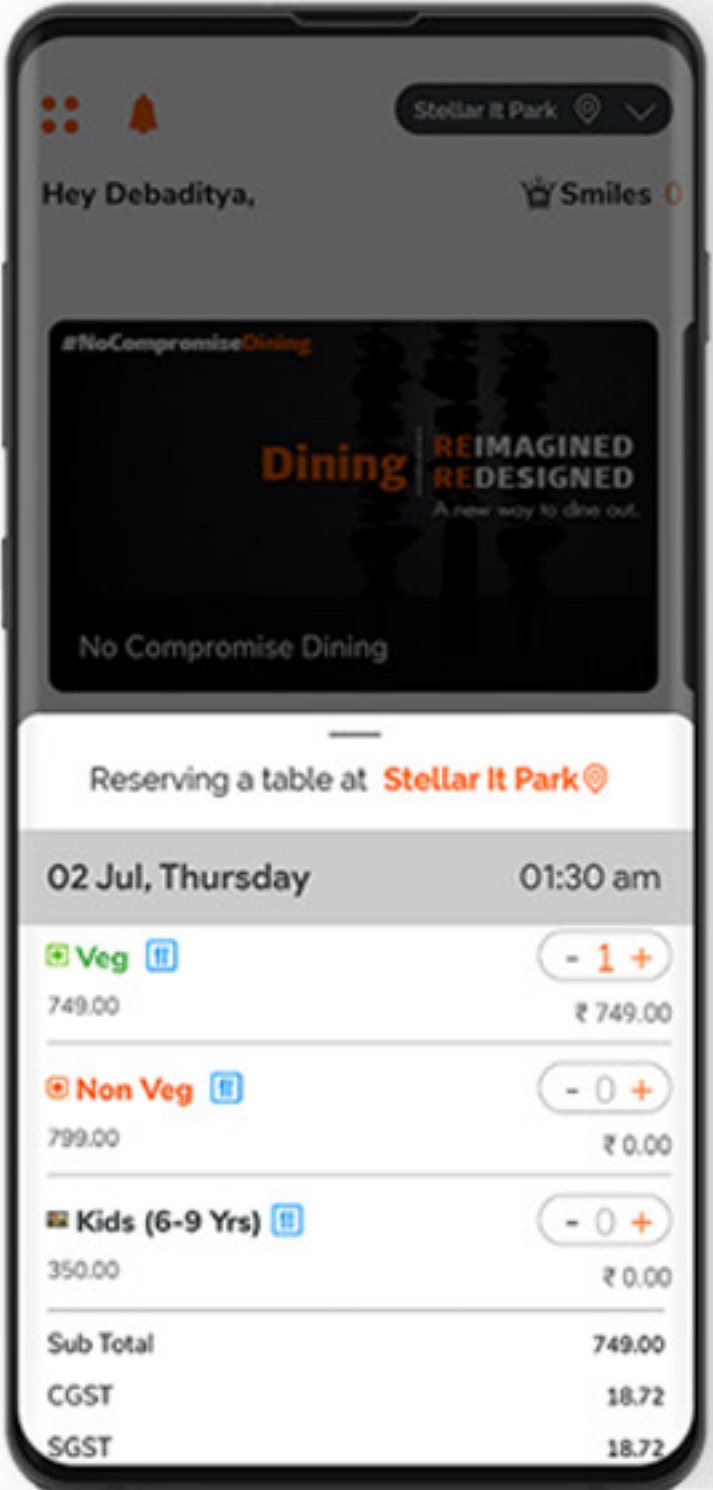
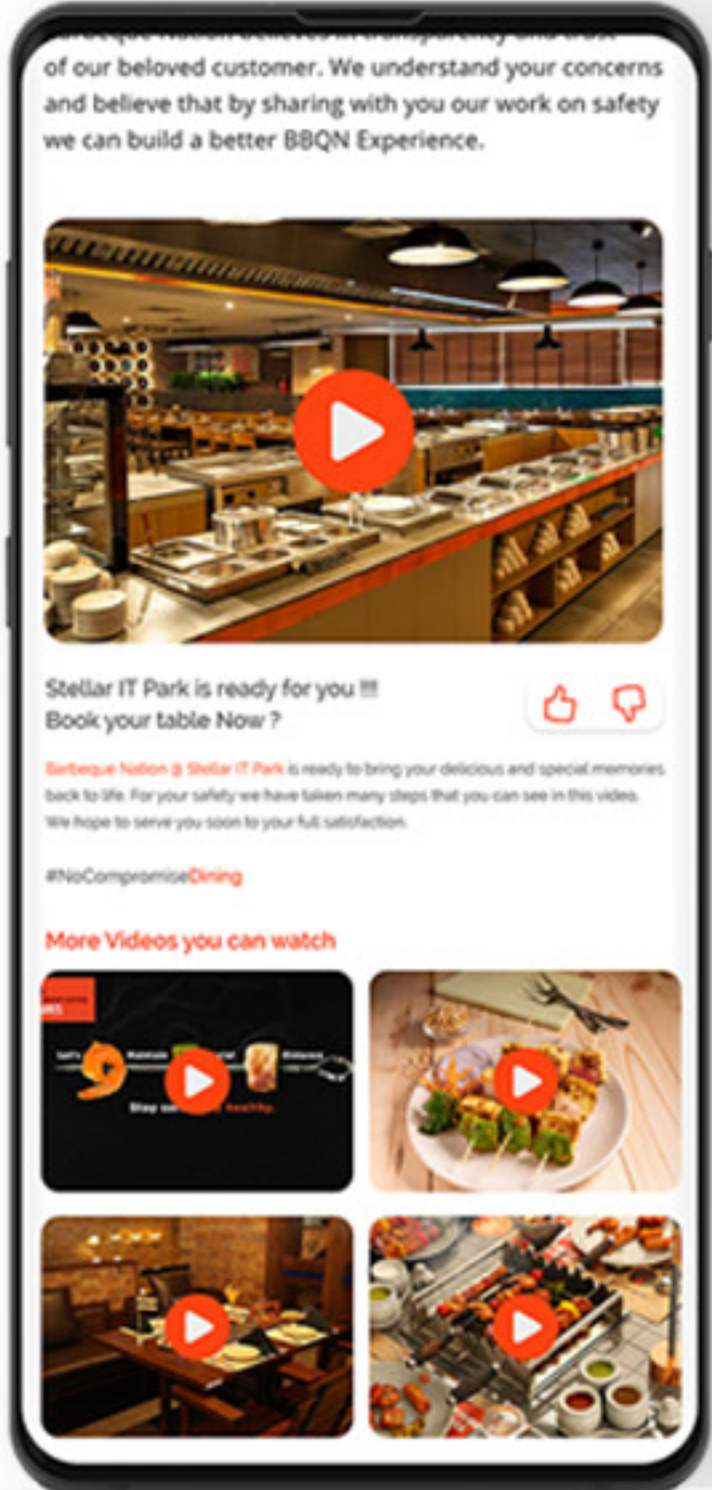
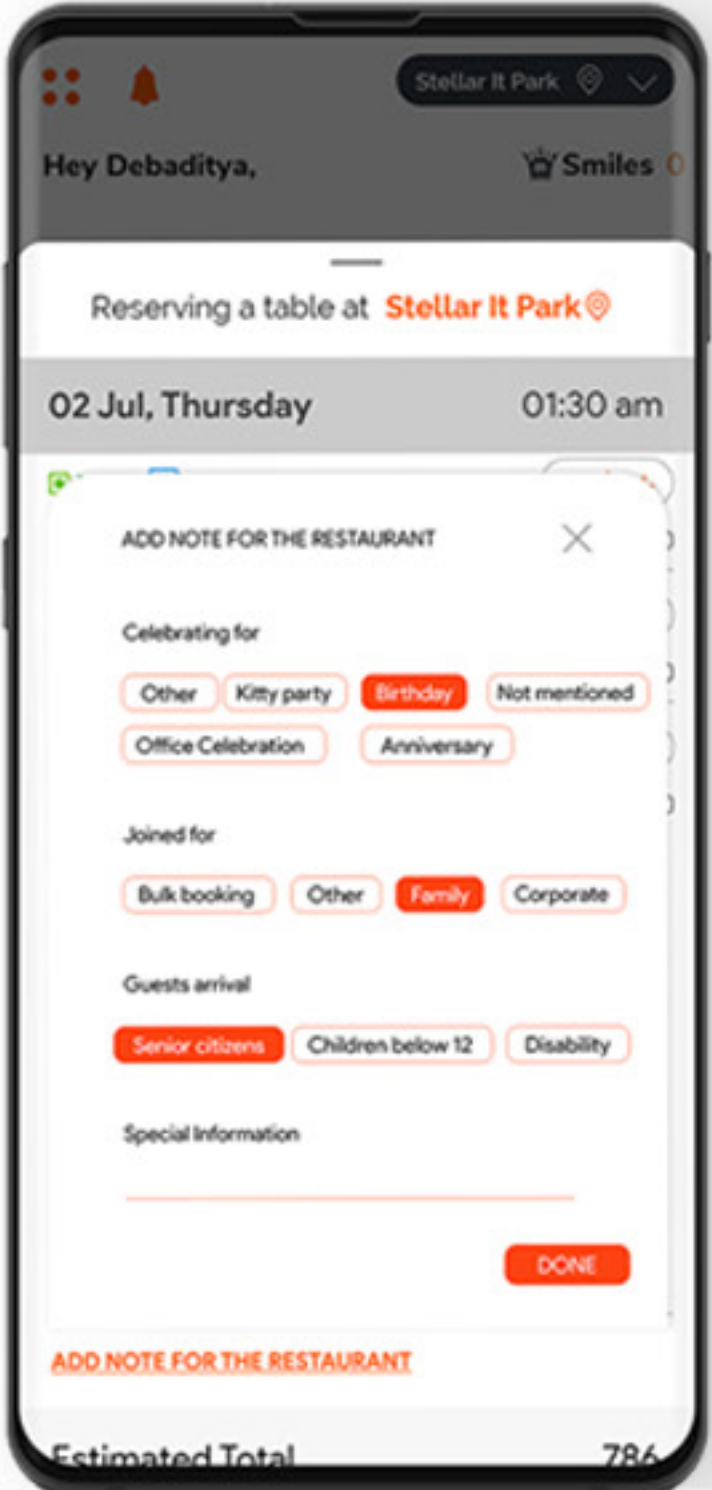


Table reservation process



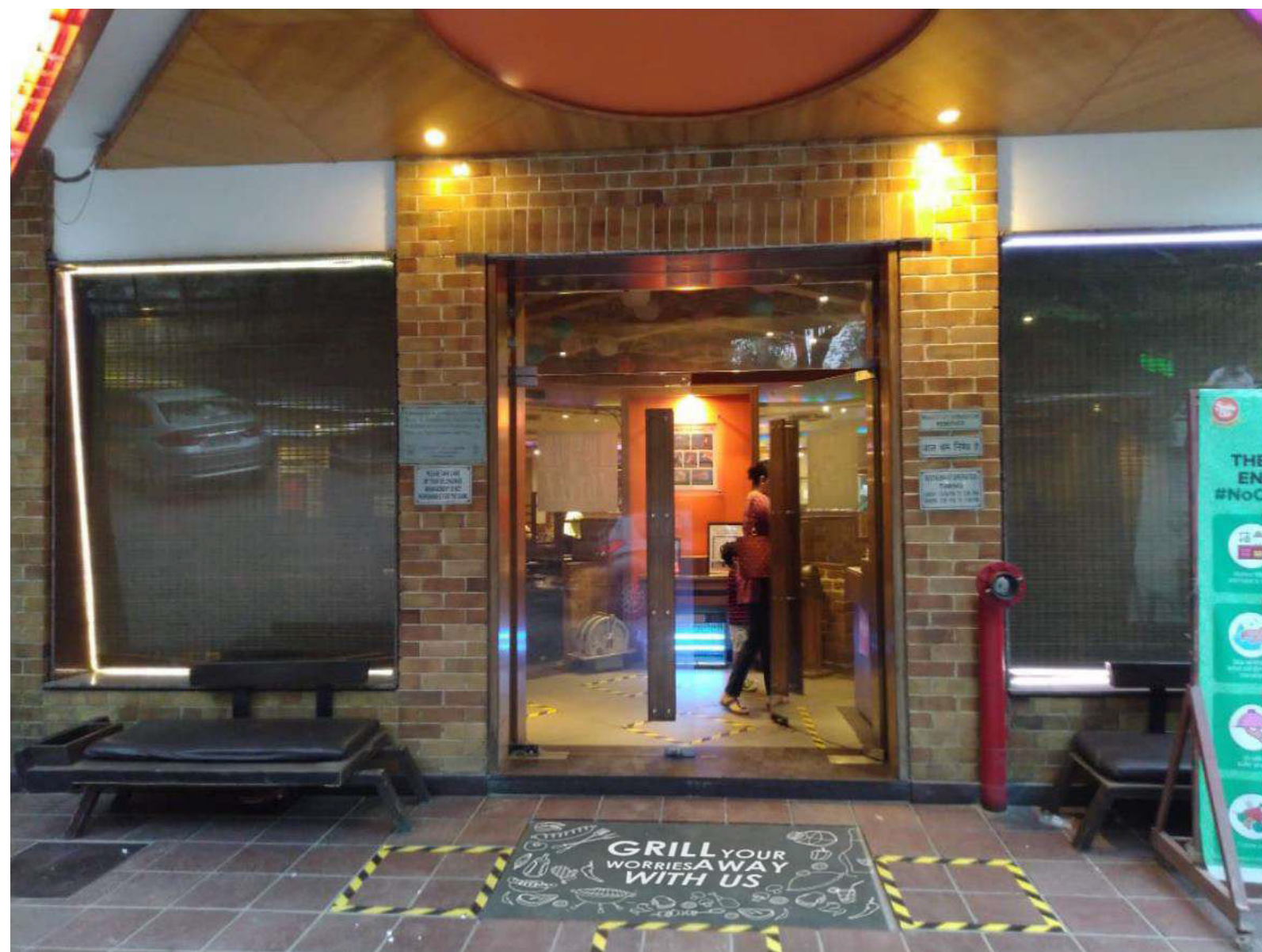
Restaurant Video Tab



Add note for the restaurant

GRAPHICS

We perceive the world through our 5 senses. These sense experiences help us navigate through life, working closely alongside other factors when influencing our decisionmaking process such as the environment, belief etc.



PURPOSE OF THE GRAPHICS

The graphics added outside the restaurant itself is expressive, emotional, abstract, evocative and requires the audience to participate in the narrative engagement on an emotional and psychological level. By engaging the customer before they enter the restaurant, we get a chance to hook the customer with the restaurant's service and develop a relationship on a deeper level.

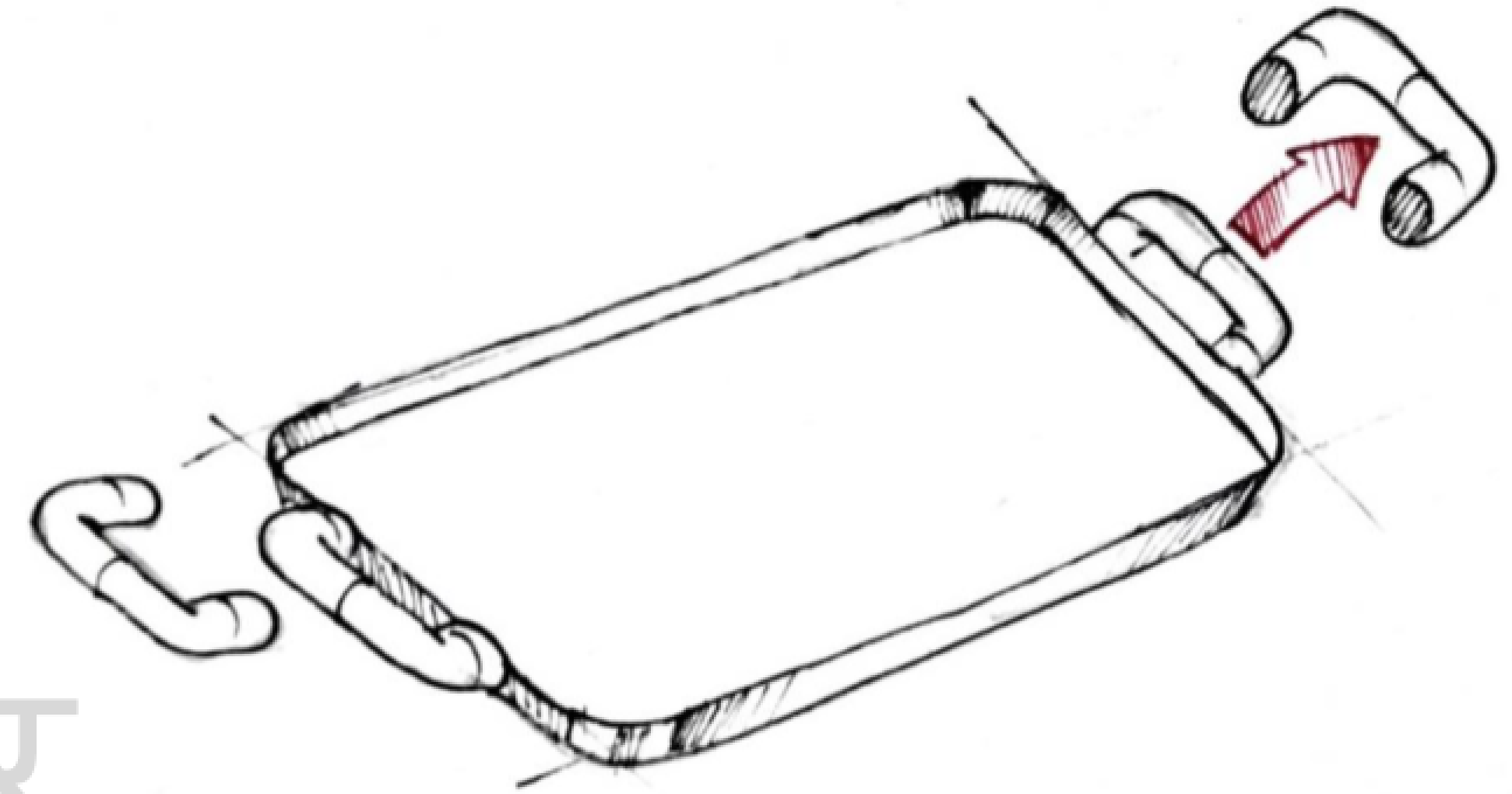
01

PRODUCT CONCEPT

The idea behind the concept was to introduce a medium in the cutlery and food delivery and collection part that would prevent direct human interaction and the entire process can be made truly contactless. This was decided to be a tray that would be used to deliver and collect items to and from the customers' table in a contactless manner.



tandur



USP

02

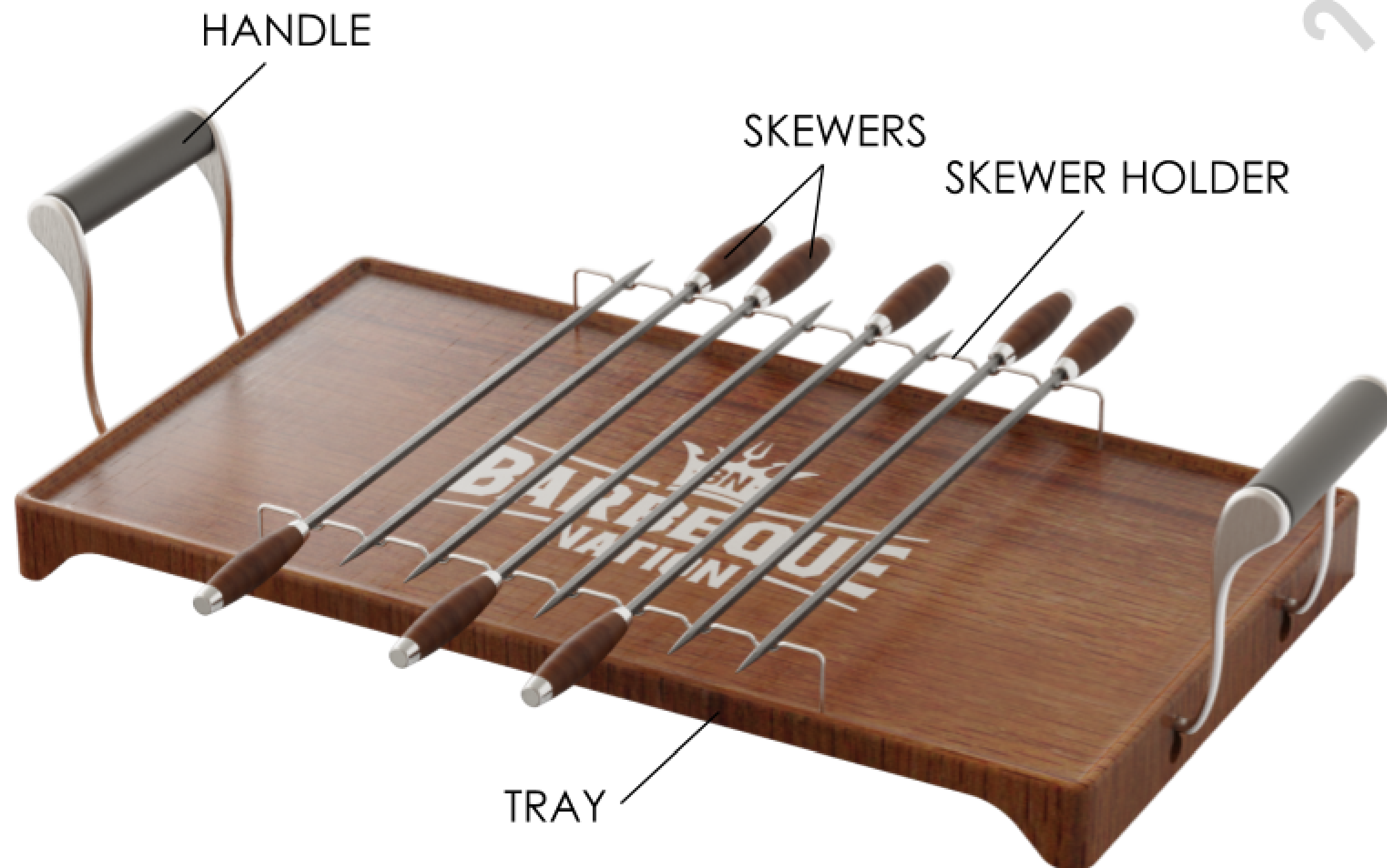
The main feature of the product are detachable handles which would ensure there is no form of direct contact between the waiter and the customers on the occasions when the waiter approaches the table. Since the handles are the only thing the waiter has touched which he takes away after putting the tray on the table this basically puts a check on the fact that the customers aren't touching anything the waiter has touched and also the other way round.

03

TRUST AND CONFIDENCE

Currently the waiters serve the items on the table by holding them in their hands, so having a tray with detachable handles and giving the option to the customers to collect the items from the tray by themselves without the waiter's interference is more confidence and trust inducing.

तन्दूर



MULTIUTILITY

04

Now, since a major attraction of barbeque nation is the barbeque itself, so provision was provided in the product to handle the skewers too as they are also served on to the grill on the table by holding them directly by the waiters.

05

MATERIALS



The materials were chosen for the product in a way that it would blend in with the overall design aesthetics of the restaurant and at the same time be durable, easy to handle, washable, and inexpensive.

The materials chosen were, cherry wood, stainless steel, ABS plastic, and rubber.

tandur



COSTING

06

Costing for 1000 units of the product were considered for estimating the retail cost of the product.

Direct Manufacturing Cost - Rs1,36,000 (Wood, Stainless steel, ABS, Rubber)

Direct Labor Cost - Rs1,20,000

Manufacturing Overhead cost - Rs 1,20,000

Product Cost – Rs 3,76,00

Unit Cost – Rs 376

At 15% profit margin, selling price – Rs 432

At 10% profit margins for whole sellers & retailers, MRP ~Rs 525

The Bridge School

Industrial Design Project

Connect with the creators :)

under the guidance of **The Bridge School**



Sidhant patnaik



Muskan sinha



Lavanya saihjee



Debaditya Sekhar Jena